

LOGISTICS PILOT

EDITION

AUGUST 2023



JOB MARKET

THE SITUATION REMAINS TENSE

NOT THE HOLY GRAIL

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**Training, work,
skilled staff**

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Main topic

Not only a shortage of skilled staff but also vacant apprenticeship jobs are changing the face of the German job market, as is the desire for a better work-life balance.



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PHOTOS: UNPLASH/DAVID LATHIVA, NORDFROST, CIVIL LOGISTICS GROUP, ISTOCK/GRINVALDS PHOTO PAGE 3: FEDERAL EMPLOYMENT AGENCY



Johannes Pfeiffer, Chairman of the Executive Board, Regional Directorate Lower Saxony-Bremen, Federal Employment Agency

TASKS THAT MUST BE RESOLVED

Dear readers,

Many areas of the port industry, shipping and logistics are heavily burdened by economic challenges – skilled labour shortages, international conflicts and new technologies are creating demanding tasks that must be resolved. For the most part, as the majority of all vacancies are at the skilled worker level or higher, companies are looking for qualified personnel, yet there are hardly any skilled workers among the unemployed.

Changes in demographics are also putting companies under pressure, with many employers finding it increasingly difficult to find trainees. In Lower Saxony and Bremen, the number of registered apprenticeships available far outweighs the number of young people looking for vocational training – currently by 11,300. Another megatrend in the job market is digitalisation. More and more activities can be carried out by IT. This requires different qualifications than before, making lifelong learning all the more important.

As part of the national port strategy, the Federal Employment Agency is committed to securing skilled labour and offering qualifications and training to support the maritime industry. This poses a lot of questions.

Are there company employees who can be trained to take on more demanding jobs? Could someone be hired as a helper and then trained as a skilled worker with support from the employment agency or job centre? Would “weaker” trainees be able to complete their training if they were given subsidised tuition in maths or German to help them succeed at vocational college? I recommend that companies seek advice from our employer service. We would be pleased to become your transformation partner.

Best wishes, Johannes Pfeiffer

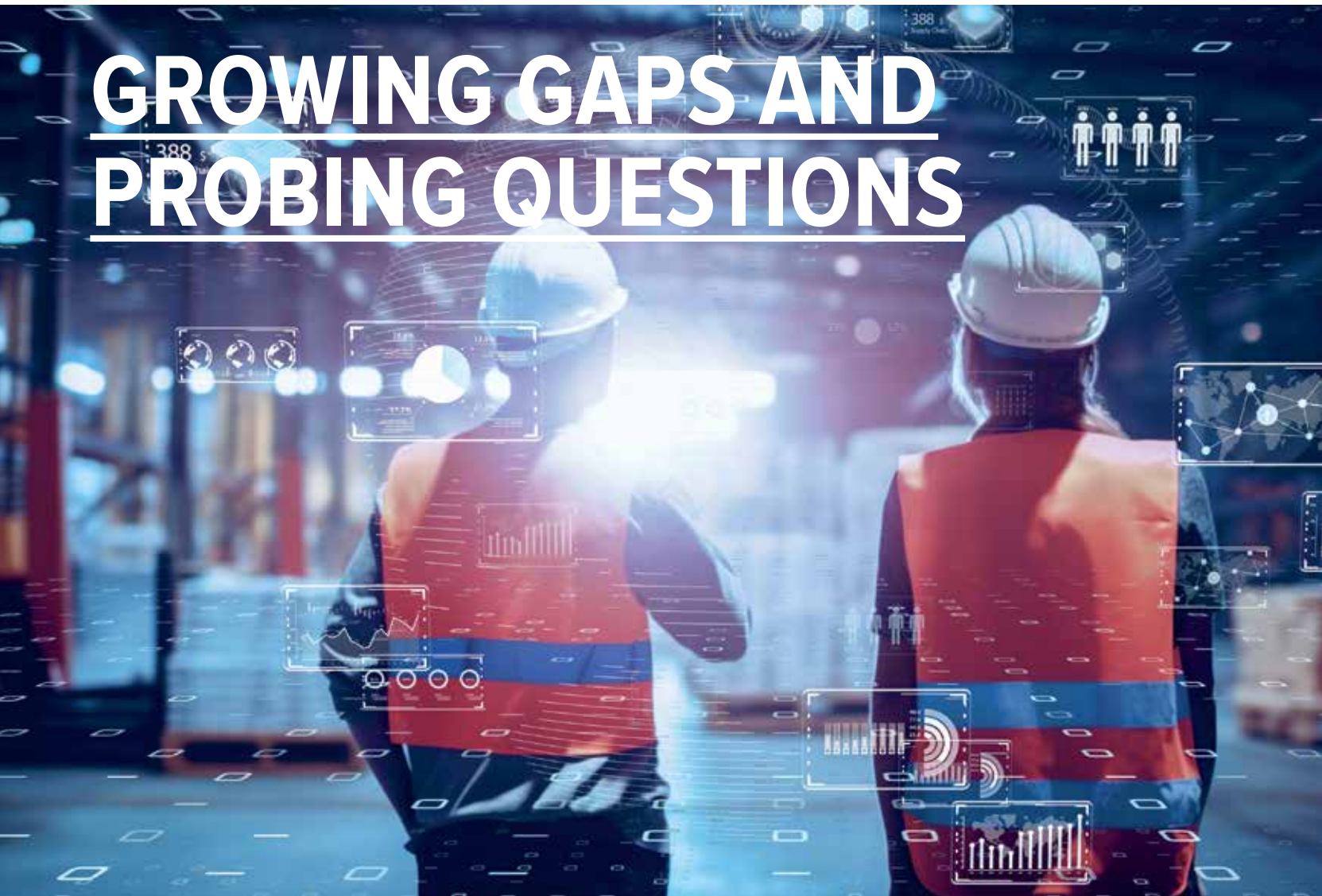
MANPOWER MYSTERY

How the Great Pyramids of Giza in Egypt were built is a tale of mystery, logistics and manpower. Even today, we still cannot really be sure how these gigantic monuments were constructed more than 4,500 years ago and how the stone blocks, some of which weighed tonnes, were transported. It is assumed that the Nile played a significant role in transporting the stones to the pyramids by ship. On site, the physical strength of thousands of workers was needed to accomplish the task.

The Pharaohs and architects must have faced personnel and logistical problems when they built the pyramids. Nowadays, more than 90 per cent of the goods traded worldwide are transported by water and, despite all of society's technological advancements, people continue to play a key role in the world of work. Issues such as demographic change, a shortage of skilled workers or the increasing demand for a better work-life balance pose new challenges for employers in 2023. (bre) ■



PHOTO: UNPLAST GAURAV D. LAITRYA



GROWING GAPS AND PROBING QUESTIONS

The German job market in general, and logistics in particular, are in a state of flux. Both are influenced by, among other things, baby boomers reaching retirement age, a shortage of skilled workers, apprenticeship vacancies and employees' reassessment of their private and professional lives.

The German Economic Institute's (IW) Research Unit on Securing Skilled Labour (Kofa) recently reported that more than 630,000 vacancies for skilled workers could not be filled last year, which is claimed to be the largest skilled labour gap since observations began in 2010. According to the Federal Employment Agency, there are many vacancies, especially in transport and logistics, in retail and in the medical health professions. They also recently reported that

Germany has 34.9 million employees paying social insurance contributions, of which some 1.6 million are trainees. Nevertheless, 68,870 of the 545,960 registered apprenticeships remained unfilled last September. Although these figures only reflect individual facets of the German job market, they clearly show that the shoe is pinching in many places. Where exactly this is and what can be done about it is a subject on which market participants have, in part, different views, as selected experts told LOGISTICS PILOT.

PHOTOS: ISTOCK/TONY STUDIO, KÜHNE+NAGEL, J. MÜLLER



“Logistics is and will remain a people business!”

Marc von Grünhagen, Head of HR, Kühne+Nagel

Not only Generation Z thinks differently

For Marc von Grünhagen, Head of Human Resources at Kühne+Nagel in Bremen, the staffing situation in logistics has changed a lot in recent years. “It has become increasingly difficult over the past few years to meet the demand for skilled workers,” he explained. “Nevertheless, we are fortunate that we can also fill many positions internally with staff who have completed their training and already know the company and the industry well. We take on over 300 trainees every year.” However, he believes that companies are finding it harder to find staff that fit the profiles they are looking for. “Finding an administrator in the classic sense can be done,” he continued, “but the more specialised the role and the greater the experience required, the more difficult the task becomes.” In addition, von Grünhagen has noticed that many applicants tend not to want to commit to a long-term job. “In the past, employees remained loyal to their industry for many years. Today, however, a majority of them also want to try their hands in other areas. Plus, society as a whole, not just Generation Z, has shifted its approach to private and professional life, so much so that the amount of work that had to be done in logistics during Covid, with overtime being the order of the day, is no longer deemed ideal.”

Von Grünhagen is also considering how to enthruse people in general, and young people, in particular, for logistics. “As I see it,” he said, “a successful approach requires a targeted combination of social media campaigns and face-to-face interactions – one without the other doesn’t work! The new media provide the necessary background noise, while appropriate ambassadors – be they parents, teachers or other influencers – have to spark an interest in logistics because it is and remains a people business!” Overall, he also feels the industry is “somewhat spoilt”. “In the past, we were often able to fill gaps ad hoc with our own trainees. Today, we have to be prepared for it to take at least a year, what with notice periods and familiarisation periods, before filling a vacancy is possible.” This is also due to the fact that logistics has a greater need for personnel than years ago and that the demands have increased. “Today, any computer can calculate a simple transportation route from A to B, but not the complex logistical issues behind it,” von Grünhagen explained, outlining one of the essential qualities of logistics specialists.

“Active sourcing” on the rise

Antje Streicher, Head of Human Resources at J. MÜLLER Weser since May 2023, has also noticed significant changes over the 20+ years she has been working in human resources. “Companies used to receive sackloads of applications,” explained Streicher, who believes we can now speak of a “real employee’s market”. “But now an increasing number of companies are undertaking ‘active sourcing’, and contact interesting prospective candidates on their own initiative.” Like Marc von Grünhagen, she has identified that values have changed significantly and that aspects such as time for family and friends or shorter commuting times are playing an increasing role, as is the work-life balance. “Plus, applicants are increasingly concerned with sustainability and whether or not they identify with the company and its values,” Streicher continued.

In terms of a shortage of skilled staff, she feels that companies, educational institutions and politicians have a duty to work together. “We’re all still too often caught up in our old values and need to use our resources differently than we used to,” she said. This includes, among other things, better recognition of qualifications obtained abroad and the consideration of whether some complex activities could be divided up so that they can be carried out by employees with different qualifications. In their search for trained staff, J. MÜLLER is currently operating in two different worlds, so to speak. “We’re a large employer in Brake and can attract youngsters. In Bremen, however, we’re feeling the competition from numerous larger →

“We’re still too often caught up in our old values.”

Antje Streicher, Head of HR, J. MÜLLER Weser



“German logistics is in a much better position today than it was ten years ago.”

Udo Klöpping, Head of Global HR at Rhenus Port Logistics



companies.” J. MÜLLER considers its active presence at recruitment fairs, in schools and on social media to be an important recipe for success. Often there are also trainees, who make up an impressive ten per cent of the J. MÜLLER workforce. “They’re authentic and simply speak the younger generation’s language better than us,” Streicher admitted.

“That’s what makes our industry sexy!”

For Udo Klöpping, Head of Global HR at Rhenus Port Logistics, communication is a key aspect concerning potential employees. “But listening to them and recognising what they need and want from an employer is even more important,” he added. However, this has changed just as dramatically in recent years as the job market itself. “German logistics is in a much better position today than it was ten years ago,” he continued. “This is because we’ve succeeded in showing that we’re the ones who ensure that goods and food actually reach the consumer. That’s what makes our industry sexy!” Nevertheless, Klöpping also mentions a shortage of skilled workers, which not only manifests itself in the declining number of truck drivers, but has also long been felt at German ports. “The situation will worsen in the next few years when many experienced staff members retire. Here, it’s important to ensure the next generation in both the commercial and industrial trades.”



“Germany has rested on its laurels for far too long.”

Michael Guttrof, Managing Director, Zech Logistics

At Rhenus Port Logistics, prospective logistics candidates are approached in a number of ways. For example, the company goes to schools at an early stage to reach out to young people. There are also plans to increase the number of in-house apprenticeships, bucking the general market trend. Moreover, “active sourcing” has also long been practised to attract interesting candidates. “In general, the main thing is to show more appreciation for how tradespeople perform than before. At the same time, progress must be made on the appropriate professional qualifications to enable people leaving school without qualifications to enter the sector.” As for commercial professions, Klöpping has also identified a completely different trend. “We’re amazed that, although young people live on their mobile phones, their willingness to go on international assignments has declined significantly,” he added. Yet it is precisely the exchange between people from different economic regions that makes logistics so exciting and consolidates Germany’s role as a global logistics expert.

A dual education/training system needs to be strengthened

“In Germany, we’ve placed too little emphasis on vocational education and training in recent years, something that’s now catching up on us,” said Michael Guttrof, Managing Director of Zech Logistics and spokesperson for the working group on the shortage of skilled workers and recruitment of young people at the Bremen Port and Logistics Association (BHV) since the end of May. Accordingly, logistics in Germany is not much different from the German job market as a whole. Many people need to be involved if this is to change. “Firstly, politics has to, once again, put more emphasis on a dual system,” continued Guttrof. At the same time, however, Germany’s ability to compete internationally needs to be improved by tackling the problem areas of fiscal customs clearance and transport infrastructure, among others, and by shortening the long approval procedures. These three factors alone have already caused German logistics to lose many contracts to neighbouring countries.

According to Guttrof, it is basically up to the companies to target young talent. “Germany has rested on its laurels and relied on its role as world export champion for far too long,” he stated – also regarding the World Bank’s latest “Logistics Performance Index” (LPI), in which Germany has dropped to third place after ranking first in previous studies. “This isn’t a snapshot, more a reflection of the last few years,” the logistics expert explained. It is now down to the companies themselves to engage in counteracting the lack of public appreciation of logistics and in showing young people “how exciting and diverse logistics is”. He believes that personal contact, for example in

schools, has a key role to play here. Advertising, videos and social media could also contribute to improving the public image of the industry. “Bloggers are also a possible option,” Guttrof suggested. “In order to make the industry attractive to young people, we, at BHV, have also discussed the extent to which individual companies can cooperate with each other in providing training. This would allow smaller companies to provide training too, and the trainees would have the opportunity to get to know the many facets of logistics. Some market participants will have to bite the bullet in terms of competitive thinking and cooperate more closely,” Guttrof concluded.

Profound change and more digital competence

For Sven Hermann, Managing Director of ProLog Innovation, management consultants for digital transformation and innovation management in

logistics, the success of logistics companies in recruiting staff depends primarily on their public image and their choice of communication channels. “Today, contemporary employer branding includes, among other things, personal and authentic storytelling that positions the company as an attractive employer and reports on its corporate culture and working conditions,” stated Hermann. This also includes compelling recruitment videos, the promotion of corporate influencing, plus short and simple application processes. At the same time, it is important for employers to address the various target groups using the most suitable channels. “In this respect,” he continued, “I see TikTok, Instagram and YouTube as the most important portals for getting trainees and young people on board. LinkedIn, on the other hand, is more suitable for contacting experienced professionals and those willing to change jobs today or in the future.” →

“SOMETHING HAS GOT TO HAPPEN – AND PREFERABLY YESTERDAY!”

Interview with Sabine Zeller, Managing Director of the Maritime Training Centre (BBS)



A ship mechanic apprenticeship is celebrating its 40th anniversary in Germany this year. How has the significance of the profession changed over the years?

SABINE ZELLER: It goes without saying that vocational training in maritime shipping is subject to the same changes as training on land. An apprenticeship as a ship mechanic was first created 40 years ago as training for the entire shipping industry, in line with an ideal that envisaged there being all-round workers at all levels of shipping. However, only training at the level of a skilled worker has actually prevailed long term. This had the secondary effect of creating a unique selling point for German skilled workers in a global market. Much has changed since, especially due to the global economic crisis and its aftermath. While demand has fallen sharply in the international arena, it is still unbroken at a domestic level and looks set to rise even further in the coming years.

It seems, however, that the current number of new employees entering the maritime shipping industry will not be able to meet the current and future demand for junior seafarers. What does this mean for Germany as a location?

This development is nothing new, but so far it has always been possible to compensate for it by recruiting skilled workers from abroad. However, it is now becoming increasingly difficult, and the consequences of a lack of young seafarers are more and more visible in both the shipping industry itself and in the secondary market. Now there is a shortage of people with broad experience, who can put this experience to good use in a wide variety of areas. So something needs to happen – and preferably yesterday!

Is an apprenticeship as a ship mechanic still attractive for young people? How could the career options associated with

it be anchored more firmly in the public consciousness than has been the case so far?

I am convinced that it is. In my opinion, there is hardly anything else more versatile and exciting than a career in the shipping industry. Here, we don’t just mean the training itself, which is diverse in that it covers all areas on board, but also the fact that it offers the basis for no less than three career paths at sea. We have to reach young people where they are and break new ground, not only in the medium we choose. Young people today have different wishes, goals, demands and expectations than previous generations. That’s just the way it is, and we have to show them that there is a substantial overlap that isn’t obvious at first glance. We try to address this through our various concepts and projects. But we can’t do this alone, of course. Companies that offer apprenticeships can also do a lot to make their workplaces more attractive and to communicate this in a way that is appropriate to the target group. (bre) □

PHOTOS: RHENUS PORT LOGISTICS, ZECH LOGISTICS, MARITIME TRAINING CENTRE

“The shortage of skilled workers is slowing down the industry’s digitalisation.”



Sven Hermann, Managing Director, ProLog Innovation

Looking ahead, he added: “The logistics industry will continue to change significantly.” It is his belief that the digital revolution and technological advancements could help close many of the gaps left

by the increasing skills shortage. “A lack of skilled workers is currently slowing down the industry’s ongoing digitalisation. There is also an urgent need for more digital expertise in most companies,” urged Hermann, who is also a logistics professor at the Northern Business School in Hamburg. He stressed that human skills such as critical thinking and creativity will never be completely replaced by AI and the like. “This is why I’m sure that, especially in the tense field between programming, supply chain management and sustainability, a multitude of hybrid work profiles will emerge in the future, the like of which we don’t have on our radar right now. For companies, however, this means that lifelong learning and a positive approach to constant change must be promoted intensively.” (bre) □

80 3D figures of actual BLG employees, each measuring 25cm, were on display at the BLG LOGISTICS stand at the “transport logistic” trade fair in May. This was not only an eye-catcher, it also served to show appreciation of the dedication of around 20,000 BLG employees worldwide. Some of the 3D figures, made of polymer plaster, featured a QR code leading to a video where the person concerned spoke about their day-to-day work and the special characteristics of their job. After the fair, these figures were handed over to their live counterparts as a small token of thanks.



PHOTOS: PROLOG, BLG LOGISTICS

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NOT THE HOLY GRAIL

More and more workers find a four-day week appealing. However, scepticism among employers exists in many areas. Andreas Hohnke, Managing Director of Cargo Truck Direct, and Volker Tschirch, CEO of AGA Unternehmensverband, a leading employers' association in northern Germany, explain their points of view, including the accompanying issues of lack of skilled workers and quality of life.

“Just throwing more money at people doesn't work any more.”



ANDREAS HOHNKE

is Managing Director of Cargo Truck Direct, an owner-managed logistics company based in Düsseldorf. At the beginning of 2023, he started an eight-week test phase with the four-day week in his company and introduced it permanently starting 1 April.

LOGISTICS PILOT: Some companies are considering introducing a four-day week with no reduction in salary. Is this a working model that has a future in the logistics sector and beyond?

ANDREAS HOHNKE: Yes, it certainly has a future as a way for companies to position themselves better when competing for skilled workers and for retaining their top performers. The four-day week is not the holy grail, though. It can be a powerful tool and, used correctly, it can attract skilled workers.

VOLKER TSCHIRCH: The four-day week is far from being a mass phenomenon. There's a shortage of thousands of workers in logistics. For HGV drivers alone, the shortage is 70,000. The age structure – our drivers are on average older than in other occupational groups – means that this gap is growing by 20,000 people a year. Our companies demand flexibility, and young professionals also expect this from their employers. This doesn't mean necessarily that everyone wants to reduce their working hours or have a four-day week.

It's more about people having the freedom to choose how they organise their work. In many cases today, this is already happening.

LOGISTICS PILOT: What benefits can you see in this working model?

ANDREAS HOHNKE: It's definitely an advantage for employees, as they have more free time and more time to recharge, giving the employer an employee who's more rested. In an industrialised country like Germany, which is constantly developing, just throwing more money at people doesn't always work. People need something else, and you can already see that when you look at the success of other countries. This is why we have decided to give something back to our employees – the most important thing we have in life: time. In addition, the four-day week is also a management tool in terms of productivity and staff selection.

VOLKER TSCHIRCH: Where highly specialised professionals are desperately sought, but who don't want to work full-time, the offer of a four-day week or even less can prove successful – here, I'm thinking of programmers, other IT specialists or engineers. A blanket four-day week isn't a model that would work for logistics. The industry runs like a clock, so if all employees take their day off on, say, Monday or Friday, goods will be missing in the shops or in production, for example, causing the system to break down.

LOGISTICS PILOT: For you, do the positive aspects of a four-day week outweigh the negative, or vice versa?

ANDREAS HOHNKE: We haven't felt any adverse effects so far, so the positive aspects do outweigh the negative. We

VOLKER TSCHIRCH

is CEO of the AGA Unternehmensverband and alternating chairman of the administrative committee of Federal Employment Agency in Hamburg.



“We have to work hard to play hard.”

had some negative effects during the test phase, though – we had initially limited the staff's days off to Mondays, Tuesdays and Wednesdays, because Thursdays and Fridays are the busiest days. However, this led to more stress on the other three days because too many people were absent at once. We counteracted this by extending the whole thing from Monday to Friday. The four-day week only works if everyone pulls together and works as a team.

VOLKER TSCHIRCH: All working time models voluntarily agreed with workers within our companies are fully justified. We oppose any statutory requirement to impose a four-day week. To meet the needs of the modern working world, we instead need the right to more flexible working time. Why, for example, does the rest period always have to be a strict minimum of eleven hours? Workers' life models are widely diverse. For many, family commitments may make a reduction from five to four days appealing. For others, this may not be an option. The same is true for employers. Depending on the industry and tasks to be done, you simply need to have a certain number of employees working at a given time. With an ageing society, we'll all have to work for longer. We have to work hard to play hard.

LOGISTICS PILOT: If the available workforce only works four days, will that automatically lead to higher staffing needs for companies?

ANDREAS HOHNKE: No, not necessarily, you can't say that as a general rule. We now consult on this topic and have never had a case where more staff was needed. As a rule, you can get by well with the existing staff.

VOLKER TSCHIRCH: The demand for labour and skilled workers is already huge today. Automation and digitalisation can partially compensate for the lack of staff. Foregoing an entire working day per week, with the personnel costs unchanged, would be too much for many companies and their employees. This is why the decision regarding a four-day week must lie with the employer. Politicians should stay out of this and do their own jobs, by increasing the number of staff

in nurseries and nursing homes to ensure a better work-life balance, for example.

LOGISTICS PILOT: Can companies of all sizes implement a four-day week in the same way?

ANDREAS HOHNKE: This is difficult to answer in general terms because it depends on how much of the company has to shut down. Furthermore, the qualification levels play an important role. Then comes the question of whether the company can go without operating for a day. In other words, can the company afford to only be available to customers on four days, or can it only operate production for four days? Or does the company have to operate or be available for five days? That needs to be examined. In the first case it's still quite simple because then not everyone's there. The second case is trickier, but you can manage it with a well thought-out shift plan.

VOLKER TSCHIRCH: Companies work so differently that there is no one size fits all solution. This is why we need flexible solutions that fit the realities of employees' and companies' lives. (bre) □

TAILWIND BOOSTING GIRL POWER

Increasing women's visibility and promoting them in the shipping, trade and logistics industries are just two of the initiatives that the Women's International Shipping & Trading Association (WISTA) champion as part of their cause. The international networking organisation enjoys wide support for this cause, such as the senator's reception for the "2nd International Day for Women in Maritime" held in Hamburg City Hall on 31 May.

The new board of WISTA Germany (L-R) Angela Raabe (event manager), Franziska Eckhoff (president), Irina Carbanaru (vice president), Nadine Kornblum (contact person), Sieke Kremer-Tiedchen (compliance manager) and Marina Röhl (treasurer and head of the diversity project group). Judith Musau (not pictured) appears in the bottom corner.

The Senator for Economic Affairs and Innovation, Dr Melanie Leonhard, welcomed around 200 guests in Hamburg with the message: "We cannot afford to forgo our female workers in the shortage of skilled workers that we are faced with today." A message that Judith Musau, press officer at WISTA Germany, can fully get behind. "Events like this are important in raising public awareness of the goals of our organisation – diversity, inclusion and the advancement of women's rights," explained Musau. Although the visibility of women in leadership positions has increased in



Since the founding of WISTA, the shipping industry has undergone major changes, including globalisation, the implementation of new technologies and the introduction of strict environmental standards and sustainability initiatives. And WISTA has grown with the industry. The organisation plays a key role in raising awareness about equal opportunities and career prospects for women in the maritime sector.

recent years, as it stands, only two per cent of sailors worldwide are female.

In light of this, WISTA has been operating successfully since 1974 on international soil and across all oceans, with the aim to offer its members the opportunity to network and train. "We are proud that WISTA Germany is continuing to grow with more than 180 members and that we are one of 55 countries in the WISTA International network. In 2022, we reached the 4,000-member mark worldwide," remarked Franziska Eckhoff, President of WISTA Germany.

PHOTOS: ISTOCK/MARZACZ, WISTA GERMANY, PRIVATE



Ending the tradition of all-male speaking panels

Musau feels that the history of the organisation is shaped, in particular, by four cornerstones. Since 2017, these have included scholarships, which are awarded in partnership with the Institute of Chartered Shipbrokers (ICS) to individuals nominated by WISTA International, as well as the annual WISTA International conferences, which connect members worldwide. WISTA also offers mentoring programmes, run independently and in cooperation with the International Maritime Organization (IMO), to promote young women in their careers – giving them the opportunity to be coached by professionally experienced women. Last but not least, WISTA has had consultative status with the IMO since 2018. This allows the organisation to contribute the expertise of its female members to various IMO initiatives, such as the development of a speaker bank for women in the maritime industry. It is called the "IMO WISTA Maritime Speakers Bureau" and is intended to end the tradition of all-male speaking panels in the industry.

Recognising gender diversity as a strength

With these kinds of services behind the organisation, Musau sends a clear message: "There needs to be more women in leadership positions, and a cultural shift is required in order to create a more inclusive and diverse working environment." To ensure this theory becomes reality, it is necessary, amongst other things, to improve the prospects for women in the industry and create more opportunities for their education and training. Marina Röhl, treasurer at WISTA Germany, is confident: "Women are strong collaborators, they have effective communication skills and emotional intelligence. What's more, they are highly skilled organisers and bring a different approach." The way she sees it, this unique mix of competences enables women to promote diversity and integration in the workplace. "It is therefore important for the future of international shipping to recognise gender diversity as a strength and to benefit from the synergy of experience and competences that arises when both genders join forces," said Röhl, outlining her perspective – one which many of her colleagues at WISTA share. (bre) □

The WISTA Annual General Meeting in June set the course for the future. In total, WISTA Germany has over 180 members.

More information:
www.wistainternational.com

INFO

WISTA ANNUAL GENERAL MEETING

WISTA Germany held its Annual General Meeting in June at the Digital Logistics Hub in Hamburg. Besides various project groups presenting their work from the past year and plans for the coming year, the members elected a new vice president to the Board, Irina Carbanaru. She succeeded Captain Nicole Langosch, who held the position for the last four years. Two board members, Judith Musau and Sieke Kremer-Tiedchen, were also re-elected as press spokesperson and compliance manager, respectively.

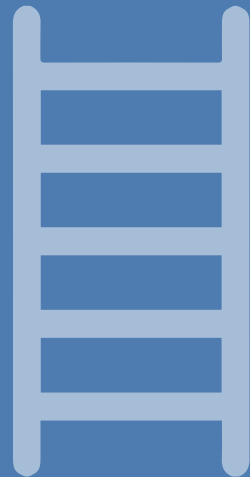
ANDREAS COULD BE A CEO

From “apprentices” to “skilled workers” and “employee satisfaction”, the German job market has plenty of keywords which trigger more in-depth discussions. Once again, we have prepared some facts and figures for you on this page which can help you navigate the professional terrain, or might simply serve as a conversation starter for chats in the coffee room or canteen. Did you know that Greece has the longest weekly working hours for full-time employees in the EU? Or could you guess which first names are most frequently found among German executive boards?

Newly qualified in 2022

683,296

young people in Germany completed on-the-job training in industry, trade and services.



THE GERMAN JOB MARKET

45.7^m

employed persons

76.9 %

employment rate

34.9^m

Employees subject to social security contributions

800m Curry-wurst sausages

are eaten in Germany every year. This makes them the no. 1 meal in German canteens.



Average weekly working hours of full-time employees in EU countries

1. Greece

42.8

3. Sweden

41.6

2. Austria

41.8

40.4

14. Germany

TOP CEO FIRST NAMES IN GERMANY:

1. Andreas
2. Michael
3. Christian



9. Katja
17. Antje
24. Nicole

Note: in the top 100 names, only 15 were women's.

352 out of 801 career areas

are currently facing a shortage of skilled staff.

More than **630,000** vacancies for skilled workers

were not filled in 2022.




Approx. **173,000** companies

in Germany are legally required to fill at least five per cent of their jobs with people with disabilities. However, only 40 per cent of companies comply with this requirement. 25 per cent do not have any employees with disabilities, and instead pay a compensation levy.

SOURCES: GRAHFS, FLATICON.COM, DESTATIS, INDEED STUDY 2021, STATISTA, INCLUSION BAROMETER (AKTION MENSCH), FEDERAL ASSOCIATION OF GERMAN SAUSAGE AND HAM PRODUCERS (BWSJ), COMPETENCE CENTRE FOR THE PROTECTION OF SKILLED WORKERS (KOFI), THE GERMAN ECONOMIC INSTITUTE (IWI), FEDERAL MINISTRY FOR ECONOMIC AFFAIRS AND CLIMATE ACTION (DIHK)

APPRENTICE INSIGHTS

Trainees are also in high demand in the maritime industry and in logistics, which is why LOGISTICS PILOT asked some of them the reason for choosing their field, how their generation feels about the industry, and what needs to change to maintain or even improve the appeal of the training opportunities.



Jannick Schermann

Age: 19

Apprenticeship: Freight forwarding and logistics services agent

Duration: 2021 to 2024

Employer: J. MÜLLER Weser

Location: Brake

“I chose this training programme because I’ve always been interested in what

goes on behind the scenes in logistics and how the goods we use or consume every day get to the supermarket or directly to our homes. And there will always be a future in logistics.

In many ways, the freight forwarding industry has an image problem when it comes to our generation. But that’s often because they don’t really know what the freight forwarding industry is all about. Friends of mine often ask me how I could work in logistics. When I tell them what logistics is all about, many of them are surprised at just how broad the field is.

Suitable pay would make training in our industry attractive. There should also be additional further training opportunities. Vocational education and training programmes, i.e. a so-called dual system, should be made available.”



Waldemar Hollmann

Age: 31

Apprenticeship: Warehouse logistics operator

Duration: 2020 to 2023

Employer: NORDFROST

Location: Wilhelmshaven

“I chose this training programme because logistics are essential for the economy. And there

will always be jobs in the field of logistics wherever you are. I once worked at a logistics company when I was younger and thought it was really exciting. After completing six years of service in the navy, I thought a training programme in a field I enjoy wouldn’t be a bad idea. Former friends from my time in the navy work in a warehouse – some as civilians and some as soldiers.

Unfortunately, the image of the port and logistics industry tends to be mediocre when it comes to my generation. Working in the industry is often associated with stress and lots of work. Not everyone is up to the task. The pay also varies widely between employers. Generally speaking, there should be more training opportunities available. People’s understanding of the industry needs to improve. An appropriate salary is always good.”

“Before I started my training programme, I didn’t know the company and had no idea what a traineeship in warehouse logistics operations was all about. A friend of mine told me about BLG, and then I completed a three-day internship in retail logistics, which I really liked. The training programme is quite varied, and you get to know a lot of different aspects. I also obtained my forklift licence.

Before that, I didn’t have much to do with the port and logistics industry through my family and friends. Not many of them know what it’s really all about. I think you need to make the industry more interesting generally by providing more insight and showing just how varied it actually is. I would highly recommend doing an internship here. Many people think that all you do in a warehouse is drive forklifts and pack things. But that’s not true. What I really enjoy doing, for example, is working in the warehouse with my colleagues. Spending eight hours working at a desk wouldn’t be for me.

There needs to be more advertising on social media channels and online platforms. I also think that personal contact at school job fairs is important. Talking directly to apprentices and trainees is important because it provides insight into the workday.”



Clara Kunze

Age: 25

Apprenticeship: Warehouse logistics operator

Duration: 2020 to 2023

Employer: BLG LOGISTICS

Location: Bremen



Eduard Wollberg

Age: 22

Apprenticeship: Construction mechanic

Duration: 2021 to 2025

Employer: Jade-Dienst

Location: Wilhelmshaven

“In eighth grade, my class spent some time at the vocational college to learn about different areas of work. I liked the metal sector, which is why I registered for a year in metal technology at the vocational college in Wilhelmshaven. I was interested in learning the basics and considering whether I wanted to pursue this type of work.

After that, I completed a ten-month work placement in metal technology. Then I worked as a packer at a different company to get better acquainted with another sector, but soon realised that I’d rather get back to a career in metal. Then I completed an internship of several weeks with Jade-Dienst, which gave me the opportunity to do many of the most common tasks of a construction mechanic myself, from working with an angle grinder and welding to oxy-fuel cutting.

Ports are very important because they connect the world. With so many different and varied areas of responsibility and jobs, every day is different. I feel right at home in the port industry and could imagine working here in the future.”



Niclas Hiller

Age: 23

Apprenticeship: HGV driver

Duration: 2021 to 2024

Employer: Glomb

Location: Bremerhaven

“When it came to choosing my training programme, I researched which jobs had a good future. And that’s exactly why I chose the HGV driver apprenticeship. It has a pretty secure future.

There are also a lot more licences you can acquire such as ADR and BF3, which means you’ll always be able to offer something. What I like about the job is that it’s so varied. And because I only work locally, I spend a lot of time outdoors, which I also like. And it’s also very important to me to be at home every evening. During the apprenticeship, I spent two weeks in the scheduling office, but that’s not really for me. I prefer to be on the road and enjoy all the variety.

All my friends think my job is exciting and interesting, but they wouldn’t be able to deal with the working times. Ports have a very good image as far as my generation is concerned because they offer endless variation in terms of jobs and plenty of opportunities to advance in your career. Attractive working times and good wages are very important. A four-day week would also be brilliant.”

GRAPHIC: FREEPIK.COM, PHOTOS: J. MÜLLER, NORDFROST, BLG LOGISTICS, JADE-DIENST, GLOMB, MAXIMILIAN HENNING, RHEINUS CUXPORT

“It was my dad, who works in logistics, and a work placement that exposed me to logistics and freight forwarding for the first time. I spent some time studying chemical and pharmaceutical logistics and gained lots of knowledge, but little practical experience. A dual training programme, on the other hand, is based on a direct connection between theory and practice. What I find so fascinating about logistics and freight forwarding is that you have the entire industry at your fingertips.

Many aspects of logistics are simply overlooked. Of course, people are always interested in events like when the Ever Given got stuck in the Suez Canal. But they don't give much thought to the direct or long-term effects of a brief obstruction of one of the world's most important waterways. The role of seamless processes during transport, loading and unloading is underestimated.

Overall, the logistics and freight forwarding training programmes are very well structured. But large companies, in particular, tend to break down operations into so many different departments that it's difficult for trainees to experience them all.

And even with a pay increase, it can still be tight financially if you have to cover all your living costs yourself. Wages are one of the first aspects that applicants think about.”

“I chose this traineeship because I really liked the diversity of tasks at Cuxport. I found out about the programme at the Federal Employment Agency. I don't think the port and logistics industry is much of a consideration for my generation because very few are aware of the career potential. Many young people who want to start a training programme are only interested in earning more money with less work. Or they want to go to university. That's why there are so few apprentices in our industry. Young people should probably give more thought to how their iPhone or PlayStation gets from China to Germany. The containers don't fly here.

Nearly 90 per cent of the goods come by ship and are usually transhipped in containers. We dockers open and unload some of these at the port in order to load the goods onto lorries. We're an important component of many supply chains, and nothing would work without us.

Many young people aren't even aware that this exciting and varied apprenticeship exists. If you want to make the industry more attractive, you need to start advertising more. Not that many people know what this training programme is all about.”

Maximilian Henning



Age: 26
 Apprenticeship: Freight forwarding and logistics services agent
 Duration: 2022 to 2024
 Employer: Alexander Global Logistics
 Location: Bremen

Rebecca Reisen



Age: 18
 Apprenticeship: Port logistics agent
 Duration: 2021 to 2024
 Employer: Rhenus Cuxport
 Location: Cuxhaven

ENVOCONNECT

green focus on ports



DIE PORT COMMUNITY KOMMT ZUSAMMEN

21. – 22. September, Bremerhaven



FRESH – BUT WELL THOUGHT OUT

Social media – especially Snapchat, TikTok and Instagram – are a part of everyday life for most young people. Companies can use these to present themselves as an attractive employer to future generations. Based in Stuhr near Bremen, CML Transport und Logistik explains how to go about it and what you need to consider. But according to a recent study, there's still much room for improvement.



“ARD/ZDF-Onlinestudie 2022” has found that people aged 14 to 29 spend an average of around 413 minutes online every day, which is just under seven hours. So it is all the better that, according to a study published by the German Maritime Centre (GMC) in June of this year, 97 per cent of the 152 German maritime companies surveyed are digitally active.

“It's absolutely essential to have an online presence,” emphasised Hanna Maurer, GMC social media expert for the maritime industry. “It's a good idea to start small and then expand gradually. The most important thing is the website. Here you can publish in-depth information, which you can tease, for example, in a newsletter.” Social media are the second step. “But social media posts need to be up to scratch, too. And there needs to be someone in charge of texts, videos and image rights,” said Maurer.

But according to the “Potential analysis on the relevance of digital communication as a competitiveness factor for maritime companies in Germany”, many companies primarily rely on established digital channels such as websites, newsletters and social media channels like LinkedIn, Facebook and Instagram. In contrast, younger users tend to prefer TikTok, employer review platform Kununu and instant messaging services such as WhatsApp, Signal and Threema. Here, in particular, there is still much that employers can do in the name of employer branding.

CML has been active in social media since 2019.

Based in Stuhr near Bremen, logistics service provider CML Transport und Logistik has maintained a presence on social media such as Facebook, Instagram and LinkedIn since 2019 and on TikTok for nearly a year now. The company can demonstrate what this might look like. “We reach our target groups through different channels. It's important to be represented there and to look after your community,” explained Anastasia Oja, who is responsible for social media at CML.

PHOTOS: ADOBESTOCK/ANDREAS PROTTICONS GATÉ, CML LOGISTIK GROUP



CML Transport und Logistik is a company that has been active on various social media channels since 2019. As you can see, the teams have fun creating content ...

But she recommends taking things slowly. “It won't work without a clear strategy,” she added. “We've developed a social media mix and, of course, a content plan that we're always optimising.” They address a whole host of topics – but especially those that are relevant and interesting to the CML target group.

“It's usually current topics in the field of container logistics such as driving and resting periods and the general car park situation for lorry drivers,” explained the social media officer. “And there has to be plenty of fun content, too, which is why there's a section with jokes and funny videos from the company's everyday operations. We keep an eye on our social media mix at all times and follow current trends very closely.”

It is also important to evaluate the presence on social media. “It goes without saying that we measure our successes and analyse which posts are the most successful with our target group and which aren't,” Oja continued. The company also maintains active communication with the community and regularly asks for recommendations for future topics.

A clearly structured content plan is key

And even if much of it sounds easy-going, casual and humorous, you need to put a great deal of thought into when and how often to post. “We have a clearly structured content plan, which is essential to ensuring success on social media and building a community,” emphasised the CML employee. “Without a plan, you're simply wasting your time. You can't achieve any sort of reach without an ongoing presence.”

At CML, one employee is in charge of marketing and social media, and another is responsible for (advertising) texts. “Anything associated with organic reach is created in-house,” explained Oja. This includes “content planning and creation, photos, videos, graphics and reach analysis.” But the team now also collaborates across multiple departments, as shooting videos is always lots of fun.

Oja is more than happy to share a few tips. “Authentic content is the most successful,” said the expert. “The close proximity to our target group and understanding their interests are key to good content. Honesty and a good dose of self-irony are the icing on the cake!” (cb) □

More information:

www.dmz-maritim.de
www.cm-log.eu

CML MANAGING DIRECTOR ALEX HEINE OFFERS SOME SOCIAL MEDIA DOS AND DON'TS FOR OTHER COMPANIES IN THE INDUSTRY:

- DOS**
1. Start at the end and work backwards. You need to know what your goal is – right from the very start.
 2. Define and research a clear target group. It's not about your own “feelings and perspectives”, but those of your target group such as customers and employees.
 3. Develop a long-term strategy. Social media is a marathon, not a sprint.
- DON'TS**
1. Be honest. Don't make any promises you can't keep or pretend to be anything you are not.
 2. Copying from others is an absolute no-go. You don't know what their strategies or aims are.
 3. Simply posting away without rhyme or reason won't work!



MORE THAN JUST A PARKING AID FOR SHIPS

CUXHAVEN NPorts sent out an invitation to the closing event for the IHATEC project SmartKai in Cuxhaven in late May. Around 50 invited guests had the chance to experience the assistance system and test site in action – from the ship and from the quay wall. The research project, which was completed after two-and-a-half years of development and a successful test period, aims to improve safety when ships enter and leave the port, moor and enter locks as well as prevent damage to ships and the port infrastructure.



NEW MANAGEMENT BOARD MEMBERS

BREMEN Two new board members were appointed at the BHV – Bremische Hafen- und Logistikvertretung general meeting in June: Stefan Meyer (right, Kuehne+Nagel) and Stefan Schultze (left, Kpt. Wilhelm Schultze). The trade association's management board therefore comprises three executive members – Christoph Bruns, Dr Patric Drewes and Werner Pöser – and five additional members: Christoph Holtkemper, Jens Juknischke, Patrick Rehberg, Stefan Meyer and Stefan Schultze. Having retired, Ralf Mieke made the decision not to run for re-election.

SPECIAL VISITORS TO NPORTS

EMDEN Dieter Janecek, Federal Government Coordinator for Maritime Business and Tourism, kicked off a two-day tour of the different port locations along the North Sea coast in Lower Saxony in late May. The packed programme included numerous meetings with companies based at the seaports of Emden, Wilhelmshaven and Cuxhaven, and Olaf Lies, Minister of Economic Affairs for Lower Saxony. "Lower Saxony's ports play a key role in the energy transition and supply security," clarified Holger Banik, NPorts Managing Director, during Janecek's visit.



50 YEARS OF STADE SEAPORT

STADE In mid-June, Stade's port industry celebrated the 50th anniversary of the industrial port on the Elbe river – with Lower Saxony's Minister for Economic Affairs and Transport Olaf Lies and around 100 guests from the maritime sector, industry and politics. "I would like to congratulate Niedersachsen Ports and the Stade seaport not only for the 50th anniversary, but more importantly for extraordinary development and promising future opportunities. With an annual handling volume of nearly seven million tonnes, Stade is an outstanding location in the port group of Lower Saxony," said Lies.



MAKING LIGHT WORK OF HEAVY LOADS

ROTTERDAM Plenty of experts were there to represent the Bremen ports at Breakbulk Europe in Rotterdam from 6 to 8 June. At the shared stand organised by bremenports, 14 companies showcased their areas of expertise in breakbulk cargo loading: BLG AutoTerminal Bremerhaven, BLG Cargo Logistics, bremenports, CargoSoft, Carl Gluud, CHS, D. Heinrichs Logistics, EUROGATE, Hansa Meyer Global Transport, Menzell & Döhle, Norlat Shipping, OHB, PTS Logistics and Schultze Stevedoring.



EMDER HAFENFÖRDERUNG UNDERGOES RESTRUCTURING

EMDEN Emden Hafenförderungsgesellschaft (EHFG) has restructured its management team. Timo Siebahn, MD of Ems Ports Agency & Stevedoring Beteiligungs GmbH (epas), was appointed the new chairman of the EHFG Supervisory Board in May. He succeeds Jan Remmers, MD of Anker Schifffahrtsgesellschaft, who had managed the association since 2017. Manfred de Vries, MD of Autoport Emden GmbH, has been named Deputy Chairman of the Supervisory Board. He succeeds Dr Bernhard Brons, member of the AG "EMS" management board, who stepped down after over 30 years.

PHOTOS: ANDREAS BURMANN (3X), BREMENPORTS (2X), KUEHNE+NAGEL, KPT. WILHELM SCHULTZE, EPAS, MICHAEL IHL, SEAPORTS OF NIEDERSACHSEN, BHV (2X)

EUROPEAN SEAPORTS IN DIALOGUE IN BREMEN

BREMEN For the first time, Germany hosted the annual conference of the European Sea Ports Organisation (ESPO), which represents the interests of seaports when it comes to the European Union. The event was held at Parkhotel Bremen in early June. In line with the motto "European ports as partners in the race towards a net-zero future", around 200 representatives of political institutions, associations, businesses and European port companies discussed a variety of issues, including the impact of the green economic transformation on freight flows and European ports. The conference was opened by Bremen's former Senator for Science and Ports, Dr Claudia Schilling. "Port development has left its mark on Bremen's history and will be the engine for the economic success of our two sister cities in the future," she explained. "For me, there's no question that the key to economic success and the ports' independence is change and, in particular, the ability to adapt to evolving requirements." Further information and photos are available at <https://bremenports.de/espo>



BREMEN DREDGES FOR A POSITIVE IMAGE

BREMEN The international World Congress of Dredging and Surveying was held in Bremen in June, just one week after the European seaports conference. Organised by bremenports, the event offered experts the opportunity to discuss shared surveying and data processing standards as well as new strategies for dredging and sustainable management of dredged materials. "Bremen increasingly distinguishes itself as a location for international exchange on the topic of port development," stated Bremen's former Senator for Science and Ports, Dr Claudia Schilling.



STATES DEMAND MORE FEDERAL ACTION

BERLIN In June, the senators and ministers responsible for German North Sea ports gathered at the Bremen Representative Office in Berlin with Dieter Janecek, Federal Government Coordinator of the Maritime Industry. The discussion revealed, for example, that the task of securing the energy supply by means of well-functioning ports and the stability of the supply chains is of national importance, for which the federal government needs to increase its financial commitment many times over. The federal government currently has an annual investment fund of EUR 38 million for all German port locations.

BHV HAS ITS HAND ON THE PULSE

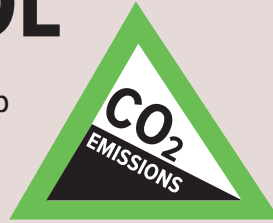
BREMEN BHV – Bremische Hafen- und Logistikvertretung has its hand on the pulse, demonstrated twice in June with "Project Logistics Monitor 2023" and the "Quick survey". According to the "Project Logistics Monitor", 2022 was better than the previous year for nearly 75 per cent of the project logistics experts surveyed by BHV. And nearly half of them expect the market to continue growing in 2023. "But the shortage of skilled staff, which is the issue most often mentioned by survey participants, is now in full force in project logistics," said Dr Patric

Drewes (l), executive member of the BHV management board. He warned against excessive optimism. At the same time, the "Quick survey", completed by BHV member companies, revealed that cost pressure and the shortage of skilled staff now have the largest impact on companies in Bremen's logistics industry, which is largely shaped by the maritime sector. "75 per cent of survey participants complain about general price hikes and the associated cost pressure. Nevertheless, business prospects continue to be positive," added Werner Pöser (r), who is also an executive member of the BHV board. The results of the two surveys are available at www.bhv-bremen.de



TRANSPARENT EMISSIONS DATA AS A DECISION-MAKING TOOL

Since early 2023, Cozero and Maersk have been working together to develop an analysis tool that should improve transparency in the emissions associated with international e-commerce.



The Cozero founding team – Tiago Taveira, Helen Tacke and Fabian Schwarzer – chatting and sharing information

Founded in 2020, the Berlin start-up has developed a software solution that provides detailed information about each parcel delivered by the Danish Group on behalf of online European dealers, from the weight and transport route to the vehicle used. International parcels generally have a larger carbon footprint than domestic ones due to the higher complexity of their supply chain.

“Our platform was developed to provide transparency in the emissions data of complex structures, reveal how emissions are generated and thus help reduce the carbon footprint of companies and their value chain,” said Helen Tacke, Managing Director and founder of Cozero. The platform is therefore divided into three modules. The first module, “Log”, is both a monitoring and forecasting tool. It not only calculates a company’s traditional carbon footprint 365 days a year, but also makes it possible to predict future emission scenarios. The second module, “Act”, is designed to optimise the data collected, so that they can be used to develop concrete decarbonisation measures. Communication is then made with all those involved using “Share”, with the aim of providing information about the next steps.

More than 30 medium-sized and large companies and another 600 businesses already use the Cozero software in their supply and value chains, for management of a combined 16 million tonnes of CO₂, referred to as “Emissions under Management” (EuM). According to Cozero, customers can reduce the emissions

identified and measured using the platform by at least ten per cent a year, for a total reduction of two gigatonnes of CO₂ by 2030. “Those are absolutely realistic aims. We have the drive to become a key industry standard for transport and logistics,” emphasised Tacke, while outlining Cozero’s prospects.

The success of the software is reflected in the trust that Maersk and other companies place in Cozero, as well as the fact that it received the 2022/23 German Sustainability Award in the category “Design for Products, Systems and Services”. The jury explained its decision as follows: “Most notable is the high quality and transparency of the prepared emissions data, which can also be managed with ease to simplify decisions for the future.” (bre) □



“We have the drive to become a key industry standard.”

Helen Tacke, Managing Director and founder of Cozero



GERMAN CHANCELLOR SCHOLZ VISITS BRAKE

BRAKE German Chancellor Olaf Scholz (right) paid a visit to the Brake seaport and its transhipment company J. MÜLLER in May. With Jan Müller, Chairman of J. MÜLLER AG (left), Scholz emphasised the importance of the ports in this region: “Germany is one of the world’s largest export

nations, thanks in part to our ports.” He went on to say that the ports play a key role in the country’s supply security. “I hope he will remember our port and the inspiring exchange there fondly,” said NPorts Managing Director Holger Banik after the visit.

KRISTINA VOGT ASSUMES RESPONSIBILITY FOR THE MARITIME SECTOR

BREMEN Bremische Bürgerschaft appointed the members of the new Senate for the 21st legislative period in early June. With the remobilised red-green-red coalition with Mayor Andreas Bovenschulte (SPD) at the helm, Kristina Vogt (Die Linke, 3rd from left) was appointed the new Senator for Economy, Ports and

Transformation. She succeeds Dr Claudia Schilling (SPD, 3rd from right), who is now Senator for Labour and Social Affairs as well as for Legal and Constitutional Affairs. Other senators include Sascha Karolin Aulepp, Claudia Bernhard, Björn Fecker, Ulrich Mäurer, Kathrin Moosdorf and Özlem Ünsal.



PHOTOS: J. MÜLLER, BREMEN SENATE, ANKER SCHIFFFAHRTS-GESELLSCHAFT, BHV

NEW BUILDING FOR MORE THAN 250 EMPLOYEES

EMDEN Anker Schiffahrts-Gesellschaft continues to support the Emden site and has had a new office building built at its headquarters alongside the Flügeldeich dyke. The official inauguration ceremony in late May was attended not only by employees, customers and business partners, but also by renowned representatives of politics and business. The building offers more than 1,050 square metres of space over three floors.

The ground floor and first floor provide space for 240 production staff working in two shifts, whilst the second floor accommodates 25 workstations for office staff.



BHV EXPANDS ITS NETWORK ACTIVITIES

BREMEN BHV – Bremische Hafen- und Logistikvertretung aims to be a reliable partner for its members in uncertain times and has therefore recently expanded its service and network activities. In fact, the digitalisation working group published the “Digitalisation expertise atlas” in June. The association has provided a comprehensive overview of the current digital solutions and projects of the BHV member companies on the website <https://kompetenzatlas.bhv-bremen.de/>. At the same time, the working group focussing on the shortage of skilled staff and the recruitment of young talent has launched collaborative BHV training to increase the quality and appeal of apprenticeships in the port and logistics industry. And finally, the green logistics working group initiated a dialogue event this year for the first time to advance the topics of energy efficiency, climate neutrality and carbon offset in their group of members. “With our measures, we aim to further increase public awareness of Bremen ports, particularly on a federal level,” emphasised BHV Managing Director Petra Lüdeke.



PHOTOS: COZERO/VIKTOR STRASSE (2X), REFLEX VERLAG



PAVING THE WAY FOR THE NATIONAL ENERGY TRANSITION

EMDEN/OLDENBURG/STADE

In collaboration with NPorts, the Lower Saxony seaports working group commissioned a study that examines port compliance in terms of wind energy expansion, so that these ports can help make the German energy transition as successful as possible in the coming years. The study will be presented at the National Maritime Conference, which will be held in Bremen in early September, and be incorporated into the federal government's national port strategy. Michael de Reese, spokesperson for the Lower Saxony seaports working group, (right) and Dr Dennis Kruse, Managing Director of Deutsche WindGuard, which was commissioned with the study, (left) have already presented the initial results of the analysis at "transport logistic" in Munich. "The Lower Saxony seaports are ready," stated Michael de Reese. "The space potential is there. If we have any hope of reaching the wind energy expansion aims by 2030, the political investment decisions will need to be made now, so that transshipment space can be developed over the short term."



COOPERATION FOR EFFICIENT PORT MAINTENANCE

BREMEN/EMDEN NPorts Emden, Delft University of Technology and five additional ports met up at the "Workshop on Dredging and Surveying" in Bremen this June to tackle the challenges associated with siltation and nautical depth as well as the development of automated processes in the future. For that very purpose, they have signed a Memorandum of Understanding on the topic of "nautical depth". Participants included the Port of Antwerp-Bruges (POAB), Groningen Seaports, the Hamburg Port Authority (HPA), the Harwich Haven Authority (HHA) and the Port of Rotterdam (PoR).



PRESENTING THE DIVERSITY OF LOWER SAXONY TOGETHER

ROTTERDAM The Lower Saxony seaports are considered to be experts in handling breakbulk, heavy-load and project cargo, which requires specialised logistics and handling. With such a wide spectrum to cover, 13 companies from Lower Saxony appeared at the 63-square-metre joint stand at Breakbulk Europe in Rotterdam this June: Anker Schifffahrts-Gesellschaft, Blue Water BREB, BREB, Cuxport, DFDS, Elbclearing, epas, EVAG, J. MÜLLER Weser, Jade-Dienst, MOSOLF, Rhenus Nordenham and Wilhelmshavener Hafenwirtschafts-Vereinigung.



MERCEDES-BENZ HONOURS BLG LOGISTICS

BREMEN In June, Mercedes-Benz presented BLG LOGISTICS with the 2023 Supplier Award in the "Sustainability" category. The award acknowledges the outstanding performance of the car manufacturer's suppliers once a year. BLG LOGISTICS received the award for its green lighthouse project "C3 Bremen", which in many respects serves as a blueprint for the construction and design of logistics properties of the future. Matthias Magnor, board member and COO of the BLG Group, accepted the award in front of 500 participants at the Mercedes-Benz Customer Centre in Sindelfingen.



RHEDERVEREIN REAFFIRMS ITS PROVEN MANAGEMENT

BREMEN Bremer Rhederverein unanimously appointed Michael Vinnen (l) and Ralf Reinhardt to the management board again at its regular general meeting in June. Vinnen and Dirk O. Rogge (r) were also confirmed as Chairman and Deputy Chairman respectively. The association's board therefore remains unchanged, comprising Michael Vinnen (F. A. Vinnen), Dirk O. Rogge (D. Oltmann Reederei), Björn Hollnagel (BOCS Bremen Overseas Chartering and Shipping), Ralf Reinhardt (Reederei Horst Zeppenfeld) and Joachim Zeppenfeld (Bremer Bereederungs-gesellschaft).

PHOTOS: SEAPORTS OF NIEDERSACHSEN (2X), NPORTS, BIGSANDRA.BECKEFELD, BREMER RHEDERVEREIN (2X), J. MÜLLER, ELBREKLAEMARKUS GRABSCH, BHV, BLG LOGISTICS, HELLMANN WORLDWIDE LOGISTICS

G2 OCEAN AND J. MÜLLER SIGN CONTRACT

OSLO In late May, Lower Saxony's Minister President Stephan Weil (left) and Lower Saxony's Minister for Economics, Labour, Transportation and Digitalisation Olaf Lies (second from right) travelled to Norway and Estonia with a delegation of around 60 people from politics, business and science. Topics on the agenda included the expansion of renewable energies, the "green transformation" and the strengthening of economic relations between Lower Saxony and the two countries. During the trip, the contract was officially signed between G2 Ocean and J. MÜLLER AG, represented by board member Jens Ripken (second from left), at the German Embassy in Oslo. J. MÜLLER previously secured custom with the Norwegian shipping company through the Seaport of Brake: since July 2022, G2 Ocean's inbound and outbound North America services have been running via the logistics hub in Lower Saxony.



APPRECIATING THE HEROES OF THE ROAD

CUXHAVEN On International Professional Drivers Day in May, Cuxport and DFDS launched a special campaign. Employees of both companies gave out small gift bags for the heroes of the road at the entrance to Cuxport. They were filled with coffee cups, sweets and a care package for life on the road. "With these gifts, we were looking to not only give a token of our appreciation for the hard-working drivers, but also to draw attention to the fact that this key area of the logistics industry in particular needs support," said Karsten Ihlemann, Terminal Manager at DFDS.



"BHV GOLFERS" RAISE EUR 4,400 DONATION

BREMEN The 11th "Bremen Cup" golf tournament, held by BHV (Bremische Hafen- und Logistikvertretung), took place in perfect weather in June. BHV treasurer and organiser Christoph Holtkemper (r) welcomed 22 flights with 88 players. The Blaum Dettmers Rabstein team notched up the best net score (62 points). For the gross score, the BLG/Eurogate team dominated with 43 gross points. The biggest winner of the evening, however, was the "Solidarität Ukraine" foundation, for which Pastor Andreas Hamburg (left) from the Ev. St.-Markus-Gemeinde received a EUR 4,400 donation cheque.

BLG GROUP INCREASES SALES BY 6.5 PER CENT

BREMEN "2022 will go down in history as the year of multicrisis," said BLG CEO Frank Dreeke at the 143rd Annual General Meeting of the Bremer Lagerhaus-Gesellschaft in June. Nevertheless, the BLG Group reported sales of EUR 1.12 billion for the 2022 financial year. This is 6.5 per cent more than the previous year. Sales increased in all three divisions: Automotive, Contract and Container. In total, the Group reported earnings before taxes of EUR 55.7 million for the 2022 financial year, an increase of EUR 3.5 million compared to 2021.



SUCCESSFUL RETURN BID AT HELLMANN

OSNABRÜCK In May, Hellmann Worldwide Logistics announced that it had appointed Natasha Solano-Vesela as its new Global Airfreight Director Perishables. In this newly created position, she will be in charge of the strategic development of the "Perishables" division within the global airfreight product. With Ms Solano-Vesela, Hellmann is welcoming back a true industry expert. After holding various positions with international logistics service providers, Czech-born Natasha Solano-Vesela most recently worked for Maersk and previously for Kühne+Nagel in high-responsibility management roles.

2023		 GERMAN PORTS	
SAVE THE DATE	AUG	31.8.2023	Logistics Talk www.bremenports.de Neuss, Germany
		1.9.2023	31st Lower Saxony Port Day www.seaports.de Stade, Germany
		1.9.2023	56th Captain's Day www.bhv-bremen.de Bremen, Germany
		5.9.2023	Hafen trifft Festland www.jadeweserport.de Frankfurt, Germany
SEP		14. – 15.9.2023	13th National Maritime Conference www.bmwk.de Bremen, Germany
		15. – 17.9.2023	Rail Days www.tag-der-schiene.de Bremerhaven, Germany
		21. – 22.9.2023	ENVOCONNECT www.envoconnect.com Bremerhaven, Germany
		26. – 28.9.2023	Breakbulk Americas www.americas.breakbulk.com/home Houston, USA
		27. – 28.9.2023	HYDROGEN Technology Expo www.bremenports.de Bremen, Germany
		28.9.2023	Logistics Talk www.bremenports.de/en/events Vienna, Austria
OCT		10.10.2023	BHV-Hafenclub www.bhv-bremen.de Bremen, Germany
		11.10.2023	Hafen trifft Festland www.jadeweserport.de Mannheim, Germany
		16.10.2023	Excursion to Lune Plate www.bremenports.de/en/events Bremerhaven, Germany
		19.10.2023	Logistics Talk www.bremenports.de/en/events Stuttgart, Germany

Numerous exciting events have been announced and are planned. However, there may still be short-term postponements after the editorial deadline. The information published here is subject to change. We would recommend that you check again shortly before the event is due to take place, for instance on our website www.logistics-pilot.com/event-kalender/



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The male gender is usually used in LOGISTICS PILOT for depicting persons in general or people-related nouns in order to simplify legibility. These terms apply in principle to all genders in the sense of gender equality. Any abbreviation used in this respect has only been done for editorial reasons, and does not reflect any judgement.



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MAN LOGISTIK. WIE WIR
ES TUN, LEIDENSCHAFT.**

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AUGUST 2023

GERMAN PORTS

JOB MARK

THE SITUATION RE

NOT THE HOLY GRAIL

A four-day week:
risks and threats
Page 12

MORE GIRL I

WSTA has had diversity
on its agenda since
Page 14



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