

# European Review of Regional Logistics

*Quarterly Journal of Open ENLoCC*



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*Cover photo (Starship Technologies): Going with the dogs – autonomous last mile delivery to be unleashed.*



## Editorial



The Open ENLoCC European Network of Regional Competence Centers will have its General Assembly in Kassel (Germany) on June 22-23. This is a chance not only for the member institutions, but also for other interested parties: The first day is open to visitors. Furthermore, this summer Kassel hosts the world famous quintennial modern art exhibition “Documenta”. This alone is also worth a trip.

More about Kassel and Northern Hesse as a national logistics hub can be found in our article about Open ENLoCC member MoWiN.net e.V., host of this year’s meeting.

The “European Mobility Week” issues a SUMP award for “sustainable urban mobility planning” every year. This year, it was dedicated to the topic of urban freight. This is why we present it in the “Review”. And because we can learn from all good practices, not just the winner, but all three finalists are featured and deserve our congratulations.

ELA – the European Logistics Association – is more than an umbrella organization of national associations. It stands its own ground in qualification and certification, as ELA President Jos Marinus elaborates.

For debating regional logistics issues, one would often like to look into the mind of others to learn how the figures translate into orders of magnitude. We therefore discuss the “dimensions in logistics” at length.

What do we need trade fairs for? They seem to have a reason in logistics. We have been there and will go again. Robert Schönberger of the Munich based transport logistic fair explains more.

And what would our “Review” be without a “classic text”? It is surprising how many logistics aspects found their way into literature, and how literature actually portrays human behaviour even beyond its own period. We therefore present a British classic, an excerpt from “Vanity Fair” by William Thackeray. You may remember the recent movie, featuring Reese Witherspoon as the heroine Rebecca.

Of course, we also feature a “News” section. It is extended a bit by the explicit addition of the “Reading Company” pages, on which articles in other publications are reviewed.

When compiling the events which may be of interest to the reader, we were in for a surprise: The section grew larger than ever. Here as well as in the other sections, the “Review” is eager to cover the whole field of regional logistics, for which we openly encourage our readers to contribute.

March 2017

**Martin Brandt**

*Secretary “Open ENLoCC”*

*KLOK Logistics Cooperation Center, Kornwestheim/Stuttgart Region*

## News

### Space2id project taking off

The SPACE2ID project specifically aims at defining the thematic areas that may pose greater potential for Space services application. Examples of potential **applications in mobility and logistics** are: Road monitoring for congestion avoidance in urban areas, management of containers in harbours. It will define the targeted countries and identify the actors that will be involved in the development of the diversification strategies. SPACE2ID will assess the export potential, for the selected space actors, based on the long-term plans and internal capabilities to perform exports, and find the complementarities to allow complete offers (i.e. consolidated value chains).

Among the participants from across Europe are regional clusters of the relevant industries, including Open ENLoCC member Logistics in Wallonia, with more than 300 institutional members from the regional transport and logistics sector.

While mobility and logistics is an important part of the project, it also looks for potential applications in the energy sector, the creative industry and the agricultural sector. SPACE2ID is co-funded by the COSME programme of the European Union.

### New Interreg projects in transport logistics

In the second round, the **EU Interreg CENTRAL EUROPE programme** selected 50 new cooperation projects for funding, of which the following apparently are related to goods transport:

- CONNECT2CE: Improved rail connections and smart mobility in Central Europe.
- SHAREPLACE: Shared mobility and Regional transport integrated PLanning for a better connected Central Europe.
- SubNodes: Connecting the hinterland via sub-nodes to the TEN-T core network.
- TalkNET: Transport and Logistics Stakeholders Network
- TRANS TRITIA: Improving coordination and planning of freight transport on Tritia territory.

Note: "TRITIA" is the area covered by the "European grouping of territorial cooperation TRITIA, Ltd.", composed of Moravian – Silesian Region (CZ), Opole Voivodeship (PL), Silesian Voivodeship (PL) and Žilina Self-governing Region (SK).

The second round of the **EU Interreg Alpine Space programme** resulted in a positive surprise for a number of project consortia: After project applicants had already been informed about the applications selected for co-funding, an extension of the program budget permitted the additional approval of several projects. Among them is AlpInnoCT, ("Alpine Innovation for Combined Transport") which tackles the main challenge to raise combined transport efficiency and productivity.

## Location of Trans-Sib strategic mega-terminals: FERRMED-recommended criteria and locations

The FERRMED Declaration “Towards a Eurasian Outlook” of November 10<sup>th</sup>, 2016, draws a number of conclusions regarding the location of terminals. According to FERRMED, the Trans-Sib Strategic Mega-Terminals should be geographically situated according to the following criteria:

- Be located in a significant Mega-Region and in an EU main Trans-Sib Corridor.
- Be established in an important logistic and industrial zone with open and diversified economic activity in sectors such as: aeronautics, agrifood, automotive, ceramics, construction ancillary industries, electronics, iron and steel, logistics services, metallurgical, mining, petrochemical, pharmaceutical, railway rolling stock manufacturing, textile and clothing, etc., to reduce logistics costs and better balance “bi-directional flow”.
- Have good infrastructure: railways, motorways, sea or inland port and airport with easy international links.
- Be accessible to efficient complementary facilities like: universities and research centres, business schools, shopping districts, etc.
- Have reasonable warehouse and land prices.
- Offer the possibility of declaring it a “Free zone”.

On the base of these criteria, the recommended/possible location zones are: London (UK), Rotterdam (Netherlands), Duisburg (Germany), Mannheim (Germany), Milan (Italy), Barcelona (Spain), Lyon (France) and Vienna (Austria).

FERRMED is a non-profit multisectoral Association founded by the private sector in order to improve rail freight transportation and industrial competitiveness in Europe.

## Application for mobility experts

The CIVITAS SUMP-Up project is launching two Calls for Applications for local and regional public planning authorities, open from 21 March, to join its Innovation Pilot Pool (IPP) of mobility experts. SUMP-Up assists mobility planning authorities, especially in countries where there are few SUMP (‘Sustainable Urban Mobility Plans’), to overcome the barriers that stop or make it difficult for them to implement the plans. Deadline is April 21. Check [www.sumps-up.eu](http://www.sumps-up.eu).

## People

Desiree Oen, long term vice head of cabinet at the Directorate General for Mobility and Transport (known as “DG Move”), and in this position responsible for the field of logistics, has recently moved into the position of Policy Coordinator at DG Move’s Unit B1 “Transport Networks”, which includes the TEN-T corridors.

„The Reading“ – symbolic photo  
of former “Reading Railroad”  
coach by Martin Brandt



## The future of European rail freight transport and logistics

- 1) Islam DMZ & Blinge M The future of European rail freight transport and logistics. *Eur Transp Res Rev* (2017)
- 2) Abramović B, Zitricky V, Biškup V (2016) Organisation of railway freight transport: case study CIM/SMGS between Slovakia and Ukraine. *Eur Transp Res Rev* (2017)
- 3) Bruckmann D, Dober P, Mancera A, Saabel I, Weidmann U (2016) Wrote a paper titled ‘Swiss split—a holistic approach to the distribution of containers to private sidings’. *Eur Transp Res Rev* (2017)
- 4) Islam DMZ, Ricci S, Nelldal B-L (2016) How to make modal shift from road to rail possible in the European transport market? *Eur Transp res rev* (2017)
- 5) Siciliano G, Barontini F, Islam DMZ, Zunder TH et al. (2016) Adapted cost-benefit analysis methodology for innovative railway services. *Eur Transp Res Rev* (2017)

In an editorial for the latest issue of the “European Transport Research Review” [1], Dewan Islam of Open ENLoCC member NewRAIL and Magnus Blinge of Chalmers University of Technology introduced the reader to findings by a group of researchers regarding rail freight transport [2-5].

Abramović et al. [2] present a method for optimising freight traffic procedures on the border between Slovakia (European Union) and Ukraine, to cut down the whole process by 170 min or 66.7% of the total time spent at the border stations.

The research [3] suggests that the breakeven distance for rail container transport by “Swiss Split” in Switzerland compared to truck container distribution can be decreased from 140 to 70 km.

The authors in [4] assert that to offer a competitive price and reliable service, a reduction in operating costs will be vital, and can be achieved by implementing a number of measures, including operation of heavier and longer trains, wider loading gauge, higher average speed, and better utilisation of wagon space and all assets.

Siciliano et al. In [5], the methodology for carrying out cost-benefit analysis is reviewed and adapted to assess innovative rail freight services.

The “European Transport Research Review” (ETRR) is an “open access” journal. This means that the articles can be read and downloaded for



free. Peer-reviewed, the ETRR is publishing original high-quality scholarly research and developments in areas related to transportation science, technologies, policy and practice. In the same issue as quoted above, [another article \(below\)](#) may be of specific importance to regional logistics:

### **Appropriate national policy frameworks for sustainable urban mobility plans**

- May A, Boehler-Baedeker S, Delgado L. et al. *Eur. Transp. Res. Rev.* (2017) 9: 7. doi:10.1007/s12544-017-0224-1

This paper develops recommendations which would enable national governments to support individual cities in their development of Sustainable Urban Mobility Plans. It draws on the work of an Advisory Group of the European Commission. From the point of view of regional logistics it should be noticed that the question of goods mobility is not tackled in the study; it is not even excluded but simply absent.

### **Costs and benefits of speeding up reporting formalities in maritime transport**

- Vaghi C, Lucietti L in: *Transportation Research Procedia* 14 (2016), p. 213 – 222.

The study by Carlo Vaghi and Luca Lucietti reveals in exemplary way the huge potential and benefits that the digitalization provides for making international trade more efficient. The EU directive on national single windows (NSW) seeks to harmonize the processes in the customs union. However, member states still seem to stay in different levels in adopting NSW which would eventually set a standard of simplified reporting procedures in different countries. Similarly with the NSW adoption, the new EU customs code (2016) is also one step further to move to paperless environment for customs procedures. The study in hand emphasizes well how trade facilitation pays off. / *Reima Helminen (CMS Turku)*

### **Vertical logistics solutions?**

- EMEA Research (2016): *Up in the air – the case for vertical logistics solutions.*

Because of limited availability of space in urban regions, logisticians are occasionally asked simply to go for multi-level warehousing. This short study by the CBRE EMEA Research Team deals with the question in plain consultant language: Availability of forklifts and other handling equipment allows for single-storey high bay solutions that pack as many goods into a given space as a multi-level warehouse. However, this is not true where much handling is needed, and neither for the loading docks. Here, the assumption is that one may consider multi-storey solutions if the cost of land exceeds half the total construction cost.

## Host of this years' Open ENLoCC General Assembly in Kassel (D): Northern Hesse and MoWiN.net



With its central position in Europe, Northern Hesse is one of Europe's leading logistic locations. From Northern Hesse, the distance to Hamburg is just as far as the distance to Stuttgart, and Milan is as close as Warsaw – so cosmopolitan cities of Europe are within easy reach. A further plus: the latest cut-off time in Germany. Shipments reach any destination over night and on time. And European economic centers can receive overnight deliveries as well. This results in considerable cost savings, improved delivery service and greater competitiveness. This is simply unbeatable. In addition to this, there is an excellent international infrastructure with long-distance railway networks, freight transport, the regional airport in Kassel as well as international air traffic hubs.

### Home to global players

The region is home to several global players within the mobility sector. To name just a few: The Bombardier plant in Northern Hesse is a global German-Canadian competence center for locomotive technology. The company Hübner develops sealing systems, bellows and articulation systems and is a global market leader in this field. The Daimler truck axle plant is the pivotal point when it comes to getting big things going. The online retailer Amazon has its largest German logistics center in Bad Hersfeld. The Rudolph Logistik Gruppe, with its headquarters in Northern Hesse, develops and realises comprehensive logistics solutions for various industries

### Logistics as a central economic factor and driver of employment

The mobility sector is the strongest economic sector in Northern Hesse: 21% of all workers receiving social insurance contributions are employed in the mobility sector. Within this sector the logistics sector is by far the biggest employer.

The development of the mobility sector is a real success story, being the result of professional and effective collaboration within the mobility cluster, and its network MoWiN.net. The MoWiN.net platform supports co-operation and innovations for all regional players of the mobility sector, industry and academia alike. Founded in 2004, MoWiN.net has 125 members and longstanding experience in regional and transnational projects on various issues of innovative mobility solutions in the fields of automotive, logistics, railway technology, mobility management, public transport and e-mobility.

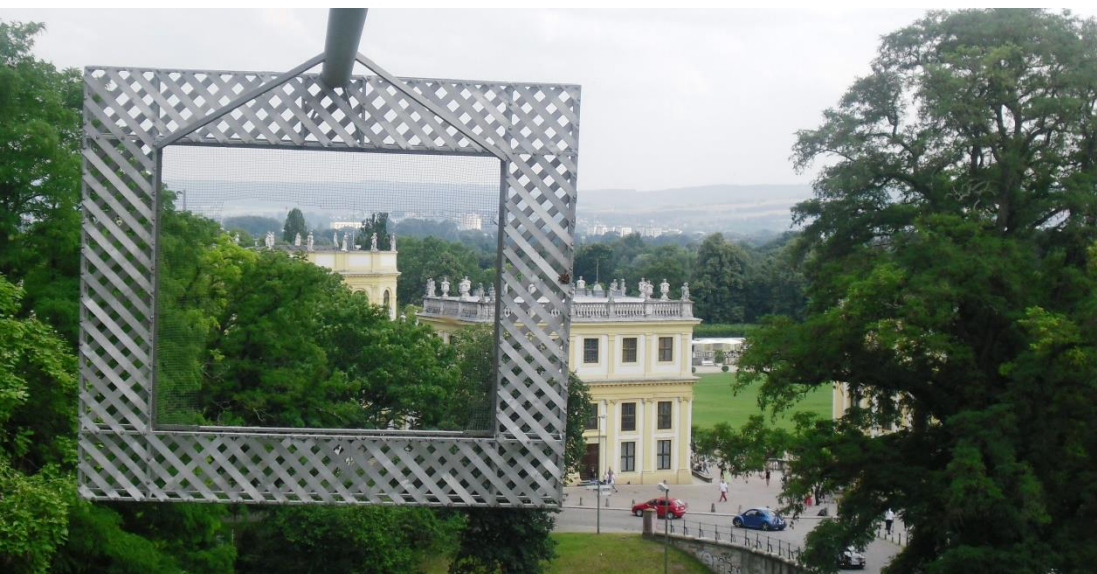
Since the establishment of the MoWiN.net network, Northern Hesse has recorded more than 80 investments in the field of logistics with an overall volume of 2.5 billion euros. In order to continue this success story, trends such as digitization, sustainable mobility as well as demographic changes must be addressed and managed.

**Dr. Astrid Szogs**, Cluster Manager  
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## E-competence in the heart of Europe

E-mobility is a significant growth market and is also in Northern Hesse high on the agenda. With the farther-reaching electrification of drive technology, the value-added chain in the automotive industry will also change decisively. Several regional companies have built their competences in this area. For example, the production facility of the innovative electrical vehicle TWIKE is based in the Northern Hessian city of Rosenthal. The electric drives for the e-up! are produced in the Kassel Baunatal plant. A new electric motor and transmission assembly has been created in the transmission plant.

# MoWiN.net



Alternative drive technologies are not only an important topic for individual mobility but are also discussed within the logistics sector. Fuel cell stacker can contribute positively to the energy balance of logistic service providers. Electric trucks are an appropriate alternative comparison, which several regional companies have already tested. The sera Group is engaged in the development of hydrogen compressors and filling station, having the long-term goal to run its whole intralogistics as well as its operating fleet on hydrogen.

MoWiN.net brings together all key players, establishes interdisciplinary connections and initiates projects thereby consolidating all essential factors in the field of e-mobility as well as other alternative energies.

Artistic picture of Northern Hesse at past documenta art fair (above); networking among the MoWiN board (right).





## “European Mobility Week”: SUMP award dedicated to Urban Freight

"I'm inviting cities to come on-board and work with us, to help Europe meet its ambitious climate objectives. I would like to congratulate this year's finalists who showed that greener and smarter urban mobility is already possible."

EU Commissioner for Transport,  
**Violeta Bulc**, when announcing the winners on March 20, 2017.

The “European Mobility Week” each year issues the Sustainable Urban Mobility Planning (SUMP) Award. It recognises local authorities that have developed a Mobility Plan that satisfies the diverse transport needs of people and businesses, whilst improving quality of life. This year, the SUMP award takes freight in sustainable urban mobility planning as its theme.

Each year, the award highlights a different aspect of mobility planning. The 2013 award recognised successful territorial and policy integration, while the 2014 edition looked at monitoring implementation with an eye to making improvements. The 2015 edition focused on providing for multimodality and intermodality in sustainable urban mobility planning.

The 5th SUMP Award recognises the local authority or region that has shown excellence in integrating freight in the development and / or implementation of its SUMP. The jury appointed the three cities of Brussels (B), Budapest (H) and Stockholm (S) as finalists of the 5th SUMP Award on urban freight. The jury also acknowledged high quality applications from Berlin (D), Naples (I), Piatra Neamt (RO) and Rotterdam (NL).

### Brussels

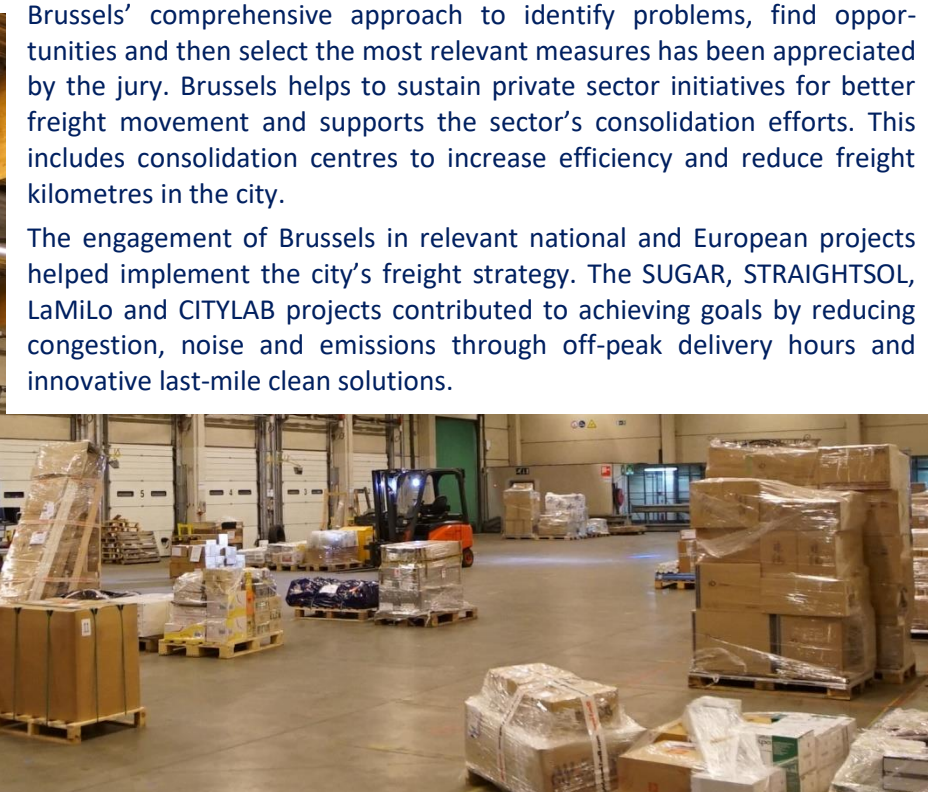
Brussels is a city-region and home to 1.18 mill. people. The population is growing rapidly, generating pressure on mobility and the freight transport needed to supply the city, its inhabitants and its economic life.

In 2014, Brussels worked out a strategic plan for Freight Transport. It installed the vision for the years to come. In 2016 Brussels began the preparation of its third mobility plan, in which freight transport will get a particular attention. The ambition of Brussels is to reduce adverse impacts of freight, such as congestion, use of the already scarce public space, noise and emissions. Preparatory studies allow the city to plan for freight in an integrated way within the mobility strategy.

Brussels’ comprehensive approach to identify problems, find opportunities and then select the most relevant measures has been appreciated by the jury. Brussels helps to sustain private sector initiatives for better freight movement and supports the sector’s consolidation efforts. This includes consolidation centres to increase efficiency and reduce freight kilometres in the city.

The engagement of Brussels in relevant national and European projects helped implement the city’s freight strategy. The SUGAR, STRAIGHTSOL, LaMiLo and CITYLAB projects contributed to achieving goals by reducing congestion, noise and emissions through off-peak delivery hours and innovative last-mile clean solutions.

*Description of finalists, photos:  
“European Mobility Week”*



## Budapest



Budapest is the capital of Hungary and also one of the largest economic, industrial, social and cultural hubs of Central and Eastern Europe. Budapest's central position increases traffic and to accommodate the movements of people and goods in a sustainable way, Budapest officially adopted the Balázs Mór Plan, its SUMP, in 2014.

The jury valued the good integration of goods transport in the overall mobility planning of Budapest. This is in particular thanks to the Freight Transport Strategy and the City Logistics Concept, which have been both drafted in conjunction with the Balázs Mór Plan.

Following a comprehensive assessment of the urban freight situation, Budapest has set very ambitious goals for urban freight including the development of a more integrated network development and interoperable systems, the support to environment-friendly technologies and vehicles as well as governance improvements. Outstanding among the freight measures of Budapest are the development of logistics and consolidation centres, the use of IT systems and the implementation of a freight transport access-regulation system.

## Stockholm



The city of Stockholm is home to nearly a million inhabitants and is experiencing a period of rapid population growth with 140,000 additional dwellings installed or expected between 2015 and 2030. This creates mobility challenges for the Swedish capital, namely congestion, accessibility and air pollution.

To respond to these challenges, Stockholm is currently updating its SUMP which includes a dedicated plan on urban freight. The freight strategy was issued in 2014 and is being implemented in the period 2014-2017. The jury acknowledged Stockholm's use of the triple helix approach – making the research and industry sectors collaborating with the local authority - and the balance this has led to in the Stockholm Freight Plan: The plan responds both to the need to foster local economic activity, but also to limit the adverse impacts of urban freight.

The jury in particular highlighted the fact that the city of Stockholm has clearly identified freight as a priority and has well integrated it within the overall mobility planning. The promotion of consolidated logistics schemes and the continuous involvement of stakeholders are two other major strengths of the Stockholm Freight Plan.

## And the winner is: Brussels

**The “Review” congratulates all three finalists.** Several institutions from the Open ENLoCC network have contributed to projects named in the Brussels section, with MOBI of Brussels Free University currently working within the CITYLAB project.

During the European Mobility Week, local administrations in more than 50 mostly European countries promote different aspects of mobility, usually understood as passenger mobility. In 2017, the European Mobility Week will be held from 16-22 September.

EUROPEANMOBILITYWEEK is supported by the Directorate-General for Mobility and Transport of the European Commission. The European Secretariat is managed by a consortium led by EUROCITIES and two other city networks (ICLEI and POLIS), a professional communication agency (ICF Mostra) and an international environmental organisation (Regional Environmental Centre).



## Interview with ELA President Jos Marinus: ELA – the European Logistics Association

### Can you please explain what ELA exactly stands for?



Jos Marinus is President of ELA since 2011

ELA is a federation of more than 30 National Logistics Associations covering most of Western, Central Europe and beyond.

The members of these National Logistics Associations are either companies (mainly in the industry but also in different service sectors) or professionals working in logistics and supply chain functions.

Throughout this network ELA reaches 55.000 logistics and supply chain professionals.

Since we promote the profession and not a sector we are a neutral body, aiming to provide a network platform for logistics professionals.

### How do you reach that goal?

ELA focusses on a number of activities such as:

- The ELA Awards

Every year we grant an award for the best logistics project and an award for the professional of the year.

This competition is like a champion's league competition: Only the winners of the National competitions can apply.

Picture: BLG and Engelbert Strauss win the ELA Award 2016 with "Stargate junction – logistics at the interface between humans and robots"



- The European Supply Chain day



During the European Supply Chain day a lot of activities are organised all over Europe with the aim to promote the logistics profession to the general public, children and students.

The idea is that companies open up their doors to give an insight on what logistics and supply chain is all about and to explain the need and the role in our economy of logistics and supply chain.

Since the sector is lacking good talents and profiles we take it as our mission to convince young people to start a career in logistics.

- Relationship with the EU

We also try to establish and maintain a good relationship with the EU.

Therefore we regularly organise conferences and breakfast sessions at the European Parliament. In that respect our members can relate and discuss directly supply chain and logistics matters with members of the Commission and members of the Parliament.



## And last but not least ELA offers a certification program



This certification program is based on the ELAQF Qualification Standards aiming for a harmonized level of qualification in logistics.

This certification guarantees worldwide the same quality when it comes to logistics standards.

We not only certify individuals (on 3 levels: junior, senior and master) but we also are able to assess worldwide operating companies, assess their logistics staff and suggest a training program for the missing gaps.

What makes the ELA certification so attractive is that we not only assess the technical skills (knowledge) but also the competences!

## What are ELA's plans for the future ?

Although we are building on the road for more than 30 years our mission is not over yet! We live in a rapid changing world with a lot of unforeseen and unexpected events. We will have to further prepare the logisticians of this world for all these challenges!

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## Martin Brandt: “How long is a kilometer?” Estimation and communication of dimensions in Logistics



For the Kassel art fair “documenta 1977”, conceptual artist Walter De Maria drilled a hole 1 km into the ground, of which only the small plate on top is visible. Can you imagine the length of the “Vertical Earth Kilometer”?

Photo: Markus Oeste

Readers of a periodical about “regional logistics” can be assumed to be rather good in handling numerical values. We know that “8,000 m<sup>2</sup>” is less – and quite a bit less – than, say, “3 ha”. But do the people we deal with also have a realistic understanding of such figures? And, honestly, just because we can calculate the figures correctly, do we have a good understanding of what they represent? Let us think again about visualizing dimensions for ourselves and for others, as an aid to improve participation in planning and decision making.

In today’s societies, numerical representations of reality are ubiquitous. This is why we all have been taught mathematics at length, of which we usually remember just enough to handle such daily life and daily work questions as stem from the numbers surrounding us.

However, numerical concepts are treated with certain contempt. Even a man of letters may improve his social status, instead of risking it, by openly stating that he is not a man of numbers. The more calculations we show him, proving that he just took the figurative “lion’s share”, the more he will just react numb and number. However, if we can show that he has been disadvantaged, he may quickly change his approach and accept figures as proof.

Something of this person’s mind is in all of us. On the other hand, we all have an idea about magnitudes. We can judge quite well how far 10 Euros (or our local equivalent) will get us, and will have similar judgement about 1,000 Euros. We all know the technical definitions (e.g. 1 km = 1.000 m). But...

„1.4 km“ – is it long or is it short? The answer is, of course, context sensitive: „It depends.“ To put it into context, we can either

- Compare it to another figure: „Compared to your 2.2 km, my walk is short.“
- Or visualize it, i.e. compare it (roughly) to some distance we have experienced.

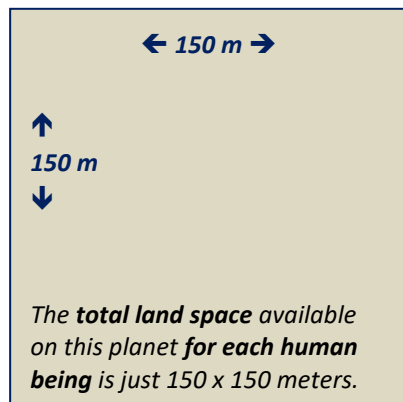
The idea is to develop a sufficient set of references in all dimensions:

- Length (Distance) / Squares / Cubes,
- Time,
- Speed / Acceleration,
- Weight / Mass,
- Power / Energy,
- Money,

and in all relevant sizes (micro to macro). The reference system must give sufficient estimates, but it needs not be exact. A good reference system is the key to success for work in a competence centre! We all have such references in our mind, but we hardly ever explicitly handle them as a tool.

Thus, **the first step to improve the reference system is awareness**: Which examples do we use as reference systems? What is the first thing that gets into our mind when we hear of “one million Euros” (or some similar well-rounded amount in your local currency)? And what is our reference for,





The earth's land mass of roughly 150 million square kilometers, inhabited by 7 billion people: A rough estimate shows the huge challenge of "sustainability".

roughly, "2,000 Euros"? How long do we assume a kilometer to be? What is "10 minutes" to us?

These are individual images which we have acquired over time, perhaps already during childhood. They probably vary a lot among individuals, and for sure they usually are not exact. And often enough, we don't have any image at all to use as a yardstick.

People who feel they are "not good at numbers", while they believe they simply don't do calculations well, may as a fundamental part of their deficit simply have not developed a sufficient personal system for relating numbers to the real world. While they may have a reference system for their monthly income and expenses, they may completely lack it in terms of larger amounts of money, or regarding space or distance. In that respect, each number may feel the same to them. Understanding that it is not the "number" per se, but the lack of a reference system, can help a lot to utilize numbers in work and life. Because one can tie numbers to references willingly. We all do, more or less.

**The second step is to calibrate our references.** Even this happens regularly: We realize that some task typically takes not 20 minutes, as we previously thought, but almost one hour. We learn the hard way that our old garage is just 5m long, while our new car – oops – must be longer. We then adjust our reference system. In most cases, the target is not to be exact, but to get the order of magnitude right.

**The third step is to add more references to the system.** A good idea about the size of a square kilometre does not help us to give a feeling for the size of a large island, which may be about 10.000 km<sup>2</sup> in size. But once we know a region well that is, perhaps, roughly 8.000 km<sup>2</sup> in size, we get an idea of the island's size.

With these three steps in mind, and with a history of calibrating and improving our estimates, we can do quick and realistic estimates in all planning questions – whether transport planning, factory layouts or regional planning. We are no longer helpless in judging the precise and abstract figures which engineers usually present without reference.

We can give our reference system to others: Comparisons and examples work much better if we have knowingly checked them. We can help others to understand the magnitude of our proposals – be they huge or small.

In this process, we should have an open mind for any hint of the other's reference system. Perhaps that other person has a completely different idea regarding the order of magnitude of what you are proposing? And that may not be just because that person has different assumptions about the outcome of your idea, but perhaps his or her estimate evokes completely different images, due to the differently calibrated reference system of dimensions. Once we find out, we have another starting point for a debate.

And finally, some figures remain hard to imagine, even if they are from our ordinary work: In a recent year, the total mileage of heavy trucks on the German Autobahn was "27,593,587,000 km". Well, that translates into "690,000 times around the Globe" – still an impractical comparison. "Once around the outside of our solar system" may be more handy. You can look it up in the night sky, but somehow the figure remains unimaginably big.

## Robert Schönberger: The logistics trade fair today



**Robert Schönberger**, Exhibition Group Director of “transport logistic” cluster, Messe München; until 2015 head of Open ENLoCC member Logistic-Cluster Schwaben (LCS).

**Robert Schönberger, you are Exhibition Group Director of the “transport logistic” cluster of Messe München. What is your responsibility at the transport logistic fair?**

My job is the management of the whole cluster. Besides our fair here in Munich, we have others in Shanghai, in Istanbul, in Mumbai, and from 2018 also in Atlanta. It is about the future strategy and internationalization of our topic. For organization and running the transport logistic in Munich I am supported by project leader Caroline Thiemt. Our main job is to win exhibitors and to excite visitors. And in between is the whole area of organizational questions, as it unfolds for an event that covers the space of roughly fifteen football fields.

**In the days of virtual reality, what is the purpose of a real fair?**

This question is legitimate and is asked by exhibitors and visitors. However, the numbers show that we are growing. In spite of all virtuality, it is people who work together, and they do want to meet and communicate. Fairs offer the right platform for this. Here, I can meet a great number of people during one day. Else, this would take days or weeks. That saves money and makes fairs so highly efficient. Feedback after the transport logistic 2015 was clear: Fairs have their right to exist. I am sure we will get a similar feedback also this year.

**What is the specific importance of a trade fair for logistics?**

Logistics is part of the service sector. Here, we cannot talk about machinery or objects, and only occasionally about visible products. Instead, people talk to each other, explaining services and clarifying performance details. Our industry is shaped by personal relations. In conversation, these can be cultivated better than in virtual reality. The same is true for cluster. In networks, people come together. This strengthens the ties. Besides, fairs offer the chance of coincidental meetings. Despite fixed dates, social media etc., the non-arranged meetings offer a great potential. And this potential is highest on the trade fair that serves as a market place.

**Your previous job was the management of a logistics cluster, Open ENLoCC member “Logistik-Cluster Schwaben”. Combining your perspectives of then and now, and searching beyond the logistics companies: What can regional players such as economic developers, scientific institutions, administrators dealing with transport logistics, and politicians get from a trade fair?**

In the end it is the platform the fair offers. On this platform, all players of the logistics sector move around. And this is not just about the relationship among businesses and their customers. As in a cluster, education, politics, related business sectors and the larger public play a role. Here they all come together and in return have the chance to deliver a message to the outside. On May 9-12, we have the chance to coin the message jointly, and to make logistics heard.

## Open ENLoCC – the network



Open ENLoCC (European Network of Logistics Competence Centers) is an open network of regional competence centers in the field of logistics, run by public authorities or similar bodies. It was established as a follow up of the “ENLoCC”-project (from 2004 to 2007), then co-financed by the EU under the Interreg IIIC programme. It is self-supporting since.

The main task of the network is international exchange of experience and knowledge between its participants, and promotion of a higher level of cooperation among European institutions.

Its members work together on common projects with the aim to develop the regional economy by solving infrastructural, organisational and technological problems of logistics and transport. Dissemination of results from network activities and of the best practices takes place on a wide scale.

As per March 2017, the European network of regional logistics competence centers Open ENLoCC has the following members:

- CMS, Centre for Maritime Studies of Brahea Centre at the University of Turku, Finland.
- CRITT Transport et Logistique, Le Havre, France.
- CTL, Centre for Transport and Logistics of the University of Rome La Sapienza, Roma, Italy.
- Amt der Kärntner Landesregierung, Klagenfurt, Austria, for former member Entwicklungsagentur Kärnten, EAK.
- ILiM, Institute of Logistics and Warehousing, Poznan, Poland.
- ITL, Institute for Transport and Logistics Foundation, Bologna, Italy.
- KINNO, Kouvola Innovation Oy, Kouvola, Finland.
- KLOK Kooperationszentrum Logistik e.V., Kornwestheim / Stuttgart, Germany.
- LCS, Logistik-Cluster Schwaben (LCS) e.V., Augsburg, Germany.
- Logistics in Wallonia, Liege, Belgium.
- Mah, Malmö University, Department of Urban Studies/Transport Management, Malmö, Sweden.
- MOBI, Vrije Universiteit Brussel – MOBI (Mobility, Logistics and Automotive Technology Research Group) Brussels, Belgium.
- MoWiN.net e.V., Kassel, Germany.
- NewRail, Newcastle University, Great Britain.
- UM, University of Maribor, Faculty of Civil Engineering – Transport Economics Centre, Maribor, Slovenia.
- WRS, Wirtschaftsförderung Region Stuttgart GmbH, Stuttgart, Germany.



Contact persons:

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## Classic text – William M. Thackeray: The logistics of fleeing Brussels



**William Makepeace Thackeray**  
(1811 –1863) was an English novelist known for his satirical works.  
*Self-caricature, Project Gutenberg eText 1922.*

*To behold: to look at*  
*Clamour: loud and persistent outcry from many people*  
*Scorn: extreme disregard*  
*Sundry: various*

In his satirical novel “Vanity Fair” (first published 1847/1848 and continuously in print since), William Thackeray portrays the bourgeois English society during the first half of the 19<sup>th</sup> century, while his witty observations reach far beyond. The subtitle “A novel without a hero” apparently both refers to its multitude of actors and to the two heroines Amelia and Rebecca. This shortened excerpt from chapter XXXII is situated in Brussels, to which many English have followed their troops, on the day of the Quatre Bras battle, part of the Waterloo campaign (1815):

We of peaceful London City have never beheld – and please God never shall witness – such a scene of hurry and alarm, as that which Brussels presented. Crowds rushed to the Namur gate, from which direction the noise proceeded, and many rode along the level *chaussée*, to be in advance of any intelligence from the army. Each man asked his neighbour for news, and even great English lords and ladies condescended to speak to persons whom they did not know. The friends of the French went abroad, with wild excitement, and prophesying the triumph of their Emperor. The merchants closed their shops, and came out to swell the general chorus of alarm and clamour. Women rushed to the churches, and crowded the chapels, and knelt and prayed on the flags and steps. The dull sound of cannon went on rolling, rolling. Presently carriages with travellers began to leave the town, galloping away by the Ghent barrier. The prophesies of the French partisans began to pass for facts. “He has cut the army in two,” it was said. “He is marching straight on Brussels. He will overpower the English and be here to-night.”

When the noise of the cannonading was over, Mrs. O’Dowd issued out of Amelia’s room into the parlour adjoining, where Jos sat with two empty flasks, and courage entirely gone.

“Mrs. O’Dowd,” he said, “hadn’t you better get Amelia ready?”

“Are you going to take her out for a walk?” said the Major’s lady; “sure she is too weak to stir.”

“I – I’ve ordered the carriage,” he said, “and – and post-horses; Isidor is gone for them,” Jos continued.

“What do you want with driving to-night?” answered the lady. “Isn’t she better on her bed? I’ve just got her to lie down.”

“Get her up,” said Jos; “she must get up, I say:” and he stamped his foot energetically. “I say the horses are ordered – yes, the horses are ordered. It’s all over, and – “

“And what?” asked Mrs. O’Dowd.

“I’m off for Ghent,” Jos answered. “Everybody is going; there’s a place for you! We shall start in half-an-hour.”

The Major’s wife looked at him with infinite scorn. “I don’t move till O’Dowd gives me the route,” said she. “You may go if you like, Mr. Sedley; but, faith, Amelia and I stop here.”

Rebecca Crawley occupied apartments in this hotel; and had before this period had sundry hostile meetings with the ladies of the Bareacres

family. Rebecca had her revenge now upon these insolent enemies. It became known in the hotel that Captain Crawley's horses had been left behind, and when the panic began, Lady Bareacres condescended to send her maid to the Captain's wife with her Ladyship's compliments, and a desire to know the price of Mrs. Crawley's horses. Mrs. Crawley returned a note with her compliments, and an intimation that it was not her custom to transact bargains with ladies' maids.

It was while enjoying the humiliation of her enemy that Rebecca caught sight of Jos, who made towards her directly he perceived her.

Jos walked up to his friend, and put the question for the hundredth time during the past hour, "Did she know where horses were to be had?"

"What, you fly?" said Rebecca, with a laugh. "I thought you were the champion of all the ladies, Mr. Sedley."

"I – I'm not a military man," gasped he.

In reply, Rebecca asked him to come into her room, whither he followed her quite breathless to conclude the bargain. Jos seldom spent half an hour in his life which cost him so much money. Rebecca, measuring the value of the goods which she had for sale by Jos's eagerness to purchase, as well as by the scarcity of the article, put upon her horses a price so prodigious as to make even the civilian draw back.

By the time Jos's bargain with Rebecca was completed, and his horses had been visited and examined, it was almost morning once more. But though midnight was long passed, there was no rest for the city; the people were up, the lights in the houses flamed, crowds were still about the doors, and the streets were busy. Rumours of various natures went still from mouth to mouth: one report averred that the Prussians had been utterly defeated; another that it was the English who had been attacked and conquered: a third that the latter had held their ground. This last rumour gradually got strength. No Frenchmen had made their appearance. Stragglers had come in from the army bringing reports more and more favourable: at last an aid-de-camp actually reached Brussels with despatches for the Commandant of the place, who placarded presently through the town an official announcement of the success of the allies at Quatre Bras, and the entire repulse of the French under Ney after six hours battle. The aide-de-camp must have arrived some time while Jos and Rebecca were making their bargain together, or the latter was inspecting his purchase. When he reached his own hotel, he found a score of its numerous inhabitants on the threshold discoursing the news; there was no doubt as to its truth. And he went up to communicate it to the ladies under his charge. He did not think it was necessary to tell them how he had intended to take leave of them, how he had bought horses, and what a price he had paid for them.

*Intimation:*

*hint, indirect suggestion*

*Scarce:*

*small and inadequate in quantity*

*Straggler:*

*one who falls behind the rest*

### **"A horse, a horse! My kingdom for a horse!"**

Connoisseurs may compare the above novel excerpt to Shakespeare's distinct play scene where the military man King Richard III, abandoned on the battlefield, would give his kingdom away for a horse, thus indicating that the kingdom is lost to him either way. Jos, of the satirical novel, is asked a price that would perhaps exceed militant Richard's means, "to make even the civilian draw back." The result is an anti-climax: The kingdom anyway is not lost; and although two horses are acquired, they are useless. Jos loses money (the means of a civilian) and now must hide a dark spot on his reputation. /MB

## Next Dates

### March 2017

#### **New Silk Road – Future trading routes from Asia to the Baltic Sea Region**

Event in the Representation of the State of Mecklenburg-Vorpommern to the Federation located in Berlin, expecting high-level representatives from politics, administration, industry and associations from Russia and Central Asia.

Berlin (D), March 29.

#### **4th European Conference on Sustainable Urban Mobility Plans**

Conference will be held on behalf of the European Commission. It is the principal annual event enabling this international community of practitioners, policy makers, city staff and academics from across Europe to come together to debate key issues, highlight developments in mobility planning and exchange ideas and experience. The theme for the conference is Intelligent Planning for Sustainable Mobility.

Dubrovnik (HR), March 29-30.

#### **EUROLOG**

Annual international congress of the European Logistics Association to promote dialogue between ELA members, in particular the national organizations, on a neutral platform; to provide a forum where key-note speakers from important European industrial, trading and service companies can portray trends and strategies in the European logistics sector as well as share best practice; to use the resulting insights as a basis for formulating specific recommendations for the day-to-day work of the congress attendants.

Bucharest (RO), March 29-30.

#### **FERRMED Conference**

The conference features the Ebro Axis as a main link between the Mediterranean and the Atlantic Corridors.

Lleida (E), March 30.

### April 2017

#### **Multimodal 2017**

Now in its tenth year, Multimodal is the UK and Ireland's premier freight transport, logistics and supply chain management event. It is characterised by key vertical sectors, including manufacturing, retail, agribusiness, chemical, automotive, electronics, FMCG, food & drink, fashion, pharmaceuticals, construction, aerospace, energy, real estate, recycling, paper/print and perishables, amongst others, whilst horizontally, the show covers all modes of transportation, including sea, road, rail, air and inland waterways. Multimodal 2017 will be co-located with **Internet Retail Expo** and the **e-Delivery Expo**.

Birmingham (GB), April 4-6.

#### **NOVELOG Workshop 'Green solutions for urban logistics'**

The workshop includes a technical visit of 5T (Telematic Technologies Transports Traffic Torino), to show how the vehicles involved in the NOVELOG urban logistics project are monitored. The workshop brings together experts, researchers and practitioners to present and discuss their experiences on solutions implemented, and to examine possibilities of transferability and solution adoption by other cities, identify successful business models and evaluation of interventions.

Turin (IT), April 5.

#### **4. Deutsch-Niederländische Logistikkonferenz**

Duisburg (D), April 6.

#### **Sustainable development goals of sustainable transport and peace**

Conference led by Anatoly Karpov, President of the International Association of Peace Foundations, and Eva Molnar, Director of the Transport Division of the United



Nations Economic Commission for Europe (UNECE). With ceremony of Golden Chariot International Transport Award.

United Nations Organization Geneva (CH), April 12-13.

#### **TransRussia/TransLogistica**

The largest exhibition of transport and logistics services and technologies in Russia. 335 companies from Russia and around the world took part in the 2016 edition. 13,214 industry professionals attended from 52 countries. Following the audit conducted by the Chamber of Commerce and Industry of the Russian Federation and the Russian Union of Exhibitions and Fairs, TransRussia has been declared best in the line "Transport, Shipment, Warehousing, and Logistics" in all the categories: "Professional Interest", "Exhibition Area", "International Recognition" and "Market Coverage". Moscow (RUS), April 18-22.

#### **Current Policy Issues in Maritime and Port Safety and Security**

ChemSAR, DiveSMART Baltic and HAZARD, flagship projects of the EU Strategy for the Baltic Sea Region, are arranging an event to discuss the Current Policy Issues in Maritime and Port Safety and Security.

Brussels (B), April 26

#### **Logistics & Distribution 2017**

The Logistics & Distribution is the Swiss national fair for intralogistics, distribution and e-logistics.

Zurich (CH), April 26-27.

#### **16th Caspian International Transport, Transit and Logistics Exhibition**

The TransCaspian exhibition brings together key public transport bodies and commercial organizations from the rail and commercial vehicle sectors, the maritime industry, aviation and transport and logistics services. The exhibition is an opportunity to showcase the latest developments in transportation technology, meet with representatives of ports and logistics centres in the Caspian and South Caucasus regions.

Baku (AZ), April 26-28.

#### **European Supply Chain Day**

During the European Supply Chain day a lot of activities are organised all over Europe with the aim to promote the logistics profession to the general public, children and students. See page 12.

Across Europe, April 27.

## May 2017

#### **Transport logistic**

transport logistic is the world's leading trade fair for logistics, mobility, IT, and supply chain management. The entire industry meets here every two years. Innovations, market leaders, and experts from around the world: Over 2,000 exhibitors from more than 60 countries will be waiting to meet you.

Munich (D), May 9-12.

#### **TRANSPORT & LOGISTICS**

This Wallonian logistics fair is held for the third time. Topics are: Future of transport services and multimodal logistics. 2,000 visitors expected.

Liège (B), May 17-18.

#### **Innovations in Freight Data Workshop**

The Workshop will bring together freight data users and decision makers to learn and share the latest applications of emerging "big" freight data sources. Presenters will include practitioners and researchers. The event will also serve as an opportunity to identify future research needs and opportunities for collaboration.

Irvine, California (USA), May 17-18.

#### **Logismed**

International fair of transport and logistics for Africa and the Mediterranean, with more than 4,500 professional visitors in 2016.

Casablanca (MA), May 17-19.

#### **European Maritime Day 2017**

Annual meeting point for Europe's maritime community to network, discuss and forge joint action.

Poole (GB), May 18-19.

#### **Swiss Logistics Innovation Day & Logistics Hall of Fame**

This year's motto is: „Mit Digitalisierung zu neuen Services.“ The Hall of Fame honours personalities who won outstanding merits in Swiss supply chain management and logistics.

Windisch (Aargau / CH), May 23.

#### **Balkans & Black Sea Cooperation Forum**

International conference aiming at highlighting cross-border cooperation, enhancing bilateral and multilateral relations, strengthening business opportunities and promoting economic growth and sustainable development among the 17 States of the Balkan and Black Sea Region.

Serres (GR), May 25-26.

#### **14th NECTAR International Conference: Transport in a networked society**

The conference includes the Thematic Session Cluster on Logistics and Freight, co-chaired by Prof. Dr. Cathy Macharis of Open ENLoCC member MOBI.

Madrid (E), May 31 – June 2.

### June 2017

#### **9<sup>th</sup> Baltic Logistics Conference**

Annually the Logistics Initiative Mecklenburg-Vorpommern organises a day-long conference, focusing trends and latest developments in logistics in Mecklenburg-Vorpommern and in the Baltic Sea Region.

Rostock-Warnemünde (D), June 1.

#### **Environmental Ports Conference 2017**

ACI's European Environmental Ports Conference 2017 will bring together senior representatives from the global port community and shipping companies, as well as environmental policy-makers, academic experts, consultants, and technology providers.

Antwerp (B), June 7-8.

#### **5th International Maritime Congress**

The main areas to be discussed during the Congress span from inland navigation, port and shipbuilding industry, through innovation, education, ecology, power and gas supply, arriving at policies, procedures and financial aspects.

Szczecin (PL), June 8-9.

#### **First global multimodal unmanned cargo systems event**

The event includes several conferences: Unmanned Cargo Aircraft Conference, Unmanned Cargo Ship Conference, Unmanned Cargo Ground Vehicle Conference, Cargo Innovation Conference, with Smart Logistics Expo. Topics cover a wide range, e.g. from truck platooning to human factors.

Maasport, Venlo (NL), June 13-14.

#### **12th ITS European Congress**

With the theme "ITS Beyond Borders" the 12th ITS European Congress will develop its programme around 7 main topics including mobility services, ITS for freight and logistics, ITS and the environment, network operation, satellite technology applied to mobility and certainly connected and automated transport. During the Congress, Strasbourg and ERTICO – ITS Europe will host the second edition of the Mayors' Summit. City mayors and leaders from Europe will gather again to explore opportunities, experiences and strategies related to present and future contributions of ITS supporting policies for modal shift for people and goods in cities.

Strasbourg (F), June 19-22.

#### **LogiMAT China**

International trade fair for distribution, materials handling and information flow.

Nanjing (PRC), June 20-22.

### FRevue – Final Conference

After more than four years of exposing Electric Freight Vehicles to the day-to-day rigours of urban logistics in eight of Europe's largest cities, the FREVUE partners would like to share with you project results and their thoughts for the future deployment of Electric Freight Vehicles in Europe.  
London (GB), June 21.

### 12th Open ENLoCC General Assembly

This year's General Assembly of the Open ENLoCC network will be held upon invitation of MoWiN, the mobility network of Northern Hesse State. Thursday afternoon is dedicated to an open debate of member projects, as well as a visit to a larger logistics site. Interested parties are invited to join. Friday is dedicated to internal issues.  
Kassel (D), June 22-23.

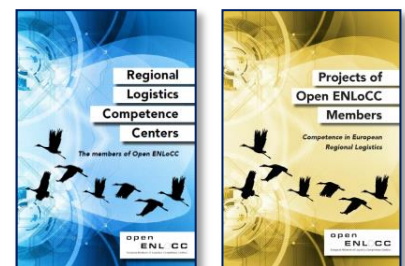
July 2017

### Air Transport Research Society World Conference

This four-day event will allow presentation and discussion of on the one hand completed research in air transportation and on the other hand research in process. Also PhD researchers will receive the opportunity to present their work.  
Antwerp (B), July 5-8.

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## RAILFORUM 2017

September 28th 2017

WELCOME to the international railway seminar held in Kouvola, the logistical junction between the west and the east.

The RAILFORUM 2017 seminar brings together experts of railway logistics from all over the world. The day is about high-class speeches, fresh aspects, useful contacts and investment possibilities in the field.

The RAILFORUM is focused on the themes:  
Railway hubs and corridors from Asia to Europe  
Intermodal and smart logistics.

Railgate - smart connection

[railforum.fi](http://railforum.fi)



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