

## Hefei Chapter founded

**BVL International** BVL is becoming increasingly international, and new chapters are regularly being founded outside Germany. The seventh international chapter was set up at the end of August in Hefei in the province of Anhui in the People's Republic of China.

The province of Anhui (two hours by plane west of Shanghai and south of Beijing) was long considered China's poorhouse, but the "Go West" strategy of the Chinese government has resulted in dramatic change. Today, Hefei has a population of around 3.5 million



live in the core city; double this number live in the city's commuter belt, and this figure is set to increase to ten million over the next few years. The character of the city is shaped by its automotive and supplier industry, white goods manufacturers, a large number of specialised companies, its agricultural sector, 60 logistics service providers and a major university. The German state of Lower Saxony has had a sponsoring relationship with Anhui since 1985, and the cities of Hefei and Osnabrück have been

partnered since 1994. For a number of years now, Osnabrück University of Applied Sciences has been helping to set up a logistics faculty – with great success. The current five-year plan is geared towards establishing Hefei as China's hub of logistics expertise. Thanks to the longstanding relations with the city, there are several German-speaking professors in Hefei. And so the major interest generated by the third Chinese chapter of BVL – after Shanghai and Beijing – came as no surprise: attendees ranging from the Party Secretary and the Mayor through to representatives of numerous companies took advantage of the founding ceremony to make new contacts. (tw)

**The Chapter Chairpersons in Hefei are Prof. Dr. Jingmin Cai, President of Hefei University (left), and Julia Sadrina, Head of SCM/Logistics at the Hefei plant of Continental AG.**

<http://www.bvl.de/en/chapters/international/hefei>

### Contents

<b>International Supply Chain Conference</b>	<b>page 2</b>
<b>From the Chapters and BVL Bodies</b>	<b>page 3</b>
<b>Interview: Stephan Grüner, Chapter Chairperson São Paulo</b>	<b>page 4</b>
<b>BVL Campus</b>	<b>page 5</b>
<b>Study: Future Trends in Logistics Controlling</b>	<b>page 6</b>
<b>BVL online</b>	<b>page 6</b>

## Networks of excellence: updated programme



## 29TH INTERNATIONAL SUPPLY CHAIN CONFERENCE October 17-19, 2012

**29th International Supply Chain Conference** The Conference will open its doors in Berlin in around three weeks, and the updated programme for the event is now available. The programme features a successful blend of hands-on content, best

practices, food for thought, meetings with pioneering thinkers in industry, science and politics, a wide range of discussion topics and abundant opportunity for networking – as well as time for relaxation at the Gala on the Wednesday of the conference and an after-work party on Thursday.

The programme in Berlin includes twelve keynotes, 16 special-topic sequences and a guest presentation, rounded off by four workshops, a focus sequence on humanitarian logistics and four outings in and around Berlin. The German Award for SCM, the Science Award for SCM, the Media Award for Logistics and the Thesis Award will all be presented during the conference. The top echelons of German industry will be represented, with speakers including entrepreneur Prof. Claus Hipp, Dr.-Ing. Heinrich Hiesinger, the CEO of ThyssenKrupp AG, Karl Gernandt, Chairman of Kühne + Nagel International and Matthias Wissmann, President of the German Association of the Automotive Industry (VDA). Among the speakers from the world of politics are German Transport Minister Dr. Peter Ramsauer and Dr. Frank-Walter Steinmeier, Chairman of the Social Democrat Parliamentary Party in the German Bundestag.

Two guest speakers at the conference will be talking about connections and interrelationships beyond the world of logistics – and risking a look into the future. The author and strategy consultant Sascha Lobo will be appearing at the Gala Evening. In conversation with Prof. Thomas Wimmer, he will be talking about, among other things, the potential offered by the interactive Internet and the effects on society, industry, politics and culture. The guest speaker at the end of the conference on Friday is trend and future researcher Matthias Horx. What can we really say about the coming eras without resorting to wild speculation, wishful thinking or anxiety fixations? Under the heading "The Mystery of the Future", Horx will take participants on a journey in time. (ug) [www.bvl.de/iscc](http://www.bvl.de/iscc)

## Delegation trips to the conference

**Network** To date, two chapters are taking advantage of the offer to organise delegation trips to the conference. We will be welcoming a 15-strong delegation from China and round about 20 guests from Russia in Berlin. These trips are coordinated by the BVL International team together with chapter chairpersons Jean Wang and Mirco Nowak. More information is available from Béatrice Cécé and Gonca Efe-Şahantürk.

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## **BVL Chairpersons and Representatives Meeting**

**Exchange of experience** The International Supply Chain Conference is always also a meeting of BVL members and above all of the association's honorary officials. On the eve of the 29th International Supply Chain Conference, the chapter chairpersons and the representatives of BVL will come together in Berlin to exchange information and ideas. The meeting begins at 10 a.m. and finishes at 3 p.m. on Tuesday, October 16, and will be followed by participation in an Extended Board Meeting of all BVL bodies.

If you would like more information on this meeting and would like to know how to register, simply contact Béatrice Cécé or Gonca Efe-Sahantürk. The agenda will soon be available.

## **Prof. Egon Trump bows out**

**Upper Rhine Chapter** The chapter came together at the beginning of July 2012 at Mercedes Benz in Freiburg to discuss the topic of "Succession Planning in Logistics SMEs". This was also the date scheduled for the election of the chairperson team. Uwe Peters, Managing Director of BVL, paid tribute to **Prof. Egon Trump** (centre), who took leave of office after around eight years. The highlights of his time in office were his major efforts on behalf of Supply Chain Day, the creation of the student chapter and the establishment of contacts with partners in China. Chapter membership has doubled to around 150 since 2005, and the number of attendees at events has almost quadrupled to roughly



370! The new chairperson team was elected unanimously: Thomas Henkel, Head of Logistics at SICK AG, Prof. Dr. Armin F. Schwolgin from Baden-Württemberg Cooperative State University and Andreas Kempf, Managing Director of Rhenus Kehl GmbH & Co.KG. (ug) [www.bvl.de](http://www.bvl.de)

## **Major interest in the exchange of ideas**

**Interview with Stephan Grüner,  
Chapter Chairperson São Paulo**



**With its São Paulo Chapter, BVL has laid down another international marker for the logistics community. Tell us about your initial experiences.**

We have already staged two events with interesting presentations and discussions. We welcomed between 12 and 15 participants, and big OEMs, tier 1 suppliers, logistics service providers and consulting firms were well represented. The initial focus is on ensuring the quality of the events in terms of content. We are concentrating on the São Paulo region, as the long distances here make it difficult to extend the network to other big cities.

**The programmes of the BVL chapters contain quite a few highlights. What themes will the São Paulo Chapter be looking at this year?**

We hope to organise four meetings in 2012 to discuss topical issues and take a closer look at business cases on site. Our chapter has decided on the following topics:

- Green logistics
- Lean warehousing
- Inbound logistics in Brazil with the emphasis on infrastructure
- Lean production

**The events of the BVL chapters not only serve as information platforms but also as forums for networking. How is this concept being received by logistics managers in Brazil?**

The network gives participants a chance to see what's going on beyond their own day-to-day activities. The strong economic growth in the country is changing the economic structures. Customers are demanding standards and services on a par with those in Europe or the USA. But conditions sometimes vary considerably, and participants are therefore extremely interested in exchanging ideas etc.

**BVL is aiming to become increasingly international. How do you see the potential for a cross-border event with partners in neighbouring countries?**

Brazil already has a lot of events in the logistics field, particularly in São Paulo. The participants were not familiar with the model of regional meetings, but I am convinced that the idea will be a success. When it comes to large-scale events, BVL can work together with partners on a case-to-case basis, but our focus will be on developing an independent BVL identity.



## Chinese delegation at BVL Campus

**International** On June 7 2012 a five-strong delegation made the trip from Zhejiang to BVL Campus in Bremen. Alongside high-ranking representatives of Zhejiang International Maritime College and Zhejiang Ocean University, the members of the delegation included Yimin Wang, Director of the Zhejiang Institute of Communications, and Bogang Wu, Director of the Zhejiang Education Department. During in-depth talks also attended by Martin Foth from the GIZ international cooperation agency in Bremen, Christian Gutschmidt from the Bremen Senate and Wolfgang Graf von Ballestrem from PML GmbH, the Chinese guests learned more about the further training and development portfolio of BVL Campus and the logistics infrastructure in Bremen. The busy day was rounded off by a tour of the city and a visit to the famous Bremen Town Musicians. (dk) [www.bvl-campus.de](http://www.bvl-campus.de)



## 34 students begin Bachelor degree

**HIWL** With 34 first-semester students for the 2012 winter semester, the International School of Business and Supply Chain Management (HIWL) in Bremen now has two parallel groups in one year for the first time. The degree course began in July with the study phase in the subjects of supply chain management and international business. From October, the first-semester students will start their first three-month practical phase in their cooperation companies. The study periods of the preceding years are staggered, which means that the HIWL can now offer its company partners the option of filling the internships on a permanent basis. One of the main ways students profit from this timing concept is that it enables them to share



apartments. The team at the HIWL has been able to call on the services of two further professors since the start of the semester. Prof. Dr. Niels Weller held his inaugural lecture on May 31 and took over his duties in the Faculty of Company Accounting and Controlling, while Prof. Dr. Timm Gessner introduced himself on campus during the induction week and is now Professor for Civil Law specialising in commercial and economic law". Dr. Norbert Bensel, President of the HIWL, officially welcomed the two new professors during a small ceremony on July 26. Quite a lot else has happened as well: the HIWL has succeeded in gaining new cooperation companies and will in future be sending students to these companies. The marketing experts from HIWL are now showcasing the School throughout Germany at their modernised trade fair stand, and the new HIWL shirts are proving extremely popular. (cg) [www.BVL-Campus.de/hiwl](http://www.BVL-Campus.de/hiwl)

## Future trends in logistics controlling

**Study** A new study from the WHU – Otto Beisheim School of Management in cooperation with BVL pinpoints weaknesses and supplies recommendations for logistics controlling. For the purpose of the study, 431 companies – both logistics service providers and industrial and trading companies – were asked about their use of logistics indicators. "The survey shows that even though logistics companies are logistics specialists, they do not make any more extensive use of indicator-based controlling than the logistics units of companies in trade and industry", says Prof. Carl Marcus Wallenburg. The findings suggest that they are not, as might be expected, experts in this field who could serve as role models for the transport industry. But neither are the latter pioneers in the area of logistics controlling. The study shows that the two groups of companies are on a par with each other in this regard, and that the use of indicators has made encouraging progress in some areas while there is still plenty of room for improvement in others. "The biggest deficits concern the inclusion of cross-company aspects", Prof. Dr. Jürgen Weber emphasises, both with regard to inclusion in the company's own indicator systems as well as in terms of the cross-linking of these indicators with those of external partners. "The study generates a wide range of stimuli for more professional management of logistics in key areas", says Prof. Dr.-Ing. Thomas Wimmer, Chairman of the Executive Board of BVL. The study can be downloaded free of charge from the Internet. ([ug](http://www.bvl.de/kpi)) [www.bvl.de/kpi](http://www.bvl.de/kpi)



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## BVL online

**The LOG.Direct online directory** helps companies who need to outsource logistics activities to find suitable service providers. All entries are reviewed by logistics experts prior to publication. The directory allows targeted and systematic searches. The search function is free of charge, and entries cost a maximum 750 euros a year depending on the size of company. [www.bvl.de/logdirect](http://www.bvl.de/logdirect)

**BVL is "liked"** BVL has had its own Facebook page for around three years now. Over 700 people who "like" the page visit it for the latest news from BVL and BVL Campus. BVL is also active on twitter, XING and youtube, and international members can find English-language news on LinkedIn. You can find a list with links to all the social media activities of BVL at [www.bvl.de/smedia](http://www.bvl.de/smedia)

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