

Complexity, Cost, Collaboration



➔ 31st International Supply Chain Conference

What do sourcing, production and trade have in common? They have all been becoming increasingly global for many years and are no longer feasible without the intensive use of IT. Companies are active on multiple levels in a networked global economy, with the result that value added chains are becoming longer and business relationships more complex. Although logistics makes complexity manageable, higher complexity also leads to higher costs. This is compounded by the fact that transparent market conditions increase cost pressure. The BVL study [“Trends and Strategies in Logistics and Supply Chain Management”](#) published in 2013 confirms these interdependencies and also finds that quality and punctuality suffer if expectations are too high. How can these effects be countered? With an almost classic logistics approach based on the realisation that if all parties involved in value added also take account of the processes outside their own

company, then this can generate significant efficiency gains. This means cooperation with like companies and with customers, suppliers and service providers, backed up by horizontal and vertical cooperation in networks in order to jointly achieve operational excellence. These topics will be addressed under the heading of “Complexity, Cost, Collaboration” at the 31st International Supply Chain Conference in Berlin from October 22 to 24, 2014.

The International Supply Chain Conference is the leading forum for the exchange of ideas and experience between international business leaders and decision-makers from the supply chain management sector. The conference provides a unique platform for our speakers: your audience will comprise over 3,200 participants from manufacturing industry, retail and service providers drawn from more than 40 nations.

[... more information and registration](#)

Expand your network: pilot project „dual memberships“

➔ **BVL Plus** BVL wants to offer its members access to a wide-ranging international network. It is in this spirit that the pilot project “dual memberships” was launched in the first half of 2014: members of BVL can additionally become members in a logistics association outside Germany at preferential rates. Cooperation agreements have already

been signed with logistics associations in Finland and Slovenia. The fee for additional membership of the Finnish LOGY or the Slovenian SLZ is currently just 45 euros a year. Further partner organisations will follow – updated information is always available on the BVL website.

[... more](#)

EDITORIAL

Coming up as the next highlight for the BVL International community is the 31st International Supply Chain Conference from October 22–24, 2014 in Berlin. This year’s motto “Complexity, Cost, Collaboration” once again underlines the international status of the conference: attendees are expected from over 40 countries, and expert speakers from numerous European nations as well as from the USA, China and Singapore will hold keynotes at this year’s conference

With the new pilot project “dual memberships”, BVL International aims to expand international networking opportunities for its members. Thanks to new cooperation agreements with logistics associations in (up to now) two European countries (Finland and Slovenia), BVL members can additionally join a further logistics association at reduced rates.

The 135 participants at the 7th International Scientific Logistics Symposium in mid-June in Cologne discussed strategies for the continued growth of the logistics industry in the future. The Logistics Indicator for Q2 2014 shows that the outlook for logistics and supply chain management is excellent.

CONTENTS

Expectations high, situation good.....	2
Meeting point Shanghai	2
Interdisciplinarity and future concepts	3
Visit by students from Hefei	3
We love logistics!	
First Supply Chain Day in Mongolia	4
Networking centre Bremen	4
Supply Chain Day at the new Dubai Airport	5
News from chapters and representatives	5
BVL whitepaper now available in English	5
European car transport specialists	6
From Bremen to China and back	6
Strategy meeting of chapter chairpersons	7

Expectations high, situation good

Commentary

by Prof. Dr.-Ing. Raimund Klinkner
 Chairman of the Board, BVL

Experts in industry and trade are happy with their value added chains and optimistic about the future: they say that the situation is better than “normal” and that the consumer climate remains positive, with the result that the expectation score for the next 12 months is around 20 percent higher than the already high score for assessment of the current business situation. Can things get any better?

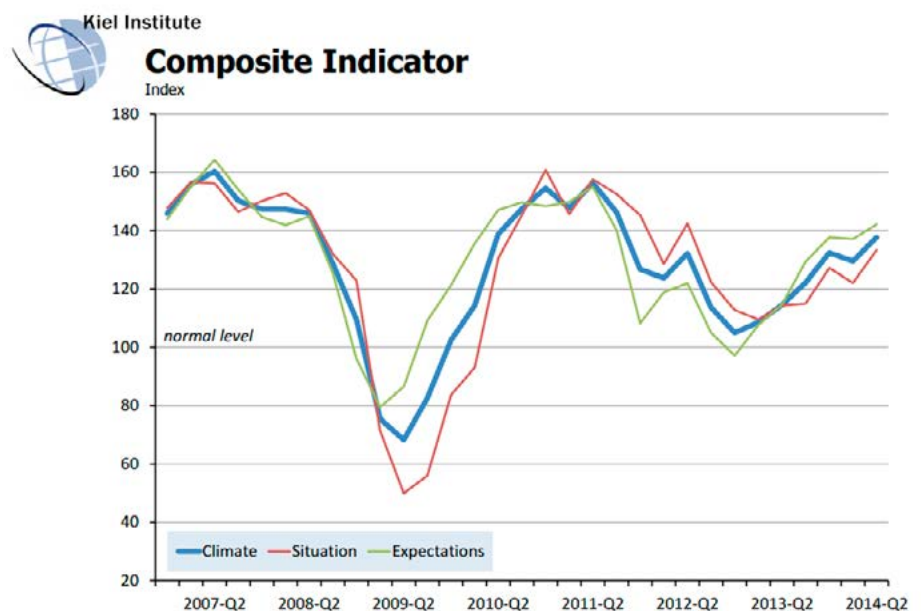
Yes, thanks to the logistics service providers. The Indicator shows that current situation, business climate and expectation scores in Q2 2014 are higher than they have been for three years. Driven by Germany, the Eurozone economy is on course for growth. Eurozone GDP is growing at a rate of 0.2 percent according to Eurostat, while the German economy recorded quarter-on-quarter growth of 0.8 percent and is expected to achieve growth of 1.9 percent for 2014 overall. What is remarkable is that the growth stimuli for Germany are no longer generated by exports as was the case in previous quarters but by domestic demand. The German Economics Ministry describes Germany as “Europe’s growth locomotive”, underpinned by positive trends on the labour market, rising incomes and an extremely healthy consumer climate.

Nevertheless, it is necessary to pour a little water into this wine of euphoria: when situation, climate and expectations are close together, this can be a sign that a turning point has been reached. And there are several factors that could conceivably trigger

such a turnaround: the new minimum wage, the decisions on pensions and a political and economic crisis in the Ukraine which is also affecting Russia are all making themselves noticeable. At their annual meeting in mid-May, the members of the BVL Advisory Board spoke of the need to downgrade their sales plans for Russia by up to 20 percent and said that the policy was now one of “wait and see” rather than dynamic action, even in the case of major orders that have already been placed. During the specialist BVL forums at the leading CeMAT trade fair, one economic expert put it in a nutshell: Alexej Savinskiy from the SME Contact Point of the Confederation of German Industry in Russia said that even the non-cancellation of events focusing on German-Russian economic relations could be considered a sign of success in the current atmosphere. When talking about the oppor-

tunities in the Russian market, he said his hope is that others will not let themselves be swayed by events and developments of a non-economic nature. He added that it was with satisfaction that he noted that a withdrawal from the Russian market was out of the question for the majority of big corporations. He described the potential generated by the volume of high-tech solutions needed for automation and intralogistics in Russia as huge. In these volatile economic times, let us enjoy the optimistic economic situation, the excellent climate and the even better expectations. To stay with the metaphor of wine and water, summer wine should be enjoyed as soon as it comes on the market, as it might have lost much of its vitality by the time the next winter comes.

[... more](#)



Logistics Indicator in Q2 2014

Meeting point Shanghai

➔ **transport logistic China** The sixth “transport logistic China” trade fair took place from June 17 to 19 in Shanghai. BVL was also there with two special-topic forums focusing on “Logistics Project Management” and “Transition and Challenges of China’s

Inland Supply Chains”. The participants also had the chance to establish and maintain contacts. BVL Chairman of the Executive Board Prof. Thomas Wimmer, Hans-Kristian Harder from the Content/Knowledge unit, Shanghai Chapter Chairperson Prof. Dianjun

Fang (Tongji University), Dominik Bühring (Miebach Consulting), BVL Representative Sven Kothe and other friends of the BVL used the opportunity for networking.

[... more](#)

Interdisciplinarity and future concepts



Panel discussion "Logistics in the Networked Industry" at the 7th ISSL – (from right to left) Prof. Herbert Kotzab (University of Bremen), Prof. Wolfgang Kersten (Hamburg University of Technology), Prof. Stefan Minner (Munich University of Technology) and Prof. Thorsten Schmidt (Dresden University of Technology) – all four are also members of the BVL Scientific Advisory Board

⇒ **7th ISSL** 135 attendees came together in Cologne on June 4 and 5 for the 7th International Scientific Symposium on Logistics. One of the core themes was the importance of interdisciplinarity for logistics. "The objects of knowledge in logistics are flows in networks. Logistics connects application-focused sciences, such

as business management and economic science, engineering and transport science, information science and especially business informatics, but also social and legal science, in order to thereby generate new, specifically logistical knowledge", says Professor Werner Delfmann. He is Chairman of the BVL Scientific Advisory Board, which drew up the content

concept for the Symposium. The conference also looked at future scenarios with the emphasis on resources and transport. The three parallel special-topic sequences on day two of the event were devoted to concrete examples from the field of research. "Logistics science is an application-focused science and takes its problem definitions from the real-world of industry. Through its analysis, findings and conclusions, it plays a proactive role in furthering the development of hands-on logistics", noted Prof. Delfmann. During the Symposium, Prof. Michael Schenk, Director of the Fraunhofer IFF Research Institute in Magdeburg and member of the BVL Scientific Advisory Board, was named an honorary life member for his outstanding personal efforts and commitment. During the 15 years he has been a member of BVL, he has, among other things, served on the BVL Board and the Research Council, as Chairman of the Jury for the Science Award for SCM, and has played a key part in establishing the Symposium as an independent scientific event in the logistics field. ... [photo gallery 7th ISSL](#)

Visit by students from Hefei



Mastering challenges together – intercultural communication in action on BVL Campus

⇒ **BVL Campus** In mid-May, 56 Chinese students from the University of Hefei visited BVL Campus in Bremen. The students are part of the first year of studies in the LOGinCHINA programme, which was called into being in 2011 to promote scientific and cultural cooperation between Germany and China. Hefei is also home to one of the three

BVL chapters in China alongside Beijing and Shanghai. Prof. Josef Decker, Dean of the School of International Business and Supply Chain Management (HIWL) welcomed the students to BVL Campus. BVL Chairman of the Executive Board Thomas Wimmer then gave the young visitors an introduction to the logistics of automotive construction.

His presentation was entirely in German – which was not a problem for the students, who had already been learning the language in Hefei for two and a half years.

After the presentation, the students formed teams together with HIWL students and built toy cars out of snack packagings. They employed all manner of tricks and ingenuity to design their car so that it would drive as far as possible in the subsequent race. During this process, numerous innovative "propulsion" methods were developed through "bicultural" efforts. The students were accompanied by Prof. Sabine Bruns-Vietor (Osnabrück University of Applied Sciences), who was confident after the event that "one thing the students will certainly take with them is that logistics is fun! And that BVL provides the ideal network."

... [more about the BVL Hefei Chapter](#)

... [more about LOGinCHINA](#)

We love logistics! First Supply Chain Day in Mongolia



Enthusiasm for logistics in Central Asia

By **Dr. A. Munkhbold (President of the Mongolian Logistics Association)** and **Tobias Schaaf (BVL Representative Mongolia)**

➔ **Ulan Bator** A “Supply Chain Day” taking place simultaneously in many towns and countries – we were extremely inspired by this idea from BVL. And so it was that we also staged Supply Chain Day in the Mongolian capital of Ulan Bator for the first time this year. Logistics is still not very well developed in Mongolia and has little or no public profile. This makes it all the more important to visibly showcase the sector and its expertise, and to interest young people in a career in logistics. This is why we planned a whole series of events to raise awareness levels for the industry. And we succeeded. When we prepared the concept for the day of action, the focus was on competition. Five teams of students from the Public Relations faculty of the Mongolian University of Science and Technology developed proposals which were then assessed and presented with awards made available by the Nuudilchin Group. We implemented a number of good ideas this year:

The first event was a conference on the topic of “Logistical Problems in the Supply Chain”; various optimisation concepts were presented outlining strategies to manage specific logistics challenges. There were also presentations for students at two schools showcasing the career prospects in the field of logistics and supply chain management.

A further highlight was the “Logistics as Career” event for several hundred students at different universities; the students had a chance to talk to company representatives and

obtain a wide range of information. Then there were tours of the APU and Coca-Cola companies with the focus on beverage logistics, an exciting and colourful logistics flashmob, a big student disco with the motto “We love logistics” and a training course for journalists. During this training course, we used examples to explain how logistics helps to solve important social and economic problems in Mongolia.

As a follow-up to the course, five TV stations broadcast discussions and interviews on the topic of logistics; all of the above activities were accompanied by intensive PR via Twitter and Facebook. This package of events ensured maximum visibility and publicity. People who hadn’t already heard about the events on the day itself or experienced the flashmob were still able to hear about the importance of modern and efficient logistics for Mongolia during the TV broadcasts in the evening.

This high level of public exposure and knowledge transfer also does a great deal to support the efforts of domestic and foreign logistics companies in Mongolia. The Mongolian Logistics Association (MLA) would also like to thank its co-organisers: the Mongolian National Chamber of Commerce and Trade (MNCCT), the German GIZ-IMRI initiative in Mongolia, and the Mongolian University of Science and Technology (MUST). The profile of BVL and Supply Chain Day were also raised by using the corresponding logos. We’ll be a part of this day of action once again next year, with some new and surprising ideas!

Networking centre Bremen

➔ **BVL Office** In the second quarter of 2014, BVL head office in Bremen was once again the first point of call for numerous international visitors from the BVL network. In May, for example, BVL Representative for Hong Kong Dr. Dennis Fanelsa (Vice President BASF East Asia) paid a visit to the Bremen office. In his position, Fanelsa is responsible for 21 countries in the Asia-Pacific region. Fanelsa used the time in Bremen above all to work on the topic of chemical logistics together with his BVL colleague Hans-Kristian Harder from the Content/Knowledge unit and will bring a stronger Asian focus to the new edition of the BVL study.

Hanno Erwes, Head of the German-Brazilian Chamber of Industry and Trade in Rio de Janeiro, also came to head office in May. Together with BVL, Erwes is planning another German-Brazilian Logistics Conference for 2015; the last such conference took place in São Paulo in April 2013. The event will focus on the preparations for the 2016 Olympics in Rio de Janeiro.

The third international guest in May was Sven Kothe, BVL Representative for China. Kothe also visited BVL Campus, where he studied Transport and Logistics at the DAV German Foreign Trade & Logistics Academy from 1990 to 1992. You can read more on Kothe’s visit to Bremen in the report on page 6.

In mid-June, Markku Henttinen, Managing Director of Finnish logistics association LOGY, dropped by in Bremen. The Finnish LOGY and BVL signed a cooperation agreement in 2012 and have since been expanding their collaboration on an ongoing basis. LOGY currently plans to send a delegation from Finland to the 31st International Supply Chain Conference in Berlin in October.

Supply Chain Day at the new Dubai airport



BVL and its members at Dubai World Central

A report by Christian Herzog - BVL Representative Middle East

➔ **Dubai Airport** On April 10, 2014, BVL and many of its members in the United Arab Emirates had the fantastic opportunity to visit the new airport in Dubai, Dubai World Central (DWC), with its major logistic facilities and airport ground handling activities (operated by DNATA) from offloading to packing, destuffing and much, much more. A strategic initiative of the Government of

Dubai, DWC is an aerotropolis master planned to serve Dubai and the world that connects to it. Dubai World Central is purpose-built to be the centre of commerce. The currently operational Al Maktoum International Airport is the centrepiece of DWC and is seamlessly integrated with the surrounding dedicated zones catering to the specific needs of the aviation, logistics and exhibition sectors.

Covering 140 square kilometres, DWC was designed from the outset with the future in mind. It has an unmatched capacity and scalability to meet any growth expansion plans of local, regional and international businesses. With great access to Dubai's road network, DWC is within 15 to 30 minutes driving distance from key locations, such as Dubai Marina, DIFC and the Jebel Ali port. Notable logistic service providers such as Panalpina, Kuehne & Nagel and Freight Systems are just some of the businesses enjoying the advantages and opportunities provided by DWC's superb location.

Dubai and Abu Dhabi have massive potential from the point of view of logistics experts, and this potential is boosted further by the announcement of the plans for Expo 2020. Special thanks go to Mr. Markus Berg (DWC), who provided valuable support for the first BVL event in the Middle East. The next event will bring us closer to the next big development in the Gulf region. More updates will be available soon on the BVL International webpage.

[... more](#)

News from chapters and representatives

Frank Baur, Vice-Chairperson of the São Paulo Chapter since 2011, is embarking on a new career challenge in the USA on July 1, 2014 and is therefore leaving the Brazilian chapter. In São Paulo, Baur was Vice President Logistics for Bosch Automotive Aftermarket LA. His new job in North America will be Vice President Demand Planning and Logistics NAFTA for Bosch in Chicago. "We greatly

regret that he will be leaving and would like to thank him for his efforts in the successful development of the São Paulo Chapter", said Béatrice Cécé, Head of International Relations at BVL. His successor at Bosch is Dr. Andreas Knierim, who will also be taking up Baur's office in the Chapter. Christian Herzog, BVL Representative in Dubai, is leaving the U.A.E. and moving to the FIEGE Logistics

office in New Delhi, India. Herzog has done superb work in Dubai, helping to further the connections between BVL and the Arab countries. He also planned the successful debut of Supply Chain Day in Dubai with an event at the new Dubai World Central Airport; you can read his report on this side. His successor in Dubai is Martin Palmer from SICK AG.

BVL whitepaper available in English

➔ **Publication** In late 2013 the German people elected a new federal government for a period of four years. After the governing coalition was formed by the turn of the year, BVL issued an extensive whitepaper called "Viewpoints and recommendations for action from BVL International for the

German government in the 18th legislative period". Now the whitepaper is available in an all-English edition. With this new whitepaper, BVL International calls for the public recognition of logistics expertise as one of the strengths of the German economy and for political decisions that underpin and

expand this expertise. The implementation of the recommendations for action is key to the success of German companies at home and abroad, for continued employment growth in the logistics sector and, ultimately, for future prosperity.

[...more](#)

European car transport specialists



Participants from a total of 13 different countries at the graduation ceremony of this year's ECG Academy in Athens

⇒ **Studying all over Europe** "We made it!". This was an exclamation that was frequently heard on the fringes of the graduation ceremony for this year's ECG programme that

took place during the annual conference of the ECG (European Car Transport Group of Interest) in Athens. 19 young management executives from 13 countries graduated from

this year's ECG Academy and were presented with their "Certified Automobile Logistician" certificates. The programme, which comprises five theme-focused modules that take students to study locations throughout Europe that are of relevance for the industry, was already staged for the eighth time this year. The collaboration between BVL Campus and the KPMG accounting firm in the design and development of the ECG Academy has proven to be a real success, said Prof. Josef Decker, who has been actively involved in the programme since its inception in 2006 as a lecturer for selected courses, in the field of examinations and in the ongoing development of the ECG Academy. The next course begins in October 2014, and candidates can enrol online with immediate effect.

[... more](#)

From Bremen to China and back



BVL Representative China Sven Kothe (front right) at BVL Campus in Bremen with students from the DAV German Foreign Trade & Logistics Academy and lecturer Peter Anders (front left)

⇒ **Back to the roots** In the last week of May, Sven Kothe, BVL Representative for China in Shanghai, paid a visit to BVL head office and BVL Campus. Kothe, himself a graduate of the DAV (German Foreign Trade & Logistics Academy), developed two special-topic forums for the transport logistic China in

mid-June in Shanghai together with BVL. After spending some time at head office, Kothe went on to BVL Campus, where he was delighted to see his Alma Mater again. Students, lecturers and deans organised a warm welcome for him on site. Kothe then gave a 90-minute lecture followed by an

open discussion with students. During his speech, he described the career path that led him to Asia. It all began when he started working as a Sales Manger for ROEHLIG International in Singapore in 1996. After a brief intermezzo in Bangladesh, Kothe moved on to China in 2000. His heart has beaten for China ever since, and he still calls Shanghai his "home town" today. In April 2003, he left Kuehne + Nagel and joined DB Schenker as Global Account Director for Asia Pacific. Six and a half years later, his most recent career move took him from DB Schenker to the M+R SPEDAG GROUP in Shanghai as Director in October 2009. In his capacity of Representative China, Sven Kothe has been extremely active in Shanghai since 2013. Back in February of this year, he presented the BVL study "Trends and Strategies" at the Swiss Chamber of Commerce in Shanghai, and in March he organised a reception – together with BVL's Shanghai Chapter – for a group of 14 students from BVL Campus.

Strategy meeting of the Chapters



BVL is driven by the commitment of its members

⇒ **Planning the future** All in all, 115 participants – 70 chapter chairs and their families – came together in mid-June in the Bavarian town of Starnberg to develop strategies for the further development of the association. This year's meeting took place at the invitation of the South Bavaria Chapter. Chairpersons Frank Bühler, Stephan Gierszewski, Christian Schulz and Stefan Frommann put together an extremely varied programme. The event began with a visit to the Buchheim Museum of Fantasy in Bernried to inspire a creative mood. The participants had a chance to interact and get to know one another at the evening meal that followed on the shore of Lake Starnberg, and the meeting

per se took place on Friday. At the meeting, Dr. Johannes Söllner, Chair of the Franconia Chapter, and member of the BVL Board, and BVL Member of the Executive Board Uwe Peters looked back at the work of the association during the past year, before the participants joined their working groups. The outcomes of the working groups were then presented to a full session of the meeting.

One of these groups discussed future scenarios for the International Supply Chain Conference, developing ideas on how to organise the programme and the presentations in a more interactive manner. Another team focused on the work of the chapters

and membership services. One approach is to adopt a theme focus for all future activities.

The group "Membership development international" looked at the question of how BVL membership can be made more attractive for people outside Germany. They identified business contacts, knowhow transfer and the marketing platform as main international benefit arguments. For example, BVL offers several online tools for networking as well as the publication of content to its members that can be of great value if used actively, e.g. the blog or the online community. The group also assessed target markets by accessibility, importance and strategic meaning. Members of this group included Jan Brachmann, BVL Representative in Katowice, Klaus von der Bey, Chair of the Istanbul Chapter, and Béatrice Cécé, Head of International Relations at head office. A fourth working group took care of the questions of "Member acquisition and loyalty". The concrete ideas included a presence at "fresher fairs" at the universities and increased networking between working and student members. The 2015 Chapter Management Meeting will be held in Osnabrück at the invitation of the Münster/Osnabrück Chapter.

[... more about the BVL International Chapters](#)

IMPRINT

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