

Dynamic, sporty and interactive



Complexity, Cost, Collaboration is the motto of the 31st ISCC

➔ **31st International Supply Chain Conference** Keynotes, special-topic sequences, workshops, excursions, networking ... The three conference days in Berlin from October 22 to 24 will be inspiring and stimulating but also physically and intellectually demanding. With new, “active breaks” and other exercise options, the BVL is offering multiple opportunities for attendees to unwind this year. In the “Active Lounge”, for example, there will be light exercise routines every day that even those in business outfits will be able to enjoy without any problem. Then, on Wednesday and Thursday, there will be ample opportunity for dancing at the Gala Evening and the After-Work Party XL. And on early Thursday and Friday morning, logistics experts can set themselves up for the conference day with a morning run. The connection between outstanding sporting and logistical achievements, and between teamwork and success, will be exemplified at the conference by two leading figures from the world of sport: Verena Bentele and Felix Magath. Bentele, guest speaker at the Gala Evening at the Estrel Convention Center, is one of Germany’s most successful

Paralympians, and the presentation by experienced football coach Felix Magath is entitled “Motivation, Teamwork and Leadership Qualities in Top-Flight Football”.

The range of keynotes this year is extremely diverse, with speeches by CEOs of major companies such as Dr. Frank Appel (Deutsche Post), Ronald DeFeo (Terex) and Tex Gunning (TNT). Other speakers from the business world include Jean-Jacques van Oosten (Rewe Group), John Gerosa (Google) and Roy Perticucci (Amazon). As President and CEO of the World Business Council for Sustainable Development, Peter Bakker will be focusing on the issue of sustainability. The image of logistics is the theme of the presentation by Prof. Wolfgang Kenntemich, Jury Chairman for the Media Award for Logistics. The world of German politics is also represented this year, with Parliamentary State Secretary Enak Ferlemann from the Ministry of Transport and Digital Infrastructure, and Christian Lindner, Federal Chairman of the Free Democrats (FDP).

[You can find more information on the conference at www.bvl.de/iscc.](http://www.bvl.de/iscc)

EDITORIAL

As we enter the final strait in the run-up to the 31st International Supply Chain Conference from October 22–24, 2014 in Berlin, quite a few more things have happened in the international BVL community: several delegations are planning to travel to the conference and will be presenting their countries in a special international programme. BVL experts from outside Germany will be rounding off this international expertise with their own presentations, and a Chairpersons and Representatives Meeting will provide a forum for intensified networking within the framework of BVL International. Now that the summer has drawn to a close, it is time to look back on and look forward to all the BVL events outside Germany: a retrospective on the activities of various chapters in the USA, China, Russia, Turkey and Singapore is followed by previews of international logistics conferences and other events in 2015 in which BVL will be involved.

This issue also provides information on membership fees outside Germany, which have been brought into line with regional criteria by introducing a three-tier pricing structure. The aim of this adapted pricing model is to open up BVL membership to all interested persons worldwide.

CONTENTS

International delegations at the 31st ISCC	2
Nice to know – practical tips	2
Why it’s worth making the trip to Berlin	3
BVL Chairpersons and Representatives	4
Chinese delegation at BVL Campus	4
A look back: chapter events in 2014	5
Slower growth, dissatisfaction with policymakers ..	6
India: logistics on the sub-continent	7
Dubai: logistics in the Gulf	7
Global Logistics SCC Shanghai 2014	8
5th German-Brazilian Logistics Conference 2015 ..	8
New study on trading logistics	9
Free guest memberships for colleagues abroad ..	9
Fees for members outside of Germany	9

International delegations at the 31st International Supply Chain Conference



Indian delegation at the 30th International Supply Chain Conference in 2013

➔ **International delegations** With around 3,200 participants, the 31st International Supply Chain Conference (ISCC) is Europe's largest annual logistics event. The conference also attracts high numbers of international attendees from more than 40 nations. This year, BVL is offering a special delegation package for politicians and industry representatives from abroad who would like to attend the conference for the first time: for delegation sizes of 10 persons or more, there are reduced admission fees, a tour of Berlin and the opportunity to present the country from

which the delegation hails before an international audience. BVL members who live outside Germany will be organising a special international programme at the conference. Expert speakers will profile the logistics environment in countries like India, Mongolia and Russia. The international delegations will also present their respective countries and answer questions from attendees. During the conference there will be daily programme announcements that will be publicised at short notice in the BVL Lounge (Room Tegel) and at the counter.

The preparations for the conference have been going extremely well. The BVL International team first contacted the BVL partners outside Germany (chapters and representatives) as well as all the affiliated logistics federations in the European Logistics Association (ELA). The response was highly encouraging; many foreign partner organisations showed a great interest and published references to the ISCC in their own media. BVL would like to express its gratitude for this support and will be crossing its fingers for everybody organising delegations to the conference.

Participants at the 31st International Supply Chain Conference profit from the exchange of knowledge and the focused opportunities for communication and networking during the event. Nowhere in Europe is the logistics market as tangible and hands-on as at BVL's Berlin conference.

If you would like to register a delegation, please get in touch with:
 Béatrice Cécé,
 Head of International Relations,
cece@bvl.de.

Nice to know – practical tips for the 31st International Supply Chain Conference

Conference active

Exercise is not only healthy, it also helps us to think more clearly, to concentrate more and often also to work in a team setting. This year's conference is "mobilising" participants with a varied programme of more formal and casual opportunities to keep fit - from the jogging sessions on Thursday and Friday morning as well as the "active breaks" to the chance to dance during the After-Work Party on Thursday and even a pick-up game of basketball.

Conference communicative

There will be ample opportunity for networking, and not just during the daily Business Breakfast and the breaks in the exhibition area. Attendees will be able to talk about their day at the conference and see the presentation of the German Award for SCM

on Wednesday at the Gala Evening, while the After-Work Party on Thursday, this year in the "XL" format, is the perfect setting in which to talk to colleagues.

Conference digital

The app developed in cooperation with the DVV Media Group provides information on the programme and participants as well as access to daily updated articles, daily video reports and conversations on the conference in the social web (using the hashtag #dlk14). A "Social Wall" supported by the Quintiq company will show what's been happening online during the conference.

Conference hands-on

The outdoor sequences on the Thursday of the conference provide insights into the operations of companies in the region. The

companies on this year's programme are Amazon Logistik Potsdam, Kraftverkehr Nagel and the freight centre at Berlin-Tegel Airport. A representative of the company in question will profile the key processes, after which there will be a tour of the site. Places are limited, registration is necessary the day before. The tours will be in German.

Conference international

20 international speakers from ten countries will be holding presentations at this year's conference. One of the focal points will be the challenges of global business activities, particularly in the "Global Business" sequence. International delegations will profile the logistics markets in their country of origin. The presentations before the full conference and selected special-topic sequences will be translated into English.

Why it's worth making the trip to Berlin

“Why I want to be at the 31st International Supply Chain Conference: my personal highlight.”

“ To miss out on BVL’s International Supply Chain Conference would be to miss the chance to meet the decision-makers in the industry. This event has been generating key stimuli for 30 years now. For me personally, the main theme in 2014 is “Harnessing the Benefits of Big Data for Logistics”, and I’m also looking forward to the new Social Media Wall.

Frank Tinschert, Business Unit Director Logistics, Quintiq GmbH, exhibitor and sponsor

“ I’m looking forward to interesting conversations during the 31st International Supply Chain Conference and, hopefully, lots of new contacts. The most exciting track for me is the sequence on start-ups, who approach the issue of logistics from a totally different perspective.

Ilona Jüngst, editor of “trans aktuell”



“ As a student attendee at the conference, my main focus is networking, international encounters and interesting special-topic presentations. I want to interact with other students and young professionals to gain inspiration and new ideas for our chapter activities.

Karen Krügel, Student Chair of the BVL Lower Saxony Chapter

“ I will be going to the International Supply Chain Conference this year because I want to actively participate in the discussions on “Industry 4.0 and Big Data” and the resulting changes for the supply chain from the outset.

Thomas Henkel, Head of Global Logistics, SICK AG, Chair of the BVL Southern Baden Chapter



“ I’m attending the conference because this is where I can come into contact with concentrated international supply chain expertise and find out about the latest logistics innovations in the context of the German Award for SCM. As Managing Director of a globally active corporation, I am particularly interested in the “Global Business” sequence.

Steven D. Markham, President, BLG Logistics, Inc.



BVL Chairpersons and Representatives Meeting



Chairpersons and Representatives Meeting in 2013 in Berlin – from l. to r.: Prof. Dianjun Fang, Shanghai; Stefan Grüner, São Paulo; Christian Herzog, Dubai (2013), New Delhi (2014); Fengliang Xu, Shanghai

⇒ **BVL Chairpersons** The conference provides all those present with an excellent opportunity to get together and exchange ideas at the Chairpersons and Representatives Meeting. To date, twenty chapter chairpersons and representatives from outside Germany have registered for the meeting in Berlin: chairpersons from China, Brazil, Luxembourg,

Russia, Turkey and the USA will be there, as will representatives from Hungary, India, Mongolia, the Netherlands, Poland and the United Arab Emirates.

Just a few hours together every year seems quite short for all participants, as the need to talk and exchange ideas is extensive. The

meetings are informative and constructive, and BVL International team is always grateful for the many ideas and suggestions, which are used to formulate goals for the coming year that everyone in the various countries works together to achieve.

There have been numerous changes in the BVL teams outside Germany in 2014, with new faces in Dubai, Istanbul, São Paulo, Shanghai, Switzerland and Tokyo. This means many of those present will be meeting each other for the first time. The discussion topics for this year's meeting include the portfolio of BVL events outside Germany, using the Internet for PR activities, networking between chapters and, in 2015, the possibility of regional meetings based on geographic criteria. The BVL International team is looking forward to the workshop on conference Thursday, October 23, and to constructive discussions.

Chinese delegation at BVL Campus



In mid-August, a nine-member delegation from Beijing visited BVL Campus in Bremen. The visit was prompted by new business opportunities in the vicinity of Schwerin-Parchim Airport, which was acquired by a Beijing-based group of companies back in 2007. During their time in Bremen, the delegation members showed a particular interest in automotive logistics, spare parts logistics and the training courses offered at BVL Campus. Prof. Thomas Wimmer, Chairman of the Executive Board of BVL, gave a profile of the association. Dr. Katharina Schaefer, Chairwoman of the Executive Board at BVL Campus, held a presentation on the further training institute, and two students from DAV - the German Foreign Trade & Logistics Academy - told the delegation about their studies at BVL Campus.

A look back: chapter events in 2014

⇒ **Chapter events in 2014** The range of events organised by the BVL chapters is increasingly diverse, and this year once again the chapter chairs showed a great deal of creativity in the staging of these events - which included presentations, company tours, regular get-togethers or a mix of the above - all of which were part of the activities of the worldwide chapters during the first six months of the year. The chapter events benefited not only from the creativity of the chairpersons but also from the excellent contacts of the chairs at local and regional level.

The BVL US Southeast chapter, for example, organised a reception and an open day together with BLG Logistics at the Mercedes-Benz Training Centre in Vance, AL.

Since last year, the BVL Shanghai Chapter has been staging the Shanghai Logistic Salon once a month; each event focuses on a different, exciting topic, most recently “Promoting the Development of O2O (Online to Offline)”. The Shanghai Logistic Salon is meanwhile well established in the region and is popular with both professionals and students.

During the Transrussia exhibition, BVL’s Moscow Chapter staged an event on “Logistics Solutions Made in Germany” together with the Logistics Alliance Germany. The event was held in the beautiful Hotel Metropol at the heart of Moscow city centre. Attendees included Mirko Nowak, Chair of the Moscow Chapter, and Christian Pegel, the Mecklenburg-West Pomerania Minister for Energy, Infrastructure and Rural Development.

The most recent event organised by BVL’s Istanbul Chapter was all about automation systems. The seminar was attended by representatives of the logistics sector, service providers, supply chain managers, software companies, automation and storage system managers, solution providers, students and scientists. Participants were not only interested in the presentations on topics like RFID, the revolution in intralogistics and Turkish-German cooperation in the logistics field but also valued the opportunity to network with colleagues.

There was a particularly “tasty” chapter event in Singapore, where the local BVL chapter organised a company tour and a meeting in the world’s highest brewery, LeVeL33. The participants were shown the brewing process, which include 12 giant tanks and two copper brewing kettles. They also learned more about the century-old art of brewing, handed down over the generations.

Each of the ten international BVL chapters organises three to four events a year.



Meeting of the Chapter US Southeast in Tuscaloosa



A varied mix of attendees at the Shanghai Logistic Salon



Around 60 participants in Moscow found out more about logistics solutions in Germany



The participants at the chapter event in Istanbul had enough time to visit the BVL stand



Participants and organisers at a brewery in Singapore

Slower growth, dissatisfaction with policymakers

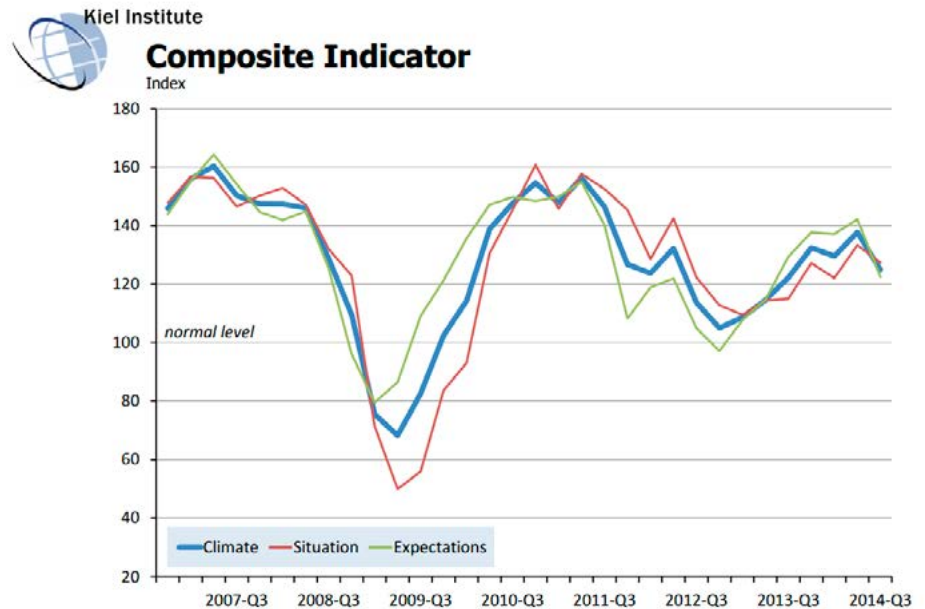
Commentary

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

⇒ **3rd quarter 2014** The short-term assessment for the coming quarter remains positive: on balance, 40 percent of providers and just under 20 percent of users of logistics services forecast improved business in the final quarter of the current year. Over the next 12 months, logistics managers in industry, trade and services all expect further expansion of physical resources, increased recruitment and an acceptable business trend – albeit with less momentum than in previous quarters. The overall climate scores are still above the neutral line and indicate an expansive baseline trend.

In Q3 2014, however, the sentiment among logistics managers in industry, trade and services has seen a downturn to the levels observed exactly one year ago. Whereas the Logistics Indicator still recorded peak scores for situation assessment, climate and expectations in the second quarter, the logistics managers have meanwhile become more sceptical: business expectations for the next 12 months are down almost 20 points, while the business assessment for the current quarter shows a more modest decline of 6 points. The finding that the current situation in the logistics sector is viewed more positively than future business for the first time since mid-2013 indicates a slowdown in the dynamic business trend and may - as has often been the case in the past - be a signal for falling growth rates over the longer term.

The uncertainty among decision-makers driven by declining production and order volumes in industry and the developments in the geopolitical crisis regions is becoming tangible – in particular due to the potential escalation of tensions in the relationship between Europe and Russia. A further key factor is the unexpectedly weak economic performance in many areas of the eurozone and the slower growth of incoming orders



Logistics Indicator in Q3 2014

from inside Germany. There is also uncertainty with regard to the future trend in costs, for example in terms of energy prices and personnel costs following the introduction of the minimum wage in 2015.

The respondents voiced their dissatisfaction with the work of the German government, in particular in the areas that are of key importance for the logistics sector. In a supplementary question, respondents were asked to use a scale from 1 (very good) to 5 (inadequate) to rate the government's handling of the issues of infrastructure, electromobility and city logistics, the energy transition, energy grids and the quality of German as a business location. The best grade (a meagre 3.25) was given for locational quality compared to the international competition. Improvement and expansion of transport infrastructure scored a weak 3.9 on average, with one in three respondents even giving the government a 5 (inadequate) in this field!

The resulting scenario is a complex one, characterised by both uncertainty and dissatisfaction with the general conditions. We will be discussing many of the issues that are of concern to the logistics sector at the 31st International Supply Chain Conference in Berlin from October 22 to 24, 2014. The conference will also send out signals to the policymakers. It is once again time for frank and clearly stated opinions from Germany's logistics industry, the third largest sector of the economy and one that makes a key contribution to the economic performance of the country.

[... more](#)

A letter from ...

India: logistics on the sub-continent

At the beginning of August, Christian Herzog, former BVL Representative in the UAE, was appointed new Vice President of the Indian subsidiary of APOLLO FIEGE in New Delhi. Herzog will remain a BVL Representative this time in New Delhi, making him the first BVL Representative anywhere in India. BVL would like to thank Christian for his commitment. His role in Dubai will be taken on by Martin Palmer. Below is Christian Herzog's personal assessment of the impact the newly elected Indian administration will have on the logistics industry.

Impact of the new government on the logistics sector in India

Logistics as a derived industry of core economic sectors largely depends on the overall industrial growth and international trade of the country. I feel that the new government in India understands the importance of logistics as a core infrastructure sector. The strong mandate enables the government to define firm reform



Christian Herzog and his Indian colleagues

policies in terms of global service tax (GST) and foreign direct investment (FDI). Infrastructure development to support the logistics sector would be a key reflection of the government's modus operandi to facilitate economic development. The contribution from the maritime and logistics sector to the growth of Gujarat in recent years has underpinned the strong expectations from this government. Private sector participation in the growth of the logistics sector is of paramount significance. We at Apollo Fiege feel that, with a clear policy framework to support private participation in terms of land acquisition, regulatory approvals and

financial support, growth will be accelerated in this sector. It will also be of interest to assess the government's approach to liberalisation of the existing logistics and maritime sector in India. The importance of seaport development and port-driven development needs to be explored in India. Ports in India are still waiting to achieve global operational and commercial efficiency levels. Corporatisation of major ports, creating space for private port operators and the development of support infrastructure in terms of road rail connectivity, dry ports, logistics parks etc. are some of the key aspects I will be looking for from this new government.

Dubai: logistics in the Gulf

British-born Martin Palmer, General Manager at SICK Sensors Middle East, became the new BVL Representative for the Middle East at the beginning of August. Martin says the region is on course for growth, and outlines his personal view of the situation below.

Recently appointed as the BVL Representative for the UAE, I have actually been living in Dubai for almost 10 years. Born in the UK, and brought up in Southern Africa, I have been well acclimatised to the hot weather and, more importantly, to diverse cultures of these emerging business regions.

With a background in gas, automation as well as logistics, I am responsible for the SICK Sensors Middle East office, based in the Jebel Ali Free Zone, Dubai, and where our most rapidly growing business sector is in logistics automation. The United Arab Emirates is



The new Al Maktoum International Airport within the business district of Dubai World central aims to be the new airport hub for the whole world.

well-known for its remarkable innovation and growth, and its central location and business-friendly policies makes it the logistics hub for the Gulf region. Recently, Dubai won the right to hold the 2020 Expo which is further catalysing growth and investment into the country.

The largest economy in the Gulf region is Saudi Arabia, which is also investing its oil money heavily into infrastructural and

welfare development at an incredible rate. The logistics landscape across the Middle East is in a state of positive change, with major new airport builds (UAE, Saudi, Oman), a huge trans-Gulf railway development, major road projects (UAE, Qatar, Saudi), and numerous port & terminal upgrades. The UAE, and the broader region, is set to continue its logistics success stories; after all, two thirds of the world's population live within an 8 hour flight of the UAE.

Global Logistics Supply Chain Conference Shanghai 2014

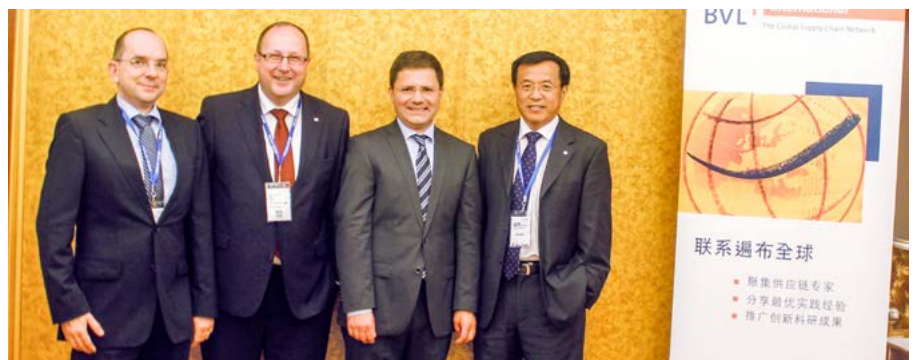
⇒ **Supply Chain Management in China** The theme for the event in Shanghai from July 16 to 17, 2014 was “Rebuilding the Industrial Supply Chain in the E-Commerce Era”. The focal point was the changing face of industry and logistics in a world increasingly characterised by Internet trading. How dynamic in relative terms are eCommerce and supply chain innovations? How does eBusiness impact innovations along the supply chain, the business models of companies to improve competitiveness, and the methods used to promote innovation in industry?

These and other questions were the topics of the numerous presentations and discussions during the conference. The opening forum was moderated by Jean Wang, Chair of the BVL Beijing Chapter, followed by Prof. Dianjun Fang, Chair of the BVL Shanghai Chapter. Prof. Thomas Wimmer, Chairman of the Executive Board of BVL in Bremen, also made the trip to China especially for the conference.

Two new Vice Chairpersons of the Shanghai Chapter were elected at the event. Dominik Bühring from Miebach Consulting China and Michael Giebfried from Bosch China were voted to their positions unanimously and, as is the custom in China, by acclamation. Prof. Dianjun Fang was confirmed in his post. The



Reshaping the global supply chain on the stage of the GLSC 2014



At the elections of the Shanghai Chapter, from l. to r.: Michael Giebfried, Prof. Thomas Wimmer, Domink Bühring, Prof. Dianjun Fang

two previous Vice Chairpersons, Andreas Lentz (Siemens Ltd. China) and Baoguo Hu (Shanghai VW Automotive Co. Ltd), were thanked for their efforts; the two expatriates recently took on new responsibilities in their companies.

This year, around 800 people attended the annual conference.

[You can find more information on this year's event in English online](#)

5th German-Brazilian Logistics Conference 2015

⇒ **Logistics in Latin America** During the Intermodal South America, BVL International will once again be staging the German-Brazilian Logistics Conference, the fifth event of its kind - in 2015 in cooperation with the Chamber of Foreign Trade in Rio.

The last conference took place on April 4, 2013 in São Paulo, and the 2015 event will be staged in Rio de Janeiro on April 29. The conference profiles current and future

trends in logistics from different perspectives and provides a forum for active discussion and contact building.

The logistics committee of the Chamber of Foreign Trade and BVL's Content/Knowledge/Research unit are currently working together to prepare specific topics for the next conference. It will be interesting to see whether and which topics and issues are directly linked to the 2014 World Cup ...

Like the 2013 event, the 2015 conference in Rio will also feature speakers from well-known German and Brazilian companies as well as the two Chairpersons of the BVL Chapter, Stefan Grüner from BMS Logística Ltda. and Dr. Andreas Knierim from BOSCH.

[Programme and retrospective from the 4th German-Brazilian Logistics Conference in 2013](#)

New study on trading logistics

➔ **Trading logistics** This summer, BVL published the new study “Logistics in retail and wholesale. Structure, success factors and trends”, the latest study in the “Business and Logistics” series. The new publication was commissioned by BVL and prepared by the 4flow AG company together with the Hochschule für Technik & Wirtschaft (HTW) University of Applied Sciences in Berlin. The 60-page study looks at functions and structures in the trading sector, outlines the special role of logistics in the field of trading, and identifies the success factors for trading logistics as well as the predicted trends in years to come. Based on the insights gained, the authors then provide specific recommendations for action. Prof. Stephan Seeck (HTW), the project leader for the study, will be presenting the central findings in person at the 31st International Supply Chain Conference in Berlin on Thursday, October 23. The German-language study was published by the DVV Media Group in Hamburg and is available for a price of 89 euros (71.20 euros



for BVL members). An English management summary will be published in the autumn of 2014.

[You can order the German edition here](#)

Free guest memberships for colleagues abroad

➔ **Member services** Both companies and individuals can become members of BVL. Depending on company size, corporate members name a certain number of contact persons who then enjoy the benefits of BVL membership. BVL has developed a new offer for companies based in Germany that have foreign branches: employees working abroad who are not yet BVL members can become guest members free of charge until December 31, 2015.

In order to take advantage of this offer, BVL corporate members in Germany can name three persons per country as free guest members with immediate effect. This provides these employees in other countries with an opportunity to get to know the benefits of the network and to interact within the BVL community.

BVL currently has chapters in Germany as well as in Brazil, China, Luxembourg, Russia, Singapore, Turkey and the USA. These chapters regularly stage free events on logistics topics (company tours, seminars etc.) and serve as a valuable platform for exchange and interaction between supply chain experts.

BVL guest members receive the BVL publications, including those that are specifically prepared for members outside Germany: the “LOG.Letter” in English and the “Literature Series” on topical issues in the field of supply chain management.

[You can find more information on BVL's international activities here.](#)

Contact Katja Wiedemann to claim your guest membership wiedemann@bvl.de

Contact Béatrice Cécé for more information about BVL International cece@bvl.de

IMPRINT

BVL International –
 Bundesvereinigung Logistik (BVL) e.V.
 Schlachte 31, 28195 Bremen, Germany

Edited by:

Hermann Assmann, Ulrike Grünrock-Kern

Editorial collaboration:

Lisa Büttner, Béatrice Cécé

Contact person:

Hermann Assmann

Phone: +49 / 421 / 173 84 23

assmann@bvl.de

WEB AND SOCIAL MEDIA

Homepage: www.bvl.de/en

Follow BVL International on

Twitter and LinkedIn (all contents in English)



Fees for members outside Germany

BVL is delighted with the ongoing expansion of its international network. The international BVL family continues to grow, and now has members in various European countries (such as Luxembourg, the Netherlands, Austria and Switzerland), in Brazil, China, Russia, Singapore, Turkey, the USA and, most recently, India. BVL is aware that the membership fees need to be in line with the purchasing power of the country in question and has therefore developed a differentiated fee structure for members outside Germany. These fees will remain the same in 2015.

[Here you can view the detailed fee structure online.](#)