

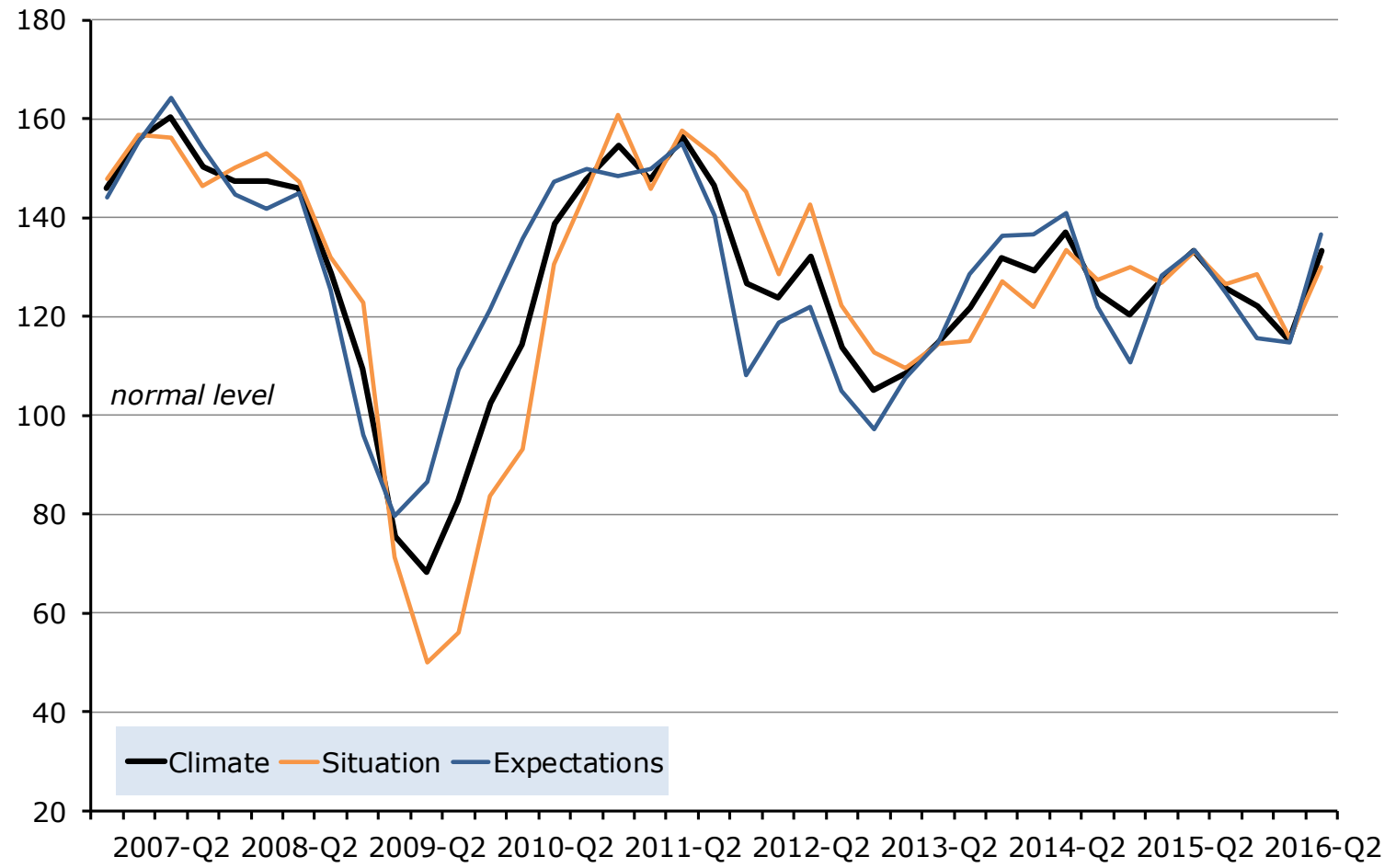
Logistics Indicator

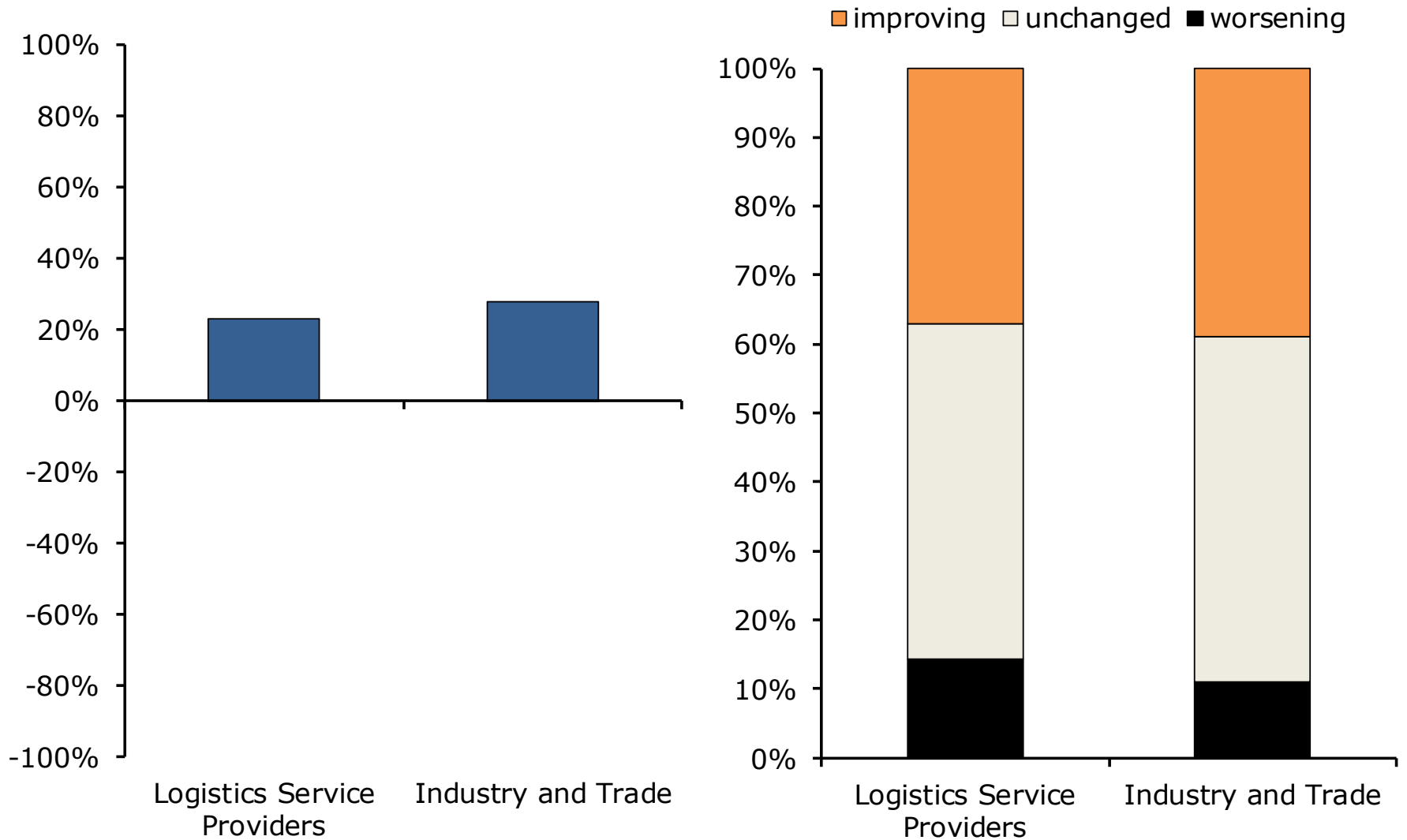
Results for 2006-Q4 to 2016-Q2

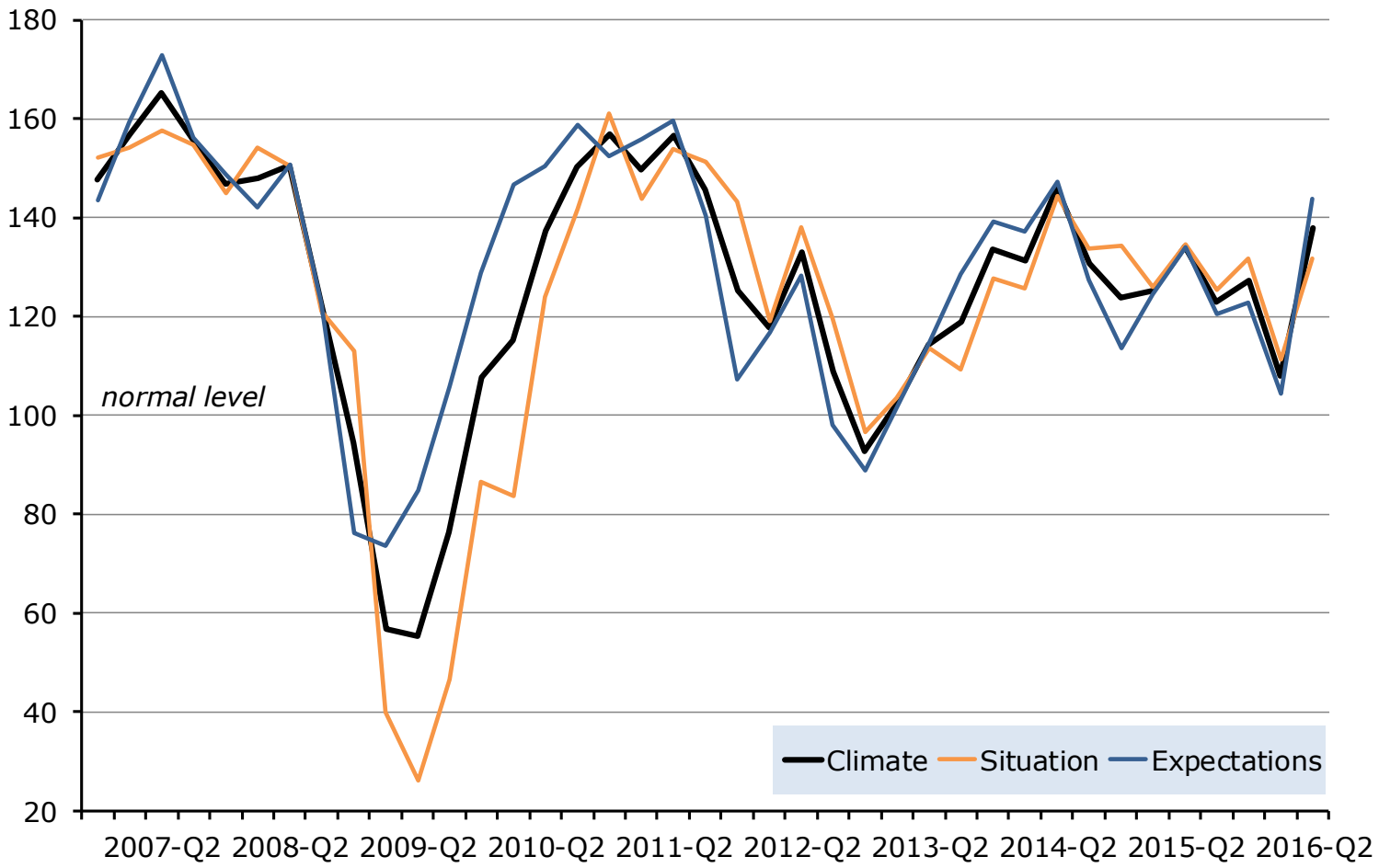
Prof. Dr. Stefan Kooths
Forecasting Center
Kiel Institute for the World Economy



Methodology on final slide

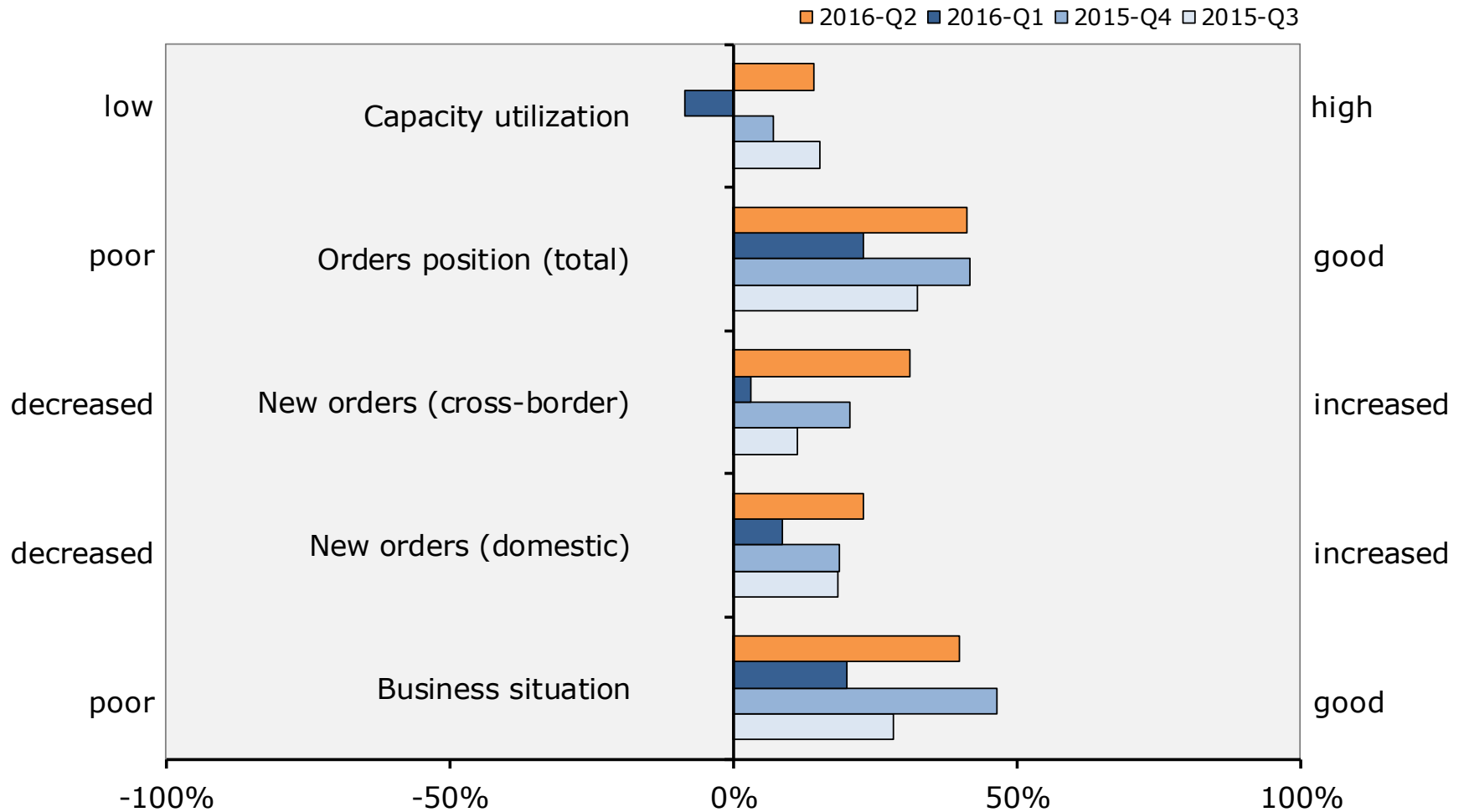






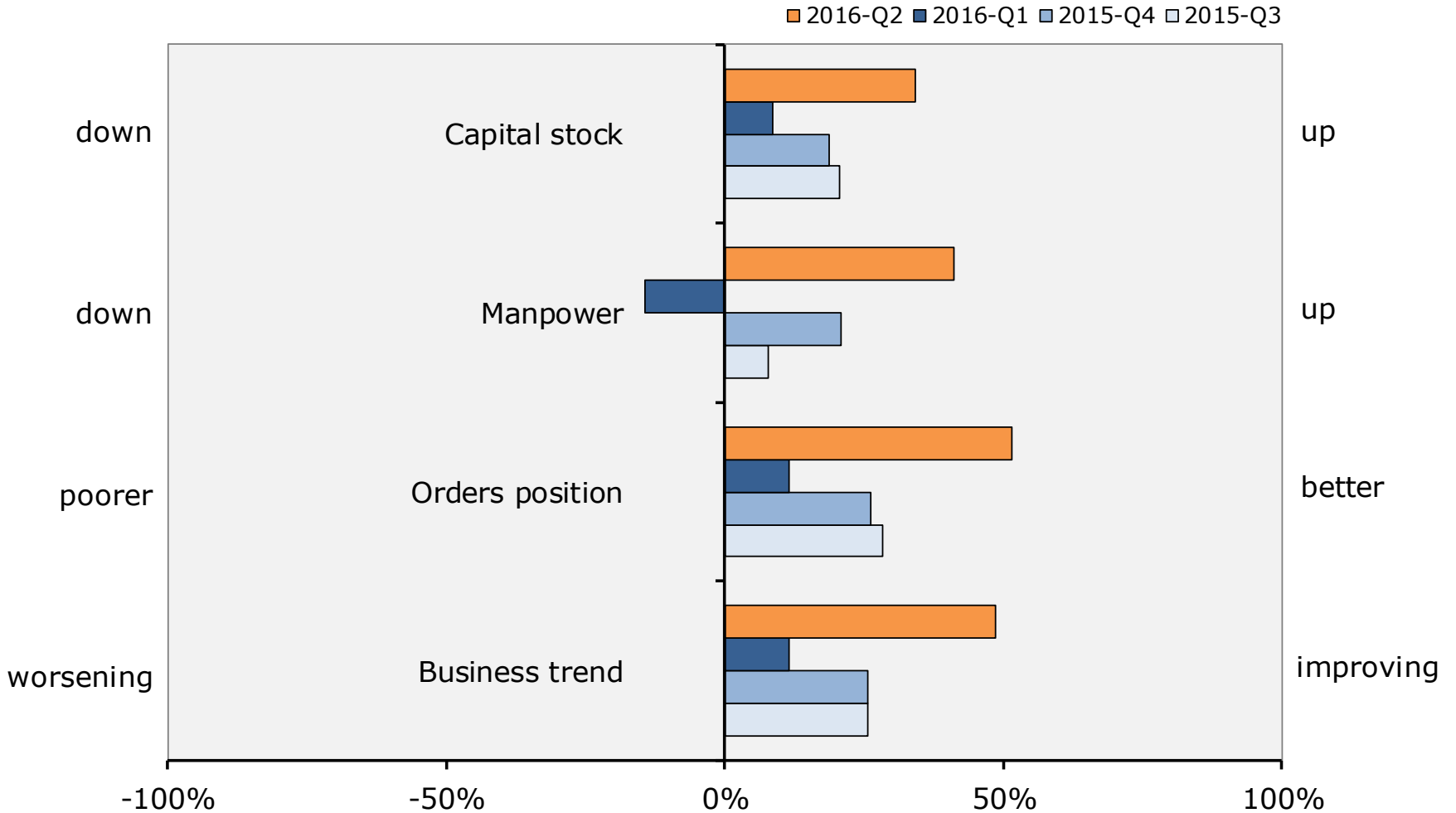


Logistics Service Providers: Situation



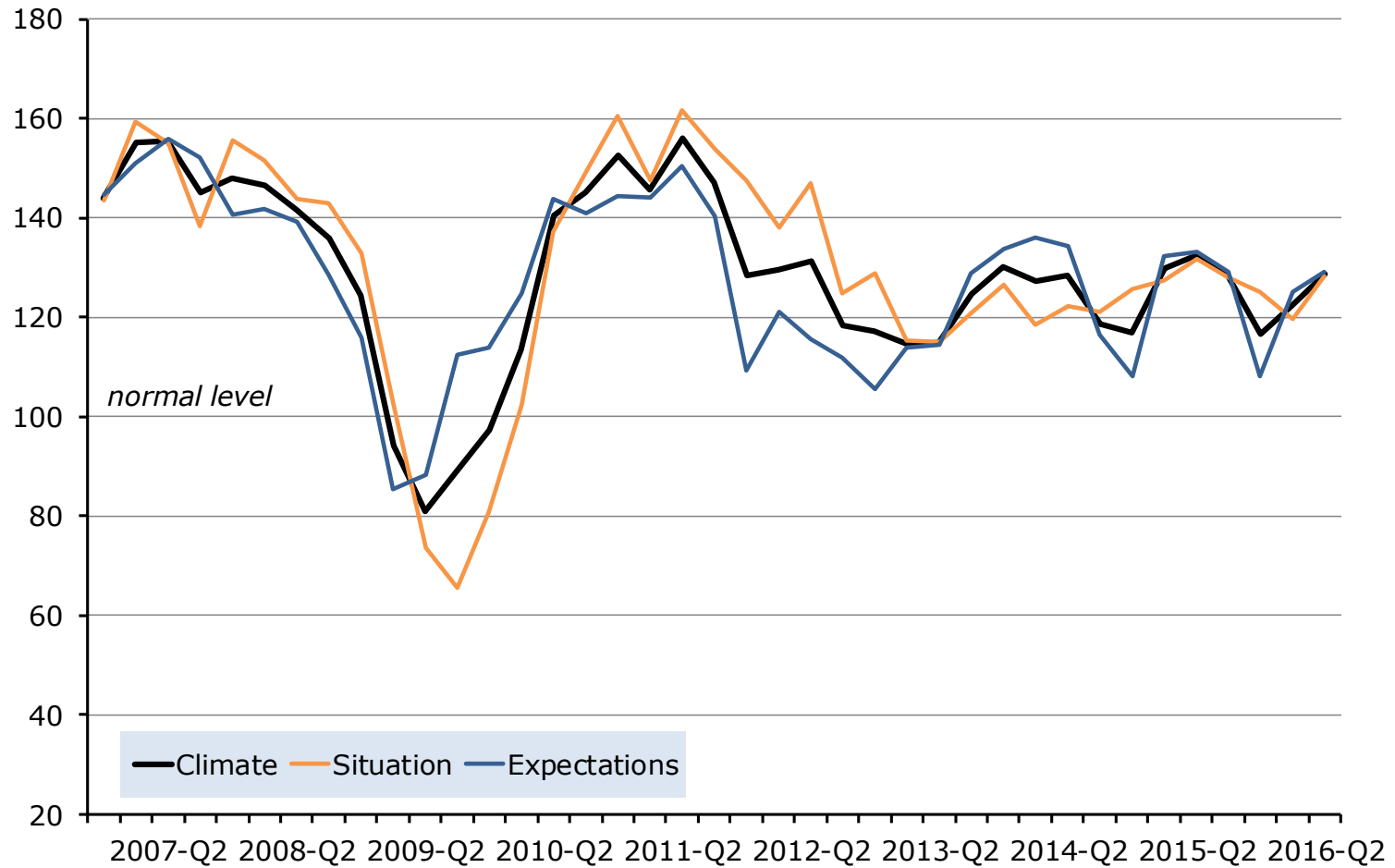


Logistics Service Providers: Expectations



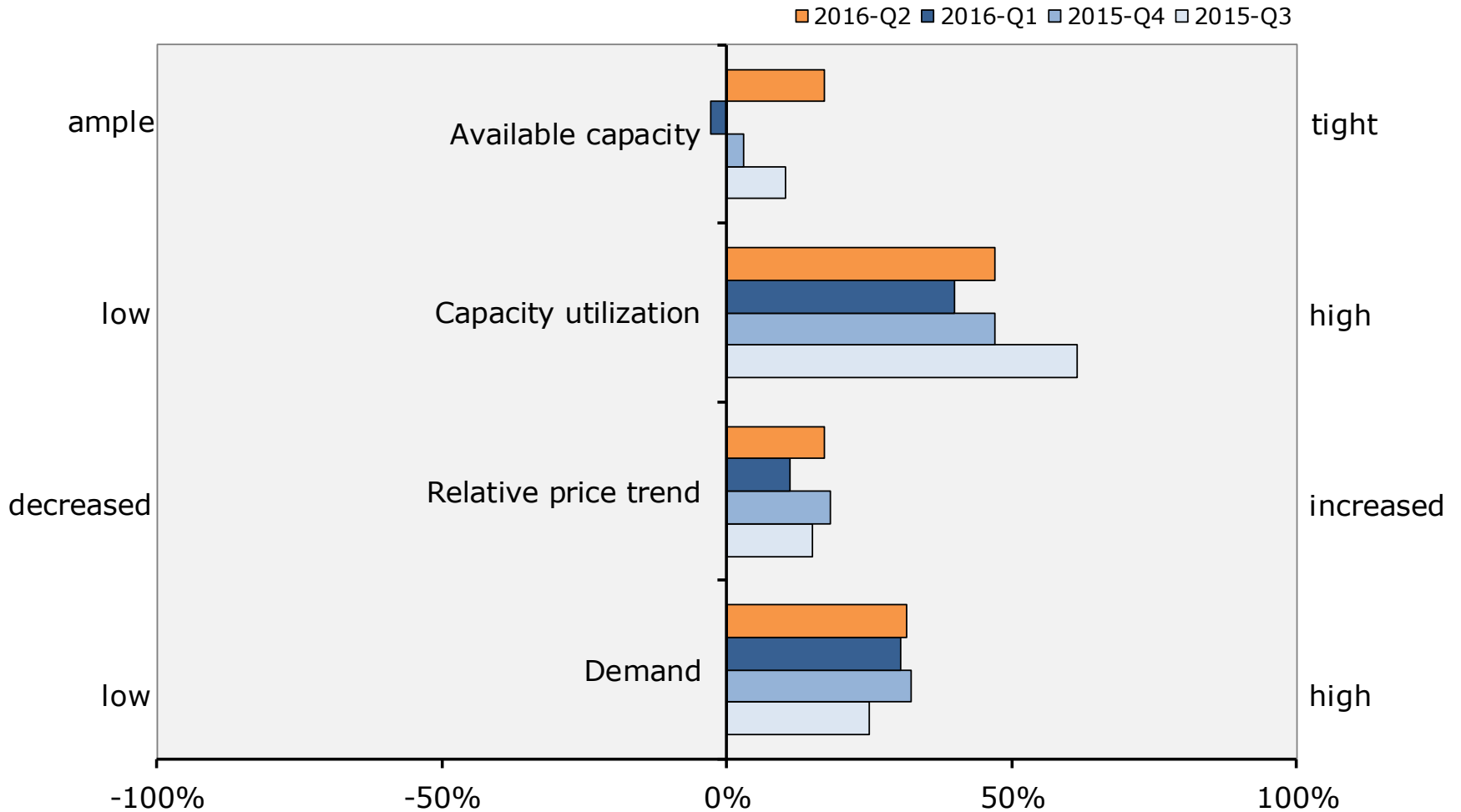


Logistics Activity in Industry and Trade



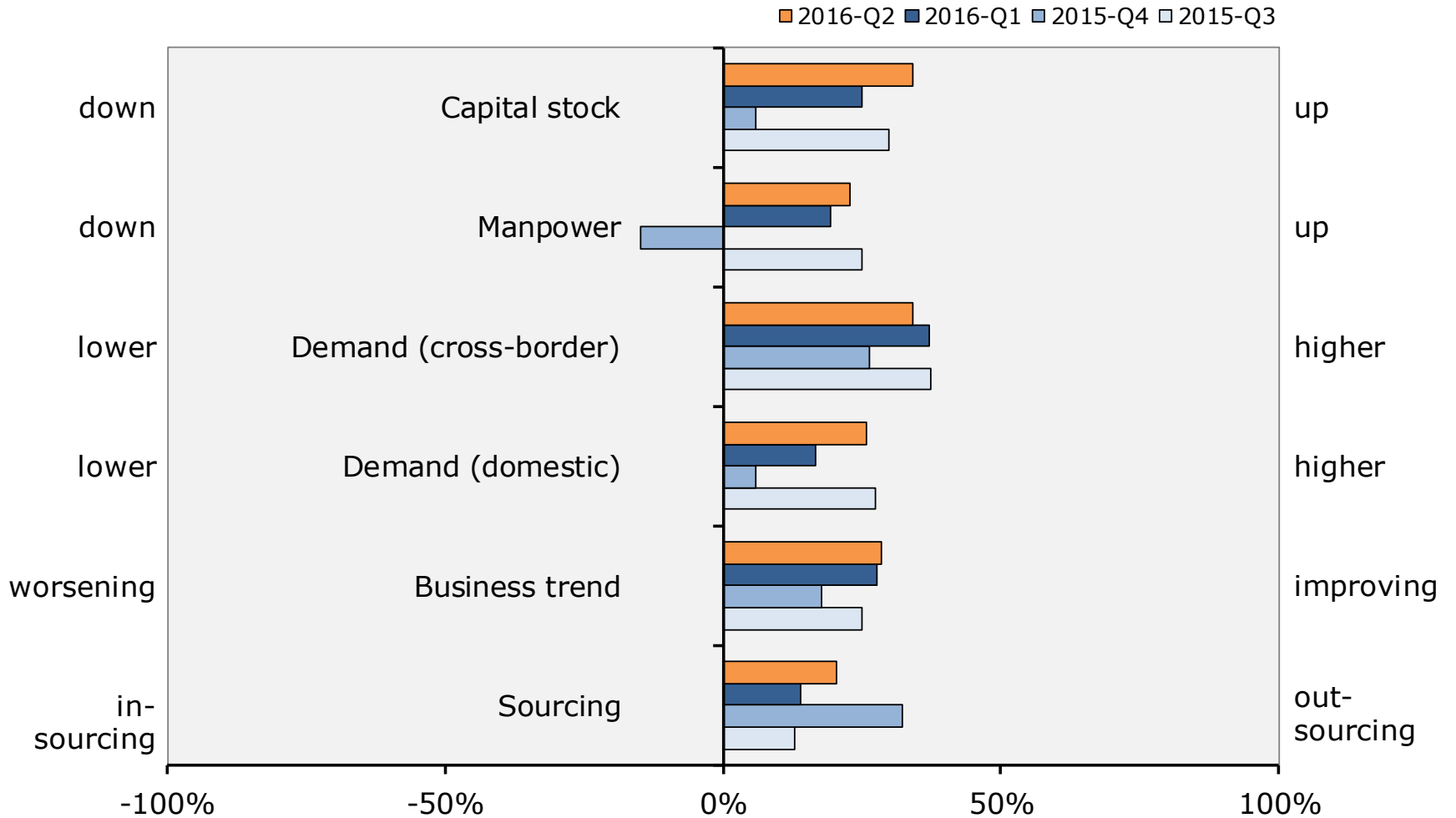


Industry and Trade: Situation



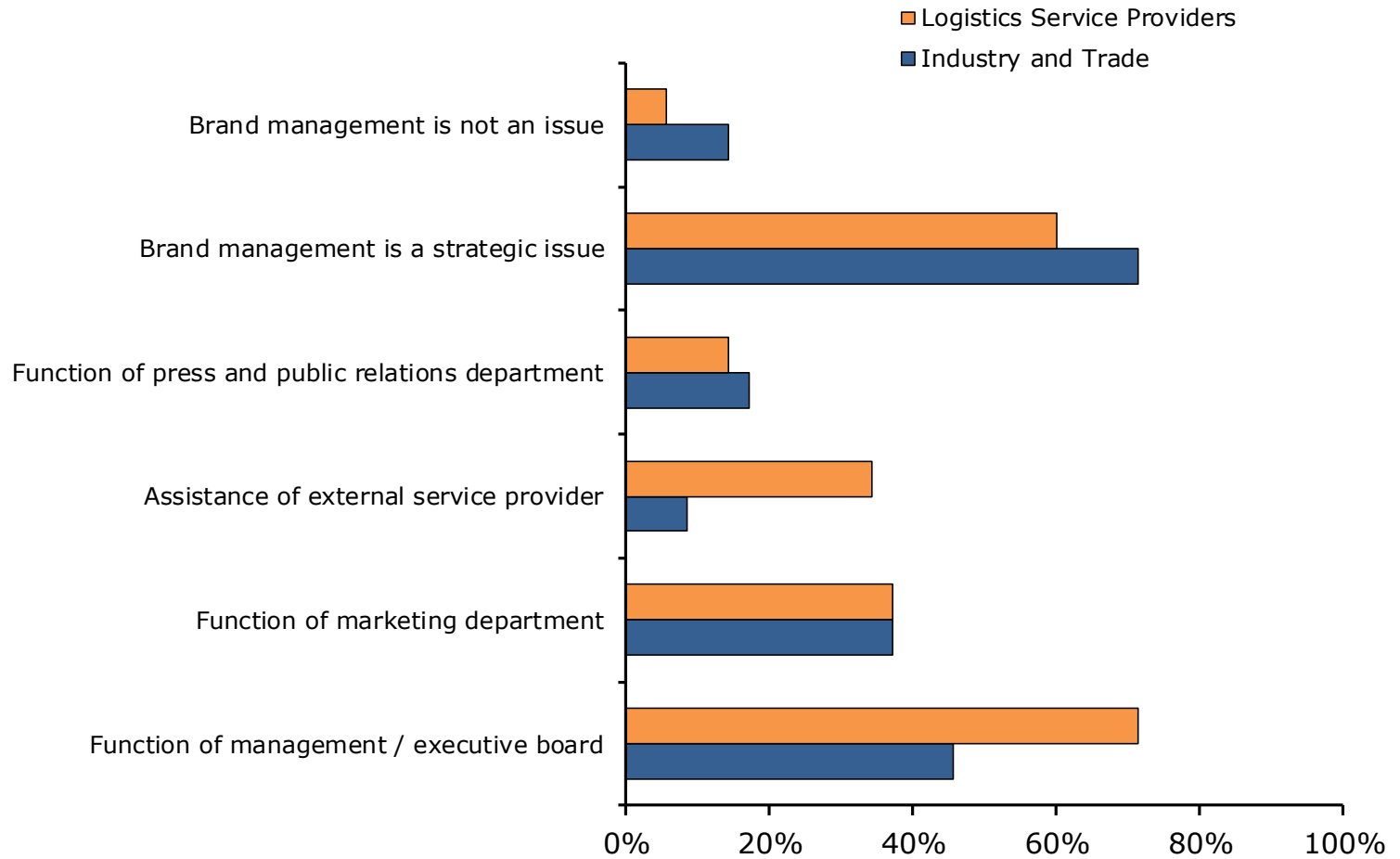


Industry and Trade: Expectations





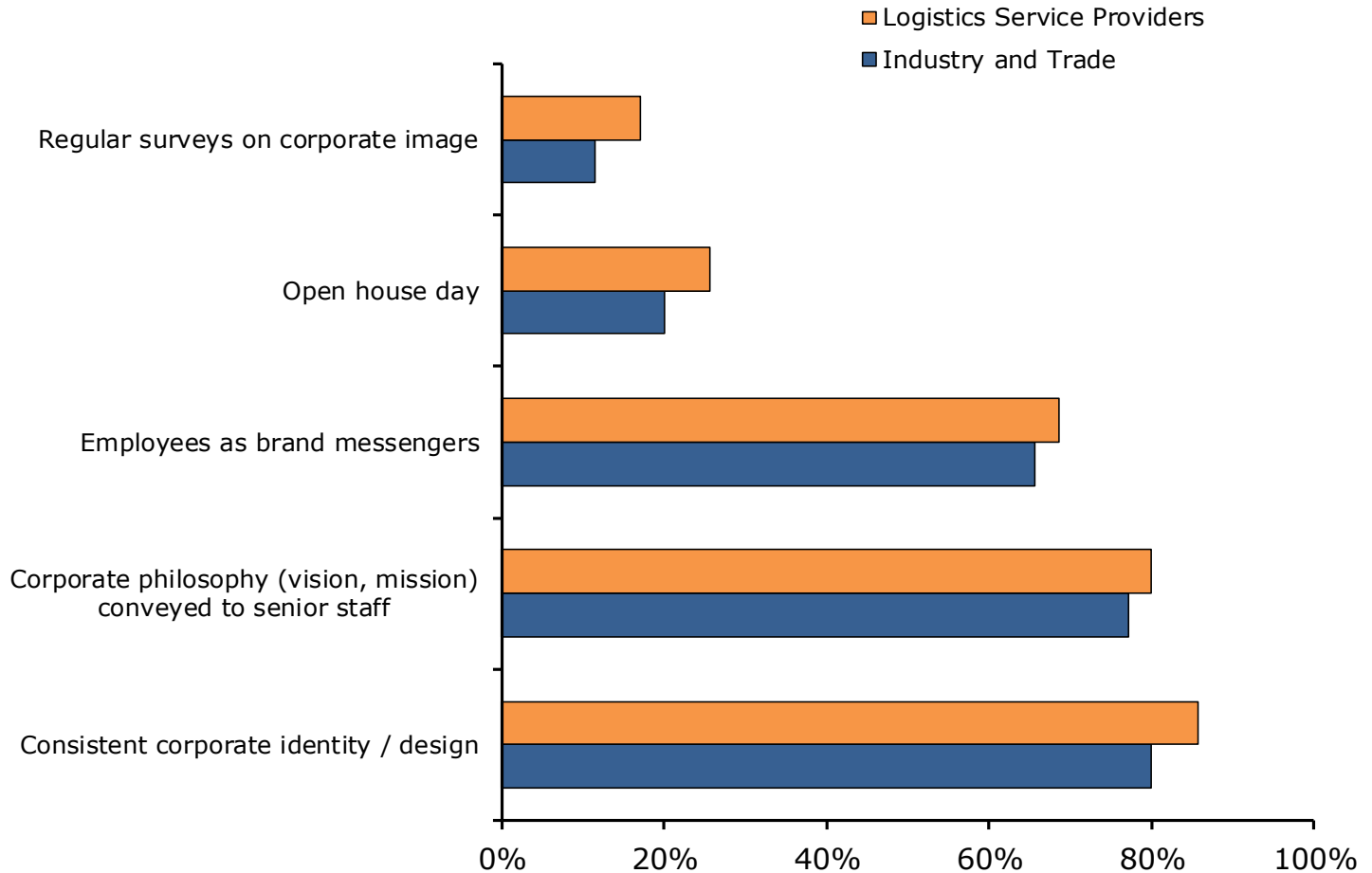
Relevance of brand management



How relevant is brand management for your company? (up to 3 answers possible)



Instruments for brand management



Which instruments of brand management are already applied in your company? (up to 3 answers possible)



- The quarterly Logistics Indicator is computed by the Kiel Institute for the World Economy on behalf of the German Logistics Association (BVL). It reflects the current business situation as well as the expectations over the next 12 months of Germany's logistics service providers and customers of logistical services in industry and trade. Each quarter, a panel of 200 decision makers is polled (100 managers of the most important logistics service providers and 100 top executives of industrial customers of logistical services). Polling takes place in the first half of the mid-quarter month. The design of the questionnaire targets the cyclical assessment of all logistics-related activities in the Federal Republic of Germany. All questions on quarterly developments refer to seasonally adjusted values.
- For all questions, three alternative answers apply: positive/expansionary, normal/neutral, and negative/contractionary. In a first step, the polled answers are balanced by subtracting the negative answers from the positive ones. The results are then related to the number of all answers for each question (the resulting percentage values are published separately, see slides 4, 5, 7, and 8). Next, for each market side and each indicator category (current situation and 12-months expectations) all relative balances are averaged and scaled to a span reaching from 0 (implying that 100 % of all answers are negative) to 200 (only positive answers). A value of 100 (normal level) indicates that positive and negative answers are equally represented. By further averaging the situation and expectations components the climate indicator for each market side results. Finally, the composite logistics indicator represents the equally weighted mean of the corresponding specific market side values.