

DIGITALIZATION MEETS REALITY:  
IF WE THINK OF THE PROCESS  
OF DIGITALIZATION IN LOGISTICS  
AS CLIMBING A MOUNTAIN, THEN  
WE HAVE NOT EVEN REACHED  
BASE CAMP YET.

## BVL ...

- ... is an open **platform** for people who are passionately committed to logistics and supply chain management worldwide.
- ... is a unique **network** bringing together specialists and leading figures from the worlds of business, science and politics.
- ... is an active **community** whose members “move mountains” with enthusiasm – and who learn with and from each other.
- ... is non-profit, objective and **independent**.
- ... does not represent special interests.
- ... promotes the **exchange** of knowledge and experience.
- ... communicates the **importance** of logistics and supply chain management.
- ... drives the **ongoing development** of the sector.

## BVL members can ...

- ... expand their personal **network**.
- ... access up-to-date **knowledge**:
  - market expertise
  - facts and figures
  - know-how and experience
- ... identify and evaluate **trends** more easily.
- ... build **contacts** on both sides of the market.
- ... **benchmark** their standing in the market.

## Services of BVL:

**Events** – free and fee-based events to spread knowledge and promote networking

**Knowledge** – Logistics Indicator, research, Web platforms, webinars and seminars, academy

**Publications** – studies, position papers, conference proceedings, green papers, guidance documents

**Supply Chain Day** – working together to promote image, awareness and acceptance

**Awards** – inspiration for logistics in industry and academia

# Digitalization Meets Reality

## 2018 Report of the Board

*The Board, the Advisory Board Chairs and Executive Board Members of BVL:*

*Dr. Stefan Wolff, Peter Gerber, Robert Blackburn, (President), Uwe Peters (Member of the Executive Board), Josip T. Tomasevic, Prof. Karl Nowak (Chairman of the Advisory Board), Frauke Heistermann, Karl A. May, Prof. Michael ten Hompel (Board member up to April 2018), Frank Dreeke, Dr. Christian Jacobi (Chairman of the Research Council), Christian Berner (Board member up to April 2018), Prof. Kai Furmans (Chairman of the Scientific Advisory Board), Dr.-Ing. Torsten Mallée, Prof. Thomas Wimmer (Chairman of the Executive Board) and Frank Wiemer*

*Other Board members:*

*Alexander Doll, Karl Gernandt, Joachim Limberg (Deputy Chairman), Prof. Katja Windt und Stephan Wohler*



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# Digitalization Meets Reality

Dear Members, Dear Readers,

2018 was a year of extremes – at least it certainly felt like it. The storms were more ferocious, the rainfall in the spring was heavier, and the summer sun shone hotter and longer than is normally the case in our more temperate climes. The unusual weather was matched by a series of unusual and sometimes strange phenomena – such as Brexit negotiations without a conclusive outcome, a debate over the merits of the diesel engine driven more by ideology than facts, and disturbing signals from the White House on trade and security policy.

In the opinion of BVL, the logistics sector has reacted to all these extreme situations both calmly and pragmatically. “Digitalization Meets Reality” was the theme for 2018, and this reflected the fact that, during the year, corporate strategies were focused on the implementation of new digital solutions in the real world of logistics. Personnel considerations also came to the fore more than was the case in previous years – as was also evident from the presentations and discussions during the 35th International Supply Chain Conference. This is an encouraging trend, as the qualification of employees in logistics is one of the keys to future success.

The 40th anniversary of BVL and the fact that the conference was staged for the 35th

time in 2018 meant that the association had every reason to celebrate – as well as to look back at past and forward to the future of logistics. For me personally, it was both a joy and an honour that this twin anniversary fell in the first year of my term in office as BVL President. One of the special moments from my point of view was the opening of the conference on the morning of October 17, and I would like to take the opportunity to repeat a message that is particularly close to my heart: “Good morning, Logistics Heroes ... nothing works without you!” This is the kind of self-confident spirit that can underpin our success in the future.

The conference theme for 2019 chosen by the Board is “Inspire – Encourage – Act”. It signals a willingness to roll up our sleeves, as well as the courage to tread new paths and to encourage each other as colleagues to achieve great things. My wish is that BVL always has the courage to re-invent itself, to embark on new projects without fear, and to motivate the people in our professional network to push ahead with innovations. The Board would like to thank all members for their loyalty and all honorary officials as well as the staff at head office for their unflagging commitment. I am looking forward to the year 2019 as part of this strong community.



Robert Blackburn,  
BVL President

  
Robert Blackburn  
President



## Creating knowledge

The members of BVL value the chance to talk to each other about their experiences, and they appreciate the information and content provided by the association. The focus groups combine these two aspects.

BVL currently has eight focus groups addressing topics such as spare parts management, consumer goods logistics, contract logistics, logistics properties, controlling of logistics 4.0 and urban logistics. The goal of the focus groups is to promote contacts between experts in different companies and to serve as platform for the discussion of specialist topics all the way through to implementation in the real world. The focus groups are a cross-sector format, and often bring together experts who have a lot to say to each other but who would otherwise have very little opportunity to actually meet each other.

They regularly also prepare documents and materials that are freely available and that can be used in day-to-day logistics activities. In 2018, for example, the Image of Logistics focus group published two guidance documents on the topics of communication and personnel management. Also in 2018, the Urban Logistics focus group compiled a reader-friendly factsheet on emissions in urban centres against the backdrop of the diesel debate and also outlined innovations in logistics that can help to solve the emission problem.

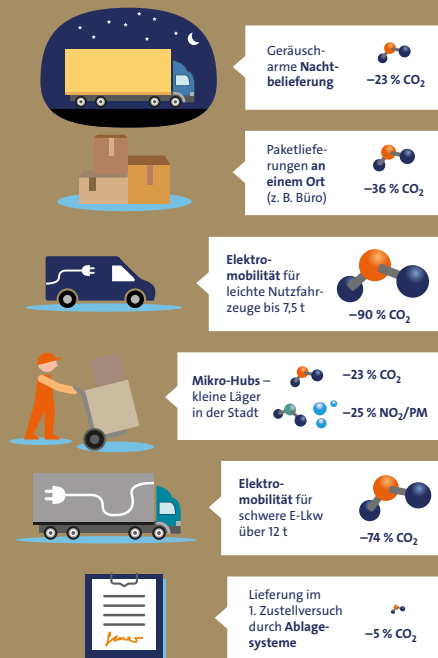
Drawing on the expertise of the Urban Logistics focus group, BVL partnered with Roland Berger in 2018 in the publication of a study entitled “Urban Logistics 2030 in Germany – Stronger together: Keep the Wild West scenario at bay with cooperation”, which describes potential strategies for the development of logistics in the city centres. The quintessence is that scenarios relying on the self-regulation of the market will very likely create benefits for only a few actors in the urban space and disadvantages for the majority of participants. Cooperation concepts have the potential to ensure more network-efficient organisation of urban logistics in the long term. All parties involved in the process should engage in or intensify their dialogue in the endeavour to ensure that, at the very least, the quality of life in our growing cities does not deteriorate any further.

Other examples of the content made available by BVL on its platforms include dossiers on topical issues, blog posts by experts and the Logistics Indicator, which outlines the business situation and the outlook for the logistics sector every quarter. The Startups’ Corner on the Internet is where BVL profiles young companies with new business ideas.

And at the end of the year, we saw the first result of a new cooperation venture between BVL and statistics portal Statista: the “Logistics Monitor 2018: The Sector in Figures” with the focus on personnel and recruiting.

### Innovations driven by logistics

Excerpt from the factsheet on emissions in urban centres



## BVL.digital goes live

On October 16, BVL founded BVL.digital GmbH. The purpose of the new company is to prepare, provide and distribute digital products and services for logistics and digitalization.

In the words of Prof. Thomas Wimmer, Chairman of the Executive Board of BVL, this creates a “fast escort ship alongside the supertanker”. The objective is to provide a digital companion for the established activities of the association. The Managing Director of BVL.digital is Dr. Christian Grote-meier.

The first products of BVL.digital were presented at the 35th International Supply Chain Conference, namely the “Content Warehouse” knowledge platform, the “BVL-Connect” messaging service and the “Flows & Tolls” website. All these services can be accessed via the bvl.digital website. “The website is on a trial run up to January 2019”, says Grote-meier. “Up till then, we will be optimising the existing services, which we are already working on extending even further.”

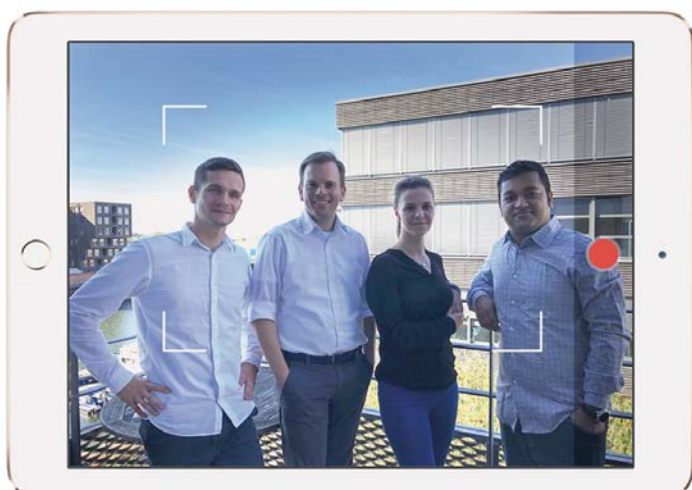
The “Content Warehouse” provides users with access to the knowledge base of BVL, including webinars, research reports and studies from the fields of logistics and digitalization. The platform currently comprises more than 500 documents, and new content is being added on a daily basis. All users are invited to upload their own contributions so that their knowledge too is available to a broadly based and highly interested community. Direct link: [warehouse.bvl.digital](http://warehouse.bvl.digital)

The opportunity to share experiences, knowledge and new information is one of the key benefits of the BVL network. More than 320 events every year – mainly organised by members on an honorary basis – play an important role in building face-to-face contacts. The “BVL-Connect” app for smartphones now paves the way for an additional form of networking, enabling members to stay in contact between events or to connect with members in other Chapters. BVL-Connect is available in the App Store (iOS) and the Google Play Store (Android).

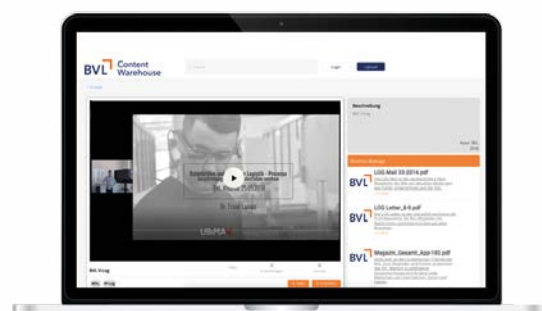
Free trade and protectionism have been the two dominant issues in the field of international economic policy in 2018, regardless of whether the topic is US trade policy, the debate over Brexit or the positioning of the Chinese economy. Reason enough for BVL.digital to take a closer look at these issues. The flows-and-tolls.com website provides users with a 360-degree perspective, complete with interactive info graphics, the findings of a large member survey, video interviews with experts and interesting case studies in the field of customs and logistics focusing on companies from Google to Outfittery.



*The BVL.digital team in October 2018:  
Nikolai Posanok, Managing Director Dr. Christian Grote-meier,  
Carolyn B. Richter and Md. Hasnain*



*The first services of BVL.digital are BVL-Connect, the Flows & Tolls website, and the Content Warehouse.*







Presentation of the “Wirtschaftsmacher” initiative in Berlin in October.  
Prof. Thomas Wimmer, Jens Tosse, Frauke Heistermann, Uwe Berndt and Clemens Meiß

## “Logistics heroes” promote the sector

BVL is supporting the initiative “Wirtschaftsmacher” (i.e. Business Enablers) for a Germany-wide image campaign to promote the logistics sector. The campaign is targeted at the general public and in particular potential future employees

The idea behind the initiative is that as many logistics-related federations, associations media and companies should join forces in a campaign to maximise awareness for the industry. In the newly founded initiative “Wirtschaftsmacher”, which authored the image campaign, interest-representing bodies, logistics service providers, trade and industry are systematically pooling their efforts in a joint attempt to achieve greater visibility and reach than each entity could possibly achieve on its own.

The centrepiece of the campaign are “logistics heroes”, likeable and credible ambassadors representing the performance capability and professionalism of all fields of logistics activity. These are logistics people on the ground in different companies who tell exciting stories from their daily working environment. On posters, in advertisements, on

the Internet and in the popular social media channels and video portals, they present interesting facts – such as the annual kilometres driven by a full-time truck driver or the number of parcels delivered in the context of humanitarian logistics. These big numbers pique the interest of the observer. The motifs also have high recognition value thanks to authentic visuals and strong colours.

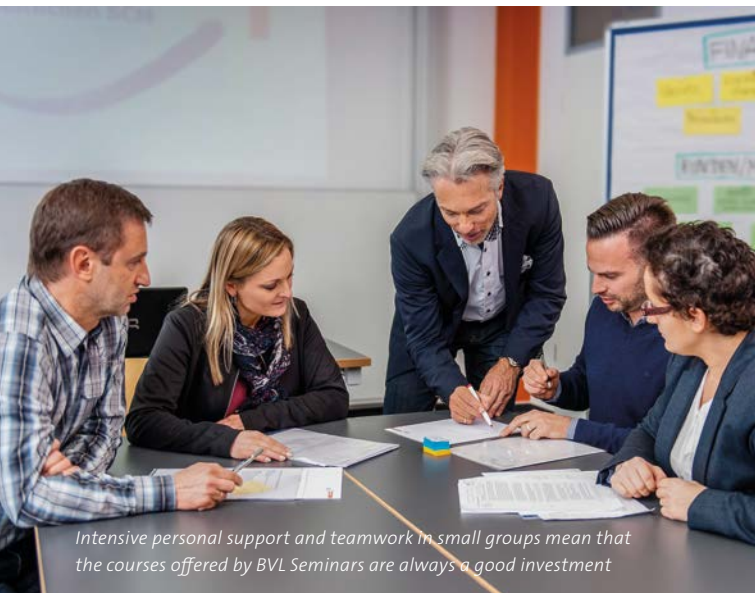
In the run-up to the 35th International Supply Chain Conference, around 40 interest-representing bodies and companies signed a letter of interest, pledging their participation and financial support. “We are delighted that the idea of a common campaign should meet with such a positive response and generate so much enthusiasm among those involved”, says Prof. Thomas Wimmer, Chairman of the Executive Board of BVL.

The idea for the campaign was born in the BVL “Image of Logistics” focus group. An eight-member working team defined the necessary framework conditions and developed the first ideas. Then, multiple agencies were commissioned under the lead management of Cologne-based “Get the Point” to draw up concrete proposals for the campaign. “For the past three years, we in the focus group have been working very creatively and passionately on ways to improve the image of logistics. We now have a pragmatic strategy that is evidently very popular. Moreover, we’re extremely pleased that BVL is supporting the initial steps with funding as well as through its high-quality network of contacts”, says Frauke Heistermann, Chair of the “Image of Logistics” focus group and a member of the BVL Board



Members of the Image of Logistics focus group at their tenth meeting in September 2018.  
The idea for the “Logistics Heroes” campaign stems from the work of the focus group.





*Intensive personal support and teamwork in small groups mean that the courses offered by BVL Seminars are always a good investment*



*DAV on BVL Campus in Bremen maintains close contacts with international partners and also hosts events – such as the business simulation game shown here.*

## Attractive qualification courses

The BVL Seminars unit and the German Foreign Trade and Commerce Academy (DAV) offer hands-on qualification courses and play an important role in underpinning quality assurance in the logistics field.

**BVL Seminars** specialises in further and advanced training in the area of logistics, customs and foreign trade. The curriculum covers all the core fields of logistics – from supply chain management, logistics controlling and warehouse management through to the all-important soft skills. BVL Seminars regularly extends and revises its programme of courses in close cooperation with experienced logistics practitioners and companies.

2018 saw the launch of the BVL “eTrainings”, webinars lasting 60 minutes. These formats address issues of practical relevance in the area of logistics and customs clearance, and provide participants with recommendations for action and problem-solving ideas. The fee-based eTrainings are designed to supplement the face-to-face events. Four such training courses have been offered to date, and the most recent eTraining module was “attended” by 25 participants. The programme of BVL Seminars now also comprises two new courses leading to final certificates. The course for “Logistics Managers in Trade and Consumer Goods” has three modules and was launched in 2018; the “Industry Logistics Managers” course also comprises three modules. The content and organisational details have already been planned, and the course will be held in the first quarter of 2019 for the first time.

The revamped Compact Study Course in Logistics (“KSL”) was also launched in 2018. Already part of the programme for 30 years now, the KSL is BVL’s highly respected further training course for future management personnel in the logistics field. In the revised format, the KSL now only has 22 face-to-face days, which participants attend alongside their normal day jobs. In a total of six compulsory modules, the KSL imparts the specialised and leadership skills needed to take on management responsibility. Three compulsory electives that participants choose to suit their specific requirements ensure that the focus of the course is also personalised. The centrepiece of the course is the practical project chosen by participants from their personal work environment, providing them with the opportunity to put their newly acquired skills to the test. Participants can enrol in the KSL at any time, and graduates receive the certificate “Certified Logistics Manager (BVL)”.

**The German Foreign Trade and Commerce Academy (DAV)** has been offering further training and development programmes tailored to the needs of the logistics sector since 1960 – and more than 6,000 logistics managers have since graduated from the Academy and gone on to make their mark in industry as specialists and management personnel. 2018 saw the first crop of graduates with the dual degree of State Approved Business Manager and Bachelor of Science.

The dual degree is made possible by a cooperation agreement with Liverpool John Moores University (LJMU) signed in 2017 for DAV’s degree programme in International Logistics Management. The modular apprenticeship system in the UK permits the integration of different qualifications on different learning levels leading to an academic title. This means DAV students can transfer their “achievement credits” – completed apprenticeship, initial job experience and the qualifications obtained at DAV – to the LJMU programme in “International Logistics and Supply Chain Management”. LJMU intends to expand its cooperation with DAV through such things as joint trips by students from both establishments and collaboration between lecturers.

Thanks to the well-established contacts of DAV with partners in other countries, the BVL Campus in Bremen regularly serves as a truly international meeting place. It was, for example, the venue for the German final of the Global Student Challenge of the business simulation game “The Fresh Connection” in mid-February. A total of 65 Bachelor and Master students from 14 universities took part in the competition. The 17 teams vying for victory included two teams from DAV who finished fourth and ninth – underlining the competitiveness of the DAV teaching concept.

## 35th International Supply Chain Conference

The theme for the 35th International Supply Chain Conference in October was “Digitalization Meets Reality”, and the event attracted 3,539 participants. The Gala Evening of the conference was also the 40th birthday party of BVL.

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## Awards presented by BVL

The German Award for SCM 2018 went to Komsa Kommunikation Sachsen AG. The winner of the Supply Chain Sustainability Award presented jointly by the BVL associations in Austria and Germany was corporate start-up Pakadoo. The Science Award for SCM went to Dr.-Ing. Eva Klenk. Locom won the Hackathon, and 44 future logistics managers were presented with the Thesis Award.

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## Supply Chain Day | Vitamin BVL

The eleventh day of action of the logistics sector took place on April 19, when around 340 events in Germany and 23 other countries attracted roughly 35,000 visitors. In total, some 640 companies, organisations and educational establishments took part in this special day. Vitamin BVL was created as a new service to help potential employees and companies to find each other.

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## Sector, theme and special-topic forums

The forum schedule for 2018 included the Forum Automotive Logistics in Frankfurt together with the German Association of the Automotive Industry (VDA), the Forum Chemical Logistics in Antwerp, and the Forum Spare Parts Logistics in Nuremberg as well as special-topic forums during trade fairs in Germany and abroad.

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## Science and research

The Scientific Advisory Board invited experts to the ninth International Scientific Symposium on Logistics, which took place in Magdeburg in 2018. The Research Council reviewed 29 short applications for research projects and forwarded 27 long applications for funding to the German Federation of Industrial Research Associations (AiF).

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## Press and PR activities

The focal points of the unit’s activities were press releases, social media and the relaunch of the association’s corporate design.

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## From the Chapters

In total, the Chapters in Germany and around the world staged some 320 events in 2018. The range of topics is diverse and the formats of the events extremely varied; they provide attendees with a wide range of options to obtain information and interact with each other.





## Logistics combines the digital with the real

The 35th International Supply Chain Conference took place in Berlin from October 17 to 19 with the theme “Digitalization Meets Reality”. 3,539 participants attended the event, during which BVL also celebrated its 40th anniversary.

“Capacity bottlenecks in transport services and infrastructure as well as a predictable skill shortage: these are just two examples of very real problems currently faced by our sector of the economy”, explained BVL President Robert Blackburn. He went on to say that digitalization creates powerful tools, such as those used in intelligent autonomous systems, and that new digital tools could play a key role in addressing some of the more urgent problems. Blackburn spoke at the opening of the conference, as did Federal Minister for Economic Affairs and Energy Peter Altmaier, Prof. Dieter Kempf, President of the Voice of German Industries (BDI), Carsten Spohr, CEO of Deutsche Lufthansa, Dr. Robert Bauer, CEO of Sick AG, and Bernhard Mattes, President of the German Association of the Automotive Industry (VDA).

The major trends that involve and affect logistics are part of an ever-shifting landscape. The big issues in recent years have been complexity, costs and cooperation – but now topics like customer orientation, sustainability, new technologies, disruptive business models and new requirements in terms of personnel management and personnel development are increasingly moving to the fore. “This is based on the realisation that humans and machines will gradually become integrated in what is known as Social Networked Industry”, says Blackburn. It was therefore not surprising that five core elements of the conference programme were devoted to personnel issues. Ultimately, companies will only be able to successfully manage technological change if they take their employees along with them on the journey.

Blackburn called on the political decision-makers to finally address the challenges that everyone agrees exist. Twelve slow-moving months after the national elections, the problems remain the same. The investment backlog in road and rail needs to be resolved, intermodality between the different means of transport must be stepped up, and we need high-performing IT networks covering all of Germany. “We need deregulation, faster planning and approval processes, planning dependability driven by stable political processes, and support for business projects”, says Blackburn.

Carsten Spohr, Prof. Dieter Kempf, Robert Blackburn, Federal Minister Peter Altmaier and Prof. Thomas Wimmer at the opening of the conference



International panel with Andrew Keen, Carole Walker, Søren Toft and Joachim Limberg





Minister of State Dorothee Bär – here with Robert Blackburn – opened the Gala Evening of the conference with words of greeting from the federal government.



Robin S. Quinville, Deputy Chief of Mission at the US Embassy in Germany, in conversation with Frank Sportolari (left) and Prof. Thomas Wimmer.



The final session on Friday was opened by former German Foreign Minister Sigmar Gabriel with his comments on the “Challenges for Germany and Europe in a Difficult World”. His speech excellently supplemented and provided a German perspective on the controversially received comments of Robin S. Quinville, Deputy Chief of Mission at the US Embassy in Berlin. As the guest speaker at the Gala on the evening of day one of the conference, Quinville outlined the attitude of the US government towards world trade and international security first-hand and in a forthright manner. Following her speech, Quinville engaged in a short dialogue with Frank Sportolari, President of the American Chamber of Commerce in Germany (AmCham), and Prof. Thomas Wimmer, Chairman of the Executive Board of BVL.

As promised on BVL’s official birthday on April 18, the Gala Evening on day one of the

conference was also a big anniversary celebration. BVL had announced that “we’re celebrating our 75th!” – 40 years since the founding of BVL plus 35 years of the conference. In the “Bananenhalle” of the STATION-Berlin venue, it was all about the anniversary of BVL from the moment the guests arrived at the Gala. When the association was founded in 1978, logistics was still in the nascent phase. What has happened since then? What has BVL contributed to the development of the logistics sector? Who else played their part? There was much to discover on a digital journey through the history of the association in images, text and sound. But attendees could also see pictures from the past “in analogue mode” on a photo wall. And they had the chance to add their own pictures to the collection and thereby themselves become a visible part of the BVL history. Many attendees signed their

name on a stela crowned by a big number “40” to underline their commitment to BVL. Dorothee Bär, Minister of State in the Office of the German Chancellor and the member of the German government responsible for digitalization, congratulated BVL on behalf of the government.

The founding fathers of BVL and particularly deserving longstanding members of the association had already been invited to a reception in the run-up to the Gala and had been presented with a certificate and medal. Thanks to the farsighted strategy of the founders and the constant commitment of all its members, BVL can now look back on several successful decades. The new record attendance at the 35th International Supply Chain Conference is proof of this success, as is the continuing and steady increase in the number of members.

At the beginning of the Gala Evening, Prof. Thomas Wimmer and Robert Blackburn paid tribute to the eight founding fathers of the association.



The shining “40” was the eyecatcher in the Gala area, which was reserved for the big birthday of the association.



## Shortest routes, smallest area, maximum performance

Komsa Kommunikation Sachsen AG is the winner of the German Award for SCM 2018. The key factor in the decision of the jury was the systematic way in which Komsa as a mid-sized company gears its logistics routines to the needs of its partners in industry and trade.



*The team from Komsa Kommunikation Sachsen AG celebrates its success in the competition for the German Award for SCM*

Maximum flexibility, automation and digitalization are the core elements of the project “RELOAD – Digitization of Intralogistics” implemented by the Komsa company as part of the expansion of its facilities at its corporate headquarters. At a cost of 30 million euros, the company has built a “House of Services” and a new logistics centre complete with high-bay and automated warehouses in the town of Hartmannsdorf in Saxony.

The goal was to merge all logistics processes under one roof – thereby optimising capacity and throughput time for the orders placed by customers in trade and industry in order to ensure that the Komsa is able to react rapidly to new market requirements.

The solution developed by Komsa together with partner Logistikplan in Dresden is based on the motto “shortest routes, smallest area, maximum performance”.

All storage and dispatch processes that were previously divided between five locations in Hartmannsdorf are now pooled in the new logistics centre. The concept is driven by the automation of all time-critical intralogistics processes, which now comprise automatic material flows for all return and repair orders, automatic discharge of empty cartons, automatic storage of small parts and order picking based on the product-to-picker principle, automatic provision of shipping cartons, automatic forwarding of picking units to the packing station and

automatic forwarding of shipping cartons to the loading bay.

Komsa relies on high-performance IT for all of the above routines. Integrated digital logistics interlinks merchandise management, warehousing logistics, transport control and order handling from front to end. Throughput times of less than one hour for over half of all orders pave the way for a high degree of flexibility, and shipping capacity can be more than doubled within an extremely short space of time. In the ITC sector in which Komsa is active, this is a key precondition for the smooth market launch of new products or the handling of seasonal peaks at Christmas and other high-volume parts of the year.

### Digital solution for the last mile

An innovation by logistics service provider LGI Logistics Group International GmbH made all the difference in the competition for the Supply Chain Sustainability Award presented jointly by BVL Austria and BVL Germany. The idea behind the innovative Pakadoo solution for the delivery of private parcels is to create a win-win situation for the recipients of the parcels, for their employers and for the CEP providers tasked with delivery. The business model uses existing infrastructures and turns the mailroom of the employer into a parcel station, a so-called “Pakadoo-Point”.

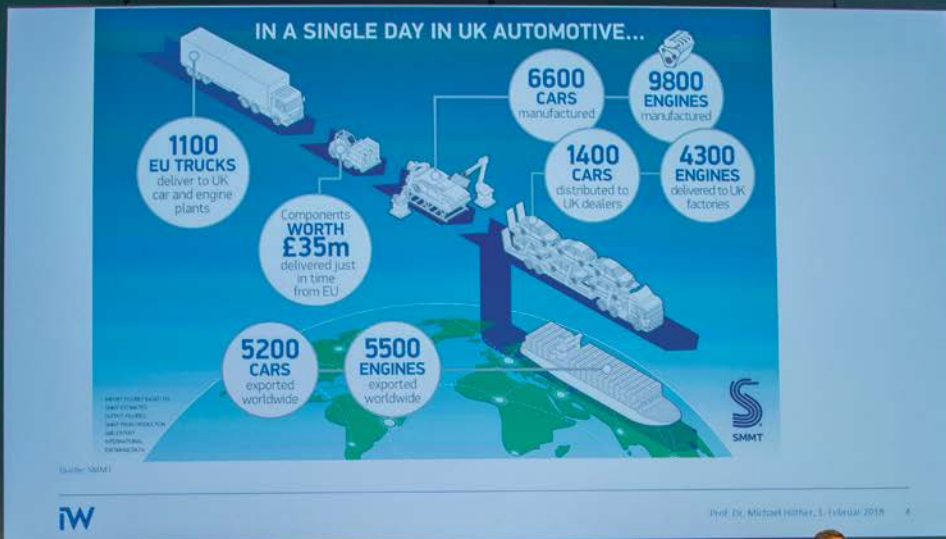
The concept provides an alternative to the often problematic delivery of parcels to private households. When recipients are at work, it often takes a lot of time and organisational effort to hand over parcels, whether at home, at the post office or at a parcel station. Then there are the costs and CO<sub>2</sub> emissions of multiple attempts to deliver parcels or for recipients to pick up the parcels themselves.

### Hackathon goes to Locom

After a seven-hour competition featuring a total of ten teams, logistics planner and software developer Locom was crowned the winner in this year’s BVL Hackathon. Participants had the task of planning the routes for local public transport in the “City of the Future”. The Locom team optimised the costs at a total 141,208 euros. The second-placed team ran up costs of 286,019 euros, with the third-placed team coming in at 355,753 euros. The award is supported by the BASF and carries a cash prize of 10,000 euros for the winning team.



*Brexit expert Prof. Michael Hüther analysed the possible implications of a withdrawal of Britain from the EU for the automotive industry.*



## Getting to grips with digitalization

What opportunities are presented by transparency, and how can these opportunities be exploited to drive the success of companies? These were the key questions at the Forum Automotive Logistics in Frankfurt at the end of January attended by around 450 participants and 42 exhibitors.

The core topics of the joint event of BVL and the German Association of the Automotive Industry (VDA) were automation, artificial intelligence and interconnection as well as virtual and augmented reality. "Transparency, autonomous control and interconnection go hand in hand", said Jürgen Maidl, Head of Logistics for the BMW Group production network. He also stressed, however, the social responsibility resulting from the rapid development of digitalization, saying that one central goal must be to ensure that low-skilled workers are not left behind. Digitalization has enormous potential for modern logistics processes, as emphasised by VDA President Matthias Wissmann.

Producers, suppliers, technology providers and researchers reported on the status of digitalization and interconnection in all areas of the automotive industry. BVL President Robert Blackburn called on German SMEs to stop talking and start acting, adding that recent surveys showed that more than 20 percent of companies didn't even

have any plans for the use of tools that can increase transparency such as sensors or predictive analytics. He said that, if digitalization in SMEs was to be a success, it is essential that the small and medium-sized companies in Germany take their 5.9 million employees with them on the digitalization journey.

The conclusion of BVL Board member Frauke Heistermann, who moderated the presentation session on the Interface of blockchain and big data was that blockchain is not only safe but can also help to avoid disagreements and friction between the relevant actors as it ensures clear-cut transactions. She added that the question of who did what and when can then always be answered quickly and definitively – and that transparency is already key to success along the entire supply chain. She explained that, in the era of digitalization, preventing access to data is not an option. At the same time, however, she said that blockchain is also resource-intensive and that it remains to

be seen to what extent this technology will become suitable for mass deployment.

Prof. Michael Hüther, Director and member of the Presidium of the German Economic Institute in Cologne, pointed out that the people of the United Kingdom will have to foot the bill for Brexit. Regardless of what kinds of follow-up agreements are signed, Hüther said that British studies showed that a loss in per capita income is inevitable. He outlined the high-level interdependencies in the automotive and automobile sector and explained that for every 1,000 euros spent on buying a car in the UK, 173 euros ended up in Germany as a result of intermediate product input – while only 38 euros stayed in the UK. He said that, in the event of a hard Brexit, carmakers would therefore relocate or close down their operations and offset the loss by production scaling in other countries. Overall, said Hüther, the German economy is likely to suffer less in economic terms than Britain.



## Increasing transparency

For the first time this year, the Forum Chemical Logistics was held outside Germany and was not staged at a production location of the chemical industry. The 2018 event took place in the port of Antwerp.



*The Port of Antwerp was the venue for the Forum Chemical Logistics – to the delight of attendees*

120 participants attended the event entitled “Opportunities in the Digital Age” and experienced an international exchange of ideas at one of the leading hubs for multimodal shipping and the transshipment of chemicals – and a location close to major Belgian chemical companies.

It was abundantly clear that the issue of digitalization is being addressed in the field of chemical logistics, with collaboration already in place between supply chain participants in various segments. Whereas, until recently, the key actors had generally only discussed the need for digitalization in many parts of the supply chain in order to render processes more transparent and easier to control, the first concrete implementation cases are demonstrating the actual benefits of digitalization for logistics processes. Many companies have now realised that digital platforms and cloud solutions offer major potential, and in some cases applications like blockchains have already been introduced or are in the implementation phase.

The greater transparency and improved controllability resulting from all these innovations naturally also have a knock-on effect

on cooperation with logistics service providers and the integration of these providers in the new concepts. It was only logical, therefore, that a recent study on the outsourcing of services to 4PLs or LLPs formed the basis for discussion. Asked about the outsourcing of logistics, Constantin Reuter, Principal at Camelot Management Consultants, replied that the first thing a company should do is identify its own core areas of compe-

tence and then outsource the tasks where it possesses little or no expertise. He said that, in cooperation with logistics partners, it is important that all the parties involved understand the relevant processes. Dr. Andreas Backhaus, Senior Vice President European Site Logistics Operations at BASF, then formulated the basic question that each shipper should ask itself – namely, “Where does outsourcing generate the most value added?”

### Shaping foreseeable developments

Spare parts management is increasingly becoming a key topic in today’s companies. Almost all locations are revising and reorganising existing structures, because the potential for optimisation offered by digital technologies is huge. At the same time, however, the market is becoming more and more competitive – which is why the goal is to continuously optimise the relationship between costs and standard of service. The benchmarks in this segment are often same-day delivery and real-time tracking of all processes. Companies who wait too long will soon be left behind.

The Forum Spare Parts Logistics in Nuremberg in March welcomed some 230 experts and provided an overview of the digital solutions that have already been implemented in fields such as automotive or medical technology. Real-world examples were used to outline the application options of 3D printing, successful change management or the handling of big data. After-sales experts explained which digital technologies are suitable for which fields and painted a picture of competitive, forward-looking spare parts logistics.



Kuno Neumeier (left), one of the chairs of the Logistics Properties focus group, moderated one of the BVL forums at CeMAT.



Enthusiastic visitors filled the halls at the opening of the transport logistic China in Shanghai.

## Presence at major trade fairs

BVL showcased logistics content and presented the work of the association to trade visitors at CeMAT in Hannover, the 'transport logistic China in Shanghai, Breakbulk Europe in Bremen and ACHEMA in Frankfurt.

As a partner of the Deutsche Messe AG trade fair organiser, BVL once again had a stand at CeMAT, the world's leading fair for intralogistics held in Hannover in April, and also staged three special-topic forums as part of the accompanying programme for the event. The first forum was entitled "Logistics Properties in Urban Spaces" and was moderated by Uwe Veres-Homm, Business Field Coordinator Logistics, Transport & Mobility at the Fraunhofer Center for Applied Research on Supply Chain Services SCS in Nuremberg. The second forum, moderated by Ralph Schneider-Maul, Vice President, Head of Supply Chain Management at Capgemini Deutschland, focused on "Digitalization in Warehouse Logistics". Led by moderator Daniel Turner, Marketing Director at AEB, the third forum was about "Start-Ups in Logistics". In addition, the BVL "Image of Logistics" focus group staged a forum profiling lighthouse projects for successful brand activities. The trade fair stand was a point of contact for many visitors and the meeting place for members of BVL.

The transport logistic China took place in Shanghai from May 16 to 18. The event was held for the eighth time and, with 667 exhibitors from 45 countries and roughly 26,000 visitors, is now the leading fair for logistics, mobility, IT and supply chain management in Asia. As a partner of the Messe München trade fair company, BVL staged two special-topic forums as part of the accompanying conference programme. The forum "Best Practice in Industry and Retail SCM between China and Europe" was moderated by Jean Wang from Redox Logistics in Beijing and also Chair of the China-Beijing Chapter of BVL. Prof. Thomas Wimmer, Chairman of the Executive Board of BVL, moderated the second forum on "Best Practice in Industry 4.0 and Logistics 4.0 in China and Europe".

BVL entered new territory with its presence at Breakbulk Europe, which took place for the first time at the end of May 2018 in Bremen. The trade fair is one of the biggest network hubs for international breakbulk and heavy cargo logistics. As a partner of the

trade fair company, BVL supplied content for multiple sessions, including the "Blockchain Supersession" and the session entitled "New Tech on the Docks: The Digital Port".

Another first was BVL's involvement in the ACHEMA fair in June in Frankfurt, where 3,737 exhibitors from 55 countries showcased the latest equipment and innovative techniques for the chemical, pharmaceutical and food industry at the world's leading fair for the process industry. The exhibition section for pharma, packaging and storage technology recorded by far the highest growth, and it was also in this field that BVL supplied content in the form of forums. The first forum moderated by Dr. Klaus-Peter Jung, Partner at Miebach Consulting and Chair of the BVL Rhine/Main Chapter, was entitled "Changes in Production Logistics and Intralogistics", while the second forum, presented by Prof. Thomas Krupp from Cologne University of Applied Sciences, focused on "The Potential for Digitalization".



## From the automotive plant to the newsstand

On the eleventh Supply Chain Day, the day of action of the logistics sector, interested members of the public had the opportunity to choose from more than 340 events.

The range of events mirrored the wide variety of tasks in the field of supply chain management and logistics, ranging from automobile production and mechanical engineering through to airport operation, transshipment terminals and logistics centres for production, trade and eCommerce with food or non-food items. The options for parcel delivery on the last mile to the customer were also presented and discussed.

In addition to arranging company tours, the organisers also staged a number of other interesting and innovative formats. In Dortmund, for example, participants in a trip in a historic railway locomotive were able to follow the itinerary of a container on the railway and – starting at the container terminal – learned how rail transport can be integrated in complex logistics processes all the way through to the transshipment of containers at the desired destination. Airports and seaport terminals opened their doors, and impressed visitors had a chance to view

inland terminals all over Germany from land and water. Duisburg staged a “logistics bar-camp” for the first time, and readings were also part of this year’s programme, along with a World Café. The career fairs – among them BVL’s LogistikRuhr Students’ Day in Dortmund, the “From Click to Doorbell” job fair in Neuss or Logistics Night in Osnabrück – welcomed several hundred visitors.

One of the core objectives of Supply Chain Day was to pique the interest of potential future employees in the logistics sector. According to a survey conducted by the German Chamber of Industry and Commerce, there is a shortfall of around 1.6 million qualified employees in Germany, and one in two companies is currently unable to fill vacant positions. This is a problem that also affects logistics, and it is one of the reasons why many companies use the day of action to showcase their attractions as employers. And this strategy works: quite a few visitors were fascinated by the variety of jobs



*School students were fascinated by the flying drone in the warehouse of agricultural machine manufacturer Claas in Hamm*

in a logistics centre, by the technology and by the big machines – as well as by the relevance of logistics activities for society as a whole. It was certainly worthy of note that some of the young men and women leading tours of their companies had been motivated to embark on a career in logistics by events that had been held on Supply Chain Day in past years.



*A young feel to the old customs office at the first Vitamin BVL job fair in Hamburg*

### Premiere: Vitamin BVL

When the doors of the old customs office in the port of Hamburg opened to young logistics managers and those hoping to work in logistics for an event on February 21 called “Vitamin BVL – Your Intro to Logistics and IT”, it soon became apparent that the new format had hit the spot. Around 200 young people came along to find out from the 14 exhibitors about job opportunities and prospects in modern logistics. Countless invitations were displayed on the “jobwall”, everything was informal, and presentations and conversations between companies and visitors took place on an equal footing.

The companies at the exhibition included both established players like Edeka or Hermes and start-ups like Cargonexx and Birdiematch. Visitors and exhibitors alike appreciated the high quality of the conversations, and there was little or no wastage. Moderator Daniel Turner invited the companies to the “Speakers’ Corner” directly integrated in the exhibition area with the words: “We realise that the working world has changed – today, the companies won’t be interviewing you, you’ll be interviewing them”. The exhibitor pitch gave each company a total of three minutes to interest listeners in their operations and their job offers.



## Optimum utilisation of tugger trains

This year's Science Award for Supply Chain Management went to industrial engineer and logistics consultant Dr.-Ing. Eva Klenk. She received the award for her dissertation entitled "An Analytical Model for Assessment of the Performance of Tugger Train Systems in Scenarios with Fluctuating Transport Needs".

The goal of her dissertation was to develop a model to support the planning of tugger train systems in order to allow for fluctuations in transport requirements, evaluate and compare different system configurations, and assess performance (on-time provision of the required materials) and efficiency (number of employees and tugger trains needed and the level of their utilisation).

Tugger trains have long been an integral part of daily logistics operations for many automotive, vehicle and mechanical engineering companies. But the deployment of this driverless technology also poses problems in terms of fluctuating transport volumes. In her dissertation, Klenk outlines concrete, practicable recommendations for the planning of tugger train systems with fluctuating transport needs. As a result, a model is now available to derive the anticipated varying transport requirements in tugger train systems directly from the planned production programme. At the same time, it permits standardised depiction of planning variants for tugger train



*Dr.-Ing. Eva Klenk came out on top in the final round of the Science Award for SCM, ahead of her colleagues Dr. Falco Jaekel (left) and Dr.-Ing. Florian Podszus.*

systems of different designs and dimensions as well as evaluation and comparison of the predicted performance levels.

The dissertation was prepared as a doctoral thesis for the Department of Materials Handling, Material Flow, Logistics at the Technical University of Munich under Prof. Willibald Günthner. Jury Chairman Prof. Wolfgang Kersten said the following about the jury's decision: "It is a

dissertation that drives logistics in a knowledge-based way and has major benefit potential."

This year's Science Award for Supply Chain Management was supported by 4flow AG and carried a cash prize of 5,000 euros each for the winner and the supervising institute.

## Thesis Award with 44 winners

Once again this year, professors had the opportunity to nominate students of logistics for the Thesis Award of BVL. The association has been presenting this award for outstanding Bachelor, Master and degree dissertations since 2010. A total of 44 award winners were chosen and invited to the 35th

International Supply Chain Conference in Berlin, where – as in previous years – the Thesis Conference was a meeting place and discussion platform for graduates and young professionals. Five theses selected in a public vote were presented by the authors, and all the award winners benefited from advice

and ideas for their future career plans. The topics ranged from driverless transport systems and optimisation potentials in a logistics distribution network through to the changes and developmental perspectives in the occupational profile of truck drivers



*At the end of the Gala Evening in Berlin, the stage belonged to the young winners of the Thesis Award 2018*



## Understanding the logistics of the future

Digitalization will continue to reshape the face of logistics. This opinion ran like a thread through the presentations and discussions at the International Scientific Symposium on Logistics (ISSL) in Magdeburg.



*Members of the Scientific Advisory Board and the Research Council during a break in the meetings of the two bodies in Magdeburg in June*

The Advisory Board of BVL staged this meeting of the logistics science community for the ninth time and welcomed just under 100 attendees to the event. The programme was drawn up by a concept group comprising Professors Kai Furmans, Michael Schenk, Bernd Hellingrath, René de Koster, Stefan Minner and Ludger Overmeyer, and the theme for the ISSL was “Understanding Future Logistics – Models, Applications, Insights”.

It is above all the demand for digital platforms and automated supply chains that will continue to grow, and several speakers predicted spectacular solutions using artificial intelligence (AI) for the latter. Using the example of the many robots developed by start-ups in Europe and the US in recent years, Torsten Kröger, Head of Institute at Karlsruhe Institute of Technology (KIT), outlined how suitable these robots now are for logistics and other activities. “Some of them already achieve a success rate of 99 percent when gripping unwieldy objects”, said the highly qualified engineer. At the same time, he recommended that the trend topic of AI be “de-hyped”. In the assessment of the former Google executive, “many challenges can also be mastered using conventional digital technology”.

The ISSL is one of the central projects of the 24-member Scientific Advisory Board of BVL headed by Prof. Kai Furmans. The event in Magdeburg was hosted by Prof. Michael Schenk, Head of Institute at the Fraunhofer IFF and a lecturer at the city’s Otto-von-Guericke University. In his moderation, Prof. Thomas Wimmer, Chairman of the Executive Board of BVL, highlighted Schenk’s outstanding efforts and commitment: “Prof. Michael Schenk has always been a driving force behind the fostering of up-and-coming scientists, the promotion of research and the establishment of a regular and independent scientific conference of BVL.” This series of events was launched in 2002 as the Scientific Symposium and still takes place – under the new name of ISSL – every two years.

The Scientific Advisory Board held two meetings in 2018 – one in Magdeburg in June and the second in Berlin in October. As successor to Prof. Stefan Minner, Prof. Alexander Hübner was appointed Editor-in-Chief for the co-publication of the “Logistics Research” scientific journal of BVL in June. The journal continues on its uptrend with 37 contributions during 2018. Following in-depth review, ten contributions were published online.

### Research Council

Dr. Christian Jacobi, Chairman of the 18-member Research Council, was additionally appointed to the BVL Board in September 2018. The body he heads is made up of scientifically interested practitioners and came together for three working meetings in 2018, reviewing 29 short applications for research projects within the context of the IGF joint industrial research programme. 27 long applications for research funding were forwarded to the German Federation of Industrial Research Associations (AiF), while 28 projects with a total volume of just under seven million euros are currently ongoing and were funded to the tune of three million euros in 2018.

The Research Council had its own session at the 35th International Supply Chain Conference in the form of a Science Pitch moderated by Vice-Chairman Dr.-Ing. Volker Jungbluth, and this session was streamed live on the Internet. The Council worked closely with the Scientific Advisory Board in the preparations for the Science Pitch.



Robert Blackburn (r.), Prof. Thomas Wimmer and Ulrike Grünrock-Kern at the press conference for the event in Berlin



Always in demand and a popular read – BVL Magazin

## Targeted content for diverse communication channels

Print or online? This has long since ceased to be the key question – in our highly diversified media world, the aim is to present content via all relevant channels in an adequate and crossmedia format.

The fragmentation of the media scene, ever-shorter news cycles and the high personnel turnover in the editorial offices is fundamentally changing the nature of press activities. Information now has to be tailored to the specific and differing requirements of newspapers, magazines, radio, TV, websites, blogs and social media channels, with content customised to suit the target medium. The window for responding to inquiries is ever smaller, and contacts have to be newly established more frequently than was the case just a few years ago. BVL is reacting to the changing environment, and the results can be seen in the extremely broad presence of association content in the special-interest media, excellent visibility in the social media, and mentions and citations in the general-interest and leading media. The activities on Supply Chain Day are one of the ways in which BVL broadens its “mass appeal”.

BVL went on the offensive in the second half of 2018 in its endeavour to build new contacts by publishing the booklet “Logistics: Topics, Sources and Contacts for Journalists”. The booklet was sent to 300 journal-

ists together with a personal cover letter and a version of the programme for the International Supply Chain Conference that was optimised for publication in the general-interest and leading media. The response has been encouraging.

BVL once again invited the media to a press conference during the International Supply Chain Conference in Berlin this year. Around 180 representatives of the media were given accreditation for the conference and were supported in their work by the PR team of BVL on site. The association issued more than 40 press releases during the course of the year to inform journalists about its core activities. The press office answered questions, supplied guest articles and arranged meetings with experts for background information and interviews, prepared dossiers and maintained a blog at [www.bvl.de/blog](http://www.bvl.de/blog), on which more than 70 articles by experts were published.

### Social media as mirror and mouthpiece

There is growing criticism of the social media (in terms of data security, for example, the

quality of content or control over user content), but they remain an important communication channel, and one which BVL is making increasing use of in the ever-closer integration of online and offline content. The content of the BVL website is regularly mentioned on Facebook, Twitter, Xing and LinkedIn, and this paves the way for direct interaction with the community. Content prepared specifically for social media such as live streams from events, articles on Xing or exclusive videos on YouTube has also found an audience both within and outside the association. This media activity was never an end in itself. It was never about “posting for posting’s sake” but about the meaningful integration of real content in the digital channels. Selected articles from BVL Magazin have been uploaded to the social media, for example, and supplemented with digital content. One case that is particularly worthy of mention are the “Logistics Superheroes” – two actors in costume at the 35th International Supply Chain Conference who energetically encouraged people to interact via the social media – with great success: on Twitter alone, the conference hashtag #dlk18 reached more than 400,000 users in October.



## Publications

Members once again received ten issues of the LOG.Letter, four English-language LOG. Letters on the Internet as PDFs, 50 regular issues of the LOG.Mail and six special issues of the electronic newsletter. The special issues contained information on the programme for the 35th International Supply Chain Conference, the programme of the Forum Automotive Logistics and the results of the surveys for the Logistics Indicator. In the five years since it was launched in 2014, the quarterly BVL Magazin has become a well-received and extremely popular publication. The first issue in 2018 looked at new opportunities offered by increased transparency between partners along the value added chain. Issue number two was devoted to the 40th anniversary of BVL – and, instead of solely looking back, the editorial team focused more on the future of logistics and the association. The third issue outlined the findings of research into the topic of “blockchain”. And issue number four featured information on the content of the conference and was published a week earlier than normal so that members could use it in their preparations for the conference. In a special publication enclosed in the November issue of the LOG.Letter, BVL showcased in detail the outstanding project that won the German Award for Supply Chain Management.

To mark the 40th anniversary of BVL, the press and PR team updated the timeline of the association in recent years. While the first 30 years were chronicled in two printed volumes in 2008, the complete timeline is now available on the Internet [www.bvl.de/en/history](http://www.bvl.de/en/history) and makes use of a wide range of multimedia formats. Moreover, the team supplied the content for the founders’ reception to mark the association’s anniversary and also coordinated the activities of the “Logistics Superheroes” during the conference.

## New outfit for a strong brand

The BVL network has become more international, more dynamic, younger and more colourful. Over the course of four decades, the association has grown into a lighthouse in the constantly changing world of logistics and supply chain management. BVL helps people to find their bearings in the complex and permanently shifting environment in which the logistics sector is active and serves as a platform for all those worldwide committed to logistics and supply chain management.

Since the beginning of the year, this has also been clearly reflected in the corporate design of the association. The logo, colours and fonts were last redesigned 15 years ago, and the last major CD facelift was in 2008. During the past ten years, BVL has regularly “tweaked” the design to keep it up to date.

The 40th birthday also presented an excellent opportunity to don a new “outfit”. During the development phase, the team played through all the various options – from a more cautious face-lift all the way through to a radical revamp of the logo as well as all fonts and colours. In the end, the Board and head office decided on a middle way – one that ensures high recognition value while doing justice to the key characteristics of BVL.

The revamped design reflects the modern nature of the BVL network as well as the changes resulting from digitalization. The logo is more prominent, and there is now greater emphasis on its suitability for the digital media. The four new accent colours make for a fresher look, and the logo is now positioned where it is shown in its best light – at the top right of letterheads, for example, and at the top left on the website.

Thanks to the new title pages of the flyers and brochures, readers can now see at a glance whether they are about the association, BVL events, further training courses or the new subsidiary BVL.digital. The event signets are no longer used, making space to showcase the BVL logo. Last not least, the International Supply Chain Conference has been given its very own holistic and crossmedia design that picks up on the BVL theme for the year and reflects the strategic importance of the conference.



## The Global Supply Chain Network

**BVL**

Meet Supply Chain Experts/Share Best Practices/Get Access to Content



## A network driven by positive energy

*Katja Wiedemann and Karen Klement during a presentation before the full session of the Chapter Management Meeting*

The BVL Chapters are “up close” with the day-to-day working routines of members and provide a platform for the exchange of ideas between experts as well as partnership-driven help and support. The honorary Chapter Chairs do an excellent job and also maintain regular contact with each other.

The central meeting of Chapter Chairs was held in Wuppertal in the early summer of 2018. Working in groups, the Chapter Chairs, Student Chapter Chairs and members of the Young Professionals network discussed strategic topics relating to the future of the association – such as digital products and services for members, the further development of the work of the Chapters, the requirements for students and young professionals, and the future direction of the network. Other occasions on which the honorary officials come together include the regional conferences as well as Captains’ Day and Junior Captains’ Day, where the newly elected Chairs pay a visit to head office in Bremen and receive valuable input for their work.

Three Chapter Chairs were honoured with the badge of honour of BVL in 2018 – Norbert Schillo (Saar/Rhineland-Palatinate), Patrick Mense (Rhine/Neckar) and Hans-Jürgen Kaftan (Saxony-Anhalt). And there was also a premiere: Prof. Dianjun Fang, Shanghai Chapter Chair since its founding in 2008, was the first international Chapter Chair to receive the badge of honour for his outstanding work during the last ten years.

A total of 262 Chapter events were staged in Germany and a further 59 by the international Chapters in the year under review. These hands-on events were attended by around 8,600 participants in all. Below are just some examples of the widely varying activities and the partners with whom the BVL Chapters cooperate:

**Germany** In cooperation with the North Rhine-Westphalia Association for Freight For-

warding and Logistics, the BVL Ruhr Chapter staged the 11th Load Securement Day on the grounds of the Load Securement Research and Technology Centre in Selm at the end of June. The event was entitled “Load Securement: Quo Vadis?” and topics included the response to the new DIN EN 12642:2017-03 standard on load securement for road vehicles. Carl Franz, an independent expert for load securement, explained the new requirements compared to the old version of the standard, while Chief Inspector Daniel Heyer outlined the standpoint of the police authorities. In addition to enjoying the presentations by the speakers as well as hands-on road demonstrations and a parallel exhibition, attendees also had the opportunity to talk to the specialist exhibitors, colleagues and representatives of the authorities.

At the beginning of July, around 80 members of the Baden-Württemberg, Rhine/Neckar and South Baden/Upper Rhine Chapters staged this year’s “Logistik-Manufaktur Baden-Württemberg” together with the Intralogistics Network in Baden-Württemberg association and the VDMA Baden-Württemberg. The list of past hosts – Bosch, Festo and Audi – was joined this year by Pepperl + Fuchs GmbH in Mannheim. Attendees listened to presentations on the theme sessions “Innovation – What Will the World Look Like Tomorrow?”, “Infrastructure and Technology – What Do We Need/What Will We Get?” and “People and Companies”, and also gained insights into the company itself and the research it conducts. The programme was rounded off by a tour of the plant.



*Meeting of the international Chapter Chairs and recognition for the work of longstanding Chapter Chair Prof. Dianjun Fang (6th from right)*



**International** The US Southeast Chapter was particularly active during the course of the year, and the Chapter Chairs organised four events. The highlight was the involvement in the Georgia Logistics Summit during the Modex fair, which took place in mid-April in Atlanta and welcomed almost 31,000 attendees and 925 exhibitors. BVL joined forces with other organisations like APICS, CSCMP, the Atlanta Manufacturing Alliance or ISM at the “Joint Industry Associations Initiative” stand. Combining the trade fair presence with a Chapter event proved to be a good idea, as it gave new members a chance to become involved in the BVL community right from the start. Attendees were fascinated by the venue, the Porsche Experience Center at Atlanta Airport.

The third Korean-German Logistics Conference took place on June 18. The venue was the Coex Center in Seoul, and the event organised jointly by the BVL Chapter Korea-Seoul and the Korea Maritime Institute attracted 100 participants. The theme of the conference was “The Way to Innovations for Future Logistics” and attendees listened to presentations by, among others, BVL Advisory Board member Prof. Frank Straube and the President of Kühne Logistics University, Prof. Thomas Strothotte.

**Students** The ninth Central German Student Conference took place in mid-May. The venue was Merseburg University of Applied Sciences, who generously supported the Saxony-Anhalt Student Chapter in the organisation of this year’s conference. Around 80 students listened to exciting presentations and had ample opportunity to interact and build new contacts. They also experienced some hands-on logistics during tours of the Edeka logistics centre, the Infraleun GmbH company, MTH Retail Group and MKL – Mitteldeutsche Kunststofflogistik GmbH & Co. KG.

One extremely “illustrative” event was staged at the beginning of November by the Rhine and Ruhr Student Chapters on the bullwhip effect. This effect is observed along the entire supply chain when there are fluctuations in demand – at least this is the theory. Attendees were able to experience this phenomenon in practice at Cologne Business School during an event called “The Ultimate Beer Game – May the Best Supply Chain Manager Win”. The students were split into four teams and took up their positions as brewery, regional warehouse, wholesaler and retailer. The objective was to predict demand and keep storage costs as low as possible.

**Young Professionals** The first BVL Young Professionals “Barcamp” was held at the end of June at the House of Logistics and Mobility (HOLM) in Frankfurt. The target group for the event were career starters in the age range up to 35. The programme focused on professional and personal interaction as well as further training. After the attendees had introduced themselves, they drew up topics for the three working groups at the barcamp – “disruptive technologies in the logistics field”, “big data in production” and “digital transformation and leadership of young professionals”. The participants then worked together to develop solution and application approaches in these areas.

“The way to the top in big companies and the role of logistics in shaping the future” was the theme of the fireside chat held by the Young Professionals in Munich in mid-July. The event was hosted by Steffen Overath, Team Leader at Jones Lang LaSalle SE. Also present was Robert Blackburn, BVL President. His first question was: “Do you all want to lead?”. He told the participants about his own experiences, and said that the key skills of a management executive are talent and a high level of intuition. He emphasised that you have to like people and be interested in them – and stressed the importance of being a good listener for successful managers. Blackburn’s advice to the Young Professionals: “Don’t work in jobs you don’t enjoy!”



*The young members are an integral part of BVL and bring fresh impetus to the work of the association – as was the case here at the Chapter Management Meeting in Wuppertal.*







## Bond with members as strong as ever after 40 years

BVL celebrated its 40th anniversary in 2018 – as well as the highest number of members in the history of the association. Member loyalty within the knowledge and expert network remains strong, and members value the hands-on service portfolio of BVL.

*Prof. Thomas Wimmer (left) and Robert Blackburn (right) honour the commitment of members Hans-Gerd Severin, Carola Severin, Martin Willhaus, Sabine Huckle and Wolfgang Seuthe.*



At the end of the anniversary year 2018, the association had 11,238 members, an increase of 102 on the previous year. The average duration of membership of nine and a half years underlines the high level of loyalty to the network. Around 80 percent of active professionals work in management jobs. The share of women in the logistics network continues to grow, in particular as a result of the rising percentage of women among student members and the Young Professionals network to roughly 40 percent. All in all, some 280 members are active on the honorary bodies of BVL.

To mark the 40th anniversary of the association, BVL highlighted the efforts and commitment of five members who are normally out of the spotlight but who have been making a key contribution in their respective fields for many years. The BVL badge of honour was awarded to Hans-Gerd and Carola Severin as loyal mid-sized exhibitors, Martin Will-

haus for his work as a DAV mentor, Sabine Huckle as longstanding Chapter Chair and former Member of the Executive Board of BVL, and Wolfgang Seuthe as a source of ideas and inspiration in the endeavour to promote the image of logistics. BVL President Robert Blackburn presented the badges during the 40th Ordinary Members' Meeting in Hannover.

During the course of the year, the BVL Board came together for four meetings, which took place in March and May in Stuttgart, in September in Cologne and in November in Frankfurt. After their term in office had come to an end in line with the statutes, Christian Berner, Prof. Michael ten Hompel and Prof. Karl Nowak departed from the Board on the day of the Members' Meeting on April 23. Karl Nowak remains in place as the Chairman of the Advisory Board of BVL. Both he and Michael ten Hompel, who will continue to be involved in the association as a member

of the Advisory Board, were presented with the badge of honour in gold, while Christian Berner was additionally named a lifetime honorary member of BVL in recognition of his longstanding service on the Board as well as his work as Accountant of BVL. Frank Dreeke, Jürgen Gerdes, Dr. Karl A. May and Dr. Stefan Wolff were elected to the Board for a further term. There were no new elections to the Board.

Due to a change in his full-time job, Jürgen Gerdes left the Board in June 2018 at his own request. BVL thanked him for his commitment over a period of nearly 10 years by presenting him with the badge of honour in gold. At its meeting in September, the Board decided to co-opt three people to the Board during the course of the year, and the three will stand for election to the Board at the Members' Meeting in 2019. They are Alexander Doll, Dr. Christian Jacobi and Stephan Wohler.

*Prof. Michael ten Hompel (centre) received the badge of honour in gold during the Members' Meeting.*



*Jürgen Gerdes was also presented with the badge of honour in gold.*







Host Christian Wolff (rear left) and his team in the showroom of the Mercedes location in Hungary



Members of the Advisory Board during the presentations at the start of their meeting in Kecskemét

## Source of ideas and inspiration for the Board

The members of the Advisory Board are highly valued partners for the BVL Board and they contribute important ideas for the future work of the association. They share their experience in many different fields of activity that are of relevance to logistics.

The Advisory Board of BVL under Chairman Prof. Karl Nowak currently has 48 members, all of them leading figures in the world of industry, academia and politics. During the year under review, numerous new members were appointed with the aim of broadening the expertise of this body even further. The new members appointed in 2018 were Jörg Becker (Würth), Steffen Bilger, Member of the Bundestag and Parliamentary State Secretary in the Federal Ministry of Transport and Digital Infrastructure, Berit Börke (TX-Logistik), Dorothea von Boxberg (LH Cargo), Carsten Coesfeld (Arvato Distribution), Ann-Kathrin Löhr (LB – Löhr Beteiligung), Bernhard Mattes (German Association of the Automotive Industry), Steffen Potrafke (Audi), Tim Scharwath (Deutsche Post DHL), Vera Schneevoigt (Fujitsu Technology Solutions) and Angela Titzrath (HHLA).

The members of the Advisory Board came together for their meeting this year at Mercedes-Benz Manufacturing Hungary in Kecskemét at the beginning of June at the invitation of Christian Wolff, in charge of production and plant management in Kecskemét. Christian Seith, Head of Logistics at the location in Hungary, held a presentation on behalf of the host company. Advisory

Board Chairman Prof. Karl Nowak welcomed the attendees and spoke on the first core topic of “Change Management and Innovation Culture – How Logistics and Top Management Can Generate Stimuli”. The second topic was “Digitalization Meets Reality” – the theme for the conference and the year 2018 – and the Advisory Board members supplied facts, figures and ideas to support the BVL Board in its work.

At the meeting of the Advisory Board, Karl Nowak was presented with the BVL badge of honour in gold by Robert Blackburn, BVL President. Nowak, whose full-time job is President Corporate Sector Purchasing and Logistics at Bosch, received this recognition as a representative of the automotive suppliers on the BVL bodies, for his ideas and inspiration in the areas of purchasing and operational excellence, and for his exemplary personal and honorary commitment in his service as both Chairman of the Advisory Board and a member of the BVL Board.

Robert Blackburn presents the badge of honour in gold to Prof. Karl Nowak.





## The Board

### President

**Robert Blackburn**

Member of multiple Boards & interim CEO,  
Munich

### Deputy Chairman

**Joachim Limberg**

Essen

### Accountant

**Dr. Stefan Wolff**

CEO,  
4flow AG,  
Berlin

### Further Members of the Board

**Alexander Doll**

Member of the Board of Management for  
Freight Transport and Logistics,  
Deutsche Bahn AG,  
Berlin

**Frank Dreeke**

Chief Executive Officer,  
BLG Logistics Group AG & Co. KG,  
Bremen

**Peter Gerber**

Chairman & Chief Executive Officer,  
Lufthansa Cargo AG,  
Frankfurt/Main

**Karl Gernandt**

Executive Chairman,  
Kühne Holding AG,  
Schindellegi, Switzerland

**Frauke Heistermann**

Non-Executive Director,  
Hessheim

**Dr.-Ing. Christian Jacobi**

Managing Director,  
agiplan GmbH,  
Mülheim a. d. Ruhr

**Dr.-Ing. Torsten Mallée**

Director International Business Development,  
AEB SE,  
Stuttgart

**Dr. Karl A. May**

Program Lead ProFLEX,  
BMW Group,  
Munich

**Josip T. Tomasevic**

Senior Vice President & CPO Global  
Purchasing and Materials Management,  
AGCO Corporation,  
Duluth, USA

**Frank Wiemer**

Cologne

**Prof. Dr.-Ing. Thomas Wimmer**

Chairman of the Executive Board,  
Bundesvereinigung Logistik e.V.,  
Bremen

**Prof. Dr.-Ing. Katja Windt**

Member of the Management Board,  
SMS group GmbH,  
Düsseldorf

**Stephan Wohler**

Board Member IT and Logistics,  
EDEKA Minden-Hannover Stiftung & Co. KG,  
Minden

## Information

The names and functions of all other  
honorary officials of BVL can be found  
on the Internet:  
[www.bvl.de/en/association](http://www.bvl.de/en/association)

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