

# LOGISTICS PILOT

EDITION  
SEPTEMBER 2024

 GERMAN PORTS



## A TRANSFORMATION IN COMMUNICATION

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 People's Business  
 and Digitalisation**

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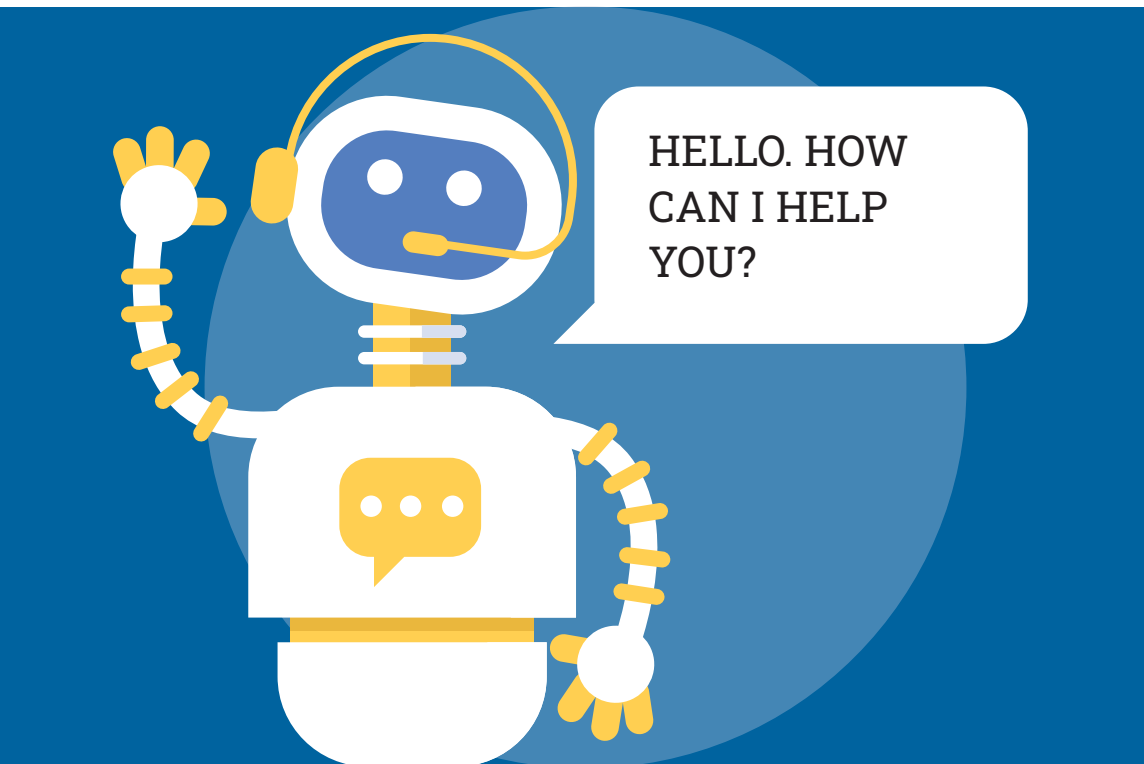
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Ways of exchanging information increase with technical development. Some market participants swear by new digital channels, others prefer tried-and-tested means.



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 PHOTO PAGE 3: WESER 1/MARITIME PILOT FRATERNITY



**Maik Baudeck is an alderman of the Weser 1 maritime pilot fraternity.**

# “WE’RE ON THE RIGHT TRACK”

**Dear readers,**

In the ports, the spoken word still counts for something. It’s in our best interest that it stays that way. Not all information can be mapped into ones and zeros. Soon, though, operating without digitisation will be impossible. The current practice of sharing one and the same – often fleeting – piece of information with many parties by telephone is heartwarming but has long since reached the limits of its practicality. A great deal of information and processes, such as the organisation and planning of a ship’s arrival and departure, can be digitalised.

The locations in Bremen and Lower Saxony fall somewhere between what is called “people’s business” and digitalisation. But that’s good news. It shows we’re on the right track! Seafaring, the port, the contact between seaport operators, brokers, tugboat operators, mooring companies and pilots – this is good old “people’s business” at its best. At the same time, as human resources dwindle, this tried-and-tested approach is currently coming under pressure. The challenge is therefore to maintain personal contact and to implement digital communication efficiently to allow us to remain efficient as a port, region and industry as a whole. After all, in our day-to-day business, it has been quite some time since we’ve worked without satellite-based navigation and mobile communication as a necessary supplement to our maritime expertise.

Many solutions are currently in their infancy, and I very much hope that the competition of fantastic ideas and dedicated work will one day result in a recognised platform that is used as a common planning tool. From my own involvement in several working groups sharing this objective, I know how difficult it is to turn an idea into reality, even with broad fundamental support. Besides the practical work, at least as much persuasion is required to turn what some still see as a matter of faith into an efficient tool – the benefits of which convince users to deviate from well-trodden paths. And this brings us full circle. Despite all the changes, our business is still based on human interaction and relationships ... ideally supported by modern digital tools.

**Best wishes, Maik Baudeck**



# A MOMENTOUS MEETING


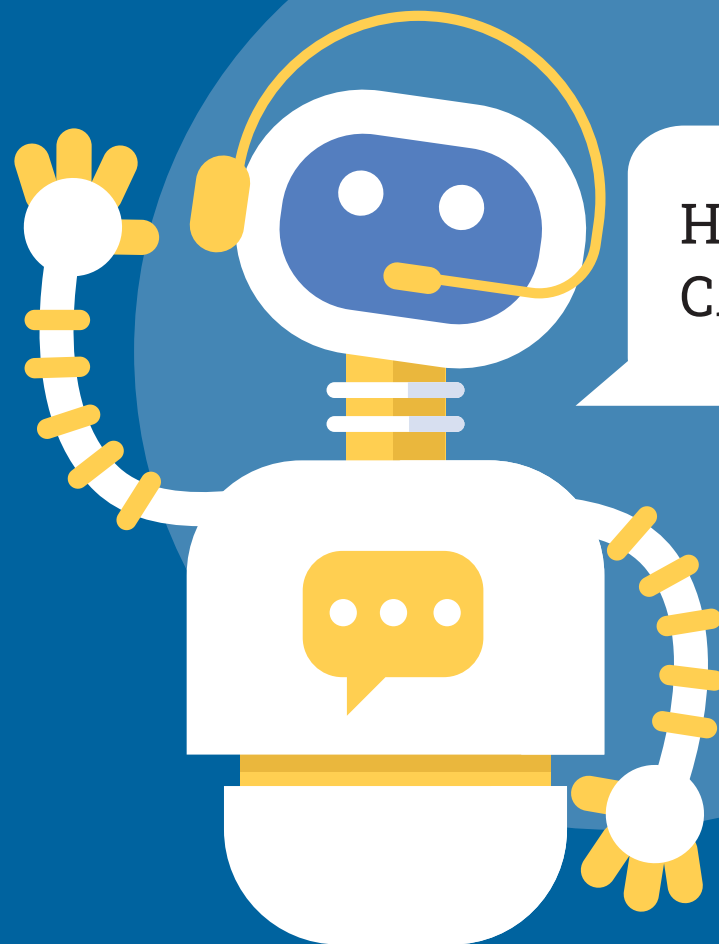
In November 1985, US President Ronald Reagan and the General Secretary of the Central Committee of the Communist Party of the Soviet Union (CPSU), Mikhail Gorbachev, met in person for the first time in Geneva. The aim of their face-to-face dialogue was to halt the arms race on both sides, which heralded the beginning of the end of the Cold War. “Looking back now, it’s clear that there was a chemistry between Gorbachev and me that produced something very close to a friendship,” Reagan later said. This is crucial in diplomatic relations and is also valid in professional and private relationships, now more than ever. Through direct interaction, emotions and non-verbal cues can be perceived better, leading to better understanding and more effective problem-solving. Even today. [\(bre\)](#) 



PHOTO: IMAGO/SIMMY MIKHOFF



# COMMUNICATION IN FLUX



HELLO. HOW  
CAN I HELP YOU?

Does it make more sense for promising business communication to rely on good old personal contact, such as in meetings and at trade fairs, or should companies focus more on digital communication? And what challenges does the use of artificial intelligence (AI) as a possible tool for digital communication pose? Experts from BLG LOGISTICS, Kühne+Nagel, KPMG and the German Research Centre for Artificial Intelligence provide insights into their communication experiences and outlooks on possible developments.

For Sirko Straube, Research & Administrative Manager at the German Research Centre for Artificial Intelligence (DFKI) in Bremen, one thing is clear. “We’ll all be communicating more digitally in the future,” he says, although ensuring that interpersonal contact is not sidelined too much as a result of these developments will nevertheless be important. “The video meetings that we increasingly relied on during the pandemic were a big step forward. Some of our colleagues didn’t recognise each other right away the first time they met in person afterwards, though. This shows that it’s possible to lose that interpersonal element when interacting digitally,” Straube explains. For successful business communication, he therefore suggests meeting in person at the beginning, if possible, and then integrating forms of digital communication as the second step. The latter can then not only help to make work easier, but also kick-start new company processes and business models.

According to Straube, artificial intelligence (AI), in particular, will change digital communication in the long term – across all industries. “A lot of things are in flux right now, which make them new territory for us,” he adds. “This is why we have to learn constantly and examine how we use this new technology closely. We need to ensure that we exchange real information profitably and that processes are not hindered or even manipulated by increasingly realistic-looking misinformation.” He sees great future potential in AI in the development of what are known as generative AI models, such as ChatGPT. The first models that can process and generate new content in the form of audio, video and text have already been published in this area. At DFKI, for example, this technology is already being used to compensate for sensor failure or poor visibility in various video sequences during underwater recordings.

## A completely different learning path

With the current AI debate in mind, Straube emphasises that AI systems are based on a completely different learning path than humans. “As human beings, we learn and develop our own language during this experiential process,” he states. “Conversely, AI and robotic systems are equipped with language skills from the outset and simulate knowledge of the world without having had any real experience first. We should never lose sight of this.”

Consequently, this means that parts of AI-generated answers may well be invented and only appear to be correct. But how can the veracity of this information be verified reliably? According to Straube, either by the user themselves, by other human experts



“It’s possible to lose that interpersonal element when interacting digitally.”

Sirko Straube, Research & Administrative Manager at DFKI

or by other AI algorithms that check the existing AI systems, in the same way that artificial intelligence simulates cyberattacks to check whether the AI-based defence strategy is efficient enough. This is an idea that still takes some getting used to in practice, however.

## “The majority of companies aren’t ready yet”

Kuehne+Nagel (KN) also recognises the growing importance of digital communication. “We’ve been using technologies like this in business communication to connect with our customers for many years now – and we’re constantly expanding them,” explains Niklas Sundberg, Chief Digital Officer at KN. At the same time, he emphasises the importance of meeting people face to face, for example by seeking out personal interactions at trade fairs. “We’ve now entered a new era of AI,” Sundberg adds with regard to the digital transformation. “We need a lot of data to harness its potential successfully. But this can’t just be any old data. It needs to be data that’s well structured and usable.” In this context, he points out a study by Gartner, an American market research company, that only four per cent of the companies surveyed currently believe that their data is ready for AI. “This means that the majority of companies aren’t ready to integrate artificial intelligence into their business models yet,” he continues. →



“We need to be mindful of the impact AI has on our environment.”

Niklas Sundberg, Chief Digital Officer at Kühne+Nagel



**“The trusting, personal dialogues are what define our industry.”**

Ulrich Balke, Director, Markets at KPMG

This is precisely why, for him, accelerating their digital transformation is an important requirement for companies in the logistics sector, as doing so will enable them to activate new business models, offer a better service and stay competitive in the market. “We’re currently in the middle of our cloud transformation, with the aim of modernising and migrating most of our applications to the cloud,” he adds, with his own company in mind. “Any new business functions we introduce must be installed in the cloud and not on the premises.” AI is also already being used successfully in-house, for example to predict realistic lead times for shipments and optimise customer support queries. Furthermore, AI solutions that predict customer churn more accurately are currently being tested.

“However, the limits of what we can do with AI ultimately depend on the data available and its quality,” Sundberg indicates. In his view, society is not only facing an ethical discussion but, primarily, an environmental one. “We also need to be mindful of the impact AI has on our environment – operating and training AI models is very resource-intensive; you need a lot of electricity and water,” he explains. “I hope that the environmental impact of data centres will be discussed more in future, within the context of the energy transition, and that awareness of this will grow.” In general, important to this process is finding an overall consensus in society so

as to harmonise the limits of artificial intelligence because, as Sundberg suggests, not everything has to be supported by AI.

**Four out of five decision-makers have an AI strategy**

For Ulrich Balke, Director, Markets at KPMG AG Wirtschaftsprüfungsgesellschaft, there seems to be a real sense of optimism in Germany when it comes to digitalisation and artificial intelligence. “According to our current ‘Generative AI in the German economy’ study, four out of five decision-makers state that they already have a strategy for generative AI in their company or are currently working on one,” he explains. “A good two-thirds have proof of concepts in the pipeline for the next twelve months to discuss the benefits of AI for their company or have already implemented initial use cases.” A fundamental prerequisite for the successful, structural use of artificial intelligence is that companies have embraced digitalisation. “Otherwise, the data quality won’t be sufficient,” Balke adds. “Plus, I’m sure customers will expect AI-supported processes from their logistics service providers very soon so that newer business models can also work.” “The trusting, personal dialogues will still be there,” he nonetheless clarifies. “That’s what defines our industry.”

His colleague Jan Stoelting, Partner in the Consulting division at KPMG AG Wirtschaftsprüfungsgesellschaft, presents a key advantage of AI. “Due to advanced algorithms and machine learning,” he explains, “AI can contribute to the rapid evaluation of Big Data and recognise patterns that human analysts can’t see.” Among other things, this enables improved business process forecasting as well as detecting early bottlenecks and trends.

Where the use of AI is concerned, he and Sirko Straube from DFKI see various options for verifying the authenticity of images and texts. One of these is the use of digital signatures. This cryptographic method makes it possible to verify the identity of the sender and guarantee that documents and files have not



**“Even as the digitalisation of communication progresses, ethical conditions remain relevant.”**

Jan Stoelting, Partner in the Consulting division at KPMG

been manipulated by third parties. Another option is the use of watermarks embedded in images or texts. Special software tools could also be used to check the authenticity of digital content, for example by analysing the metadata of a document or file and flagging up possible manipulation. In Stoelting’s opinion, we also have a personal responsibility to carry out regular fact checks in our daily communication and to be proactive in scrutinising information. For both texts and photos, this would mean asking questions such as: “Has the source been quoted correctly? Can it be trusted?” “Is the information up to date?” “Who took the picture? Where and when? Are there any signs that it might have been edited?”

**Not without a digital communication ethic**

However, Stoelting calls for a digital communication ethic as a basic prerequisite for successful business communication in the future, focusing, in particular,

on social media. “The challenge is to satisfy these ethical requirements consistently,” he states. “Digital communication allows people to hide behind anonymity and maintain a certain spatial and interpersonal distance, which can presumably have advantages in terms of a more open and honest sharing of opinions and content. On the other hand, however, this can also lead to more reckless behaviour, as people are less aware of the consequences of their actions,” he adds.

He also emphasises that ethics and digital communication are, as he puts it, “not in natural competition” with each other. However, cooperation requires that the interlocutors develop a common ethical understanding that is adapted on the basis of recognised, binding rules of society and that digital communication is seen as another level of interpersonal communication. “Even as the digitalisation of communication progresses, ethical conditions remain relevant and must be emphasised even more in order to avoid misunderstandings,” he concludes. →

The Covid-19 pandemic cost the economy billions of euros due to trade fair cancellations, and participants as well as visitors clearly realised how much they missed personal interaction – as can be seen here at transport logistic 2023 in Munich.



PHOTOS: SEAPORTS OF NIEDERSACHSEN, KPMG (2X).





Many experts believe ethics in communication would be an important step towards curbing the spread of false reports and hate comments on social media, for example.

**“AI improves the efficiency and accuracy of solutions.”**

Jakub Piotrowski, CIO at BLG LOGISTICS



**“The security issues will be resolved”**

For Jakub Piotrowski, CIO at BLG LOGISTICS, the greatest possible communicative benefit can be achieved through the targeted interplay between artificial intelligence and personal contact. “AI is particularly useful for routine activities such as research, summarising texts and in the helpdesk, where chatbots can collect information and troubleshoot,” he states. “It improves the efficiency and accuracy of solutions. Nevertheless, personal contact remains essential, especially where emotions play a role, such as in the customer initiation process.” However, AI can also support personal communication, for example in the development of rationale, concepts and texts.

BLG LOGISTICS is already using artificial intelligence in a variety of ways, including in the “KITE” research project, which uses an AI forecasting process to facilitate fewer empty runs, thus reducing transport emissions and making lorry traffic more sustainable. As part of a proof of concept that recognises potential candidates early on in the application process and establishes initial contact, the company also tested an AI chatbot on the Geiselwind location’s website. Other areas in which this technology is already being used at BLG include intelligent document management and AI optical image recognition.

For Piotrowski, information security and data protection pose the greatest challenges when dealing with AI. Here, he primarily sees the need for laws and regulations such as the EU AI Act or the Artificial Intelligence Cloud Service Compliance Criteria Catalogue (AIC4) from the Federal Office for Information Security to formulate appropriate framework conditions for AI. “Against this backdrop, we need to focus intensively on data protection and compliance,” he says. “Among other things, clear AI governance and employee training are essential modules.” With this in mind, BLG LOGISTICS began training the first 30 in-house test users in generative AI this summer. “These people will then serve as multipliers for a large-scale introduction,” adds Piotrowski.

In the long term, he is certain that the future will be shaped, in particular, by specialised AI systems that efficiently solve typical problems in the sector similarly to specialist logistics service providers. “It’s like the initial scepticism towards cloud computing,” he explains, drawing an interesting comparison to a past issue. “Just as it was then, the necessary security issues will also be resolved in terms of AI as soon as the technology becomes better known and trust increases.”

(bre) □

PHOTOS: ADOBESTOCK/RRRADO, BLG LOGISTICS

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## “AI PRODUCES HALLUCINATIONS”

It is not just the rules and channels of public communication that are changing at breakneck speed, but also the demands placed on companies. Janina Kovacs from the Mittelstand Digital Centre Bremen-Oldenburg and Reinhard Pfeiffer, owner of the Bremen PR agency 3F Kommunikation, provide guidance through the “jungle of the best possible public image”.

“Editors don’t want to receive ‘adverts’.”



**LOGISTICS PILOT: What requirements do companies have to fulfil in their external communications to be considered good at press relations?**

**KOVACS:** Good press relations consist of many things, starting with the classic tools of the trade, such as the formalities I need to observe when writing a press release, through to continuous planning using an editorial plan, distribution via e-mail or press portals and follow-up. My advice to companies is to stay authentic. In other words, feel free to report on your milestones, but don’t overdo it. It doesn’t inspire much confidence and may even be counterproductive. Editors don’t want to receive “adverts” that they first have to rewrite – they don’t have time for that. It’s better to keep your publications short, informative, understandable and relevant. Also build up a network of direct media contacts.

**PFEIFFER:** Good press relations are understood for what they are – a strategic component of corporate communication. This doesn’t involve writing press releases

about a company’s anniversary, which is often associated with exaggerated expectations of public perception. It’s the result of a concept that integrates location, economic and socio-political issues and makes clear what a company stands for. Good press relations work also consists of a continuous, committed dialogue with all the reference groups that are relevant to the company and its market. In this context, it does not only address existing and prospective customers, rather also investors, business partners, political bodies and decision-makers. Particularly in the case of publicity-sensitive topics such as the establishment of new logistics centres, good press work can pave the way for success. Companies need to remember their employees – before news leaves the company, it should already have been communicated internally.

**LOGISTICS PILOT: Has digitalisation changed communication and press relations? What is social media’s role in this?**

**KOVACS:** In our globalised and technologically connected world, social media has become a powerful communication tool that enables most companies to reach target groups directly and send them messages quickly. However, success

### JANINA KOVACS

is head of press relations and marketing at the Mittelstand Digital Centre Bremen-Oldenburg and is responsible for all communication issues.

requires expertise and a willingness to keep learning as technologies evolve rapidly. While yesterday we were still learning which social media platform is right for our own company, today we’re asking ourselves how we can use social media to reach specialists and young professionals from Generation Z. Tomorrow, PR managers will also have the task of understanding ChatGPT and using it efficiently. That is a lot in day-to-day business, of course. Fortunately, there are support services such as the Mittelstand Digital Centres, which provide companies with information free of charge. **PFEIFFER:** Social media is an indispensable component of successful press and public relations work. Using platforms such as LinkedIn, relevant, professionally created content can achieve a level of reach that print media can only dream of. This not only makes communication faster and more direct, but also more responsible because the reactions to every post are immediate. For me, expressive contributions from CEOs, ones that touch a nerve, are some of the best tools in the communication mix. They convey attitude and personality and make an important contribution to positioning top management.

**LOGISTICS PILOT: What do companies need to do to ensure that they continue to act credibly and ethically in the market when using AI?**

**KOVACS:** Transparency and openness are important measures that companies can take. So are clear guidelines and standards for implementation, fairness and non-discrimination as well as data protection and security aspects, particularly with regard to customer privacy. Plus, these measures must be reviewed and improved upon continuously. Ask if you feel unsure. **PFEIFFER:** Firstly, you need to make the areas in which you use AI, and the extent to which you use it, clear. And you need to curate the results. AI can’t generate trust, create commitment or assume responsibility for its mistakes – it is and remains a tool that is only as good as the person using it.

**LOGISTICS PILOT: Will AI systems replace human interaction in the long term?**

**KOVACS:** Artificial intelligence is a megatrend that creates incredible opportunities for all of us but also raises many questions. Can it replace human interaction in the long term? The answer probably varies depending on the person and the area of expertise. For me, personal contact, empathy and emotional intelligence remain the basis of communication and human interaction.



### REINHARD PFEIFFER

With his agency 3F Kommunikation, the journalist has been providing content for companies’ press and public relations work for over 20 years.

“AI can’t assume responsibility for its mistakes nor instill trust.”

**PFEIFFER:** The question should rather be “How human can AI become?” AI still produces a lot of what are known as “hallucinations” – content that seems convincingly formulated but lacks any verifiable basis. Anyone who conducts a dialogue based on AI-generated fake news loses the greatest asset of our time – credibility. It’s more like the success story of the smartphone in that AI isn’t replacing interpersonal interaction, rather it’s opening up new ways of communicating that are fantastic. (bre) □



# UNDERSTANDING LANGUAGE



Digital voice assistants such as Siri and Alexa have been around for years, but such technology can also have applications in shipping. The Fraunhofer Centre for Maritime Logistics and Services (CML) has developed the “Mar FM” speech recognition system, which is by far not only applicable in the maritime industry.

**D**uring search and rescue operations, for example at sea, the emergency services involved not only have to make the right decisions very quickly and under great time pressure, but also have to communicate a great deal in order to pass on relevant information to all parties. Traditionally, this takes place via VHF, i.e. ultra-short wave, with a reception range of up to 30 nautical miles. This technology has proven to work reliably well over the decades.

There is one problem, however. “Only ‘single-use information’ can be exchanged via radio, which is no longer available afterwards,” explains Maximilian Reimann, Team Leader Maritime Operation Management and research associate at Hamburg’s

Fraunhofer Centre for Maritime Logistics and Services (CML). “Although radios that allow the last radio message received to be repeated do exist, this doesn’t solve the fundamental problem.” The parties involved are often under a great deal of stress and sometimes overwhelmed by the amount of important information they have to absorb.

## New development for the maritime industry

With this in mind, the Fraunhofer CML pursued the idea of developing a support tool for maritime radiotelephony that automatically transcribes and documents the content of radio messages. The challenge is, however, that conventional systems such

PHOTOS: ISTOCKPHOTO/IGOR KARDASOV/ARTEMISDIANA, FRAUNHOFER CML



“It’s important for us that it transcribes the correct English spelling of the word ‘buoy’, and that it doesn’t write ‘boy’.”

Maximilian Reimann, Team Leader Maritime Operation Management and research associate at Hamburg’s Fraunhofer Centre for Maritime Logistics and Services (CML)

as Siri and Alexa can only recognise everyday speech.

“The maritime industry, however, uses special vocabulary with lots of technical terms and proper names,” he adds. “In combination with the acoustic conditions on board, conventional voice assistance systems quickly reach their limits, making them unsuitable for use in a maritime context.” In addition, the International Maritime Organisation (IMO) uses the Standard Marine Communication Phrases (SMCP) – standardised language that serves as pre-formulated examples. “These haven’t

yet become established in practice, however.”

This is why the CML began developing a speech recognition system specifically for the maritime industry. There were also a few hurdles to overcome here. For example, poor signal quality, loud interference and background noise, different accents, dialects and levels of English all form part of everyday radio communication. Then there are the aforementioned technical terms and abbreviations, set phrases and idioms as well as numerous proper names, such as the names of ships.

The development phase focussed primarily on maritime terminology. “This is why the general vocabulary recognition quality isn’t yet as high as with conventional speech recognition systems,” admits Reimann. “It’s important for us, for example, that it transcribes the correct English spelling of the word ‘buoy’, and that it doesn’t write ‘boy,’” he adds.

## Training data is the key

The AI models used were trained using millions of pieces of audio data to ensure a high level of recognition accuracy. These models were then supplemented with maritime data that the CML

generated as part of various research projects. “This allowed us to develop a maritime ‘standard language model’, which is then enriched and optimised using data from our customers,” continues Reimann.

Accessing the data was the most difficult part, and training the models was the most time-consuming part, but things are becoming easier. “In the meantime, around ten hours of audio data is enough for us to adapt a model to a new domain.” This enables audio signals to then be converted automatically into text, i.e. transcribed, and this even works offline. Another advantage is that this makes it possible to evaluate communication content retrospectively, for example to optimise downstream processes.

“Mar FM” already has several customers, although many of them have signed confidentiality agreements. One such customer we are allowed to name is the Vessel Traffic Service Centre (VTS) Fintraffic – the maritime traffic control centre for the entire Finnish sea area. As part of a research contract, VHF maritime radio traffic was developed here using automatic speech recognition, which converts the radio traffic into text form in real time and makes it available to the vessel traffic control centre. The technology was optimised to recognise English, Finnish and Swedish.

“A comparable application doesn’t exist anywhere else,” Reimann confirms. The potential, in the industry and beyond, is seen as correspondingly large. “Applications for the offshore wind industry, the oil and gas sector or aviation are also conceivable,” he adds. “Ultimately, our application works wherever aural information is exchanged.”

(cb) □

## FACTS

### FRAUNHOFER CENTRE FOR MARITIME LOGISTICS AND SERVICES CML

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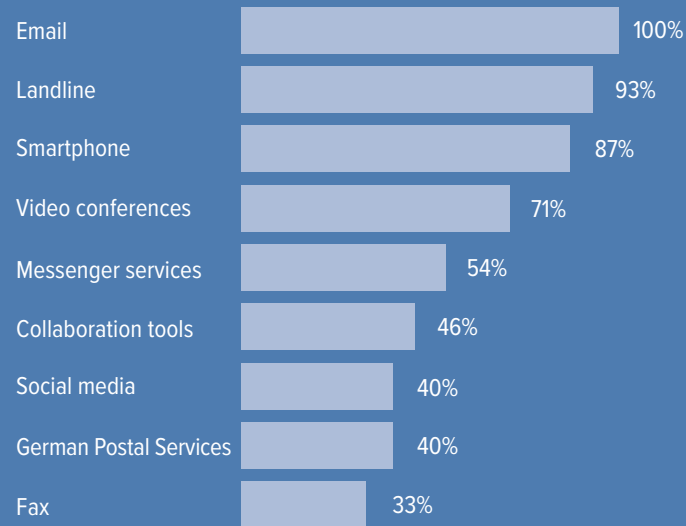


# A SEA CHANGE WITH A BLAND AFTERTASTE

It was not the Covid-19 pandemic that radically changed our methods of communication. Surveys conducted by Bitkom Research revealed that email and landline calls continue to be the primary professional communication channels. However, video conferencing, in particular, appears to be on the rise. Other surveys show that Germany is not in the top league when it comes to digital competitiveness and that generative AI is already commonplace in many instances, but not always a beacon of hope. Alongside these developments, the call for "ethics in digital communication" (see page 9) is growing louder, especially with reference to online anonymity and its unpleasant consequences. Surveys undertaken by The Media Authority of North Rhine-Westphalia reveal that politicians, in particular, are affected by the growing number of hate comments.

(bre) □

How often are specific channels used for internal and external communication?



## Less classic telephony and more virtual voice and video calls

In 2023, the volume of calls handled by landline networks in Germany was **64 billion call minutes**.



**154 billion outgoing call minutes** were generated via mobile networks in the same year.

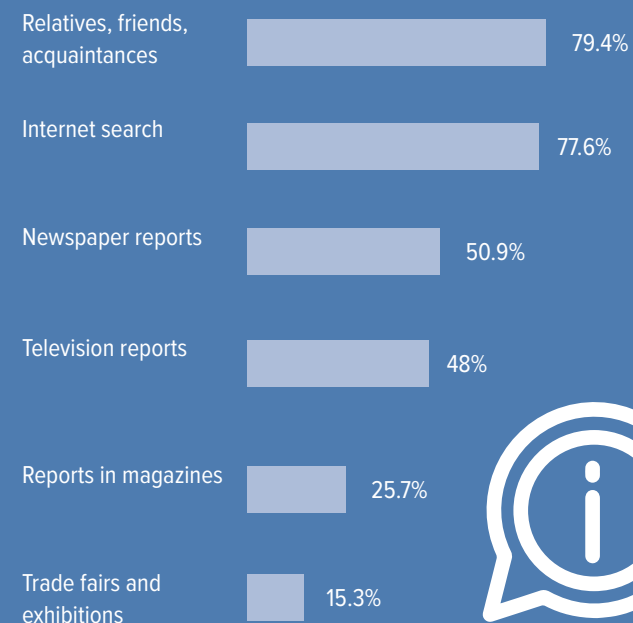
German users generated **175 billion call minutes via voice over IP** as well as **176 billion video telephony minutes via NI-ICS**.



Country ranking of digital competitiveness in 2023

1. USA
2. Netherlands
3. Singapore
4. Denmark
5. Switzerland
- ...
23. Germany

Most frequently used sources of information by the German population in 2023



Top 3 anticipated positive and negative effects of using generative AI

**POSITIVE:**

- Increase in sales
- Rise in automation
- Cost savings due to a rise in efficiency



**NEGATIVE:**

- Job cuts
- Acceptance problems on the employee side
- Problems with data privacy



When do you think AI will noticeably change society?

- 28%** – Changes can be felt already
- 30%** – Changes over the next five years
- 13%** – Changes over the next ten years
- 11%** – Changes over the next 20 years

Against which of the following groups have you noticed online hate comments being directed?

- 67%**
- 58%**
- 50%**
- 45%**



Politicians

People with a different political view

People with an immigrant background

Members of the LGBTQ+ community

ICONS: FLATICON, SOURCE GRAPHICS; BITKOM/STATISTA 2024, BUNDESAGENTUR FÜR MEDIEN NORDRHEIN-WESTFALEN/STATISTA 2024, IPD AULENSBACH/STATISTA 2024, RESEARCH BITKOM/STATISTA 2024, LÄNDERANSTALT FÜR MEDIEN NORDRHEIN-WESTFALEN/STATISTA 2024, IPD AULENSBACH/STATISTA 2024, INTERNATIONAL INSTITUTE FOR MANAGEMENT DEVELOPMENT/STATISTA 2024, KPMG STUDY "GENERATIVE KI IN DER DEUTSCHEN WIRTSCHAFT" 2024, BITKOM





# HOW DO YOU COMMUNICATE A CRISIS?

On 15 December 2023, Houthi rebels attacked the Al Jasrah container ship of Hamburg-based shipping company Hapag-Lloyd in the Red Sea.

Hapag-Lloyd introduced a newsroom three years ago to accelerate its response to unique situations such as accidents and disasters. How does it work when there is a crisis?

It was early in the morning on 15 December 2023 when Houthi rebels attacked the Al Jasrah container ship of shipping company Hapag-Lloyd just off the Yemeni coast in the Red Sea. “I was informed by our fleet commander,” recalls Nils Haupt, Director of Corporate Communications. “She had all the key facts at the ready.”

Fortunately, only the containers had been hit, and the crew did not suffer any physical injuries. As the ship did not sustain any structural damage, it was able to continue its journey. However, the psychological toll on the crew and all the employees was substantial. “That was an unusual situation,” emphasises Haupt, indicating a paradigm shift.

“At most, we’d only ever been confronted by pirates, which you can prepare for – at least to some degree.” Now there were terrorists attacking cargo ships with drones and cruise missiles, putting the crew, ship and cargo at a substantial risk. “Terrorist attacks with heavy weaponry are a paradigm shift in our industry. There’s nothing we can do about that. Our crews are unarmed,” says Haupt.

As the route that passes through the Red Sea and the Suez Canal is one of the most important, it was essential to make the right decisions. Everyone was aware that diverting cargo ships around the Cape of Good Hope would have a major impact on the network and fleet as well as extend the route from Singapore to

PHOTOS: HAPAG-LLOYD, THIES RATZKE (2X)



Hamburg and Wilhelmshaven by ten to twelve days, even at full speed.

In addition to requiring an increase in ship capacities and affecting shipping schedules, ports and terminals, the detour would also call for longer crew assignments as well as the restructuring of the bunkering schedule, the supply of fresh food and crew rotations. The much longer route would also increase fuel consumption, resulting in higher costs and additional emissions. Some legal issues would also need to be clarified.

## Strategic response and communication

“We organised the first crisis meeting after the attack on our ship, with around 25 employees in attendance. Due to the immensity of the impact, we made the decision to set aside a period of three days to allow the experience to sink in and to consider potential scenarios,” reports Haupt. There were approximately ten ships in the region at that time, all of which had to be moored or drop anchor until further notice, as anyone under pressure is more likely to make a mistake.

“On 21 December, we made the decision to stop any Hapag-Lloyd ships from passing through the Suez Canal and the Red Sea for one week. That week turned into another and then another, until additional attacks made it essential to establish the new rule for the foreseeable future and protect the employees on board.”

As every crisis is different, communication always needs to be tailored to the situation. “In the case of the Red Sea, it didn’t make much sense to respond with proactive press releases because media-relevant

news was changing just about every hour,” reports Tim Seifert, Director of Corporate Communications.

The team therefore made the decision to respond to specific enquiries.

Whether it was radio, TV or a podcast, domestically or abroad, business or local press, the intense global media interest was one of the biggest challenges, as it continued unabated into late January, recalls Haupt. “It went from a morning TV interview with the BBC at 7 a.m. to a US American radio station at 10 p.m.”

Fortunately, crises of this severity – when people’s lives are at stake as in the pandemic, in accidents and in war – are rare, he says. The crisis committee convenes in cases like these. “That’s always a must when a company-wide and national response and communication are necessary,” explains Haupt. Communication tends to be limited to local channels when crises occur regionally. →



“Terrorist attacks are a paradigm shift in our industry.”

Nils Haupt, Senior Director of Corporate Communications

Launched three years ago, the newsroom has proven its worth in times of crises, in particular. In all that time, there has been a meeting every day at 9.30 a.m. to update the 16 team members and inform them of who is responsible for which topics.





In January 2019, a fire on the Yantian Express freighter kept the Hapag-Lloyd communication team on its toes for several days.

committee tends to meet virtually to decide which information is the most important – and then consults with the board members about which information to share externally.

**Everything comes together in the newsroom**

Launched three years ago, the newsroom has proven its worth in times of crises, in particular. “There used to be three teams. One team often didn’t know what the other teams were doing,” recalls Haupt. “We also used to respond rather than plan, which we wanted to change. Of course, only 60 to 70 per cent of our activities can be planned. But today we have daily, weekly, monthly, quarterly and annual planning, which works out very well.”

It was also essential to further improve communication between the different departments, which is why there is a meeting every day at 9.30 a.m. to update everyone in the team and inform them of who is responsible for which topics. “We were also interested in simplifying everyone’s work, which is why we’ve provided all the team members with more freedom and individual responsibility,” says Haupt.

The normal workload is generally six to eight press enquiries a day. “There’s usually one topic a month that we have to observe more closely,” explains Seifert. But forward-looking communication – for example, in the quarterly press calls with CEO Rolf Habben Janssen – is also important. “If in doubt, always communicate proactively, clearly and authentically. That reflects our corporate culture, not just in times of crisis,” says Haupt. (cb) □

“If we are dealing with the crisis here in Hamburg, we first need to decide which information should be provided to employees, customers and media,” explains Seifert. “The potential severity of the damage is key, but so is the company’s reputation.” This analysis requires a strong internal network: “You need to know who to ask about which topics and who their deputy is – and who would be a good sparring partner for issues like insurance and legal questions. Only then can you provide a valid assessment,” says Haupt.

His communication team at the shipping company currently comprises around 16 employees, including four people who are responsible for customers, two for social media and five to six for internal and external communication. “It takes around half of the employees to deal with a larger crisis,” continues Haupt.

In cases like these, the aim is always to inform managers and employees first, so that they do not learn about it from the media. If convened, the crisis

**“It didn’t make much sense to respond with proactive press releases because breaking news was changing just about every hour.”**

Tim Seifert, Corporate Communications Director.



**FACTS**

**HAPAG-LLOYD**

**ESTABLISHED**  
1847 by Hapag, 1970 merger with the Lloyd company of northern Germany to create Hapag-Lloyd

**HEADQUARTERS**

Hamburg

**AREA OF BUSINESS**

Liner shipping

**TEAM**

Around 16,600 employees in over 400 offices in 140 countries

**FLEET**

280 container ships, annual transport volume of 11.9 million TEU

**SALES**

17.9 billion euros (2023)

More information:

[www.hapag-lloyd.com](http://www.hapag-lloyd.com)

PHOTOS: HAPAG-LLOYD, THIES RÄTZKE

**DIE NACHHALTIGKEITSKONFERENZ FÜR HÄFEN UND LOGISTIK**

**ENVOCONNECT**  
green focus on ports and logistics



**HERE TO CONNECT**

19.-20.09.2024, Bremerhaven



**Panel GLOBAL: Wirtschaft im Wandel**



**Sessions: Lieferkette und Hafen**

**Leadership Insights: Visionäre Perspektiven für eine nachhaltige Lieferkette**



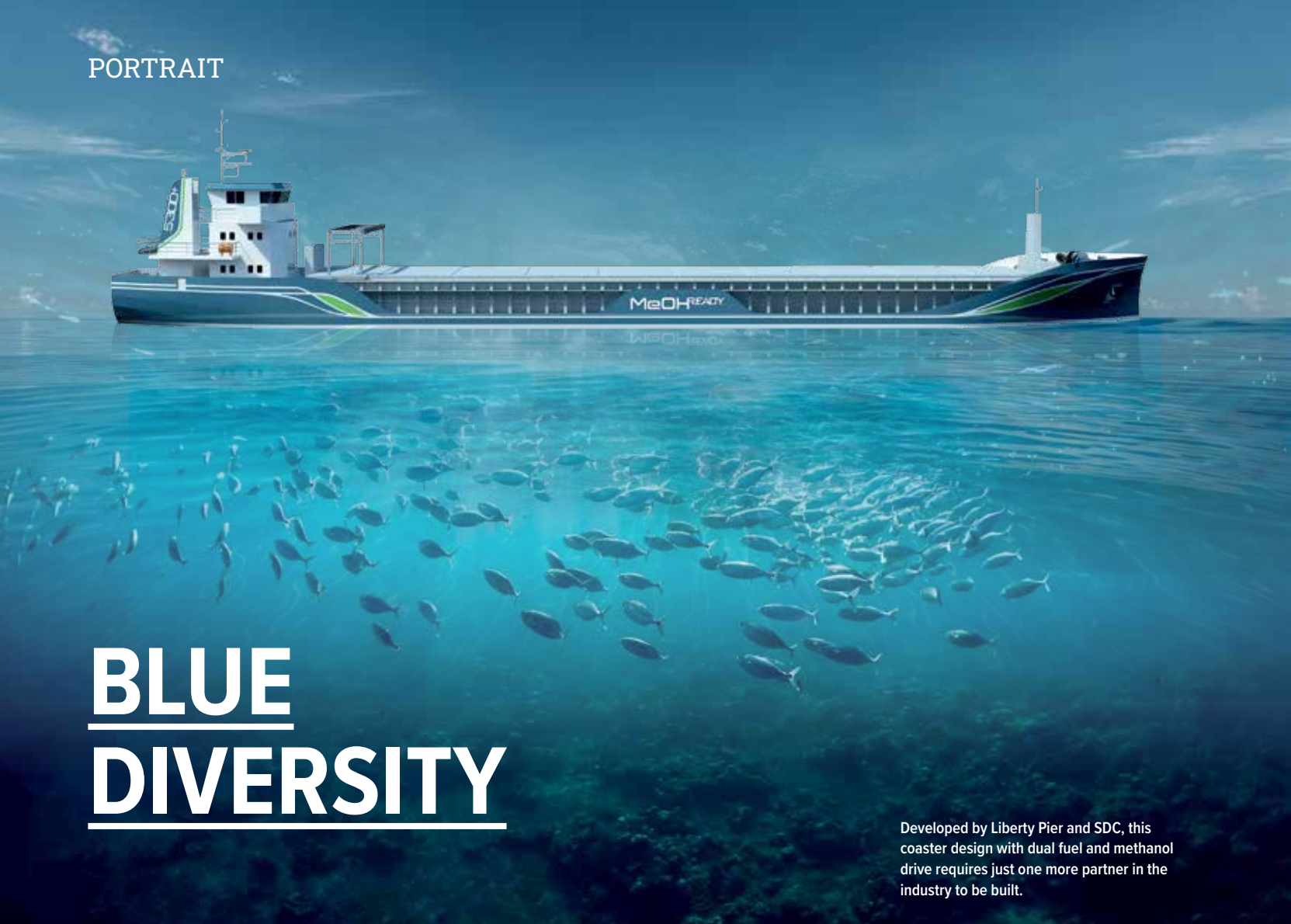
**Panel Zukunft: Young but not free**



Jetzt teilnehmen: [envoconnect.com](http://envoconnect.com)

Stand: 31.07.2024





# BLUE DIVERSITY

Developed by Liberty Pier and SDC, this coaster design with dual fuel and methanol drive requires just one more partner in the industry to be built.

Liberty Pier's range of maritime services is just as diverse as the ideas that inspire its projects. The blue economy concept, which centres around sustainable use of the oceans, is a common thread throughout all the company's business activities.

**T**hough Liberty Pier has only been around for roughly five years, the maritime service provider based in Bremen can draw on decades of experience in different areas of the shipping industry. What sounds like a contradiction is nothing of the sort, as the company is the result of a merger between Liberty One and Handelshaus Bremen, which have combined their many years of expertise in consulting and shipbroking, respectively. Liberty Pier's core areas of expertise now include asset management & finance, project coordination & controlling, chartering, and sale & purchase. With headquarters in Bremen and branches in Shanghai and Leer, the service provider also offers freight services for deep-sea, short-sea and intra-European shipping. But regardless of the services requested by customers,

the primary idea of sustainable use of the oceans and thus sustainable shipping forms the foundation for all additional steps. "We're making a deliberate effort to steer a course for the blue economy and play an active role in introducing eco-friendly technologies and sustainable fuels – both for the existing fleet and new ships," stresses Ole Bendlin, who - along with Susanne Meyer and Dietrich Schulz - forms the Liberty Pier management board.

### Sustainability can take many different forms

This philosophy is also reflected in the different projects launched by Liberty Pier such as the recent investment in a medium-sized multi-purpose freighter, which is responsible for transporting renewable

energy components such as wind turbine parts. "With this freighter, which has been commissioned for several years of service, our purchasing and selling brokers have found a suitable asset, and our finance department has acquired the necessary equity," summarises Bendlin. When it comes to new ship designs and the provision of modern transport capacities, the company's contribution to sustainable shipping is much more significant. In collaboration with Ship Design & Consult (SDC), Liberty Pier just recently developed the design for a 2,000-TEU container feeder with dual fuel and methanol drive as well as a 5,300-dwt coaster with the same drive, including all the construction drawings and class approvals. As a result, these ships can be built immediately once suitable industry partners have been found.

The Bremen-based company has also compiled an extensive range of market studies on the use of sustainable fuels such as ammonia, hydrogen, biomethanol and e-methanol to enable market entry for a variety of stakeholders. Many of these stakeholders also use the VIDISEA database developed specially by Liberty Pier, which not only provides an overview of operational, nautical and financial data, but also contains figures that can help optimise shipping operations and make them more sustainable. "We're also planning to integrate a CO<sub>2</sub> calculator into the platform in the near future," continues Bendlin.

Liberty Pier successfully organised the first Blue Convention in Leer last September, which it is especially proud of. Around 400 people attended the day event to take part in open discussions on the sustainable use of marine resources. "The response to the Blue Convention was so overwhelming, that we're planning to establish it as a biennial event," states Bendlin. The next date has already been selected: 26 September 2025. "Despite our 'blue course', we operate independently of any political colour," adds the manager with a wink. "To implement our ideas and innovations, we plan to incorporate a wide variety of market participants and people of different ages – like we did at the Blue Convention."

### "Diversity is an advantage"

Liberty Pier relies on a whole host of different ideas – both externally and internally. "We quickly learned that diversity and, therefore, different cultures not only represent an opportunity for us, but are also a real advantage," stresses Bendlin, referring to the seamless communication with employees in Shanghai, with whom they maintain daily contact. There have never been any complications in intercultural communication between East and West – in part



"We're steering a course for the blue economy."

Ole Bendlin, Managing Director of Liberty Pier

because everyone involved had already met in person. However, Bendlin can remember an intercultural mishap that he only just avoided at the last moment during a trip to China. "I had brought a miniature Black Forest clock as a special German gift. But what I didn't know at that time was that you should never give a Chinese person a clock as a gift. Because it means that the recipient's time has run out." Fortunately, someone informed Bendlin of the special symbolism of clocks in China just in time. "Sadly, we weren't able to present a gift like we usually do. Instead, I had to sing my heart out at karaoke," says the manager, who performed with Liberty Pier's typical versatility. **(bre) □**

### FACTS

#### LIBERTY PIER

ESTABLISHED 2019

#### HEADQUARTERS

Bremen, branches in Leer and Shanghai

#### EMPLOYEES

25

#### AREA(S) OF BUSINESS

asset management & finance, project coordination & controlling, chartering, and sale & purchase



Dialogue at the Blue Convention: Dietrich Schulz, Managing Director of Liberty Pier, speaking to host Annie Heger

More information:

[www.liberty-pier.com](http://www.liberty-pier.com)  
[www.liberty-one.biz](http://www.liberty-one.biz)





**FIVE MILLION EUROS FOR THE SMART PORT COMMUNITY**

**BREMEN** In June, the smart port community associated with bremenports, the University of Bremen and the Institute of Shipping Economics and Logistics (ISL) received a letter with some good news from the Federal Ministry of Education and Research (BMBF): “Of the nearly 500 applicants from all over the country, your community has been selected”. In other words, the German Agency for Transfer and Innovation (DATI) will fund the community’s projects with up to five million euros over the next four years as part of the BMBF DATI pilot programme. The project will officially kick off in early 2025. The purpose of the DATI pilot programme is to promote knowledge transfer from research to application and thus generate new solutions for social challenges, which is what makes it so special. “Promoting the smart port community through the Federal Ministry of Research is a significant vote of confidence in the innovative power of the Bremen ports,” says Kristina Vogt, Bremen Senator for Economic Affairs, Ports and Transformation. “With up to five million euros, we can significantly advance the digital transformation of our port infrastructure.”

**TWELVE IN ONE FELL SWOOP**

**BRAKE, BREMEN** J. MÜLLER welcomed twelve new apprentices to its Brake and Bremen sites on 1 August. The training for the new recruits, which focuses on different technical and commercial careers, kicked off with two informative and eventful days in Brake. On the first day, the new apprentices were greeted by the management and trainers in person and provided with an in-depth insight into port logistics. Besides a tour of Brake seaport, the second day also gave them the opportunity to get know each other during team games.



**A NEW MANAGING DIRECTOR AT GMC**

**HAMBURG** Dr Matthias Catón was appointed managing director of the German Maritime Centre (GMC) on 1 September, taking over for Claus Brandt, who left the GMC on 30 June. Political scientist Catón has already held international positions at a variety of organisations, including in the field of science, at an intergovernmental organisation and in the World Economic Forum. “As a result of his work in interdisciplinary and international teams, he has qualifications that are highly valuable for his responsibilities at the German Maritime Centre,” reported the GMC.



**FROM THE PORT TO THE FIELD**

**BREMERHAVEN** From ship unloading and transshipment at the terminal to technical services, BLG LOGISTICS offers the complete logistics package for high and heavy goods at the port – all from a single source. For example, more than 200 extremely heavy combine harvesters from Claas were unloaded, inspected and prepared for delivery in Bremerhaven in collaboration with EUROGATE and BLG AutoTec in early June. With a transshipment volume of around 1.2 million tonnes of high and heavy goods a year, BLG AutoTerminal Bremerhaven is one of the largest ro-ro terminals of its kind in Europe.

**RECORD NUMBERS AND SUCCESSFUL CONTACTS**

**OLDENBURG/ROTTERDAM** In May, Seaports of Niedersachsen appeared alongside partners and other exhibitors from the logistics industry at the world’s leading event for breakbulk and heavy goods logistics, which counted 12,000 trade visitors. “Breakbulk Europe 2024 was a very successful trade fair for us. The atmosphere was amazing, and our fellow exhibitors were able to establish many high-quality contacts. There were record numbers of attendees,” said Andreas Bullwinkel, Managing Director of Seaports of Niedersachsen, following the successful appearance in Rotterdam.



**NO ENERGY TRANSITION WITHOUT FUNCTIONING PORTS**

**BERLIN** At the German Ports Reception in Berlin this June, leading politicians and secretaries of the state ministries responsible for the seaports asked the German government to assist with port expansion. The core message of the event was clear: there is no energy transition without functioning ports and no port expansion without joint financing. “We assume responsibility for the entire country and have proven time and again that we’re capable of quickly planning, approving and punctually delivering the necessary infrastructure. But we as states can’t finance everything ourselves over the long term. We need to work with the German government to develop solutions,” said Olaf Lies, Lower Saxony’s Minister for Economic Affairs (3rd from left). Kristina Vogt, Bremen Senator for Economic Affairs, Ports and Transformation, (centre) supports the position shared by the coastal states: “The ports play a key role in securing supplies for our country and therefore the German economy. 300 million tonnes of goods pass through the seaports of the coastal states annually, which is linked to around 1.3 million jobs.”



**DAILY STUTTGART–BREMERHAVEN TRAIN CONNECTIONS**

**BREMEN** Stuttgart introduced a daily container service by train from its port to Bremerhaven in August. Operated by Necoss Neutral Container Shuttle GmbH, which is based in Bremen, the trains run at night but are loaded and unloaded during the day. “Besides high capacity, the daily departures also offer the highest flexibility possible for fast and eco-friendly transport of goods produced in Baden-Württemberg to the rest of the world, as well as the transport of important goods for the local economy to Stuttgart,” reported Necoss during the launch.



**MORE WOMEN IN GERMAN SHIPPING**

**HAMBURG** The percentage of women in the German merchant fleet has increased by 1.3 per cent over the past two years, as announced in May by the German Shipowners’ Association (VDR) during the third International Day for Women in Maritime in 2024. “That’s a positive trend,” emphasised Gaby Bornheim, President of the VDR. “Women account for more than seven per cent in the German shipping industry, which is much higher than the international average of roughly two per cent. But we still have a long way to go towards our goal.”

**EMS-FEHN-GROUP EXPANDS PORTFOLIO**

**BREMEN** In June, the EMS-Fehn-Group announced its plans to establish EFG EnerLog GmbH. With Andreas Hefler at the helm, the new company based in Bremen offers services in the trade and transport of alternative fuels. “It doesn’t matter if our customers recycle waste, procure alternative fuels for their production facilities or are interested in improving their supply chain logistics. We can support them with tailored solutions,” said Hefler, who has more than 20 years of experience in the waste-to-energy sector. EFG EnerLog’s experience goes hand in hand with the EMS-Fehn-Group’s expertise.



**CONTAINER TRANSPORT GAME IS A HIT**

**BREMEN/EINDHOVEN** Transport/logistics students in Bremerhaven are having a good time testing the best ways to implement logistics theory in practice – by playing a container transport game. The game’s goal, which simulates five transport companies that ship containers from Antwerp to Rotterdam, is to reduce costs by using resources together. It was developed by Dr Layla Martin, assistant professor at Eindhoven University of Technology, in collaboration with bremenports as part of the Interreg North Sea project InnoWaTr.



PHOTOS: BREMEN SENATOR FOR ECONOMIC AFFAIRS, PORTS AND TRANSFORMATION, J. MÜLLER, BLG LOGISTICS, SEAPORTS OF NIEDERSACHSEN (2X), PRIVATE, NECOSS, VDR, EFG ENERLOG, BREMENPORTS



# ECO-FRIENDLY PACKAGING

Based in Hanover, the Papair start-up developed a special bubble wrap made from paper that boasts extraordinary cushioning qualities and represents a more sustainable packaging variant than comparable plastic alternatives.



PapairWrap is versatile – as product packaging and a dispatch parcel.

“Once our company was founded, we went straight to work developing sustainable packaging materials to create a world without unnecessary plastic waste,” outlined Papair co-founder Christopher Feist, describing the idea with which he and his two colleagues Fabian Solf and Steven Widdel got started in 2020. The initial idea came about when the mother of one of the founders, who

works in the lighting industry, mentioned that more and more customers had been asking for packaging solutions without plastic for years. In August 2023, Papair launched its PapairWrap bubble wrap, which is free of plastic and adhesives and is both recyclable and biodegradable. “It’s suitable for just about any packaging or dispatch requirements, from A for automotive parts to Z for zinc-plated gears,” continued Feist. Papair’s customer base is equally diverse and includes Bunzl, one of the leading suppliers for food packaging, detergents and hotel items, the JAB ANSTOETZ Group with its sun protection collections, and the family business Wacker’s Kaffee in the heart of Frankfurt am Main.

“We would have liked to start production earlier than last year, but the Covid-19 pandemic delayed completion of our facility by nearly a year and a half,” stated Feist. The fact that they did not simply give up is all down to the encouragement of customers and public recognition of the business idea. Apart from being named the best start-up in Lower Saxony in 2021, Papair also won the DurchSTARTer award in 2022 and was one of the 15 international start-ups to receive support from the Amazon Sustainability Accelerator programme in 2023. Now with 17 employees, including engineers, economists and machine operators, the start-up is currently working to promote its sustainable packaging solution without plastic by issuing manufacturing licences throughout Europe and around the world. “We’ll achieve another important milestone with the second production facility in the second half of the year,” said Feist, optimistic about the future. (bre) □

The founding trio of PapairWrap – Fabian Solf, Christopher Feist and Steven Widdel (below, left to right) – are proud of the production facility in Rethem (left).



PHOTOS: PAPIR (2X)



## TWO NEW BHV EVENT FORMATS

**BREMEN** With the communication and digitalisation dialogue, BHV – Bremische Hafen- und Logistikvertretung – has offered its members two new formats for meeting up with like-minded professionals since 2024. Participants of the first communication dialogue

in March received valuable tips on using LinkedIn, whilst the first digitalisation dialogue in June focused on AI trends in the logistics industry. Both events attracted a large audience and perfectly complemented the BHV formats “HR manager and trainer event” and “Green logistics dialogue”.

## HELLMANN PROMOTES SUSTAINABILITY

**OSNABRÜCK** In July, Hellmann Worldwide Logistics announced its plans to further expand its sustainability department and named Şükran Gencay (right) and Daniel Hüllemeyer (left) Heads of Sustainability. With the newly created positions with a global focus, the company is underlining the strategic importance of sustainability. Stefan Borggreve (centre) of the Hellmann Executive Board has also pursued this aim since the beginning of the year.



## NPORTS AWARDED PERS CERTIFICATE ONCE AGAIN

**OLDENBURG** In May, the EcoPorts environmental initiative awarded NPorts the Port Environmental Review System (PERS) certificate for the third time in a row, acknowledging the port company’s environmental and social efforts. The system examines the degree to which environmental protection has been systematically implemented at the company and the degree to which targeted measures have been introduced, including those to reduce energy consumption and improve water and air quality. EcoPorts is an initiative of the European Sea Ports Organisation (ESPO).



## BREMENPORTS PUBLISHES ITS 9TH SUSTAINABILITY REPORT

**BREMEN** In 2009, bremenports was the first company in the German port industry to establish sustainability as a central company objective. The 9th Sustainability Report went online in June 2024 and is available at [www.bremenports.de/nachhaltigkeitsbericht2024](http://www.bremenports.de/nachhaltigkeitsbericht2024). For reasons of sustainability, there will never be a printed version. Since 2013, bremenports has reported its sustainability activities to the Global Reporting Initiative (GRI), the standards of which extend beyond environmental and climate protection and also include environmental and social achievements.



## GERMAN PORTS JOINT STAND IS A VISITOR MAGNET

**SHANGHAI** transport logistic China was a huge success for German seaports. After a six-year hiatus due to the coronavirus, the trade fair was held in Shanghai in June and officially opened by Dr Volker Wissing, Federal Minister for Digital and Transport. Lots of visitors and many new contacts set just the right tone at the 120-square-metre German Ports joint stand, where the Hamburg, Bremen and Lower Saxony seaports were accompanied by other partner exhibitors, including BLG LOGISTICS, J. MÜLLER Weser, MOSOLF Port Logistics and the JadeWeserPort-Marketing GmbH container terminal in Wilhelmshaven. “It’s important not only for container transport, but also increasingly for ro-ro and breakbulk customers, to be able to meet our port representatives in person at transport logistic in Shanghai,” explained Andreas Bullwinkel, Managing Director of Seaports of Niedersachsen (3rd from right). And according to Ronald Schwarze, Head of the bremenports Marketing department, (3rd from left), “The Bremen ports enjoy an excellent reputation as a reliable partner in Asia. In terms of sustainability, our ports are perceived positively.”

PHOTOS: BHV, NPORTS, HELLMANN WORLDWIDE LOGISTICS, BREMENPORTS





**SUBDUED EXPECTATIONS FOR THE FUTURE**

**BREMEN** The flash survey published in June by BHV – Bremischen Hafenund Logistikvertretung – did not show a clear trend. “Around one third of the companies that took part in the survey expect sales to decline, remain on par with the previous year or increase,” said BHV Director Petra Lüdeke (top), summarising the mixed feelings and subdued expectations of the 75 surveyed Bremen companies. However, they were very clear in their demands on Bremen’s state politicians: “Over three-quarters of the companies expect the state of Bremen to join forces with the other northern German federal states for important hinterland connections as well as upgrading or planning for replacing the regional infrastructure,” stated Werner Pöser (bottom), managing board and executive committee member of BHV. “We can only do it together!”



**RISE IN NUMBER OF TRAINING COURSES AT BREMENPORTS**

**BREMEN** Since August, bremenports has also held training courses for boatmen and captains on inland waterways. Besides classic inland waterway shipping activities, including the maintenance and repair of engines and boats, the port management company also offers programmes for learning about dredging, water injection systems and transport ships as part of port maintenance. The dredging team at bremenports has found it increasingly difficult to fill positions in the nautical sector.



**“TWO SIDES OF THE SAME COIN”**

**EMDEN** In May, Eric Oehlmann (6th from left), Head of Directorate-General of Waterways and Shipping, met with representatives of the local port industry at the invitation of the Emden Port Development Company. He made it clear: “In Emden, like hardly anywhere else, ecology and the economy come together directly as a result of the Ems Master Plan and the adjustment of the Outer Ems fairway. It turns out that these are two sides of the same coin.” At the same time, he indicated that the current planning process would soon be complete and implementation could then begin.



**LIT: “SPRINGBOARDS FOR GLOBAL EXPANSION”**

**BRAKE** The LIT Group has kept its promise to expand sea and airfreight activities not only overseas but in Europe too. The Brake-based company opened branches in Istanbul and Nuremberg in June and July. During the first quarter of this year, LIT branches were opened in Amsterdam and Düsseldorf. “These new locations can be seen as springboards for our global expansion,” stated Michael Borowski, Managing Director of LIT Air & Sea GmbH. “With these and further planned expansions, our aim is to create synergy effects and establish a global network.”

**DOUBLE LESCHACO CERTIFICATION**

**BREMEN, JAKARTA, HOUSTON** After P. T. Leschaco Logistik Indonesia was awarded the recognised AEO (Authorized Economic Operator) certification in July in the fields of environmental protection, health as well as safety and sustainability, Leschaco Inc. USA received the Responsible Care certification. While the certification in Indonesia shows that the company is a reliable partner for customs clearance in international trade, the confirmation in the USA is seen by the group of companies as proof of sustainable logistics in the handling of chemical goods.



PHOTOS: BHV (2X), BREMENPORTS (2X), LIT, LESCHACO, NORDFROST, RÖHLIG LOGISTICS, JANA, LEGLERBIMAS, VEREIN BREMER SPEDITEURE (2X)

**PASSIONATE FOR THE PORTS OF BREMEN**

**ROTTERDAM** With a large joint stand, bremenports and 16 co-exhibitors from the region showed their colours at the Breakbulk Europe in Rotterdam in May. As Europe’s second most important transshipment point for machinery, forestry and steel products, the ports of Bremen gave an impressive presentation of themselves as a hub in the global supply chain for industrial projects. The event attracted around 12,000 trade visitors from more than 120 countries and thus offered an ideal platform for presenting the Bremen ports’ range of services in general cargo, heavy cargo and project cargo. “We were able to hold a number of good meetings and made valuable contacts for our ports with the goal of drawing international attention to the special capabilities of our ports,” reported Ronald Schwarze, Head of the Marketing Department at bremenports.



**RÖHLIG STRENGTHENS DIGITAL PORTFOLIO**

**BREMEN** Röhlig Logistics expanded its digital portfolio in May with the customer reporting platform “Röhlig Insights”, an all-in-one reporting solution for air, sea and road transport. According to the Bremen-based logistics provider, the tool is designed to make “efficient data access easier than ever”. To this end, it has, among other things, a string of KPIs – spanning costs, transit times to delivery reliability – and extended sustainability tracking. It should also be possible to filter a large number of parameters on the platform.



**NEW DEEP-FREEZE WAREHOUSE FOR THE “COOL CORRIDOR”**

**SCHORTENS/WESEL** Nordfrost opened its new deep-freeze facilities in Wesel am Niederrhein in early July. The premises, which can accommodate roughly 25,000 multi-temperature pallet bays, play a key part in Nordfrost’s “Cool Corridor” concept. The plan is now to store refrigerated containers on the Rhine, which were previously mainly transported by truck to the western ports of Rotterdam and Antwerp. “Customers save more than 65 per cent of CO<sub>2</sub> on every container by shifting transport to the waterway alone,” stated Branch Manager Carsten Fricke.



**HUBERTUS HEIL VISITS BLG AUTOTERMINAL**

**BREMEN/HAMBURG** As part of his “Skilled Labour Mission”, the Federal Minister of Labour and Social Affairs, Hubertus Heil (left), stopped by at BLG in Hamburg in July. At the BLG AutoTerminal Hamburg, he used the opportunity to visit the site and had detailed talks with the BLG Labour Relations Director Ulrike Riedel (centre), BLG Managing Director Pawel Byglewski (right) and employees. The lack of qualified staff, including the consequences and possible ways of solving the situation, were of particular concern to the staff. 158,000 vehicles are handled at the Hamburg-based BLG Terminal each year.



**DAMMANN AND RÖTTGER NEW ON THE VBSP BOARD**

**BREMEN** The Bremen Freight Forwarders Association (VBSp) reelected its chairman Thorsten Dornia (BRELOG) during its General Meeting in May. Holger Schulz (EKB Container Logistik) was appointed as his new deputy. Andreas Niemeyer and Jürgen Tonak stepped down from the board. They were replaced by Ole Dammann (LS Cargo Logistics, left) and Claas Röttger (Kühne+Nagel, right). The board is also made up of the following members: Nils Fahrenholz (Lexzau, Scharbau), Philip W. Herwig (Röhlig Logistics), Thilo Kugel (Dachser), Heike Nickel (Reimer Logistics) and Sven E. Schoon (ETS & Scan Global Logistics).





<p>2024</p> <h1>SAVE THE DATE</h1> <p>Numerous exciting events have been announced and are planned. However, there may still be short-term postponements after the editorial deadline. The information published here is subject to change. We would recommend that you check again shortly before the event is due to take place, for instance on our website <a href="http://www.logistics-pilot.com/event-kalender/">www.logistics-pilot.com/event-kalender/</a></p> 	 <p><b>GERMAN PORTS</b></p>
<p>SEP</p>	<p><b>6.9.2024</b> <b>57th Captain's Day</b> www.bhv-bremen.de Bremen, Germany</p> <p><b>6.9.2024</b> <b>Lower Saxony Port Day</b> www.seaports.de Nordenham, Germany</p> <p><b>12.9.2024</b> <b>LOGISTICS TALK</b> www.bremenports.de/en/events Vienna, Austria</p> <p><b>19. – 20.9.2024</b> <b>ENVOCONNECT</b> www.envoconnect.com Bremerhaven, Germany</p> <p><b>24. – 27.9.2024</b> <b>WindEnergy</b> www.windenergyhamburg.com Hamburg, Germany</p>
<p>OCT</p>	<p><b>6.10.2024</b> <b>Excursion to Lune Plate</b> www.bremenports.de Bremerhaven, Germany</p> <p><b>7. – 9.10.2024</b> <b>EXPO REAL</b> www.exporeal.net Munich, Germany</p> <p><b>8. – 10.10.2024</b> <b>IAPH World Ports Conference</b> www.iaphworldports.org Hamburg, Germany</p> <p><b>8. – 10.10.2024</b> <b>Antwerp XL</b> www.antwerpXL.com Antwerp, Belgium</p> <p><b>10.10.2024</b> <b>LOGISTICS TALK</b> www.bremenports.de Stuttgart, Germany</p> <p><b>15. – 17.10.2024</b> <b>Breakbulk Americas</b> www.americas.breakbulk.com Houston, USA</p> <p><b>22.10.2024</b> <b>Hafen trifft Festland</b> www.jadeweserport.de Augsburg, Germany</p> <p><b>23.10.2024</b> <b>Hafen trifft Festland</b> www.jadeweserport.de Wolfurt, Austria</p> <p><b>23.10.2024</b> <b>Hafenfrühstück</b> www.bremenports.de Dresden, Germany</p> <p><b>23. – 24.10.2024</b> <b>H2EXPO &amp; Conference</b> www.hydrogen-worldexpo.com Hamburg, Germany</p>

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www.bremenports.de  
Ronald Schwarze  
Phone: +49 421 30901-610  
Email: marketing@bremenports.de

**Project and Advertising Manager:**  
Thomas Walbröhl  
Phone: +49 421 30901-616  
Email: marketing@bremenports.de

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**Editorial team:** Thorsten Breuer (bre), responsible;  
Claudia Behrend (cb)  
Email: redaktion.logisticspilot@dvvmedia.com

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