

THE OFFICIAL MAGAZINE OF THE PORT OF HAMBURG | DECEMBER 2017

LOGISTICS WORLD

PORT OF HAMBURG
MAGAZINE

Dear Readers,



The logistics sector is booming. Employing over three million people and with turnover of 258 billion euros in 2016, after the automotive industry and trade, it is the third largest sector of Germany's economy and an important factor in powering economic growth and the labour market.

Due not least to its port, Hamburg occupies a top place among German logistics regions. Over 8,700 ship calls per year, more than 2,000 block train services per week, around 50 specialized

facilities handling freight of all types, and four state-of-the-art container terminals, are just a few of the factors making the Port of Hamburg one of the world's most flexible and efficient universal ports. In 2016 cargoes crossing the quay walls of the Port of Hamburg totalled 138.2 million tons. In Hamburg, port and logistics are two indissolubly linked sectors to their mutual benefit. Making Hamburg the overseas port and essential freight transshipment hub for the entire Baltic region, the port's attractive location geographically draws logistics providers of all types to the Metropolitan Region. No wonder that in Hamburg alone, around 5,700 logistics companies ensure smooth transport of goods from A to B – a remarkable figure.

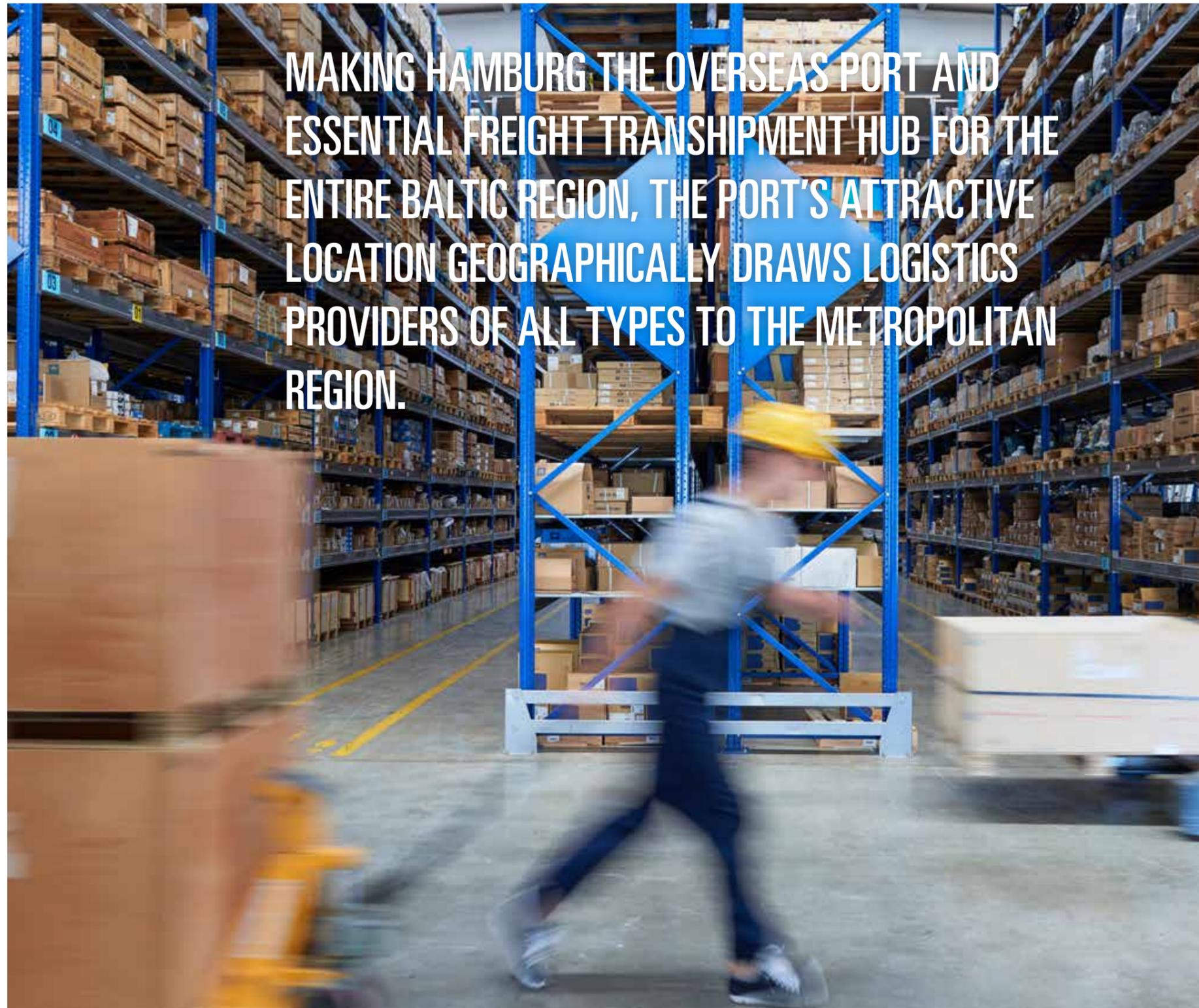
Yet nevertheless, and indeed precisely for this reason, Hamburg as a logistics base needs to confront the challenges of the future. The major task here will certainly be to share in shaping the digital transformation of the sector in the coming decades. Hamburg Port Authority's smartPORT strategy means that we are well on the way towards enhancing the port's quality and efficiency as a vital element in the supply chain. I am delighted that in 2021 Hamburg will be hosting the largest sectoral event in the area of Intelligent Transport Systems, the ITS World Congress 2021. That will offer us the opportunity of setting international standards for urban mobility and logistics solutions.

This issue of Port of Hamburg Magazine will give you a small insight into the many-faceted and exciting world of logistics. During our research and interviews we have discovered that Digitalization, Industry 4.0 and Robotics are meanwhile keynote topics moving numerous players on the market, and therefore feature in our articles. Nor do we ignore the Port of Hamburg's importance as a logistics hub for worldwide trade flows.

I wish you an enjoyable read and trust that you will find some fresh insights.

A handwritten signature in blue ink, appearing to read 'Axel Mattern'.

Axel Mattern
Joint CEO, Port of Hamburg Marketing



Contents

02 EDITORIAL

LOGISTICS WORLD

- 06 **BIG DATA – THE NEW CONTAINERS**
Economists take a look at tomorrow's logistics
- 09 **TRANSPORT LOGISTICS ON THE DIGITAL FAST TRACK**
The Hamburg-based forwarding agent CTD goes for digital tour planning via app
- 10 **“MY WISH IS THAT IN GOING FORWARD, WE SHALL HAVE THE COURAGE TO BRING DIGITAL PROGRESS TO LIFE”**
HPA's CEO Jens Meier discusses the Port of Hamburg's future
- 14 **READY FOR DIGITAL TAKE-OFF**
Digital Hub Logistics used by Hamburg to bring companies up to speed on digital processes
- 18 **A BOOST FOR LOGISTICS REAL ESTATE**
Logistics providers still being attracted to Hamburg Metropolitan Region
- 22 **AMAZON ROBOTICS: DEPLOYING SMALL HELPERS**
Transport robots and humans working hand-in-hand at Amazon Logistics Center in Winsen
- 26 **ALIGNING MAN AND MACHINE: THE EXOSKELETON**
High-tech suits make Supermen of logistics operatives
- 28 **THERE ARE MANY WAYS TO CHINA**
Hamburg – rail gathering momentum in container transport to and from China
- 34 **THREE QUESTIONS TO ANDREA BRIKS, SACO SHIPPING GMBH**
From two-man company to leading player in NVOCC business

PORT OF HAMBURG MARKETING

- 36 **PETER PICKHUBEN'S PINBOARD**
Tips and tales from the Port of Hamburg's cheekiest seagull
- 38 **PORT OF HAMBURG MARKETING**
Port of Hamburg Marketing goes for event-containers at functions
- 38 **CREDITS**



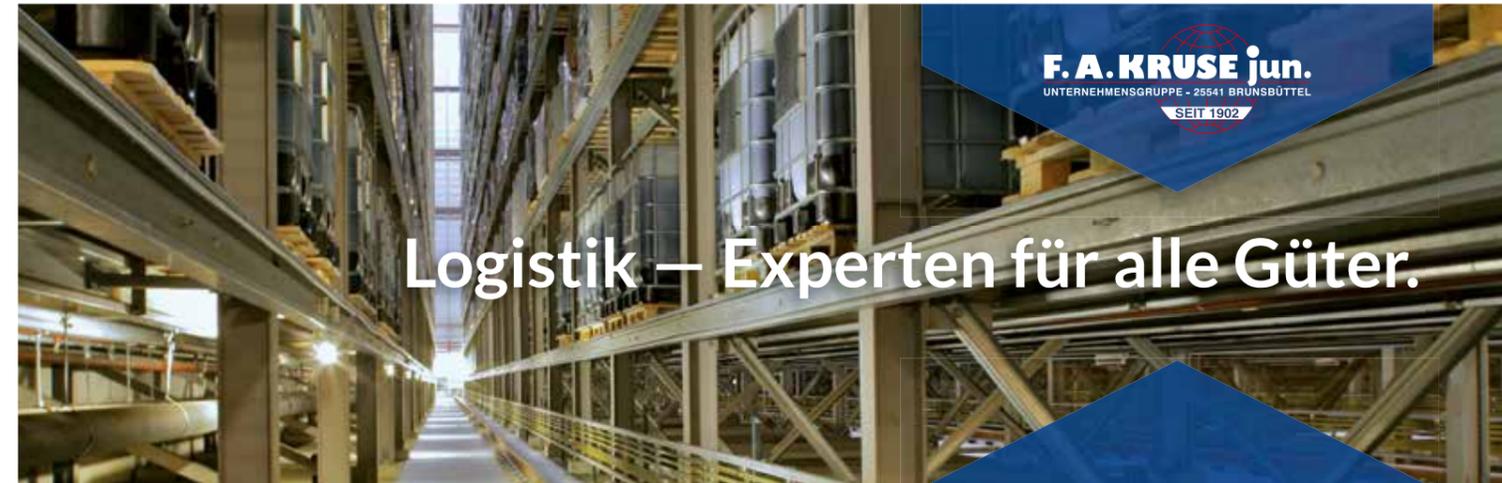
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SCHRAMM Ports & Logistics GmbH
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Fax: +49 (0) 4852 884-26
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Big Data – The New Containers

Globalisation, 3D printing, driverless cars, the Internet of Things – tomorrow’s logistics has never been so diverse. At the same time it is confronted with enormous challenges. It doesn’t take a lot of imagination to have a glance at the outlook for the next two or three years. But, which way is logistics going to develop over the next five decades?

With its recently published study, ‘Container Shipping: The next 50 Years’, the international consultants McKinsey spell it out: In the year 2067 container-ships will have reached a capacity of up to 50,000 TEU. The container transport market will be two to five times higher than today, depending on how markets and production processes change worldwide. But, naturally McKinsey is not just swayed by the future size of container-ships: “When McKinsey carried out a similar study in 1967, the standardised boxes were just revolutionizing the whole shipping industry, with all market players forced to rethink

completely,” as the two authors, Steve Saxon and Matt Stone remember. “Now it is the new digital processes such as Blockchain, Big Data and the Internet of Things that are causing renewed upheaval. Artificial Intelligence will master our supply chains.” Neither of them are lacking in imagination: In addition to mega-container-ships, as necessary means of transport, they can imagine modular self-propelled floating, or even flying, containers: Albeit, the necessary energy and propulsion questions have to be resolved by then,” adds Steve Saxon with a note of caution.

So, how do the authors justify their forecast for massive growth in container flows in complete contrast to the current extremely moderate or even stagnating development? “We assume that the value added chain of the future will stretch above all from Africa, via southern Asia to China.” Matt Stone is convinced that: “This will require high performance container shipping.”

To the contrary, in the future, individual forwarding services will no longer play a part: “Success will come to those, who are in a position to install digital interfaces along the entire transport chain, independent of the individual transport service provider,” adds Stone. The aim is to provide the customer with comprehensive real-time data regarding his cargo. “In the end, the winner in this business may be a ‘digital giant’, but could also be a major shipping line, or one of today’s logistics companies. That remains to be seen.

AUTOMATION IS A QUANTUM LEAP INNOVATION

Prof. Dr. Christian Kille, a founder member of the ‘Logistics Specialists Summit’ initiative, is also not afraid to look ahead over the next fifty years. He doesn’t see it quite so spectacularly as the McKinsey experts: “New inventions do not arrive stealthily. In the past there have always been quantum leap innovations. These were sticking points in history, where an invention emerged, leading to enormous progress. The iPhone was for example one such quantum leap innovation.” The Smartphone has already celebrated its tenth birthday this year – making it almost history for Kille: “If we now only look at logistics, then I am pretty sure that driverless vehicles are just such a quantum leap.” In Kille’s view it is a question of intermeshing systems and machines with integrated sensor technology and intelligence in the form of algorithms: “Seen from a higher standpoint, automation

Authors of the McKinsey survey 'Container Shipping: The next 50 Years' can even envisage flying containers as essential means of transport.



Transport logistics on the digital fast track

Since May HHLA subsidiary Container-Transport-Dienst (CTD) has been optimizing its container trucking in the Port of Hamburg. The conclusion: more efficient tour planning, real-time paperless tour information, time and fuel savings, less stress for the drivers.

Samir Dedić drives his articulated lorry to the large container terminals in Hamburg several times each shift. On each trip he picks up a container, delivers it to a customer and waits until the steel box is discharged. He then returns to the terminal. Dedić's trips mainly take him through the port area.

Dedić's mobile vibrates regularly during work. He is not receiving private messages but work-related information. The native Bosnian has been using the CTD driver app since May. The mobile app connects him in real time to his dispatchers and he receives push notifications with up-to-date information about his trips. The app has a lot to offer. The drivers can use it to conveniently arrange their next job. They just have to log into the system once using their user data and CTD chassis number. They will then receive all the transport data necessary for the next tour.

Customs and release numbers are provided and, in future, terminal handling slots will be provided, too. The driver can also take photos of documents and containers with their phone and send them to CTD if necessary.

All CTD drivers now use this practical smartphone app. It simplifies daily tasks and saves time. Dedić agrees: "Using the app is much easier than the web announcement process. It's always running in the background and notifies me of any relevant information. Before, I had to print container and release numbers for each tour at the CTD head office and submit the documents to the terminal. Now I can do it all digitally on my phone."

Following an intense testing phase, the app is now also ready to handle the slot-booking process, which has been mandatory at all container terminals in the Port of Hamburg since 29 November. It means, only trucks with a valid slot will be handled. This coordinated process is intended to make handling at the terminals more transparent and structured. Before, it worked on a first come first served basis. But the more organized slot-booking system allows containers to be handled faster. A detailed report about the new slot-booking process in the Port of Hamburg is scheduled for the next issue of the Port of Hamburg Magazine. ■

www.ctd.de

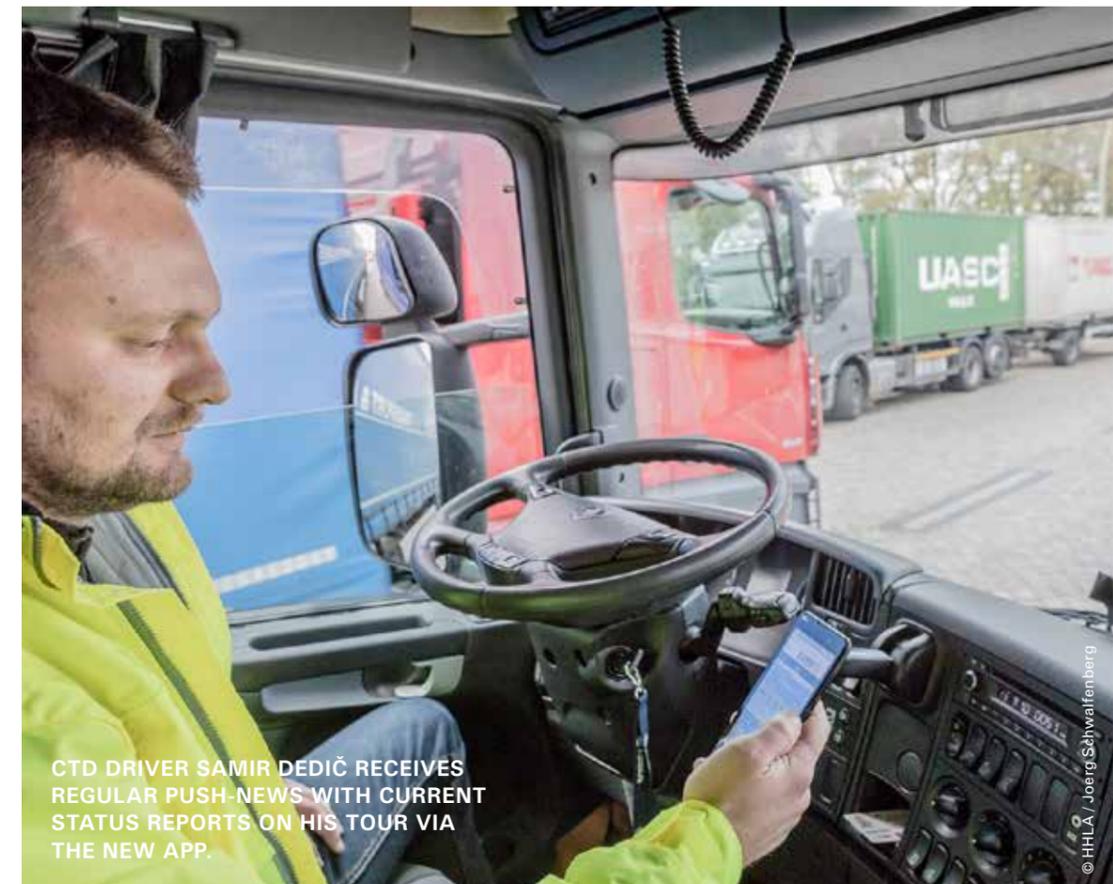
of movement is a technology, impacting on many fields, be it a containership or truck. The systems will certainly not become independent thinkers: That would be too much to expect. However, they will be able to take many decisions quickly by registering a range of aspects from their environment, independently converting these into processes. This is the quantum leap innovation where, just as with the Smartphone, many new business models will emerge that we have no idea of today.

DIGITALIZATION – THE GAME CHANGER

But just what do these many new aspects mean for the Port of Hamburg and the companies connected to it? The economist and former director of the Hamburg Weltwirtschafts-Institut (HWWI), Prof. Thomas Straubhaar, has investigated this topic thoroughly and confirms the McKinsey statements: "Digitalization is a game-changer, leading to a complete rethink of business models." This is particularly evident taking the 3D printer as an example: "For years, sports shoes manufactured in SE Asia arrived ready for sale in Germany. Today these can once again be made locally, using a 3D printer with the precise measurements for the individual customer. This no longer involves major transactions between Adidas in Germany and the production facility in China, just like the sports shoe that will come to the customer somewhere in Hamburg."

This naturally leads to the question, whether the business with containers is going to decline long-term, at least in the North Range – and with it the maritime economy in North Germany slowly but surely shrinking? Straubhaar is convinced: "No. It would certainly be a great mistake, if Hamburg were to disengage itself from the port or shipping. But the port has to ask itself the question, in what shape or form it can earn money in the value-added chain of digitalized logistics. Processes could, for example, have more precision, be more customer oriented, or handled faster. And this is less about quantity than quality." Straubhaar urges a timely reaction to these changes: "In fact, right now!"

In this economist's view, the future of the Port of Hamburg lies in closely intermeshing cargo handling, the processing trade, industry and logistics. "This requires targeted investments and an excellent infrastructure above and beyond the port installations." The future of logistics is no longer only in the hands of the cargo handling trade, but also services and the data trade. Where the size of containerships is concerned, he positions himself clearly against the McKinsey forecast: "The stronger and faster these developments accelerate, all the sooner will mega-containerships and sprawling seaports become the dinosaurs of economic history." ■



CTD DRIVER SAMIR DEDIĆ RECEIVES REGULAR PUSH-NEWS WITH CURRENT STATUS REPORTS ON HIS TOUR VIA THE NEW APP.

© HHLA / Joerg Schwalfenberg

“My wish is that in going forward, we shall have the courage to bring digital progress to life”



© HPA/Andreas Schmidt-Wriethoff

HPA'S CEO JENS MEIER DISCUSSES THE PORT OF HAMBURG'S FUTURE

Along with various partners, in recent years HPA has tested or implemented 28 projects in the smartPORT Logistics area. That commenced with an intelligent building-site marker, continued with new visual technology for our Nautical Centre, and now extends to developing sensors to optimize points maintenance on the Port Railway. HPA is currently working on the introduction of augmented and virtual reality in the port. Taking the data view could open up wholly new opportunities – in construction planning, for example. In addition, we are considering further market-compatible development of the smartPORT logistics app for intelligent truck control in the Port of Hamburg. This would be based on our partners' experience in practice. Going beyond our smartPORT projects, the Port of Hamburg is currently engaged in a field trial of the new 5G mobile radio standard. Together with partners like Deutsche Telekom and Nokia, we are testing such applications as sophisticated sensor controls or secure mobile telephone networks throughout the port, previously only feasible with glass-fibre technology. HPA has the opportunity here to play a part in framing the future standard. The whole port will benefit. When 5G is introduced in 2020, we shall already have had two years' of practical experience with the new technology – and that is a gigantic advantage.

As HPA you create the essential infrastructural conditions for the further development of the port. Which investment and construction projects will your plans require in the years to come?

The factors behind our success are modernization, renewal and disentangling the transport layout. In recent years HPA has forged ahead with modernizing the Port Railway. Investment there has totalled around 450 million euros. One example: While the total number of trains remained almost constant between 2007 and 2016 at around 60,000 per year, the number of containers transported annually rose from 1.8 to almost 2.4 million TEU. That represents a tremendous hike in efficiency, securing our position as Europe's largest rail port. At the beginning of 2018 we shall be opening a locomotive servicing point, unique of its kind, at the 'Alte Süderelbe' terminal. We shall have 35 new, automatically controlled sidings for engines there, creating fresh space on the tracks. Nor can anybody overlook the new Kattwyk rail bridge, now under construction. By separating vehicular and rail traffic there, HPA is creating extra road and rail capacities in a heavily congested area of the port. In addition, several variants for a new crossing of the Köhlbrand are under investigation at HPA. We are also in the home straight with the fairway adjustment project for the Elbe, the port's life-giving artery.

“ **Jens Meier, a far-sighted graduate IT expert, has headed Hamburg Port Authority (HPA) since 2008. In his role as HPA's CEO, over the past decade he has made the Port of Hamburg 'smart'. Yet what lies behind HPA's smartPORT strategy? Is this paving the way for the logistics of the future? Over the coming decades logistics will undoubtedly be drastically changed by new processes and digitalization. Experts are assuming total networking between all those involved along the supply chain – for the Port of Hamburg, at once a challenge and a chance.**

Port of Hamburg Marketing: Nobody can precisely predict the future but futurologists are constantly venturing to gaze into tomorrow's world. For logistics, there are several scenarios. How does your personal vision of the future look and what part will the Port of Hamburg play there?

Meier: I feel that growth in containership size should be coming to an end. It is not gigantic vessels that will produce higher growth rates, but optimized pro-

cesses along the quays, and for inbound and outbound cargo. As Germany's largest universal port, with optimal hinterland access, Hamburg is fundamentally very well positioned. To benefit from the digitalization mega-trend, we need to exploit the immense potential of even closer cooperation of all those involved in data interchange, but also in training staff along the entire supply chain. Together, we could accelerate door-to-door transport – because that is what will be crucial in future. The port re-

mains pivotal. Networking between all partners may start with us in the Port of Hamburg, but needs to be achieved worldwide. HPA leads the way by driving cooperation in the port network chainPORT, for instance, fostering active interchange between the world's leading port authorities. For all digitalization's technical possibilities, humans are indispensable. Only networking of expertise and creativity of the kind plentifully available in our port, can produce sustained momentum for the future. This approach is already being tried out in practice by HPA in its smartPORT projects.

smartPORT stands for intelligent port development – an important step towards holding our own in competition. Which projects have already been successfully implemented and which are planned for the next five, ten or 15 years?

From your angle, which conditions do companies in the Port of Hamburg need to create for the digital future? Is HPA also a consultant or sparring partner in this respect?

It is essential that all those involved see digitalization as a common task, for too often all that lurks behind the term is the technical approach. Good results can only be achieved provided that those involved are optimally and correctly networked. That applies to cargo handling operations, shipping companies, logistics and suppliers too, plus HPA as infrastructure operator. We see ourselves in the role of partners, intermediaries and initiators too.

How are you developing ideas for the Port of Hamburg's future? Is there a project group with various different players?

The port is certainly a good test laboratory for the City of Hamburg. Irrespective of whether traffic control innovation, environmental sensors or logistics solutions are involved: An area of around 8,000 hectares gives us the opportunity to try out tomorrow's technologies in practice. What has proved itself in the port, can subsequently be applied in many ways

to technologies throughout the city. And even if an application does not on occasion have the desired success, we learn from that, and pass on what we know to others. HPA has set up special departments for these developments, with specialists for digital issues, business models and processes. I cannot often enough stress that innovations can only be moved forward through joint action, so HPA invariably relies on close cooperation with the port business community, with research institutions, technological and telecommunications suppliers. Globally, we conduct a regular exchange with other ports about ideas for the port's future – there's no need to re-invent the wheel. Early in November, for instance, HPA representatives met in Los Angeles to discuss new technologies under the maritime cooperation project chainPORT. On hardware too, we are in close contact with our partners, along with the Free and Hanseatic City of Hamburg. We are progressing together – that starts with settlement of new businesses and continues with developing the Central Freeport, where we are looking to local business for real input.

Have you a request for players in the port and logistics business?

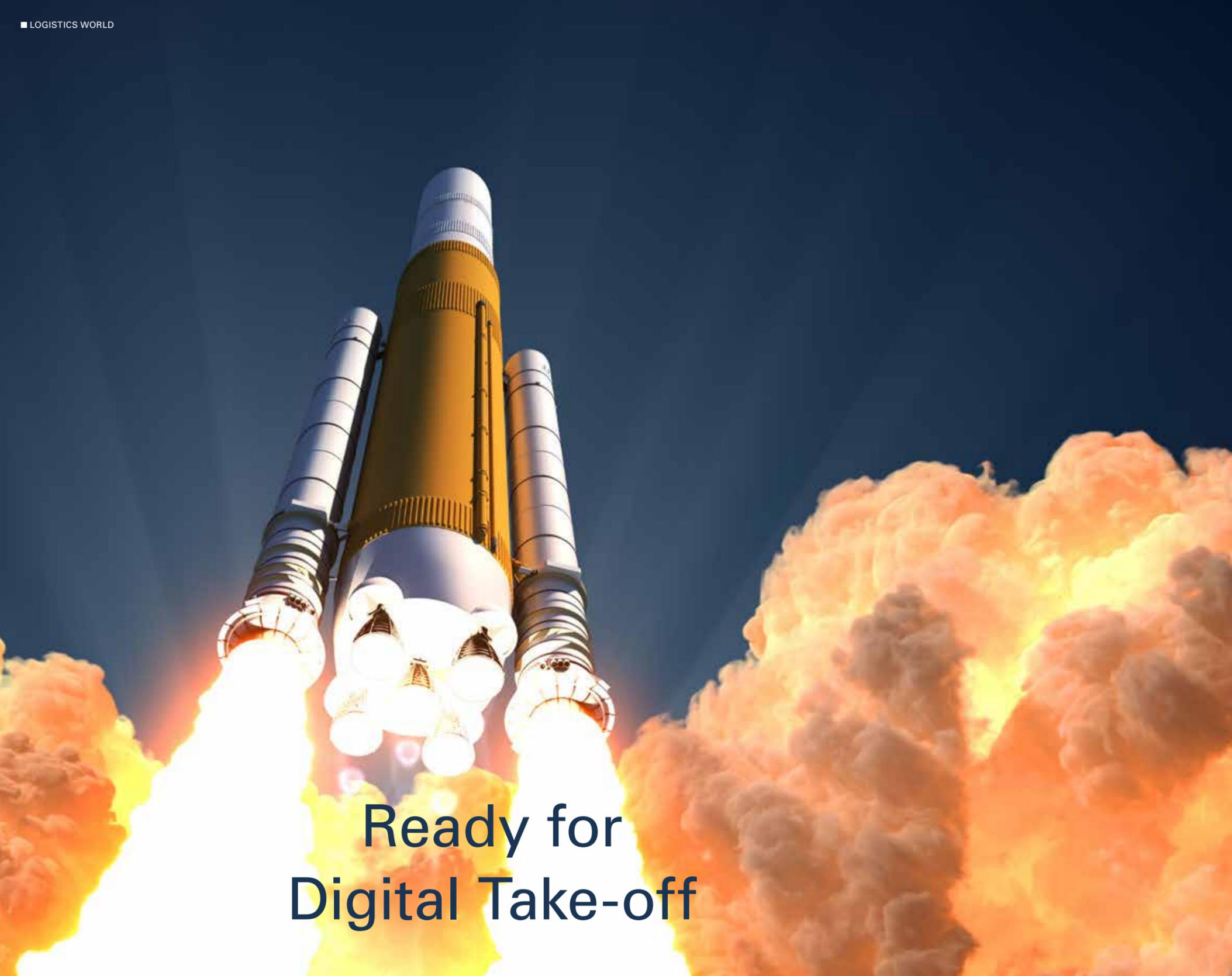
Numerous discussions with our port companies have shown me that the subject of digitalization invariably involves anxieties and reservations. The process naturally entails changes in established practices at work. The Port of Hamburg has always been extremely innovative there, indeed a model for the entire world. My wish is that in going forward, we shall have the courage to bring digital progress to life. To make further strides forward, now is just the time to be setting our course for the future. Yet it will also be vital here to keep all those staff aboard, who keep port operations running. ■

HPA
 Since 2005, Hamburg Port Authority (HPA) has provided future-oriented port management from a single source. It's on hand wherever the Port of Hamburg's efficiency, safety and viability are paramount. HPA caters for the port's growing demands with intelligent and innovative solutions. The HPA is responsible for efficient and sustained planning that conserves resources, and for implementing port infrastructure measures. It is the point of contact for all questions on waterside and land infrastructure, the safety and straightforwardness of shipping traffic, Port Railway facilities, real estate management and conditions for business in the port. HPA makes available the required sites, performs sovereign obligations and provides port business services. HPA markets specialized, port-specific expertise, also representing Hamburg port interests at national and international level.



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Ready for Digital Take-off

The future lies in digitalization. Hamburg wants to take on a leading role in logistics, bring the Digital Logistics Hub into being. But, what is behind it?

Digitalization is not coming, it is already here and in full swing. Autonomous vehicles, artificial intelligence, Industry 4.0, SmartHealth and cashless payment systems - there is hardly a commercial or social sector that is not affected by digital change. If we believe a few smart minds - futurologists, philosophers

and visionaries - then digitalization will be like a powerful wave breaking over us in the next few years, only comparable to the social upheaval through the Age of Enlightenment and Industrial Revolution. Germany is really not seen as a pioneer in digitalization as yet. The flagship sector, the automotive indus-

try has fallen far behind in e-mobility and driverless systems. Those who have recently travelled up to Denmark, will have realised that very often you do not get very far with cash. This small Scandinavian country is much more advanced with mobile payments. But how does it look for logistics? According to the

digital business monitoring report 'Wirtschaft DIGITAL 2017' issued by the Federal Ministry for Economic Affairs and Energy (BMWi) the number of digitalization sceptics is particularly high. 52 percent of transport and logistics companies see digitalization of their own companies as unnecessary.

"This is an alarming figure," says Karl-Heinz Piotrowski, project leader of the new Hamburg Digital Logistics Hub. In his opinion, there is no way to avoid digitalization. "The question is, whether we want to actively shape it or leave it for others to do." Hamburg has given a clear answer: The city wants to take a leading position in the digital transformation of the logistics sector and become the main contact internationally for logistics approaches, solutions and innovative developments.

The Hanseatic City wants to take a leading position as logistics companies embrace digital transformation.

To pursue this the Hamburg Ministry for Economic Affairs and Logistics Initiative Hamburg launched the Digital Hub Project on 30 August. It is based on the BMWi and German digital association Bitcom's 'Digital Hub Initiative'. With their help Germany aims to play an import role in the digital map of the world. Twelve hubs have been created throughout Germany as digital starting points with differing focusses, among them traditional industries such as chemicals, finance and logistics, as well as new digital sectors like the Internet of Things (IoT), artificial intelligence and Smart Systems.

Silicon Valley is seen as the most successful Digital Hub with its combination of entrepreneurs, start-ups, large technology companies, research and training institutions and investors. The Digital Hub Initiative is also aligned to this role model. As twin hubs Hamburg along with Dortmund cover the whole logistics sector.

The Hamburg hub aims to create space for digital technology and product development, new business models as well as workshops for companies and entrepreneurs. Co-working areas, prototype labs and MakerSpaces should become the cradle of innovative testing and an investment environment for the logistics concepts of the future. About 30 companies have already signalled their readiness to cooperate and support this, so that global players, mid-sized companies and above all start-ups can work together to research and develop marketable products and innovative digital solutions for logistics. Activities planned range from networking logistics companies, the IT sector, research and science, start-ups and the world of politics, to education and training programs for innovators all the way to building up experimental and testing labs for prototypes and new products.

“The challenges of the future can only be met through cooperation”.

“Hamburg was quickly found to be a suitable location for a new Digital Logistics Hub,” says Piotrowski. “Here we have ideal conditions: Hamburg is an outstanding logistics hub for world trade and the most important logistics location in northern Europe. We have a very active start-up sector, a wide-ranging logistics industry with strong sector clusters and initiatives as well as well-known research and educational institutions.”

The Hanseatic City of Hamburg is a ‘City of Solutions’, today implementing mobility solutions for tomorrow. It is positioned as a key future driver for intelligent transport systems and services. Hamburg Port Authority’s smartPORT strategy is seen, for example, as a lighthouse project in developing intelligent solutions for traffic and goods flows as well as environmentally-friendly mobility.

The most important task for the Digital Logistics Hub in Hamburg is to provide a networking platform for start-ups and established companies to develop and produce solutions together. Piotrowski: “In early kick-off events we have tried to establish what have been the biggest obstacles so far. The results showed that for start-ups searching for areas of application for their projects was an issue. Unfortunately, companies are often biased against new ideas and shy away from involving young start-ups in existing business processes.”

In order to break free from existing business models and make room for new ideas many large companies, for example VW and BMW have created spin-off companies for their experimental and innovative work. “This is the same idea for the Digital Logistics Hub here in MindSpace,” says Piotrowski. MindSpace is a co-working office on Hamburg’s Rödingsmarkt, where

teams of every size find a place: whether they are freelance, young start-ups, small companies or project groups. The philosophy behind it is to form a creative, open and transparent working culture. For Piotrowski it is especially important, particularly for small and mid-sized logistics companies to have a digital contact point. “Here there is often anxiety for substantial change, because one cannot rely on years of experience and expertise, but must move into uncharted waters.” This makes it so important to create trust and to put the potential for digitalized business processes in the foreground rather than the risks. “Even when companies, irrespective of size, do not have a clear understanding of how far digitalization fits into their company strategy, they are very welcome here. One does not need to have a concrete challenge or a clearly defined project in mind.”

One thing is clear, emphasises Piotrowski. The Digital Logistics Hub is not just for talking, discussing and networking. “At the end of the day completely new ideas and visions for new products, new business models, and new companies should be formed.”

Piotrowski gives an example of how this could look in practice: “My vision is for optimizing parcel deliveries over the last mile. When we manage to get the largest delivery services around the table, to pool parcel deliveries in a newly created city district like HafenCity, with the help of digital solutions then everyone will profit and there will no longer be five different delivery vehicles in the street, but a maximum of one.” The project leader also sees a lot of potential in the area around the port. “With the Port of Hamburg as backdrop, a test field for new G5 mobile phone technology is being developed to offer comprehensive alternatives with new data sources, futuristic services and solutions.” But here too Piotrowski is convinced that: “All players must work closely together. The challenges of the future can only be met through cooperation.” ■

Further information on the Hamburg Digital Logistics Hub, partners, companies involved and upcoming dates and events see:

www.digitalhublogistics.hamburg



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Karl-Heinz Piotrowski
Project leader of the new Digital Hub Logistics Hamburg

ITS CONGRESS 2021 IN HAMBURG

Hamburg will host the Intelligent Transport Systems World Congress in 2021. The ITS Congress is the largest specialist event of its type in the world, assembling all relevant representatives from the worlds of research, economics and politics. Approximately 10,000 experts are expected in Hamburg from 11 to 15 October 2021. The Hamburg Senate is working flat out to make Hamburg into Germany’s exemplary city for intelligent mobility and logistics. Numerous



projects are now being started, the results of which will be presented at the ITS congress. www.its2021.hamburg



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A boost for logistics real estate

The logistics sector is booming – and demand for logistics real estate is climbing. Specializing in the property market, Berlin-based analysts Bulwiengesa report historic highs countrywide for building activity and investments in the current year 2017. The Hamburg Metropolitan Region remains one of the Top Three most attractive regions.

Record year, 2016 had already been overhauled for total investment in logistics real estate on 31 July 2017, base date for the survey. That emerges from the 'Logistics and Real Estate 2017' booklet recently published by Bulwiengesa. "Since 2012 the logistics real estate sector has grown annually by 5.2 percent," survey manager Tobias Kasser of Bulwiengesa's Hamburg branch has calculated: "With at least 5.1 million square metres of logistics

space completed, preliminary calculations indicate that 2017 will top the previous record year 2016 by no less than twelve percent." In the process, building is distinctly more speculative than in previous years. "That suggests growing optimism and self-confidence in this segment," stresses Kasser.

Hamburg Metropolitan Region is one Germany's Top Three most attractive areas for logistics.

In this market, the Hamburg Metropolitan Region traditionally plays a major role. In 2017 it is once again one of the Top Three most attractive regions. Currently Hamburg takes third place in Bulwiengesa's ranking, after Munich and Berlin. Last year it came top. "The market as a whole is on the move and notable for tremendous momentum," reports Kasser. He calculated market attractiveness using an economic scoring system confined to real estate. Flowing into this were index figures for turnover on space, building and investment activity. The real estate analyst attributes shifts at the top primarily to dynamic demand for sites and investments in Munich, as well as strong rental growth in Berlin.



THE HAMBURG METROPOLITAN REGION SHOWCASES REGULARLY ON A JOINT STAND AT EXPO REAL IN MUNICH. LOGISTICS REAL ESTATE IS ONE OF THE CENTRAL SECTORS AT THE FAIR.

SYSTEMS PROVIDER STILL'S NEW LOGISTICS CENTER IN HAMBURG HAS ALREADY RECEIVED TWO AWARDS FOR ITS INNOVATIVE CONCEPT.



Conferral of the Logix Award on ECE Projektmanagement proves that Hamburg's logistics real estate performs a lighthouse function country-wide. Since 2013 this has been presented by Initiative Logistikimmobilien (Logix) to honour outstanding logistics real estate developments. An independent jury advises. Hamburg-based ECE received the award at the Expo Real property trade fair in Munich at the beginning of October 2017. It was for intralogistics systems supplier Still's new logistics centre that involved investment of around 30 million euros. This complex in Hamburg-Billbrook consists of two warehouses with a total area of 30,000 square metres and had already received a Gold Certificate from the German Association for Sustained Building (DGNB). "The jury was above all impressed by the intensive, constructive cooperation between all those involved," emphasized Würzburg-based

Professor Dr Christian Kille in his appreciation address as Chairman of the Logix jury: "Return to productive use was achieved here by building on a derelict site of unfavourable shape, with tremendous soil contamination and a high-tension line running diagonally across it, providing the tenant and his staff with long-term economic prospects." Frank Horch, Hamburg's Economics Senator, used Expo Real to announce reorganization of the Hamburg Business Development Corporation: "The real estate industry is a strategic partner for the Hamburg Senate in developing the city. To simplify cooperation, we have enlarged Hamburg Business Development Corporation (HWF) into a One Stop Agency for Investments. This will in future trade under the umbrella brand 'Hamburg Invest' and take over all marketing of the municipal trading and industrial sites." ■

POINTERS ON LOGISTICS REAL ESTATE IN HAMBURG

Working group

The LogistikInitiative Hamburg (LIHH) is an important point of contact for logistics property investors and users in the Metropolitan Region. LIHH's Logistics Property Working group reconstituted itself at the end of September 2017. Around 30 experts from business and the public sector participated. They aimed to identify topic clusters to be handled by members of the working group in the next new months and developed into measures and projects.

www.hamburg-logistik.net

Business development

Along with the business development now reorganized in Hamburg Invest, another source of economic and real estate expertise in the Metropolitan Region is Süderelbe AG. With its Real

Estate and Cluster Development divisions, in cooperation with local business development the company offers numerous services for firms, investors and public sector bodies. Its shares are held by counties and local authorities, saving banks and firms in the form of a public-private partnership.

www.hamburg-invest.com
www.suederelbe.de

Market information

The 'Logistics and Real Estate' series consists of independent surveys comprehensively illuminating logistics real estate. This has established itself as the leading source of expertise on this class of assets in Germany, published by analysts Bulwiengesa, who investigated market movements during the period between 2011 and 2017. Evaluation is under the headings: Project de-

velopment, building trends, investment and financing. There is no charge for downloading.

www.logistik-und-immobilien.de

Initiative

The Initiative Logistikunternehmen (Logix) has set itself the target of boosting acceptance of logistics settlement, not only in the sector, but also among the general public. Since 2012 Logix has been engaged in creating topics for dialogue, and initiating surveys and research projects. Every two years the Initiative presents the Logix Award for outstanding logistics real estate in Germany. More than 30 companies in the sector are members of Logix, whose cooperation partners include the German Association of Towns and Municipalities (DStGB).

www.logix-award.de

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WINSEN IS THE FIRST SITE IN GERMANY WHERE AMAZON DEPLOYS WAREHOUSE ROBOTS DEVELOPED IN-HOUSE. THESE SMALL HELPERS WEIGH ABOUT 145 KILOGRAMS AND MOVE AROUND THE LOGISTICS CENTRE AT A SPEED OF ABOUT 5.5 KILOMETRES PER HOUR.



Amazon Robotics: Deploying small helpers

Search, click and buy – that’s how you shop at Amazon, a global player and by a wide margin, Germany’s largest online shop. Of total turnover from all online trading in Germany, 25 percent is generated by Amazon.de. Internationally, Amazon.com is the top online mail order group. With over 40 logistics centers throughout Europe, Amazon is well positioned for further growth.

At Amazon, customers find new and used goods from virtually all areas of the consumer goods industry. Books, music, DVDs, electronic equipment, photos, digital downloads, software, PCs and video games are available, along with kitchen, household and garden appliances, toys, sport and leisure articles, jewellery and shoes, health products and cosmetics, clothing, cars, food and magazines. Buying at Amazon involves just three simple steps. Users search for specific products, click on some and then buy one. Via its market place, Amazon provides even external dealers with access to this gigantic potential. Meanwhile, almost ten thousand traders are offering their products in Germany on Amazon.de.



Norbert Brandau, Amazon's operations manager

euros in the facility. Given its advantageous location for transport via the Port of Hamburg, the airport and a good motorway access, Amazon sees excellent parameters for future growth in online trading, from

which numerous traders in the region will profit as Amazon partners. In combination with 'HAM2', in future Amazon will be using a distribution centre covering 18,000 square metres on Hamburg's Peutestrasse for supplying its many customers in the city and south of the river Elbe.

ROBOTS TAKE OVER WAREHOUSE PICKING

Even in the commissioning phase, during a three-shift working day Norbert Brandau, Amazon's operations manager, already supervises storage and despatch logistics for about six million articles

OVER 1,400,000,000 ARTICLES PASS THROUGH AMAZON LOGISTICS CENTERS IN EUROPE

Any customer placing an order with Amazon anticipates rapid delivery. In Germany alone 12,000 permanent staff, in ten logistics centers, ensure efficient storage and rapid despatch of online articles. In the Lohrdorf commercial park at Winsen on the outskirts of Hamburg, the new 'HAM2' logistics center has been gearing up since July 2017. After a testing and start-up phase lasting several months, it becomes fully operational in December. Around 2,000 people are finding employment at the facility, which covers 64,000 square metres. Logistics property investor IDI Gazeley has built the logistics center. Amazon as tenant has itself invested around 90 million

articles in the complex of three-storey warehouses. "With the start of full-scale operations at the end of the year, at 'HAM2' we shall then be handling up to eleven million articles. We based the name 'HAM2' on the identification code for Hamburg Airport, following standard practice at Amazon logistics centers worldwide. Since we shall also be supplying international customers through 'HAM2' in Winsen, and goods for storage there do not originate solely in Germany, the seaport and airport are ideal for our transport logistics," is how Brandau explains Hamburg Metropolitan Region's geographical advantages. Among Amazon's logistics centres in Germany, 'HAM2' is also very special in another respect. This is the first site where Amazon is deploying storage robots developed in-house. As if guided by an



AROUND 2,000 STAFF HAVE JOBS AT ON THE OUTSKIRTS OF HAMBURG AT THE NEW LOGISTICS CENTER 'HAM2' THAT COVERS 64,000 SQUARE METRES.

© Gezeley

invisible hand, orange vehicles glide through the warehousing at walking pace to the racks notified by radio signal as containing the order for collection, then take it to the picking station indicated. An operative then collects the customer's order. In Europe, computer-controlled transport systems known as Amazon Robotics have been operating at sites in Poland and the United Kingdom since 2015. "The robotic transport systems help to reduce distances needing to be covered on foot by workers in our highly spacious logistic centers and to optimize processing time. That way, we can handle online orders within a distinctly shorter time," says Brandau. These small transport assistants weigh around 145 kilograms and move around the logistics centers at around 5.5 kilometres per hour. In the new 'HAM2' logistics center, all articles ordered online from Amazon are taken to the pickers. These are the Amazon operatives who gather articles for online orders at the picking stations. From the racks required by the picker for handling an order, the relevant articles, are taken by the robot direct from the storage point to the reception station notified by radio signal. Pickers receive information on an Amazon customer's current order at any time on their monitors. On arrival, the articles required for an order are taken from the robot, then make their way on conveyor belts to be packed and labelled before being loaded on to

delivery vehicles standing ready in the despatch area.

HELPING TO DEVELOP ROBOTICS – THE AMAZON PICKING CHALLENGE

In 2012 Amazon invested 775 million US dollars in acquiring robot and storage technology manufacturer Kiva Systems. That assures the group of direct access to tomorrow's technology. To keep an eye on developments in research and production beyond its own four walls, and to promote a continuous exchange with the academic world, Amazon organizes the annual Amazon Picking Challenge. Last year this Amazon-sponsored event formed part of the RoboCup 2016 held in Leipzig between 30 June and 3 July. The Challenge aims to strengthen relations between the industrial and academic robotics communities and to promote development of applied and public solutions in the field of unstructured automation. Among the special challenges are picking and transfer jobs that are tackled in an exchange of expertise with the academic robotics community. Here the competition focuses on vision as well as analyzing the field of sight, grab movements, movement planning and unusual occurrences. Points are awarded during the Challenge for the number of successfully transferred objects during a specific time window. Cash prizes of up to 80,000 US dollars are awarded to teams participating. ■



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Aligning man and machine: The exoskeleton

For engineer Robert Weidner of Helmut Schmidt University in Hamburg, to be able to lift weighty objects repeatedly with his arm without any physical exertion is invariably an absolutely special experience. The explanation for his seemingly unlimited strength is quite simple. He's wearing an exoskeleton.

This is a support robot designed by him and his colleagues in the smartASSIST working group at the Manufacturing Technology Laboratory of Helmut Schmidt University. His upper body is enveloped in this exoskeleton 'made in Hamburg' as if by a tailor-made corset.

When lifting objects, for instance, Robert Weidner can use the built-in spring/pulley systems to assist him in lifting operations. The load on the body and the risks of injuries are both reduced. Along with passive exoskeletons that support the wearer with such mechanical aids as spring/pulley systems, active exoskeletons use electric motor or pneumatic systems to provide additional external power. Although exoskeletons are still at the trial and development stage, some companies are already deploying

them operationally. In the logistics field, the primary area for their use is where human beings are required to do heavy physical work over long periods. Use of exoskeletons in the packing areas of logistics enables physical impairments to be compensated. Postural defects and physical wear and tear can also be avoided.

GEODIS RUNNING TRIALS WITH EXOSKELETONS

Logistics service provider GEODIS is already using exoskeletons in one of its European distribution centres. Warehouse operatives there are daily lifting and shifting loads with a total weight of around 4,000 kilograms. Using the passive exoskeletons deployed by GEODIS, they obtain substantial relief when removing heavy loads from the warehouse and picking

and packing these. The way the devices function is brilliantly simple. The exoskeleton used by GEODIS is fitted with a system of springs that functions as a counterweight. When the operative bends over, the springs press in the reverse direction. This reduces the load on the back by 40 percent. That makes life far simpler for the operative and provides tremendous relief with often very repetitive daily packing jobs. Trials by three operatives, each receiving a customized support, have so far been going very successfully. The exoskeletons are also helping prevent back injuries. The company is exploring further opportunities for using them. The exoskeletons in use so far are passive, i.e., they follow the user movements and adjust to the pressure without hampering movements. There is growing interest in an active exoskeleton with additional functions. This could support an operative's arms. GEODIS is very actively following and emulating progress in the exoskeleton area. After evaluation of the trial findings, Laurent Parat, European Vice President of GEODIS Contract Logistics, sees deployment of additional

systems in the worldwide GEODIS network as a significant target.

DOES THE FUTURE BELONG TO EXOSKELETONS?

Logistics experts assume that active exoskeletons will become more compact in the near future. To provide fit-for-purpose assistance, these will employ sensors to register just when the wearer requires support, and of what kind. Sensory recognition can be via special gloves, for example, that enable the system to recognize the load and by estimating its weight, to know how much external energy is required to support the wearer. Work is in progress on this under the German Ministry of Education & Research's SensHand project, with Fraunhofer IPA cooperating. When research & development permits assembly of individual exoskeleton components for different areas of application, the deployment of exoskeletons on the market will expand. With standardized exoskeletons, lower investment costs will simplify their use in logistics and industry. ■



Exoskeletons provide enormous simplification and valuable relief for staff on often repeated daily packing jobs.



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There are many ways to China

China is the Port of Hamburg's top trading partner. The Hanseatic City is seen as the Gateway to Europe for Chinese goods. Hamburg aims, not only to top the league for seaborne trade but also to position itself as the leading rail hub in the China trade.

"A path is created once somebody takes it," says a Chinese proverb. Perhaps China's President Xi Jinping was remembering this when in 2013 he presented the world with his vision of "One Belt – One Road" – OBOR, centred on the New Silk Road. Western industrial nations, especially, at first shook their heads, shocked at the sheer dimensions of this project of the century. Meanwhile, they are impressed by the Middle Kingdom's tempo in pushing ahead with its strategies, without endlessly weighing up the pros and cons.

"Fresh solutions and ideas can only prove themselves if they are given a chance" is the motto. Successes so far achieved confirm this theory. Along with pipelines, power grids, deepsea ports and access to raw materials, OBOR efforts centre on revival of the

New Silk Road with railborne freight traffic. For centuries, shipping has dominated transport between the Far East and Europe. There will no change, but China is working on developing the land route as an alternative. Rail is to serve as a new economic and political bridge between Europe and China.

A glance at the September 2017 survey by the worldwide railway organization UIC and consultants Roland Berger on Eurasian Rail Corridors shows how swiftly vision can become reality. In 2016 over 1,700 trains with a total of 145,000 containers (TEU) used the New Silk Road routes between China and Europe. UIC forecasts indicate an increase to 670,000 TEU in ten years' time, in 2027. Remembering that the 2014 totals were around 800 trains and 25,000 TEU, this is not unrealistic.

Hamburg played an important role in this development and aims to position itself even more emphatically in future as a hub for China services. That the

city is Gateway to Europe for seaborne trade with the People's Republic is nothing new. In 2016 alone, Germany's largest seaport handled 2.6 million TEU in the China trade. Almost one in three of the boxes crossing its quay walls are bound for the Middle Kingdom or originated there.

What does the Port of Hamburg have to do with railborne freight transport along the New Silk Road, you may ask. "The port is Europe's largest logistics hub and top port in the China trade. The port's incoming

and outgoing rail traffic contributes decisively to its logistics. Offering 2,000 container block train services per week, Hamburg is by a wide margin the strongest player on the market," explained Axel Mattern, Joint CEO of Port of Hamburg Marketing (HHM), last April at the

event 'Hamburg – Gateway to the New Silk Road', hosted by HHM. As Europe's No. 1 Rail Port and possessing far-reaching China expertise, it is only logical that Hamburg should play a key part in the New Silk Road.

Do its Chinese initiators see it like that? "Both for seaborne and land transport links, Hamburg is seen in China as one of the leading termini for the Silk Road," confirms Lars Anke. As Port of Hamburg Representative in Shanghai, Anke is well equipped to assess the way the Chinese side sees things. Whether as a member of discussion panels or as a speaker, in recent years he has frequently been invited throughout China to events focussed on the New Silk Road. Hamburg's growing importance as a rail hub in the China trade is primarily attributable to the growing range of services it offers: Even now, 177 container train services per week are available between the Hanseatic City and China. New services, improved rail products, additional destinations and

As Europe's No. 1 Rail Port, it is only logical that Hamburg should play a key part in the New Silk Road.



IN 2016 OVER 1,700 TRAINS WITH A TOTAL OF 145,000 TEU MOVED ALONG THE TRACKS OF THE NEW SILK ROAD BETWEEN CHINA AND EUROPE.

Federal Railways and companies from Slovakia, the Ukraine and Russia have been working for almost ten years on plans for expanding broad gauge by 450 kilometres into the Vienna-Bratislava region. To cater for planned and forecast transport volumes, track capacities will need to be increased. Trains at present take two main routes: Rail connects Europe and China, firstly via the Northern route via Mongolia, Russia and Belarus, and secondly via the Southern route via Kazakhstan. The latter splits into several lines, running through either Russia or Central Asia. An additional track is being planned through Turkey, Iran, Pakistan and India. China expert Lars Anke, however, is sceptical on whether it will get as far as new rail routes. Instead, he believes that existing tracks will be expanded by being doubled. With

competences. We have therefore opted to build up a central China Rail Competence Center," said Volker Oesau, CEO DHL Global Forwarding Germany and Central Europe in May 2017. DHL Global Forwarding offers 15 train routes and therefore door-to-door rail services seven times per week between Germany and East Asia. The trains take the western Trans-Kazakhstan corridor and the northern Trans-Siberian corridor, with a dense network of rail hubs in all important economic centres in China, Taiwan, Japan and Korea. It is therefore apparent that in economic terms, rail is a growing transport alternative between East and West. Initial teething troubles are unavoidable with a mammoth project of this type. For its complexity, a train run to China cannot be compared with inner European transport, where train traffic is to a large extent liberalized. The containers roll through at least five countries, often still far from having either stable national economies or harmonized processes. Yet Lars Anke also makes it clear: "In the short term everything is running astonishingly well. Rome was not built in a day." Reliability has improved tremendously since the early years, and for shippers this is frequently more important than transit times. Port of Hamburg's representative is convinced that the railborne Silk Road still offers immense potential for alliances between Chinese and European firms. "Chinese operators mostly lack experience in the European network, while the Chinese network is virgin territory for European suppliers. If two compatible partners come together and develop fresh and logical rail products, then quite some movement is feasible. The Chinese side at any rate is very open-minded on that. "How did Confucius put it? Even the longest path commences with a first step." ■

The containers roll through at least five countries, often still far from having either stable national economies or harmonized processes.

these, implementation would be distinctly faster and less complicated. DHL Global Forwarding is a further example of the strength of growth potential in the train system between the Far East and Europe. This Deutsche Post subsidiary has been active in the Eurasian rail business since 2011. "Within a year railborne freight volumes between Germany and Asia has grown tenfold. To cater for rising demand, we have had to expand further, optimizing processes and pooling



Trains to/from China are cleared almost daily at DUSS Rail Terminal in Hamburg-Billwerder.

© Deutsche Bahn AG/Michael Rauhe

A LOGISTICS CENTER FOR THE CHINA TRADE

In Itzehoe, north of Hamburg, the CLC China Logistic Center commenced operations at the beginning of 2016. The site has since developed into a steadily growing logistics hub. A German-Chinese group of investors, including the Tietje family with its experience of logistics plus Weijing Logistics Group of China, is behind this project. CLC includes 70,000 square metres of warehousing and 8,000 of office space. Additional land for logistics capacities is also available on the site of the former Gruner & Jahr printing plant. China plays an important part in the client and freight portfolios here. Itzehoe stores, picks and packs B2B and B2C goods that are handled via the Port of Hamburg in seaborne containers. In some cases these also arrive from China in railborne containers. "We are always open for fresh developments,"



© Tietje Group

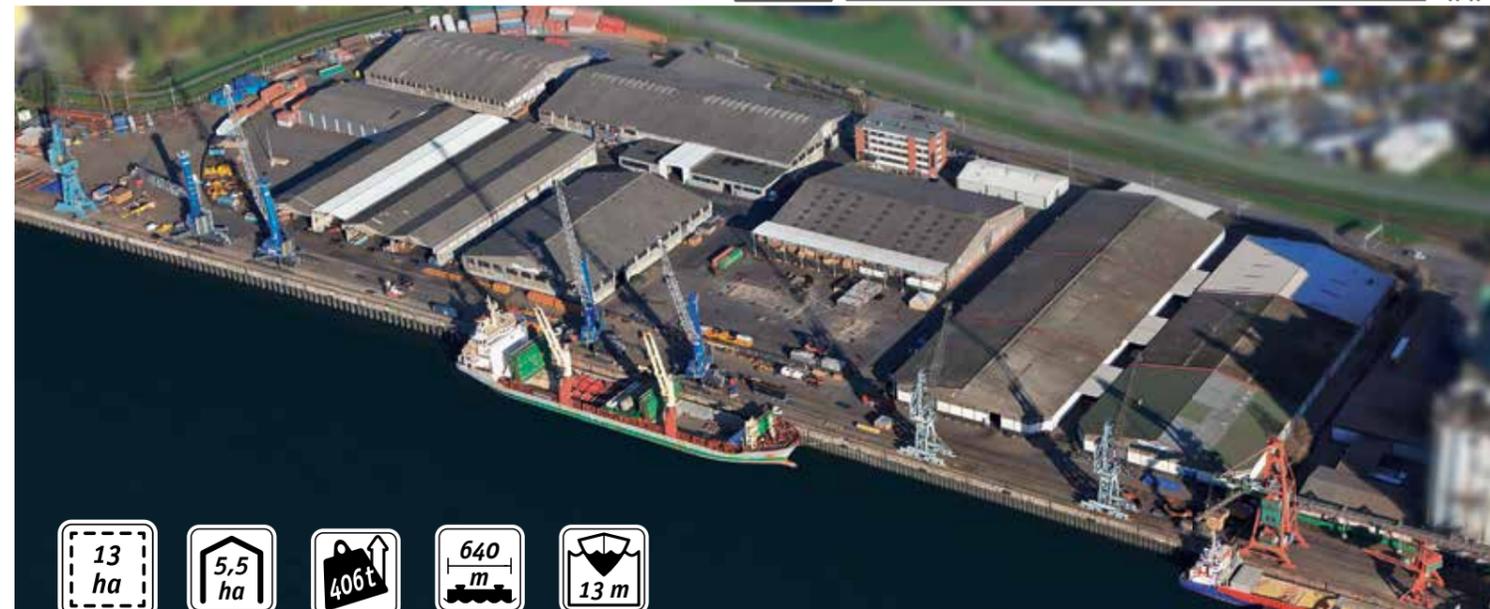
declares Gustav Tietje, one of CLC's three CEOs. "Along with our Chinese partners we are also considering development or our own rail product – maybe via Kaliningrad." www.china-logistic-center.de

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Andrea Briks, managing
associate, SACO
Shipping GmbH



© Hafen Hamburg Marketing/Michael Zapf

Three questions to Andrea Briks, managing associate, SACO Shipping GmbH

Every day Andrea Briks manages transport for hundreds of boxes and containers. Consolidated container traffic is her passion. Together with co-owner Harald Pahl, Andrea Briks is responsible for around 280 employees - but it all began much smaller. At the beginning of 1988 the two logistics experts became self-employed and founded SACO Shipping in a small office in the Port of Hamburg. Today the company, run by its owners, one of the early players in the Non-Vessel Operating Common Carrier - NVOCC business, and has become indispensable in the Hamburg logistics sector.

SACO Shipping has been successful in the market for almost 30 years. What is your recipe for success?

Above all a passion for logistics. But of course, luck also plays an important role. The beginning of the nineties was the right time to establish our business. A small office, a compact team and five trade routes gave us a good beginning. While keeping an eye on costs, we took on more and more liner services. In the meantime we offer our customers 180 direct services per week as well as 85 direct import services. In addition we serve more than 400 other destinations with transshipments and, thanks to our reliable business partners we can also offer niches and ports which the larger forwarders do not serve. As one of the 19 founding members in the WorldWideAlliance a network of worldwide leading NVOCCs, for over more than ten years now, we have offered our customers comprehensive, global transport solutions. More than 2,300 direct weekly LCL export services are bookable. In the end the main thing is first class service. Without question, the choice of location played directly into our hands. Hamburg's geographical attraction makes it the overseas port and essential transshipment hub for the whole Baltic region. This favoured the successful positioning of a company in the NVOCC business.

The lack of qualified specialists is a central issue in all areas of logistics. Apart from qualified employees in operative areas we are also lacking well-trained managers. What is the situation at SACO Shipping?

Qualified and dedicated employees who live our company philosophy are the most important and valuable resources for our success, the worldwide transport business is still based, even today, on strong personal contacts and trust. Many of our

employees have been with us for 10, 20 or more years, many even since their vocational training courses – our customers especially value this. Ultimately, it will also be difficult for us to find qualified staff. We are very involved in training, and around 20 young adults qualify in various professions - most in forwarding and logistics services, but also in office communications and commercial IT. The biggest challenge at the moment is to keep all the trainees in the company after they have qualified. Many wish to go on to study full-time after qualifying. In the future we would like to develop a new concept to counteract this.

Where does the journey lead for SACO Shipping in the future - do you see yourselves faced with special challenges?

I feel very excited about the future. I am convinced that in the coming years logistics processes will change considerably as digitalization increases. Processes will be faster, efficiency will increase with more and more automation. Consequently, we will need more and more IT specialists. But IT also needs people who understand logistics processes. We must be ready for this. Certainly digitalization means that above all we will face new challenges but I also see it as an opportunity. The NVOCC business involves lots of detailed work including the ever more complex, time consuming documentation - there is little time left for direct customer contact. This is where digitalization can help. Apart from these mega trends we are very busy with concrete projects. We are bringing new staff groups into leading positions of responsibility to eventually support and promote the transition to the next generation. Of course, we would like to build-up our business further. There are many opportunities for development, among them in full container and project shipment areas. Our motto is: Never stand still. ■

www.saco-shipping.de



Write to me at: [facebook.com/ppickhuben](https://www.facebook.com/ppickhuben)

PETER PICKHUBEN'S PINBOARD



© Logistik-Initiative Hamburg / Peter Vogel

AN INSIDE GLIMPSE OF TOP LOGISTICS GROUPS...

... with the opportunity arising once a year on 'Logistics Day'. Launched by the German Logistics Association (BVL) in 2007, it celebrates its first decade this year. Once a year, groups and organizations in trade, industry and services offer a free glimpse of their operations. Logistics and training institutes also throw open their doors to present logistics research projects and available training. BVL has set itself the ambitious goal of arousing enthusiasm among young people, especially, for a career in logistics. DHL, GEODIS, Audi and DB Schenker are among the groups that have supported 'Logistics Day' without a break from the start. This year the Day was held on 27 April and attracted 40,000 participants. All over Germany, 670 companies offered around 400 special events. Every year the motto for 'Logistics Day' is 'Logistics make it possible'. The date for 2018 is 19 April. Any companies, research bodies, initiatives and others interested in helping to stage or support 'Logistics Day' can still register at www.tag-der-logistik.de.



© BVL

ROBOTICS IN LOGISTICS?

Robots now have an undisputed place in the German economy, especially in major manufacturing plants. Yet in logistics they have not enjoyed any great status, at most being used to shift goods around large warehouses. Yet where else could robots assist? In picking, for a start, since this is one of the most labour- and cost-intensive processes. Statistics indicate that 90 percent of picking is done manually. The problem here is that for picking orders, robots need to move freely around the warehouse and independently avoid obstructing other systems. A still greater difficulty is that goods are of many different types. Robots must be capable of recognizing the goods and grabbing the correct quantity. To achieve this, the robots need to master various techniques. Research into these is proceeding apace at numerous centres. Robots will, after all, very soon be indispensable in storing and issuing goods – but invariably in cooperation with humans.

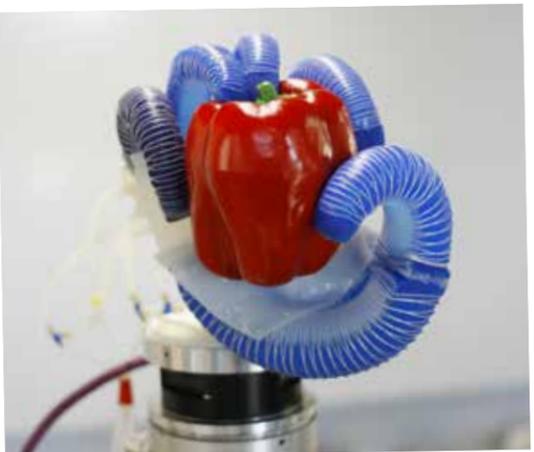
Booming logistics: Talents needed!

Logistics is one of the leading sectors of the German economy. Without logistics, yoghurt wouldn't be lined up in the chill cabinets of our supermarkets, nor would sneakers ordered online be delivered at your doorstep with a minimum of delay. Yet which qualifications lie behind the bumper description 'Logistics'? Expert for Forwarding & Logistics Services; Specialist in Warehouse Logistics or in Port Logistics; Warehousing Specialist; Driver; or Courier, Express and Postal Services clerk are just a few of those available in the sector. A job in logistics is a job for the future – since logistics will not disappear and will always be needed. A survey by the German Logistics Association – Bundesvereinigung Logistik (BVL) – indicates a severe shortage of expert staff in logistics at the moment. Job and career opportunities in this field are not sufficiently well known, causing a lack of applicants. Especially sought just now are specialists with commercial or technical training. The web page www.logistik-lernen-hamburg.de offers school and high school students, as well as teachers, a chance to brief themselves on internships, training, graduate courses and everything about logistics.



In future transport packaging will be intelligent

Turning to transport packaging of the future, what do we see in our mind's eye? A cardboard carton, veteran of countless decades? Smart parcels of stylish design? Or intelligent boxes communicating with us? Digitalization and Industry 4.0 are currently the predominant topics in logistics. Fraunhofer Institute of Material Flow and Logistics (IML) has therefore recently investigated the repercussions of technological change on transport packaging. Their team assumed that transport packaging will also in future consist of the corrugated cardboard familiar to us. Paper possesses a random, individual fibre structure, suitable as an identification characteristic for low-cost and automatic product identification (AutoID) that could make labelling packages unnecessary. Electronic sensors for monitoring transport are another new aid. These permit details on a parcel's condition to be recorded and passed to data centres at any time, and can also check on its still undamaged state. So the courier does not even get to deliver any items that might be damaged. The next few years will also bring changes in the way that parcels are delivered. To the fore will be environmentally friendly transport bikes, drones or even robots. Hence the packaging of the future will be intelligent, even maybe to the extent of communicating with us through digital channels.



© Robotics and Biology Laboratory, TU Berlin

A soft robot hand was recently presented, capable of grasping fruit, vegetables and other easily damaged items

Two containers are all the rage in Hamburg's hinterland



Containers symbolize the international transport and logistics industry. What could be more obvious than to use these fascinating steel boxes for events staged far away from the traditional locations? For some months now, Port of Hamburg Marketing has been deploying two specially equipped containers for customers events: One 40-ft high cube container for information and exhibition activities, plus one 20-ft high cube catering container. The two boxes in that neat cargo look are intermodal-compatible, making them ideal for deployment in Germany and elsewhere. With its new 'Container Roadshow' event format, in future our marketing organization will be running information/networking events jointly with partners and members companies at terminals and other interesting inland venues. The aim is publicize the Port of Hamburg's superb seaport-hinterland services and to produce details directly for the market. The industry gathering on the topic of Intermodal Transport at the DUSS Terminal in Leipzig-Wahren in September marked the premiere and proved a complete success.

Back at the beginning of May the information/exhibition container was already in action at Hamburg's Port Birthday, proving a great draw for visitors. Under the slogan 'Hamburg – Your Port', 16 port & logistics companies and organizations introduced career and training prospects in the sector.

Many further events are planned for next year. For all those interested in the port & logistics, the 'event containers' will again be deployed for four days at Hamburg's Port Birthday. The theme will once again be 'The Port as Workplace'. To mark the '50 Years of Container Handling in Hamburg' anniversary, a Roadshow featuring special events will tour markets in Germany and elsewhere in Europe.

You will find further details of these event containers, which are also rented out for use at functions, at info@hafen-hamburg.de.

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Hafen Hamburg Marketing e.V.

Pickhuben 6, 20457 Hamburg

Telefon: +49 40 377 09-0

E-Mail: info@hafen-hamburg.de



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○→ The container terminals of Hamburger Hafen und Logistik AG (HHLA) are the hubs of a network that connects ports with economic regions in the hinterland. As a leading European port and transport logistics company, HHLA offers highly efficient container handling for the world's largest ships and high-performance container transport from a single source — in Hamburg, Odessa, Central and Eastern Europe, between the North Sea, Baltic Sea and the Mediterranean.

