

# Agenda for the presentation: Mersin, 10th of October 2013



1. DINALOG
2. ALIA
3. HOLM
4. ULUND



# DINALOG by Dr. Meng Lu



1. DINALOG
2. ALIA
3. HOLM
4. ULUND



# The Netherlands: gateway to Europe

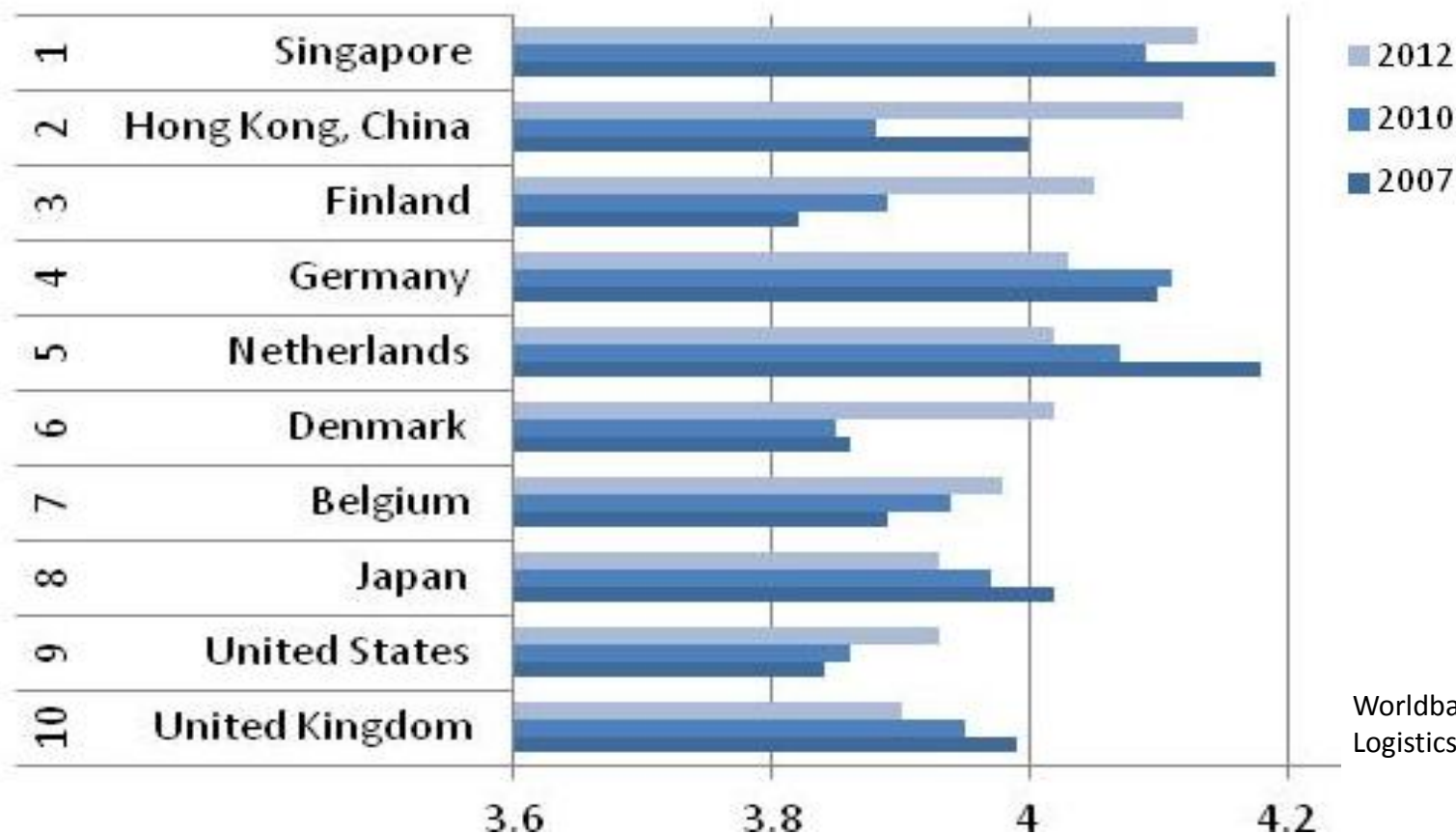


- Geographical position
- Excellent mainports
- Excellent hinterland connections
- Logistic Service Providers network
- Legislative framework & customs
- Knowledge centers

**Logistics/ transport related GDP (2012):**  
**55 bil. EUR (~ 10 % of GDP)**  
**813,000 jobs (~12% of Dutch workforce)**



# Logistics performance index



Worldbank  
Logistics Performance Index

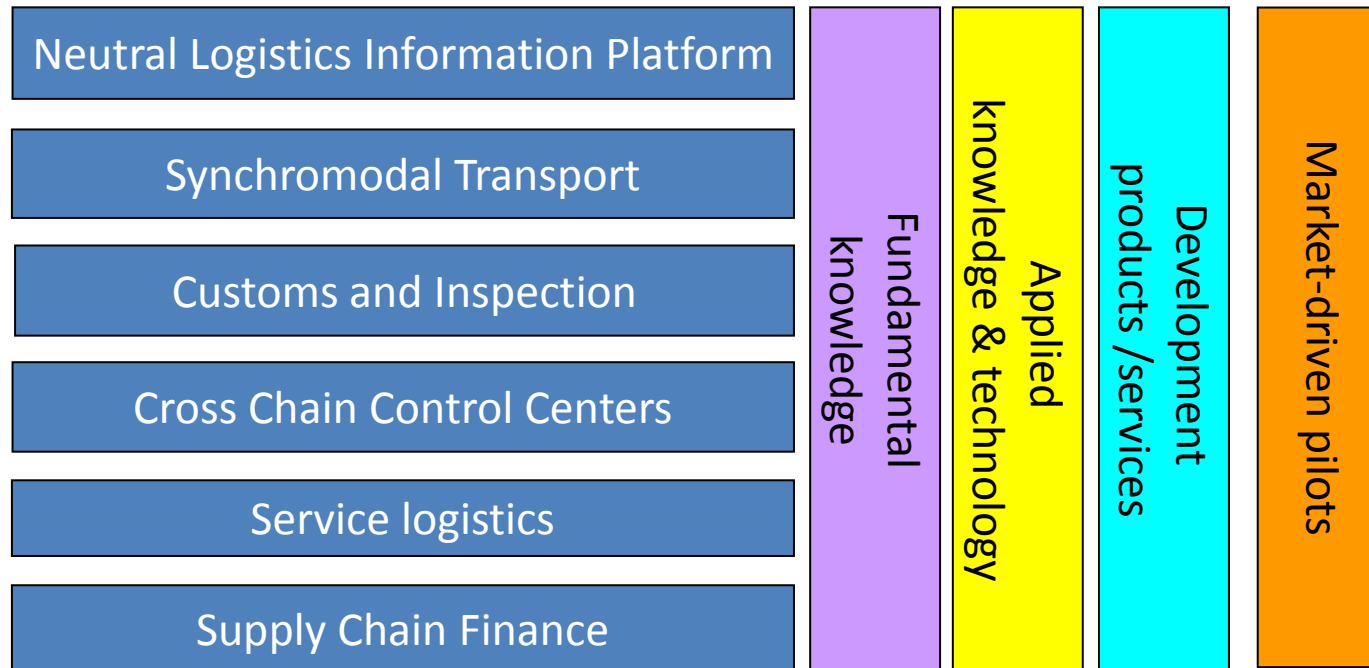




# Dutch policy development: reinforcement of logistics



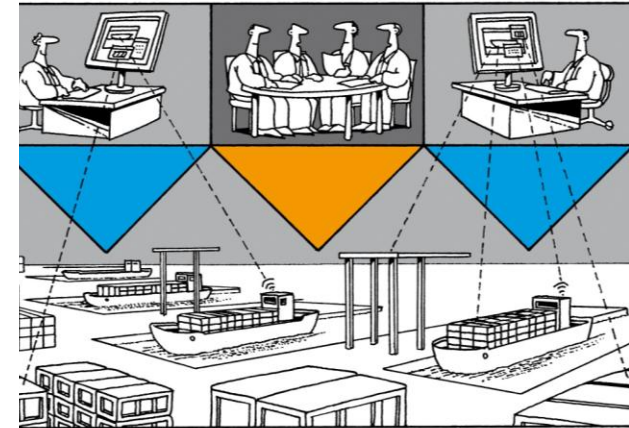
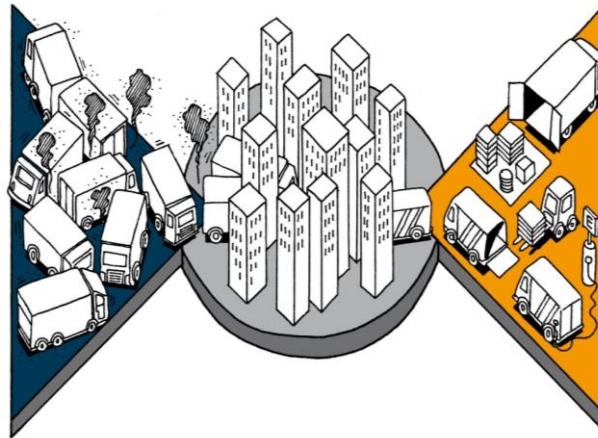
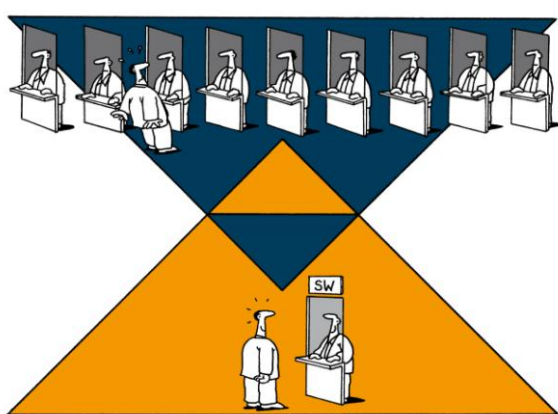
- Logistics Action plan for The Netherlands (2008)
- Strategic Platform Logistics (2009)
- Top sector policy (2011)



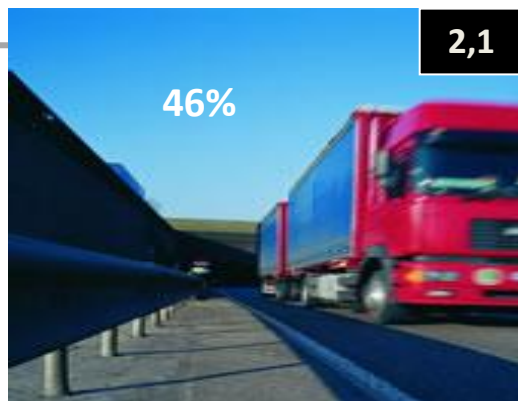
# Dinalog (innovation programme) themes



- 4C (Cross Chain Control Centers)
- Service Logistics
- Transport Hubs in Control
- Synchromodal Transport
- Supply Chain Finance

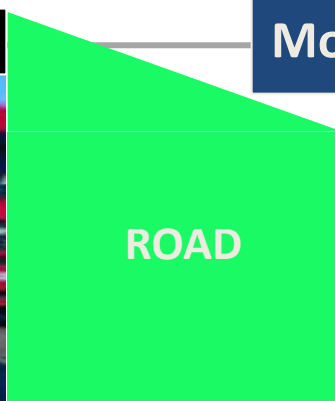


# Dutch ambition



2,1

Modal shift



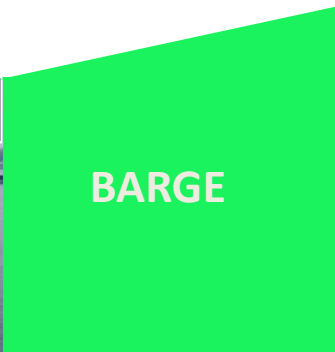
6,4

Containers Meuse Valley

2009



1,7



8,2

2035

\* mln TEU



0,7



3,6



# Dinalog programmes



- €62 mil. national innovation programmes + Logistics accelerator
  - ✓ ~ 20 R&D & demo projects (triple helix)
  - ✓ SMEs
  - ✓ human capital
- European initiatives and EU-funded projects
  - ✓ ETP (European Technology Platform) on Logistics / ALICE - Key partner
  - ✓ CONCOORD (Consolidation and Coordination in urban areas) - Co-funder
  - ✓ SoCool@EU (Sustainable Organisation between Clusters Of Optimised Logistics @ Europe) - Coordinator
  - ✓ CO3 (Collaboration Concepts for Co-modality) - WP Leader
  - ✓ WINN (European Platform Driving KNOWledge to INNovations in Freight Logistics) - WP Leader
  - ✓ Grenzeloze Logistiek (Optimalisatie Logistieke Processen) - Partner
  - ✓ LOG2020 (Logistics 2020: Training for the Future) - Coordinator





SoCool@EU



# Acknowledgements



Dutch Institute for Advanced Logistics (Dinalog)  
[www.dinalog.nl](http://www.dinalog.nl)



Flanders Institute for Logistics (VIL)  
[www.vil.be](http://www.vil.be)



N.V. Brabantse Ontwikkelings Maatschappij (BOM)  
[www.bom.nl](http://www.bom.nl)



N.V. REWIN West-Brandt (REWIN)  
[www.rewin.nl](http://www.rewin.nl)



Eindhoven University of Technology (TU/e)  
[www.tue.nl/en](http://www.tue.nl/en)



# ALIA by Dr. Prof. David Gonsalvez



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# ZARAGOZA... WHERE IS IT?



Source: [mapas.owje.com](http://mapas.owje.com)

Spain, Portugal, and Andorra

0 50 100 150 200  
Kilometers

© World Sites Atlas ([sitesatlas.com](http://sitesatlas.com))



2001



**2007**

**Airport**

**Rail : High Speed & Conventional**

**Inditex (Zara) DC**

**AutoVia :  
Madrid**

**AutoVia :  
Valencia**

**AutoVia :  
Barcelona**





**2012**

# *PLAZA (Platforma Logistica de Zaragoza)*

**Size: 13 Million m<sup>2</sup>**

**Number of companies: 350**

**People employed: 12.000**



**Intermodal Terminal**

**Caladero DC**

**Inditex (Zara) DC**

**Shopping Center**

**ZLC**



# Why Cluster?



- Trust
  - Tacit Knowledge Exchange
  - Collaboration
  - Supply Base
  - Talent Pool
  - Research and Education
- 
- ***Porter: “...allows each member to benefit as if it had greater scale ... without requiring it to sacrifice its flexibility”***





# Region of Aragón – Logistics



- 60 % of Spain's GDP and 25 million consumers within a **radius of 300 km**
- **European South-West diagonal** corridors pass through Aragón
- **Intermodal service capacity** (road, rail, air, inland maritime)
- Logistics Platform of Zaragoza (PLAZA) the **largest** in Europe (13.117.977 m2)
- Logistics is a **strategic sector**
  - 5% of the regional GDP
  - 850 logistics/Supply Chain companies
  - R&D capacity in logistics and SC
  - Specialised educational programs
  - Regional and national specialisation strategies focused on logistics



# Partners of the cluster. Triple-helix organisation



## Companies



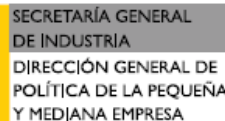
## R&D institutions



## Public institutions



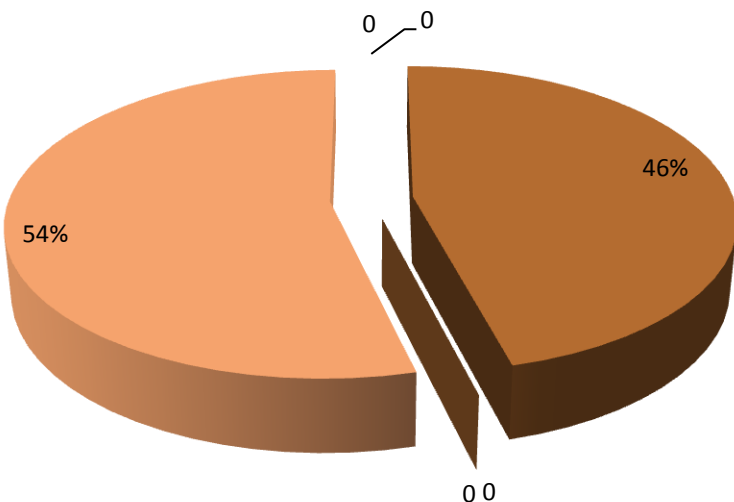
## Support from public authorities



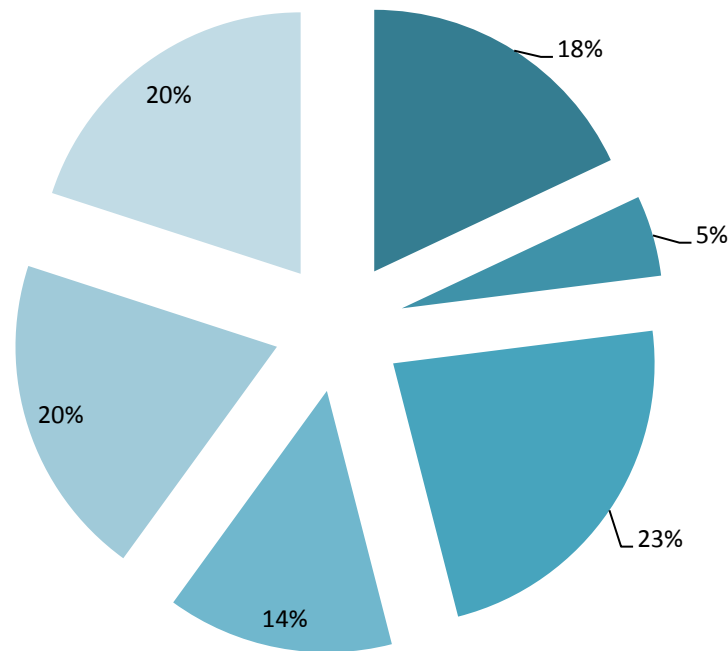
# Funding sources



<b>PRIVATE FINANCING</b>	<b>46%</b>
<b>PUBLIC FINANCING</b>	<b>54%</b>



Fees Partners	18%
Training	5%
Direct services	23%
Regional Projects	14%
National projects	20%
European projects	20%



# Cluster integration - joint regional efforts



## ALIA....

...Creates increased knowledge transfer from R&D institutions to industry.

...Constitutes a regional forum to enhance collaboration in joint project development.

...Offers common training programs and specific events.

...Acts as lobbyist of the logistics sector.

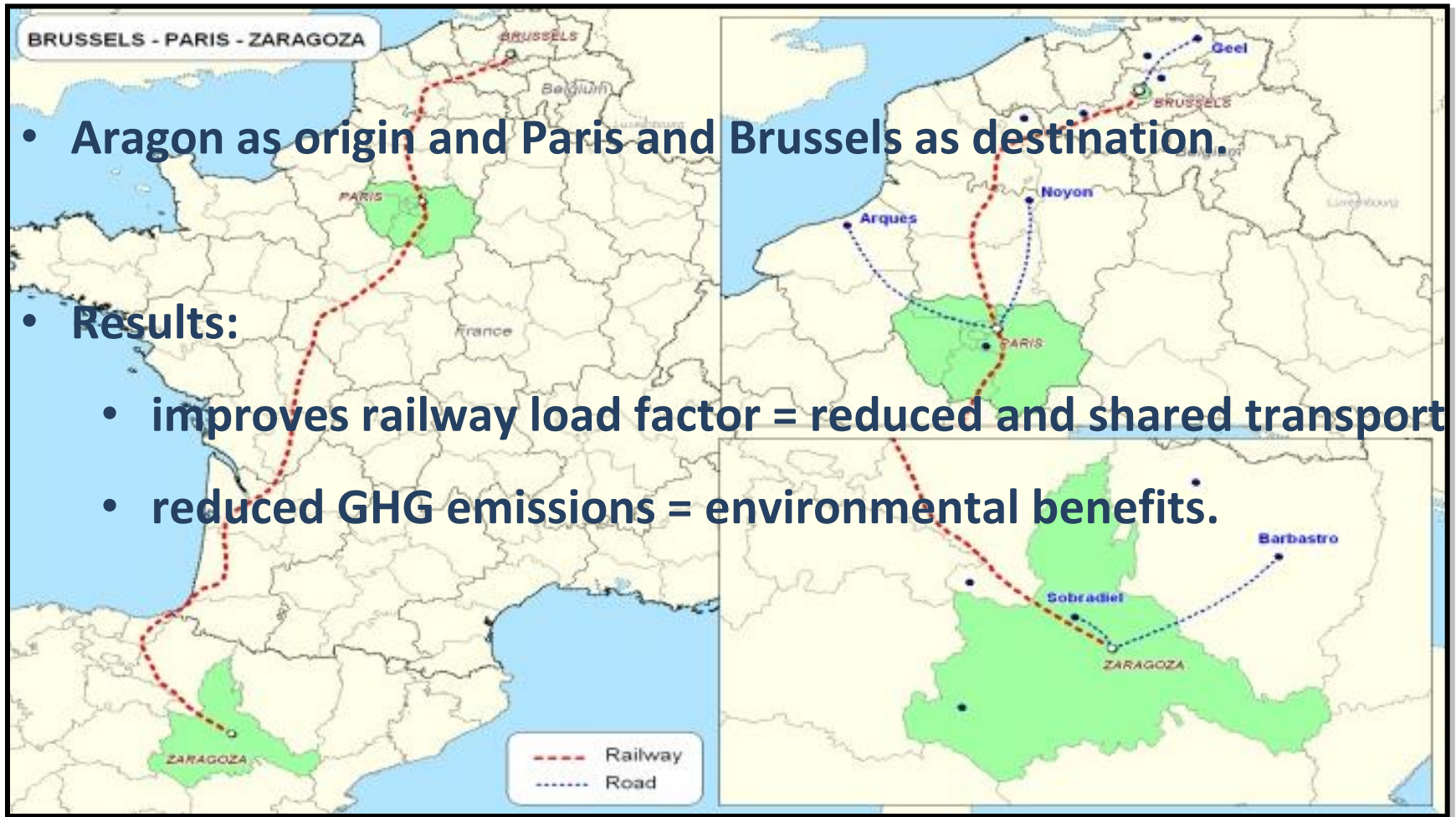
...Encourages and promotes the internationalisation of the sector.

...Carries out projects that are of common interest for its members.





# Example project: “Multiclient freight railway service”



# Example project : “Shared RFID system”



• Collaborators: 



• Results:

- Transfer of technology and knowledge from R&D institution to industry
- Implementation of innovative technology through a collaborative approach





SoCool@EU

[www.socool-logistics.eu](http://www.socool-logistics.eu)

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**THANK YOU**

October 10, 2013

Euro-Mediterranean  
business opportunities  
for innovative logistics,  
Mersin, Turkey



**DINALOG**  
Dutch Institute  
for Advanced Logistics

FRANKFURT  
**HOLM**

**Alia**  
ASOCIACIÓN  
LOGÍSTICA  
INNOVADORA  
DE ARAGÓN





# HOLM by Pascal Huther



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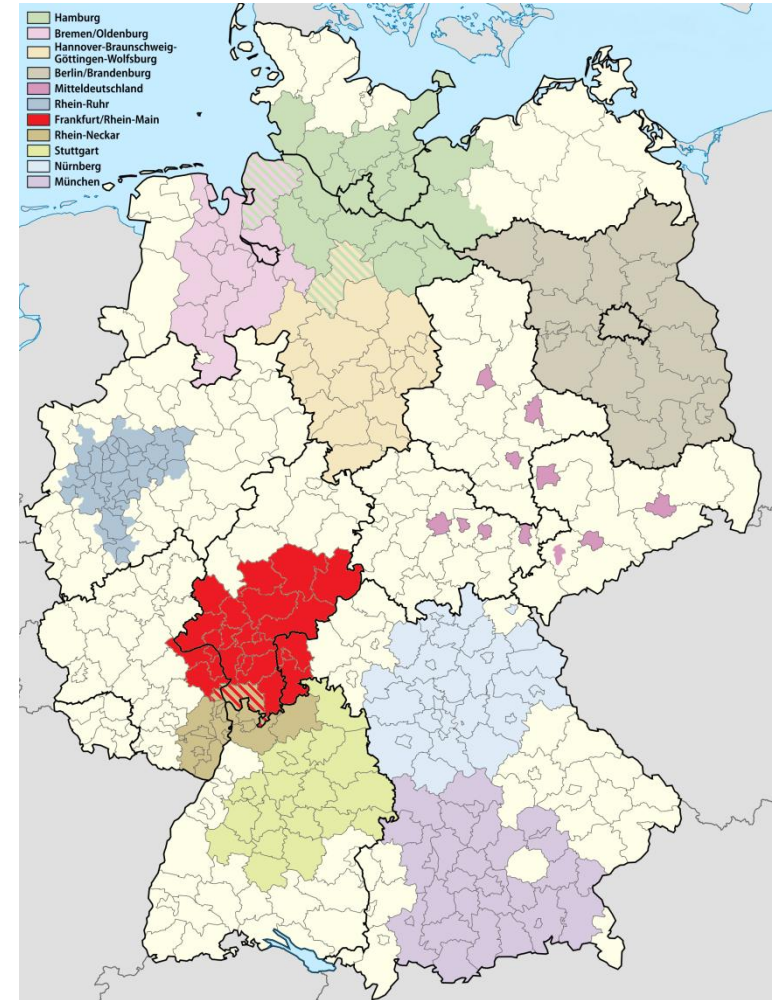


# Metropolitan Regions of Germany – logistics cluster as core of Frankfurt Rhein-Main Region

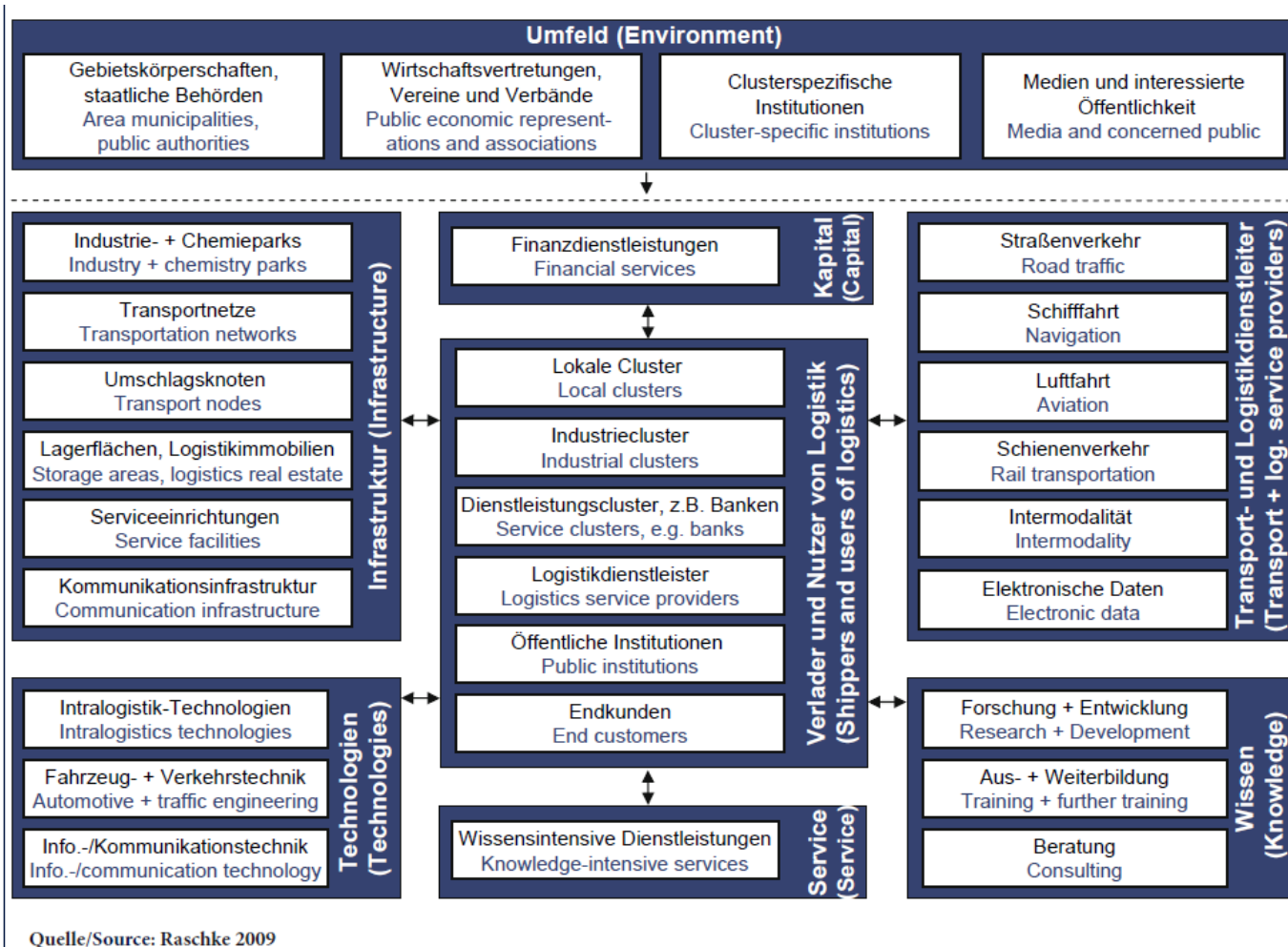


## 11 official metropolitan regions

- *Berlin/Brandenburg*
- *Bremen/Oldenburg*
- ***Frankfurt Rhein-Main (Logistics Cluster as core)***
- *Hamburg*
- *Hannover-Braunschweig-Göttingen-Wolfsburg*
- *Mitteldeutschland*
- *München*
- *Neckar-Rhein*
- *Nürnberg*
- *Rhein-Ruhr*
- *Stuttgart*



# Critical mass of the cluster: Map of the logistics cluster of Frankfurt Rhein-Main



*With the exception of maritime logistics, all actors are present in the regional value system. The supply and degree of differentiation of the regional value-adding activities is very high so that a regional competitive advantage exists.*

*The focus of the cluster actors lies on air cargo companies and knowledge-intensive services.*



# Towards Best Practice: Joining regional competencies



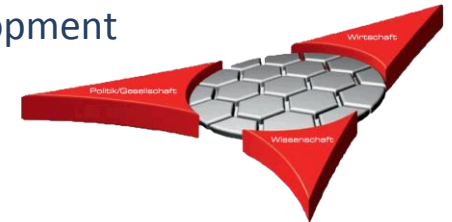
## Creating opportunity for knowledge transfer and project development

- Joint Research Programs
- Research Facilities
- Business Centers
- Common Events
- Training and Education Programs



## Systematic is based on the Triple Helix Approach and connects...

- **Economy**
  - Project Offices
  - R&D Departments
  - Start-Ups
  - Further Business Departments
- **Research**
  - Institutes
  - Faculties
  - Research Centers
- **Politics/Society**
  - Associations
  - Business Development
  - Chambers
  - Initiatives
  - Authorities





# Best Practice for Competitiveness & Innovation: Networks in the State of Hessen/Germany





# Best Practice: Logistics cluster initiative ,Logistik RheinMain‘ (2005 until today and beyond)



## Cluster-management

- Building up and sustaining contacts
- Connecting cluster actors
- Connecting clusters
- Representing cluster interests on national and international level
- Information services

**LOGISTIK  
RHEIN MAIN**

## Communi- cation

- Platform for dialogue and exchange
- Organization of events und workshops
- Communicating the cluster on fairs/congresses and in publications as well as media
- Online-portal und logistics blog

## Projects

- Initialization and support to working groups and projects
- Development of thematic foci, e.g. logistics-related knowledge transfer and qualification
- Participation in funding programs
- Support to the development of knowledge infrastructure, e.g. ,HOLM‘



# Long-term perspective: From cluster initiative to “House of...” knowledge infrastructure



## Association Network

### Network



- Companies
- Universities
- Politics

## House of Logistics & Mobility HOLM (GmbH)

Setting up and operation of an international innovation center for interdisciplinary project work, research and knowledge transfer

### Building



- Market Place
- Project Center
- Platform for Dialogue and Competencies
- ‚Lighthouse‘

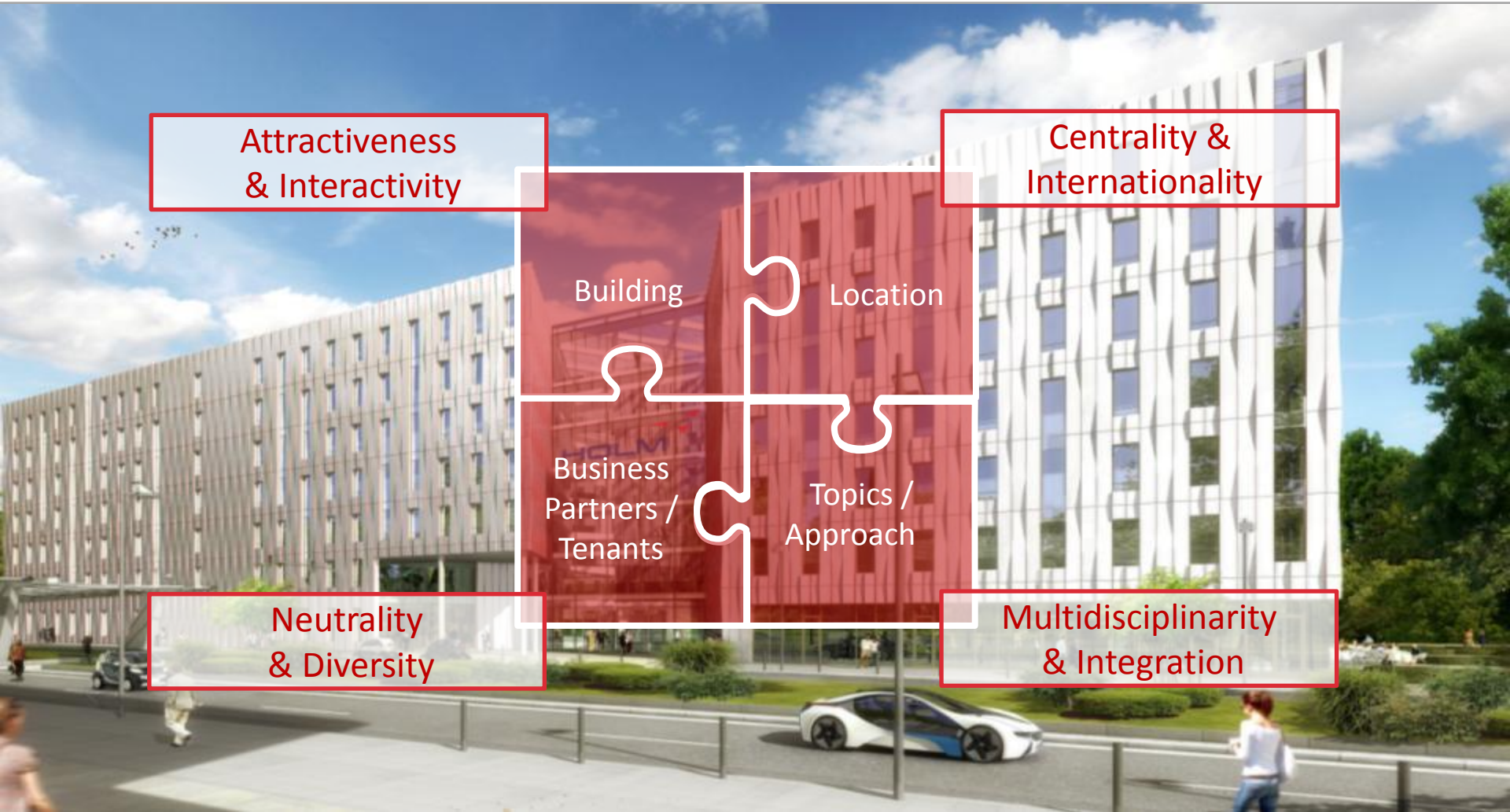
### Team



- Network Management
- Project Development
- Knowledge Management
- Marketing/Communication



# HOLM characteristics





# ULUND by Mats Johnsson and Jan Boyesen



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# The Øresund Region



***3.6 million inhabitants***

***170 000 companies***

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***10 universities***

***165 000 students***

***4 000 foreign students***

***12 000 researchers***

***6,500 PhD students***

***5 science parks***



# Jobs within logistics



<i>Skåne (SWE)</i>	<i>22 000</i>
<i>Sjælland, Falster, Lolland (DK)</i>	<i>54 000</i>
<b><i>Total Øresund Region</i></b>	<b><i>77 000</i></b>

*Other sectors in the Øresund Region*

<i>ICT</i>	<i>104 000</i>
<i>Environment</i>	<i>23 000</i>
<i>Biotech</i>	<i>40 000</i>



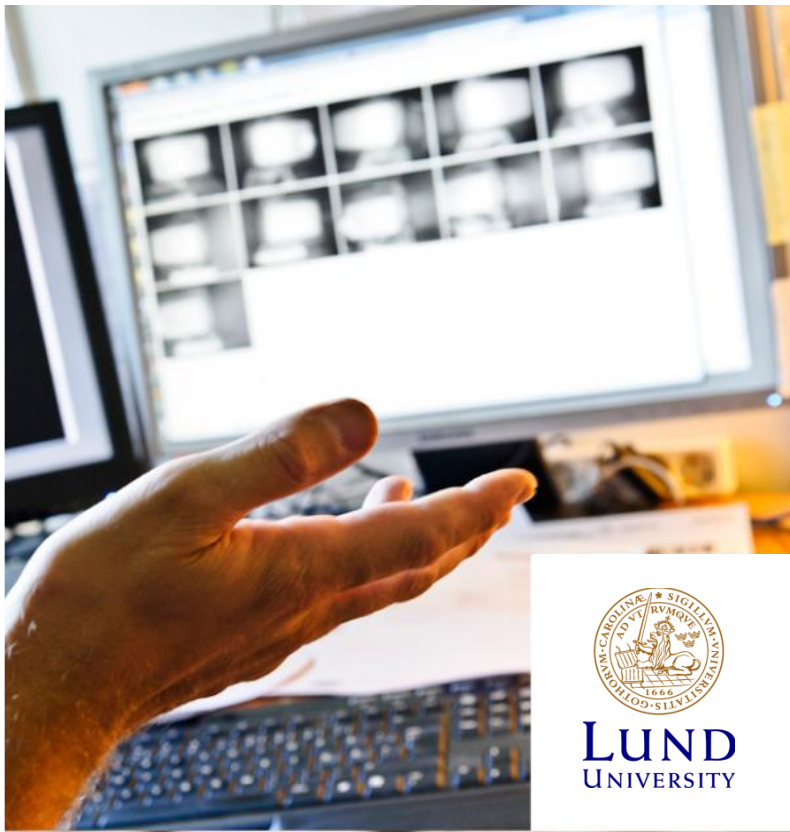
# Universities



1. **Lund University**
2. **Copenhagen Business School**
3. **Malmö University**
4. **Roskilde University**
5. **Technical University of Denmark**
6. The Royal Academy of Fine Arts
7. The Swedish University of Agricultural Sciences/
8. **University of Copenhagen**
9. University of Kristianstad
10. (UN World Maritime University)







**LUND**  
UNIVERSITY

# Lund University

EDUCATION, RESEARCH AND INNOVATION SINCE 1666



# One university – multiple campuses



## **Lund – main campus**

*Campuses outside Lund:*

### **Malmö**

Art Academy

Academy of Music

Theatre Academy

Skåne University Hospital

### **Helsingborg**

Campus Helsingborg

### **Ljungbyhed**

School of Aviation



- B2B meeting every month
- Driving a research activity at Lund University/Campus Helsingborg
- Developing an educational program in Logistics Service Management, Bachelor- and Masters education
- Master Thesis
- Employments for logistic students at Lund University





# Multidisciplinary Perspective



We strongly encourage an interdisciplinary approach from a broad selection of areas.



- Business and Economic
- Social
- Cultural
- Environmental
- Legal
- Geographical





LUND  
UNIVERSITY

# ReLog - a Triple Helix Research Plattform in Helsingborg

[WWW.RELOG.LTH.SE](http://WWW.RELOG.LTH.SE) - [WWW.PLOG.LTH.SE](http://WWW.PLOG.LTH.SE)

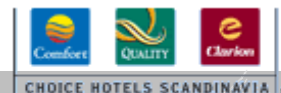




# Innovation and creativity with 60 Partner Organisations:



- Guest lecturers
- Field trips
- Case studies
- Mentorship
- Thesis
- Scholarships
- Advisory Board



[www.socool-logistics.eu](http://www.socool-logistics.eu) – [info@socool-logistics.eu](mailto:info@socool-logistics.eu)





# The Danish maritime business cluster



- 4<sup>th</sup> largest operator of tonnage in the world
- Employs 80.000 directly and 35.000 in related sectors
- Accounts for 24% of the total export
- The whole value chain is present in the cluster





171 members  
Maritime Development Center of Europe



1600 members



FORENINGEN TIL  
SØFARTENS FREMME  
Protector: Her Majesty the Queen  
4600 members

## Joint secretariat Maritime & Logistics

6500 Members

**Skibsteknisk Selskab**

135 members



Danish Ship-owners  
Association

Danish Maritime  
Industry

Danish Shipbrokers

Danish Maritime Authority

Ministry of Transport

Ministry of Science,  
Innovation and Higher  
Education

Universities

Technological Service Providers

Education institutions



[www.socool-logistics.com](http://www.socool-logistics.com)



# What we do!

- B2B Networks
- Knowledge Sharing
- Courses and capacity building
- Innovation between companies and research institutions
- Branding of the Maritime sector





# Thank you!



Dr. Meng Lu, Coordinator SoCool@EU and International Program manager at DINALOG

Prof. Dr. David Gonsalvez, Director, Zaragoza Logistics Center

Mr. Pascal Huther, Senior Project Manager, HOLM

Mr. Jan Boyesen, Business Development Manager, at MDCE

Dr. Mats Johnsson, Director of Logistics Service Management Programme at Lund University

