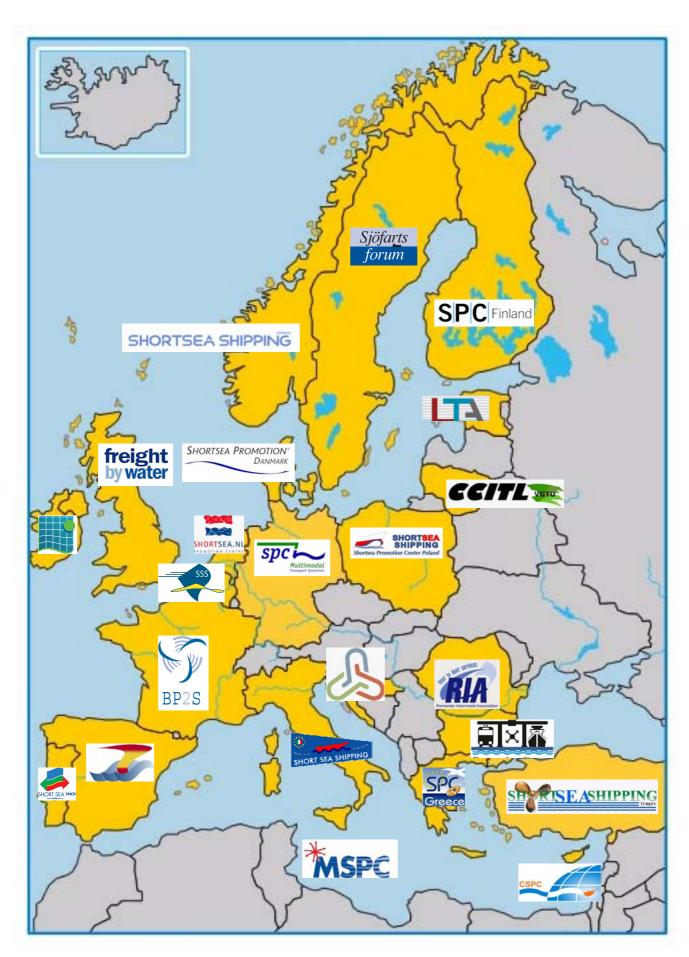
# Annual Report 2010







## Foreword

European Shortsea Network

#### Foreword

European wide Short Sea Shipping continues to grow and becomes recognised as reliable and recommended part of transport system. Nowadays, transport system is transferring from simple carriage of goods to full transport service which guaranties customer a high level of quality from origin to destination. Optimised and synchronised co-modal service following with electronic data exchange, real-time tracking and tracing of cargo, monitoring of temperature in reefers becomes standard offer to customers..., thus, more competitive to road transport.

European Shortsea Network is an organisation of 22 promotion offices from all over Europe. Not just Short Sea Shipping promotion offices, but nowadays, we are more and more co-modal promotion and development offices.

Our activities depend on national transport system. Each is specific – different and has different demands. All SPC's have same goals but have different approaches. The fact is that beside promotion, which is in our name, we actively work in: education, R&D projects, we provide policy consultations, usually act as a bridge over permanent gap between policy level and business sector and we do networking using all methods, every day.

The ESN network has continued to expand over the last years, and continues to strengthen the cooperation between its members, for example through the European School of Short Sea Shipping in Barcelona, Spain.

This report highlights the importance of promotion to ensure the visibility of Short Sea Shipping and to reach out to target stakeholders. The importance of a strengthened cooperation between the various countries is also highlighted.

As actual chairman of ESN, I wish to thank the SPC's for their contribution to this annual report 2010. I also express my thanks to SPC Spain and SPC Belgium who did a great job as chairman of ESN in reporting period.

SPC Croatia Drazen Zgaljic Chairman ESN (01/01/2011-30/06/2011)





Intermodality: together with SPC Holland we organised two workshops on board of Transfennica vessels in Zeebrugge. The targetgroup was the roadhaulier industry: about 80 persons visited the ship, loading area, deck, bridge... and saw how the trailers and containers were handled. Presentations from the Port of Zeebrugge, Transfennica and the two promotion centres completed the information part. Further experiences were exchanged during an informal gettogether afterwards. During 2010 there were also contacts with rail resulting out of attending workshops.



**Youngsters**: one of the pillars of our businessplan is informing the youngsters about the possibilities of shortsea shipping with focus on the students of the highschools teaching "Logistics". In 2010 almost 180 of these students participated at the 2e3s project in Barcelona. During a 4-days trip by vessel to and from Civitavecchia they receive all practical information, visit the loading area, bridge and engine room and solve a practical case as teamwork. The promotion centre is intensively involved and joined 3 trips.

Chairman ESN: SPC Belgium had the honour to be chairman of ESN in the second half of 2010. During this period we welcomed 2 new members Romania and Estonia, participated in a special 2e3s workshop with European representative organizations about Motorways of the Sea, organized an ESN meeting during the Focal Points-European Commission-ESN meeting in Bruges... We also received delegations from Finland, Poland and Estonia visiting our ports.

SME's: continuous efforts were made concerning the market approach on small and medium enterprises. On the website www.shortsea.be the SPC finetuned the liner database, introduced a CO2 calculator and 2 new news sections (best practices and "green" image). The number of contacts with SME's increased by means of direct visiting and intense networking.

SSS-traffic: In 2010 the 4 Flemish ports handled almost 135 million tons of shortsea cargo (134.987.289 tons), being 52% of all cargo handled. These are the highest figures ever noted. In 2009 the total tonnage was 118.7 million tons. The record year upto now was 2008 with 133.7 million tons.

#### Best practice

Modal shift is a hot item at Colruyt's

Colruyt switched to shortsea for its imports from the Iberian Peninsula. The Belgian supermarket chain has already announced previously that it resolutely opts for inland navigation for the transport between Antwerp and Brussels. Products imported from Portugal will from now on be taken on board in the port of Leixoes bound for Antwerp. From there the goods will be taken by barge to the port of Brussels. As far as Spain is concerned, Colruyt uses the ro-ro connection Bilbao-Zeebrugge. From Portugal this corresponds to a modal shift of 6,500,000 tonnes/km per year and an annual CO2reduction of 405 tonnes. From Spain an annual 2,380,000 tonnes/km is switched from road to shortsea, amounting to a reduction of the CO2 emissions by 125 tonnes per annum.







SPC Bulgaria is a nongovernmental, nonprofit and neutral association established in 2004 by main transport branch associations: Bulgarian Shipowners Association, Bulgarian Shipbrokers and Agents Association, Bulgarian Freight Forwarding and Logistics Association and with approval of the Ministry of Transport and of the DG TREN/MOVE too. SPC Bulgaria acts also as an Bulgarian Intermodal/Co modality Promotion Centre.

In its activity in 2010 SPC Bulgaria is governed by the European and national goals and objectives in the field of the maritime, the inland waterways transport, and the intermodal / combined transport. The main focus was given on: familiarization and involvement of the Bulgarian transport business with the implementation of EU E-Maritime initiative, the organization of the development of Motorways of the Sea as per TEN-T guideline and the participation in Marco Polo II Program for modal shift/cargo transfer from the road to the short sea shipping, the inland waterway and onto the freight railways.

SPC Bulgaria organized a series of meetings and

discussions related to the implementation of E Maritime initiative in Bulgaria and in particular to the organization of Port Community Single Window. SPC Bulgaria appreciates E Maritime Initiative as a major European initiative for development and increase of Short Sea Shipping. The matter, related to organizing National (Maritime) Single Window was discussed with the competent authorities - the participation and contribution of each administration was clarified - the maritime and port administrations, the border police, the customs, the veterinary control and the naval forces too. Bulgaria has readiness within the specified term for National Single Window creation for the competent administrations (A2A,A2G format). Together with the maritime associations-the members of the SPC Bulgaria and some of the competent authorities the process of organizing Port Community Single Window in Bulgaria was launched

(B2B,B2Aformat)

SPC Bulgaria organized an international maritime conference E Maritime Black Sea 2010 dedicated to E Maritime for experience and best practices exchange. The conference was attended by directors of the main Port Community System of the European ports- Antwerp, Le Havre, Valencia, Barcelona, Venice- leading international experts and representatives of regional maritime administrations and of the main Black Sea ports.

SPC Bulgaria rendered assistance to some Bulgarian companies to participate in a pilot project for Motorways of the Black and the Caspian sea through the program TRACECA. SPC Bulgaria was a host of a visit of Mr.Luis Valente De Oliveira - European Coordinator for MoS and Mr.Jose Anselmo-TEN-T Head of MoS in Varna and Burgas.

SPC Bulgaria supported organization and helding of FONASBA/ECASBA 2010 Annual meeting in Varna. The possibilities of organizing Motorways of the Sea as per TEN-T guideline have been discussed as well as the inclusion of BG Ferry complex to the European freight oriented rail network.

SPC Bulgaria continued its cooperation with the European professional organizations and participates in the annual meetings of ESN and INE as well as in the semiannual meetings with DG MOVE ...







#### Four main activities:

Promotion of SSS and intermodality: we have organised SSS and intermodal conference, participated in numerous conferences/workshops, published promotion material for entire intermodal transport sector in Croatia.

R&D projects: generated numerous R&D projects on IPA CBC's programmes, performs consultations and active support to members.

Promotion of EU funds and consultation to stakeholders: we have organised few national and regional events on introducing to transport-connected EU funds, we are national Marco Polo II coordinators, within our regular activities we are regularly consult stakeholders in project preparation process.



Introducing ICT in Croatian intermodal transport system: we have provoke open dialogue in order to implement T&T system in entire Croatian intermodal transport service with fully operated and integrated electronic data exchange in all logistic and administrative processes.

#### Best practice:

Port Authority of Ploče had on August 18, 2010 officially opened the container terminal in the port of Ploče which improved the capacity, efficiency and quality of services, and enhanced the competitiveness of the TEN-T corridor Vc, with the port of Ploče as its starting/ending point.

The greatest benefit is for companies in gravitational area of the port of Ploče, in particular to the economy of neighbourhood country Bosnia and Herzegovina, with significant transport and logistics costs savings and increased goods competitiveness using the terminals' modern handling technologies. So far, EUR 44,2 million has been invested in the project.

The terminal covers an area of almost four hectares and the capacity of Phase I is 60.000 container units. The attractiveness of the container terminal is seen in the following facts: ships navigation will be shorter compared to north Adriatic ports and especially to north and northwest European ports, which is considerably significant bearing in mind daily container ship charter rates; sea depth allows the accommodation of post-Panamax vessels, which is a precondition for modern container ports; there is a space for the extension of the current terminal area to 23 ha and annual capacity of half million container units.

This new terminal allows the development of logistics services as well as the short sea shipping with other Mediterranean countries. The container terminal construction, as well as commencement of the Dry bulk cargo terminal construction works and additional capacities of the Liquid cargo terminal, creates the grounds for development of Ploče port into one of the most modern and the most competitive ports in this part of the Mediterranean, as the port of the first choice to its numerous users.





SPC Cyprus was established in 2006 with the initiative of the Cyprus Ports Authority as a non-profit organization.

During 2010, meetings were held with various stakeholders in order to promote further the EU's policy on short sea shipping, of the ESN and its objectives as well as of the Cyprus Shortsea Promotion Centre, its objectives and potentials.



During the year under review all efforts were concentrated on the promotion of the Centre's objectives among the local shipping industry. Emphasis was also given to the promotion of shortsea services as well as of the shipping and ports industry initiatives aiming at expanding further maritime transport. The main challenge of the Centre during 2010 was the creation of more awareness and depiction of the Centre, in order to attract new memberships.

SPC Cyprus is also cooperating with the Cyprus Ports Authority in relation to the promotion of the Motorways of the Sea in the East Mediterranean. Our Centre was involved in the discussions with all local maritime stakeholders for establishing a regular maritime connection of Cyprus with Greece and with other neighbouring countries for the movement of passengers and cargo.

Several promotional activities were held for the promotion of Cyprus ports industry and the ports infrastructure development programme, in an effort to promote further the use of Cyprus ports are transshipment hubs.

SPC Cyprus will continue to work hard together with its members and other stakeholders in an effort to consolidate itself as the focal point for the promotion and improvement of short sea shipping links in Cyprus and to augment the maritime sector contribution to the local economy and Cyprus's cohesion with Europe and its neighbours.

During the year under review all efforts were concentrated on the promotion of the Centre's objectives among the local shipping industry. Emphasis was also given to the promotion of shortsea services as well as of the shipping and ports industry initiatives aiming at expanding further maritime transport. The main challenge of the centre remains to be the creation of more awareness and depiction of the centre, and as such its main aim is to continue to attract new membership. This will provide the Centre better position to enhance its awareness and be a credible and effective centre with relevance to the local transport industry while at the same time integrating the centre into the wider network of Short Sea Shipping.

Moreover the Centre's website is constantly updated thus allowing the Centre to promote itself in a more coherent and systematic way. Several promotional activities were held for the promotion of Cyprus ports industry and the ports infrastructure development programme, in an effort to promote further the use of Cyprus ports are transshipment hubs.

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Shortsea Promotion Denmark is managed by The Maritime Development Centre of Europe (MDCE), as part of a joint office management with The Association for Promotion of Danish Shipping, The Danish Society for Naval Architecture and Marine Engineering (DSNAME), the Danish Society of Transport Economics (TOEF), the Transport Innovation Network (TINV) and the maritime network MARsters

Shortsea Promotion Denmark has no public funding, but MDCE operates as a part of its activities SPC Denmark, to facilitate more activity and awareness for Shortsea shipping of gods and cooperation between the various transport modes



2010 has been a successful year for SPC Denmark/MDCE. \* and activity of the Centre is growing.

The Transport Innovation Network" managed by MDCE/TOEF partly funded by the Danish Agency for Science, Technology and Innovation has been very active and created several innovation projects. The network has currently six activities and two of the activities is: Intermodality, Short Sea Shipping And Port Design and the last one "Vehicle- and Ship Technology (incl. Sustainable Fuels)".

#### In 2010 SPC Denmark/MDCE arranged following:

18 network meetings with members, around in Denmark. Subjects is knowledge and know-how sharing. Four of the meetings have been with Shortsea Shipping/intermodalitet on the agenda.

10 maritime conferences and seminars with one Shortsea/Intermodality

Projects in 2010 SPC Denmark/MDCE participated as partner, on behalf of the members:

Northern Europe's trade, logistics and transportation cluster (NordLog). The aim has been to strengthen the logistic cluster. http://www.oresund.org/logistics/projects/completed-projects/nordlog

PRESS4TRANSPORT (Virtual Press Office to improve EU Sustainable Surface Transport research media visibility on a national and regional level) assists EU, National and Regional funded projects communicate their surface transport research results to the media. www.press4transport.eu

BSRInnoship, which is a EU project in the Baltic. http://www.baltic.org/projects/bsr\_innoship

The publishing of the Danish Magazine MERCATOR (Maritime Innovation, Research and Education) is following the schedule and is a success. This is published 4 times a year and MDCE is the publisher. See more http://mercatorinfo.dk/

In 2010 SPC Denmark/MDCE gave 2 presentations at conferences and seminars in EU. Subject was Maritime Cluster Success, Maritime Research and Innovation and Transport Innovation.

Denmark has participated and been active in the European Shortsea Promotion Networks meetings.

Shortsea Promotion Denmark c/o Maritime Development Center of Europe (MDCE)







#### Four main activities

1. SPC Finland reports on sss and intermodality

In promoting shortsea shipping and intermodality, SPC Finland pays attention to the entire transport chain, and specifically to its efficient operation. SPC Finland provided information on sss and intermodality for stakeholders on its website www.shortsea.fi and in an e-mail newsletter in Finnish, Swedish and English. This information comprised business news and national and EU transport policies. Cooperation and communication between various transport modes was promoted through round table activities.

2. Finnish transit transport – current status and future prospects SPC Finland published a report on Finnish transit transport and on its current status and future prospects. Finland has and will continue to enjoy a good position in transit shipments to and from Russia. The conclusions of the report were based on an extensive survey and on interviews with Finnish stakeholders in the field of transit transport. SPC Finland's workshop on transit transport in September also brought together experts and stakeholders to discuss transit transport scenarios and to present recent developments in the Russian economy and in the operations of Russian Customs.

#### 3. Finnish Shipping Barometer 2010

SPC Finland's annual shipping barometer was published in October 2010. The expectations of Finnish ship owners were positive, with a consequent upturn in most of the Barometer indicators. The barometer was widely publicised in Finnish media.

4. Information on Marco Polo and other EU-programmes SPC Finland is the Finnish contact point for information on Marco Polo. Stakeholders were also informed about other EU- programmes such as TEN-T and the opportunities they provide for financing short sea and intermodal projects. SPC Finland arranged an information event on Marco Polo in March 2010.



The volume of Finnish international maritime transport in 2010 was 93. 3 million tonnes, which is 13% more than in the previous year. At 80% of all Finnish international shipments, the share of maritime transport is very considerable.



#### Best practice

The City Councils of Kotka and Hamina decided on 8 November 2010 in their respective meetings that the port companies of Kotka and Hamina will merge. The new HaminaKotka Satama Oy will begin its operations on 1 May 2011. With this merger, the largest general and export port in Finland will be created in the Kymenlaakso region. Among the 250 ports of the Baltic Sea, HaminaKotka Satama will rise approximately to the 15th position and it will be the third largest container port. The role of the new port company will strengthen in the Gulf of Finland and the Baltic Sea as well as in transports to and from Russia. Decision-making in the new port supports the industrial and commercial activities of the entire region and makes it easier for companies to establish themselves in the region.





#### Four of our main activities:

Promotion of SSS and intermodality

Over the past year, we have organised several shortsea and intermodal conferences and workshops, such as LNG in December, participated in numerous conferences/workshops featured on our website, published promotional material and newsletters for the intermodal and shortsea sectors in France as featured on our website. We have also been involved in a number of studies related to shortsea shipping, e.g., study on the environmental impact of port traffic, a survey on the 45'PW container, among others. We continue to promote shortsea through our website, which we update every day. We are pleased with the positive response from the market (more than 8,000 unique visitors every month).

#### Promotion of Motorways of the sea (MoS):

As a Shortsea Promotion Centre, we disseminate all information concerning MoS to support further development. To reach such our goal, we broadly provide all documentation relating to MoS such as Marco Polo and TEN-T calls for proposal. Each of these programs has had vigorous response from our French members.

Furthermore, in a number of speaking forums, we have participated in different conferences to explain to the broader public the MoS concept. This approach has created a far deeper knowledge and understanding in the French market.

#### Proposal for a French/European Ecobonus

Following a number of meetings with all of our members and others, SPC France has made a proposal for a French (and European) Ecobonus. This was inspired by the Italian system, but contains enhancements drawn from our experience. The French Ecobonus should be able to fund any intermodal transport unit (container, semi-trailer, swap bodies, etc.). Furthermore, we propose to target not only road hauliers, but shippers and freight forwarders. Further information on the proposal is available on our website.



#### Participation in 2E3S

We are focused on informing young people about opportunities in shortsea shipping and intermodality. In 2010, we guided a group of students on a 2E3S course in Barcelona. We have also provided substantial support to the 2E3S programme organization and participated in the MOST Europe session, which featured several high–visibility professionals from transport companies, public agencies, and the European commission, among others.



#### One 'best practice':

Motorway of the sea between Gijon & St-Nazaire

The MoS project between France and Spain began in 2010. This project is focused on the importance of the semi-trailer link to the MoS. GLD Atlantique is aiming to remove 100,000 trucks from Europe's congested roads, initially offering four departures per week, and then daily service, featuring a 2,200-linear meter ship. Ship in use can carry 150 trucks between Gijon and St Nazaire in 14 hours – less than the allroad solution. Beyond the environmental benefit arising from the elimination of a huge amount heavy-truck road travel, the service enables a massive operating expense reduction for carriers and their shippers.

In order to fund the start-up losses during the growing period, the line has attracted  $\leqslant$ 30M in funding from the French and Spanish governments and received a grant of  $\leqslant$ 4.6M from the Marco Polo programme. Funding from France and Spain has been provided through a bilateral program which also plans to fund the St Nazaire-Vigo line.

An inaugural ceremony took place in Nantes and Gijon in September 2010. Since its début, traffic has grown steadily.





The overall aim of the German SPC is the promotion of an increased integration of waterborn and rail traffic in intra European supply-chains, regarding the target groups "transport companies, forwarding agencies and industry & trade companies"

To achieve the aim SPC Germany is following a 3-pillar-strategy:

- 1. Modal-shift / consulting
- Operative daily business (inquiries)
- Projects
- 1. Education
- Lectures
- Seminars, presentations
- Workshops
- 1. Image- / networking-activities
- Online press relations
- Network- / marketplace-events
- Trade fair performances
- Board- / panel-work



Beside the general idea of strengthening the alternative transport modes, in 2010 the German SPC focused on generating multimodal transport solutions via project management for the logistics market.

Furthermore SPC Germany enhanced its active part in commissions and organisations to promote the idea of multimodal orientation and the waterway system.

A consistent interest for ShortSeaShipping and inland waterborne transport from domestic industries and forwarders persisted also in the elapsed year. The number of private members slightly increased to a level of 32. On the public side the SPC Germany could gain another German Federal State as a member.

Finally the expansion of networking operations in the range of politics and economy took place as SPC's daily business and built the solid base for interesting modal-shift projects and discussions with companies of industry and commerce.

SPC Germany will keep its focus on the integration of waterway and combined rail services into European supply chains without any kind of discrimination in choice of mode or service provider. It considers to establish a service of multimodal education by offering workshops which give interested people a possibility to become prepared for new market demands.



#### Important Key figures

The individual enquiries from shippers and forwarders and the modal shift as results of projects led to an aggregated avoidance of over 1 billion tkm and to savings of more than 60.000 t C02 on European roads.





The Greek Short Sea Promotion Center was established in the early months of 1998. It is hosted by the Mediterranean Cargo Vessels Shipowners Union, now officially renamed Hellenic Short Sea Shipowners Association. Our members are exclusively short sea operators. Our Center is supported by the Greek Ministry of Maritime Affairs and the Union of Greek Shipowners.

Our main efforts during 2010 was to provide updated information to its members in all shipping matters by circulars on short sea shipping, national EU and IMO legislation and continued to work closely with all the others SPCs for the promotion of SSS in Europe.

It collaborated with regular meetings with the Greek Ministry of Maritime Affairs, Islands and Fisheries with the Port Authority of Piraeus and with other Greek ports in promoting the competitiveness of Greek short sea shipping

Members of the stuff of the SPC Greece have been involved in assisting shipping related research in the three Maritime Universities of Greece, the Piraeus University the National Technical University of Athens and the Aegean University.

It participates in the "Supergreen project" of the E.U.



Our main target still remains that short sea bulk shipping has to play a key role in the South East Motorway of the Sea.





The year 2010 was the first year of a three year period during which we will have financial stability. Also in 2010 we did loose four smaller participants and new ones are hesitating to join us. The discussions about a closer cooperation between the information centres for barge, rail and shortsea came to a grinding halt this year. This was mainly due to the bad market situation for inland shipping and the time our colleagues had to spend on this situation. However discussions will start again in 2011. Hereunder a short review of our activities.

#### ShortSea Journal

We made 4 issues with different themes, such as Turkey, New developments and Greece. The Journal is sent approx. 4200 companies of which about 3000 to shippers and logistics providers. One part, the sector news, it translated into English and from the other articles an extensive summary is made.



#### **Factsheets**

We made five factsheets on Turkey, Adriatic, Norway, and the United Kingdom and completely updated the one on sea-river shipping (both in Dutch and English). The factsheet on Turkey and Norway were mailed to selected companies (shippers and logistic providers) that trade with that particular country.

#### www.shortsea.nl

For the first time since years, the number of unique visitors went down; from 73 visitors per calendar day in 2009 to 61 in 2010. However, we still attract a large number of visitors after we send our monthly email news to about 1750 persons.

We also added sections, such as on environment and a map of Europe and by clicking on a country you see which shortsea operators offer 45ft containers. We updated section on EU subsidies, Shortsea outside Europe and on intermodal. We also made a banner on the homepage and we had so far 19 paying advertisements.

#### **Exhibitions**

We took part in a local exhibition Transport & Logistics" together with inland shipping and rail. However, the preferred visitors from our primary target group did not visit this exhibition. We also had a small presence at "Intermodal 2010" in Amsterdam, where we received quite a few enquiries.

#### Other activities

We organised four "Shortsea networking" events with speakers e.g. the director of the Dutch shippers organisation. The events are visited by 35 to 50 people.

Together with SPC Belgium we organised for transport companies and logistics providers a half day visit to a Transfennica vessel at the Port of Zeebrugge. There were so many applicants that we repeated the visit two days later.

#### Developments

After successful trials of shipments of plants by rail to Italy, Milano (Green Rail), there have been trials by shortsea to Finland. The flowers and plants were loaded in 45ft pallet wide diesel/electric reefer containers. These trials were quite successful, but a trial to Istanbul, Turkey less so.

Though the pallet wide containers are better suited than standard width containers, the flower s and plants in pots are normally loaded in so called Danes and less Danes can be loaded in a container. Therefore a special 45ft pallet wide container has been developed for this trade.







SPC Italy activities in the last year have been reduced to a lower level due to budget restrictions. There has been just one employee left.

We continued with our general activities:

- -Updating or website and database
- -Press Release
- -Monitoring ports
- -Releasing any news concerning the Motorways of the Sea to our Associates
- -Updating of the SPC Italian website with any new maritime connection.



In December 2010 our associates suggested to close the Promotion Center and keep just the website online for one more year.

The official decision is going to be taken soon.





Lithuanian Short Sea Promotion Centre (LSPC) was founded in 2004 and since autumn 2007 lead by Lithuanian Intermodal Transport Technology Platform (LITTP) and it's Lead Partner - Competence Centre of Intermodal Transport and Logistics (CCITL) of Vilnius Gediminas Technical University aiming to be reorganize SPC to IPC (Intermodal Promotion Centre).

#### 1. Development of Lithuanian intermodal transport system.

1.1. Integration of the Lithuanian SSS and intermodal transport system into international East-West transport corridor. The East – West transport corridor (EWTC) is linking the Southern Baltic Sea Region of the European Union (Denmark, Germany, Lithuania, Sweden), the Kaliningrad Region of the Russian Federation and countries behind (Belarus, Ukraine, Russia, Kazakhstan, Mongolia, China, and other countries in the Black Sea Region and Asia).

CCITL VGTU is a lead Partner for the task, dedicated for establishment and activities of the EWTC Association (EWTCA) in frame of the project EWTC II, which is financed by EU Baltic Sea Programme 2007-2013. Representatives from China, Denmark, France, Germany, Kazakhstan, Lithuania, Mongolia, Russia, Sweden and Ukraine, met in Vilnius the 29th of June to constitute the East West Transport Corridor Association. THE EWTC ASSOCIATION will be responsible for the long-term management of the East West Transport Corridor past the end of the EWTC II project through a maintained economical and political dialogue between the states and partners in the corridor as well as in other regions. The East West Transport Corridor's international competitiveness will be maintained through continued cooperation in the fields of transport development and innovation. The EWTC Association will also work as a joint voice representing its partners in the European Commission and international transport organizations. ALGIRDAS ŠAKALYS, Head of CCITL VGTU and Vice Chairman of the Lithuanian Intermodal Transport Technology Plat-form, was elected President of the EWTC Association, and Lin Beizhang, executive chairman of the Euro-Asia Continental Landbridge Logistics Association, and Sven-Åke Svensson, Mayor of the city of Karlshamn, were elected Vice Presidents.



1.2. Increasing co-operation between stakeholders of Lithuanian SSS and intermodal transport system.

Every month stakeholders of the Lithuanian intermodal transport system had meetings at the LITTP Council, discussing tendencies and events in world and European markets, exchange opinions between authorities, transport business and researchers.

- 1.3. Participation in international projects of transport and intermodality.
- 1.3.1. PROPS Promotional Platform for Short Sea Shipping and Intermodality. Representatives of Lithuanian SPC/IPC took active part at Workshops in 2010.
- 1.3.2. B2B LOCO (Baltic to Balkan Network for Logistics Competence), aiming dissemination of results of EU research projects on transport, logistics and in intermodality between SMEs of transport and logistics. The workshop of B2B LOCO was orgaised in Vilnius.

#### 2. Promotion of the intermodality.

2. The newsletter of the EWTCA, the website, database, distribution of documents

Prepared and published a EWTC Association newsletters.

Extension of the existing website of the CCITL of VGTU (www.ccitl.vgtu.lt) with activities of the SSS and establishment a new website with LITTP activities was performed (www.ccitl-littp.lt).

External documents were permanently distributed to stakeholders, including: documents in intermodal market developments; information on national and EU transport development programmes.

Development of database on shippers. Database with selection / query options on a country to -country basis (i.e. operators and shippers). Mailing and e-mailing to various target groups on: organisation of round table discussions, LITTP meetings, seminars and workshops on topic of promotion SSS and intermodality, effective intermodal transport network in the Baltic Sea Region (BSR),

2.2. Promoting best practice (Viking shuttle train) from Baltic Sea to Black Sea Klaipeda- Odessa/ Ilyichovsk)

Application for EIA award was prepared by the working group on this intermodal project, as well was prepared and disseminated in various transport workshops, seminars and conferences on the regional and on the European level. Procter & Gamble and project "Viking" were announced as the winners of the 9th annual European "Intermodal Award" for best practices competition. The ceremony took place during a Gala reception at the Asia-Europe Transport Development Forum, parallel organised alongside the first Asia-Europe Transport Ministers' Meeting, gathering numerous transport ministers from EU and Asia states in the Baltic, Vilnius, 19 October 2009.





#### **Back Office Support:**

The Malta Shortsea Promotion Centre (MSPC) carried out initiatives to consolidate the Centre into a more credible and effective forum with relevance to the local transport industry. In fact in view of the lack of full time employees it had engaged the services of a company to provide back office in aspects such as research. The MSPC also provided support to those short sea shipping companies which required information on funding opportunities.

#### Communication and Media:

The Centre targeted short to medium to long term objectives. These objectives include the issuing of a monthly electronic newsletter with relevant material to the industry and aimed at marketing directly or indirectly the Promotion Centre. The website is continuously updated by revising news, relevant press release, updates on services and schedules, and This will ensure that stakeholders are being updated and well informed on local and EU policies in terms of shortsea shipping. Aim at attracting new members. Press releases, interviews and MSPC advertising were featured on local newspapers with the aim to provide extensive features and works of the Centre. The long term objective is for the MSPC to have a day-to-day activity in terms of providing information to members and opportunities to all the players within the industry, together with an established system of approaching potential members and generating their interest.

#### **Business Plan:**

The Centre embarked on a Business Plan that is focused to create more awareness of the Centre amongst stakeholders and consequently attracting more members towards the Centre.

#### Best practice:

Italian shipping company Grimaldi started operating a new roll-on roll-off freight service to the Tuscan port of Livorno. The service will operate twice weekly. The service has been integrated into the regular service currently operated between Malta, Catania and Genoa. The company also inaugurated two vessels that will be operating the route. The ships, one of which was christened Eurocargo Malta, have a length of 200 metres and can carry around 280 trailers each. The main purpose of these routes is to offer transport and logistic operators competitive and efficient shipping solutions, with reliability, punctuality, safety and cost savings at the forefront of operations as required by the global market. Over the last five years the number of trailers per year shipped between Malta and Italy shot up from around 11,000 to more than 31,000 trailers.







## SHORTSEA SHIPPING

Four Main Shortsea Promotion Activities:

**News:** Our newsletter now reaches about 3.600 subscribers, who received regular updates on new liner services, port developments, logistic solution, reduced emissions, new technologies, and best practices. Frequent newsletters generate much traffic on our web sites. Currently we have close to 5.000 visits and 11.000 page views per month. The news are distributed to news tickers on external web pages.

Schedules: The liner schedules is our most popular service, receiving close to 50% of our page views. We offer door-to-door and port-to-port search. Shipping routes are shown on Google maps with port entry and departure times. Up-to-date ship positions are shown on the route map. Line and agent contact details are easily available for transport request by users. Our schedules, which are updated weekly, are also show on web pages of various Norwegian ports. The schedules are used by our viewers for transport planning, market research and policy making.

Conferences: We have organized three regional conferences and one conference related to Marco Polo. In addition we have been responsible for the sea section of the most major logistics conference in Norway. More than 500 persons have attended our conferences and the conference presentations have been viewed more than 8.000 times on our web pages. The theme of our conferences has been directed towards the transport buyer, who is the main target for our promotion activities.

**Show cases:** We have documented 8 best practice show cases with text, images and video interviews. We have established a separate Shortsea TV channel to promote the videos. The show cases are documented on our web pages and also promoted in our conferences. We have found that direct testimonial from major transport buyers is an effective marketing tool.



#### Best Practice:

These of some of the best practice show cases we have documented this year:

- Nestlé Nordic transports the majority of its imports to Norway on ships to Oslo.
- Norgesmøllene, a Norwegian flour mill, uses ships to distribute flour and other food products around the Norwegian coast from Norway.
- Norsk Resirk, who's main business is recycling of aluminium cans, uses a combination of ships, trains and barges to send cans for recycling in France and the UK.
- Kühne + Nagel actively promotes sea transport to the West Coast of Norway and cooperates with Samskip in the establishment and further development of a new shipping line between the European continent and the West Coast.
- Biltema, a major Swedish supplier of car accessories, have moved most of the distribution to its shops along the Norwegian coast to ships.
- Europris, a major Norwegian retailer, has through cross docking in China - shifted its import to Norway to ships to direct destinations close to its shops, rather than through central storage in Oslo and distribution on trucks from there.
- Findus, a major European producer of frozen food, has moved its import storage close to the port of Moss and is now able to increase the seaborne share of its import from Europe.
- Unil/Norgesgruppen, a major Norwegian food retailer, has moved its non-brand import storage close to the port of Moss for simplified import by sea.
- A contract for transport of wind mills to the port of Egersund has enabled Sea-Cargo to offer transport of unaccompanied trailers in return to Esbjerg in Denmark.
- Tollpost, a Norwegian freight forwarder, is moving cargo by train from Oslo to Northern Norway and then distributing it by sea along the North-Norwegian coast.
- Tschudi Line, a Norwegian shipping line, offers transport on 45 ft containers to its import hub in Drammen, close to Oslo, in direct competition with trucks. The marked share is growing steadily. NCL is offering a similar successful service on the Norwegian West





The neutral status of the SPC Association as a non-governmental body was maintained in 20010 and we continued to offer our expertise and skills in an effort to effectively phase in the EU Transport Policy 2008-2018 into Poland's strategic programmes.

In the course of the year we made several presentations addressed to the stakeholders of maritime industry and participated actively in the various symposiums and conferences.



We continued the identification of bottlenecks in development of SSS in Poland and monitoring of the Motorways of the Sea projects within the Baltic Sea.

Regular updating information of the SPC's web page www.shotsea.pl was constantly being effected.

Traditionally in cooperation with other partners of the maritime sector, the annual New Year meeting for over 200 participants and the XVIth Baltic Herring Meeting with over 2000 quests were organized in 2010.

SPC had been engaged to solve the vital problem of Polish maritime industry – to maintain VAT 0% for all port handling operations.

The support was aimed also at introducing into the TEN-T revision the trimodal Central European Transport Corridor – CETC Route 65 leading from Sweden across Baltic to the south crossing Poland, Czech Republic, Hungary to Croatia.

Promotion of SSS as the alternative of road transport, and of EU transport policy in media was the next task effected by the Association members. Finally, we had again secured financial backing to keep the SPC going for the foreseeable future.







The Portuguese Short Sea Promotion Centre was established in the end of 2001 under the umbrella of the Secretary of State of Transports. It has several members such as the major Portuguese ports (8), Terminal operators (2), National Railway Company, Shipping Agents Association, Maritime Industries Association, Consultants (2), the Shipowners Association and one University Department.



During the year 2010 the SPC – Portugal has been involved in several initiatives both within the country and abroad such as:

- Coordination of part of a Seminar (Shortsea shipping) dedicated to the Maritime Transport in March in Oporto.
- Participation as a speaker in several Conferences and Events
- Participation in European Maritime Day in Gijon (May)
- Participation in ESN/Focal Point meeting (Bruges December)
- Visits to Shippers/Receivers and Freight Forwarders
- Several visits to DGMOVE (Brussels)
- Articles in specialized newspapers and magazines.
- Participation and joint coordination of the 1rst MOST Europe (November) in the European School of Short Sea Shipping
- Coordination of Portuguese group (50) participants in the 4th Portuguese Focal Gloss course in the European School of Shortsea Shipping.
- Coordination as Chairman of ECASBA (European Community Association of Ship Brokers and Ship Agents) of the Shortsea Shipping Working Group.

Finally the Portuguese Promotion Centre has been requested in several occasions by the Portuguese Government and Public Entities to act as an advisor in all aspects related to the transport chain within Europe and logistic solutions.







The Shortsea Promotion Centre - Spain has experienced in the year 2010 a restructuring process. Main target in this new stage is making its activity more dynamic and orientate it to the coordination, identification and promotion of concrete initiatives that help to materialize the potential of the maritime transport, as well as to strengthen the Association's role as reference center for consultation in the different aspects related to SSS. All this has taken place in a very complex economic situation for the transport sector in Europe, and especially in Spain.

This new stage began with the incorporation of several Port Authorities as members of SPC Spain, and continued with the agreement reached with "TEIRLOG Ingeniería" consulting company, specialized in logistics and intermodal transport, to carry out the Technical Direction of the Association.

Among the most remarkable events in the Spanish shortsea shipping sector there is the culmination of the process of launching of the Motorway of the Sea Gijón-Nantes, who entered into service on 9 September 2010 with one ship and 3 calls per week. As of 31 January 2011, the service had moved near 5.000 vehicles, of which about 50% were trucks shifted from the road.



We must also report the entry into force, in August 2010, of the new Ports Law 33/2010, which pays specific attention to regular Shortsea lines. For these services, the new legal framework provides amendments in the definition, the regulation of port taxes and the regulation of port services. As general assessment, and without going into details, it can be concluded that the new law contains positive steps for promoting the competitiveness of these trades, making it good news for the SSS and MoS.

During 2010, in Spain the SSS supply, in the broad definition set by the European Commission, experienced a slight decrease, from a total of 175 lines at the end of 2009, to 169 in the same period 2010.

If we analyze only those maritime services which have a full land transport alternative (road and / or railways), the evolution was more negative going down from 82 lines in 2009 to 67 in 2010.

During 2010, SPC Spain has continued its ongoing work to support the development of shortsea shipping through diverse actions of diffusion and training.

Between the first ones we can emphasize the active participation of SPC Spain in several workshops and congresses related to the development of the MoS between Spain and France, Maritime Logistics, the Marco Polo II Program, Intermodality, the new Law of Ports, etc.

In the field of training, SPC Spain has maintained his presence in the courses of the European shortsea shipping School in Barcelona, which from his creation in 2006, delivers theoretical-practical workshops on board of ships of the ro-ro lines between Spain and Italy, or on board of a train.

SPC Spain also has continued taking part in several R+D+i projects focused on the development of informatic tools to facilitate and optimize information managent in shortsea shipping and, in general, the interaction between the agents involved in the shortsea.

It is necessary to emphasize the completion of the PLAT-SSS Project and the work carried out by the Association in the framework of the Comodalweb 2.0 Project, where in addition the simulator to evaluate the cost of transport developed by SPC Spain has been fully updated.

Finally, we want to emphasize the active participation of SPC Spain in meetings with DGTREN and DG MOVE of the European Commission and also with the Spanish Administration, trough the Intermodal Commission of the National Council of Land Transport, exchanging information relative to the effective and potential development of Shortsea Shipping.







Maritime Forum, Shortsea Promotion Centre Sweden, is an association of around 100 fee paying members. These members are companies, organizations and authorities such as shipping lines, port companies, shipbrokers, universities, schools, unions, banks and finance institutes, technical suppliers and consultants, shippers, shipping organizations, and other companies related to the shipping industry.

As of 2010 the economy is totally based on membership-fees. Maritime Forum does no longer receive public funding for the short-sea promotion activities.



The object of Maritime Forum is to:

- -increase knowledge about shipping and the Swedish maritime cluster
- -communicate the possibilities and advan-tages of seaborne trade and transportation
- -communicate the advantages of short-sea shipping and inland waterway traffic
- -highlight the important role of the maritime cluster to both the society and its industry
- -highlight shipping as an interesting sector for employment and education
- -stimulate openness, co-operation and discussions within the maritime cluster

Main external target groups are politicians, decision-makers, media and the younger generation.

Maritime Forum is promoting the maritime cluster as being an important Swedish industry sector and seaborne transportation as part of efficient and sustainable intermodal transportation chains. Maritime Forum is also promoting the environmental benefits of sustainable ships design, along with the efforts to reduce emissions from ships and how sea transportation can contribute to a better environment. Other important topics include future shipping challenges along with shipping-related EU programmes.

#### 2010

When all public funding of short-sea promotion activities suddenly ended in 2010 the Maritime Forum board of directors was forced to limit the engagement in the ESN to a minimum. SPC Sweden was only able to participate in one meeting in February with DG-Tren in Brussels.

#### Activities

Maritime Forum has during 2010 focused on a common strategy-process for the entire Swedish maritime cluster. The aim of the process is to create the basis for a Swedish maritime policy and to stimulate a higher level of cooperation and common actions between the maritime companies and organizations. One of the working-groups within this process is covering short-sea shipping and inland shipping.

Maritime Forum also organised a number of conferences and seminars highlighting the shipping sector and its challenges, among others The World Maritime Day Conference, conferences on technical innovations and sustainable transportation and seminars during the Almedalen Summer Week – an important venue for top politicians and major industrial decision-makers.

The Maritime Forum Newsletter is regularly distributed to subscribers from the whole of Sweden's shipping cluster.





## **SPC United Kingdom**



#### Change in Structure

In 2010 the UK SPC – Freight by Water – faced a difficult and dramatic period of change. Government funding came to an end and so the Centre had to an alternative approach to avoid closing. Two measures were taken. A new tiered membership fee was introduced so that larger companies in membership would pay an increased fee. Secondly, and more importantly, the Centre found a new home by merging into the UK's Freight Transport Association. This multi-modal freight organisation is one of the largest trade associations in the UK and has contacts across the supply chain, from shippers to deep sea lines. FTA is ideally placed to enable FbW to continue its work to promote shortsea shipping and to integrate that work into the needs of the supply chain as a whole.

#### Industry education

Despite the changes outlined above, FbW held three events in 2010 around the UK aimed at promoting available options for SSS and understanding of the challenges involved in developing new services. The events in London, Hull and Liverpool attracted 30 to 80 businesses each and were provided free of charge to attendees in order to attract as much interest as possible. Progress was made both in increasing awareness amongst potential customers and in spreading knowledge within the water freight industry.

#### Information provision sea freight services

FbW sees increasing awareness of water-based freight services as key to promoting familiarity amongst potential customers. As a first part of this process FbW has enhanced its website to provide information directly to users and 3PLs about ports, shortsea operators and advisers and the services they provide today.

#### Publicising SSS and its needs

FbW spoke at numerous industry conferences to publicise the possibilities of SSS for the UK. The Centre also addressed political meetings and held one-to-one meetings with Government Ministers and others to convey what the water freight industry needs from Government and the public sphere to achieve modal shift. Key issues included the scale of grant support for SSS projects and having a local planning system that allows current port operations to expand and protects facilities for future potential use.

#### **Best Practice**

Scotland to Belgium Freight only service launched

SSS provider DFDS Seaways has launched a dedicated Rosyth-Zeebrugge freight service.

A RORO ferry link with 4 sailings per week in each direction, it offers a number of benefits including reduced road mileage, fuel costs savings, convenient arrival and departure times and the ability to carry a wide range of dangerous goods.

As well as carrying driver accompanied vehicles, unaccompanied trailers, trade cars, light vans, plant and machinery, it also accepts ISO tanks and containers with a large fleet of dedicated ships trailers.

It is important to note from a supply chain perspective that DFDS has stated that the route's previous ro-pax product concept had proven not to be financially viable due to insufficient passenger demand, while demand from freight customers has met expectations.

FTA/FbW welcomed the news of investment in this ferry service for freight, given that the service provides a direct link between Scotland and the Continent and is important to Scotland's supply chains and to achieving the challenging carbon reduction targets set by Scottish Government.





European Shortsea Network

Reports of SPC Estonia, SPC	CIreland, SPC Romania and	d SPC Turkey were not a	vailable at the moment of	printing.



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