



HCN
High
Competence
Network



Baltic Air
CargoNet

Networking of logistic services – Airports as logistic clusters

Presented by:
Ms Rea Gielow

Seminar Minsk/ Grodno

Date: 14-15/03/2012



Asking the right question

What do we want to answer:

With what will we be successful?

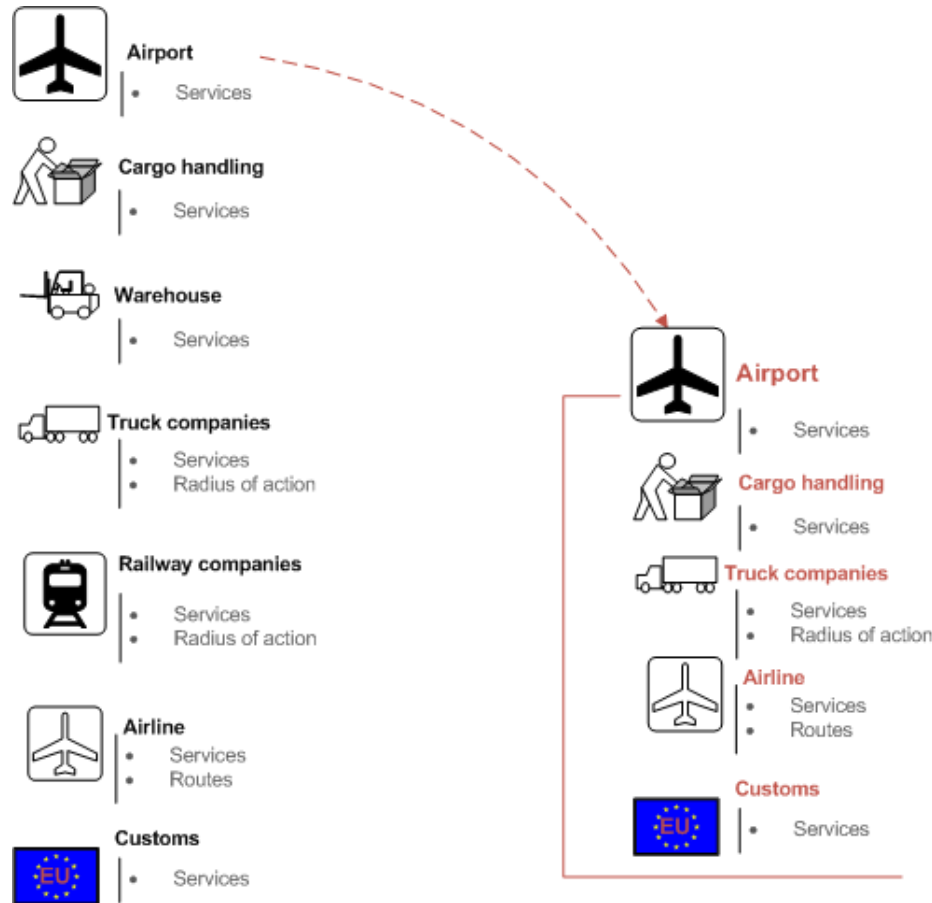
With what will we be successful ?

- What to look at to answer that question:
 - geographical position
 - infrastructure (road, rail, harbor, capacity)
 - catchment area (population/ consumer)
 - large industry groups in the region (Producer)
 - cost
 - flexibility
 - In house management (terminal management)
 - knowledge (know how , expertise, young professionals, education...)
 - competitors (other airports, other logistical centers)
 - branding and marketing (do the airport has an own identity)
 - political agenda

With what will we be successful ?

- What are the adjusting screws for the airport itself:
 - geographical position
 - infrastructure (road, rail, harbor, capacity)
 - catchment area (population/ consumer)
 - large industry groups in the region (Producer)
 - cost
 - flexibility
 - in-house management (terminal management)
 - knowledge (know how , expertise, young professionals, education...)
 - competitors (other airports, other logistical centers)
 - branding and marketing (do the airport has an own identity)
 - political agenda

With what will we be successful ?



With what will we be successful ?

- What does that mean for the airport?
 - adjusting screws are related to each other
 - It is important to bring them work together
 - It is important to create a logistic center
- Just then it is possible to market, to attract and work for long hand business efforts

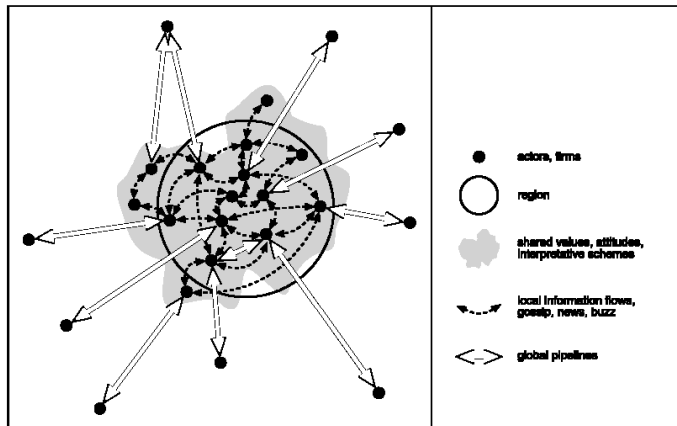
Abstracting that thoughts ...

we are talking about clustering effects:

What is a cluster ?

“A Cluster is a proximate group of inter-connected companies and associated institutions in a particular field, linked by commonalities and complementarities.”

(Porter 2000: 254)



Progress in Human Geography 28,1 (2004), p.46

requirements to „create“ a cluster

- critical mass of companies in spatial proximity
- companies who’s business are in the same business area
- similar or supplementary business activities
- common connections to branches

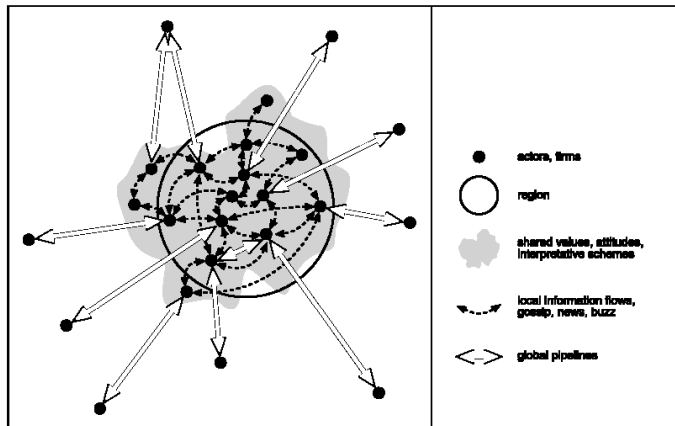
functions of a cluster

- enlarge efficiency and productivity
- simulate innovations
- ease the founding of a companies

What is a cluster ?

“A Cluster is a proximate group of inter-connected companies and associated institutions in a particular field, linked by commonalities and complementarities.”

(Porter 2000: 254)



Progress in Human Geography 28,1 (2004), p.46

local buzz

- learning process without high investments
- information flow which just need to be selected

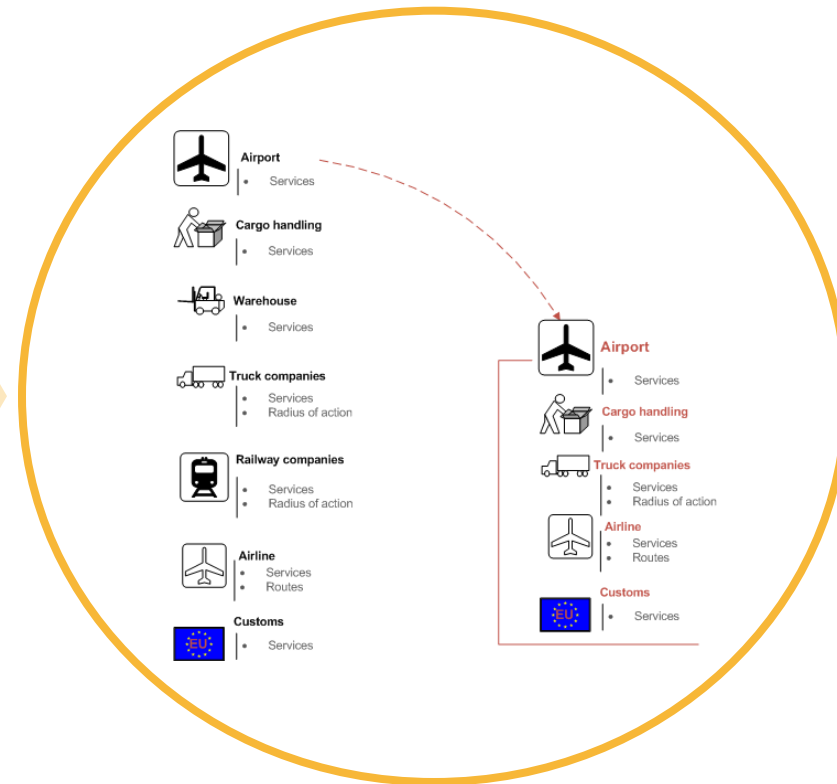
global pipe

- to think outside the box
- canals to other economic spaces

What are the clustering effects ?

What are the advantages of clustering effects

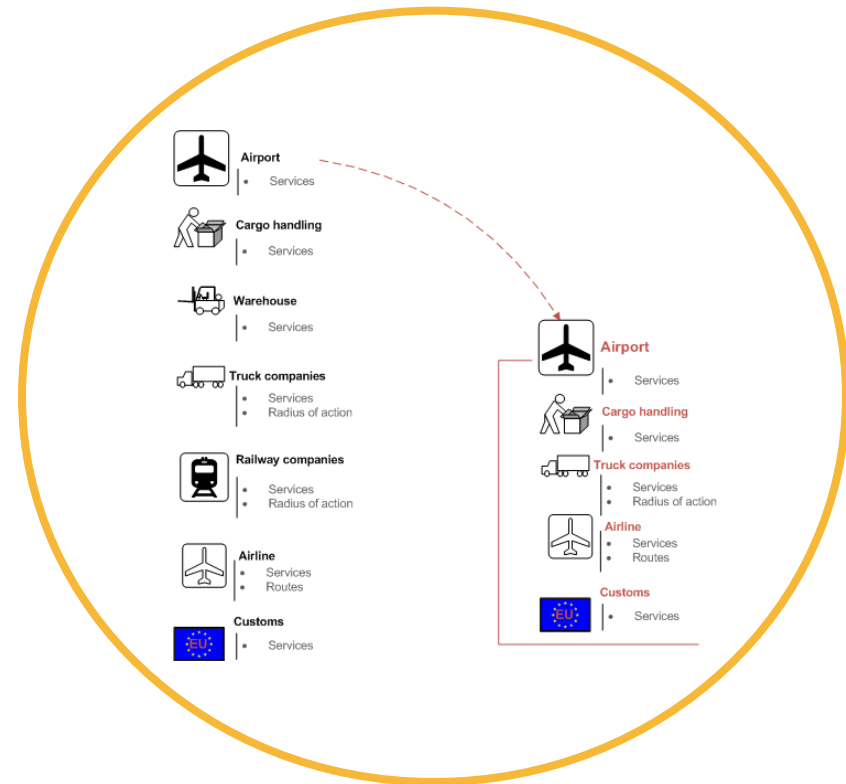
- Good contact and networking with people of your own and near by business
- Market knowledge/ up to date market information
- More attractiveness for other companies
- Lower costs and higher flexibility
- Higher quality of services
- Better market positioning
- Better performing
- Larger know how
- Young Professionals
- Branding of the region
- More innovation



What does that mean for the airports?

- Clustering can mean → building up logistical service centers
 - Combining regional services of logistic
 - Creating an network of logistic service provider
 - Enlarge the own service structure with services next to you
 - Bringing services together on one place

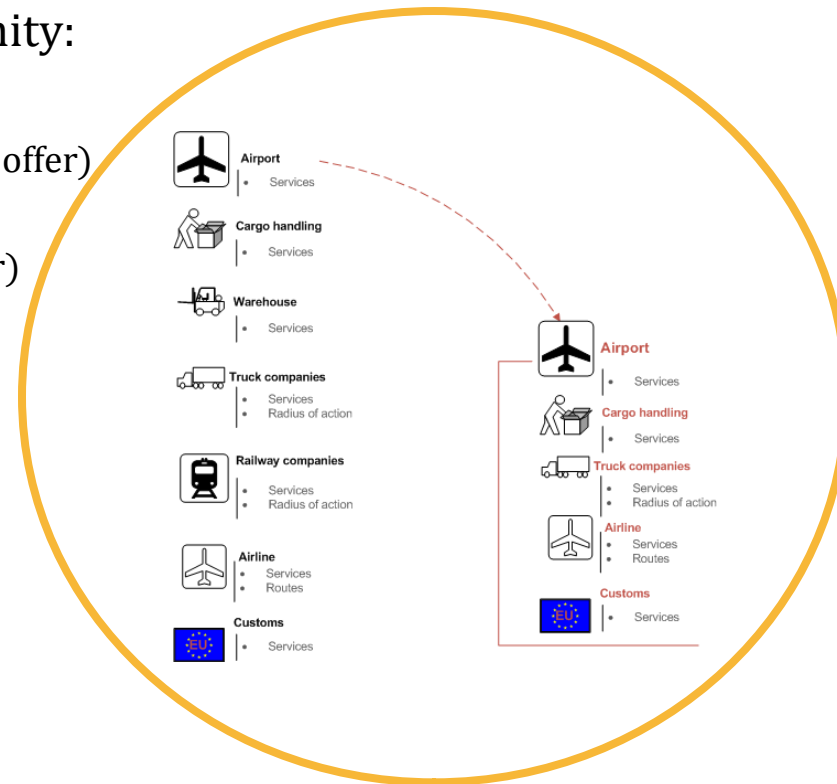
- That can lead to:
 - More regional power
 - Higher competence
 - Higher service quality
 - More attractiveness
 - Easier regional branding
 - ...



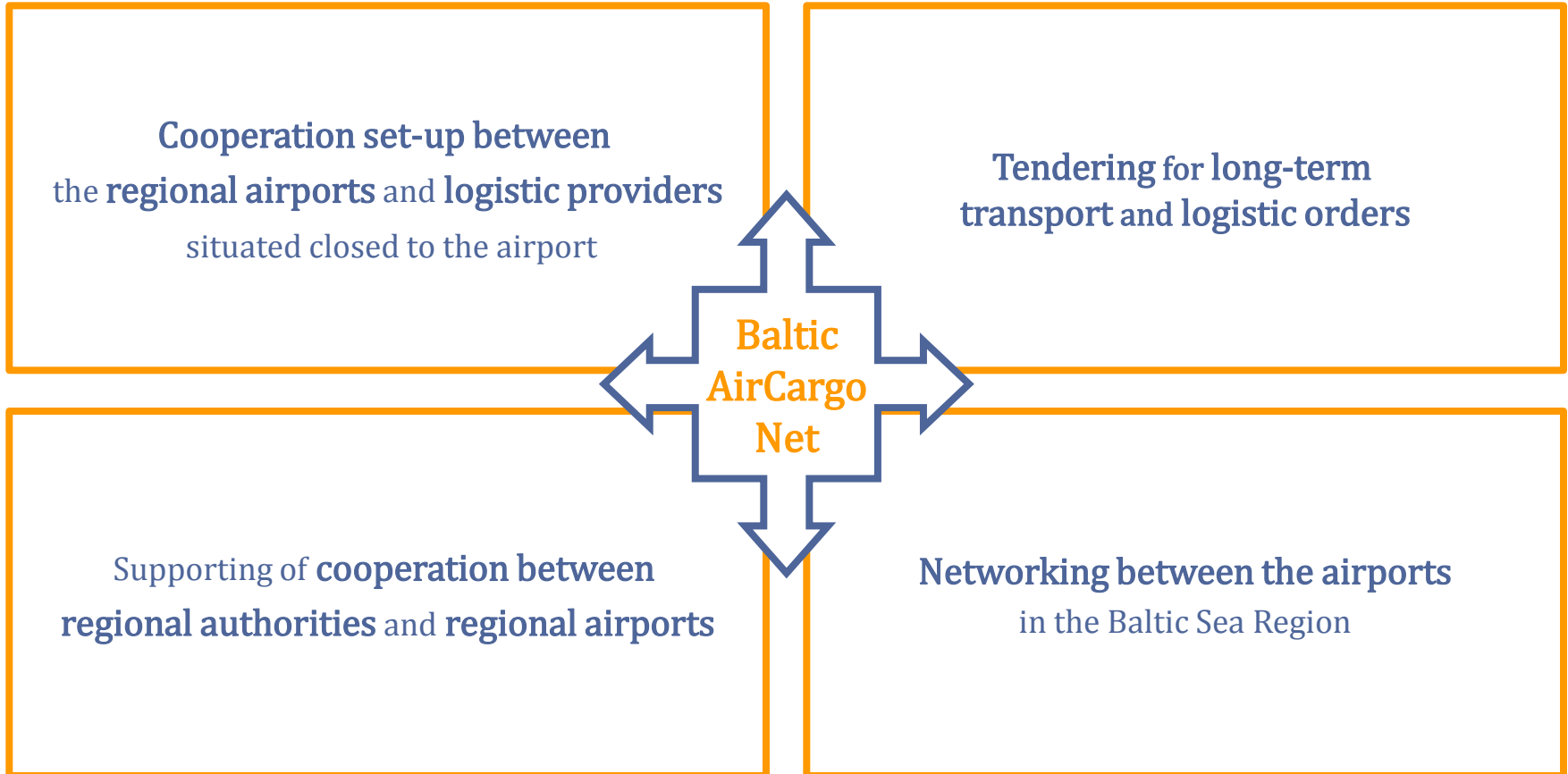
What does that mean for the airports?

- Pick up on that idea - a tool to bring together those information and to support clustering effect in terms of would be a possible approach the current situation by providing the opportunity:

- To find partners of related services (better service offer)
- To offer Joint service (higher service quality)
- Facing political administrative jointly (more power)
- To act in conjunction with related services
- To get a better market understanding (qualifying)
- Branding the logistic area (better market position)
- ...



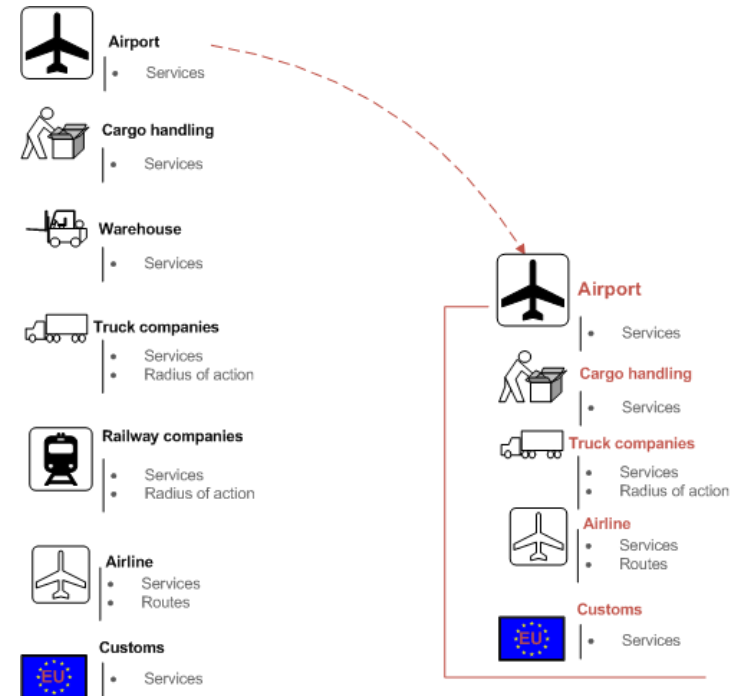
Potential Results



Cooperation set-up between the regional airports and logistic providers situated closed to the airport

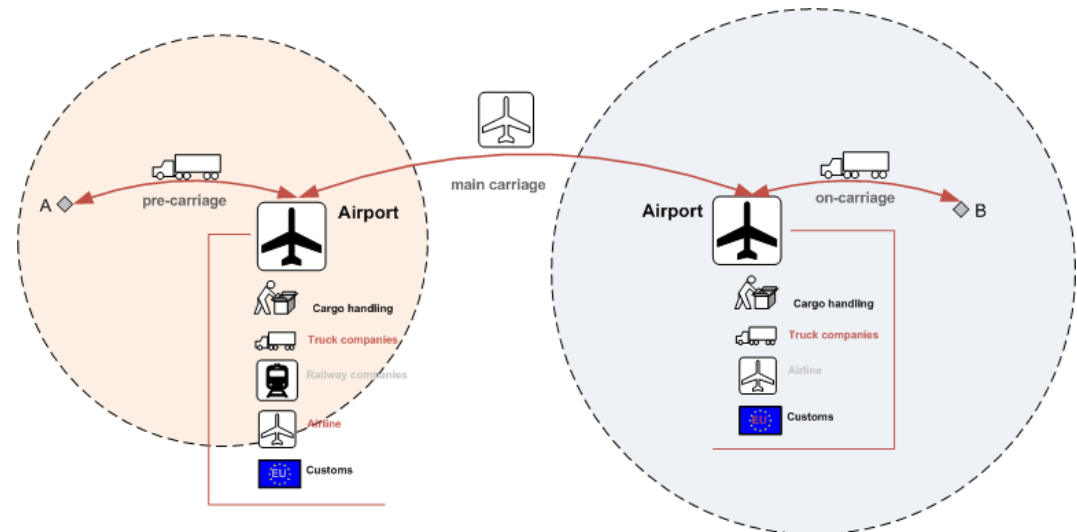
First system requirements derived from IMOTRIS:

- Standardized description of company and service profile
- Description of action radius (geographical areas, lines and points)
- Various enquiry forms for the specific needs of the process participators
- Route calculation via the regional airports



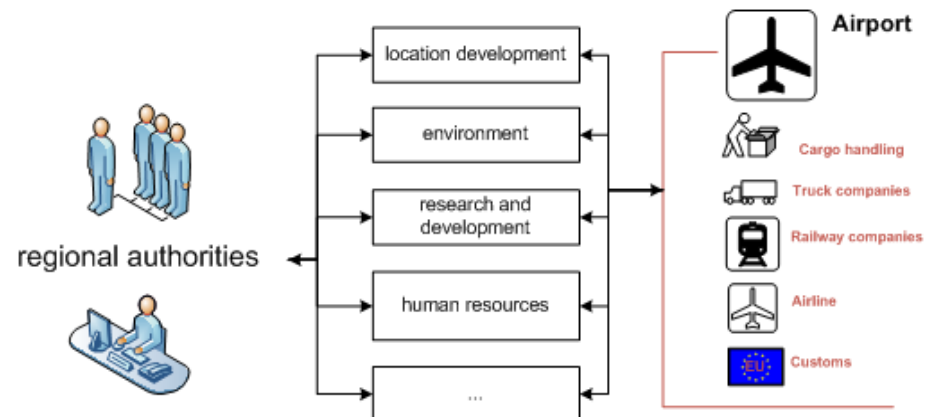
Tendering for long-term transport and logistic orders

- Tendering services for the shipper (industrial companies or forwarding agencies) who are seeking for the transportation possibilities by air
- Electronic market place to bring together supply and demand
- Creation of new routes
- Increase of existing route capacity



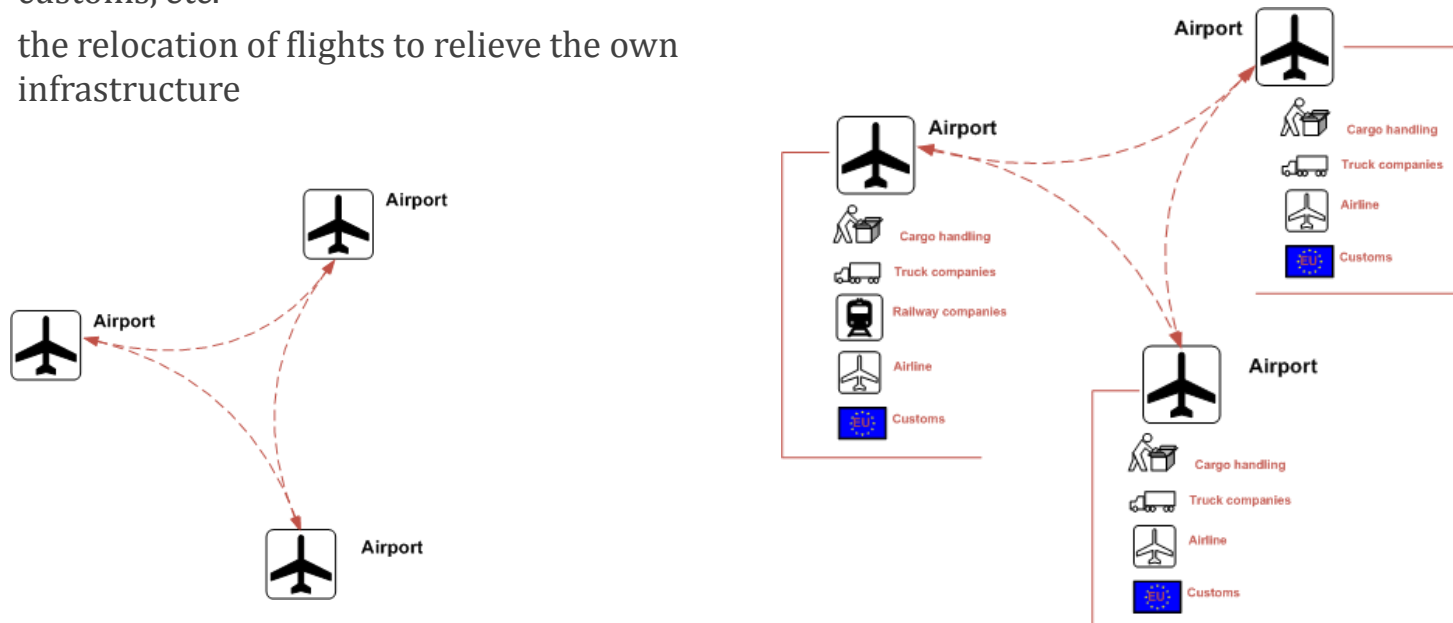
Supporting of cooperation between regional institutions and airports

- Joint representation of the political and economic interests in the region
- Mutual support on issues related to location development, environmental protection, safety and security, sustainable development, employment exchange, education, research and development
- Promotion for the settlement of new companies at the airport location
- Better recognition of actual problems and development potentials



Networking between the airports

- Development of structures and approaches for the networking among the airports concerning:
 - the cooperation in the area of electronic data exchange and cargo monitoring
 - the exchange of experience regarding the process optimization and automation, environment, customs, etc.
 - the relocation of flights to relieve the own infrastructure



Possible Toolbar

Classification of logistic services

standardized description of logistics services based on goods and goods-characteristics

Compilation of transport chains for air cargo

transport chains consisting of different service providers
goods-specific and performance-oriented routing

Networking and cooperation features for airports, airlines, logistic providers, etc.

seeking for new partners in the region, seeking for service providers on a route, etc.

Real time features

tracking, goods condition monitoring, etc.

Evaluation of user data to generate new knowledge

Results

- **Cooperation set-up between the regional airports and logistic providers** situated closed to the airport
- Supporting of **cooperation between regional authorities and regional airports**
- **Networking between the airports in the Baltic Sea Region**
- **Tendering for long-term transport and logistic orders**

Contact information



 HCN

Dipl.-Geogr.
Rea Gielow
Project management

HCN e.V.
Poeler Straße 85a • 23970 Wismar • Germany
phone: +49-(0)-3841-46 00 16
fax: +49-(0)-3841-46 00 14
r.gielow@hcn-group.de
www.hcn-group.de

Thanks for your attention!