NATURALLY GOOD BUSINESS

LOGISTICS MADE EASY

AIR · RAIL · ROAD · SEA
LOCATIONAL ADVANTAGE: CENTRAL LOCATION

LOGISTICALLY CONVINCING:
Located directly in the centre between Hamburg, Berlin and the Baltic Sea region, the Ludwigslust-Parchim district makes for a region showing strong growth with impressive logistical advantages along the entire transport chain.
Whether historically, culturally or economically: the Ludwigslust-Parchim district and the Baltic Sea region belong together. On the basis of the geographical parameters as well as the EU’s strategy for the Baltic Sea region, the economic growth prospects are promising.

As part of Mecklenburg-Vorpommern, the Ludwigslust-Parchim district and the Baltic Sea region are closely connected with one another. Due to its geographical position, its historical connections and its political and economic interests in the district, the Baltic Sea region carries a lot of importance for Ludwigslust-Parchim – and vice versa. There are good reasons for this: the Ludwigslust-Parchim district is located in North Germany, directly between the major cities of Berlin and Hamburg, in the tri-border area of Schleswig-Holstein, Brandenburg and Lower Saxony.

COMPETITIVE STRENGTHS OF THE METROPOLITAN REGION
Ludwigslust-Parchim belongs to the Hamburg Metropolitan Region, one of the most competitive regions in Germany and Europe. Due to its easy accessibility by sea, road, rail and air, Ludwigslust-Parchim is an excellent logistic hub and has evolved into an important hotspot between overseas, Central and Eastern Europe and the entire Baltic Sea region. The Fehmarn Belt Fixed Link tunnel between the islands of Lolland and Fehmarn is expected to be finished in 2021, while the North-South axis between Scandinavia and Central Europe is fully completed. Dynamic economic growth emerged within the eight Baltic Sea states of the European Union – Germany, Denmark, Sweden, Finland, Estonia, Latvia, Lithuania and Poland – as well as between these countries and Russia as an additional neighbour.

The Russian Baltic Sea territories act as a gateway to Russia and open up further markets. The EU’s long-term strategy for the Baltic Sea region and its implementation in concrete action programmes will further advance the economic development of the Baltic Sea region in the future. It gives rise to excellent economic prospects for the regions of Mare Balticum, which are also culturally and historically linked, and the 85 million people living here.
“Thanks to outstanding collaboration with the business-oriented administration of the country and the district, we can implement our logistical targets in a quick and timely manner.”

Thorsten Müller is the operations manager of EDEKA Nord Service- und Logistikgesellschaft mbH. The logistics centre in Zarrentin, located in a large business park next to the A24, serves the EDEKA markets in the North German region. The 70,000 square metre central warehouse is to be modernised in a forward-looking manner by 2015 at a cost of 65 million euros. www.edeka-gruppe.de
COMPLETE TRANSPORT CHAIN

Whether by water, road, rail or air: the Ludwigslust-Parchim district is an excellent logistic hub and represents a brilliantly organised interaction of movement, transport and loading processes.

The numbers speak for themselves: in the last few years, over 40 small, medium-sized and large logistics and distribution companies have established themselves in the region. In the same period, around 4,000 new logistics positions have come into being.

And there’s a simple reason behind this: its convenient location at the gates of Hamburg, less than 200 kilometres away from the federal capital of Berlin and in the immediate vicinity of the Baltic Sea, makes the Ludwigslust-Parchim district very attractive as a logistics centre. The A24 federal motorway traverses the district, upon which the Hamburg international airport and international port can be reached quickly. The A14 provides a connection to the Baltic port of Wismar in the north, while an extension to the south in the direction of Magdeburg is under construction. Many business parks are connected directly to the motorways; others are just a stone’s throw away. The seaports in Rostock and Lübeck are also not too far away. Furthermore, shipping by rail is ensured via an extensive rail network. The district is optimally connected to the ICE (Intercity Express) Hamburg-Berlin line through the station in Ludwigslust.

MODERN AIRPORT IN THE CENTRE OF THE DISTRICT

The modern cargo airport Parchim International Airport is located in the centre of the district. It holds a 24-hour flight permit. Even the biggest aircrafts can be dealt with at its extensive facilities. Furthermore, Hamburg international airport can quickly be reached via the direct connection on the A24 motorway.

AIR: The modern cargo airport Parchim International Airport holds a 24-hour flight permit. Even the biggest aircrafts can be dealt with at its extensive facilities. Furthermore, Hamburg international airport can quickly be reached via the direct connection on the A24 motorway.

RAIL: Distribution by rail is ensured by an extensive rail network. Thanks to the station at Ludwigslust, the district boasts a direct connection to the ICE Hamburg-Berlin line.

ROAD: The A24 (between Hamburg and Berlin) and A14 (between Wismar and Magdeburg) motorways, as well as a dense network of main and regional roads, traverse the district.

SEA: The sea ports in Rostock, Lübeck and Wismar are located not too far from the sites in the district of Ludwigslust-Parchim. Furthermore, the Hamburg international port, the second biggest port in Europe, can be reached quickly.
In this interview, Anatoli Beifert, head of the EU Project Center and the project co-ordinator of Baltic.Aircargo.Net (BACN) at the University of Wismar, speaks about the aims of the projects and the prospects of air cargo in the Baltic Sea region.

What is BACN about? The project is intended to contribute to giving the air cargo market in the Baltic Sea region prospects for the future. Essentially, it’s about better connecting the Baltic Sea region logistically and binding it to the southern parts of Europe. The project partners come from Germany, Estonia, Finland, Latvia, Lithuania, Poland, Sweden, Belarus and Great Britain.

How did this project come about? The concept for the project was developed jointly by the University of Wismar and the research association “High Competence Network (HCN) Wismar”. The basis is the knowledge that there’s a range of well-developed regional airports in the Baltic Sea region, but that these are currently isolated from the international air cargo market. At the same time, the well-developed and high-performance cluster structures around the Baltic Sea region can directly receive new growth impulses through a joint IT infrastructure and through new concepts in air traffic logistics. The regional airports have understood this and so have begun to develop joint future scenarios.

What do you want to change? Up to now, each region – consisting of airports and hinterland – has had its own particular visions, strategies and resources. The collaboration taking place between the regional authorities and airports falls far short of the possibilities. We’re bringing together communal and regional players with powerful partners from the fields of science, public administration and air transport to increase synergy. That is a very important goal of BACN.

What will your next steps be? We’re currently developing a prototype of a jointly used, web-based air cargo transport information system. As part of the project work, the IT system is to be field-tested at first at one or two regional airports (also see page 8). At the same time, we’re working constantly on better connecting the regional players in the air cargo sector at all levels. For example, we support the concept of flying trucks. This involves an air cargo replacement service between airports that causes the transport of goods to be shifted from travelling by air to travelling by road, and can be used as the basis for the better integration of regional airports in the international air cargo market. We’re also developing additional development scenarios, marketing strategies and safety concepts.
"We want to initiate collaboration and find mutual solutions. If we manage that, air cargo in the Baltic Sea region has a big future ahead of it."

Anatoli Belfert is the head of the EU Project Center, one of the research institutions affiliated with the department of economic sciences at the University of Wismar. Together with its renowned partners and a total budget of around 3 million euros, the Baltic Sea region is intended to be better developed logistically with the help of the Baltic.AirCargo.Net project. www.balticaircargo.net
PARCHIM INTERNATIONAL AIRPORT: an important transhipment point for air cargo in the Baltic Sea region.
As part of the EU’s BACN project, Scheller Systemtechnik from Wismar demonstrates a multimodal IT platform for electronic market places, which also takes into account specific air cargo requirements.

Nowadays, the majority of logistics companies use electronic transport market places like freight exchanges, tendering platforms or transaction platforms for their business. The operators therefore save costs, can easily buy shipping space, offer transport capacities themselves, take part in tendering or organise closed user groups. The BACN project’s IT platform, which was developed by the Wismar-based company Scheller Systemtechnik GmbH (SST), also belongs to this market segment: an electronic market place tailored to the air cargo sector in the Baltic Sea region. The open BACN platform operates like a classic market that brings together sellers and buyers. It’s a matter of finding efficient regional service providers with qualified logistics service offers through a service platform along with an optimised transport chain and then placing orders. This primarily includes the evaluation of optimised transport chains, standardised service description and qualitative assessment of logistics services, as well as the integration of logistics resources, available on an ad hoc basis, by means of geo-location and sensors. “Through the use of cost-effective smart phones, inexpensive platform services for a variety of logistics service providers can be offered along the transport chain,” says Michael Scheller, the managing director of Scheller Systemtechnik (photo below).

FORERUNNER PROJECT: IMOTRIS

The BACN market place is based on lessons learned from the IMOTRIS research project. As part of this international project, an automatic “Intermodal Transport Routing Information System” was developed. With this, optimal transport routes for goods and cargo types, in consideration of capacities, availabilities, speeds and the economical aspects of individual modes of transport, are automatically calculated and offered. The practically developed problem-solving approaches from IMOTRIS, primarily for storage and port-specific services, have now been extended to all players involved in air cargo.

PRACTICAL ONLINE PLATFORM

The BACN market place offers customers of logistics services an online platform that provides real-time information about various logistics and handling service providers as well as their means of transport via standardised interfaces and processes. They are compiled with the help of innovative techniques for optimised transport routes and proposed for reservation. “The dissemination of such a useful, quick and secure logistics service can lead to an intensified establishment of international transport routes within the Baltic Sea region and beyond,” says Michael Scheller. Players in the air cargo field are included, as well as the logistics service and value-added service providers working together with them. Furthermore, the BACN market place enables the establishment of knowledge clusters, the strengthening of business branches and partnerships as well as the expansion of regional value-added services.

“The use of the modern tools of information logistics is indispensible for surviving in international competition.”

Michael Scheller is the managing director of Scheller Systemtechnik GmbH (SST). Since 1992, SST has developed IT industry solutions for the optimisation of intra-company as well as cross-company business processes, inter alia in the field of logistics and storage process management. www.scheller.de
LOCATIONAL ADVANTAGE: LOGISTICS SERVICE PROVIDER

Modern logistics is a cross-sectional and service-based task – the logistics companies in the Ludwigslust-Parchim district are therefore prepared and can see to the smooth operation during purchasing, in transit and during delivery.

The Ludwigslust-Parchim district has established itself as the ideal location for transport companies, forwarding agencies, courier, express and post services as well as logistics service providers. The range of services extends from transportation of goods of all types to speciality services in the fields of the transportation of hazardous materials, chilled goods, heavy goods and textile logistics.

Modern logistics goes far beyond the mere transport of goods and for a long time has been an inherent part of production processes. The complexity of the logistical tasks is reflected in the variety of logistics companies in the district. Local logistics companies do not just take on key logistical tasks like transport, handling and storage processes. They also offer value added services like labelling, inventory management, commissioning, packaging, order processing, invoicing etc. – all generally based on modern IT solutions. Non-logistical problem solving also belongs to their extended programme of services, e.g. customs clearance. The result: exceedingly good logistics – at the desired quality and under attractive terms.

“The district’s convenient location between Hamburg and Berlin, the developed infrastructure and modern logistics companies make for quick freight handling.”

Eckart Balmer is the managing director of Balmer Spezialtransporte. The family-owned company was founded in 1988 in Holthusen. Today, 45 employees handle transport for customers from all over Europe. There is a particular focus on special and heavy goods transporting. Since 1992, Balmer has been a leader in the transport of wind power stations. www.balmer-spedition.de

LOGISTICAL VARIETY
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>VOLKER RUMSTICH TRANSPORT</td>
<td><a href="http://www.rumstich-transporte.de">www.rumstich-transporte.de</a></td>
</tr>
<tr>
<td>KRÜGER+VOIGT INTERNATIONALE SPEDITION</td>
<td><a href="http://www.krueger-voigt.de">www.krueger-voigt.de</a></td>
</tr>
<tr>
<td>HELLMANN WORLDWIDE LOGISTICS</td>
<td><a href="http://www.hellmann.de">www.hellmann.de</a></td>
</tr>
<tr>
<td>NEUMANN EURO TRANS</td>
<td><a href="http://www.neumann-eurotrans.de">www.neumann-eurotrans.de</a></td>
</tr>
<tr>
<td>BLT BERATUNG - LOGISTIK - TRANSPORT</td>
<td><a href="http://www.transporte-theurer.de">www.transporte-theurer.de</a></td>
</tr>
<tr>
<td>TRANSPORTE &amp; LOGISTIK THEURER</td>
<td></td>
</tr>
<tr>
<td>FIXEMER LOGISTICS</td>
<td><a href="http://www.fixemer.com">www.fixemer.com</a></td>
</tr>
<tr>
<td>THE PACKMAKERS</td>
<td><a href="http://www.packmakers.de">www.packmakers.de</a></td>
</tr>
<tr>
<td>BALMER SPEZIALTRANSPORTE</td>
<td><a href="http://www.balmer-spedition.de">www.balmer-spedition.de</a></td>
</tr>
<tr>
<td>FINITEX</td>
<td><a href="http://www.finitex.de">www.finitex.de</a></td>
</tr>
<tr>
<td>OFFERGELD LOGISTIK</td>
<td><a href="http://www.offergeld.de">www.offergeld.de</a></td>
</tr>
<tr>
<td>DS PRODUKTE</td>
<td><a href="http://www.dspro.de">www.dspro.de</a></td>
</tr>
<tr>
<td>GUIDO MEYER TRANSPORTE</td>
<td><a href="http://www.meyer-fachspedition.de">www.meyer-fachspedition.de</a></td>
</tr>
<tr>
<td>WALSER LOGISTIC SERVICE</td>
<td><a href="http://www.walsergroup.com">www.walsergroup.com</a></td>
</tr>
<tr>
<td>HENRY SCHEIN SERVICES</td>
<td><a href="http://www.henryschein.com">www.henryschein.com</a></td>
</tr>
<tr>
<td>NORDDEUTSCHE TEXTIL LOGISTIK</td>
<td><a href="http://www.n-t-l.com">www.n-t-l.com</a></td>
</tr>
<tr>
<td>PARCHIM INTERNATIONAL AIRPORT</td>
<td><a href="http://www.parchim-airport.com">www.parchim-airport.com</a></td>
</tr>
<tr>
<td>GENERAL LOGISTICS SYSTEMS (GLS)</td>
<td><a href="http://www.gls-group.eu">www.gls-group.eu</a></td>
</tr>
<tr>
<td>E3 SPEDITION-TRANSPORT</td>
<td><a href="http://www.e3spedition.de">www.e3spedition.de</a></td>
</tr>
<tr>
<td>BRÜGGEN FAHRZEUGWERK &amp; SERVICE</td>
<td><a href="http://www.brueggen-gmbh.de">www.brueggen-gmbh.de</a></td>
</tr>
</tbody>
</table>
The Business Development Corporation is a private sector company. We are committed to the success of local companies and the companies which plan to locate their businesses here to promote the further development of our rural district and the safeguarding of its future.

Our team members have a wealth of experience in various economic sectors as well as a rich and sophisticated network of regional economic operators at their disposal. We recognise and understand your needs rapidly and are able to react to them immediately.

**Contact**

**Wirtschaftsförderungsgesellschaft Südwestmecklenburg mbH**
Lindenstraße 30 · 19288 Ludwigslust
Region: Mecklenburg-Vorpommern · Germany
Phone: +49 3874 620440 · E-Mail: info@invest-swm.de
www.invest-swm.de

**Baltic.AirCargo.Net**
Lead Partner: Hochschule Wismar · University of Applied Sciences: Technology, Business and Design
Philipp-Mueller Straße · 23966 Wismar · Region: Mecklenburg-Vorpommern · Germany · Phone: +49 3841 753 76 34
E-mail: anatoli.beifert@hs-wismar.de
www.hs-wismar.de · www.balticaircargo.net

**Imprint:** Editor: Wirtschaftsförderungsgesellschaft Südwestmecklenburg mbH, Lindenstraße 30, 19288 Ludwigslust Legally responsible for content: Berit Steinberg (V. i. S. d. P.)
Realization/Publisher: SCHMITZ WG Corporate Communication GmbH, 20253 Hamburg, Eppendorfer Weg 213, Info@schmitz-wg.com; www.schmitz-wg.com
Photography: themasterchphto/fotolia (Cover); Arne Morgenstern (S. 2-3, 4, 7, 9, 10-11); S. 8: Parchim International Airport