



### In This Issue

DB Schenker Ireland Joins TPN  
Aramex Expands with Scandinavian Road Service  
SerCom to Unveil Supply Chain Optimisation Model  
Seatruck Opens New Freight Service  
American Airlines Cargo Boots Frequency & Capacity from Ireland  
Containerships Launch New Soedertalje - St. Petersburg Service

### Quick Links

Chartered Institute of Logistics & Transport  
National Institute of Logistics  
Irish International Freight Association



### Dear Garvan,

Welcome to the **June** edition of Irish Freight & Logistics Monthly. You have been included within our mailing list because we consider you to be a valuable contributor to the industry.

We hope you enjoy the newsletter and will strive to enhance it, so please send any feedback and suggestions to [editor@logiskills.ie](mailto:editor@logiskills.ie)

Please feel free to forward this to any interested colleagues who can register to receive it from our home page at [www.logiskills.ie](http://www.logiskills.ie)

**To unsubscribed to this newsletter, please click on the unsubscribe link above.**

### About The Logiskills Group

Established in 2004, the multi-award winning Logiskills Group has grown to become the recognised provider of professional recruitment services to the supply chain industry:

- **Temp, Interim Mgt. & Permanent Solutions**
- **Executive Search & Selection**

For further information on how we can assist your company in sourcing the best available talent within the market, please contact Garvan Cerasi on 01 8326330 or [garvan@logiskills.ie](mailto:garvan@logiskills.ie)

## Dublin Hosts 2010 European Shipping Congress



Two hundred delegates, including many of Europe's senior port and shipping executives, gathered for the Annual European Shipping Congress at Dublin Castle on 29th, June 2010 to discuss the current state of the European Shortsea shipping and port sector.

The event, which was organised by the Irish Maritime Development Office (IMDO) was formally opened by Minister Ciaran Cuffe, Minister of State at the Department of Transport. The theme of the Congress was "strategies and opportunities for recovery in European Shortsea Shipping".

Speaking at the conference Mr Fran Dodd, Logistics Manager of the Irish Dairy Board said "Competitive shortsea shipping has been fundamental to our success and is fundamental to our future" IDB export 100% of their products, including Kerrygold brand to over 80 countries worldwide.

Major Irish exporting companies such as Irish Dairy Board, Wellman International and Rusal, (the worlds largest alumina and aluminium producer with a major facility in on the Shannon Estuary), all provided key note papers on their perspective for export led recovery.

"This year's congress is taking place at a time when the industry is still concerned about the pace and fragility of the recovery in the European economic zone, said IMDO Director Glenn Murphy. "The European shipping sector has endured a highly turbulent 18 months which has seen shipping demand and port throughput fall right across Europe. This has resulted in most market segments having to deal with capacity issues and falling freight rates. The Congress appears optimistic but still highly cautious of the volatile nature of the recovery path for the sector"

In his opening address Minister Cuff welcomed that Ireland had become a recognised location where leaders from across Europe now come to regularly discuss key shipping and port issues. "I am particularly pleased to note that, although issues such as cost and capacity were very much to the fore of the industry agenda, highly important areas such as climate change and vessel emissions were also being debated at the congress," he said. The European Shipping Congress is now scheduled to be held in Ireland every alternate year and is scheduled to return in 2012 after being hosted in Germany in 2011.

## OECD Report "Spectacular" Rebound from Recession



Recent research by the Organisation for Economic Co-operation and Development's (OECD) International Transport Forum has shown that exports from Europe and North America to Asia are growing at a faster rate than imports.

Kurt Van Dender, Chief Economist at the OECD, said: "What we move out of the EU in terms of tonnes on aeroplanes to China, including Hong Kong, now is quite a bit higher than it was before the [economic] crisis.

"It's quite spectacular to see how quick and how strong the re-bounce has been."

Volumes were strongest from Germany, which has exceeded pre-recession levels, and the Netherlands, but less so for the UK and France.

European imports from China were also recovering, but had yet to exceed pre-crisis levels in Germany, the Netherlands, UK or France. "Growth in demand for Chinese products in the EU is picking up, but slowly, where as growth in demand for products from the EU is growing much more quickly.

"We see an evolution and that evolution is re-balancing, a shift of economic mass to China and other emerging economies." Charlie Dobbie, European VP for Global Network Operations and IT at DHL Express, said this trend had taken the company by surprise. It had also taken place on the transpacific trade, he added.

"These statistics reflect the loads we are carrying on the transpacific trade," said Dobbie. "Out of China, the aircraft are full and coming back out of the US they are half-full, which is way more than what we would have thought. "We had budgeted for them to be virtually empty coming back, and to our surprise we are seeing much stronger exports from the US."

## DUBLIN PORT EXPANSION PLANS REJECTED



Dublin Port Company's plans for expansion have been squashed by Dublin City Council, which turned down its application for a 21ha development that would have increased capacity by 50% as reported by the IFW.

The rejection comes 18 months after Port of Cork's application for a new terminal was also turned down.

The €200m (US\$242m) Dublin Gateway development was to include four deepwater berths - two ro-ro, two container - as well as 220,000sq metres of dredging in the north eastern part of the port.

Although the application was heard under Ireland's Critical Infrastructure Act, which is meant to consider developments deemed essential for Ireland's economy, the threat to the River Tolka estuary, which has been proposed as a Special Protection Area under the Birds Directive, was thought to outweigh any potential benefits of the scheme.

Dublin Port Company said it would review the decision and examine other ways in which it could achieve a much-needed increase in capacity.

Many in the shipping community see the rejection as a major obstacle to Ireland's success in the world's markets, as Dublin badly needs to improve facilities for the bigger class of shortsea container ships. Some even hope Ireland could attract a transatlantic carrier to its shores.

"Ireland has been losing out (in the international market) in recent years," says John Whelan, CEO of the Irish Exporters' Association. "The Dublin port development offered an opportunity to halt the decline.

"We are concerned about the state's lack of investment in ports. The government needs to understand the changing nature of shipping - ships are getting larger and need more space, but they are also more environmentally friendly."

## UK PALLET DEAL FOR NIGHTLINE



Nightline has won a contract to move all Ireland-bound traffic for UK Pallets' 80 member hauliers. Freight from across England, Wales and Scotland will be shipped to UK Pallets' hub at Lichfield, UK, before being taken by Nightline to Ireland via Holyhead, UK. Deliveries are to be handled by Nightline's seven Irish depots, overseen by the firm's head office in Dublin.

Nightline's UK MD, Jeremy Ruffin, said: "Previously, shipments from the UK to the Republic and Northern Ireland had to be split between two carriers. Our wholly-owned network of hubs across the island allows for a single solution."

Ruffin said the pallet network contract was another significant step in Nightline's bid to become the leading domestically-owned Irish carrier for the UK to Ireland market. UK Pallets' Commercial Director, Graeme Wilson, said the network's members would benefit from Nightline's ability to track shipments.

"Not only do our members and their customers stand to benefit from even better service, they will be even more able to follow deliveries from the moment goods leave their premises to the point they arrive at their destinations," he said.

The deal is the latest between Nightline and the UK Mail Group, of which UK Pallets is a subsidiary. The two companies already have a relationship covering the movement of parcels from the UK to Ireland.

It comes only months after the firm, which is already Ireland's largest independent carrier, opened a UK regional depot in Lancashire. "Such is the extent of our coverage right across Ireland, our security and unparalleled effectiveness in tracking parcels or pallets at every stage of the collection and delivery process that we believe we represent a considerable, clear improvement on what's gone before.

"Our client roster already includes global clients producing everything from mobile 'phones to tobacco,

games consoles to pharmaceuticals. The arrangement put in place with UK Pallets is another important phase in our growth. Further developments in the coming months will demonstrate our confidence in our ability to persuade other major UK names to move their goods into Ireland with Nightline."

### DFDS Completed Norfolkline Takeover



DFDS has completed the acquisition of ferry operator Norfolkline. The Danish shipping group has increased its estimate for the cost synergies the deal will bring to DKr180-220 million (US\$30-36m) from DKr135 million.

Since DFDS announced the acquisition of Norfolkline from AP Moller Maersk in December 2009, it has been working on an integration plan it estimated would be complete by the end of 2012, with the combined company comprising two divisions: Shipping and Logistics.

"The Shipping division will comprise freight and passenger routes and port terminals, while the Logistics division will consist of trailer, container and port-side activities," said DFDS. "These two market-oriented divisions will be supported by two resource units: People and Ships, to ensure efficient management of operational resources, and Finance," it added.

DFDS said the EC approval was contingent on replacement of existing space charter agreements with Norfolkline on the Esbjerg-Immingham/Harwich routes by an agreement with an independent party - which, said the line, it hoped would be Stena.

### Transland is 1st Mover with Low-Cost Online Pallet Service



Transland Group, one of Ireland's leading freight companies, has just launched a new Special Offers online facility for palletised freight, the first of its kind in the transport industry.

Customers can now avail of highly discounted rates online if they book early and pre-pay for consignments by credit card. Online rates can be up to 50% less than market rates. Kieran Conlon, Managing Director, explains why he chose to implement this strategy:

"Our objective was to balance the capacity on all our routes. We were finding an imbalance of capacity on backloads, particularly on the Ireland-UK route. To address this imbalance, we came up with a model that would allow us to sell this space continuously at greatly reduced rates. We have since scaled back our costs on all routes to provide this facility on all our UK and Irish services, and the reduction in administration costs afforded by the online facility helps to further drive down online costs.

"The pallet service is ideal for this model, as a pallet is a relatively homogeneous commodity and a pallet space can be sold in much the same way as an airline seat. Based on available capacity and customer requirements, we will be able to offer targeted promotions on certain routes, e.g. Dublin to Manchester.

"This facility is available to both existing account holders and new customers, but we believe it will most benefit small-to-medium sized companies. Traditionally, only the largest companies with the most volume could demand the cheapest rates. Now, by using our online facility, smaller companies can avail of the best rates on an ongoing basis, which will make them more competitive in their own industry."

As well as finding discounted rates, customers can book consignments online, track their shipments and access POD's through the website as soon as delivery has been completed. In this way, customers have more control over their freight.

At the start of 2010 Transland was appointed Southern Ireland member for Palletways, the UK's largest pallet network. This partnership enables Transland to expand its distribution portfolio to mainland Europe, and the website will soon offer discounted rates to and from European countries.

### Announce Your Success Here!

Please submit your company announcements to [editor@logiskills.ie](mailto:editor@logiskills.ie) for consideration in our next

edition.

Sincerely,

The Logiskills Team