

Project Manual
WORKSHOP 03-12:
**“EDI and Cargo Transport Flows
– Applied Market Research for Value-Added Services”**
June 13 - 16, 2006
Hanseatic City of Lübeck (Germany)



Dear Partners:

Welcome to the Hanseatic City of Lübeck!

Following is a brief description of what you need to know having arrived at the Lübeck or Hamburg Airport or if you arrive by car.

Currency

If you are from a non-european country or from Great Britain make sure to get some cash money in local currency (EUR) right after landing at the airport.

We recommend exchanging some already at the airport because taxis mostly accept cash, although some might take credit cards as well.

Transportation

Arrival by plane

For flight information please visit the following websites:

For flight schedules visit Lübeck Airport <http://www.flughafen-luebeck.de>

For flights from Milano/Bergamo,

London/Stansted or Pisa/Florenz <http://www.ryanair.com>

For flights from Gdansk <http://wizzair.com>

For other flights to Hamburg Airport <http://www.ham.airport.de>

If you arrive at the Lübeck Airport you should either take bus-No.6 (busstop 5), or a taxi to the airport. Taxis to the city center take approx. 20 min and cost approx. 16 €

If you arrive at the Hamburg International Airport you should take bus "Airport Express" at terminal 1 to Hamburg main station (5 €), take the train to Lübeck main station (10,30 €). The hotel is only a five-minute walk away from the main station.

Arrival by car

Driving directions from the North:

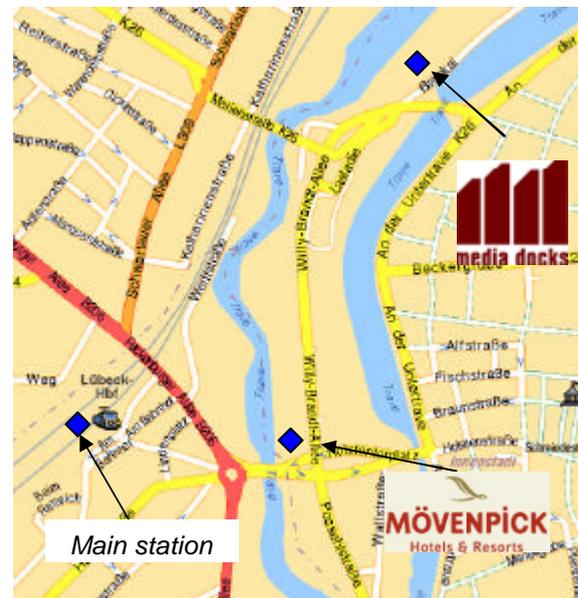
From Travemünde / Scandinaviacay please follow Travemünder Landstrasse direction Lübeck city center and keep to the right. Turn right before the bridge and continue. Next junction turn right again, direction Norlandkai/A1. After crossing 2 bridges turn right into the Willy-Brandt-Allee and the hotel is 500 meters on the right.

Driving directions from the South:

From Hamburg / Puttgarden take motorway A1, exit Lübeck Center. Turn right at the first roundabout. After the next junction, turn left and take direction city center. At the next roundabout take last exit direction Holstentor turn left and you are at the hotel.

Driving directions from the East:

From Rostock / Schwerin follow the B104 and B75 until you are on the Travemünder Allee. Turn right before the bridge and continue. At the next junction take the right, direction Norlandkai/A1. After crossing 2 bridges turn right into the Willy-Brandt-Allee and the hotel is 500 meters on the right.



Weather conditions

At this time of year the weather conditions in Lübeck may be quite moderate and warm. Temperatures vary between +10° and +25° C. But conditions can range between sunny and rainy. Before you pack your clothing have a look at <http://weather.yahoo.com/forecast/GMXX0074.html> as the workshop involves some outdoor activity.

Hotel

All Port-Net Partners have the opportunity to book accommodation at the Mövenpick Hotel Lübeck (via workshop registration with the Lübeck Business Development Corp. by **May 2, 2006**). This four-star hotel lies close to the old city center of Lübeck and will hopefully meet all your needs concerning your overnight stay in town.

Address

Mövenpick Hotel Lübeck

Willy-Brandt-Allee 1-5, 23554 Lübeck

Phone +49-451-15040

Fax +49-451-1504111

eMail hotel.luebeck@moevenpick.com

Web <http://www.moevenpick-luebeck.com>



Price/night incl. breakfast:

106,00 €

Venue

The PORT-NET workshop on “**EDI and Cargo Transport Flows**” will take place at the premises of the Media Docks Lübeck, which is a competence centre for New Media and IT. Since its opening in 2002 Media Docks has become a medium and space for networks in every dimension, a place for the dialog between people for more creativity, competence, and innovation. It is located at the edge of Lübeck’s old part of town and only a five-minute walk away from the hotel.

Address

Media Docks Lübeck

Willy-Brandt-Allee 31a, 23554 Lübeck

Web <http://www.mediadocks.de>



Contact persons for PORT-NET during the event:

Mr. Jan Herzberg +49-171-729 23 94

Mr. Björn P. Jacobsen +49-171-708 18 24

Program

Tuesday, June 13

15:00-17:00

Registration of participants

Venue: Hotel Mövenpick, Lübeck (reserved until **May 2 2006**)

17:00-19:00

Guided visit of the most relevant sites in Lübeck

(please **sign up** for this event)

19:30-21:00

Welcome Reception

Venue: Media Docks, Ray & Charles Eames Room

Wednesday, June 14

08:45-09:00

Registration of participants for the PORT-NET workshop

Venue: Media Docks, Room MF50 Riverside

09:00-09:15

Official opening of the PORT-NET workshop

Mr. Dirk Gerdes, Managing Director,

Lübeck Business Development Corp. & KWL GmbH City Development Corp.

Session 1: Value Added Services – So what?

09:30-10:15

An overview: Lübeck – Logistics – The ports – Value Added Services

Mr. Björn P. Jacobsen, Managing Principal,
Lübeck Business Development Corp.

10:15-11:00

What do we mean when talking “Value Added Services”?

- The range of possibilities -

Prof. Dr. Uwe Koch, Dept. of Mechanical/Industrial Engineering,
Lübeck University of Applied Sciences

11:00-11:15

Coffee/Tea Break

11:15-11:45

Value Added Services in Lübeck: The example of paper products handling

Mr. Tom Österreich, IT Director,
Lübecker Hafengesellschaft

11:45-12:00

Questions, Answers, Discussion

12:00-13:30

Lunch Break

Venue: Restaurant Media Docks

Session 2: Value Added Services yesterday – today - tomorrow

13:30-16:30

Visit to the ports of Lübeck

Stop-1: Container Terminal Lübeck

Stop-2: Bulk Terminal Lübeck

Stop-3: Paper Terminal Lübeck

Stop-4: Lübeck-Travemünde

16:30-17:00

Questions, answers, discussions

17:00-19:00

Time available for individual scheduling

19:00-19:30

Reception by the Hanseatic City of Lübeck,

Peter Sünnewold, City President

Venue: City Hall, Audience Hall

19:45-21:30

Dinner

Thursday, June 15

Session 3: Marketing, Market Research & What we can learn

09:00-09:15

Registration of participants for the PORT-NET workshop

Venue: Media Docks, Room MF50 Riverside

09:15-09:30

What all want, what few get ... Logistic-related investments

An introduction to the subject

Mr. Björn P. Jacobsen, Managing Principal,

Lübeck Business Development Corp.

09:30-10:15

Applied market research: Acquiring data for targeting logistic investors

Prof. Dr. Joachim Hasebrook, Scientific Director,

ISNM International School of New Media

10:15-11:00

Which investors to target?

An analysis of marketing data & First results from the Port-Net study

Mr. Jan Herzberg, Geographer (Dipl.),

Lübeck Business Development Corp.

11:00-11:15

Coffee/Tea Break

11:15-12:00

Open discussion: A proposal for a Port-Net market research portal

With input from: Prof. Dr. Joachim Hasebrook

12:00-13:30

Lunch Break

Session 4: Value Added Services in Action

13:30-16:30

Visit & presentations to selected enterprises

Stop-1: Food Processing Logistics

Stop-2: Medical Technology Logistics

16:30-17:00

Questions, answers, discussions

17:00-19:00

Time available for individual scheduling

19:00

Meet for joint exercising & fun

Friday 16, June

Final Session

9:00-10:00

*Closing and evaluation session:
summary and conclusions of the workshop*

10:00-11:00

Technical sessions

- * Working Group meeting on EDI and Cargo flows*
- * Specific meetings on reporting and financial aspects*

13.00

*End of Port-Net workshop 03-12
Departure of participants*

List of Speakers

No	Name	Position, company / institution	Country	Topic
1.	Gerdes, Dirk	Managing Director, Lübeck Business Development Corp. & KWL GmbH City Development Corp.	Germany	Official Opening of the PORT-NET Workshop
2.	Hasebrook, Prof. Dr. Joachim	Scientific Director, ISNM International School of New Media	Germany	Applied market research: Acquiring data for targeting logistic investors
3.	Herzberg, Jan	Geographer (Dipl.)	Germany	Which investors to target? An analysis of marketing data & First results from the PORT-NET study
4.	Jacobsen, Björn P.	Managing Principal, Lübeck Business Development Corp.	Germany	1. An overview: Lübeck – Logistics – The ports – Value Added Services 2. What all want, what few get... Logistic-related investments, an introduction to the subject
5.	Koch, Prof. Dr. Uwe	Dept. of Mechanical/Industrial Engineering, Lübeck University of Applied Sciences	Germany	What do we mean when talking “Value Added Services”? – The range of possibilities –
6.	Österreich, Tom	IT-Director, Lübecker Hafengesellschaft	Germany	Value Added Services in Lübeck: The example of paper products handling



Map of Lübeck



For detailed information on visiting the Hanseatic City of Lübeck please visit the following websites:

Tourist Service <http://www.luebeck-tourism.de>

Official Site of the City http://www.luebeck.de/tourismus_freizeit

Virtual Gallery of the City http://www.luebeck.de/tourismus_freizeit/galerie/index.html

