

# Coastlink



## **Shortsea 12 The European Shortsea Convention The Mansion House, Dublin Thursday, 24th May 2012**

Shortsea 12, The European Shortsea Convention in Dublin, marks the first time Coastlink has entered into a joint venture with the Irish Maritime Development Office (IMDO) to organise a shortsea conference. However, there are strong foundations to this cooperation, IMDO having provided substantial assistance to Coastlink when it organised a conference in Dublin in 2007.

This is the 4<sup>th</sup> European Shortsea Conference that has been hosted in Dublin since 2007.

Shortsea 12 comes as Europe again finds itself in the midst of another economic crisis with a noticeable slowdown in the pace of the recovery over the latter part of 2011. The global economy appeared to transition from a crisis involving the banks to a “sovereign debt” with many large European member states at the centre of this. Unpredictable economic growth forecasts continue to create challenges for the shortsea markets, its ports, shipping operators and shippers.

Crucially this year’s conference will discuss the state and future of the key shortsea markets while hearing the views of industry experts on issues related to sustainable logistics, impacts of surging oil and bunker prices, challenges for finance and the views of the leading European shortsea gateways. Virtually all of Ireland’s trade with the UK and the European mainland is dependent on good, efficient and cost effective shortsea shipping services. This provides it with unique insight on the day to day realities of keeping its economy connected to the global market.

While the IMDO clearly has an eye on matters relating to Ireland, Coastlink’s participation in Shortsea 12 will ensure that the conference maintains a broader international perspective. Coastlink conferences of which there are usually two each year, cover a wide range of subjects, both technically and geographically, and so provide the association’s members and friends with expanded opportunities for networking.

Shortsea 12, The European Shortsea Convention in Dublin will be no exception with ample time built into the programme for making new contacts and re-establishing old ones. In addition to the one day conference on 24 May, there will be a prestigious pre-event reception on the evening of 23 May and the option of a port tour by boat on Friday morning, 25 May. Make sure these are marked in your diary too.



## **Shortsea 12 The European Shortsea Convention**

### **23 May**

18.00 Reception at the Gibson Hotel, open to all speakers, delegates and invited guests from the Irish shipping community.

Location: Gibson Hotel, adjacent to Dublin Port Company headquarters.

### **24 May**

#### **Registration and coffee commences at 08.15**

## **Shortsea 12 The European Shortsea Convention**

09.00 **Welcome from IMDO**

09.05 **Chairman's opening remarks**

*Speaker: Glenn Murphy, Director, The Irish Maritime Development Office (IMDO)*

09.15 **Keynote speech**

Exports have been the success story for Ireland as it continues to work its way out of the recent economic crisis. The Minister will provide an overview of Ireland's export led strategy that has underpinned this recovery and how competitive, efficient and effective shortsea ports and services are an integral element in this dynamic.

The Minister will also discuss the wider challenges facing Europe in a volatile global economy.

*Speaker: Leo Varadkar TD, the Irish Minister for Transport, Tourism and Sport*

### **Session One: State of the Markets**

09.40 **Prospects for the container market**

In addition to a volatile demand environment, intra-European regional container carriers often appear to be fighting a battle against developments in the wider containership market and amongst major container shipping lines. The senior analyst of the container shipping sector from the research division of the world's leading shipbroking group will provide an insight into how he sees potential future developments. Will demand from intra-regional trade flows support successful regional operations or will the impact of global developments in the container shipping sector and patterns in the availability and the deployment of tonnage provide an insurmountable long-term problem for intra-regional European containership operators.

*Speaker: Trevor Crowe, Director, Clarkson Research Services*

## 10.00 **Prospects for bulk shipping**

Bulk shipping plays an important role in intra-European trade. A leading shipbroker provides his perspective on the shortsea dry bulk market focusing broadly on a size range of around 3000/5000dwt and considers recent trends, current sentiment and the outlook going forward.

*Mark Harrison, Managing Director, HC Shipping & Chartering*

## 10.20 **Prospects for roll-on, roll-off (Ro-Ro) shipping**

Consolidation is the name of the game in Ro-Ro shipping today. Weaker companies are giving way to the large, established operators. Start-ups have come and gone. Yet there is a vibrancy in some sectors such as freight vessels catering for trailers, containers and practically anything else that can be driven over the stern ramp. A leading operator gives his take on the market. *(New text needed)*

*Speaker: Chris Rowland, (title), MDS Transmodal*

## 10.40 **A view from the market – C&C Group.**

C&C Group PLC is an Irish and UK based manufacturer, marketer and distributor of well know branded drinks including Bulmers and Magners. It services over 30 European and global markets from its Irish and UK manufacturing facilities. It is a primary user of shortsea, deepsea and logistics services and will provide an overview of the fast changing conditions that companies in the FMCG markets must contend with in order to remain competitive. It will also outline what it expects from its service providers.

*Speaker: Paddy Cummins, Operations Manager, C&C Group*

## 11.00 **Q&A**

## 11.10 **Coffee**

## **Session Two: The drive for sustainable logistics**

Chairman: David Cheslin, Chairman, Coastlink Network

## 11.20 **The environmental cost of transport**

### **Climate change: the challenge for transport**

“Sustainable logistics” and “greening the supply chain” are terms much used today but what exactly is involved in achieving a truly environmentally friendly transportation system? How far have we really travelled down this road so far and how much further is there to go? Our speaker will focus on the scale of the climate change challenge to show the implications for transportation and supply chains of the wider context around moving towards a more sustainable transportation system.

*Speaker: Dr Alice Bows, Senior Lecturer in Energy & Climate Change, Sustainable Consumption Institute (SCI) and Tyndall Centre for Climate Change Research, School of Mechanical, Aerospace and Civil Engineering (MACE), University of Manchester*

#### 11.40 **What role does the 3PL provider play in providing sustainable logistics solutions?**

Norbert Dentressangle is an International player in the logistics market. Delegates will be given an overview of Norbert Dentressangle operations in Ireland and around the world. It will provide a narrative about the role that 3PL's have to play in sustainable logistics and working with clients to reduce their environmental footprint. There will also be some practical examples of the latest initiatives that Norbert Dentressangle is bringing to its customers.

*Speaker: Mark Boulton, Business Development Director, Norbert Dentressangle Logistics Ireland Ltd*

#### 12.00 **The Changing role of the Global Port Authority**

The Global Institute of Logistics (GIL) was founded in 2003 by the members of the Global Logistics Forum and is today led by CEO Kieran Ring. The Institute is the Membership Organization for Global Port Communities. Members combine to form a Global Network through which Knowledge is Shared, Best Practice is Adopted and Trade Developed *(I would prefer here more about the presentation and less about the GIL)*

*Speaker: Kieran Ring, CEO, The Global Institute of Logistics*

#### 12.20 **A Shipper's viewpoint - Irish Exporters Association**

The Irish Exporters Association represents the views of the "Voice of Export Industry". Its members span the spectrum of the largest multinationals in pharmaceutical, ICT and healthcare through to Irish indigenous companies in various sectors including forest products, agriculture and the food and drink sector plus other smaller independent firms competing in today's highly globalised economy. Our speaker will cover a number of topics currently concerning the IEA including the serious shortage of unit load equipment for loading with exports.

*Speaker: Howard Knott, Director-Trade Facilitation, Irish Exporters Association*

#### 12.40 **Q&A**

#### 13.00 **Luncheon**

#### **Session Three: The "F" words – Finance & Fuel?**

Chairman: Paul Harris, Head of Natural Resources Risk Management, Bank of Ireland Global Markets

#### 14.30 **Finance for Europe**

The credit crisis has created major issues for raising finance from traditional capital and banking markets. The European Investment Bank is the European Union's AAA credit rated financing institution whose 27 member states make up its shareholder base, which has jointly subscribed capital. It will provide an overview of current funding in the European market and alternative sources of finance including lending facilitated by the EIB.

*Speaker: Manuel Fernández Riveiro, Senior Transport Economist, The European Investment Bank*

#### 14.50 **Fuelling the shortsea shipping industry**

Every transport operator wants to be able to predict the future cost of fuel and the impact it will have on his customers. In the shortsea trades, there is a particular problem in that the low levels of SOx emissions that ships in the Baltic, the North Sea, the English Channel and, probably quite soon, the Irish Sea, are required to meet means that most are having to use ever more expensive diesel fuel. Our speaker will consider how global demand for diesel might force up prices at a rate that exceeds the increase in the cost of crude oil and also discusses the problems with alternative fuels such as LNG and with technologies such as exhaust scrubbers.

*Speaker: Ian Adams, Managing Director, IMA Marine Ltd*

15.10 **Q&A**

15.30 **Coffee**

#### **Session Four: European Gateways**

Chairman: Eamon O'Reilly, Chief Executive, Dublin Port Company

15.50 **Rotterdam Container Port: Expanding Boundaries, with innovative partners, for the best results**

Rotterdam is Europe's largest container port acting as a gateway and transshipment hub at the same time. As such Rotterdam has deepsea links to virtually every country in the world. Almost 40% of the deep sea liner services call at Rotterdam as their first port of call. With this percentage, Rotterdam is the undisputed front runner in Europe. Being the first port of call brings a big time advantage to shippers and shipping lines in delivering goods to their final destination. Likewise, Rotterdam has rail and barge connections to the European hinterland and benefits from excellent road links to many European industrial and commercial centres. Not to be overlooked too are its shortsea links to Scandinavia, the Baltic (including Russia), Iberia, North Africa, the Med and of course the UK and Ireland. Sitting at the heart of this network, our shortsea terminals provide ideal hubs for cargo transiting the Port of Rotterdam.

*Speaker: Patrick Vroegop, Business Manager Containers, Port of Rotterdam*

16.10 **Seine superport: The HAROPA Project**

Under the name HAROPA, the ports of Le Havre, Rouen and Paris are joining forces to form a sustainable integrated port organisation, which integrates an end-to-end logistics chain with an efficient, environmentally friendly service to its hinterland. As a strategic player that is close to the market and its expectations, HAROPA is responsible for coordinating the implementation of actions that will enable market share for the Seine region's ports to be strengthened. Our speaker will explain the thinking behind this integration and explain how it to be managed.

*Speaker: Jean-Marie Millour, Managing Director, BP2S Shortsea Promotion Centre*

16.30 **Providing new container terminal capacity linked to portcentric distribution facilities**

Is portcentric distribution a new concept or is it just a return to the past when no self-respecting port was without massive berthside shed capacity? Did the "Cheap and Easy" decades of road transport in the eighties and nineties distort the trend towards regional distribution and warehousing based on ports? The Port of Liverpool and the Manchester Ship Canal are being rejuvenated to meet the revival of interest in portcentric warehousing and are once again becoming major gateways for the northern half of Britain and Ireland.

*Speaker: Stephen Carr, Head of Business Development, Peel Ports (Mersey)*

16.50 **Q&A**

17.15 Closing Address and comments – *Eamonn O'Reilly, CEO, Dublin Port.*

**17.30 Conference ends**

### **Delegate fees**

**Members: Euro 150 + 23% VAT**

**Non-members: Euro 200 + 23% VAT**

[www.coastlink.co.uk](http://www.coastlink.co.uk)

[www.imdo.ie](http://www.imdo.ie)

**NB: This conference programme is subject to change.**

