

## Key conference themes:

### Recession and the credit squeeze:

What can we expect this year, next year and beyond.

### Where are we heading – 2010 and beyond:

Analysis of shortsea unitised and bulk markets, future forecasts, growth potential, new opportunities, fleet development.

### Ports and planning:

What makes a shortsea friendly port, effective interaction with road, rail, inland and deep-sea shipping, port centric logistics and distribution facilities, land use and the economic impact of shortsea on port regeneration.

### Getting more bulk and unitised freight onto the water:

Identifying and overcoming the barriers, engaging the customer, what can the shipowner do, is shortsea really more cost-effective than road?

### The EU debate:

How has the EU encouraged shortsea shipping over the past decade and what are its plans for the future? Are the actions of the EU always positive towards the shortsea sector and what can the industry do to further its own interests in Brussels?

### Responsibility:

Is shortsea really more socially and environmentally friendly than other transport modes, what will be the effect of the expanding SECAs, how can new vessel designs and port facilities lessen the environmental impact and improve the bottom line?

# 2ND EUROPEAN SHORTSEA CONGRESS LIVERPOOL 30 JUNE - 1 JULY 2009

E: [conferences@navigateevents.com](mailto:conferences@navigateevents.com) T: +44 (0)20 7369 1650/3/6 [www.shortseacongress.com](http://www.shortseacongress.com)



HILL DICKINSON



Media partners:



# The conference

How will the shortsea sector fare during the next 10 years? How hard will the current global financial crisis and free-fall in freight rates hit? Can more efficiency be introduced into shortsea supply chains to drive down costs? Will changes such as the introduction of Ultra Large Container Ships, the breakdown of the liner conference system or the increasing consolidation in the ports sector have a lasting impact? Social responsibility is becoming more important and how can the shortsea sector work with its customers to deliver environmentally friendly solutions? Will the ever increasing burden of regulation begin to work in favour of the sector and can Brussels deliver real value and support? And most importantly what will customers want in the future, how can we best engage them and how can we get more cargo onto the sea?

The European Shortsea Congress has developed into the definitive shortsea conference. This year's event will, once again, bring together the industry's senior participants and recognised experts to address the main concerns of the shortsea sector as it faces the second decade of the new millennium. Bulk and unitised cargo interests will be catered for in dedicated agenda streams and, for the first time, we'll be staging a parliamentary-style debate.

# The reception

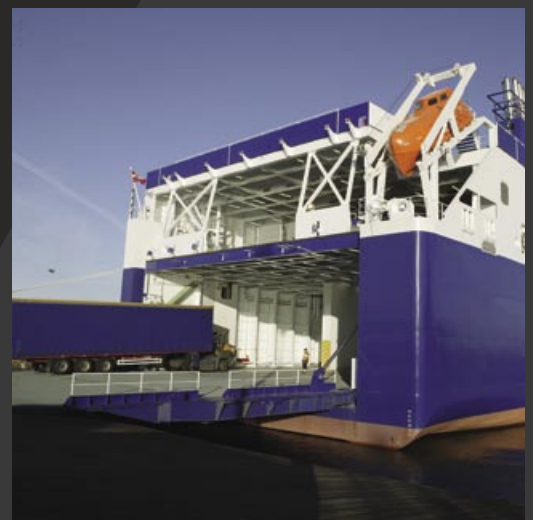
Delegates are invited to join us for a pre-conference networking reception on the evening of Monday 29th June at Liverpool's Tate Gallery. The reception is being sponsored by Hill Dickinson Lawyers and full details will be circulated to delegates before the event.

# The dinner

A highlight of the Congress, this year's conference dinner will be held in the stunning surroundings of Liverpool's Town Hall with the gracious permission of the Lord Mayor of Liverpool. Included in the delegate fee, the dinner will be held on the evening of Tuesday 30 June and promises, once again, to be an evening to remember.

# The port tour

Together, the port of Liverpool and Manchester ship canal offer a comprehensive range of port facilities, handling more than 40 million tonnes of cargo and 15,000 ship movements a year – making the River Mersey Britain's third busiest estuary. The port and canal form the "green" gateway to an economy of more than 120,000 industrial and commercial enterprises and a population equal to that of Greater London. Once the fiercest commercial rivals, the port and the canal are now as one under the banner of Peel Ports, the UK's second largest ports group. A coach tour of the port has been arranged for the morning of Wednesday 1 July and delegates will be returned to the conference venue in time for the start of the morning session. There is no additional charge to participate in this tour.



# It's easy to get to Liverpool!

## By air

Liverpool's John Lennon Airport is just seven miles outside of the city centre and is served by regular flights from many European destinations. A regular coach service offers easy travel to the city centre from the airport and taxis are also available.

If you can't fly into Liverpool airport, the much bigger Manchester airport is only an hour's train ride from Liverpool city centre. Trains run directly from Manchester airport to Liverpool every 30 minutes.

## By rail

Liverpool is served by Lime Street railway station which is part of the UK's mainline. Regular inter-city trains operate from this station with, for example, two trains an hour to London, Edinburgh and Newcastle.

## By shortsea

Twice daily passenger ferry services operate between Ireland (Dublin and Belfast) and Liverpool operated by P&O Ferries and Norfolkline.

# Last year's delegates

In 2008, more than 150 people attended the Congress from Belgium, Brazil, Cyprus, Denmark, France, Germany, Ireland, Malta, Monaco, Netherlands, Norway, Sweden, Turkey, UK, USA. Some of those companies who sent representatives included:

A&G Global Financing, Adam Chartering Ltd, AIB Corporate Banking, Bank of Ireland, Belchem Shipping AS, Belfast Harbour Commissioners, BG Freight Line BV, Brittany Ferries, Carrier Transcold, Celtic Forwarding Ltd, CILT, Coastal Bulk Shipping, Coastal Container Line, Cogema Sam, Combined Maritime Services, Containerships Dublin, Cuxport GmbH, Department for Transport, DFDS, Dillon Eustace Solicitors, Doll Shipping Consultants, Dong Energy Power, Drewry Shipping Consultants, Drogheda Port Company, Dublin Port Company, Dun Loaghaire Harbour Co, ECSA, European Commission, European Liner Affairs Association, Fleet Management, Greenore Port Ltd, Harland and Wolff HI Ltd, HC Shipping & Chartering, Hill Dickinson LLP, Hutchison Westports, IBEC-CBI Joint Business Company, IMDO, Imerys Minerals Ltd, IMERYS Pigments for Paper, ING Bank, Irish International Freight Association, Killybegs Shipping Services Ltd, Lavelle Coleman, LD Lines, Lloyd's List, Lombard Ireland Ltd, MacAndrews Shipping Ltd, Marine Terminals Ltd, Maritime Management, Maritramp Shipping Services, Martin Butterly & Co, Mason Hayes & Curran, Massachusetts Institute of Technology, MDS Transmodal Ltd, Mullock & Son Ltd, Norfolkline, One51 Ltd, OOCL, OTS Shipping Services Ltd, Pantrak Transportation, PD Ports, PD Teesport, Peel Ports, Port Autonome Du Havre, Port of Amsterdam, Port of Calais, Port of Cork Company, Port of Goteborg, Port of Normandy Authority, Port of Oslo, Port of Waterford, Ports & Water Policy, PSA HNN, RA Burke Ltd, RDM Consultants, RightShip (UK) Ltd, Rosslare Europort, Samskip MCL BV, Samskip MCL Ireland Ltd, Seabess Ltd, Shannon, Foynes Ports Company, STS International Ltd, The Mersey Partnership, The Shippers' Voice, Thermo King, Treasury Holdings Ltd, Tutech GmbH, Ulstein ES-CAD Engineering AS, UNIMER, University of Hull, Waalhaven Group BV, Wilson EuroCarriers AS

# Sponsorship

**Conference sponsorship** / various levels of conference sponsorship are available giving a range of opportunities including your branding on all the conference material, space to erect an exhibition stand, distribution of your literature to all delegates and complimentary conference tickets.

**Dinner and refreshment sponsorship** / an opportunity to sponsor the conference dinner, the drinks reception, lunch or coffee breaks. A range of other benefits are included in these packages.

**Exhibiting** / there is an opportunity to exhibit at this year's conference, but spaces are limited. Exhibitors will be offered a 3m by 2m space (with power), coverage in the event material and two exhibitor passes for the manning of the stand. As far as possible, conference delegates will take their refreshment breaks within the exhibition area.

**Literature distribution** / this is an opportunity to deliver your corporate literature direct to the conference delegates. In addition to distributing your information, you will also be offered some extra exposure in the event material.

We are highly flexible and able to tailor a sponsorship package to meet your specific requirements. To discuss these and other sponsorship options please contact Will Bixby on +44 (0)20 7369 1650 or [wbixby@navigateevents.com](mailto:wbixby@navigateevents.com)

# Who should attend?

Buyers of shortsea transport services, shippers and receivers / Class societies / Deepsea interests / Finance providers / Inland shipping operators / Lawyers & insurers / Logistics providers / Market analysts, consultants and academics / Port management services / Port & terminal operators / Road and rail transport providers / RoRo & LoLo operators / Shipbrokers / Shipmanagers / Shortsea feeder and liner operators / Shortsea liquid and dry bulk operators

# AGENDA

Day One Tuesday 30 June 2009

- 0900 **Registration and coffee (sponsored by Bibby Ship Management)**
- 0930 **Introduction from the conference organiser**
- 0935 **Chairman's welcome** — *Chris Bourne, Executive Director, European Liner Affairs Association*
- 0945 **Keynote address** — *Sir Michael Bibby, Managing Director, Bibby Line Group Ltd*

## Session 1 — Recession and the credit squeeze – this year and beyond

- 1000 **FINANCE** How hard is the economic crisis hitting the sector; how are shipping companies and ports faring; what can be done to ease the pain; when will it all end? — *PriceWaterhouseCoopers, Global Shipping & Ports Team, Confirmed Speaker*
- 1020 **BANKING** Has lending stopped; can credit be found; can your bank help you ride out the storm? — *Paul Packard, Head of Maritime Industries, Bank of Ireland*
- 1040 **COMMERCIAL** Waning customer confidence; uncertain oil/commodity prices; fluctuating vessel operating costs; plummeting freight rates – is there light at the end of the tunnel? — *Ben Hackett, Managing Director, Hackett Associates Ltd*
- 1100 **Questions & discussion**
- 1115 **Tea & coffee (sponsored by Bibby Ship Management)**

## Session 2 — Ports and Planning

- 1145 **EFFICIENT SHORTSEA PORTS** Efficient freight handling facilities; effective interaction with road, rail, inland and deep-sea shipping; reducing transshipment times and costs; efficient supply chains; deep-sea/shortsea contention — *Anders Johansson, General Manager, Port of Gothenburg*
- 1205 **PORT CENTRIC LOGISTICS** Port based distribution centres; efficient hinterland connections — *Frank Robotham, Group Marketing Director, Peel Ports*
- 1225 **THE WIDER DEBATE** The planning and consultation process; land use and regeneration; economic impact of shortsea shipping on port regeneration — *David Pendleton, Business Development Director, Mersey Maritime Ltd*
- 1245 **Questions & discussion**
- 1300 **Lunch**

## Session 3 — Stream 1 Getting more bulk cargoes onto the water

- 1415 **OPENING REMARKS FROM THE SESSION MODERATOR** — *Clive Kessell, Logistics General Manager (Europe), IMERYS*
- 1425 **THE MARKET** Current freight flows; future trends and forecasts; fleet analysis; potential opportunities for 2010 and beyond — *Fred Doll, Managing Director, Doll Shipping Consultancy Ltd*
- 1445 **OVERCOMING THE BARRIERS** Cost; reliability; capacity; security; complexity: A customer explains how shippers view shortsea transport and gives an insight into how real or perceived barriers might be broken down — *Martijn Nillesen, President, Fertigo Nv*
- 1505 **ENGAGING THE CUSTOMER** A shipper of bulk cargoes discusses the realities of moving freight by shortsea to provide an insight into their decision making processes and supply chain requirements. Advice is given on how best to engage a prospective customer to encourage freight off the road and onto the water — *Speaker to be announced*
- 1525 **Tea and coffee (sponsored by Bibby Ship Management)**
- 1545 **THE SHIPOWNERS' PERSPECTIVE** Acknowledging and answering the concerns of the customer; and raising issues that the industry needs to address as a body — *A.H.J. (Bart) Otto, Managing Director, Flinter*
- 1605 **DEMONSTRATING THAT SHORTSEA TRANSPORT IS OFTEN MORE COST EFFECTIVE FOR BULK CARGO** An analysis of moving bulk cargo by shortsea versus other modes within Europe — *Peter Iles, Partner, Strategic Transport Solutions International*
- 1625 **Discussion session**
- 1650 **Session summation**

## Session 3 — Stream 2 Getting more utilised cargoes onto the water

- 1415 **OPENING REMARKS FROM THE SESSION MODERATOR** — *Nicolette van der Jagt, Secretary General, European Shippers' Council*
- 1425 **THE MARKET** Current freight flows; future trends and forecasts; fleet analysis; potential opportunities for 2010 and beyond — *Mike Garratt, Managing Director, MDS Transmodal Ltd*
- 1445 **OVERCOMING THE BARRIERS AND ENGAGING THE CUSTOMER:** Cost; reliability; capacity; security; complexity A customer explains how shippers view shortsea transport, gives an insight into how real or perceived barriers might be broken-down and how best to engage the customer — *Filip Beckers, Transport Procurement Manager, Masterfoods*
- 1505 **ACHIEVING MODAL SHIFT** A real example of how to successfully achieve modal shift. A combination of re-routing, creative thinking and innovative design has transformed the Siemens-Bosch supply chain resulting in many more shortsea cargoes. The challenges, obstacles and successes of this project will be discussed — *Glenn De Clercq, Director, ACB Agencies*
- 1525 **Tea and coffee (sponsored by Bibby Ship Management)**
- 1545 **THE SHIPOWNERS' PERSPECTIVE** Acknowledging and answering the concerns of the customer; and raising issues that the industry needs to address as a body — *John J Hie, UK Representative, BG Freight Line BV*
- 1605 **DEMONSTRATING THAT SHORTSEA TRANSPORT IS OFTEN MORE COST EFFECTIVE FOR UTILISED CARGO** An analysis of moving utilised cargo by shortsea versus other modes within Europe — *Mary Gallagher, Partner, Strategic Transport Solutions International*
- 1625 **Discussion session**
- 1650 **Session summation**

1700 **End of day one. 1900 — Dinner for all delegates at Liverpool Town Hall.**

# AGENDA

Day Two Wednesday 1 July 2009

- 0830 Visit to Port of Liverpool
- 1000 Tea and coffee (sponsored by Bibby Ship Management)
- 1030 Chairman's opening remarks
- 1040 Feedback by the moderators of the previous day's streamed sessions to the whole conference
- 1100 Questions & discussion

## Session 4 — The 2009 Shortsea Debate

- 1115 **Motion: This house believes that the European Commission actively supports the growth and development of shortsea shipping and its actions (past, present and those currently in the planning phase) have been beneficial to the growth of this transport mode.**

The EC has introduced and is continuing to develop a number of policy and funding initiatives to encourage the growth of shortsea shipping. These have included PACT and its successor Marco Polo, Motorways of the Sea, EU Maritime Space Without Borders, the European Shortsea Network and the recent Ports and E-Maritime policies. However, other European initiatives and directives — such as recent competition, security, customs and emissions regulations — appear to be hindering the movement of freight by shortsea. Is the net result positive or negative, is there an effective and joined-up decision making body within Brussels, is the industry sufficiently engaged in the development of policy and what can the industry do to further its interests in Brussels? The aim of this session is hear the latest developments from Brussels and for the industry to contribute constructively to the debate.

**A proposer and seconder will speak for and against the motion and an open debate will follow. A vote will be taken before and after the debate.**

**Speakers:** — *Jonathan Scheele, Director Transport Logistics, TEN-T and Co-Modality, DG Energy and Transport, European Commission*  
— *Stephen Fidler, Head of Freight & Logistics Division, Department for Transport (UK)*  
— *Derek O'Galligan, General Manager, Intra Europe Trade, OOCL (Europe) Ltd*  
— *Brian Richardson, Consultant and Advisor to the Irish Maritime Development Office*

- 1245 Lunch

## Session 5 — Responsibility and the environment

- 1400 **IS SHORTSEA SHIPPING REALLY GREENER THAN OTHER MODES?** Comparison with road, rail and air; CO<sub>2</sub>, NO<sub>x</sub>, SO<sub>x</sub> emissions; consumption of fossil fuel and other finite resources; land-use; externalities such as noise pollution and accidents; can we put a price on being green? — *Alfons Guinier, Secretary General, ECSA*
- 1415 **CAN MARINE DIESEL PROPULSION BE MORE EFFICIENT AND WITH LESS EMISSIONS?** Technology options to reduce emissions – a review of the various methods and options; a comparison of the benefits of technology versus fuel – a look at the relative emissions; the economic evaluation of technology versus fuel – methodology and assessment of the economic consequences of long term versus short term investment decisions — *Don Gregory, Partner, Sustainable Maritime Solutions Ltd*
- 1430 **EMISSION CONTROL AREAS** Update on legislation, areas and limits; what it means and how it has/will impact on shortsea shipping; strategies and actions for compliance; reduced sulphur and distillate fuels — *Jonathan D. Morley, Lead Specialist and Technical Leader, MARPOL Section, Lloyd's Register EMEA*
- 1450 **EFFICIENT VESSEL DESIGNS FOR THE FUTURE** New environmentally friendly and fuel efficient designs; effective on-board cargo handling; engine designs — *Leo W. van Ingen, Managing Director, Marketing & Sales, Conoship International B.V. and JanJaap Nieuwenhuis, Naval Architect, Design & Technology Department, Conoship International B.V.*
- 1510 **GREEN PORTS OF THE FUTURE** Onshore power; eco-driving; vapour recovery; green bunkering — *Herwig Ranner, Policy Advisor, EcoPorts and European Sea Ports Organisation*
- 1530 Questions and discussion
- 1550 Chairman's closing remarks



- 1600 Close of conference. Tea and coffee served (sponsored by Bibby Ship Management).

# Registration form **SSC09W**

## 1st delegate name /

Position

Email

I will attend the  conference dinner /  port tour /  pre-conference reception

On the first day I would like to participate in the  bulk stream /  unitised stream (*tick one box only*)

## 2nd delegate name /

Position

Email

I will attend the  conference dinner /  port tour /  pre-conference reception

On the first day I would like to participate in the  bulk stream /  unitised stream (*tick one box only*)

## Company name /

Address

Postcode/Zip

Country

Telephone

**Booking Contact /** Please give details of the person to whom general conference correspondence and receipted invoices should be sent:

Name

Position

Telephone

Email

Purchase order no (if any)

**Payment /** Conference fee (includes dinner, reception and port tour) per delegate £675 plus VAT @15% = £776.25

Please send me an invoice and I will pay by bank transfer

I enclose a UK cheque made payable to Navigate Events Ltd

Please debit my

      Debit card  Other

Card no

Three digit security code

Expiry date   /

## Cardholder's name and address /

Your credit card details will be destroyed once payment has been taken. If you are not happy disclosing your details on this form please call Navigate on +44 (0) 207 369 1656/1650 to make a telephone payment.

## To reserve your place contact **Navigate Events:**

**T +44 (0) 20 7369 1656/1650**

**E [conferences@navigateevents.com](mailto:conferences@navigateevents.com)**

**F +44 (0)20 7369 1684**

## Further Information

### Bookings

Please return this form together with your payment details to Navigate, The Baltic Exchange, 38 St Mary Axe, London EC3A 8BH, United Kingdom. Or fax to +44 020 7369 1684.

### Group discounts

If you would like to reserve four or more places at this conference we would be happy to discuss a group discount with you. Please call for more information.

### Conference Venue

The Liner Hotel at Liverpool, Lord Nelson Street, Liverpool L3 5QB  
**T +44 (0) 151 709 7050 [www.theliner.co.uk](http://www.theliner.co.uk)**

The Liner Hotel is one of Liverpool's newest hotels and, uniquely, its interior is modelled on a Victorian steamship. The hotel claims to "transport guests back to the nostalgic atmosphere of days gone by where guests sleep in supremely comfortable cabins on five colour coordinated decks".

We've negotiated special rates for those wishing to stay at the Liner Hotel during the conference. To book at this special rate or to see other hotel options please visit [www.conferencebookings.co.uk](http://www.conferencebookings.co.uk) and enter reference code TMPSSC09. Alternatively contact Kate Prescott on +44 (0)151 237 3964 or [kate.prescott@merseyside.org.uk](mailto:kate.prescott@merseyside.org.uk).

### Terms and Conditions

Navigate must be in receipt of full payment prior to the day of the conference or your nominated delegate(s) may not be allowed entry to the event. Cancellations 14 calendar days prior to the event will be refunded at 50% of the delegate fee. Cancellations within 14 calendar days cannot be refunded. All cancellations must be received in writing. Names of delegates may be changed at any time without charge and notification of name changes should be made in writing. Registration fees include lunch, refreshments, conference dinner, pre-conference reception and port tour. Hotel accommodation or travel is not included. If for any reason Navigate cancels this event, Navigate does not accept any responsibility for reimbursing travel, accommodation or any other costs incurred by the delegates. Navigate reserves the right to amend the conference agenda at any time and without giving prior notice to delegates.

### About Navigate

**Navigate specialises in providing marketing, corporate communications, media relations and specialist training to the international maritime, ports and logistics industries. In addition, our conference division stages a range of maritime events, seminars and conferences. For more information visit [www.navigatepr.com](http://www.navigatepr.com).**

### Further information

**For further information contact Mike Elsom at Navigate Events Ltd on +44 (0)20 7369 1656 or [melsom@navigateevents.com](mailto:melsom@navigateevents.com) or write to him at Navigate Events Ltd, The Baltic Exchange, 38 St Mary Axe, London, EC3A 8BH, UK. Navigate Events Ltd is registered in the UK, company number 6695315.**