

# Trends, developments and opportunities for bulk and unitised shortsea shipping

- > Two-day conference
- > Bulk and unitised streams
- > Conference dinner
- > Port tour
- > Pre-conference reception

## Key conference themes:

**Trends & opportunities:** in depth analysis of current freight movements by cargo and mode, new and growth cargoes, potential and drivers for modal shift, changing cargo sources and emerging shortsea trade patterns

**Integration & intermodality:** the potential for greater integration with road, rail and river transport. Transshipment issues and efficient multimodal supply chains

**What the customer wants:** an insight into the needs and requirements of the transport buyer, the changing role of the intermediary and an investigation of the associated opportunities and obstacles

**Ports & terminals:** what makes a port shortsea friendly, the growing importance of port based distribution centres and efficient hinterland connections, transshipment issues and new terminal developments

**Emerging issues:** the latest political and legislative developments, the growth of financing options for shortsea, legal pitfalls, promoting the sector

THE EUROPEAN  
CONGRESS  
**SHORTSEA**  
DUBLIN CASTLE, DUBLIN, IRELAND  
24-25 JUNE 2008

Primary Sponsor:



**Shortsea shipping is a hugely important mode of transportation within Europe. Each year, more than 2 billion tonnes of freight is moved by shortsea accounting for over 60% of all European maritime freight movements. Liquid bulk is the predominant shortsea cargo representing half of all that is carried. Dry bulk cargoes account for some 20% of movements and 12% – or around 25 million TEU – is carried in containers.**

**Recognising the importance of European shortsea shipping, the Irish Maritime Development Office, together with Navigate Conferences, is staging this European Shortsea Congress in the maritime city of Dublin.**

**This brand new event will bring together the industry's main participants to discuss the relevant issues surrounding this important sector. Carriers, shippers, ports, logistics professionals and service providers will take part in a tightly focused debate designed to tackle some of the more pressing industry issues.**

**Acknowledged experts will begin by describing today's industry and rehearsing current and likely trends, drawing out future trade possibilities. Movement of manufacturing bases and new sources of raw and refined materials will be discussed in the context of identifying new and enhanced opportunities for shortsea shipping.**

**The programme will continue with an examination of the synergies to be achieved through efficient dovetailing with other transport modes and also how best to optimise the supply chain.**

**Splitting into two streams, the conference will hear from buyers of both bulk and unitised shortsea shipping services to understand the pressures and issues they face and what they require as customers. The conclusions of both streams of debate will be fed back to the main conference at the start of day two.**

**The ingredients for a shortsea friendly port, increasing port efficiency, port-based distribution centres, effective hinterland connections, storage issues and an insight into new facilities soon to come on-stream will form the bulk of the morning's debate on the second day. This will be followed by a unique examination of the emerging issues surrounding shortsea shipping. The latest regulatory and legislative regimes will be presented alongside new ideas for financing and funding shortsea operations. Topical legal issues and relevant shortsea cases will be discussed. In addition, our speakers will also address how shortsea is viewed by the general transport sector and how best we can promote ourselves.**

## 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 Mike Elsom on +44 (0)20 7369 1656 or [melsom@navigatepr.com](mailto:melsom@navigatepr.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**



### **Dublin Castle**

The Congress will be held in Dublin Castle. Although a strategically important site since before the tenth century, the first castle was established here in 1204 by King John of England. It became the most important fortification in Ireland and functioned as the seat of colonial rule and the centre of military, political and social affairs for many centuries. In 1684, after the great fire, it became a palace rather than a fortress and the current architecture dates from the eighteenth century. It was here, in 1922, that the British handed over power to the new Irish State. Since independence, the Castle now hosts important state functions including the inaugurations of Irish presidents.

### **Conference dinner**

St Patrick's Hall, the finest of Dublin Castle's State Apartments, is Ireland's most important ceremonial room and will form the backdrop to the conference dinner. Included in the price of the delegate fee, the dinner will be held on the evening of the first day and will prove an invaluable opportunity to network with other delegates and discuss the day's conference proceedings.

### **Reception**

The Irish Marine Institute is delighted to invite all delegates for pre-conference drinks on the evening of Monday 23 June. Full details will be circulated before the event.

### **Port Tour**

The Port of Dublin is a thriving working port handling around 6½ million tonnes of bulk cargo and more than 650,000 TEU annually. We have arranged for interested delegates to take a tour of the port facilities on the morning of the second day. Coaches will leave a central Dublin location and return delegates to Dublin Castle in time for the start of the day's conference agenda. There is no additional cost to participate in this tour.



- 0900 Registration
- 0930 **Chairman's opening remarks**  
*Chris Borne, Executive Director, European Liner Affairs Association*
- 0935 **Welcome and keynote address**  
*Minister Noel Dempsey, T.D., Minister for Transport*

### Session 1 – Trends and opportunities

- 0950 **Global freight flows and their affect on the shortsea market**  
• International freight patterns • Cargo splits  
• Growth forecasts • Opportunities for shortsea  
*Nigel Gardiner, Managing Director, Drewry Shipping Consultants*
- 1010 **European freight flows and current shortsea trends**  
• Current freight movements • Modal split  
• Bulk • Unitised • Growth forecasts  
*Mike Garratt, Managing Director, MDS Transmodal Ltd*
- 1030 **Future opportunities and cargoes**  
• New sources and destinations • Emerging freight patterns  
• New and growth cargoes • Key drivers  
*Fred Doll, Managing Director, Doll Shipping Consultancy*
- 1050 Questions & discussion  
1100 Tea & coffee – kindly sponsored by Rosslare Europort

### Session 2 – Integration and intermodality

- 1130 **Effective multimodal supply chains**  
• How to optimise supply chains • Transshipment issues • Examples of best practice  
*Professor John Mangan, The Peter Thompson Chair in Logistics & Director of the Logistics Institute, Business School, The University of Hull*
- 1150 **How the EU can assist**  
• Motorways of the Sea • Trans-European Network  
• Other policy initiatives • Recent successes  
*Patrick Norroy, DG-TREN, European Commission*
- 1210 **The WESTMOS project**  
*Capt. Michael McCarthy, Commercial Manager, Port of Cork Company*
- 1230 **Optimum integration with road, rail and inland shipping**  
*Confirmed speaker, MacAndrews*
- 1250 Questions & discussion  
1310 Lunch – kindly sponsored by Arklow Shipping

### Session 3 Stream 1 – Bulk Cargoes

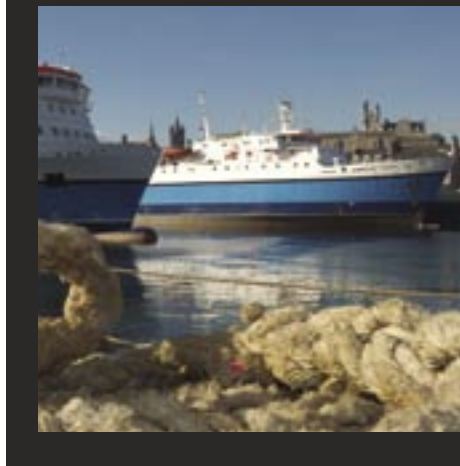
- 1415 **Opening remarks from session chairman**  
*Speaker tbc*
- 1425 **Growth opportunity – metal recycling and the short sea shipping market**  
• Case study: Development of the Irish metal recycling trade after the closure of Irish Steel • The need to seek alternative export markets creating a win – win situation for the trade, ports that service the trade and the related shipping services • This paper will demonstrate the environmental challenges and solutions that developed over the last decade which gave rise to this growth opportunity  
*John Dundon, Shipbroker, Mullock & Son Ltd*
- 1445 **What the customer wants – dry bulk**  
• A unique insight from a shortsea dry bulk customer  
*Ewald JJ Neve, Head of Global Supply Chain Management, Performance Minerals and Pigments, IMERYS Mineraux Belgique*
- 1505 **The intermediaries perspective**  
*Mark Harrison, Clarksons HC Shipping*
- 1525 **Obstacles and opportunities**  
• Are customers getting what they want? • How can customer service be improved? • What is preventing growth and development and how can these obstacles be addressed?  
*Tim Lowry, Managing Director, Coastal Bulk Shipping Ltd*
- 1545 Discussion session (tea and coffee served – kindly sponsored by Rosslare Europort)
- 1645 **Session summation**  
*Session chairman*

### Session 3 Stream 2 – Unitised Cargoes

- 1415 **Opening remarks from session chairman**  
*Andrew Traill, Managing Director, The Shippers Voice*
- 1425 **What the customer wants – liner**  
• A unique insight from a shortsea liner customer  
*James Morris, Import Operations Manager, Woolworths*
- 1445 **What the customer wants – roro**  
• A unique insight from a roro customer  
*Joe Grealy, Thermo King*
- 1505 **Obstacles and opportunities**  
• Are customers getting what they want? • How can customer service be improved? • What is preventing growth and development and how can these obstacles be addressed?  
*Speaker TBC*
- 1525 **The Baltic Region**  
• Shortsea opportunities for unitised operators  
*Bill Burns, Maritime Consultant*
- 1545 **Shortsea XML**  
• An EU Marco Polo project aimed at streamlining administration  
*Mike Elsom, Shortsea XML project team*
- 1555 Discussion session (tea and coffee served – kindly sponsored by Rosslare Europort)
- 1645 **Session summation**  
*Session chairman*

# Age

## < Day 1



1700 **End of day one** – Dinner for all delegates at Dublin Castle

Congress sponsors:



**Rosslare Europort**  
DUBLIN'S PREMIER PORT



# nda

## Day 2 >



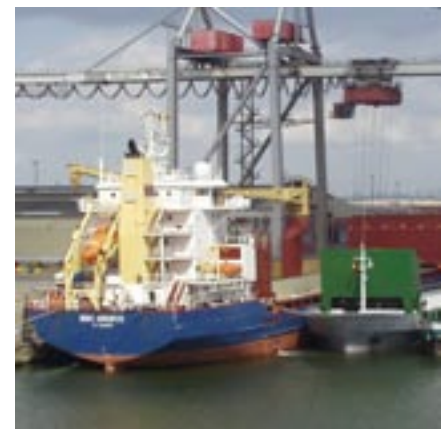
- 0830 **Visit to Port of Dublin**
- 1000 Tea and Coffee – kindly sponsored by Shannon Foynes Port Company
- 1030 **Chairman's opening remarks and feedback from previous day's sessions**  
*Chris Borne, Executive Director, European Liner Affairs Association and session chairmen from the previous day*
- 1100 Questions & discussion

#### Session 4 – Shortsea ports and terminals

- 1115 **Shortsea friendly ports**  
• Speed – Synergies – Efficiency • What makes a port shortsea friendly  
• Increasing port capacity • Reducing turnaround time  
*Koen Overtoom, Director of Containers and Logistics, Port of Amsterdam*
- 1135 **Port growth and development**  
• Port based RDCs • Efficient hinterland connections  
*Graham Wall, PD Ports*
- 1155 **New terminal development**  
• the general factors effecting, driving and inhibiting terminal development  
• the extended role of port/terminal development in the supply chain  
• examples of recent/current development  
*Jonathan Packer, Consultant Advisor Shipping & Ports*
- 1215 Questions and discussion  
1230 Lunch

#### Session 5 – Emerging Issues

- 1345 **Financing issues**  
• Growth of financing options for shortsea operators • Emerging KG schemes  
*Paul Packard, Bank of Ireland*
- 1405 **Legal issues**  
• Topical legal issues • Recent judgements  
• Legal pitfalls and how they might be avoided  
*John Hulmes, Partner, Head of North West Marine Team of Hill Dickinson LLP*
- 1425 **Political and legislative developments**  
• How are governments assisting the development of shortsea? • Political and legislative issues from the shipowners' perspective • Environmental issues  
*Alfonso Guinier, Secretary General, ECSA*
- 1445 **What do we have to do to achieve modal shift?**  
• Practical actions to get more freight onto shortsea  
*Gavin Roser, Managing Director, Pantrak Transportation and Coastlink*
- 1505 **How to get the message across effectively**  
• Identifying the messages • Targeting the audiences • Vehicles for promotion  
*Roger Hailey, Lloyd's List*
- 1525 Questions & discussion  
1545 Chairman's closing remarks
- 1600 **Close of conference**  
Tea and Coffee – kindly sponsored by Shannon Foynes Port Company



# Registration form (SSC08)

## First delegate name /

Position

Email

I will attend the  conference dinner /  port tour /  RV Celtic Explorer reception

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

## Second delegate name /

Position

Email

I will attend the  conference dinner /  port tour /  RV Celtic Explorer 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 conference dinner and port tour) per delegate €500 plus VAT @ 21% = **€605**

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

Please debit my

      Debit card  Other

Card no

Three digit security code

Expiry date   /

If you choose to pay by credit card, we will convert the Euro amount to GBP at that day's rate and debit your card in GBP

**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 Conferences:**

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

**E conferences@navigatepr.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

Dublin Castle, Dublin 2, Ireland **T** +353 1 6458800 **F** 00353 679 7831  
**E** info@dublincastle.ie [www.dublincastle.ie](http://www.dublincastle.ie)

### Accommodation

Accommodation is not provided. Dublin offers a range of accommodation to suit all budgets and we can recommend a number of hotels within easy reach of Dublin Castle. A list of suggested hotels is available from our website [www.shortseacongress.com](http://www.shortseacongress.com)

### 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 and the conference dinner. 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 IMDO and Navigate

**The Irish Maritime Development Office (IMDO) is the dedicated national body responsible for the promotion and development of the Irish shipping services sector and related industries. The office is incorporated as a division within the Marine Institute and is located in its Dublin Office. It reports to the Department of Transport. For more information visit [www.imdo.ie](http://www.imdo.ie)**

**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 please contact Victoria Vogel at the Irish Maritime Development Office on +353 1 476 65 00 or email [Victoria.Vogel@marine.ie](mailto:Victoria.Vogel@marine.ie) – or write to her at 80 Harcourt Street, Dublin 2, Ireland. Alternatively contact Mike Elsom at Navigate Conferences on +44 20 7369 1656 or [melsom@navigatepr.com](mailto:melsom@navigatepr.com) or write to him at The Baltic Exchange, 38 St Mary Axe, London EC3A 8BH. Navigate PR Ltd is registered in the UK. Company number 5129959**

**[www.shortseacongress.com](http://www.shortseacongress.com)**

