

European Short Sea Shipping Congress - 2008

“Obstacles & Opportunities”

By Michael Connolly, DFDS Container Line.

Are Customers Getting what they want ?

How can Customer Service be improved?

What is preventing growth &
development?

How can these obstacles be overcome?

Are customers getting what they want?

- Does the customer actually know what they want?
- Are clients aware of their own responsibility?
- Due to massive leaps in developments by the suppliers, has the concept of service partnerships gone?

How can customer service be improved?

- Examine the weight restrictions across Europe.
- Improvements in technologies/communications.
- Customers review internal operating procedures to assist shipping industry.
- Mutual co-operations on Eco Friendly solutions.

What is preventing growth?

- Are the 750 teu container vessels the max the short sea shipping industry can handle?
- Turnaround times in ports
- Transit times – need to save fuel
- Export/Import imbalance.
- Gap growing between peak times & off peak times – lack of space & transport on peak times.

How can these obstacles be addressed?

- Suppliers of services cannot be expected to always come up with the solutions & absorb the costs.
- Future will only improve through co-operation of all involved in the supply chain.
- Support & involvement from trade associations & government bodies.

The aftermath of the Celtic Tiger.

The short sea shipping industry in Ireland was not prepared for the boom.

Industry spent large amounts of money – above the norm – to cope with the demands.

Left with expensive warehouses, obsolete equipment, vessels with spare capacity.

The new roads are coming on stream now the peak times are gone.

WE MUST USE THIS TIME TO TAKE STOCK & REVIEW.

We must learn the lessons & show our EU colleagues both the successes & pitfalls of sharp economic growth.