

**Grant Agreement Number:** 234200  
**Project Start date:** 01/01/2010

**Deliverable:** Mid-term Conference  
**Project end date:** 31/12/2011

## POSMETRANS

**P**olicy measures for innovation in **T**RANSport sector with special focus on **S**mall- and **M**edium sized **E**nterprises  
 - factors and recommendations for success and sustainability -

### Deliverable 7.5

Mid-term conference - Organisation of the POSMETRANS booth on the trade fair Transport & Logistic in Munich and the expert panel meetings

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**Due date of deliverable:** M 17

**Actual submission date:** 09.09.2011

**Revision:** 2.0

<b>Project co-funded by the European Commission within the Seventh Framework Programme (2007-2013)</b>		
<b>Dissemination Level</b>		
<b>PU</b>	Public	<b>X</b>
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

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## LIST OF ATTENDEES

POSMETTRANS partners			
Steinbeis-Europa-Zentrum (SEZ)		Robert Gohla, Aude Péliesson-Schecker, Samantha Michaux	
Steinbeis-Innovationszentrum Logistik und Nachhaltigkeit (SLN)		Jens-Jochen Roth	
ACCIONA		Juan Sáenz Arostegui	
EGE University (EGE)		Cengiz Akdeniz, Aykut Gülalanlar, Mustafa Cakir	
Politechnika Krakowska (CUT)		Andrzej Szarata, Katarzyna Nosal, Bogna Grochola	
Unioncamere Piemonte (URCC)		Marta Serrano	
GUESTS: Experts			
Large company	David Quesada	ATOS Origin	Spain
Network	Hartmut Gündra	Netzwerk Geoinformation Metropolregion Rhein-Neckar	Germany
Network	Fernando Liesa Carrera	Logistop	Spain
Network	Eric Gross	Pôle Véhicule du Futur	France
Network	Holger Bach	Kooperationszentrum Logistik e.V. (KLOK)	Germany
Private R&D	Pablo Martinez Alonso	TECNALIA	Spain
Private R&D	Michael Schygulla	ptv AG	Germany
Private R&D	Roland Frindik	Marlo Consultants GmbH	Germany
Public R&D	Raimond Aronietis	University of Antwerp, Faculty of Applied Economics	Belgium
Public R&D	Piotr Stasiak	Automotive Industry Institute	Poland
Public R&D	David Cipres	Centro Tecnológico y TICs	Spain
Public R&D	Prof. Dr. Okan Tuna	9 Eylül University - Marine department (Logistics)	Turkey
Public bodies	Tomasz Zwolinski	Municipality of Krakow - Department of Urban Infrastructure	Poland
Public bodies	Joachim Zacher	Regionalverband Neckar-Alb	Germany
Public bodies	Zbigniew Turek	National Contact Point	Poland
Public bodies	Massimo Groff	Finpiemonte Partecipazioni	Italy
SME	Faysal Yalinkilic	Omsan Logistics A.S.	Turkey
SME	Jan Devrim	Alisan Logistics	Turkey
SME	Mauro Chiotasso	C.I.M. S.p.A. - Interporto di Novara	Italy
SME	Antonio Piserchia	Piserchia Perspective s.r.l.	Italy
SME	Peter Hirsch	Wirtschaftsberatung Peter M. Hirsch	Germany

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## 1. Introduction

As mentioned in the “Description of Work” (DoW), the mid-term conference of the POSMETRANS project has been held in month 17. Like it has been decided in accordance with all the partners during the Kick-off meeting, this event has been organised within the scope of the international trade fair “Transport & Logistic 2011” in Munich, Germany, which ran from 10<sup>th</sup> until 13<sup>th</sup> of May 2011. In common agreement with the consortium, it has been decided that, instead of organising a typical conference, the POSMETRANS would exhibit on the trade show to present the project to a broad audience. Therefore, the present deliverable will not include any minutes of the conference as foreseen in the DoW, but the details regarding the organisation of the booth and the parallel expert panel meetings. The expert panel meetings related to the WPs 3-5 have been integrated in this conference and took place on 11<sup>th</sup> & 12<sup>th</sup> of May 2011 in a conference room located on the fair. The panel meetings allowed the stakeholders invited to give their input and validate the preliminary findings of WP 3-5.

## 2. The mid-term conference

### 2.1. *Aims*

The main objectives of the POSMETRANS mid-term conference are identified as follow:

- ❖ Promotion of the project POSMETRANS
- ❖ Dissemination of the project objectives
- ❖ Presentation of the first findings and validation through experts
- ❖ Validation of best practices through experts

### 2.2. *Location*

The location chosen was in the framework of the worldwide biggest trade show for logistics, mobility, IT and supply chain management “Transport & Logistic” held in Munich, Germany, from the 10<sup>th</sup> until 13<sup>th</sup> of May 2011. It was felt that the fair would increase the impact of the project and allow reaching a broader audience. Furthermore, it added value to the participants as it allowed them to visit the fair, and hence, not only to engage with fellow participants of the conference but also potentially with attendees of the fair.

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### **2.3. The POSMETRANS booth and corporate give-aways**

Regarding an appropriate dissemination strategy for the project, it has been decided in accordance with the project partners to exhibit on the trade show and distribute corporate give-aways. Therefore, the project coordinator commissioned the graphic designer who supplied all the dissemination material of the project to draw up the design of the POSMETRANS booth and the corporate gifts.

A first meeting with the graphic designer has been organised in November 2010 to discuss the concept and give the orientation of the message the booth should communicate. The corporate gifts have been selected as well and ordered in advance. In accordance with the consortium, it has been decided to order<sup>1</sup>:

- 500 pens
- 500 A4 bloc notes
- 50 USB sticks for the experts
- 1 roll-up

In order to enhance the POSMETRANS booth, the consortium decided to opt for a concept of eye catching. It has been decided to dress the walls of the booth with posters of means of transportation referred in POSMETRANS<sup>2</sup>. The effect of it was very positive because the booth attracted lots of people who were wondering about POSMETRANS. Thus, the partners could present the project to the public, its goals and its contribution to promote innovation and provide a framework for impact assessment and evaluate the policy measures in the sector of transport and logistics.

### **2.4. The expert panel meetings**

Related to the analysis carried out in WP 3, 4 & 5, it has been decided that three panel meetings have to be organised in the framework of the mid-term conference of the project in order to present the findings of the above mentioned analysis to experts in the transport sector for validation.

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<sup>1</sup> See illustrations in Annex A.

<sup>2</sup> See illustrations in Annex B.

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Therefore, three panel meetings took place in Munich at the same time than the trade show, from the 11<sup>th</sup> until the 12<sup>th</sup> of May 2011. It has been decided that the panel meetings will be split into three sessions, two sessions on the 11<sup>th</sup> of May (9:00 – 12:30; 14:00 – 17:30) and one session on the 12<sup>th</sup> of May (9:00 – 12:30).

Each session dealt with a topic in relation to the analysis carried out in each WP (3, 4&5):

1. How can Innovation spread into the market? (lead & moderated by ACCIONA)
2. How can innovation be stimulated by networks? (lead & moderated by URCC)
3. The impact of policy measures in the field of transport & logistics? (lead & moderated by EGE)

## **2.5. *The agenda of the panel meetings***

It has been decided that each panel meeting will last half a day and take place on the 11<sup>th</sup> & 12<sup>th</sup> of May 2011 parallel to the fair. The first day was then split into two parts; the first session focused on the market take-up of innovation technologies and the second on the role of networks in developing innovation. The third session on the second day dealt with the impact of policy measures on innovation in the field of transport and logistics. During each panel, the project coordinator made a short introduction to present the POSMETRANS project to the audience<sup>3</sup>, before the leader of the related work package presented his analysis to the experts who validated it and mentioned some best practices cases. A discussion followed the presentations and lead to interesting conclusions.

The full agenda can be found in the appendix of this report<sup>4</sup>.

## **2.6. *Guests***

As mentioned in the deliverable D2.4, 24 experts have been nominated to attend the panel meetings hold on the 11<sup>th</sup> & 12<sup>th</sup> of May 2011 in Munich, Germany. According to the attending list (s. list of attendees), only 21 experts attended the panel meetings. Due to clashes with other commitments, they did not show up at the last minute.

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<sup>3</sup> See Annex C.

<sup>4</sup> See Annex D.

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Furthermore, the participation as exhibitor in the fair “Transport & Logistic” allowed us to reach additional key players and promote the meetings. Some visitors of the exhibition attended the expert panel meetings and constituted an appropriate audience for interesting discussions.

### 3. The transport & logistic 2011: Figures and facts

Like we can see on the table below, the transport & logistic 2011 presented a wide diversity of international exhibitors coming from all over the world.

<b>Most important international exhibitor countries</b>	
<b>Country</b>	<b>No. exhibitors</b>
1. Netherlands	102
2. Italy	89
3. France	58
4. Belgium	57
5. Czech Republic	44
6. Great Britain	39
7. Austria	37
8. Russia	36
9. Switzerland	31
10. Spain	31

*“The transport logistic confirmed the reputation that precedes it in 2011: It is the largest exhibition for transport and logistics in the world. I am very impressed by the number of exhibitors, especially from abroad. The entire world is represented here.”<sup>5</sup>*

**Dr. Peter Ramsauer, Federal Minister for Transport, Construction and Urban Development, Germany.**

<sup>5</sup> <http://www.transportlogistic.de/en/tl2011>

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Related to the next table, the figures presented confirmed the decision of the consortium to present the POSMETRANS project on the tradeshow.

<b>Country</b>	<b>No. visitors</b>	<b>Country</b>	<b>No. visitors</b>
1. Austria	2,409	6. France	743
2. Netherlands	1,495	7. Belgium	664
3. Italy	1,379	8. Poland	662
4. Switzerland	1,162	9. Great Britain	629
5. Czech Republic	942	10. Hungary	573

*“The transport logistic is fantastic. It’s a necessary event for everybody who is interested in the industry. This trade fair is the chance to meet all relevant people. Furthermore, the quality of the visitors was very high: CEOs, Managing Directors and Presidents.”<sup>6</sup>*

**Saud A. Arab, Vice President Network & Schedule Planning, Saudi Airlines Cargo, Saudi Arabia.**

Like already mentioned, the POSMETRANS booth attracted several interesting stakeholders worldwide who showed a real interest about the project. The European ones are looking forward to experience the first recommendations which will be elaborated by the end of the project.

## **4. Conclusions**

All in all, the POSMETRANS mid-term conference was a real success with stakeholders having the chance to meet within the scope of the project, reinforcing contacts made already as well as pursuing new opportunities.

Furthermore, the objectives of the expert panel meetings have been reached as the experts invited had validated the findings of the survey that the project partners presented. The minutes of the three panel meetings are described in the related deliverables 3.2, 4.2 & 5.2. The discussion rounds were very interesting and prepared the ground for the recommendations that the partners are going to set up for the European Commission.

<sup>6</sup> <http://www.transportlogistic.de/en/tl2011>

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## Appendix

### *Annex A: Give-aways and corporate gifts*

#### USB-Sticks



#### Pen



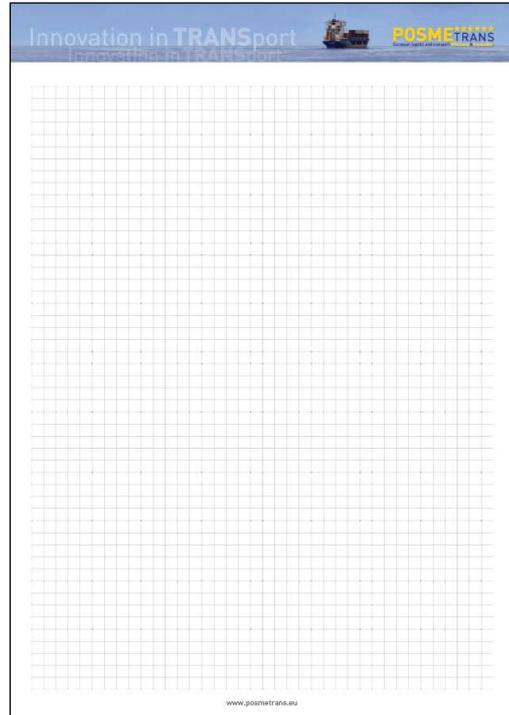
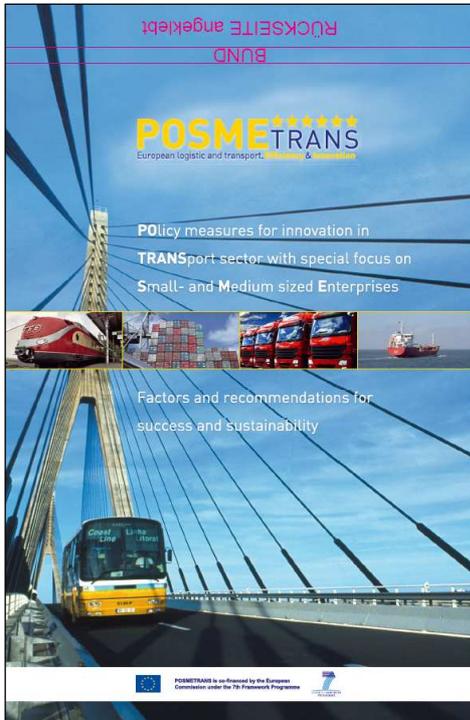
#### Roll-up



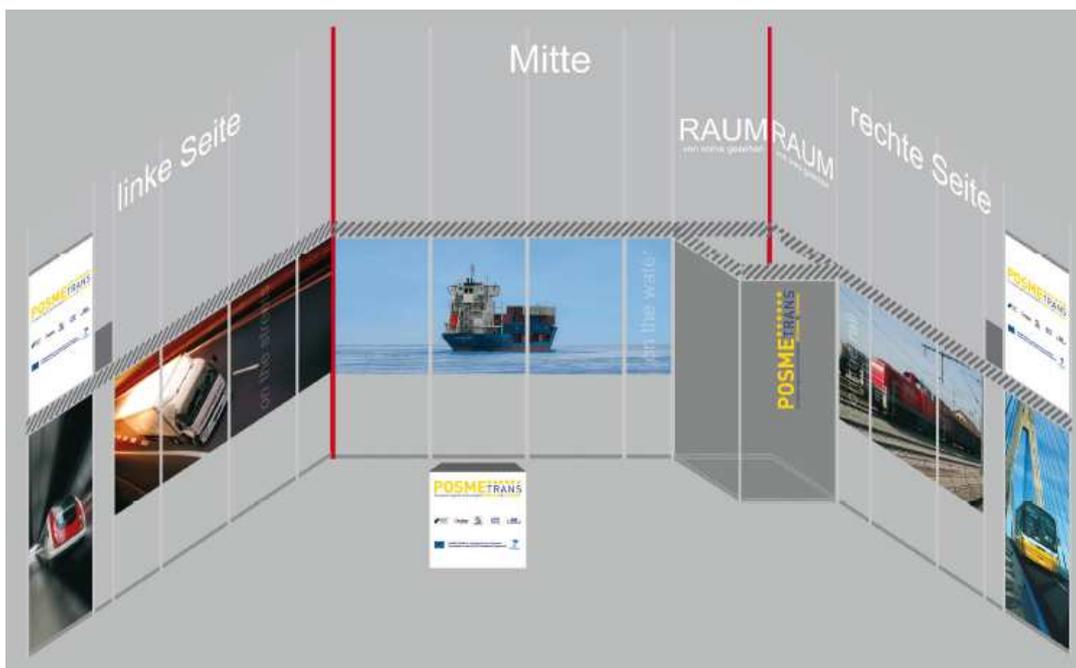
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A4 Bloc Notes



**Annex B: POSMETRANS Booth**



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**Annex C: General introduction of the project**

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**transport & logistic fair  
Munich 2011  
EXPERT PANEL  
MEETING**

**PROJECT  
INTRODUCTION**

POSME<sup>\*\*\*\*\*</sup>TRANS  
European logistic and transport. Efficiency & Innovation.

CPIC, STEINBEIS-EUROPA-ZENTRUM, enterprise europe network

**POSME<sup>\*\*\*\*\*</sup>TRANS – Objectives**

- POSMETRANS is a Coordination and Support Action funded by the EC within the framework of the FP7
- POSMETRANS is pursuing two core goals:
  - Providing a frame for the impact assessment and evaluation of EU measures aiming at innovation in the transport sector.
  - Drawing recommendations for policy measures in order to accelerate the market take-up of innovative technologies and processes.
- Focus on Small and Medium sized Enterprises (SMEs)

CPIC, STEINBEIS-EUROPA-ZENTRUM, enterprise europe network

**POSMETRANS partners**

Institute for Applied Transportation and Tourism Research (Mannheim), Fraunhofer Europa Zentrum (Karlsruhe), STEINBEIS-EUROPA-ZENTRUM, German University of Technology Technology Transfer Centre, ACCIONA (Madrid), Unioncameras Plenoarte (Borino), ECE University Science & Technology Centre (Zemir), DLR

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**Project structure**

```

    graph TD
      subgraph Phase1 [Phase 1]
        P1_1[Definition of methodology and data collection]
        P1_2[Identification of innovative technologies and policy measures]
        P1_3[Identification of key players in innovation]
      end
      subgraph Phase2 [Phase 2]
        P2_1[SWOT analysis (interviews) and expert validation (POSMETRANS Core Group)]
        P2_2[How innovation can spread into the market]
        P2_3[How innovation could be stimulated in networks]
        P2_4[Impact of European and national policy measures]
      end
      subgraph Phase3 [Phase 3]
        P3_1[Recommendations focused on SMEs (Handbook) and dissemination]
      end
      P1_1 --> P1_2
      P1_2 --> P1_3
      P1_3 --> P2_1
      P2_1 --> P2_2
      P2_1 --> P2_3
      P2_1 --> P2_4
      P2_2 --> P2_3
      P2_3 --> P2_4
      P2_2 --> P3_1
      P2_3 --> P3_1
      P2_4 --> P3_1
      P3_1 --> P3_2[Conceptual framework for policy measures]
  
```

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**Focus on innovative technologies**

TECHNOLOGIES	TRANSPORT	
	PUBLIC TRANSPORT	FREIGHT & LOGISTIC
TRANSPORT VEHICLES	Greening - Technologies	
	New Materials	
TRANSPORT INFRASTRUCTURES	ICT - Technologies	
	Co-Modality	
LOGISTICS	Safety & security	
	ICT - Technologies	

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**POSMETRANS key players**

- Identification of stakeholders from :
  - SME and large companies
  - Research Institutes (Public and Private)
  - Networks (European, national and regional level)
  - Public Bodies (e.g. as investors) and other policy maker (e.g. ministries)
- Elaboration of a competence matrix and dedicated questionnaires
- Contacting (Visit / telephone interviews)
- **Nomination of an expert panel**

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**POSMETRANS impact**

POSMETRANS will:

- Increase the efficiency of innovation policy measures
- Link logistic and transport policy questions in an overview
- Identify obstacles to the development of the transport and logistic sector and propose solutions
- Produce guidelines for a harmonized training of the employees of the transport sector to secure quality standards
- Show ways for a clever collaboration between actors of different carriers and increase the efficiency of existing handling junctions

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**Thank you for your attention !**

More information: [www.posmetrans.eu](http://www.posmetrans.eu)

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**Annex D: Agenda of the Expert Panel Meetings**

Expert Panel Meeting on 11 <sup>th</sup> May 2011 in Munich	
<i>“How does innovation reach the market?”</i>	
Wednesday, 11 <sup>th</sup> May 2011	
09:00 – 9:15	Welcome speech Presentation of the European project POSMETRANS
9:15 – 9:45	Presentation of investigations' results lead by the POSMETRANS' partners
9:45 – 10:30	Presentation of surveys' results carried out among actors from R&D institutes, industry, networks and public bodies
10:30 – 10:45	Coffee break
10:45 – 11:00	Presentation of experts from European countries
11:00 – 12:00	Discussion with experts (plenary session)
12:00 – 12:15	Questions of the audience
12:15 – 12:30	Summary
12:30	End of panel 1

Expert Panel Meeting on 11 <sup>th</sup> May 2011 in Munich	
<i>“The role of networks in developing innovation”</i>	
Wednesday, 11 <sup>th</sup> May 2011	
14:00 – 14:15	Welcome speech Presentation of the European project POSMETRANS
14:15 – 14:45	Presentation of investigations' results lead by the POSMETRANS' partners
14:45 – 15:30	Presentation of surveys' results carried out among actors from R&D institutes, industry, networks and public bodies
15:30 – 15:45	Coffee break
15:45 – 16:00	Presentation of experts from European countries
16:00 – 17:00	Discussion with experts (plenary session)
17:00 – 17:15	Questions of the audience
17:15 – 17:30	Summary
17:30	End of panel 2

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<b>Expert Panel Meeting on 12<sup>th</sup> May 2011 in Munich</b>	
<i>“The impact of policy measures on innovation in the field of transport and logistics”</i>	
<i>Thursday, 12<sup>th</sup> May 2011</i>	
<b>09:00 – 9:15</b>	Welcome speech Presentation of the European project <b>POSMETRANS</b>
<b>9:15 – 9:45</b>	Presentation of investigations' results lead by the <b>POSMETRANS'</b> partners
<b>9:45 – 10:30</b>	Presentation of surveys' results carried out among actors from R&D institutes, industry, networks and public bodies
<b>10:30 – 10:45</b>	Coffee break
<b>10:45 – 11:00</b>	Presentation of experts from European countries
<b>11:00 – 12:00</b>	Discussion with experts (plenary session)
<b>12:00 – 12:15</b>	Questions of the audience
<b>12:15 – 12:30</b>	Summary
<b>12:30</b>	End of panel 3