



INVITATION to the SKEMA Copenhagen Stakeholder Workshop

“SAILING THROUGH TROUBLED WATERS”

Hosted by:

Copenhagen Business School, Maritime Development Center of Europe and Øresund Logistics

Location: Copenhagen Business School, Copenhagen, Denmark

Date: 18th February 2010

Invitation to the Workshop

You are cordially invited to the SKEMA Copenhagen Stakeholder Workshop at the Copenhagen Business School on 18th February 2010. The workshop will address “Sailing Through Troubled Waters”.

Themes of the Workshop

The themes for the workshop are:

- Financing opportunities in the recovery
- Transport services as contributors to European prosperity
- European Policies and challenges posed by Green Shipping
- Sustainability of the maritime industry through Knowledge

Who should attend?

- European, State & Regional authorities
- Classification Societies
- Trade & Transport Representative Organisations
- Ship operators
- Port Stakeholders
- Logistics service providers
- Shortsea Promotional Centres
- Shippers / Receivers of cargo
- Trainers in Maritime, Logistics & Ports industries
- Research Organisations
- Universities and Colleges
- Transport Consultants and Solution providers

No attendance fee will be charged. Registration is needed

No attendance fee will be charged. The workshop is organised by the European Coordination project SKEMA (Sustainable Knowledge Platform for the European Maritime and Logistics Industry), which is funded by DG TREN of the European Commission under the 7th Framework Programme. The organisers and participants are solely responsible for the opinions expressed in the workshop, which do not represent those of the European Community.

Please register no later than Friday 5th February 2010 by registering on the MDCE web page:

Maritime Development Center of Europe
www.maritimecenter.dk

Any queries regarding registration please email: info@maritimecenter.dk



AGENDA for the SKEMA Copenhagen Stakeholder Workshop

“SAILING THROUGH TROUBLED WATERS”

Date: 18th February 2010

Chairperson: Mr John F. Whelan, Chief Executive, Irish Exporters Association

Opening

| | | |
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| 08:30 | Coffee and Registration | |
| 09:00 | Welcome Address | Ms. Irene Rosberg Programme Director of the Copenhagen Business School Executive Blue MBA |
| 09:15 | Introduction to the workshop | Mr. John Whelan Chief Executive, Irish Exporters Association |

Session 1: Financing opportunities in the recovery

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| 09:15 | Financing of Maritime Transport & Logistics Services – How Bankers Assess Projects | Mr. Lars Kyvsgaard Head of Shipping, Nordea Bank |
| 09:45 | Discussion | |
| 10:00 | Recession & Recovery: A time of Change & Opportunity in Transport & Logistics | Mr. Morten Raunholt Eismark - Senior Relationship Manager, Corporate Institutional Banking |
| 10:30 | Discussion | |
| 10:45 | <i>Tea / Coffee</i> | |

Session 2: Transport services as contributors to European prosperity

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| 11:15 | Optimisation of Haulage Operations – Lessons to be learned throughout the Transport Industry | Mr. Stefan Brandt Finance Manager, ZIM Germany GmbH |
| 11:45 | Discussion | |
| 12:00 | Ports as Facilitators of Maritime Trade and Economic Recovery | Mr. Enda Connellan, Chief Executive, Dublin Port Company |
| 12:30 | Discussion | |
| 12:45 | <i>Lunch</i> | |



Session 3: European Policies and challenges posed by Green Shipping

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| 14:00 | How the EU Policy Initiatives can assist in Restoring Confidence and Growth in Maritime Transport | Mr. Christos Pipitsoulis SKEMA Project Officer, DG TREN |
| 14:30 | Discussion | |
| 14:45 | Green Shipping – Environmental Challenges | Mr. Bo Cerup-Simonsen VP Maersk Maritime Technology |
| 15:15 | Discussion | |
| 15:30 | <i>Tea / Coffee, light refreshments</i> | |

Session 4: Sustainability of the maritime industry through Knowledge

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| 16:00 | Dissemination of Maritime Knowledge – the SKEMA Knowledge Platform as an Aid to Resurgence in Maritime Transport | Dr. Takis Katsoulakos Managing Director Inlecom |
| 16:30 | Discussion | |
| 16:45 | Wrap up by Chairperson Mr. John Whelan | |

Copenhagen Business School Blue Event

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| 17:30 - 19:00 | Welcome Address | Dr. Johan Roos President of the Copenhagen Business School |
| | Esteemed Guest Speaker | Dr. Peter Lorange Former President of the Institute for Management Development (IMD) |

Canapés and Wine Reception

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| 19:30 | The evening reception will be hosted by Copenhagen Business School. As numbers are strictly limited, only workshop participants may attend. Please ensure that you request a 'reception' ticket when registering for the workshop. |
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Please confirm your attendance at the SKEMA Copenhagen Workshop

Please confirm your attendance at the SKEMA Copenhagen Workshop no later than **Friday 5th February 2010** by emailing:

Maritime Development Center of Europe info@maritimecenter.dk





Location & Accommodation Details

- The Copenhagen Business School campus is located at *Dalgas Have 15, 2000 Frederiksberg, Copenhagen*. Tel. (+45) 3815 3815.
- The nearest Metro station is Lindevang.
- Attendees are asked to please make accommodation reservations directly with their chosen hotel and may find useful details on:

www.hotels-in-denmark.dk/copenhagen-hotels-denmark.asp

- The following hotels are recommended and are located near to the Copenhagen Business School

Radisson SAS Falconer Hotel & Conference Center

Falkoner Allé 9
DK-2000 Frederiksberg
Internet: www.radissonsas.com
E-mail: Copenhagen@RadissonSAS.com
Phone: + 45 3815 6500
Fax: +45 3815 6501

(located within walking distance of CBS or alternatively 2 minutes via Metro from CBS)

CAB Inn Scandinavia ()\Vodroffsvej 55**

DK-1900 Frederiksberg C
Tlf: (+45) 35 36 11 11
Fax: (+45) 35 36 11 14
Internet: www.cab-inn.dk
E-mail: scandinavia@cabinn.com
(located approximately 6 minutes via Metro from CBS)

