

We love logistics! First Supply Chain Day in Mongolia



Enthusiasm for logistics in Central Asia

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➔ **Ulan Bator** A “Supply Chain Day” taking place simultaneously in many towns and countries – we were extremely inspired by this idea from BVL. And so it was that we also staged Supply Chain Day in the Mongolian capital of Ulan Bator for the first time this year. Logistics is still not very well developed in Mongolia and has little or no public profile. This makes it all the more important to visibly showcase the sector and its expertise, and to interest young people in a career in logistics. This is why we planned a whole series of events to raise awareness levels for the industry. And we succeeded. When we prepared the concept for the day of action, the focus was on competition. Five teams of students from the Public Relations faculty of the Mongolian University of Science and Technology developed proposals which were then assessed and presented with awards made available by the Nuudilchin Group. We implemented a number of good ideas this year:

The first event was a conference on the topic of “Logistical Problems in the Supply Chain”; various optimisation concepts were presented outlining strategies to manage specific logistics challenges. There were also presentations for students at two schools showcasing the career prospects in the field of logistics and supply chain management.

A further highlight was the “Logistics as Career” event for several hundred students at different universities; the students had a chance to talk to company representatives and

obtain a wide range of information. Then there were tours of the APU and Coca-Cola companies with the focus on beverage logistics, an exciting and colourful logistics flashmob, a big student disco with the motto “We love logistics” and a training course for journalists. During this training course, we used examples to explain how logistics helps to solve important social and economic problems in Mongolia.

As a follow-up to the course, five TV stations broadcast discussions and interviews on the topic of logistics; all of the above activities were accompanied by intensive PR via Twitter and Facebook. This package of events ensured maximum visibility and publicity. People who hadn’t already heard about the events on the day itself or experienced the flashmob were still able to hear about the importance of modern and efficient logistics for Mongolia during the TV broadcasts in the evening.

This high level of public exposure and knowledge transfer also does a great deal to support the efforts of domestic and foreign logistics companies in Mongolia. The Mongolian Logistics Association (MLA) would also like to thank its co-organisers: the Mongolian National Chamber of Commerce and Trade (MNCCT), the German GIZ-IMRI initiative in Mongolia, and the Mongolian University of Science and Technology (MUST). The profile of BVL and Supply Chain Day were also raised by using the corresponding logos. We’ll be a part of this day of action once again next year, with some new and surprising ideas!

Networking centre Bremen

➔ **BVL Office** In the second quarter of 2014, BVL head office in Bremen was once again the first point of call for numerous international visitors from the BVL network. In May, for example, BVL Representative for Hong Kong Dr. Dennis Fanelsa (Vice President BASF East Asia) paid a visit to the Bremen office. In his position, Fanelsa is responsible for 21 countries in the Asia-Pacific region. Fanelsa used the time in Bremen above all to work on the topic of chemical logistics together with his BVL colleague Hans-Kristian Harder from the Content/Knowledge unit and will bring a stronger Asian focus to the new edition of the BVL study.

Hanno Erwes, Head of the German-Brazilian Chamber of Industry and Trade in Rio de Janeiro, also came to head office in May. Together with BVL, Erwes is planning another German-Brazilian Logistics Conference for 2015; the last such conference took place in São Paulo in April 2013. The event will focus on the preparations for the 2016 Olympics in Rio de Janeiro.

The third international guest in May was Sven Kothe, BVL Representative for China. Kothe also visited BVL Campus, where he studied Transport and Logistics at the DAV German Foreign Trade & Logistics Academy from 1990 to 1992. You can read more on Kothe’s visit to Bremen in the report on page 6.

In mid-June, Markku Henttinen, Managing Director of Finnish logistics association LOGY, dropped by in Bremen. The Finnish LOGY and BVL signed a cooperation agreement in 2012 and have since been expanding their collaboration on an ongoing basis. LOGY currently plans to send a delegation from Finland to the 31st International Supply Chain Conference in Berlin in October.