

## **transport logistic China 2008 – Experts discuss the enormous potential for foreign service providers**

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China has developed into the world's second largest exporting nation. In 2007 alone the Asian economy expanded by 25 percent in relation to the previous year. How can the Peoples' Republic cope with the logistical challenge of managing the rocketing production volumes in the country? Solutions for this and contacts with international market leaders are offered in the conference program at transport logistic China 2008, from 17 to 19 June in Shanghai.

While in Europe many services like storage, transport and order-picking are outsourced, this practice is as yet only poorly developed in China. However the current situation on the Asian market, increasingly more open towards outsourcing production and logistics operations, offers enormous potential for European logistics companies. The expertise of these companies can be used to optimize production processes in Chinese companies and to take on not only operations like warehousing and transport of goods but also added-value services like order-picking, labeling and packaging. In the destination country, also, the customs and tax formalities fall within the area of responsibility of the logistics service companies – leaving the manufacturers to concentrate on their core competences. Outsourcing in China, a comparison with the international market, the trends and possible future process in outsourcing are the subject of a conference session on 'Logistics Services in China – The Outsourcing Challenge', which takes place at transport logistic China on 18 June at 13:30.

Demand for European logistics expertise is high in China, for even though the global players in the sector already have their own branch offices or companies in China, there is still considerable potential to exploit. What conditions do new entrants have to observe in this – to them unfamiliar – market? What situation can be expected in the country? What is the best way to organize supply chain management in China? These questions and more concerning future developments on the Chinese logistics market will be explored by experts attending the whole-day conferences at transport logistic China on '2008 China International Summit of Transport & Logistics Informatization' on 18 June, and 'China Logistics and Supply Chain Summit' on 19 June.

Well trained employees are essential for a successful logistics chain. While in European countries there are clearly defined job profiles for logistics professionals, taught at special colleges and educational establishments, this is unknown in China. There are no clear, agreed job definitions, and teaching is mostly at private colleges. The situation on the jobs market in the logistics sector in China will be set out by representatives from companies and by lecturers on 18 June in the session on 'Job Profile for Logisticians in China', starting at 10:00.

Individual logistics solutions require not only well trained employees, but also the choice of the right transport carrier. What is the best way to send goods from China to Europe? Which route is best for exports? What alternatives are there to the Trans-Siberian railway if you want a land route? One alternative of the Silk Road will be considered by a panel of experts at transport logistic China in the 'Silk Road Conference – Is it an Alternative to the Trans-Siberian Railway?' taking place at 10:00 on 19 June. The panel will be looking at infrastructure improvements, regional influences and interests as well as the benefits and disadvantages of the Silk Road as compared to the Trans-Siberian railway.

The major proportion of China's exports, however, are transported by sea. Cost and accessibility are the most important factors. As a result China's ports are facing new challenges as they try to manage rising trade volumes. Large numbers of ever larger cargo ships are having to be processed in the ports. The situation and the challenges facing the ports and the transport sector as a result of these developments will be discussed at the '2008 International Ports and Shipping Summit' on day one of the fair, 17 June, starting at 13:00.

One of the most important ports for imports from China to western Europe is Rotterdam. The Netherlands is a key interchange in Europe's trade with China and Asia. As an old sea-faring nation, the Dutch have always been at the forefront of new developments in transport and logistics. Visitors to the fair can learn more about the logistics sector in the Netherlands on 18 June, from 14:00 onwards at the session on 'Holland: Pioneers in Global Logistics – Trends and Developments in European Supply Chain Solutions'.

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About transport logistic China

transport logistic China, the meeting point for logistics, telematics and transportation, is being held at the Shanghai New International Expo Centre in China for the third time from 17 to 19 June 2008. More than 300 exhibitors from 33 countries presented their products and services at transport logistic China 2006 and Air Cargo China 2006. Over 9,000 visitors from 81 countries attended the international trade fair, which also featured an extensive program of related events and conferences. Additional information is available at [www.transportlogistic-china.com](http://www.transportlogistic-china.com).

About Messe München International (MMI)

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