

Management Workshop for selected companies providing key expertise and input for your updated approach to European distribution:

April, 26 14:00 hours, Waalwijk (NL)

- The workshop is tailored to the needs of senior managers from European Distribution Centres, Contract Logistics and Warehousing.
- Participation in the workshop is free of charge. In order to maintain the character of a workshop, the number of participants is strictly limited.
- Sachsen-Anhalt Investment and Marketing Corporation is the initiator of the workshop, Supply Chain Magazine is media partner and exportimpulse! is responsible for the organization.

The "Blue Banana" is on the move...

Europe's economy and markets are undergoing a regional expansion to the East. The traditional model of the "blue banana" from the UK to Northern Italy is no longer covering all relevant centres of wealth and industrial activity.



Industrial production as well as private consumption in Central and Eastern Europe are constantly growing. Consequently traditional distribution approaches covering Europe from near harbour and airport locations in the Netherlands or the United Kingdom do no longer work for the whole of Europe.

The German Federal State of Sachsen-Anhalt is an important part of the new logistical heart of Europe. The global hub of DHL at Leipzig-Halle airport operating 24/24 and the excellent road & rail connections have already attracted investors like DELL, Amazon, Future Electronics and MOBIS to the region. In addition Magdeburg and Aken harbours are offering very good infrastructure for water transport.

While developing your new approach to European distribution there are good reasons for having a closer look at Sachsen-Anhalt:

- Excellent conditions for activities in high-value fast-moving logistics with access to the DHL hub and the perfect road & rail connections.
- Central location in the East-West (Rotterdam-Warsaw-Moscow) as well as in the North-South (Scandinavia-Bavaria- Northern Italy) corridors
- Excellent integration in both European and German supply chains with many attractive sectors in the region: e.g. Automotive (both OEM and suppliers), Photovoltaic and Renewables, Chemicals and Pharmaceuticals, Industrial supply and Electronics
- Open organisation of the logistics sector in efficient and well-supported networks. These networks generate more and more business for their members and offer an attractive business-development potential.
- Highest growth of labour productivity in Germany
- Very competitive labour cost
- Skilled workforce for logistical processes available
- Cost reduction due to investment grants up to 50% of the total investment (in cash - no tax credits)

The Logistics Team of the IMG Investment and Market Corporation of the Federal State of Sachsen-Anhalt is offering two exclusive management workshops to explore and discuss the developments and opportunities in the new logistical heart of Europe. Experts from the sector will be sharing their experience with the participants in the field of European Distribution as well as Contract Logistics and Warehousing.

The services of the IMG and also the participation in one of the workshops are free of charge. In order to maintain the character of a workshop the number of participants is strictly limited. Your participation will be confirmed by the project team once we have received your online-registration. The workshops are tailored to the needs of senior managers from European Distribution Centres, Contract Logistics and Warehousing.

Program management workshop in Waalwijk

- **13:15 Registration & Coffee**
- **14:00 Welcome & Introduction**
 - Welcome
Dr. Carlhans Uhle, CEO IMG Sachsen-Anhalt
 - Workshop methodology & Introduction of participants
Stefan Peikert, AHP Group / exportimpulse! (moderator)
 - Sector Presentation Logistics in Sachsen-Anhalt
Beate Richter, Senior Manager Logistics, IMG Sachsen-Anhalt
- **15.30 Coffee Break**
- **16.00 Case Presentations & Discussion**
 - MOBIS - European Spare Parts Distribution (Project presentation)
Matthias Gabler, Stahlbau Brehna GmbH
 - More project examples
Beate Richter & Dr. Carlhans Uhle, IMG
 - Trends in European Distribution - How do you see Sachsen-Anhalt?
Discussion - Questions - Comments
moderated by Stefan Peikert, AHP / exportimpulse!
 - Conclusions of the day
Dr. Carlhans Uhle, IMG
- **17.30 Borrel & Reception, informal meetings**
- **19.00 Close**

Contact person:

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