



# HUTCHISON PORTS ECT ROTTERDAM



# WEEKLY VOLUME: 80.000 CONTAINERS IS EQUIVALENT TO BELOW NUMBER OF CALLS



# ECONOMIES OF SCALE



YEAR  
**2017**

TEU  
**21.413**

# LARGE CALL-SIZES

Challenge:

Take: 18,000 TEU vessels and 3 ports

- Loading: 18.000 TEU
- Unloading: 18.000 TEU
- Total: 36.000 TEU
  
- Per port: 12.000 TEU
- Equals: 7.500 moves



# HINTERLAND; THE COMPETITIVE EDGE

- Demand for reliable and sustainable hinterland transport
- Hinterland transport competitive factor
- Modal split requirements/demands
- Better utilisation infrastructure
- Difficulty at present to make rail and barge more competitive
- Larger vessels → larger call-sizes; more pressure on efficiency at terminals



# INVESTMENT IN SCALE

- Port investments:
  - Dredging
  - Quay walls
- Terminal investments:
  - Equipment, yard capacity
  - Systems, Automation,

## Logistics

- **Redefine the hinterland**



# HINTERLAND: SUSTAINABLE & EFFICIENT TRANSPORT

Logistics have to be based on:

- High frequent, fast, efficient and sustainable connections
- A network of inland terminals connected to the main port
- All modalities per corridor

**This requires:**

- **Volume**
- **Real time information**
- **Data**





# EUROPEAN GATEWAY SERVICES



# INTRODUCING A NEW CONCEPT

- Paying attention not only to shipping lines but also logistic service providers and shippers.
- Develop an intermodal inland network and concentrate container volumes on the main corridors to and from deepsea terminals.
- Focus mainly on barge and rail.



# NETWORK DYNAMICS



- Shifting from pull to push
- Focus on available capacity
- Regardless of mode of transport

# HINTERLAND: ALL MODALITIES



Truck



Rail



Barge



Feeder

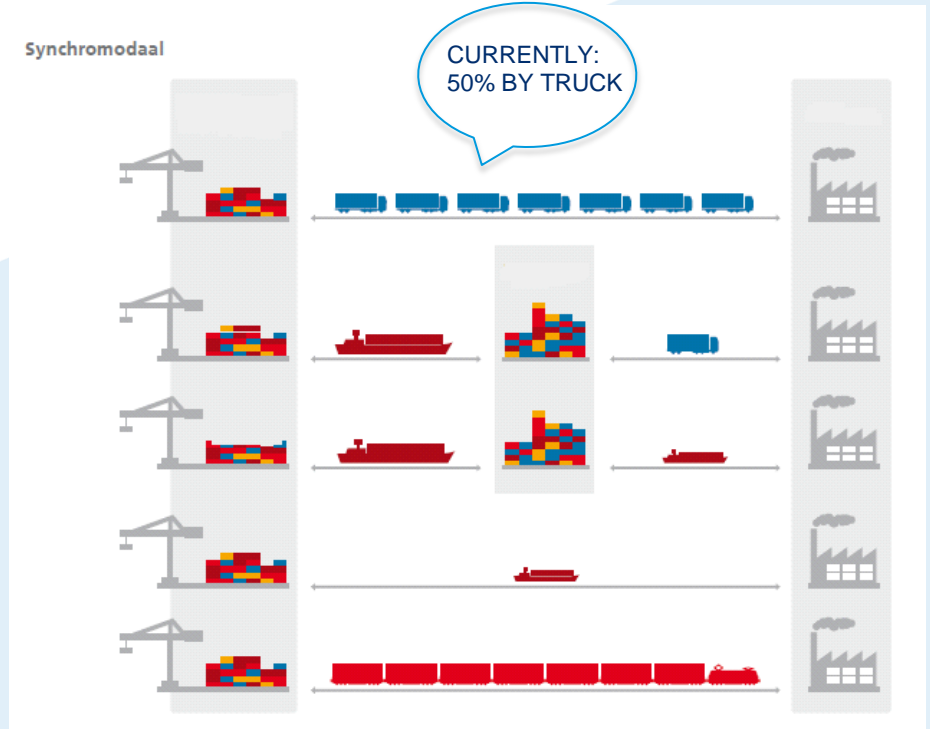
# BUT ALL MODALITIES EFFICIENTLY



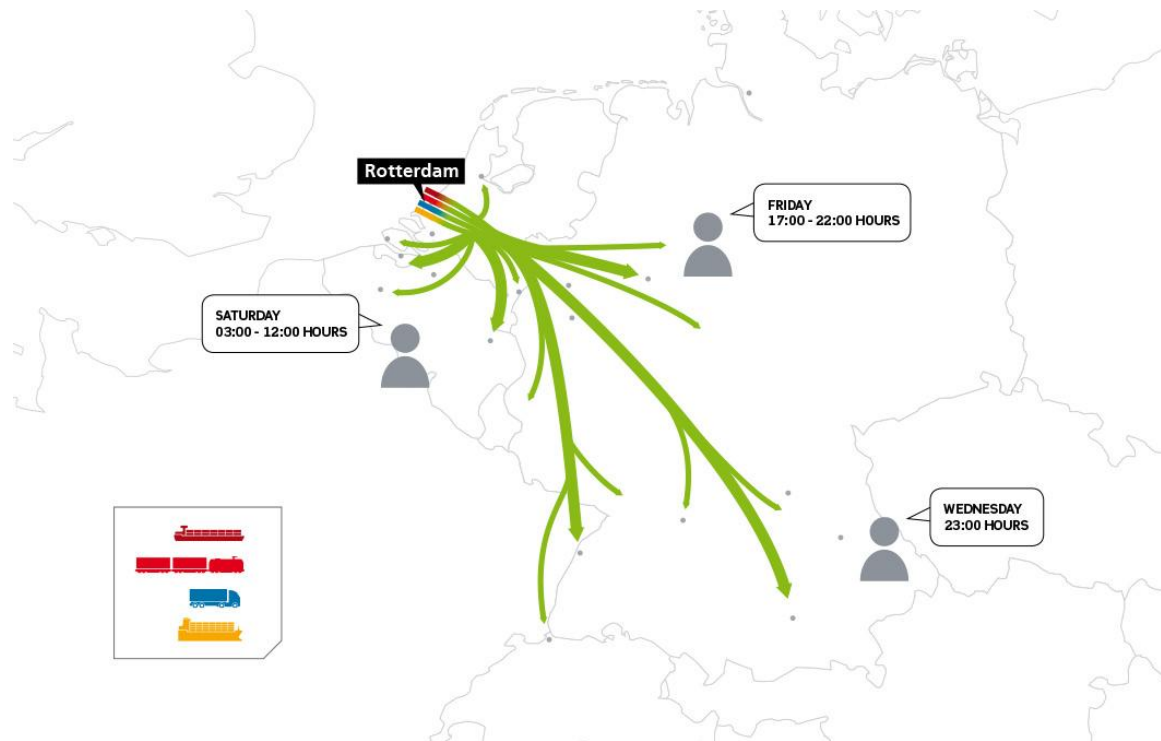
# SYNCHROMODALITY

## Real time planning of modalities:

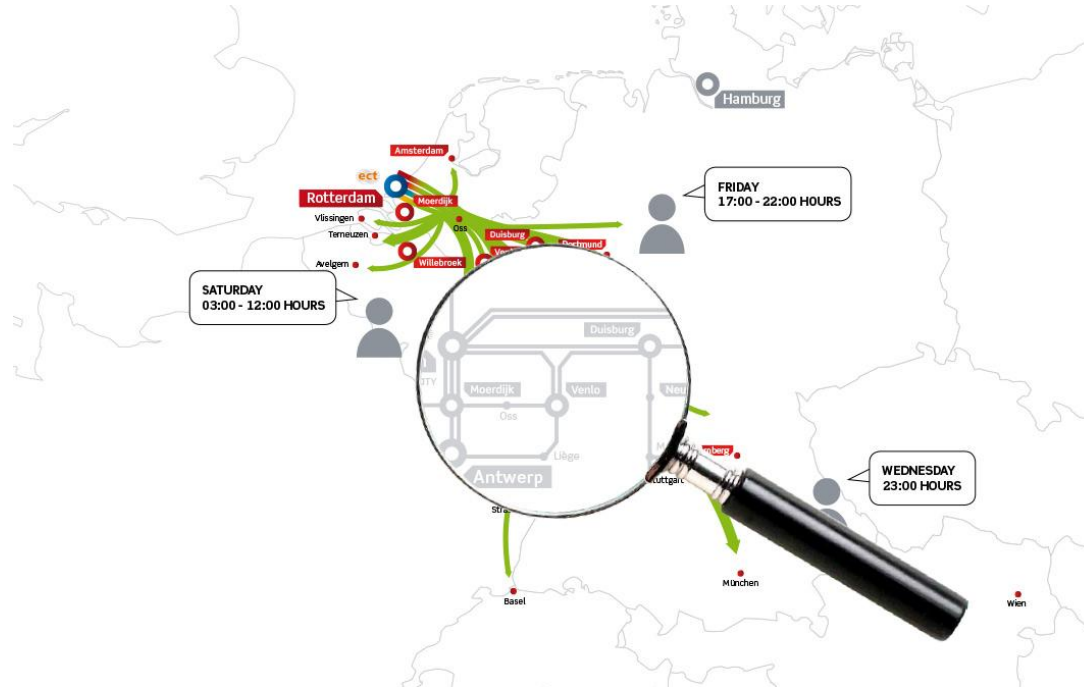
- Increase planning flexibility:
  - Modality
  - Route
  - Transport leadtime
- Objectives:
  - Increase utilization rate
  - Greater reliability
  - More flexibility
  - Improved sustainability



# DELIVERY TIME

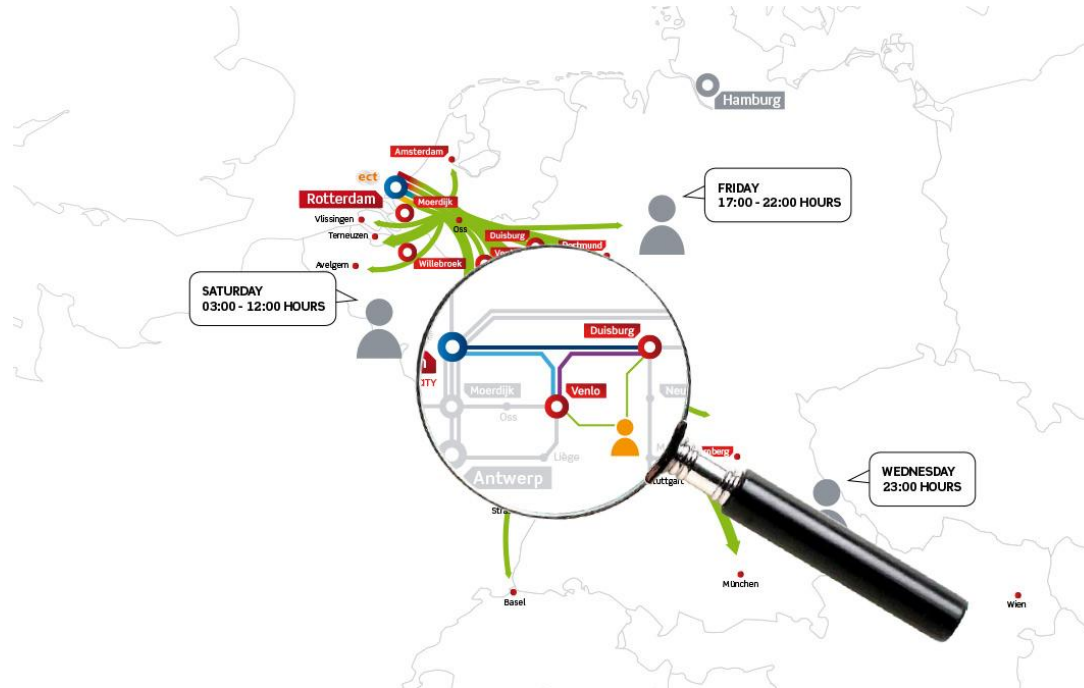


# USING THE NETWORK: ROUTING





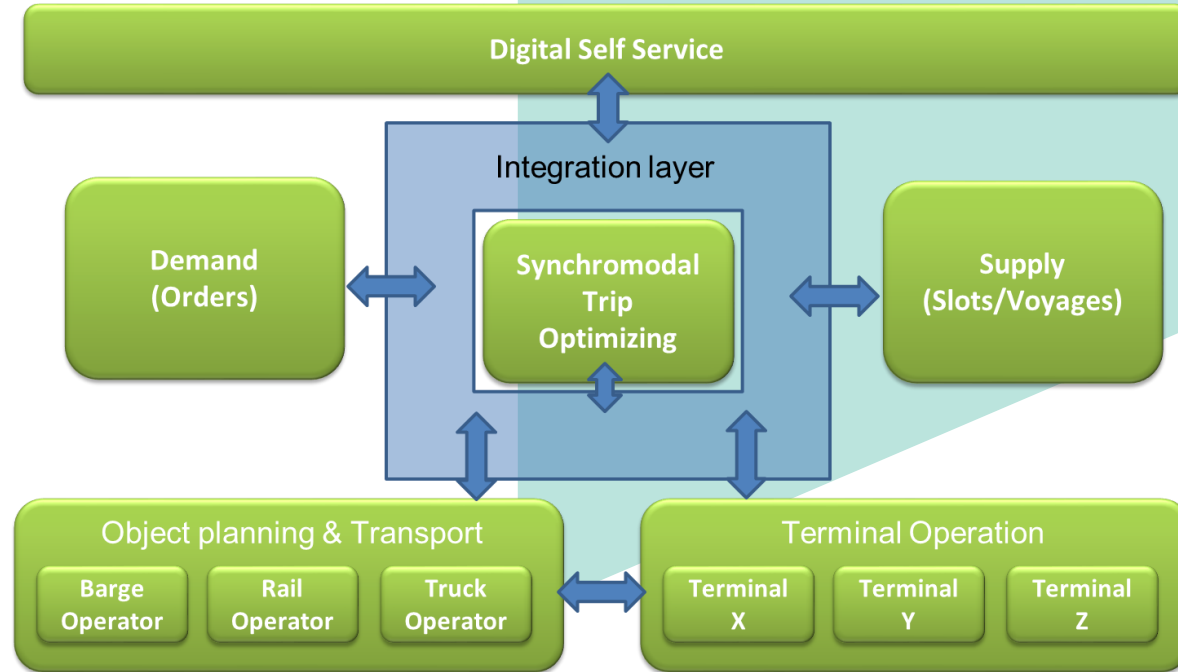
# USING AVAILABLE MODALITIES & CAPACITIES



# IMPLEMENTING SYNCHROMODALITY

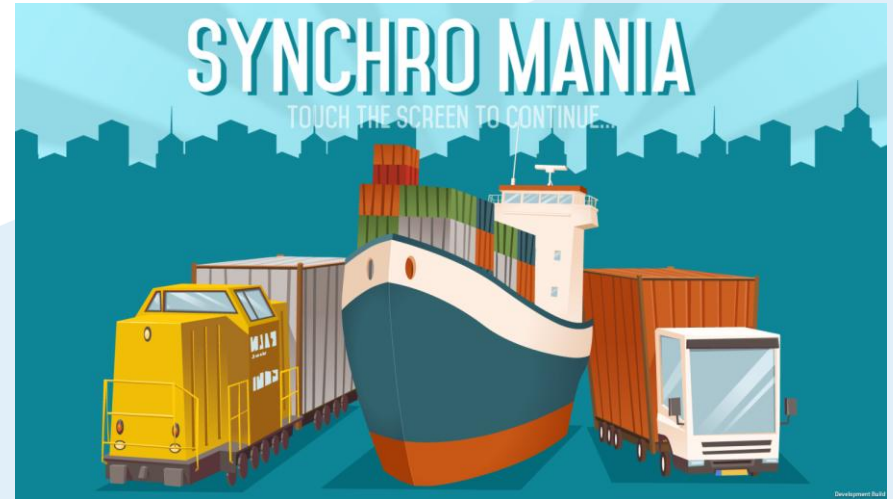
- Planning becomes too complex for manual planners
  - Terminal planning → Monomodal transport planning → Multimodal transport planning → Overall Network planning
  - Need for supporting planning tools → Sychromodal Trip Optimizer ( STO)
- Resistance by manual planners
- Routing / Timing / Choices seem illogical

# SYNCHROMODAL TRIP OPTIMIZER



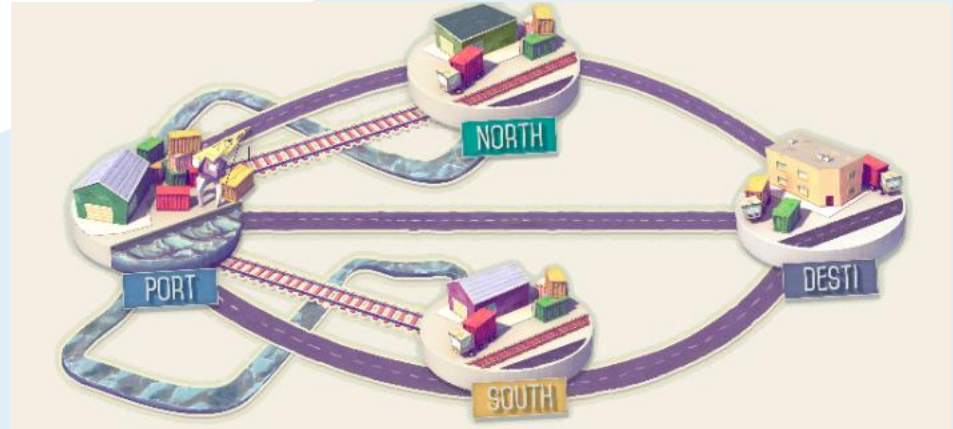
# IMPLEMENTATION

- Gaming; synchromania with customers, internally, .....
- STO ~synchromodal trip optimizer
- Early adapters
- Pilots
- Pricing; service differentiation



# CHALLENGES/BOTTLENECKS

- Reluctance to change
- Stick to existing relations
- Lack of general overview
- A-modal booking
  - Impact on documentation
  - Insurance, Customs
- Flexible planning is more complex
- Information exchange
- Dynamic Pricing
- Trust



# A MODAL SHIFT NEEDS A MENTAL SHIFT

