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PARADIGMA and the Baltic-Adriatic Link

Organizing transport chains from the Baltic States to the Adriatic Sea is currently a prevalent economical and transport political issue. Due to world-wide economic growth and increasing globalization, traditional transport routes through Europe's big North Sea ports are reaching their capacity limits. This affects not only waiting and lead times in the ports, but also in the hinterland, particularly the existing road and rail connections to the continental markets.

Among the available alternatives, the Baltic and Adriatic ports are of great interest to Central Europe's economy. Acknowledging this, the European Union is supporting transnational development projects (ALPFRAIL, AB-Landbridge etc.), which aim to create multimodal links between Baltic and Adriatic ports. In these projects, technical, organizational and economical considerations play a role in subsequent creation of specific transport chains.

In such projects, PARADIGMA is a partner in international consortia and supports participating organizations, e.g. Northern Adriatic ports, in the implementation of these projects. Our contributions include:

- ❑ Estimates of expected transport volume on newly planned routes
- ❑ Setup of regular system and block train connections between ports and multimodal terminals
- ❑ Design and implementation of concrete transport chains using the new transport and route possibilities

Using our market expertise and experience as well as estimation methods, we create the foundation for economically feasible considerations. These are the starting points for talks with port authorities, railway companies and logistics service providers.

Because of their complexity and the number of actors involved, end-to-end transport chains with intermodal transport need a great amount of coordination. In the past, one transport document might suffice for end-to-end transport. Today, however, in many cases, different transportation documents with different specifications are needed for different transport modes and certain routes. A waybill created for road transport no longer qualifies for subsequent use in rail or sea transport. Now documents' content and format differ among the transport modes.

PARADIGMA Management Consulting has been engaged for many years in the introduction of international document standards and in the setup of international supply chains. A member of UN/CEFACT, a United Nation standardization organization, we actively participated in the development of standardized processes and documents, which are a requirement for interoperable IT systems of interacting companies.

We support Supply Chain Managers set up their delivery and supply chains. This includes the specification of material flows and information processes, the selection and adaptation of essential business documents and the development of web services for use with existing IT systems.

We have applied our experience in trade using EDIFACT, with business process modeling for automotive imports, the setup and piloting of a supply chain for fresh fruit and vegetables from Spain (i.e. perishable goods), and the organization of the empty container positioning for



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maritime freight and multimodal terminals. These projects prove the applicability of our methods.

For further information, contact ostsee-adria@paradigma.net

Mag. Stevan Borozan,
Michael G. Bodenstein, CMC

PARADIGMA Unternehmensberatung GmbH
Mariahilfer Straße 47/3/1
1060 Wien
www.paradigma.net
+43 1 585 49 72