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## PRESS RELEASE

### **Shippers and Freight Forwarders debate Intelligent Logistics by iCargo**

A workshop addressing 'Intelligent Logistics through Partnering in the Supply Chain' was organised by the European freight forwarders association, CLECAT, and the European Shippers Council (ESC) at Intermodal Europe 2014 last week in Rotterdam.

Introducing the round table Nicolette van der Jagt, Director General of CLECAT said: 'Logistics is faced with the challenge to meet more stringent sustainability goals. Shippers and transport service providers both aim to reduce the carbon footprint of their logistic operations. To do so, they both aim to optimal use of logistics resources and physical infrastructure. An adaptive decision making process for the selection of a specific transport modality, transport provider and timeslot enables shippers to achieve this. iCargo seeks to provide these functionalities and to manage complex supply chains through intelligent IT systems and data management.'

Paolo Paganelli, CEO of Bluegreen Strategy introduced the iCargo ecosystems and its concepts. Explaining the project he noted that 'the goal of iCargo is to create a total system for the logistics industry that can be used to control the entire chain. We are working on a virtual platform where logistics players such as a service provider or any party who has interests in supply chain management can exchange and share information about this supply chain.'

How this works in practice was demonstrated by Andre Nijhuis, Head of IT Business Development Europe of DHL Supply Chain Europe, introducing the 'Mix Move Match' concept developed and piloted as part of the iCargo Program. This concept supports the creation of an intermodal and multi-actor transport networks, connecting global manufacturing sites to distribution in European cities, resulting in substantial benefits in terms of energy savings, emissions reduction and market growth for new services.

Stig Wiklund from StoraEnso spoke about the benefits of iCargo for shippers. 'What shippers need is visibility and reliability. The pilot in which we are involved shows that the iCargo pilot project has helped to provide insight into the logistics chain.'

Frank Knoors, MD, Logit One NV addressed the potential impact of big data on operational efficiency, customer experience and business models. Transparency across the full supply chain allows logistics service providers to make increasing use of real-time & historic data and predictive analysis. This will allow planning to be more dynamic, synchromodal and collaborative. He also noted that other trends which will have a significant impact on the logistics industry include greater market segmentation, rather than the current one-size-fits-all approach, and the customer being increasingly in the driving seat. This means that the customer will go from simply purchasing logistics services, to being involved in the planning, and being part of a marketplace where customers request tailored options from providers. An opportunity is therefore created for logistics service providers to work together in communities to provide services which others cannot.

In the discussion that followed, led by Joost Sitskoorn from ESC, the challenges that users and operators face through partnerships within the supply chain were addressed, as well as lessons learned of Intelligent Cargo.

See also [Intermodal website](#)

*About iCarqo, CLECAT and ESC:*

iCargo is an EU sponsored program that aims at advancing and extending the use of ICT to support new logistics services that synchronize vehicle movements and logistics operations across various modes to lower CO2 emissions. There are 28 partners. More information is available at the [iCargo website](#).

CLECAT is the leading voice on freight forwarding and logistics in Europe. Established in 1958, CLECAT represents and are supported by 25 member organisations working to promote a sound approach to transport and logistics across Europe, in support of the competitiveness of our industry.

The European Shippers' Council (ESC) represents cargo owners i.e. freight transport interests (import and export and intra-continental, by all modes of transport) of some 100,000 companies throughout Europe, whether manufacturers, retailers or wholesalers, which are collectively referred to as "shippers".