

# Softship's eNews 7



## Softship at International Conferences

Softship added a presence to the International Shipping and Transportation scene and attended key conferences and exhibitions to share business solutions and best industry practices in technology.

Among the these events were -

### 1. The annual Internal Ocean Carriers C.I. Conference, London

This event was held for carriers, NVOs, Forwarders, Shippers, Ships Agents, Terminals, Road Transportation and associated groups of the transport chain. The discussions revolved around the economic state of the industry and service challenges, income/margin challenges in a recessionary environment and how parties should act in such an environment. Economic trends and average rates and surcharges were shared on the mega-trade routes and operational offering from terminals and other third parties presented.

### 2. The Annual Antwerp Breakbulk / RoRo conference and exhibition, Antwerp.

Participants from the Breakbulk sector, RoRo carriers, NVOs, specialist forwarders, road and rail operators, terminals,



technology groups etc, attended this very interesting conference. They displayed their various services and shared their knowledge of the current and future state of the industry. A main interest lay in the cooperation of the broader community of the transport chain, which involves Breakbulk, RoRo and also the Project related market. Pirating in certain geographic localities and its cost implications for the Ocean Carriers was well profiled in panel discussions.

### 3. The Annual Shortsea Conference, Liverpool

Attending parties were mainly the Ocean Carriers, Terminals, Road, Forwarders, Local and EU Governments and

technological industry. The topics of discussion ranged from key challenges of this segment to opportunities for terminals and warehousing companies as well as linked economic areas and SSS ports.

As another key issue are Green Logistics and their impact on the market. Discussions pointed out challenges, conflicts and prospects of the rising economic awareness throughout the nations.

At these conferences Softship members argued in one-on-one discussions and in the open forums the best practices for much needed business process optimization and lean internal and external data exchange in the industry. From years of experience in the transport sectors Softship sees a noticeable potential for better cost effectiveness and therefore increased margins while maintaining a high standard of customer satisfaction.

