



Southern African - German Chamber of Commerce and Industry
Deutsche Industrie - und Handelskammer für das südliche Afrika
www.germanchamber.co.za



BUSINESS DELEGATION TO GERMANY

Port and Maritime Industry
Bremen, 31 May – 7 June 2014

Project

The Southern African – German Chamber of Commerce and Industry (SAGCC) is organising a business delegation in the Port and Maritime sector to Bremen, Germany from **31 May – 7 June 2014**.

Germany – South African Trade Relations

The strong historical, political and economic links between Germany and South Africa have developed to such an extent that the relations between the two countries could be described as a strategic partnership. Germany is one of the biggest investors in South Africa with approximately 600 German companies present in South Africa. It is one of the most important trading partners of South Africa, ranking second in total trading volume. The trade balance is still very much in Germany's favour but in recent years there has been an improvement with an increase in South African exports to Germany.



Bremen and Bremerhaven

The city of Bremen is a commercial and industrial city with a major port on the River Weser. Bremen is situated some 60 km south from the Weser mouth on the North Sea. With about 540,000 residents the hanseatic town of Bremen belongs to the ten biggest cities in Germany.

Bremerhaven is a city at the seaport of the Free Hanseatic City of Bremen. It forms an enclave in the state of Lower Saxony and is located at the mouth of the River Weser on its eastern bank. Although Bremerhaven is a relatively new city, it has a long history as a trade port and today is one of the most important German ports, playing a crucial role in Germany's trade.

Bremen and Bremerhaven form together the smallest German federal state. The combination of the traditional free hanseatic city with innovative future fields and the sea port city with the fourth largest container terminal of Europe make Bremen a seminal attractive location.

Port and Maritime Industry in Bremen

The ports of Bremen and Bremerhaven work together under the governance of Via-Bremen. Via-Bremen is the single point of contact for all logistics and maritime activities in Lower Saxony. The logistics and maritime clusters are integrated into single unit that allows them to coordinate and communicate efficiently in their business operations. The Bremen Ports are among the most important universal harbours of Europe.

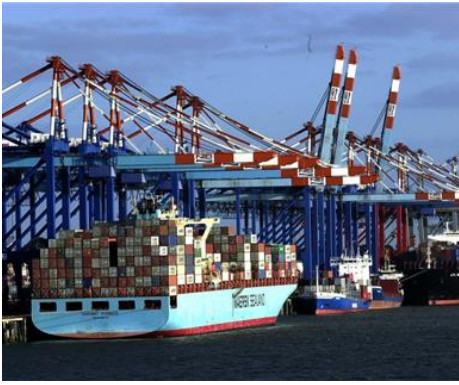
At both sites in Bremen and Bremerhaven, terminals are concerned with nearly every type of shipment: containers and cars, piece and bulk goods, hazardous goods and project cargo. The Columbus Cruise Centre Bremerhaven offers the port group one of the most modern and efficient passenger terminals for cruise ships. The importance of the maritime economy to the city of Bremen is evident in the nearly 155 000 jobs provided by the industry. Through an efficient network composed of several different logistics services providers, the Bremen ports offer many value-added services in container logistics.

Target group

The trip is aimed at corporate representatives of the Port and Maritime sector who would like to learn about the Port and Maritime Industry in Bremen in general and about their specific market opportunities in particular. In reviewing the maritime landscape in KwaZulu Natal it has become evident that investment in education and skills development is severely lacking in this industry. The SAGCC would like to focus on the drivers for the development of this industry. There are several strategic opportunities that the SAGCC has identified and would like to assist KwaZulu Natal businesses to exploit in Bremen. These include:

- Technology development
- Ship building
- Repairs and fitting services
- Cooperation of academic sectors.
- Infrastructure development
- Cost reduction and efficient integration of the supply chain
- Upskilling of the labour force to ensure international competitiveness

The visit to Bremen will give the KZN delegates an opportunity to be exposed to the relevant Maritime companies and institutions that represent the various disciplines.



Preliminary Programme (Subject to change)

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| 31 May | <ul style="list-style-type: none"> • Flight from Durban, Johannesburg to Bremen |
| 1 June | <ul style="list-style-type: none"> • Arrival in Bremen and Check-in at hotel • Sightseeing tour in Bremen • Visit of the Sportgarten Bremen project • Dinner in the Überseestadt |
| 2 June | <ul style="list-style-type: none"> • Meeting at the Bremen Chamber of Commerce with Bremeninvest and Ministry of Economics and Ports • Visit at GVZ Cargo Transport Centre of Bremen • Visit of a ship building or supplying company • Sightseeing and Reception at the Bremen Town Hall • Dinner in the City Centre of Bremen |
| 3 June | <ul style="list-style-type: none"> • Visit at ISL Institute of Shipping Economics and Logistics • Visit at MARUM Centre for Marine Environmental Services • Visit at the University of Applied Sciences (Nautik) • Via Bremen / BHV-Hafenclub Bremen Port Promotion Association B2B-Meeting with Companies from the Logistics and Maritime Industry • Dinner in the City Centre of Bremen |
| 4 June | <ul style="list-style-type: none"> • Companies Visit at BLG Container and Automotive Terminal Bremerhaven • Visit of the Fischereifenster Bremerhaven (Lunch) • Company visit at Deutsche See (Fish processing) or Lloyd Werft (yard) • Sightseeing and visit of the Bremerhaven port and wind area (terminals) • Visit of Bremen ports (Presentation about the infrastructure of the ports and the activities of Bremen ports and development cooperation projects in the maritime sector, GIZ) |
| 5 June | <ul style="list-style-type: none"> • Visit to Oldenburg |
| 6 June | <ul style="list-style-type: none"> • Check-out at the hotel • Flight from Bremen to Johannesburg |
| 7 June | <ul style="list-style-type: none"> • Arrival in SA. |

Travel Package

The Southern African-German Chamber of Commerce and Industry offers a Travel Package to Bremen.

The Travel Package includes the following:

- Return flights from South Africa to Germany
- Accommodation in single room including breakfast
- Visa
- Organisation of the business meetings, seminars, site visits offered in Bremen
- Local transport to all events as stated on the programme (Group Travel)
- Accompaniment of SAGCC staff members to all meetings
- General Translation Assistance

Price:

Economy Class Travel

Travel Package: **R 35,000** per person

For the price of Business Class Travel Package, please contact Ms Yvonne Iyer for further details.

To ensure that the all participants' paper work and logistics are arranged smoothly, we request that you register by **11 April 2014** by completing our **Registration form**.

Contact details:

If you are interested in participating, please contact:

Ms Yvonne Iyer:

Tel: +27 31 335 1020;

Fax: +27 (0) 8667 790862 +27

Email: durban@germanchamber.co.c.za

Registration Form

Registration deadline: 11 April 2014

Please complete the following registration form and send it back to Ms Yvonne Iyer (durban@germanchamber.co.za):

Company name: _____

Address: _____

Contact person: _____

Position: _____

Tel: _____

E-Mail: _____

Date/Stamp Signature: _____