

THE OFFICIAL MAGAZINE OF THE PORT OF HAMBURG | MARCH 2017

WORKING IN THE PORT



PORT OF HAMBURG
MAGAZINE

Dear Readers,



For some, the Port of Hamburg is Germany's most important trade hub, for others an enthralling magnet for tourists. For me, above all it is the city's top employer. Almost 11 percent of all jobs in Hamburg are port-related, with almost 130,000 people working directly or indirectly in, or for, the port.

In their diversity, companies here – whether terminal operators, port service providers, transport firms, forwarders, logistics companies or port-related industrial enterprises – offer an abundance of jobs and professions. Just as

the port is subject to constant change, the transformation of workplaces there is an ongoing process. Whether the transition from sail to steam, the invention of containers for transporting cargo or, currently digitalization of the port business world – each of these developments transformed the work environment. Such processes of change offer fresh opportunities, but also breed anxieties among those affected. We should not ignore these.

This issue covers the port as a diverse and innovative working world, obliged to battle in the public domain with an obsolete and traditionally distorted image. Our contributors describe the challenges caused by digitalization in gaining specialist staff, and throw light on the transformation of commercial and maritime careers.

I hope that you will enjoy reading this issue and that it will give you some fresh ideas and interesting insights.

Thomas Lütje

*Chairman, Supervisory Board, Port of Hamburg Marketing, and
Managing Director Sales, Hamburger Hafen und Logistik AG*



**JUST AS THE PORT IS SUBJECT TO CONSTANT
CHANGE, THE TRANSFORMATION OF WORKPLACES
THERE IS AN ONGOING PROCESS.**



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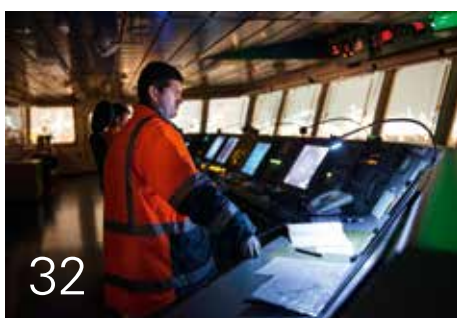
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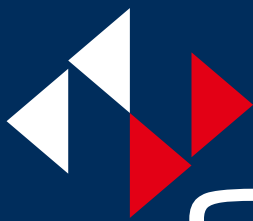
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Seven theses for employer branding in the port sector

Falling numbers of applicants, vacancies remaining unfilled, and an increasingly challenging situation on the employment market – companies in the port are among those feeling the much discussed scarcity of specialists for important jobs. Marcel Peter, 22, studying for a BA in Public Relations & Communications Management with Port of Hamburg Marketing, has taken a hard look at the upcoming technical cadre for the Port of Hamburg of his generation. He also investigated how employer attractiveness and the port's image fare with this essential target group. As a result, he has produced seven theses for improving external presentation and employer public relations in the port sector.

1

Business leaders and staff must adopt a frank and bold attitude toward the constant evolution of their working world.

Whether under the buzz-word 'Logistics 4.0' or in the legendary context of digitalization, the world of work in the Port of Hamburg is undergoing constant, fundamental processes of change. Nor is that any-

STILL VERY STRONGLY DETERMINING THE IMAGE OF WORK IN THE PORT: PHYSICAL LABOUR ON THE EDGE OF THE QUAY



© HHM/Marc Ihle

thing new. Even back in the 1970s, the introduction of containerized freight transport and the only very sluggish acceptance by port workers of related changes at the workplace, demonstrated that the port sector is notable for a deep-seated craving for security. Even today, many companies are more sceptical than necessary in confronting technological changes and innovations in the digital field. This is characteristic, not of just the port industry, but handicaps many German industries. The ethos of German companies remains strongly formed by hardware and machines, less by software and data,

even if greater potential for innovation is meanwhile ascribed to the latter. Cargo handling is and will in future remain plastic, material and tangible. That does not rule out optimization by implementing new technologies. Yet 'Never change a running system' no longer applies. A host of challenges, such as intensive competition between European ports and steeper traffic peaks in container handling, are increasingly boosting the need for rationalization and automation of port processes. This applies especially to a city-based port like Hamburg that needs to utilize the limited areas available for the port as effectively as possible. The basic requirement for mastering these challenges is a progressive mentality at all levels. That must start with every single worker and extend to top management. Only if digitalization's potential is completely accepted internally can this attitude rub off on potential new employees from elsewhere.

2 An awareness needs to be created of the public relations aspect of change in the working world and new target groups for recruiting.

Qualitative and quantitative staffing of operating companies with suitable personnel from technically progressive areas is essential for the optimization of processes at terminals and in port infrastructure. Yet

A highly qualified generation of newcomers in practice have freedom to choose which industry they wish to work in.

IT workers, engineers, electricians and similar professional groups are by no means abundant. They are also acutely required in several other industries and are increasingly becoming the critical factor for success. Other than on everyday business, the port is also in competition with non-related industries. A highly qualified generation of newcomers in these areas in practice have freedom to choose which industry they wish to work in. Whether with Googles or Facebooks as global and digital pacesetters, the prestigious automotive industry, or in almost every other sector – numerous doors stand open for them. The port is only one of a multitude of options.

It is all the more essential that in its public relations, the port should emphasize what makes it different from other sectors. The need for staff now differs. They will be drawn from crucial target groups that bear no resemblance to the majority of previous employees and see other attributes as being essential. This obliges companies in the port sector to scrutinize their existing public relations as employers, and to focus on those features that can be used in approaching these essential career groups.

3 Companies cannot directly influence the image of the port industry and this therefore requires improvement using supra-sectoral measures.

To be able to understand the brand identity of more general employer brands, and to influence this through public relations, for a start it is essential to identify its various origins. Perception of internal and external public relations about the port as a world of work is influenced by numerous factors and assumptions. These can consist of existing perceptions of the port and its work that shape the image of the working world there, and have been conveyed over many years in the media and via other influences.

For the target groups, a company's presence in the logistics sector acts as a preliminary filter in identifying a potential employer. Individual firms have only very limited opportunities for exerting influence. One of these is to correct characteristically mistaken notions of work in the port. Since such objective factors as the image of the industry are immune to management at company level, these must be tackled with industry-wide efforts for the long term.

In this strenuous battle, what arguments can a primarily analogue and long-established sector such as the ports proffer for itself? Evaluation of the empirical research that I conducted with students of the Hamburg University of Technology (TUHH) indicates which factors in the industry's image require special attention. The focus here was on estimates of possibly determining factors of employer attractiveness contributing to the port's image as an industry.

4 The image of staid and uniform port processes must be replaced by one of variegated and complex services.

Those factors whose evaluation correlates to declared employer attractiveness provide an indicator of the relevant elements of the port's brand identity.

ALSO PORT WORK: A HANSAPORT WORKER CONTROLS AND MONITORS HANDLING AT A STATE-OF-THE-ART BULK CARGO TERMINAL



© HHM/Annette Krüger

Along with future prospects and the general image of the sector, one particular factor emerged as a decisive characteristic. What was viewed by survey participants as the exciting range of services provided by the port was ranked by them just as highly as the port as an attractive option for pursuing a career. That suggests that the still prevailing impressions in many quarters of uniform processes in a port's cargo handling can be replaced by one suggesting processes of greater complexity, as is certainly the case in reality. A port is unable to use prestigious final products to



differentiate itself from other industries. It must therefore devote its full attention to interest in its services. This factor counts as one of the two most important criteria for the industry's attractiveness.

This observation is directly linked with a problem that has confronted the entire logistics sector from way back. The global added value chain for products lacks any element in respect of the so essential transport services, which also covers port handling. Logistics continues to be taken for granted. The immense contribution made by the ports to the eco-

nomie and social wellbeing of Germany as an export nation is in this context frequently disregarded. In approaching target groups, it is essential to actively bring out and counter these collective misapprehensions.

5

The focus of employer branding measures must be on the demanding tasks confronting the port in the field of digitalization and conservation of resources.



MARCEL PETER PLEADS IN THIS SIGNED ARTICLE FOR INDUSTRY-WIDE EMPLOYER BRANDING MEASURES IN THE PORT OF HAMBURG

Today's media nowadays still frequently declare workers in the port to be a homogenous career group with inherited, conservative attributes no longer corresponding to real conditions at workplaces. Exotic places, pride in the job and maritime tradition may not be bad associations, yet one must ask whether these values will in future prove the decisive factor for potential employees in opting to work in the port industry. Recently created and knowledge-intensive jobs require not simply a redefinition of logistics work, but also reconsideration of the idea of preserving traditional images of port work. Since the general public links positive emotions with such traditional careers, this involves walking the tightrope.

A further finding of my empirical surveys was the assumption that throwing open and modernizing communication of the expression 'working in the port' offers some opportunities. Those of the students who also rated such activities as R & D on port process optimization as part of work in the port, rated the port's attractiveness as an employer distinctly higher. Any public relations efforts need to make clear that it is implementation and not servicing of systems and machines that requires great technical expertise from potential new staff. This only too seldom happens right now, since port work tends to conjure up the idea of physical effort, or the opposite of automation and further technical progress.

Similarly, existing and challenging tasks in the field of digitalization and conservation of resources need to be communicated, not just to business partners, but towards this target group. In this way, the fascination of working on economically and ecologically significant assignments can be positioned for the new high-end technical generation as a determining feature of the industry. That should meet the exalted standards imposed on itself by the post-1978 generation. A focus of this kind also complies with society's growing environmental awareness.

As I explained in section 1 above, it also needs to be stressed that even in such an analogue sector as the port, tremendous importance is accorded to digitalization. The counteraction of the presumed contrast between tactile, analogue port services and the use of data technologies facilitates a more powerful approach to IT specialists as a target group.

6 The port's career images must cease to be stereotypes and thrown open to new fields of action.

The all-pervasive stereotyping and reduction of the range of careers in logistics to such archetypal ones as lifelong trucker or parcel courier contribute towards less attention being paid to the variegated career opportunities in the port sector. It is essential that this vicious circle associating a few characteristics with an entire sector and the working world there be proactively demolished long-term. That needs to be achieved during the schooldays of subsequent target groups, and before they utterly discard the port & logistics option in choosing an employer.

7 Strong public interest in the port must be more fully understood as an opportunity and transmuted into a boost for employer attractiveness.

When considered as employers, logistics and even the port are often seen as colourless. Industry rankings and parts of the empirical survey that I conducted confirm this. The port is not yet exploiting its full potential as an attractive industry. In intensive competition with other sectors, it also fails to pay the required attention to gaining a new generation of technical staff as a factor critical for its success.

Nevertheless, the Port of Hamburg is well equipped to become a popular working environment in North Germany for the new generation of technical staff, and one capable of contending with such industries of strong pulling power as the digital sector. Whether such existing potentials as fundamentally enormous public interest can be exploited and converted into higher employer attractiveness, even among the crucial target groups, will prove decisive. Re-focussing of future public relations activities and the development of a unique identity for the sector based on the impulses mentioned can certainly make a contribution. ■



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The Port as USP for staff recruitment

Dakosy operates the Port of Hamburg's Port Community System. Port of Hamburg Magazine (POHM) interviewed Markus Giesenkirchen, Dakosy's Commercial Manager responsible for finances, HR and administration, on current challenges in attracting IT specialists and the port's role in Dakosy's recruitment strategy.

”

POHM: How many of around 170 staff employed by Dakosy can be explicitly classed as belonging to the IT side, or systems development and maintenance?

Giesenkirchen: About 120, or over 70 percent. They are responsible for ongoing operations, developing and producing software, and running our computer centre.

All the talk now is of a shortage of experts, and especially in IT. Can you confirm that?

Yes, most certainly! The search for suitable staff lasts longer and has become more elaborate and costly. Whereas we previously took three to four months to fill a position again – from the initial enquiry by the operating department to the new colleague's first day that can now easily take five to six months.

That has certainly led to changes in Dakosy's approach to recruiting. How have you reacted?

We have switched from passive recruitment – simply inserting print or online advertisements – to actively attracting staff. For instance, we now cooperate very closely with specialized recruitment consultants. Whether from their own pool of candidates, their databases or social media, these agencies actively locate potential candidates meeting our requirements.

„The search for suitable staff lasts longer and has become more elaborate and costly“

That's not exactly cheap, is it?

The cost factor is undoubtedly one important aspect. Yet we have to accept that we need to allocate appropriate budgets for acquiring staff. It's no help to us being tied up for two or three months in analysing the market, selection and initial interviews. The effort required would be indescribable, particularly if no suitable candidate is found in the end. Recruitment consultancy is admittedly costly, but it's essential.

Does your recruiting strategy involve other measures, e.g. at career fairs?

Yes, we participate very actively on job exchanges and have a presence at both standard universities and universities of applied sciences. We also showcase the firm at Talent Days, other client functions and at Chamber of Commerce events. Actually we set the ball rolling with basic work in schools. Our long-term aim is to arouse interest in IT & the Port, in the hope that after five, six or seven years, one of the school-leavers will consciously remember us and identify with Dakosy.

That's very long-term thinking. But you are looking for specialists right now.

Correct. That's why we are in contact with both standard universities and universities of applied sciences such as Wedel near Hamburg. About 4,000 students are registered on IT-related courses in Hamburg and they should be getting to know us. We therefore do a lot to establish contact with well qualified young people needing to make a career decision.

How far should potential staff with work experience be not simply software developers, but also familiar with processes in the transport and logistics sector?

Basically we want people to bring along experience of the sector. That makes everything far simpler, but in exceptional cases things run differently. If we meet an exceptionally good developer, for instance, who says: 'I have already done everything – banking, the automotive industry and insurance – but I am not yet familiar with logistics.' Then we need to weigh up whether to invest in building up this employee's knowledge of logistics given that he/she already offers extremely good know-how on the IT side. That has already been done too on occasion.

How significant is it for your recruitment that Dakosy is based in Hamburg?

Hamburg is a popular location with real quality of life. For that, people are prepared to make a move for the job's sake. At the same time, correspondingly many IT companies are based here – around 9,700. In other words, competition for specialists is intense. We need to distinguish ourselves from other IT companies, to stand out, to make ourselves attractive.



Markus Giesenkirchen,
Commercial Manager
of Dakosy Datenkommunikationssystem AG in
Hamburg

No easy task. If facebook and Google beckon, the port & transport sector does not necessarily seem an attractive alternative at first sight, does it?

We find that the port as a USP moves people and goes down well. We can certainly gain points there by mentioning digitalization and Industry 4.0. But naturally there are situations where we lose out and somebody opts for another company. Yet we can face that with confidence because we have excellent arguments in our favour: The multiplicity of software programmes we use to cover an enormous number of processes in the port; Dakosy's success over the past 30 years; the prospects emerging from further digitalization. And naturally good salaries. We are an attractive employer with a lot to offer. And that's something we also stress during interviews.

In other words, the port tends to provide a boost rather being a handicap for acquiring staff?

Hamburg means port. And the port is our USP, scoring with its international character. This is an important argument, enabling us to set ourselves apart from super mini start-ups that may perhaps call for more pioneering spirit. We unquestionably gain from the port's positive image.

If IT specialists are in short supply, then certainly your staff will be approached by headhunters?

Naturally our colleagues are also represented by their profiles in portals such as Xing. But we don't need to lose sleep about handling that. We are well aware of the strengths we have in our company culture. So we talk things over with colleagues. We can enquire whether it makes sense to switch to a sector that is currently on the up and up and offering salaries to match, but where there is a danger that in other cycles, staff have to be laid off in droves. That's said to apply to the browser games companies that are strongly represented in Hamburg. We can present staff with Dakosy's figures as a contrast. After all, fluctuation with us is minimal.

How have applicants' demands and requirements altered?

Greater self-confidence is noticeable at interviews. That reflects the belief: I can opt for any job I like. Statements are far less binding. Even shortly before a contract is signed, a refusal can arrive right out of the blue. Such short-termism, you could almost call it gambling, is now far more prevalent. People want to keep all their options open right to the end. That's something we just have to live with. ■

AIMING TO BOOST DIGITALIZATION
IN THE PORT OF HAMBURG:
PROF DR CHRISTIAN RENNER

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A port researcher 4.0

Sometimes an idea making the port more intelligent or more environment-friendly can start as something very small. To be more precise, that's true of the miniaturized electronics and sensor networks designed for future deployment in the port, both above and below the surface of the water. Christian Renner, 34, is a Junior Professor with a PhD in informatics. With his small team in its recently formed smartPORT research group, for over a year he has been engaged in research at Hamburg University of Technology (TUHH). In the new world of work in the port, his is an atypical profession, but all the more vital.

"To be honest, I don't like water that much," admits Prof Dr Christian Renner during a lecture at TUHH's first Maritime Night. For a young audience interested in technology, he tells of numerous experimental moves in an unconventional laboratory – a lake where his team is testing synchronization and self-localization of small, autonomous diving robots. Water is an element presenting an extra challenge, for example by not permitting normal radio communication. So Renner often tackles water as an element and its inherent disruptive factors. The idea is that at

a later stage, flora and fauna, ship noise and echoes should not distract the acoustically controlled diving robots, and to create technologies later suitable for use in the Port of Hamburg.

At his office on the TUHH campus in Harburg, the Hamburg borough south of the Elbe, Renner's daily work now has a lot to do with what everybody would associate with informatics: ones and zeroes, calculations, data measurements. He admits before becoming head of the smartPORT research group at TUHH's College of Excellence in April 2016, he

barely gave a thought to the Port of Hamburg. “I grew up south of Hamburg, where the port was naturally already in evidence. Of course you see the ships and the cranes when you cross the Elbe bridges – but there were no other points of contact,” he recalls. After studying and completing a PhD at TUHH on sensor networks with regenerative power supply, Renner was initially drawn to Lübeck. At the university there, he took over a project on underwater communication via acoustic modems. With this specialization, he then applied for the Junior Professorship at TUHH – this was also thanks to the open-mindedness of the Hamburg Port Authority (HPA), which co-finances the smartPORT research group. In its initial planning, HPA was primarily interested in research projects above the water surface. This was the lucky coincidence that actually brought Renner to the port: “The focus on underwater acoustic communication also created great interest among those responsible and indeed was one of the decisive factors in my coming back to Hamburg.”

A year later, Renner has made good progress in becoming accustomed to the port working environment. He needed to come up to speed on the ins and outs of logistics and the IT structures already in place in the port, and to grasp all the working conditions specific to the sector. Renner sees further immense potential for the port in the digitalization field: “For example, considerably more sensors could be installed in the port area. These would monitor environmental parameters and make it more sustainable and catastrophe-proof,” explains the young scientist. Renner and his team are certainly not short of ideas for new projects.

Right now, they are researching on two projects. The first is on WLAN-networked sensors and actuators, aiming to contribute towards digital linkage of infrastructure, machines, vehicles and containers. The second project, already mentioned, addresses the self-localization of autonomous diving robots designed at a later stage to systematically identify and report escaped pollutants in the harbour basin. This would represent a distinct advance on manually collected water samples. Funded by the German Ministry of Education and Research, the project is known as ‘MoSALK’ an acronym standing in German for Mobile Sensor Network for Autonomous and Large-Area Underwater Localization and Identification of Hazards in Ports and Inland Waters. That encapsulates the unwieldy full description. It also summarizes the philosophy behind HPA’s smartPORT initiative. This embraces many separate projects assembled in a puzzle and aims to make the Port of Hamburg more efficient, safer and more sustainable piece by piece.

As it is seldom possible to fall back on proven structures or modular systems, this frequently involves entering new territory technologically. Renner explains why the model of cooperation between business and science makes sense here in particular: “Our projects are in the first place of an exploratory nature. Unlike a commercial supplier, we do not require pre-defined commissions for projects. A tentative push in one direction from HPA, for example, suffices. In our university environment we can then be free, open-minded and relaxed in developing ideas, models and possible solutions.”

Prof Renner and his team wish to make the port a little smarter – piece by piece in the jigsaw

Whether and to what extent the preliminary developments by the research group are later implemented in the port as finished products will be decided at a later stage. Renner reports that his research group and port business are not yet always on the same wavelength: “As IT people, we are always interested in self-organized approaches – networks, for example, which carry out their tasks like a kind of black box, without any precise human awareness of how they do it. Companies, on the other hand, prefer as a rule to have their hands on the rudder.” This small conflict demonstrates that with the traditional port sector and innovative IT development, two worlds collide that require harmonization. That’s by no means a simple task, but feasible. With their research goals, Prof Renner and his team wish to make a contribution to this and to make the port a little smarter – piece by piece in the jigsaw. Now and in future, that makes research an essential element in the vast range of occupations in the port’s new working world. ■

Interactive Research Map Port Industry & Logistics

Not only TUHH, but other institutions too, are conducting port-related research. Jülich Research Centre maintains an interactive map facilitating investigation into research institutions and specialized networks with maritime relevance. For the “Port industry/Logistics” rubric, this features over 100 entries throughout Germany. (only in German language)



Details: <http://forschungslkarte.fz-juelich.de>



Can Xing & Co replace recruitment consultants?

Around 380,000 people work in logistics in the Hamburg metropolitan region, almost half of them in the City of Hamburg. This makes logistics Hamburg's largest employer. How do experts and senior executives find potential new employers in this large market place? Port of Hamburg Magazine has been talking to HR consultants in Hamburg.



Frederik Zitz,
Elmar Hertzog und Partner Management
Consultants

"In our business there is intense competition, and that's good," says Frederik Zitz. Together with his father Elmar, he is Managing Director of Elmar Hertzog und Partner Management Consultants, based in Speicherstadt, Hamburg's historic warehouse district. At the end of the seventies the company began to specialize in the logistics field. It was one of the pioneers in the sector. "In this business one needs a lot of expertise, experience,

perseverance and you need to put heart and soul into it," says Zitz. The pressure on his customers is high, the requirements for managerial staff are complex. "Predictability has rapidly decreased, which makes profitable work more difficult, especially in the investment sector. It challenges management, who must be able to handle the uncertainty, to perform and to support their employees. As if all this is not hard enough, digitalization, emerging with full force, is creating more uncertainty in the working world." Dealing with candidates and companies digitally is also one of the main themes in Egmont Piepiorka's daily work. He is 'practice leader' for the maritime sector at Marlière & Gerstlauer executive search in Hamburg. Founded in Luxembourg in 2010, the company opened a branch in Hamburg in 2014, from where they support customers in the technology, industry, service and finance sectors in Northern Germany.



With many years professional experience as a ship's officer and captain on board merchant ships, and formerly a member of management boards of shipping companies and agencies, Piepiorka analyses the consequences of digital change on companies and their staff. "Perhaps in ten years we will already be seeing the first ships sailing without crews, at least between the last pilot station in the port of departure and the first one in the port of destination. This of course, requires massive re-thinking in the shipping lines." Using a monitor, keyboard and mouse, a single captain could then almost simultaneously control a whole fleet of ships across



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Egmont Piepiorka,
Marlière & Gerstlauer executive search

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the oceans of the world. The problem: Many shipping lines, which still think in old hierarchies and structures, have difficulties today even in considering such scenarios.

In addition, HR expert Piepiorka has found a further trend: "The candidates' expectations for managerial posts in the transport and logistics sectors have changed so that business trips abroad, weekend and night work should be kept to a minimum. This means a rethink in the sector." Here digitalization offers extensive opportunities to both sides, for example working from home.

A growing mismatch between candidates and companies has been identified by Hans Delfs too. "Employers would basically like to see more flexibility and a more cosmopolitan attitude in the candidates," reported the CEO of Delfs & Associates, who have offices in Ballindamm, Hamburg. "Today, candidates take soft factors in a company much more into consideration than purely the remuneration. These include flexible working hours, child care and a good work-life balance." At the same time Delfs confirms the rapid change in all sectors of the transport and logistics

business that candidates and companies must take into account when hiring, e.g. the shipping crisis: "We all face a new situation and companies no longer automatically earn money, but must first prove themselves in an international environment. Candidates should understand that there are no longer guarantees. Those who do not understand and accept this will have a serious problem, both today and in the future, to find something to make them feel secure and happy.

Meanwhile, in the transport and logistics sector there is hardly a company that does not use digital platforms like Xing, Monster or Stepstone to find candidates for vacant specialist and managerial positions. Consultants agree on this: "Good HR consulting will play an important role, despite or because of the digital revolution. Good personal relationships between HR consultants and their customers and candidates cannot be replaced in the foreseeable future by purely digital processes," declares Zitz. "We search not only for the best specialist knowledge in a candidate but also cultural qualifications." His consultant colleague Hans Delfs takes a step further: "When perso-

nal consulting is correctly valued and carried out for both sides, it becomes ever more important, contrary to numerous anxieties. The job portals show vacancies, but not the opportunities, which first become apparent when the right candidate is at the right place at the right time. They certainly do not reflect the emotional reality that a job seeker or an employer would like." Egmont Piepiorka, of course, "uses social networks in the search for suitable candidates, but this is only part of our work." The greater portion is characterized via networking and confidential direct approaches to possible candidates. "Both of which are very, very time consuming: This is the work we take on for our clients."

In contrast, Bernd Vögele and Josef Schindler rely completely on digital job seeking. For their Internet job matching portal BirdieMatch, focussing on logistics professions, they have developed comprehensive algorithms, which compare skills and requirements and promise high success rates. "Increasing digitalization demands new ways for job placement through the Internet," reports Bernd Vögele. He is concurrently the CEO of the 'classic' Hamburg HR consultants, Dunkel, Vögele & Associates. "Of course, I have to admit a certain cannibalism to my traditional consultancy business." But with the new job matching portal he would like to address positions to the professional and managing level as a first step.

"With the expertise of more than 15 years' HR consulting in logistics we developed the job matching portal BirdieMatch, which asks detailed questions on qualifications, requirements and also candidates' and employers' personal expectations. The basic membership is free of charge for candidates and companies", stresses Vögele. For an active search or recruiting, he recommends additionally different chargeable premium packages.

The algorithms, specifically suited to the sector, work with more than 500 criteria. "This sets us clearly apart from other portals," adds Joint CEO and IT innovation expert Josef Schindler. "We are recruiting 4.0." Most of the relevant well-known job portals usually work with simple text recognition and key words, in Schindler's opinion. "These processes are becoming less suitable for job or candidate searches due to increasing English and internal job titles." Both make no secret of the fact that the principle behind BirdieMatch is oriented towards the principle of successful, proven dating sites.

Whether they work digitally or analogue, all HR consultants have one problem in common: Despite all efforts, the image of logistics business is still not positive. "Port operations is not attractive either for young professionals, which is completely unreasonable,"



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Hans Delfs,
CEO, Delfs & Associates

says Frederik Zitz, speaking from experience. "The general public is quite simply unaware of the innovation that is certainly present in the sector." Hans Delfs sees a similar picture and has found a reason for it. "Logistics in its widest form is still not seen by most people as future-oriented or as necessary. The reason for this is that it is not often covered in schools and universities." But it is really quite simple: "We just have to make it clear to candidates, what can develop from beginning as a shipping or logistics clerk, what a variety of jobs the sector can offer at an international level." Zitz summarizes: "Those who learn to value this metier seldom, if ever, leave it." ■



Bernd Vögele and Josef Schindler,
Joint CEOs, BirdieMatch

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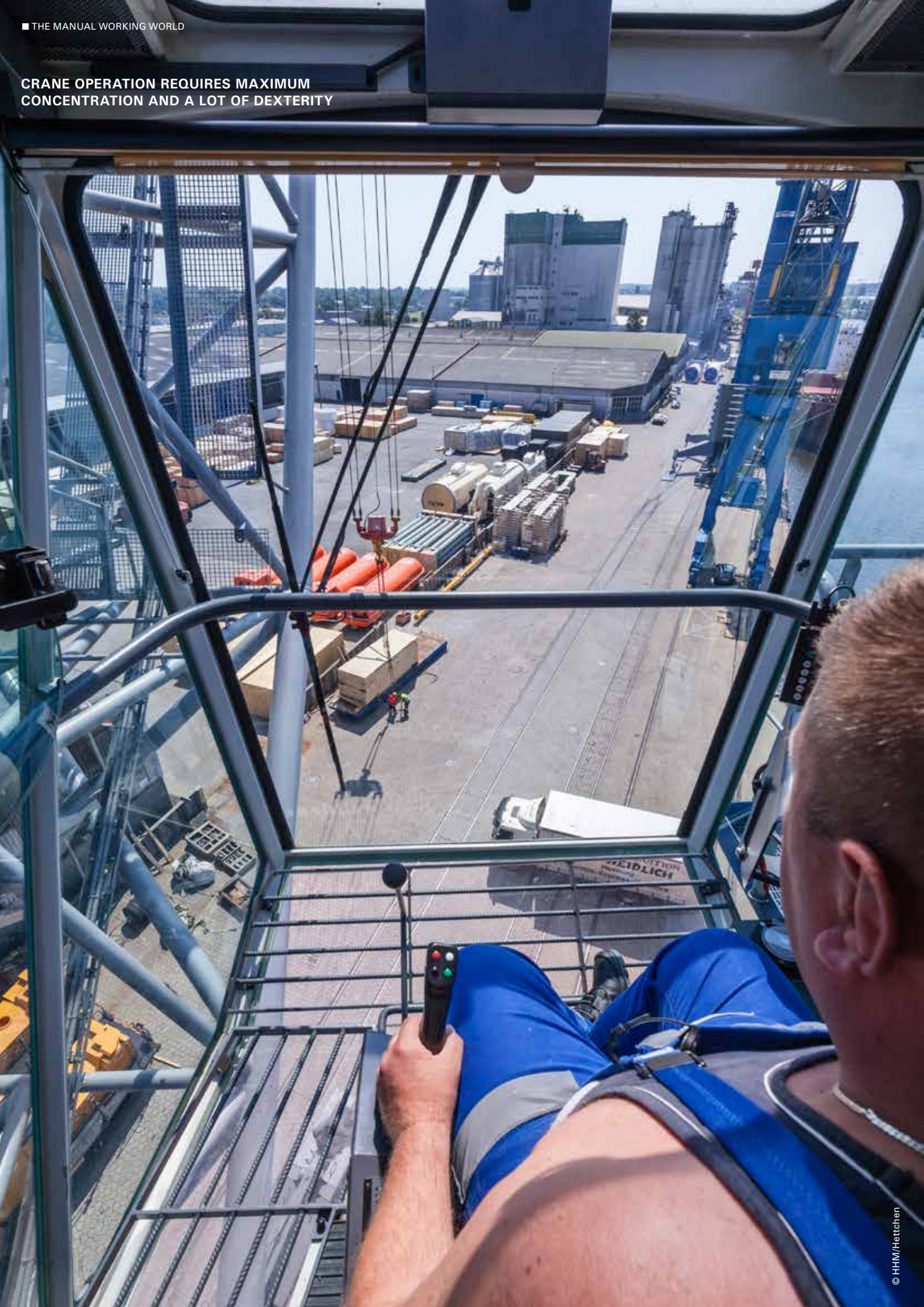
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Dock workers in demand as all-rounders

Any discussion nowadays of the Port of Hamburg involves terms such as ‘logistics masterpiece’ or ‘intelligent port’. For good reason, since at HHLA Container Terminal Altenwerder, for example, unmanned, fully-automated vehicles effortlessly move steel boxes weighing tons around the terminal. Logistics processes here are almost entirely automated, with containers seemingly being shifted by unseen forces. Workers taking a hand are barely visible at all here – yet demand for them is brisker than ever.

Where are the quartermasters, tallymen and stevedores, who for decades ensured smooth handling of cargoes in the Port of Hamburg? Have digitalization and automation of logistics processes made dockers extinct? Gerrit Küther responds with a decisive ‘No’. “This is by no means a development affecting all logistics operations in the Port of Hamburg. For conventional general cargo handling, especially, the human factor remains of tremendous importance. Handling bulky, out-of-gauge cargo mainly requires not just muscle power, but know-how and experience. Procedures cannot be automated here.” Gerrit Küther is Managing Director of ma-co maritimes kompetenzzentrum. For over 35 years, ma-co – maritime competence centre – has been training and qualifying staff for German seaports and logistics companies in Hamburg, Bremen, Bremerhaven and Wilhelmshaven.

Almost eleven percent of around 130,000 workers, whose jobs depend on the Port of Hamburg, work in the conventional general cargo handling field. Although that only represents an almost two percent share of the Port of Hamburg’s total throughput, the segment scores emphatically on its impact on employment. Whereas 1,000 tons of freight occupy over eight workers on conventional cargo handling, on containers the same volume does not employ even one. And this trend is continuing. There’s still upward scope with the automation of container terminals – fully automated container handling is actually in operation in Rotterdam, while a trial is being planned for Wilhelmshaven. This development will be at the expense of dock workers.

Gerrit Küther is not fazed by such prospects. “Manual workers are in great demand in Hamburg. Candidates are desperately sought for port-related services and traditional warehouse logistics. Here there’s a real battle to secure good workers,” says Küther. A glance at the Jobs Exchange at the Federal Employment Agency confirms the Hamburg logistics sector’s need for workers. A search request for Warehouse Logistics Specialist vacancies produces well over 200 responses. Here

“Manual workers are in great demand in Hamburg. Candidates are desperately sought for port-related services and traditional warehouse logistics. Here there’s a real battle to secure good workers.”

ma-co comes into the picture. This training centre is in direct contact with its numerous clients among employers and is aware of how badly they need staff. “We only run training courses for job seekers or re-trainees once we have reliable recruitment assurances from the customers. At the end of every vocational training course, there’s therefore a job for the participant – we are proud of that,” says Küther. Among the centre’s clients are port and cargo handling companies, distribution centres, container packers, forwarders, hauliers and shipping companies.

Running specific courses to train staff in German seaports is also on the German government's agenda. The National Ports Scheme agreed by the government in 2015 provides for German seaports to further strengthen their role in powering jobs. To achieve that, the Federal Employment Agency will subsidize specific qualification of 1,000 workers as skilled operatives for employment in the ports. That's fine for ma-co, which with its further training programmes leading to 'Hanselogistiker' or Warehouse Logistics Specialist qualifications runs matching courses. The condition for attendance is a training voucher issued by a Jobcenter. Cooperating with the Employment Agency, ma-co annually qualifies over 200 people in Hamburg alone. "The jobs in the manual area are varied and stimulating. For many people, they also open up prospects of a successful career. Companies don't simply scrutinize exam grades, but above all they seek commitment and special knowledge. However, virtually all these jobs require physical fitness," says the head of the training centre. ma-co imparts the essential

specialist knowledge for students at its training facilities. Sven Hock, Operations Manager at the Hamburg Centre, is in charge here. "We provide training for the blue-collar trades. Our guiding principle is therefore: As much theory as essential, but as much practical training as possible. We aim to present jobs hands-on and realistically. Our training location is ideal for this and indeed unique," says Hock. Handling equipment of all kinds is available on site – from forklifts of various sizes up to a dock-side crane. Only a container gantry crane is lacking, since ma-co was refused leave to erect one under the Köhlbrand Bridge.

A glance at operations in the Port of Hamburg shows that with the development of container shipping and global world trade, job profiles in the port & logistics sector have changed for the long term – away from specialists and towards all-rounders. "Manual workers in the port are nowadays multi-functional operatives. They must flexibly fill a great variety of roles, and on top of that communicate with the customer, even in English," according to

Logistics needs workers – an opportunity for refugees

The logistics sector has suffered from a shortage of skilled workers for some time. A survey by the BVL – Global Supply Chain Network – indicates that around 75 percent of logistics companies have difficulty in filling vacancies. That's an opportunity for refugees. Many firms and organizations are meanwhile working together to facilitate quick access to jobs, internships and traineeships for people who have fled to Germany. One project is Live Logistics Day hosted by Logistics Initiative Hamburg and the Ministry of Economics, Transport & Innovation in December 2016. At Hamburg logistics and cargo-handling companies, around 30 young people from Afghanistan, Eritrea, Somalia, Syria and the Dominican Republic are being given a graphic introduction to careers such as forwarding/logistics clerk, warehouse logistics specialist, trucker, or container gantry crane operator. Under the slogan 'Now for forklifts and cranes', the students, mainly in the 17-18 age group, are receiving information on training courses and prospects in the logistics sector at ma-co's training centre.



© Logistik Initiative Hamburg

Hock. In the last 40 years traditional jobs such as quartermaster, tallyman and stevedore have gradually changed, some even vanishing. It is now usually port logistics specialists who are masters of cargo documents, loading/discharging vessels and running warehouses.

So how does digitalization influence the world of blue-collar work? The fact is that there's no avoiding digitalization that is in full flow. For ma-co too, digitalization of the working world is a fascinating topic: "In future we shall need to create laboratory situations to enable us to demonstrate IT processes at terminals and at companies and to adapt our training program appropriately," says Küther. Sven Hock is also confident that in the next few years work in the manual area will be subject to more control. "Something conceivable, for example, is the increased use of mobile end devices at work," says Hock. Yet the human resource will continue to be an important element for the port & logistics sector. The two men are sure of that. ■



Correct handling of forklifts is just one of the many training modules offered by ma-co



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Jörg Nobis inspects the defective cooling unit



The substitute container smells musty and is dirty - unsuitable for foodstuffs

Surveyor: A life of daily surprises

A grim, grey morning somewhere in the Port of Hamburg: Below a truck loading ramp, Jörg Nobis is scrutinizing the generator set of a 40-ft container. This is said to be defective. He's had no other details from the customer, a liner shipping company, except for location, inside temperature, box number and contents, that's all. "It's quite normal for us to hear nothing else, and that's what makes the job so intriguing. We never know what to expect."

Nobis is an inspector, a surveyor, or an expert witness There are many job descriptions. He and his colleagues working for Captain Förster use the official term "independent nautical-technical expert". The reefer container has registered a fault. This need not necessarily mean cargo damage, but it could be a case of inadequate cooling, very undesirable since it involves 37 pallets of chocolate. These should be kept at a temperature of +14 °C and 65 % humidity. So the shipping company is making sure by commissioning an inspection by Captain Förster.

There's no apparent damage to the exterior of the box, and the seal is also intact. The generator set also looks in order. "In this case I shall recommend the client to have the alarm protocol read digitally." And then things start to go wrong. For inspectors, nasty surprises are part of their everyday routine. The substitute container, due to be stuffed with the cargo for shipment to the Mediterranean, has not been cleaned. It smells musty and the floor is covered by a greasy film. "Unsuitable for transport of

foodstuffs," says the graduate deck officer, meaning that a fresh empty container must be fetched.

Shortly afterwards the basic cargo inspection follows. Then comes the next surprise. The chocolate has not been palletized at all, as notified, but simply stuffed into the container in cartons. "So much for re-packing. Done manually, that would last at least three or four hours. Today, Christmas Eve, the warehouse simply doesn't have the staff available," says Nobis. He immediately calls the shipping company, which is not too happy. "That will naturally delay shipment."

Nobis opens several sample cartons. There are fortunately no more surprises, the contents are undamaged and in perfect condition. So the chocolate remains in the defective reefer box for the moment, until it can be re-packed. Nobis: "Matters will only become critical if it gets too warm, and that's not to be expected at this time of year. Or else when temperatures fall below freezing. Chocolates with cream filling really hate that."

Now 41, Nobis has been with Captain Förster as an expert for eight years now. Like his colleagues, he studied at nautical school and served at sea. That's a basic requirement for Captain Förster, since expertise needs to be acquired through "learning-by-doing". New entrants start by accompanying experienced experts. Then they start by doing minor inspections until at some point they are able to handle larger cases. Nobis: "In this profession the learning curve



© HHM/Julia Delfs

The sampling controlled cargo is undamaged and in perfect condition

never ends. Every job is different. Sometimes it can be like detective work: What occurred, when and how? And that can be really fascinating."

These experts are commissioned as a rule by shipping companies, ship charterers and underwriters. Apart from cargo, they frequently need to consider matters relating to the ship itself. "It's not necessa-

rily always a case of damage when we are summoned. We are also called in for bunker surveys, for example, to simply determine the quantity of fuel on board a ship going out of charter or being re-chartered."

There's no question though, naturally it's the major damage events such as collisions, running aground or fire that are really gripping. These can prove a real challenge. "When a ship caught fire last year in the Port of Hamburg, we were in action for four days continuously. Working shifts, we constantly monitored the job of extinguishing the blaze," says Nobis.

This is also the only aspect that the Hamburgian would see as a disadvantage about his job. "We offer a 24/7 service and are accessible to our customers around the clock. Anybody on call must from time or time go off at three in the morning, or in the early hours of 1 January. All the same, anybody who has been to sea will be familiar with masses of unwelcome working hours. So the occasional night shift doesn't even rate a mention." ■



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A port worker looks over the railing at the ships in Hamburg Niederhafen from the Überseebrücke



Port work in the age of handcarts and claw hooks

Just as much as in the past, the port rightly earns its name as a job provider, playing a decisive role in added value for the whole German economy. The scope of activity has evolved continually and is now much more complex.

About 100 years ago the Port of Hamburg had around 23,000 to 24,000 dock workers. Their work focused on stowage, stevedoring, quay handling, port shipping, warehousing and warehouse management, as well as cleaning and ships' chandlery. For the port workers the most important attribute was physical strength. In the form of muscle power, in the times before containers, reach stackers and van-carriers, the goods had to be handled by strong hands. Typical tools were handcarts, dockers' grips and hooks.

Characteristic for port work were the comparably limited qualifications needed, the irregular job availability and working hours, in addition to ever changing job locations. The dockers learned on the job. During the course of their working lives it became routine for them to handle a wide variety of tools and cargo. The roots of port work still characterises the image of the port and its workers today, with their ability to tackle so many varied tasks. Much of the terminology, many sectors and some jobs/professions survive today in the modern port. A few key terms for a nostalgic look back at the work done in the Port of Hamburg ...

STEVEDORES AND LONGSHOREMEN

Derived from the Dutch word 'sjouwer' meaning 'heavy work', the old German term 'Schauermann', in English is, longshoreman or dock labourer. He was responsible for loading and discharging the ships. The job began in the mid-19th century with the beginning of liner shipping, when it was no longer possible for the ships' crew to discharge the cargo alone. The longshoremen carried coffee, flour and sugar sacks weighing up to 100 kilos and bulky bales of rubber weighing 110 kilos. By the end of the 19th century the Port of Hamburg employed around 10,000 dock labourers. In German we speak about 'Stauer' in English 'Stevedores', and today there are still six stevedoring companies with around 500 employees doing this work in Hamburg. As in the past, this area of operation requires muscle power, but involving more and more technology and brainpower.



A port worker using a handcart to transport a large bale

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Quay warehouse A – where the Elbphilharmonie stands today – once a store for sacks of coffee beans. Here a storeman uses portable scales



HIRING AND PAY

In ports all over the world hiring was done in a similar way. Port workers gathered early in the morning at a particular place and the foreman selected men for his gang. In Hamburg this often took place in port pubs. The shipping company intermediaries had a responsible person, the 'Baase' or foreman. This process was wide open to corruption and port workers saw themselves as forced to use part of their wages for paying bribes to the foremen. After the major port strike in 1896/97 long-term jobs were also offered in the Port of Hamburg to win the loyalty of the workers and encourage them to identify with the employers.

The development of the Port of Hamburg was very typical after World War II. Even today many people in Hamburg still remember the announcements on the radio, calling for casual labourers to help in the port. They registered at the state labour office hiring location between Rödingsmarkt and Baumwall and received their job instruction cards. In Speicherstadt, the port's traditional warehouse district, full barges cast off to take the workers to the port. Employees received their wage packets on Thursdays. The casual labourers could exchange their

wage chits for cash at the pay office in the port daily. It was said that these wage chits were accepted as payment in port pubs. At the same time Hamburg politics and the responsible trade union (ÖTV) decided to pay their workers port tariffs, in line with an improved social organization of the port work. This was introduced in 1951 with the opening of GHB - the port operations company, which is still today the recruitment agency for the Port of Hamburg.



Loading cars before we had RoRo vessels. Port workers secure a Beetle, before it is lifted from the goods wagon into the hold



Banana bunches are transported by conveyor belt from the warehouse to the loading ramp of a freight train. At the same time they are tested for quality

THE SCHIETGÄNG' ' DOING THE DIRTY WORK

The name 'dirty jobs gang', is sometimes a source of amazement, but it describes a group of port workers. The 'dirty jobs gang' were responsible for cleaning the ships. They had to do the dirty jobs after the ship was discharged. The origin of the German word 'Schietgäng' lies in the mid-19th century. When sailing ships were displaced by steamers their boilers had to be cleaned. The clinker deposits had to be removed by hitting the boilers with special large hammers.

15-MINUTE BREAK - FOFFTEIN

A Low German term firmly established in Hamburg. Cafés use the name 'Fofftein' and even a brand of chocolate has the same name. The term means to take a well-earned 15-minute break. Word of mouth says that the name originates from the short break that was allowed after 15 sacks had been heaved out of the



Quality control, a cooper checks cotton cargo



Fofftein! Port workers take a 15-minute break while loading a freighter

hold and successfully discharged. The foreman shouted 'Fofftein' and there was a work break. Or to be more exact then it was time for the 15-minute breakfast break. Today 'Fofftein' is used for any work break even if it lasts more than 15 minutes.

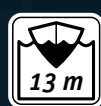
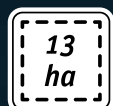
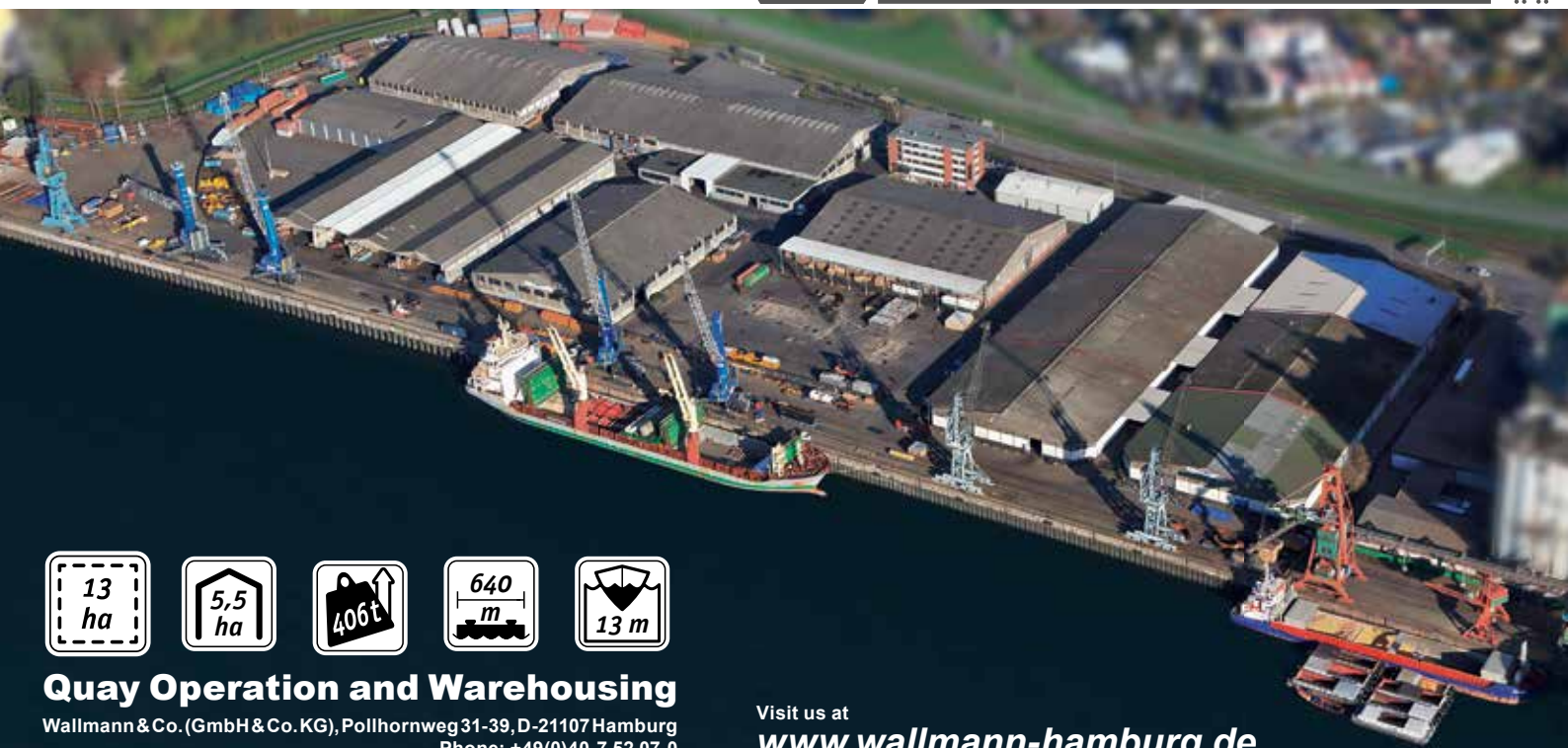
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The marine police training centre invests regularly in cutting-edge technology. Altogether, four of their own ships' bridges with ECDIS simulators are available for training



On patrol: Marine Police Training Centre Hamburg

They ensure law and order throughout the port: Hamburg's marine police. In the middle of their deployment zone, surrounded by handling companies, quay installations and the Veddeler Damm marshalling yards, is Germany's only marine police training centre. Since September 1945 marine police officers have been trained here, in the meantime for the whole of Germany. Some 500 officers are serving in Hamburg alone, federally there are around 2,800.

In a three-month specialist course the police officers are prepared for their future marine police tasks, specializing in either inland or coastal waters, depending on the federal state and department. Their duties are diverse, especially in Hamburg. Since, with in excess of 8,000 ship calls annually, the Port of Hamburg is Germany's biggest freight handling hub. It is also the meeting point of sea and inland waterways. This means a whole palette of tasks and challenges for the officers.

Developing good people, who really know what they are doing: That's the aim of Hermann Martin, the principal of the marine police training centre. He himself sailed round the world as a nautical officer before becoming a marine policeman in 1982. For many years

having a seafarer's licence was a precondition for serving with the marine police. Today this is still gladly seen, but no longer a must. However, having gone through classic police training is a must, since this provides the basis for service in the marine police. What many people do not know: When needed marine police officers are deployed on normal police duties, e.g. for major events.

Training begins at 7:30 sharp. Taking various state laws into account, the syllabus includes: environment protection, ship technology, international/national shipping law, marine radio and much more. After the specialist training, the marine police officers deployed throughout the country return to Hamburg repeatedly for further training and specialisation. "We annually

train 1,200 participants in the most varied areas, from securing cargo via dangerous cargo and environment protection to investigating marine accidents,” says Martin. In the training rooms on Veddeler Damm are cutting-edge simulators. Here the participants learn to navigate using radar or ECDIS, an electronic sea chart. In the building, there is an engine-room too, to train the officers in the necessary use of ship engines and equipment. There are no longer any problems finding applicants for the marine police. “The officers are offered a wide-ranging, stimulating set of tasks,” says Martin. “In Hamburg, above all, it is the workplace in the port that is attractive for the officers. Hamburg is an important international cargo-handling hub, and we are right where the action is.” Whether Hamburg, Saxony or Rhineland-Palatinate – what all marine police officers have in common is their love of water. ■



© HHM/Julia Delfs

Other authorities, too, use the marine police training centre for in-service training: In the engine-room workshop marine customs officers deepen their knowledge of ship technology



Further informations: (only in German language)

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A man in an orange high-visibility jacket is seen from the side, looking out of a window in a ship's control room at night. The room is dimly lit, with light coming from the window and some equipment. Another person is visible in the background, also working.

Reform needed for upcoming pilots

They are in action 24/7. They know every class of ship, have refined nautical skills and know the waterways like the back of their hand: The maritime and harbour pilots perform the significant task of safeguarding pilotage waters. And yet, slowly, there may not be any upcoming pilots. An independent pilot training programme, free of any influence from shipping companies' HR policies, aims to counteract this in good time, sustainably improving the vocational training situation.

Being a pilot is one of the most responsible jobs in shipping. In Germany currently some 820 maritime and 100 harbour pilots regulate shipping traffic, ensuring that it flows smoothly and safely. Almost 300 of them belong to the Elbe pilots' brotherhood – one of the oldest and biggest pilots' associations worldwide. It is the task of the Elbe pilots to ensure the safety of shipping between the German Bight and the Port of Hamburg. For this reason, this important job requires a high level of quality plus real know-how and experience. The entrance qualification for this advanced training course to become a

pilot is the highest nautical or maritime traffic licence as well as two years' experience as a ship's master or first officer. The advanced training programme as a maritime or harbour pilot lasts eight months.

Currently, however, there are few applicants wanting to become pilots. This is because the number of German captains and ships officers has declined in recent years. In the course of the shipping crisis, shipping companies have trained fewer shipboard personnel, increasingly relying on foreign manpower. This source can only be tapped up to a point, because

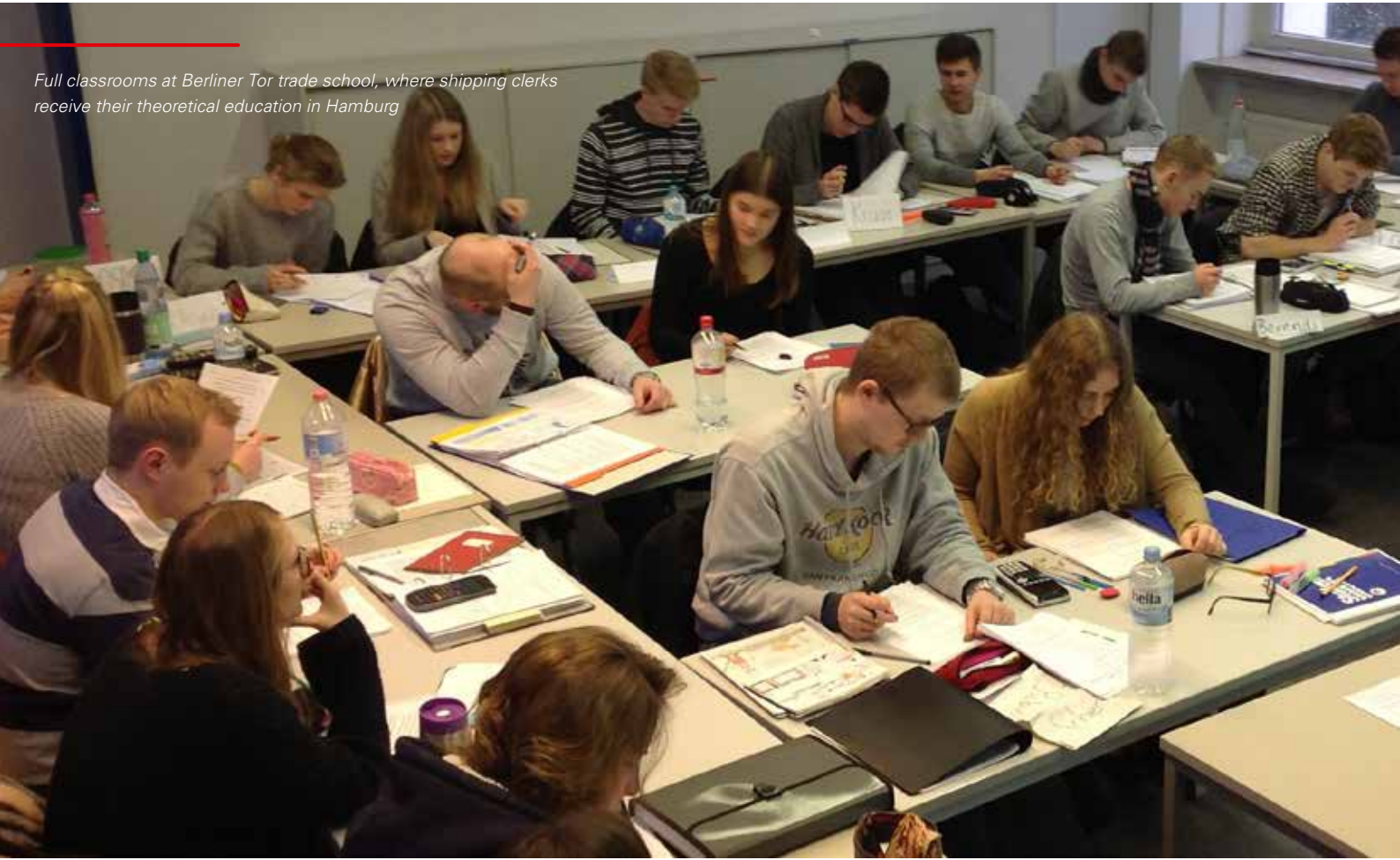
the task of safeguarding pilotage waters requires a firm grasp of German. Shipping may be international, but for day-to-day traffic trouble-shooting in pilotage waters, or in case of emergency, seamless communication, for example with pleasure craft skippers or the local firefighting units, must be guaranteed. This means that action is needed to ensure the next generation of qualified pilots, since the Elbe pilots' fraternity reckons that one third of them on the Elbe will retire by 2030. Manning levels in the other six maritime pilots' brotherhoods reflect this. This means not only shrinking manpower, but also a loss of valuable pilots' expertise and experience. For these reasons the German maritime pilots are calling strongly for a reform of pilot training to prevent any bottlenecks in the future. On behalf of the Federal Ministry of Transport and the General Waterway and Shipping Directorate (GDWS) a working group chaired by the GDWS has been set up to develop alternative maritime pilots' training programmes. Naturally, the Federal Chamber of Pilots are mainly involved, but the Hamburg und Bremerhaven port pilots' brotherhoods are also participating. Neither is a member of the Federal Chamber, but they do cooperate closely because of their largely common interests. In contrast to the maritime pilots, the various federal states are responsible for the training curriculum and certification of harbour pilots.

The working group is essentially planning to relax the entrance conditions for training as a maritime pilot, no longer tying it to two years' experience at sea as a master or first officer. This approach comes from the exception applying for the western sector of the Kiel Canal: Those holding the highest nautical captain's licence do not need to have two years at sea in order to start training as a pilot.

Ben Lodemann, elder of the Elbe pilots' brotherhood comes to the point with a comparison: "If you are looking for bus drivers, but hardly anyone has a normal driver's licence any more, then you have to do the training with and on a bus." Graduates could be trained as pilots in their own pilotage waters, integrating the ship simulator more, as well as training for specific situations and intensifying training on the job. As yet, there are no concrete proposals from the working group, but results are expected this year.

The highest priority for the profession of pilot is, and will remain, ensuring quality regardless of the changes made. A change to the entrance qualification can only be compensated for by the duration and content of pilot training. "There can be no compromise on safety. We have to actively structure the way ahead, ensuring our quality level. Even if that means being patient," explains Lodemann, pointing to necessary changes in the law triggered by a vocational training reform. ■

Full classrooms at Berliner Tor trade school, where shipping clerks receive their theoretical education in Hamburg



Training as shipping clerk remains attractive despite crisis

In Germany's largest universal port some 4,000 qualified shipping clerks are employed, according to Hamburg Shipbrokers' Association – VHSS. They work for liner agencies, freight brokers, clearance agents, as well as purchasing and sales brokers. However, before obtaining employment in shipping, they receive customized training. Far more than half of all qualified German shipping clerks completed their dual education programme in Hamburg. Despite the ongoing shipping crisis, last year 306 vocational training contracts were signed throughout Germany, no less than 184 of these in Hamburg.

With numerous companies based there, even in a difficult market environment the shipping hub on the Elbe continues to offer good vocational training and employment opportunities for shipping clerks. "We realize that the dual education figures have been generally declining for years in Germany. In the boom years before the financial and economic crisis that impacted the shipping industry too, too many young people were trained in this sector. Today's dual education figures are now levelling off at a stable, aligned HR/market rate," says Dr Alexander Geisler, managing director of Hamburg Shipbrokers' Association.

Even if, in Dr Geisler's opinion, there is currently no fundamental problem in finding upcoming candidates,

other noteworthy developments are at play. He points out that today almost 90 percent of trainees have a very good educational level, satisfying entrance requirements for both standard universities and universities of applied science. Compared to other professions, this demonstrates the high benchmark set by companies offering dual education. "This high entrance level is to be seen positively, but also means that, for many, vocational training is 'only' the first step in their career and that after qualifying they will often leave the company to go on to study or to do another dual education program," says Dr Geisler. In the meantime numerous companies have reacted to this development, offering suitable candidates career develop-



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ment opportunities with the aim of higher employee retention.

One challenge for shipping is that the number of school leavers is decreasing, leading to an increase in competition for candidates with other industries. "To acquire suitable candidates, the companies providing dual education need to attract greater attention to their sphere of activity and to present enquirers with their potential career pathing," says Dr Geisler.

It is extremely gratifying to see the sharp rise in the ratio of young women in recent years. According to Dr Geisler they now make up 40 to 50 percent of the trainees. This demonstrates that the shipping industry is not just an old boys' club. In the future international cargo will continue to be transported by ship, so the shipping industry reckons with ongoing stable demand for well-qualified shipping clerks. Even now, in the middle of the crisis, successful graduates still enjoy good opportunities of becoming long-term full-time members of staff. Because of its high quality, this qualification enjoys a high reputation internationally. Newly qualified shipping clerks therefore have real opportunities 'to go international'. ■



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PETER PICKHUBEN'S PINBOARD



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SHIPBOARD WORK EXPERIENCE: VDR'S HOLIDAY VOYAGE PROGRAM

An internship for those still at school? Meaning a few weeks spent looking over people's shoulders in an office? Not so, if it means serving a spell at sea. The German Ship-owners' Association (VDR) offers placements at sea with its member shipping companies. How is life on board? Shall I be seasick? What's it like living at close quarters with colleagues? Is it the bridge or the engine-room for me? Shipboard work experience offers a unique insight into an unusual job environment. It also gives participants the opportunity of making a carefully considered decision for or against a career in shipping. VDR offers a holiday voyage program for school students aged at least 16 from non-vocational schools. The trip can last for just a week or the entire holidays, and can be aboard tugs, ferries or large containerships. For further details, internship reports and the conditions for an internship afloat, see <http://ausbildung.reederverband.de> (only in German language).



© VDR

Film tip: What does a port logistics specialist actually do?

ARD's alpha educational channel broadcasts a series 'That's what I do' – 'Ich mach's!' – introducing a number of training professions of widely different types. Now the port logistics specialist has been spotlighted. Filming naturally took place in the Port of Hamburg. Along with many others, job portraits related to the transport and logistics sector such as port & inland waterway skipper, professional trucker, railway worker, warehousing specialist, forwarding and shipping clerk can be found at www.ard-alpha.de/ich-machs (only in German language).

Portrait of a port logistics
specialist





WORKING IN THE PORT: INFO-BOX AT PORT BIRTHDAY

The port: Sweating dockers and hard labour. At this year's Port Birthday between 5 and 7 May, Port of Hamburg Marketing and its member companies will be demonstrating why this image is way out of date. Near Niederbaumbrücke/ Wilhelminenbrücke, among the exhibits from HPA – Hamburg Port Authority and Hamburg Warehouse Managers – or Quartermasters – will be a specially fitted 40-ft event container showing just what working in the port means nowadays. Innovative technology and processes networked worldwide now shape a large number of career profiles and promise a host of different tasks. For interested students from schools and universities, potential candidates and late entrants, a team of contacts from the port sector will be on hand to answer questions on career prospects and working in the port.



MARITIME LOGISTICS IN THE CLASSROOM

At the start of the 2017/18 school year, the Logistics Youngsters project at Hamburg's Wilhelmsburg District School will create the first-ever specialist classes in maritime logistics. Along with its partners 'ma-co maritimes kompetenzzentrum' and Logistics Initiative Hamburg, the school will start to familiarize the members of two 8th-year classes with relevant maritime logistics material by providing them with practical, near-the-job experience. Over a three-year period and with help from companies in the port & logistics sector, the aim will be to create a realistic link with everyday logistics, and open up the best possible opportunities for starting work in this field for the youngsters. Specialized class projects already implemented serve as a model, one example being the Shipbuilding & Port classes, where crafts skills are to the fore. Supervised by honorary mentors of the Hamburg Port Museum, these have the young participants building a traditional dinghy.



OFF TO MUNICH FOR **transport logistic 2017**

The world's largest trade fair for logistics, mobility, IT and supply chain management, transport logistic in Munich, opens on 9 May. Port of Hamburg Marketing (HHM) will naturally be there again. Cooperating with Hamburg's Logistics Initiative, HHM is organizing the 950-sqm Gateway Hamburg stand, showcasing around 50 co-exhibitors from Hamburg and the Metropolitan Region. To name just a few, HHLA Hamburger Hafen und Logistik AG, HPA Hamburg Port Authority, COSCO Shipping Lines and SACO Shipping will be among them. We are especially glad to have the shipping company DAL Deutsche Afrika Linien and TCU, experts in intermodal seaport-container-rail transport, as first-time exhibitors on our stand. Naturally we shall be hosting the traditional reception there on 10 May.

Among those expected are representatives of the City of Hamburg, local business, and the port & logistics industry. Rating special mention is transport logistic's Careers Day on Friday, 12 May. This gives the upcoming generation the chance of meeting potential trainers and employers in person and briefing themselves on job profiles, training programs and career opportunities.

We look forward to seeing you on the Gateway Hamburg stand in Hall B3, Stand 209/310.

Both in advance and during the event, you can find many further details of exhibitors and our program on our trade fair web page:



www.gatewayhamburg.org



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Credits

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