

Summary B2B LOCO Brokerage event Croatia

28.4.2011

“Transport and logistics SMEs:
Cooperation and competition”

Grand Hotel Adriatic
Maršala Tita 200, Opatija
Croatia

List of Annexes

Annex 1: Internal study

Annex 2: Invitation letter (separate file)

Annex 3: Participants list

Annex 4: Final Agenda (separate file)

Annex 5: Presentations: <http://www.b2bloco.eu/events/opatija/index.html>

Annex 6: Additional working material:

1. Pictures: (to be possibly inserted by Michal)

List of Presentations

1. B2B LOCO online Brokerage tool, Mr. Balazs Barta (PBN, Hungary).
2. B2B LOCO FP projects data base with selected success stories, Mr. Michael Gogas, Civil Engineer – Transport Engineer MSc (Aristotle University of Thessaloniki B2B LOCO team, Greece).
3. Research for the benefit of SMEs, Ms. Marijana Ćutuk (NCP Croatia, Croatia).
4. Enterprise Europe Network, Ms. Marijana Ćutuk (NCP Croatia, Croatia).
5. Cooperation with SMEs within the competitive environment in Slovakia, Mr. Branislav Horansky (FedEx / ReMax, Slovak Republic).
6. ECO DRIVING: Underutilized potential for lower fuel consumption of road transport, Ms. Katja Hanžič (UNI-MB, Slovenia).
7. Cooperation between group of manufacturing and transport enterprises in the sphere of transport processes – DiSCwise project, Mr. Marcin Hajdul (Institute of Logistics and Warehousing, Poland).

8. City logistics: Horizontal cooperation in urban freight delivery, Mr. Veselko Protega, M.Sc., Senior Lecturer (University of Zagreb, Faculty of Transport and Traffic Sciences, Croatia).
9. La Log - Medium sized enterprise: Leading in coordination of Croatian transport/logistics SMEs, Mr. Darko Vukadinović (La Log, Croatia).

Minutes

On 28th of April 2011 the 3rd B2B LOCO Brokerage event entitled “Transport and logistics SMEs: Cooperation and competition”, organized by the Prometis Ltd. (Croatia), was held in Opatija city, Croatia. The B2B LOCO (Baltic-to-Balkan network of logistics competence) project is funded by the European Commission Seventh Framework Programme (FP7).

The 3rd B2B LOCO Brokerage event “Transport and logistics SMEs: Cooperation and competition”, as well as the accompanying 2nd B2B LOCO Workshop under the same title, was devoted to the very current issues of balancing the cooperation and competition forces and trends among transport and logistics SMEs (small and medium sized enterprises) and SMEs in other activities with significant transport and logistics needs. Both B2B LOCO events were organized on similar platform: Transport and logistics SMEs coordination is observed under the frame and guide of the relevant past and present European Union FP projects and their results as well as the EU policy and initiatives toward more efficient SMEs development, including building the regions of excellence based on SMEs and other players clustering. The aim of the Brokerage event has been to examine and show the ways and benefits of horizontal collaboration between SMEs and between SMEs and big enterprises, including the partnerships with state and local authorities and RTD communities. Through the exploration of the horizontal coordination of transport/logistics SMEs, other B2B LOCO goals should be achieved, like transport knowledge and new technologies information dissemination, and especially the EC FPs projects best practice proliferation, in order to better prepare transport and logistics SMEs to participate in Framework Programme projects.

The agenda of the Croatia Brokerage event contained two parts, with addition of common dinner: a) First section with five presentations and discussions after each presentation; b) Second section with four presentations and respective discussions. After-brokerage common dinner purpose was gathering the participants of the Croatian Scientific Society for Transport (HZDP, Croatia) symposium “Transport Systems 2011” and participants of both B2B LOCO Croatian events to establish and deepen contacts between themselves, in order to create better conditions for building SMEs partnerships to work on FP projects.

Mr. Franjo Mihoci, moderator of the Brokerage event, with assistance of Mr. Dinko Kopic (both with Prometis Ltd., Croatia), opened 3rd B2B LOCO Brokerage event delivering the welcome speech.

In the introductory presentation of the Brokerage event, titled “B2B LOCO online Brokerage tool”, Mr. Balasz Barta (Pannon Business Network, Hungary) presented one of the several pillars of the B2B LOCO project. The goal of the B2B LOCO Brokerage tool is user friendly brokerage platform serving as an online network for transport and logistics companies, other industries SMEs and their clusters. It is implemented in English to achieve maximal international usability. The tool offers: Registration to the B2B Loco website; Registration for

Brokerage Events; Introduction of logistic companies; Registration of offers and demands. B2B LOCO online Brokerage tool enables communication between all participants to achieve business goals in offering and demanding products and services and in partners finding. B2B LOCO has been giving the whole free support to all SMEs in their efforts and needs to register as easy as possible - the registration is required because of security reasons.

Second presentation, "B2B – LOCO FP projects data base with selected success stories", presented by Mr. Manos Anastassios (AUTH, Greece), was about description of work and presentation of results of B2B LOCO project data base, another B2B LOCO project pillar. The B2B LOCO FP projects data base has been established with two core tasks in mind: Identification of most crucial FP and other EU projects with solutions in the sector of logistics and transportation and Identification of SMEs implementing the most innovative project results in practice. There were four successful projects presented. The first, **SMART – Container Management**, deals with added value for SMEs meaning a) Development of an interoperable single window platform for container security devices, giving the support to the penetration of this technology providers to transport and logistics industry; b) Development of a service platform available to SMEs in the logistics industry with several value added services that allow them to monitor the operations of the global supply chains in real time and in efficient way, thus supporting the 'entry' of SMEs in the global logistics chains. **PREVENT** brings numerous benefits to the economy and society and still has the following impacts: a) Enhancement of highway repair and of maintenance worker training personnel training skills, with state-of-the-art educational tools, technical material and knowledge regarding the appropriate ways to position temporary traffic controls and divert traffic around work zones, completely minimising the potential for accidents; b) Provision of assistance to driving instructors in acquiring new skills and tools; education of drivers on work zone safety and driver behaviour; c) Objective of educational program: alert drivers as to what to expect and how to behave as they approach a work zone; minimization of their perception-reaction time and aggravation and reduction of accident risk. By **POET** project benefits admitted to have been achieved are: a) Promotion of actions concerning the transmission and reception of information, regardless to distance, at a relatively low cost; b) Introduction of Information Technology to new businesses and enterprises in order to mitigate the adverse impacts of the transport development; c) Understanding of the impacts of e-Economy on the changing use of transport and related infrastructure and assistance to the planning of such resources over the decade up to 2010; d) Provision of basis for more successful implementation/promotion of innovative transportation and telecommunication technologies for making cities more competitive through more effective transportation system, alleviation of negative side-effects (e.g. congestion, air pollution) and improvement of healthier living environment. In the end, **FRETIS** as an example of selected successful FP project, was chosen to show how the integration of services provided at freight terminals (especially ports), rail and vehicle stations can bring benefits to transport industry and community.

"Research for the benefit of SMEs", presentation of Ms. Marijana Ćutuk (NCP, Croatia) for one of the main objectives of FP7 points out the support to the competitiveness of European industry, 99% of which consists of SMEs. The aim is to improve the capacity of sub-programmes of research and innovation of European SMEs, to encourage SMEs to research the needs of European industry and the development of new technologies and markets. The aim of the competitiveness raising is networking, the adoption of up-to-date technological knowledge, outsourcing of research activities and reducing the gap between research and innovation through collaboration at the European level. It is important to emphasize that "Research for the benefit of SMEs" is not a suitable instrument for SMEs own short-term problems, but helps to increase the technological level of enterprises and access to international networks, in order to solve common or complementary technological problems in the long term. Contest rules are that the minimum consortium consists of at least three independent SMEs from the three EU member states and at least two research and development organization, independent of any other project participants. Research for the benefit of SMEs is very suitable tool of improving collaboration between industry and RTD sectors, giving additional momentum to the quality of applied research.

Ms. Marijana Ćutuk (NCP, Croatia) presentation “Enterprise Europe Network” in short describes Enterprise Europe Network and Croatian Enterprise Europe Network. EEN includes SMEs, innovative people, researchers and research institutions. Croatian EEN consists of Croatia Chamber of Economy, The Business Innovation Centre of Croatia – BICRO Ltd., Croatian Institute for Technology, Varaždin Technology Park Ltd., Technology Development Centre Osijek, Regional Development Agency and Technology Transfer Office in Split. For SMEs they find a business partners in Croatia, the EU and beyond, organize training seminars and publish publications. They provide information about open tenders in European Union, inform interested parties of EU issues and legislation through the Internet, media and personal. They have Tender Service Support System - Automatic notification of open public procurement in the EU, following EU programmes. EEN recognises the supply and the need for new technologies. Through the EEN it is easy to establish contacts with companies and scientists.

“Cooperation with SMEs within the competitive environment in Slovakia”, presentation of Mr. Branislav Horansky (FedEx/ReMax, Slovakia) brings the knowledge and practice of big international enterprise in the area of cooperation with SMEs in Slovakia. After basic information on Slovak Republic one could get impression about Slovak economy and market about shipment and delivering various goods “before and now”. The FedEx/ReMax future plans are to get more possibilities online, including a new image, customer care automation increase, optimization of line-hauls, pick-up times and delivery services in regions. And plan SALES includes: gain new biz from synergy, domestic and international; call Centre unification and one team supporting all customers practice; increase of volumes and total revenue to improve total margin; fight by quality against very aggressive pricing from competitors; up sell of additional services and expanding of B2B customer area. RMX competition advantages are: overnight delivery, MPS, price/kg, smaller company – more flexibility, suitable partner for SME’s, special discounts over the standards – for example no fuel surcharge, additional supports – cash on delivery, recipient identity verification, documents back delivery, automation, overnight early delivery to Prague and client taking care by AE – monthly evaluation of Lost/New starts companies. Remax VIP clients are T Mobile SK, O2, mBank (Poland) – very difficult biz, compensation is based on NSL bonus system (daily around 1000 packages).

First presentation at the second section of Brokerage event was Ms. Katja Hanžič (UNI-MB, TEC, Slovenia) presentation “ECO DRIVING: Underutilized potential for lower fuel consumption of road transport”. Eco-driving is not merely slow and defensive driving as majority of drivers think. Most fuel consumption is in the road transport, almost three quarters. Economy driving includes all skills learned in driving school but for some reasons drivers drive differently. Some of the internet pages that can remind drivers are: www.ecodrive.org, www.recodrive.eu, www.fleet-eu.org, www.ecomove-project.eu. The presentation ended with two sentences. First is “Eco-driving – it’s not just a statement, it’s proven so start implying it today”, and the second is “Use the available knowledge from EU projects and get involved”.

In Mr. Marcin Hajdul (ILIM, Poland) presentation “Cooperation between group of manufacturing and transport enterprises in the sphere of transport processes – DiSCwise project” it is shown how the results of one FP project, DiSCwise (Digital Supply Chains for European SMEs based on the Freightwise Framework) can be used in practice, creating benefits to coordinating transport SMEs. The DiSCwise projects aims to develop, demonstrate and deploy a Reference Architecture for Interoperability in the transport and logistics sector in an effort to achieve integration of small and medium sized transport service providers into efficient door-to-door supply chains at cost affordable to them. Project should facilitate a more sustainable European logistics by enabling large and small transport users to select environment-friendly alternatives and by making European supply chains more efficient by providing state-of-the-art tracking and management capabilities. The DiSCwise

project is funded by DG Enterprise and supports EU's Freight Transport Logistics Action Plan. Through the project implementation it is expected to reduce transport costs, increase effectiveness of realised logistics processes, increase companies' competitiveness and reduce congestion. The aim of transport processes coordination is to generalise load for longer distances so the trucks are full loaded. At start and end point load is distributed in smaller vehicles to end delivery.

Mr. Veselko Protega's (Faculty of Transport and Traffic Sciences, Croatia) presentation "City logistics: Horizontal cooperation in urban freight delivery" indicates that enterprises can be unrelated and competing but also related and competing, sharing some information, facilities, resources and services, to reduce costs or improve services. A topic critical for the every cooperation is the fair distribution of risks, costs and benefits among the participating enterprises. These questions are too often underestimated, and many promising partnerships have clashed on discussions about gain sharing. Two most important concepts associated with aligning individual and joint goals are commitment and trust. The vast majority of the companies active in logistics execution are small and medium sized companies (SMEs). As SMEs tend to lag behind in implementation of ICT systems, this can hamper those forms of cooperation that require intensive and regular data exchange. ICT is mainly an issue for horizontal cooperation agreements of a medium intensity. Low intensity initiatives often do not require specific ICT investments and high intensity initiatives are likely to generate sufficient revenue to pay back the required ICT investments. City-logistic solutions are involving: legal-administrative measures, prohibition, restrictions, special permissions, constructional measures, terminals, warehousing, delivery spots, logistical measures, time-scheduling, placement, reservations, rescheduling (ICT systems), traffic management measures, traffic controlling, innovative measures, alternative fuels, the ITS solutions. For example, parts of city logistic solutions for Zagreb, in the scope of the current EC FP7 project CIVITAS ELAN, for demonstration purposes deal with pedestrian zone and surrounding streets design; with introduction of two delivery corridors; with introduction of six delivery spots at pedestrian zone edge and introduction of freight delivery time-window before midday's peek-period. Through these measures coordinated collaboration between transporting SMEs delivering goods in the Zagreb City central area is getting adequate support to reach the full scale of savings and benefits. Through the transport SMEs coordination City of Zagreb will rationalize freight transport and support appropriate freight delivery solutions.

Mr. Darko Vukadinović (La Log Ltd., Croatia) in the presentation "La Log - Medium sized enterprise: Leading in coordination of Croatian transport/logistics SMEs" describes La Log, one of the most advanced Croatian transport and logistics enterprise. Its fleet consists of leading European vehicle manufacturer trucks whose performances satisfy the criteria of high quality, as well as the strict criteria of practicality and functionality. Responsibility is one of the basic principles of firm rules. Aware of the importance of responsible behaviour towards the environment, La Log is prone to doing business in the way to contribute to environment preservation - because of that, the most of company vehicles are equipped with engines having the highest EURO (environmental) standards, in line with EU norms. La Log fleet consists of 56 refrigerator trucks, 24 classic trucks, 9 jumbo trucks with trailers and 4 tank trucks. The quality of business performance is stressed through compliance with demanding European standards and confirmed by certificates: ISO 14001:2004, which is the international standard for determining the ways how to develop effective environmental management system and ISO 9001:2000 certification of quality management system that meets the requirements of the client that La Log proudly fulfils. One third of La Log revenues are coming from subcontracting with numerous other transport and logistics SMEs.

After the first presentation attendees and presenters agreed about having discussions right after the end of the

each presentation. In the case some participants were interested in more detailed discussion, speakers were available for contact outside of the Brokerage event agenda. Taking into account that majority of Brokerage event participants shared in the 2nd B2B LOCO Workshop too, for some of the participants such a participation was quite a tiring experience. It seems that characteristics of selected venue helped participants in having needed services and comfort.

The 3rd B2B LOCO Brokerage event was concluded with a common dinner as a tool for usefull relaxation, new contacts making and partnerships development. So the dinner was arranged to fulfill all these needs of participants.

Evaluation

What was the profile of participants?

- SME
- Logistics and transport enterprises and their associations (including clusters and big enterprises)
- Research institutions
- Academic and educational institutions
- Representatives of Government
- Representatives of local authorities

How was the contribution in the discussions (active or passive)?

- Compared to the 2nd B2B LOCO Workshop, discussions were fewer and shorter as a consequence of workload. But the attention was generally fairly high. From questions asked it is clear that speakers were able to adapt technical terminology to participants needs causing adequate mutual understanding and greater passive response.

Might additional events be helpful for companies including SMEs?

- Similar additional events aimed at private companies, including SMEs, are welcomed, not only to Croatian companies but to companies in countries around Croatia.
- Brokerage events are relatively rare in Croatia and in neighbouring countries but have potential to gather companies around important issues. Brokerage events are appropriate framework for transfers of knowledge, ideas and even techniques from research community to companies, but their preparation requires wider collaboration of different players.
- As Croatia still continues to have recessionary conditions, SMEs are difficult to decide to participate in conferences. Participation increase should be supported by state and local authorities and by enterprises associations.

How was the direct feedback from the participants in your own judgment / feeling?

- Participants were generally very satisfied with themes presented and with the quality of speeches and presentations itself. Some Croatian participants, involved in making the new concept of intermodal transport and

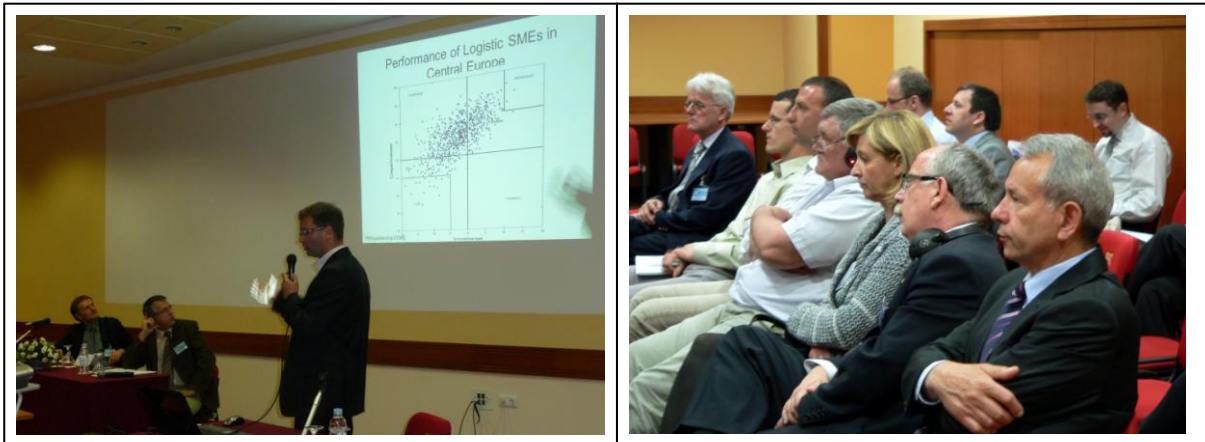
in the development of new transport strategy of Croatia, benefited value added information from both Brokerage event and Workshop. Relatively large proportion of participants showed interest to obtain specific presentations.

– Clustering in Croatian transportation industry, although supported by the state, needs additional support and conferences with adequate programmes that will gather SMEs, big companies, state and local authorities and RTD community. From the point of view of the quality of 3rd B2B LOCO Brokerage event and Croatian SMEs needs, the 3rd B2B LOCO Brokerage event is important step in fostering SMEs cooperation development.

What issues (give some key words) were discussed with the participants?

- The SMEs successes in proposing and executing FP projects
- Railway workers in intermodal transport
- Benefits of horizontal cooperation
- Security problems in horizontal cooperation systems
- Costs sharing in horizontal cooperation
- Are projects' results of Research for benefit of SMEs public?

Photographs:



Short story

On 28th of April 2011 the 3rd B2B LOCO Brokerage event entitled "Transport and logistics SMEs: Cooperation and competition", organized by the Prometis Ltd. (Croatia), was held in Opatija city, Croatia. The B2B LOCO (Baltic-to-Balkan network of logistics competence) project is funded by the European Commission Seventh Framework Programme (FP7). One of the main goals of 3rd B2B LOCO Brokerage event was to introduce participants to the EU Framework Programme system, which seeks to achieve 15% participation of SMEs in the project preparations and executions. Introducing participants to the Framework Programme is considerably easier with the simultaneous presentation of specific previous and current FP projects and their results. This is a very convenient way of spreading and promoting the knowledge, particularly among transport and logistics SMEs, related RTD communities and state and local authorities. And the cooperation of these entities is expected to

develop transportation and logistics clusters as the contemporary form of cooperation among SMEs and between SMEs and big companies increasing the competitiveness of EU economy.

A total of 9 presentations were presented, all focused on the usefulness of cooperation among transport and logistics SMEs and related structures. After most of the presentations participants used the opportunity to pose questions and to discuss. In particular, the value had two presentations given by the B2B LOCO project itself, the first explaining B2B LOCO online Brokerage tool functions and possibilities, the second describing B2B LOCO FP projects data base with several selected success stories.

With the intention of creating a partnership contacts, the workshop was finished with common dinner.

Annex 1: Internal study

Internal study

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<i>Croatia</i>		
<i>Franjo Mihoci</i>		
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Phone: + 385 1 6150242 Fax: +385 1 6150241		
	<i>Planned</i>	<i>Fixed</i>
Date	28.4.2011	28.4.2011
Venue/city	Grand Hotel Adriatic, Ulica Maršala Tita 200, Opatija	Grand Hotel Adriatic, Ulica Maršala Tita 200, Opatija
Thematic focus/objectives	<p>The Brokerage event in Croatia, titled “Transport and logistics SMEs: Cooperation and competition”, is going to gather primarily transport and logistics SMEs, as well as other SMEs having different transport and logistics needs, in new European Union States, two Candidate Countries and countries around Croatia. It should be of special interest to Croatian enterprises due to the planned finishing phase of the negotiation between EU and Croatia in the process of Croatia’s accession to EU. Thematic focus – the reasons, ways and benefits of the cooperation between SMEs and importance of the balance between SMEs cooperation and competition – is of the greatest significance in future design of SMEs’ position on the market under the globalization pressure led by large companies. These objectives are, indeed, connected to the other transport/logistics main issues, like inter-modality, co-modality, transportation greening and safety, to mention only the few. In the line with the B2B LOCO goals, of course, other objectives are encompassed, like transport knowledge and new technologies information dissemination, the EC FPs projects best practice examples proliferation and rising the SMEs and entrepreneurs interest in the FP projects participation.</p> <p>The main aim of the Brokerage event will be to</p>	<p>According to the themes of presentations delivered to the 3rd Brokerage event, realized thematic focus fully coincided with planned.</p> <p>The B2B LOCO intentions and participant expectations about thematic focus were satisfied through the 9 given presentations, all being concentrated mainly on transport and logistics SMEs.</p> <p>B2B LOCO project itself produced two key presentations: B2B LOCO online Brokerage tool and B2B LOCO FP projects data base with selected success stories.</p> <p>Two presentations were describing SME possibilities to benefit from Research for the benefit of SMEs and from Enterprise Europe Network.</p>

	<p>examine/show competing and collaborating forces between transport and logistics SMEs based on projects results of FP5 and FP6 and FP7. Two main forces, cooperation and competition, greatly shape transport and logistics services market, influencing rationality of resource usage and environment effects. Special attention will be given to the regional clusters of SMEs.</p>	<p>Two transport/logistics enterprises (one big, the other SME) presented their businesses, and particularly cooperation practice of working with other SMEs.</p> <p>Two presentations, produced by RTD/university institutions, gave deeper insight in horizontal cooperation philosophy and practice (both pointing to the effects of coordination of transport in urban areas) – and both had the great response with participants.</p> <p>Finally, one presentation dealt with eco-driving and fuel consumption so important for road carriers.</p>
<p>A state of the art within the planned thematic focus, possible feedback on attractiveness of the research offer to SMEs</p>	<p>Near 99.8% of 20.8 million of all EU enterprises, excluding finance sector, are SMEs – enterprises having no more than 249 employed persons. And within these SMEs 92% are micro enterprises (having no more than 9 employed persons) averaging 2.1 persons per enterprise. Of all the enterprises 6.9% are small (10–49 employed). In the Year 2008 SMEs absorbed 67.4% of all employed persons. It is evident the most common EU enterprise is micro enterprise and micro enterprises number has even the fastest growth. In the Year 2008 EU 15 average SME size per country varied between 3 and 12 occupied persons compared to EU 12 between 3 and 18. The number of jobs in SMEs in the same period increased by 1.9%, yearly, compared to 0.8% in large enterprises.</p> <p>Exactly 6% (1.24 million) of EU-27 SMEs are in the transport, storage and communication industry, averaging 4.6 occupied persons per enterprise. Micro SMEs have much smaller number of occupied persons, as a traditional home business often with only a driver and truck. Due to the economies of scale and other reasons, on average, SMEs have a lower labour productivity and lower profitability than large enterprises. And just because of that there is a lot of interest among SMEs to raise productivity and profitability through</p>	<p>All B2B LOCO Croatian Brokerage event contributed presentations were based on recent project results and prompt statistics with historical data as needed.</p> <p>Participant response, based on questions, discussions and after-event contacts, confirm the freshness of knowledge and information given during the Brokerage event.</p> <p>Taking into account through the presentations realized thematic focus and reached feedback, it is reasonable to expect that Brokerage event caused an increased attractiveness of the FP research offer to SMEs. And that is, and was, the core goal of the 3rd B2B LOCO Brokerage event.</p>

	<p>the wide spectrum of cooperation between SMEs.</p> <p>Big number of transport/logistics SMEs on the market means severe competition among them, sometime leading to under quoting services just to survive in the medium run.</p> <p>Looking to the other industries similar situations exist when investigating the size of the SMES and level of competition. So SMEs in these industries are also pushed to cooperative business and networking and to changes in technologies and processes.</p> <p>It is expected that economic reasons, forms and positive outcomes of transport and logistics SMEs cooperation, under the frame of EU goals and policies toward development of regions, transport and SMEs, under privatization and deregulated market conditions, will attract speakers and participants to fruitful discussions. That is particularly clear when regional clustering, as a proven and still emerging form of firms' collaboration, promises better future not only to SMEs but to the regions too.</p> <p>All the transport and logistics have been constantly competing - around the World because of the big companies global supply chain systems and the Chinese economic growth, between Trans-European main transport corridors or different mode of transport in the corridors, and between European regions trying to exploit combination of natural and other advantages with efficient transport and logistics system. As the added value rise on new services of modern logistics, every SMEs should be interested in knowledge acquiring – and that is where centres of logistics competence and RTD community find new field of work.</p> <p>EU has been fostering transportation, SMEs and regions through extensive incentives and programmes among which FPs provide deep knowledge as well as best practices. In his core the B2B LOCO project has been taking care about both the knowledge and best practices in the transport and logistics matters that are of the greatest importance for SMEs. The B2B LOCO project builds his role on previous and current EC FP projects cognition so the outcome and best practice of these projects can be disseminated to SMEs. In the current collection of FP projects, which are relevant for transportation SMEs, there is noticeable number of the projects dealing with competition and cooperation among SMEs from</p>	
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	<p>the points of view that can attract SMEs, RTD, administrative and other audience.</p> <p>Some characteristics of Croatian transport:</p> <ul style="list-style-type: none"> - through the country two Pan-European corridors lead: V (Vb - Hungary-Osijek-Port of Ploče; Vc – Hungary-Botovo-Zagreb-Rijeka port) and X (Ljubljana-Dobova-Zagreb-Tovarnik-Beograd), - all modes present, developed sea, air (one national airline, 8 international airports) and road transport (near 1 200 km of modern motorways; lower level roads need rehabilitation), two main seaports (Rijeka and Ploče), necessity to modernize crucial railway line in corridor X and to build new line between Hungarian border and Rijeka port), out-dated river transport with low quality infrastructure, - multimodal equipment is rare outside the seaports, there is no logistics/terminal centres, unsuccessful start of Ro-La (Šamac-Wels), consequently small share of multimodal transport, - big global retailers and logistics companies have been producing positive influence on the whole transportation sector (knowledge of new transportation concepts and technologies), - road carriers under the competition of much cheaper carriers from Bosnia and Herzegovina, the carriers from Italy and Austria, main Croatian trade partners, for now are not competing on Croatian market, - EU/Croatia negotiation on Transport chapter closed, - a few biggest truck carriers went to bankruptcy in previous three years, recession in 2009 and 2010 has closed noticeable number of small truck carriers, - about 60 regional clusters (mainly of manufacturing type, 6 transport type). 	
<p>Some statistics on SME participation in transport and logistics projects of Framework Programme</p>	<p>In the FP6 in the period 2002-1.1.2006 Croatia has participated as third country, and in the year 2006 as associated country.</p> <p>In the FP7, in Transport area (including Aeronautics), 16 Croatian partners (12.9% of all Croatian partners in all areas) have been participating in 8 grant agreements (8.33% of all grant agreements with Croatian partners). EC financial contribution to these partners amounts</p>	<p>In Croatian NCP representative presentation additional statistics was given related to Croatian SMEs participation and success achieved in Research for the benefit of SMEs part of Framework Programme.</p>

	<p>4.190 million € (representing 21.57% of EC's contribution to partners from Croatia). In Transport including Aeronautics Croatia has had a success rate of 20%.</p> <p>Among 16 partners 5 are SMEs, making 23.81% of all Croatian SMEs in FP7. EC contribution to the SMEs working in Transport projects amounts 622 733 € (27.17% of EC contribution to all SMEs).</p> <p>It can be seen that in the Cooperation part of FP7 Croatian SMEs are dominantly working in Transport area (Security is in the second place, with EC financial contribution to SMEs of 15.10%).</p>	
Expected number of participants	40	51
Profile of participants	Road haulage companies, forwarders and logistics companies, transport associations, freight-warehousing centres, railway companies, different manufacturing, retailing and other SMEs, regional clusters, states and local authorities.	Road haulage and logistics companies (including clusters), transport associations, freight-warehousing centres, railway companies, different manufacturing, retailing and other SMEs, big enterprises, state and local authorities, university and lower level educational institutions, research organizations.
Date of distribution of invitations and other promotion activities	<p>First letter of invitation – 1.2.2011</p> <p>Last invitations 14.4.2011</p> <p>First publication – 15.3.2011</p> <p>Last publication – 15.4.2011</p>	<p>First letter of invitation – 14.2.2011</p> <p>Last invitations 15.4.2011</p> <p>First publication – 15.3.2011</p> <p>Last publication – 15.4.2011 (with websites information until the event start)</p>
Framework programme	Presentations in two sessions with discussions after each session, welcome dinner, common dinner (together with participants of Transport System 2011 International symposium).	<p>Presentations in two sessions with discussions, welcome dinner, common dinner (together with participants of "Transport System 2011" International symposium of Croatian Scientific Society for Transport).</p> <p>Since the participants wanted to discuss immediately after each presentation, such interests are met.</p>

Materials be distributed during Brokerage event	Presentations summaries, brochures	Presentation summaries, pencils with B2B LOCO logo, suitable block of paper for writing, Croatian maps, CDs/DVDs with Croatian tourism promoting movies, small traditional gifts for tourist (heart, lavender,...), all packaged in specially designed paper bag with B2B LOCO, EU and FP7 logos/flag.
With which event and why the Brokerage event is to be held together?	The 3 rd Brokerage event will be held together with 2 nd B2B LOCO Workshop and "Transport System 2011", International symposium of Croatian Scientific Society for Transport. The Symposium is well established and leading transport event in Croatia and surrounding countries and because of that it can be expected the Brokerage event will be more attractive to participants. Participants of both B2B LOCO events and symposium will have opportunity to make contacts and to discuss themes during the common dinner.	The Brokerage event was held jointly with the XVIII International Conference "Transport Systems 2011" of Croatian Scientific Society for Transport (HZDP; http://www.hzdp.hr), which operates within the European Platform for Transport Sciences. HZDP's symposium was practically the only major transport conference in Croatia.
Other issues	---	---

Annex 3: Participants list

Nr.		Last name	First name	Company name
1	Mr.	Ilievski	Ivan	AMSM-Skopje, FYROM
2	Ms.	Muratovska	Biljana	ANSKTM "MAKAMTRANS", FYROM
3	Ms.	Jovančeva	Violetka	ANSKTM "MAKAMTRANS", FYROM
4	Mr.	Gjuroski	Vlatko	AMSM Centar za vozila, FYROM
5	Mr.	Barta	Balasz	Pannon Business Network, Hungary
6	Mr.	Eder	Akos	Pannon Business Network, Hungary
7	Mr.	Dorčik	Michal	Vyskumy Ustav Dopravny, Slovakia
8	Mr.	Horansky	Branislav	FEDEX - Inspekta, Slovakia
9	Mr.	Hrudkay	Karol	Vyskumy Ustav Dopravny, Slovakia
10	Mr.	Scheber	Pavel	Vyskumy Ustav Dopravny, Slovakia
11	Mr.	Crnković	Mario	Transporti Mario, Croatia
12	Mr.	Šakalys	Algirdas	Vilnius Gediminas Technical University, Lithuania
13	Mr.	Marold	Nenad	Prometis Ltd., Croatia
14	Mr.	Herer	Yale	Technion, IIT, Israel
15	Ms.	Oana	Nae	Supply Chain Management Center, Romania
16	Ms.	Ćutuk	Marijana	Croatian Institute of Technology, NCP, Croatia
17	Mr.	Banelli	Marijan	HCP-GIU, Croatia
18	Ms.	Radoš	Božica	Sigurnost Educa, Zagreb

19	Mr.	Protega	Veselko	Fakultet prometnih znanosti, Croatia
20	Mr.	Pilko	Hrvoje	Fakultet prometnih znanosti, Croatia
21	Ms.	Tušek	Marina	Centar za razvoj unutarnje plovidbe d.o.o. (CRUP)
22	Mr.	Božičnik	Stane	University of Maribor, TEC, Slovenia
23	Mr.	Ščerba	Marek	Centrum dopravního výzkumu, Czech Republic
24	Mr.	Božić	Milorad	Prometis Ltd., Croatia
25	Ms.	Jablonska	Joanna	Poznan School of Logistics, Poland
26	Mr.	Truskolaski	Szymon	Poznan School of Logistics, Poland
27	Mr.	Družak	Tomislav	AMC/ORYA, Croatia
28	Mr.	Neveščanin	Ante	Ministarstvo mora, prometa i infrastrukture, Croatia
29	Ms.	Đogaš	Anđa	Ministarstvo mora, prometa i infrastrukture, Croatia
30	Mr.	Kuzmanović	Obrad	Brodogradilište Uljanik, Croatia
31	Mr.	Justinić	Emil	Kuehne&Nagel d.o.o., Croatia
32	Ms.	Kirchner	Malgorzata	Institute of Logistics and Warehousing (ILIM), Poland
33	Mr.	Hajdul	Marcin	Institute of Logistics and Warehousing (ILIM), Poland
34	Mr.	Manos	Anastasios	Aristotle University of Thessaloniki, Greece
35	Mr.	Savrasovs	Mihails	Transport and Telecommunication Institute, Latvia
36	Ms.	Baranova	Ludmila	Transport and Telecommunication Institute, Latvia
37	Ms.	Pencheva	Velizara	University of Ruse, Bulgaria
38	Mr.	Stoyanov	Svetlin	University of Ruse, Bulgaria
39	Ms.	Juskeniene	Jurgita	Vilnius Gediminas Technical University, Lithuania

40	Ms.	Gaidyte	Teodora	Vilnius Gediminas Technical University, Lithuania
41	Ms.	Hanžič	Katja	University of Maribor, TEC, Slovenia
42	Ms.	Dobrzeniecka	Ewa	Institute of Logistics and Warehousing, Poland
43	Mr.	Koc	Ahmet Ali	Akdeniz University, Turkey
44	Ms.	Boluk	Gulden	Akdeniz University, Turkey
45	Ms.	Natova	Anna	Bulgarian Maritime Administration, Bulgaria
46	Mr.	Soldatović	Dušan	Pučko otvoreno učilište, Auto moto centar, Nova Gradiška, Croatia
47	Mr.	Bunčić	Tomislav	Dinela Transport Company, Croatia
48	Mr.	Posavec	Dino	Auto-stop d.o.o., Croatia
49	Mr.	Kopić	Dinko	Prometis Ltd., Croatia
50	Mr.	Mihoci	Franjo	Prometis Ltd., Croatia
51	Mr.	Župić	Tomislav	Veleučilište Nikola Tesla u Gospiću, Croatia