



BALTIC- TO- BALKAN NETWORK FOR LOGISTICS COMPETENCE

**Invitation to the
B2B LOCO Workshop
and Brokerage event
in Croatia**

28.4.2011

"Transport and logistics SMEs:
Cooperation and competition"

Grand Hotel Adriatic
Ulica Maršala Tita 200
Opatija

Dear Madame/ Dear Sir,

B2B LOCO project is funded by the European Commission (under the 7th Framework Programme) and it is aimed at knowledge promotion to substantially increase participation of small and medium-sized enterprises (SMEs) in the EC FP projects mainly by demonstrating and actively promoting the most business practice-oriented results of past and current RTD projects. Based on successful FP5&6 experiences of POLLOCO and CENTRAL LOCO projects, the revised and expanded concept of the B2B LOCO project is orientated towards collaborating of research structures and business units both in national and international level. There are 16 partners from 15 countries participating in the project, including Old and New European Union Member States, as well as 2 Candidate Countries.

The B2B LOCO Workshop and Brokerage event (BE) under the title "Transport and logistics SMEs: Cooperation and competition" are devoted not only to transport and logistics enterprises but to the other, mainly manufacturing and retail enterprises having substantial transport and logistics needs. In the broader sense Workshop and BE can be useful to other stakeholders, like transport and logistics associations, freight integrators and state and local administration, all being involved in the process of transportation and business system development and performance. Workshop and BE focus is, understandably, on so dominant number of uncoordinated truck carriers but in the same time the players from all other modes of transport must not be excluded as the most efficient transportation supposes integration across all included in transport and logistics services production.

The objective of the Workshop and BE is to present to participants the current and future transportation market across EU in the light of competition and cooperation between SMEs primarily on the base of the results of the newest EU Framework Programme projects. That way FP projects will come closer to SMEs having no time to study projects' deliverables and in the same time giving

additional motives to the SMEs to participate in the preparation and execution of new FP projects together with other firms and RTD community.

As a most frequent, proven as successful and in forms reach type of cooperation, regional clusters deserve special attention. Basically, transport and logistics enterprises, as a competitors inside the same region boundaries, being cluster members forecast, plan and implement cooperative work thus being capable to rise own competitiveness, knowledge level and broader scale of services. And that is exactly the intention of EU and national policies on building the EU regions and clusters of excellence competent to deal with the globalisation challenges ever more prevailing in the modern world of sophisticated supply chain systems. EU added values of cooperative transportation will contribute to the business as well as to the regions well-being producing socially desirable living space and environmentally sustainable development. In everyday life the above means more jobs with decent salaries.

Better transport and logistics SMEs cooperation is indeed even more important for New Member States and Candidate States having different deficiencies in transport systems, notably fragmented and over-competed truck carrier services supply that needs vehicles modernisation. The seriousness of fragmented truck carrier services supply is evident having in mind the fact that more than 99% of all enterprises have been small or medium-sized – in most cases even micro enterprises with no more than 9 occupied persons. In such circumstances it seems state or local support to clusters building is not only justified but indispensable policy measure too. When clustering quality is in question, from cooperation forms, through anticipated outputs to clusters' sustainability, a lot can be more seriously founded if RTD community and consultation firms are involved.

Examination and presentation of competing and collaborating forces between transport and logistics SMEs based on FP projects results are of evident interest for entrepreneurs across the Baltic-Balkan transport corridor and for Croatian and transport players around Croatia particularly.

We would kindly invite you to participate in the **B2B LOCO Workshop** and/or **Brokerage event** in Opatija (Croatia) that are organised by Prometis Ltd. The Workshop and Brokerage event will be held in Croatian and English languages. The participation is free of charge.

Workshop is going to be organised in two sessions, each with at least three speakers – Brokerage event will be organised in a similar way. At the end of each session discussions and brainstorming should take place.

The Workshop and Brokerage event will be held together with the “**Transport Systems 2011**” symposium of Croatian scientific society for transport. To complete transportation professional and social life and to facilitate experts to exchange ideas about participating in new FP projects, the Brokerage event will be held based on the B2B LOCO networking and brokerage tool.

If you are interested please register for attending the B2B LOCO Workshop and Brokerage event until 15.4.2011 by using the attached registration form.

Organizers:

Prometis Ltd.

Franjo Mihoci, Task leader, [e-mail: franjo.mihoci@zg.t-com.hr](mailto:franjo.mihoci@zg.t-com.hr)

Dinko Kopic, [e-mail: dinko.kopic@gmail.com](mailto:dinko.kopic@gmail.com)

Nenad Marold, [e-mail: nenad.marold@zg.t-com.hr](mailto:nenad.marold@zg.t-com.hr)

Phone: +385 1 6150242; Fax: +385 1 6150241

Project Coordinator:

Instytut Logistyki i Magazynowania

Institute of Logistics and Warehousing

Ewa Dobrzeńska

ul. E.Estkowskiego 6, 61-755 Poznan

Tel. +48 61 850 49 32