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# SHORTSEA 13

## EUROPEAN CONFERENCE

Grande Arche, PARIS LA DEFENSE  
14.03.2013



European Shortsea Network

Organised by BP2S/SPC France, in cooperation with the ESN,  
Thursday 14th March 2013

Conference under the High Patronage of Irish Presidency

Chaired by *Alfons Guinier, Secretary General, ECSA (European Community Shipowners' Association)*

## AGENDA

### 8.15: Registration and welcome coffee

### 9.00: Opening

Welcome by *Antoine Person, Chairman, BP2S (Bureau de Promotion du Shortsea Shipping/ Shortsea Promotion Centre France)*

Opening remarks by *Brian Richardson of the IMDO (Irish Maritime Development Office) and current Chairman of the ESN (European Shortsea Network)*

Introduction and presentation of the day by *Alfons Guinier, Secretary General, ECSA*

### 9.30: Shortsea Markets: best practices

Introduction and moderator: *Alfons Guinier*

Maritime and port operators of different types of shortsea traffic and their views of the market:

- Analysis of the "UK and Irish shortsea freight RoRo and LoLo markets" by *Peter Baker, Managing Director, PRB Associates*
- Views of two shortsea operators between the British Isles and the Iberian Peninsula:
  - Container service by *Guy Adams, General Manager Northern Europe, MacAndrews (CMA CGM Group)*
  - Ro-Ro freight service by *Christophe Mathieu, Group Strategy and Commercial Director, Brittany Ferries*

- Views of a port: Focus on shortsea services and reefer developments by *Christine Cabau Woehrel, Chief Executive Officer, Dunkerque-Port*
- Views of two shipping agents :
  - Mediterranean Sea : Turkey-France (U.N. RoRo) and Tunisia-France (CTN) services by *Tan Aktuna, Line Managing Director, Worms Services Maritimes*
  - Black Sea : Shortsea shipping current and future developments in BS by *Nikola Hristov, Chairman, Bulgarian Association of Ship Brokers and Agents*

Q & A Session - Open-floor Discussion

### 11.00: Coffee and Networking break

### 11.30: Shortsea sector: environmental challenges and opportunities

Introduction and moderator: *Hans Kristian Haram, Director, Shortsea Promotion Centre Norway*

Interactive session on current & coming environmental issues and opportunities in Europe.

Round table: panellists will introduce and elaborate the three main options (MDO/MGO, LNG and scrubbers):

- *Martial Claudepierre, Marine Environment Leader, Bureau Veritas*
- *Dominique Bouchez, Quality Product Manager, UFIP*
- *Jean-François Chapuy, Senior Sales Manager, MAN Diesel & Turbo*
- *Thierry Chanteraud, Resources and Logistics, TOTAL Marine Fuels*
- *Andrzej Buzckowski, Sales Director, WÄRTSILÄ*

Debate and Q & A Session - Open-floor Discussion

### 12.30: Networking lunch

### 14.00: Shortsea services: users' and potential users' views

Introduction and moderator: *Philippe Bonnevie, Chairman, Maritime Transport Council ESC (European Shippers Council) & Managing Director, AUTF (French Shippers Association)*

Preamble: Which tools for shippers? Haropa' grouping experience by *Marc Laplace-Builhe, Liner Shipping Manager, Le Havre Port*

Shippers and forwarders/logistics providers - from various industrial and trade sectors - experience and feedback:

- *William Songeur, Purchasing & Logistics Director, Calcia/Italcementi (World's fifth largest cement producer)*
- *François Soulet de Brugière, Director, SRS (Auchan Group - Major French multi-national retail group)*
- *Knut Sander, Managing Director, Robert Kukla (International forwarders)*
- *Carola Lentiez, Shortsea Project Manager, Kuehne+Nagel*

Q & A Session - Open-floor discussion

#### 15.15: Coffee and Networking break

#### 15.45: Shortsea development: other views and perspectives

Introduction and moderator: *Alfons Guinier*

- *European Shortsea and Multimodal Business by Jens Holger Nielsen, CEO, Samskip*
- *European Shortsea development by Patrick Norroy, Policy Officer for Maritime Transport and Logistics Unit, European Commission DG MOVE*
- *Development and promotion of shortsea shipping on the St. Lawrence river by Martin Fournier, President, Quebec Shortsea Shipping Council & Executive Director, St. Lawrence Shipoperators*

Questions and discussion

Conclusions by *Alfons Guinier*

#### 16.45: Closing remarks and perspectives by *Brian Richardson*

#### 17.00: Networking

#### 17.30: Close of day and free evening

**More information about:**

**BP2S/SPC - Shortsea Promotion Centre - France: [www.shortsea.fr](http://www.shortsea.fr)**

**The ESN, European Shortsea Network: [www.shortsea.info](http://www.shortsea.info)**

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