



**Northern Maritime University**  
North Sea Region

**The Interreg IVB  
North Sea Region  
Programme**



## **MARITIME BUSINESS EXPERT PANEL DISCUSSES EDUCATION NEEDS IN DENMARK 2020 WITH NMU**

The University of Southern Denmark (SDU) created a Maritime Business Expert Panel according to work package requirements, in order to discuss education and competence needs in the maritime industry in Denmark, anno 2020. This discussion would enable NMU partners to tailor education modules for the maritime industry. The interest and turnout was immensely positive, panel participants responded swiftly to the invitation, some participants were unable to attend on the day of the panel meeting, but specifically requested to be a part of the panel, and there was also a request to participate by a business expert who had heard about the panel and was interested in participating.

17 men and women from small and larger companies in the maritime industry attended the panel meeting, which was held in Copenhagen, where the majority of panel participants have their workplace. The participants were business experts from the areas of Harbour, Crewing, Safety, Technical, Human Resource, Vetting, SQE, Fleet and Marketing Managers. The place of the venue was intended to minimize the amount of travel time for the panel participants and optimize attendance. Head of Centre Jacob Kronbak opened the meeting with a warm welcome and thanks to the participants for taking time out of their busy schedules to help with the research project. Assistant Professor Rene Taudal Poulsen then delivered a presentation called, "Old business models in the maritime industry are under pressure". Finally, Research Assistant Lisa Loloma Froholdt presented "the foresight method" which was used to direct the panel meeting. The Foresight method is a process which comprises of the development of a range of suggestions to how the future could develop and to create sufficient understanding of these suggestions in order to make decisions today that can create the best possible solutions for tackling the challenges of tomorrow.

The panel took their point of departure from two potentially possible scenarios for the maritime industry in 2020, which they selected from an array of four prepared scenarios. The first scenario was "Outsourcing" and the second scenario was called "Difference in EU and IMO regulation". The "Outsourcing" scenario involved a scenario where outsourcing of shipping company activities had continued with an aggressive growth which resulted in vital business knowledge segments vanishing from Denmark. As a result of this, the maritime industry in Denmark becomes extinct as we know it today, and what is left is merely a consultant industry. The scenario called "Difference in EU and IMO regulation" contained a future where the EU establishes regulation that is different from IMO regulation hereby causing the global merchant fleet to divide significantly. The term 'quality shipping' becomes more notable and especially two new regulations support the divide.

According to CO<sub>2</sub>, SOX, NOX and ballast water: Europe and USA implement higher environmental demands than IMO. Europe commences an Energy Efficiency Index (EEDI) which isn't possible to do in IMO, due to resistance from some IMO countries.

According to CSR: Europe and USA implement higher demands according to 'transparency' and 'human rights' as part of ISO 26000. Ships cannot call into certain ports if these demands are not met.



**Northern Maritime University**  
North Sea Region

**The Interreg IVB  
North Sea Region  
Programme**



The meeting was a success and the input from the participants provided a good base for the further work in the work package which is in progress. The participants expressed an interest in participating as a panel in future discussions with the researchers from SDU, in order to discuss other relevant themes for the maritime industry in Denmark.

Invited Panel companies: NORDIC TANKERS, CLIPPER GROUP, CLIPPER GROUP, ROMØ HARBOUR, SCANDLINES, DFDS, TORM, NORDEN, LAURITZEN, ERRIA, ESVAGT, HERNING SHIPPING, COPENHAGEN-MALMØ PORT, DANNEBROG, BLUE WATER SHIPPING, A.P. MØLLER MÆRSK, DANISH SHIPOWNERS ASSOCIATION, RAL, MAERSK MARITIME TECHNOLOGY, ESBJERG HARBOUR, ID SHIPPING AND SIMONSEN SHIPPING COMPANY.

If you have any questions please contact

Lisa Loloma Froholdt, [llf@sam.sdu.dk](mailto:llf@sam.sdu.dk)