



## Newsletter Highlights

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## Editor says...

Dear Readers,

We are delighted to welcome you to the 5th edition – a special edition – of the NMU newsletter. The first phase of the project is nearing its end in December this year. The first seven NMU modules are now developed and will start to be available at the partner universities and as tailor made industry courses as of next year.

At the same time, the NMU project has had approved an 18 month extension to June 2012. The extension will be used to further develop the network and to create new modules on bunkering, offshore industries and cruise topics, among others. A strategic framework to enhance the human factor and maritime education in the North Sea region and beyond will also be developed in cooperation with the project's stakeholders.

Some other highlights of this special edition include a report on the NMU network's visit to China, a stakeholder interview with the Managing Director of Hamburg Port Training Institute (HPTI) and the visit of State Secretary of the regional government of Schleswig Holstein, Germany, Mr. Heinz Maurus, to NMU partner Lübeck University of Applied Sciences.

NMU partners are pleased to welcome our new partner, the University of Hamburg, to the consortium – an addition that will strengthen the network in the second phase of the NMU project. The partners also extended their welcome to our new stakeholders, Beluga Shipping, a tailor-made transport solutions company based in Bremen and a leading player in project and heavy-lift shipping; Zeller Associates; and the ITTP - Institute for Telecommunications, Transport and Ports in Bogota, Colombia.

Interested industry organisations are welcome to contact us and join our network as stakeholders or enquire about the possibilities of tailor-made NMU modules. We hope you enjoy reading this edition of the newsletter.

**GORDON WILMSMEIER, PROJECT LEADER,  
TRI, EDINBURGH NAPIER UNIVERSITY &**

**INDAH LENGKONG, DISSEMINATION GROUP,  
JACOBS UNIVERSITY BREMEN**

## NMU meets...

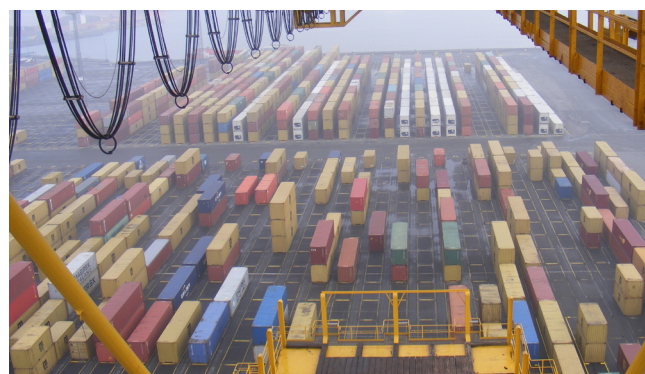
### Hamburg Port Training Institute (HPTI) GmbH

*INTERVIEW WITH CAPT. WOLFHARD ARLT, MANAGING DIRECTOR, HPTI*

*BY INDAH LENGKONG, DISSEMINATION GROUP, JACOBS UNIVERSITY BREMEN*

**THEME: HOLISTIC APPROACH AND INTERACTIVE COOPERATION BETWEEN UNIVERSITIES AND TRAINING INSTITUTES FOR EDUCATION AND TRAINING IN THE MARITIME INDUSTRY**

HPTI Hamburg Port Training Institute GmbH is an independent professional training institute, working mainly in the fields of port, shipping and transport, logistics and environmental management. They design and execute tailor-made, specialized and practical oriented training courses for key personnel of the port, shipping and transport and logistics industries and provide a wide range of seminars and training at national and international level. Moreover, they offer extensive analyses and elaboration of studies in the field of environment.



*NMU: Capt. Arlt, your company provides training and consulting for the port and maritime industry since a long time. Could you please share with us your experience and overview of the current needs, challenges and expectations of your clients?*

WA: Our clients cover a broad spectrum of the maritime industry and, therefore, their individual requirements are rather diverse. But one issue unifies them all; they are looking for competencies for the explicit requirements of a certain job or task but also for a broad understanding of the industry as a whole. Employment in the maritime industry today is

not “sexy” any more; education, training and employment are too fragmented and niche-oriented. In my experience, the all-around professional knowledge in the industry has diminished. Fewer and fewer people seem to understand the entire scope of our industry as well as to understand the interdependencies that need to be managed. During the recent crisis, many players in the industry reduced their training efforts considerably (the German port industry was an exception). Now, that the market has picked up more rapidly than forecasted, there is not sufficient time for training of staff. Therefore, it is difficult at the moment to persuade clients to accept training programs that not only provide quick solution for the current problem, but also lead towards a better understanding of the important interrelationships in the industry as well.

*NMU: How do you foresee the demand for training in port and maritime sector in Europe in the future?*

WA: In the past, many professions in the maritime industry have recruited new employees out of a pool of navigators and ship engineers that were willing to change into shore-based employment. Because of the acute shortage of ship officers and engineers today, this pool of mariners is not available any more. As many of the above-mentioned professions have not developed alternative career paths, there are severe shortages in many non-seagoing maritime jobs. In ports, shipping, maritime administration, maritime services and other industries that rely on maritime competencies, employers have learnt already, others will learn soon, that one cannot fill the vacancies with university leavers that have not yet had the opportunity to develop the necessary competencies for the job.

*NMU: Where is in your opinion the gap in the maritime education at the moment and which courses are rare to find but necessary for the maritime sector?*

WA: As mentioned, education and training in the maritime industry is too fragmented and too niche-oriented. First of all, we need a more holistic approach when teaching for the maritime industry from all levels of education. Secondly, we need more opportunities for broadening and deepening knowledge. I myself benefited tremendously from the fact that British universities were offering post-graduate, post-experience academic courses in the maritime industry. In many countries, such offers are still not available. But we also need to broaden this concept by offering pre-graduate, post-experience training opportunities. The credit-point system of the European Union, when applied creatively, offers in my opinion the opportunity to do so. One should allow people without an academic background but with a suitable job experience,

who are willing to broaden their knowledge, to earn benefits by attending pre-academic courses that will allow them to pursue academic studies later on.

Thirdly, we must cater for very special competence requirements in the industry; competencies which demand an academic education but are so rarely sought after that no university will offer such complete course of study. Here, different training and academic establishments should join forces in combining education specialities and combine being them into specialised courses of studies that satisfies graduation requirements.

*NMU: What is the main approach that you use to deliver tailor made training courses?*

WA: All our tailor-made courses are designed explicitly according to the client's requirements. That means that we discuss the topics to be taught and the competencies to develop with our clients, before we agree to run the course. Also, all our courses are very practice oriented.

*NMU: Have you had any experience with e-learning or blended learning solutions? Do you think they match with the changing situation for employees in ports and maritime sector?*

WA: So far, we have only little experience with e-learning and blended learning solutions. But since we started to consider these techniques, we have found several applications in our present service deliveries, where blended learning solutions would have resulted in an interesting improvement. Therefore, we will pursue the matter further and, in the not so far future, integrate blended learning solutions in our training offers.

*NMU: What is your expectation from NMU?*

WA: As we do not offer training on an academic level, our place will be in the area of pre-graduate, post-experience training delivery. I believe, it can be an advantage to the NMU members, if they do not have to reject applicants that do not possess the formal university entry requirements, but instead can direct them to other institutions that can help these applicants to build up sufficient knowledge that allows them to pursue academic studies.

An interactive cooperation between universities and training institutes will benefit both sides, as the training institutes will provide the students with exposure to the practical application of the academic subjects they will study later on and let them experience the interrelationships between practices and processes in the real world.

*NMU: Thank you very much for your insights and taken time.*

## NMU GOES EAST

BY GORDON WILMSMEIER, TRI, EDINBURGH NAPIER UNIVERSITY

The NMU network was invited to the 2010 Annual Educators' Conference on Logistics Education by the Business School of Beijing Technology and Business University (BTBU) and the Teaching Guiding Committee for Logistics Education of the Ministry of Education in China. The event was held in Changsha from July 26 to August 4, 2010. NMU was represented by Gordon Wilmsmeier of TRI, Arne Jensen of Gothenburg University and Philippa Lenz of Lübeck University of Applied Science.



Gordon Wilmsmeier



Arne Jensen



Philippa Lenz

NMU project partners delivered a two hour presentation and then participated in a panel discussion at the International Education Cooperation Forum. Under the title of "An international university network for innovative education and R&D", the NMU network representatives provided their insights to the audience on the function, business strategy and available e-learning content of the seven existing NMU modules.

The conference was attended by over 300 delegates. Also the British Consul, Mr. Dave Huxtable, and representatives from the Commercial College Salford University, UK, showed great interest in the availability of the teaching modules created by the NMU network and potential of becoming part of this network.

NMU's network coverage is now extending deeper into Asia as the project has started looking into further cooperation with the Graduate School of BTBU, as well as involving the Graduate School as an associate member of the NMU network.

## TRANSNATIONAL NETWORK AND E-LEARNING FOR INNOVATIVE MARITIME EDUCATION

BY GESINE STÜCK & GORDON WILMSMEIER

On August 18, 2010 State Secretary Heinz Maurus from the regional government of Schleswig-Holstein visited NMU project partner University of Applied Sciences Lübeck, among other Interreg Projects based in Schleswig-Holstein region. Heinz Maurus was very pleased with the project outcomes and shared opinion with NMU vision.

State Secretary Heinz Maurus said: *"The transnational network ensures a high level of education with specific regard to the needs of maritime sector."*

As markets become increasingly global, tariff barriers are fast disappearing and more information-based economies emerge, the maritime industry and related sectors need to emphasize innovation, competency and collaboration. Developing and managing knowledge as a strategic asset is the key to success in securing a sustainable source of competitive advantage in any emergent knowledge-based economy. To maintain competitiveness, companies need to capitalize on their intellectual assets, rather than simply their physical assets and infrastructure. However, in common with other regions of the world, the maritime sector in the North Sea Region is facing a dearth of well-trained maritime business managers.

There is significant potential demand, therefore, for the offering of education and training which enhance the innovation capacity within the sector; in the future, maritime business managers will need to possess multidisciplinary knowledge and skills to cope with growing maritime traffic, port development, and rising environmental challenges, all within an intermodal environment.



From left: State Secretary Heinz Maurus, NMU student Alexander Kahn, Prof. Dr. Ing. Rolf Granow and Dipl. Ing Philippa Lenz

NMU developed e-learning modules in transnational co-operation enable the NMU partners to use the modules and module elements independent from time and space. Further, students have started to take part in exchange programmes without extending their studies attending NMU partner universities.

NMU member Rolf Granow, professor at the University of Applied Sciences Luebeck, provided insight in the NMU network structure and Philippa Lenz, one of the NMU leading e-learning experts, presented examples from the e-learning modules realised for market entrance within the project.

At the end of his visit, the state secretary spoke with students about their learning experiences in the NMU network. He was also convinced that the developed e-learning modules contribute to the high innovation of the project for innovative maritime education.



## NMU TRAVELLING LECTURERS AND STUDENTS

NMU Travelling Lecturer concept allows faculty members of the NMU university partners to teach not only at their home universities but also at other NMU partners. Moreover, students who are unable to study abroad can benefit to international learning experience gaining from diversity of the NMU staff.

This travelling lecturer concept is supported by NMU joint courses modular approach, which incorporates certain characteristics including flexibility, adaptability and transferability. This modular approach enables delivery one fragment of a module, so called module element (start from 1.5 ECTS credit points). Concerning different universities follow different approaches with regard to semesters, course structure, timetabling, etc, this flexible approach allows to integrate one module element, e.g. gained through one week learning experience, into the faculty's course programme.

As part of NMU pilot course activities and to practice NMU travelling lecturer concept, Senior Research Fellow Gordon Wilmsmeier of Transport Research Institute (TRI) delivered a series of lectures on 'The Geography of Maritime Trade' to the Gothenburg University (GU) students undertaking an MSc in International Business and MSc in International Trade and Logistics. Simultaneously, a recent appointed visiting Professor at the University of Gothenburg, Prof. Kevin Cullinane of TRI, head of NMU project, also delivered a series of lectures on 'Bulk Shipping Economics' to the GU students.



Gordon Wilmsmeier



Kevin Cullinane

## INTERVIEW WITH NMU STUDENT



INTERVIEW WITH **ALEXANDER KAHN**, KIEL UNIVERSITY OF APPLIED SCIENCES

BY **PHILIPPA LENZ**, LÜBECK UNIVERSITY OF APPLIED SCIENCES

**NMU:** How did you hear information about the NMU programme?

**AK:** Through NMU partners Prof. Thomas Pawlik and Susanne Neumann of Bremen University of Applied Sciences.

**NMU:** Which courses did you take? At which universities?

I spent my exchange semester at one of NMU partners in Sweden, the University of Gothenburg and took some master courses offered within the Logistics and Transport Management programme. The teaching delivery method was different to one in Germany. For example, some lectures were delivered by guest lecturers, e.g. Gordon Wilmsmeier or Kevin Cullinane from NMU university partner, TRI, Edinburgh Napier University and also some experts from local companies. This is what they called the "travelling lecturer concept". This kind of lectures enable students to get experiences and broader insights from expert working in different areas or businesses and to learn about different challenges in different countries, due to e.g. geographical distinctions or regional discrepancies.

Besides experiencing the exchange student programme and meeting the different type of lecturers, I also took part in the NMU e-learning course, Environmental Friendly Maritime Transport, delivered by NMU partner Susanne Neumann and the International Maritime Economics course delivered by Thomas Pawlik.

**NMU:** What do you think were the benefits in this kind of transnational courses?

**AK:** The advantages are to learn and experience a lot about different learning methods, different culture, by having known people and make friends from other nationalities and to improve my language. Besides that, I just recently have applied for several internships and have received two positive answers. During the interviews, I have learnt that the employers are really interested in my international experiences.

**NMU:** What do you think about the quality of the NMU courses you have taken and the lecturers?

**AK:** The quality of this kind of study is really high. I have found especially in Scandinavian countries the lecturers have a high level knowledge of the English language, which is important to give a lecture for international students. The travelling lecturer concept has also a lot of advantages, for example lecturers from different countries, industry experts, etc.

**NMU:** Would you recommend NMU to other and do you have ideas for improvement of the NMU programme?

**AK:** Yes, I totally would, since most international companies expect people with such background and experiences. In regard of the fact that the living costs in Scandinavian countries are much higher than in Germany, there should be the possibility to apply for any kind of scholarship for NMU students.

**NMU:** Thank you very much for your time.

## NMU EVENTS GUIDE

**18 – 19 October 2010** - Transport and Logistics 2010, Oslo, Norway - [www.konferanse.info](http://www.konferanse.info)

**20 – 22 October 2010** - 27th German Logistics Congress, Berlin, Germany - [www.bvl.de](http://www.bvl.de)

**21 – 22 October 2010** - Dryport Conference, Edinburgh, Scotland - [www.dryport-conference.tri-napier.org](http://www.dryport-conference.tri-napier.org)

**3 November 2010** - The North Sea Region INTERREG IV B Programme, Hamburg, Germany - [www.interreg-nordsee.de](http://www.interreg-nordsee.de)

**18 – 19 November 2010** - European Freight & Logistics Leaders Forum, Antwerp - [www.freightandlogistics.eu](http://www.freightandlogistics.eu)

**2 – 3 December 2010** - Annual Danish Blue Conference, Copenhagen - [www.maritimecenter.dk](http://www.maritimecenter.dk)

**2 December 2010** - Ports and the Environment 2010, Amsterdam, Netherlands - [www.millenniumconferences.com](http://www.millenniumconferences.com)

For more details about the upcoming events, please visit: [www.nm-uni.eu/events](http://www.nm-uni.eu/events)

## 4 - 7 October 2010: EU Open Days 2010

NMU partners Jens Froese, Indah Rosalie Lengkong and Nataliya Pryadko of Jacobs University disseminated the NMU project achievements at the EU Open Days 2010 in Brussels. NMU was promoted at the exhibition stand of the North Sea Region programme. Seminars, workshops and discussions were focused on theme "EUROPE 2020: Competitiveness, co-operation and cohesion for all regions". For more information about the event please visit: <http://ec.europa.eu>.



## 1 October 2010: NMU Maritime Business Expert Panel

NMU Maritime Business Expert Panel held at University of Applied Sciences Bremen in order to define key concepts for future strategies within maritime research and education. 15 participants from the NMU stakeholder group took part and identified key concepts for maritime transport which can contribute to economic competitiveness. The NMU partner University of Southern Denmark (SDU) has developed the Maritime Business Expert Panel as a tool to discuss education and competence needs in the maritime industry in the partner countries, anno 2020. The Maritime Business Expert Panel has been held in Scotland, Denmark and now in Germany, enabling NMU partners to engage in a trans-national dialogue with the maritime industry in the North Sea Region. The discussion enables NMU partners to develop special education modules for the maritime industry.

## 3 - 4 September 2010: 4<sup>th</sup> Bremer Shipping Congress



The NMU partner University of Applied Sciences Bremen organized the 4<sup>th</sup> Bremer Shipping Congress. The annual conference served as a platform for dialogue with the shipping industry, policies and nautical associations to discuss about the current issues on the maritime shipping education and training. The conference 2010 focused on the topic "Lifelong Learning – human resources development in the maritime industry". For more details about the congress, please visit: [www.bremer-schiffahrtkongress.de](http://www.bremer-schiffahrtkongress.de).

## 11 - 15 July 2010: World conference on Transport Research (WCTR) 2010

The WCTR held in Lisboa, Portugal, was organized by the WCTR Society, brought together managers, policy analysts, advisers, operators and academics, all with a common interest in promoting state of the art and state of the practice in all areas of transport research. Gordon Wilmsmeier of TRI, Rickard Bergqvist of Gothenburg University, and Harald Hjelle of Molde University College represented NMU. For more information, please visit: [www.civil.ist.utl.pt/wctr12\\_lisboa](http://www.civil.ist.utl.pt/wctr12_lisboa).

## 7 - 9 July 2010: IAME 2010

Annual Conference of the International Association of Maritime Economists (IAME) is an international forum for the exchange of research and information among those interested in maritime and maritime-related issues. The theme of the 2010 Annual Conference IAME, held in Lisbon, Portugal, was "The quest for sustainable shipping and port industries". NMU partners, Gordon Wilmsmeier, Alfred Baird and Kevin Cullinane of TRI, Rickard Bergqvist and Arne Jensen of Gothenburg University, Thomas Pawlik of Bremen University of Applied Sciences, Harald Hjelle of Molde University College, Erik Fridell of Swedish Environmental Institute, presented their paper on the conference. For more information, please visit: [www.iame2010.org](http://www.iame2010.org).

## 16 - 18 June 2010: Annual Conference 2010 of the North Sea Region Programme

The joint Annual conference and General Assembly 2010 of the North Sea region programme and North Sea Commission was aimed to collect different expectations and to formulate key challenges stakeholders foresee in the development of the North Sea Region towards 2020. NMU project vision and results were presented and promoted by project partners Yakov Boglev and Gordon Wilmsmeier of TRI, Philippa Lenz of Lübeck University of Applied Sciences, Indah Lengkong of Jacobs University Bremen, Matthias Hahn, and Susanne Neumann of Bremen University of Applied Sciences. For more information, please visit: [www.northsearegion.eu](http://www.northsearegion.eu).

## 27 - 29 April 2010: Multimodal Birmingham 2010



The NMU project partner Gavin Roser, managing director of Pantrak Transportation Ltd., represented the NMU project in Birmingham at the "Multimodal 2010", the UK and Ireland's premier and foremost transport logistics event, with the objective of focussing on supply chain efficiencies and the increased importance of reducing transportation costs in the current economic climate. For more information about the event, please visit: [www.multimodal.org.uk](http://www.multimodal.org.uk).



# NMU Partners Portrait

## UNIVERSITY OF SOUTHERN DENMARK



The University of Southern Denmark (SDU) was established in 1998 through a merger involving Odense University, the Southern Denmark School of Business and Engineering, and South Jutland University Centre. The University of Southern Denmark has more than 17,000 students and more than 2,000 employees. The university offers teaching and research at 6 campuses situated on Funen, in the south of Jutland, west of Zealand and in capital city – in Odense, Kolding, Esbjerg, Sønderborg, Slagelse and Copenhagen. The University of Southern Denmark has created an institution of higher research and education, which provides first-class educational opportunities and acts as a cooperation partner for both public and private businesses and organisations in providing qualified labour.

The Department of Maritime Research and Innovation (MFI) was founded as part of the University of Southern Denmark in Esbjerg on the 1st of January 2005. The founding of MFI is a result of an almost unanimous decision in the Danish Parliament aimed at strengthening education, research and innovation within the Danish maritime sector. The scientific work of the centre is based on business economics and social science perspectives with a global orientation. The centre aims at establishing interdisciplinary research based on cooperation between business economics, international economics, economic geography, maritime economics and logistics. The primary focus is on maritime transport and its framework conditions as well as inter-modal transport and the logistic systems in which maritime transport plays a central role. This also includes the accessioned maritime industries, ports and infrastructure.

Associate Professor, Ph.D. Jacob Kronbak of SDU is NMU partner having expertise in transport system analysis and strategic transport planning with special focus on maritime transport and spatial modelling (geographical information systems). His present research focuses on spatial modelling of short sea shipping, transport corridors and motorways of the sea (MoS). This research also includes the use of geographical information systems and its application to the maritime sector. In the NMU project he is supported by Ph.D. fellow Lisa Loloma Froholdt. Her present research interests are social and psychological aspects of routine and emergency radio communication between ships and shore based units. Research assistant Elin Kragesand Hansen from SDU supports Lisa Loloma Froholdt to create the module element in Maritime Human Resource Management and organise Maritime Business Expert Panels (MBEP) with foresight exercises for NMU stakeholders. For more information about activities of Centre of Maritime Research and Innovation, please visit: [http://www.sdu.dk/Om\\_SDU/Institutter\\_centre/C\\_mfi\\_maritim\\_forskning\\_og\\_innovation](http://www.sdu.dk/Om_SDU/Institutter_centre/C_mfi_maritim_forskning_og_innovation)



Jacob Kronbak



Lisa Loloma Froholdt



Elin Hansen

## UNIVERSITY OF GOTHENBURG



With eight faculties, sixty departments, and 50,000 students (25,000 full-time students) Gothenburg University is the largest university in Sweden. The School of Business, Economics and Law is led by the Faculty Board, which is responsible for undergraduate education, research and postgraduate education. The basic task of the School is to provide undergraduate education, but in addition there is a growing need for continued education based on research, requested by individuals, companies and organizations. As a result of this, the departments of the School are now active in the sharing of knowledge with a great number of partners.

The Logistics and Transport Research Group is an organisational unit within the Department of Business Administration. This group, headed by NMU partner Professor Arne Jensen, conducts research and offers education in logistics, transport economics, distribution channels, and supply chain management. The main is in the field of logistics, in particular concerning the behaviour, design and management of companies and systems as regards to cost effectiveness, quality and environmental impact. Many of the research projects are done together with other partner universities.

The research group is also responsible for the Logistics programme (BA programme) and the Logistics and Transport Management Programme (International Master of Science programme), as well as for separate courses in logistics at the School of Business, Economics and Law. They are working towards establishing contacts in the field of logistics between the School of Business, Economic and Commercial Law, students, trade and industry and the public sector and offering management courses, seminars and professional consultancy for trade and industry.

Prof. Arne Jensen and Assistant Professor Rickard Bergqvist of Gothenburg University are NMU project partners having core competency in areas of Transport Economics and Management, particularly in intermodal transport, competition in transport sectors, development of efficient and effective transport systems and regional logistics. In the NMU project, they are the work package leader of development of NMU marketing and strategy, including development of Virtual Competence Centre (VCC), an NMU service that integrates and organises NMU member skills, experiences and competences for undertaking common research projects in the maritime sector. The NMU VCC offerings including scientific counselling, project development and career service.



Arne Jensen



Rickard Bergqvist

For more information about activities of the Logistics and Transport Research Group of Gothenburg University, please visit: [www.hgu.gu.se](http://www.hgu.gu.se)



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Please visit us at: [www.nm-uni.eu](http://www.nm-uni.eu)

The Interreg IVB  
North Sea Region  
Programme



European Regional Development Fund (ERDF)  
*"Investing in the future by working together for  
a sustainable and competitive region"*

## Imprint

Northern Maritime University (NMU) Project

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