

Call for Abstracts

Berlin-Brandenburg Conference 2008

Logistics and innovation – success in a networked Europe

Ludwigsfelde, 11-12/09/2008

The logistics sector in Berlin-Brandenburg

With a modern multi-modal infrastructure and a rich research landscape, the metropolitan region Berlin-Brandenburg is a perfect logistics location. Nine out of the ten biggest German logistic service enterprises are represented in the region. With 150,000 employees, the logistics and transport sector is one of the most important business sectors in the capital region. The region's role as a gate to Eastern Europe and a lively metropolis offers excellent surroundings to innovation in the logistic sector. With its proximity to East European Markets, the region has a potential to become an innovative hub for East-West and North-South transport strains.

However, at present the broad research potential seems to be only marginally exploited. Economic and employment growth in the sector is under average. There are recently launched innovation strategies with which regional stakeholders aim to support the sector for further development. Since the beginning of 2006 the regional cluster initiative LogisticsNet has been facilitating networking of companies, research organisations and intermediaries in the region. Since May 2006, the branch-based technology transfer office has been supporting innovation projects.

Aims of the conference and key questions

Innovation in logistics is the key topic to further develop the logistics sector not only in Berlin-Brandenburg. Hence, it is crucial to identify current barriers to further development, anticipate major technological challenges and respond with innovative logistics solutions. IT, RFID, safety, satellite navigation and optical communication are only some of the new areas relevant for future development of the sector.

The conference aims at combining an applied view at real logistics challenges with an intermediary perspective on innovation support and a scientific perspective through the involvement of research organisations. Central areas will be introduced by internationally known high profile keynote speakers, the business perspective will be represented by regional and international companies introducing logistics challenges, barriers to innovation and solutions. The following questions are in the centre of interest:

- In which technological fields is a need for further innovation to enhance logistic processes in the future out of a business perspective? Which are the current barriers to innovation in logistics and for further development of the sector? How do businesses use available support infrastructures?
- How do cluster initiatives, technology transfer organisations and centres of excellence promote innovation in logistics in regional companies? Are there models to better facilitate cooperation between research and industry?
- What are the anticipated future challenges for logistic processes and logistics management out of a research perspective in different European regions?



Target group and panels

Innovation related staff in companies with logistics challenges and logistics solutions, researchers from universities and research institutes as well as project managers of cluster initiatives and technology transfer organisations from all European countries are invited to contribute to this conference. Please send your abstracts with a brief outline of your topic for one of the following panels:

- **Panel 1** Future trends, innovation management and innovative projects as well as key barriers and central needs for technological development out of a *business perspective*. Chair: Dr. Eckart Gries, rapporteur: Andrea Rohrberg.
- **Panel 2** Innovation support, identification of key technologies and technology transfer projects out of an *intermediary perspective*. Chair: Prof. Anasse Bouhlal, rapporteur: Bernd Röcken.
- **Panel 3** The future of logistic processes, IT and logistics management; key trends, main future topics and regional foresight out of a *research perspective*. Chair: Prof. Knut Richter, rapporteur: Prof. Harald Gleißner.

Abstract submission and further information

We will be happy to receive your one-page abstracts until 13 June 2008. Please relate your abstracts to the introductory research questions and to one of the three panels. We are happy to receive your documents in PDF- or Word-format. Please send them to thilo.lang@zab-brandenburg.de and include a brief description of your current position, your background and contact details. We will let you know before end of July about the further proceeding. For further information please contact Thilo Lang:

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