

# LOGO

THE FIEGE MAGAZINE

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**THE FLOATING PIERS ON LAKE ISEO:  
DELIVERED BY FIEGE**



**FIEGE**

The World of Logistics

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# New paths to secure skilled professionals

This was genuinely a new challenge for the Fiege Group: Multiple vacancies in the company's warehousing segment were to be filled with refugees.

**S**upport came from the Employment Agency Rheine. Collectively, employment agency and company experts crafted a concept that enables refugees to find employment faster, and as a result be integrated into the workforce more quickly. The idea for this co-operation came from both, Jens Fiege, member of Fiege's Executive Board and Torsten Withake, managing director of the regional office of North Rhine-Westphalia's unemployment insurance for the German Federal Employment Agency, during a round table that covered the issue of how to secure skilled professionals. Four young people from Lebanon and Pakistan have been working at the Ibbenbüren warehouse as order pickers since the beginning of August. These engagements indicate a new path for Fiege in securing skilled professionals for its operations, and many aspects involved in this undertaking represented new territory. In a joint effort and throughout

many meetings with the partnering Employment Agency in Rheine, they extensively worked on creating structures and process flows that assist people who had been forced to flee their country, with taking up employment. This proved particularly important in relation to formal process flows which must be taken into consideration when employing refugees. Other challenges only presented themselves in the course of the application and employment process. For many refugees, for example, the process of an interview as is customary in Germany, is unheard of. In response to this, it was decided to invite eligible candidates to a Job Shadow Day. Ten chosen candidates were prepared for a Job Shadow Day. Once on location, the candidates were able to get a good idea of what to expect. The getting-to-know-each-other ultimately broke the ice! Jointly with the Employer Service of the Employment Agency Rheine, refugees are to obtain qualifications

in future and be prepared for a career in logistics. The goal of the concept is for young refugees to be given the opportunity through their contact with business schools in Ibbenbüren to acquire school leaving qualifications and, following a year of preparation, the youths are to attend school while at the same time undergoing a traineeship at the company on three days of the week. The Fiege Group – so the reasons for this strong commitment on behalf of the logistics provider – considers these young people to present a major opportunity for covering its future demand for skilled professionals.

Following a first good experience, the employment process for refugees developed together with the Employment Agency Rheine is to be applied to other Fiege locations in the near future, since demand for skilled personnel at many of the 160 subsidiaries is high. And other companies may also refer to the concept as a Best Practice example. ●

# Versatile logistics in Ibbenbüren

● The roughly 80 attendees of the eighth Osnabrücker Logistikdialog held at the Fiege Mega Center in Ibbenbüren on 11<sup>th</sup> May learned just how versatile logistics can be. Kompetenzwerk Individuallogistik (KNI) and the regional Münster/Osnabrück group of the German logistics association, Bundesvereinigung Logistik (BVL) had invited everyone to this event. The visitors were shown the different supply chain flows at the Fiege Mega Center Ibbenbüren: from the logistical handling of eCommerce, to the supply of end consumers, to B2B transactions supplying the retail trade. The primary customer group is based in fashion and online retailing. Martin Rademaker, member of the Fashion & Online Retail management, led the tour through the facility and volunteered information about the latest development in logistics for eCommerce. Following this, Andreas Gessner, head of distribution logistics at Deichmann, offered insights into the world of the large footwear retailer who is also a customer at the Fiege Mega Center. After touring the warehouse facility, there was an exchange amongst those interested in logistics during a panel discussion on the topic of fulfilment logistics. Prof. Dr. Ingmar Ickerott of Osnabrück University of Applied Sciences moderated the panel of experts.

# Daimler endorses Fiege as a Qualified Partner

● Daimler AG has endorsed Fiege tec, a company of the Fiege Group, as a Mercedes-Benz Qualified Partner. This status distinguishes builders of bodies for Mercedes-Benz trucks who meet the high quality standards of the world's largest truck manufacturer. Fiege tec fulfilled all quality management, distribution and service requirements for the body builder. This quality seal is a vital step in achieving the Excellence Level, which the Fiege Group and therefore, Fiege tec, are aiming for. Fiege tec, next to a workshop for commercial vehicles, also operates a manufacturing unit for its proprietary brands, Swopper and KA-BA.

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# NEWS



Fiege tec met all body-builder criteria.

# Certified with special praise

● Fiege's subsidiary in Marklkofen passed the VDA 6.2 certification procedure with special praise. The location in Lower Bavaria is currently the first within the Fiege Group to be certified for this specific automotive standard, an add-on certification to ISO 9001. The most important customer at the location is the filtration specialist, Mann+Hummel. Upon completion of the audit, which was conducted in February already, the excellent work and exemplary maintenance of the management system at the location was acknowledged. The outstanding leadership and first-class work atmosphere received special praise. With the help of different tools aimed at ensuring compliance with legal and customer requirements, a multi-faceted and pervasive management system was set up in no time, which created significant added value for both, the customer and the service provider.

## Family day in Marklkofen

Roughly 2000 guests visited the Fiege subsidiary in Marklkofen at the start of June. The occasion was the family day organised by Mann+Hummel at the suppliers' logistics centre, or Lieferanten-Logistikzentrum (LLZ). Fiege Real Estate had built the LLZ that provides 33,000 square metres of warehouse space for the filtration specialist from Ludwigsburg in Lower Bavaria. Visitors listened to live music in Hall 33, tested their skills playing kick-point or jumping around in the bouncy castle and viewed a clip about the progress of construction for the LLZ, from the first cut of the spade in October 2014, to the completion in July 2015. At the Fiege booth, the team of the branch manager, Johannes Hertle offered information about the company's portfolio.

## Certified under EU-Eco Regulation

● The Fiege location in Greven-Reckenfeld has been independently certified for the first time under the basic Eco Regulation, EC 837/2007 in May of this year for the animal food category. The certification targets primarily the producers of these products. In the context of this audit, however, the entire supply chain was scrutinised from an ecological perspective. In the past, the long-standing customer, Wein Wolf, who stores and distributes various ecologically-produced wines at the Greven location, initiated these audits. With pets Premium from Munich, a further customer joined the portfolio a few months ago who offers various Eco-approved pet food products. "This expansion has led us to independently obtain a certification for the first time, which we managed to achieve without any restrictions", is how the branch manager, Markus Röser and Uwe Schlickmann, responsible for the audit, commented on the procedure.



They have every right to be proud of the certification: Markus Röser (r.) and Uwe Schlickmann.

## Air & ocean cargo office at FMO airport

● A Fiege air & ocean cargo office opened at Münster/Osnabrück (FMO) airport on the 1<sup>st</sup> July. "The Münsterland is a strategic location to which we are greatly attached as a family-owned enterprise", says Michael Völlnagel, in charge of International Freight Forwarding. The Westphalia-based tradition-rich company Fiege has enjoyed strong growth over the past years with its ocean and air cargo traffic, especially within its proprietary network of locations in Europe, China and India, but also due to an extended global network of strategic partners in vital markets where Fiege does not maintain any independent locations.



At Fiege's new air cargo office based at FMO airport, Dirk Helberg, Daniel Baumhoer and Stefanie Hanrath (from right) take care of customers.



# The Floating Piers of Lake Iseo: Delivered by Fiege

A gigantic pier covered in bright orange fabric adorned Lake Iseo to Italy's north for 16 days. Art aficionados from around the world flocked here to walk on water thanks to this truly amazing installation by the artist, Christo – a unique experience which is likely to keep art lovers talking for a long time.



**T**he Floating Piers were 16 metres wide and a good three kilometres long and connected the mainland with two islets in the lake. Around 70,000 square metres of high-tech fabric of an iridescent yellow-orange hue were wrapped around the piers, which for their part were made to float by 20,000 jerry cans attached to each other. Visitors walking down the piers were to “feel the waves beneath their feet”, so Christo during the opening.

The Fiege Group contributed considerably towards this fascinating installation actually becoming possible: Fiege Forwarding Germany GmbH was notified of the imminent order by Christo as early as January. Following intensive talks with the man >



Fiege trucks first transported the bales of cloth to Lübeck in Germany.



Christo's installation afforded spectacular views, no matter what perspective.

in charge of Christo's project, Wolfgang Volz, the solution favoured for the transport and storage of the products was the Fiege body. From the locations in Hamburg and Bocholt, the required number of double-deck swap bodies was organized. In the meantime, it turned out that the transport was not leave from the Münsterland region, but that the fabric had to be delivered to Lübeck where it would be cut to size for the respective pontoon segments of the piers and the road stretches.

In co-ordination with the project manager and the local long-standing partner of Christo, Geo – Die Luftwerker in Lübeck, it was possible to

## Delivery and return transport by Fiege

reduce the cost of, and optimise the scheduled loading of the swap boxes. Thanks to the use of chipboard panels on the pallets, the cloth was prevented from over-stretching.

Also, it was important for the client that the finished products were stored on closed grounds, to be safe from un-

welcome tampering from the outside. Because of the immediate proximity, the bodies were stored at Fiege's in Hamburg from where, three weeks before the start of the event, the first four were shipped by train to Italy. In total, the products were loaded onto eight Fiege swap bodies. The final two reached Italy on time in the week before the opening.

And even the non-woven material that was placed between the pontoons and the bales of fabric to make

the surfaces less slippery, made it to Pilzone with Fiege. In co-operation with the Fiege location in Greven all twelve jumbo truck trailers were collected and delivered on time.

While the exhibition was taking place, it was decided that Fiege should also organise the return of the fabric to the Münsterland. The bales were reloaded onto all eight Fiege swap bodies and taken to Gronau and Greven, where the bright yellow cloth was destroyed for good. ●



Just as for previous Christo wrapping projects, the bright orange cloth was destroyed in the end.



# Zalando relies on Fiege for operations in Poland

With Zalando, Europe's largest Internet shopping business as a client in Poland, the Fiege Group is further expanding its European supply chain network.

**T**he new logistics centre in Gryfino, Poland, which is currently in the works, is the third supply chain facility after Stradella in Italy, and a planned logistics satellite warehouse near Paris, that Zalando has abroad. Construction for the new logistics centre in Gryfino near Szczecin is to start as early as this month. Similar to the already existing locations of Mönchengladbach and Erfurt, as well as the logistics centre in Lahr that is in the making, the new facility features around 130,000 square metres of space and will offer future employment to over 1,000 people. Customers from all of the 15 markets, especially from Poland, Germany and the Nordic countries, will be supplied from the new logistics centre.

"We send out several million parcels every month to 15 countries in Europe. Last year alone we gained an

additional three million customers. Only if we have a strong operational and international set-up we will be able to successfully meet the local requirements of our customers", says David Schröder, Senior Vice President Operations at Zalando.

Zalando already took the first step towards an international supply chain network in December 2015 with the satellite warehouse in Stradella in the north of Italy, which has Italian shoppers receive their orders on average up to one and half days faster. 60 per cent of Italian orders are already processed in Stradella. Even in Stradella, the Internet fashion retailer counts on the Fiege Group as their operator. "We are extremely proud that our competence in fashion logistics resulted in a further expansion of our business with our partner, Zalando", says Piotr Kohmann, CEO Fiege Poland. ●

## Facts and figures about Zalando

Zalando is Europe's leading online platform for fashion, offering shoppers a large selection of clothes, footwear and accessories for women, men and children, with free delivery and return. The product range includes known global brands, local as well as fast fashion brands, but also private labels. Zalando shops are geared locally to the needs of customers in 15 different European markets: Belgium, Germany, Denmark, Finland, France, Italy, Luxembourg, Netherlands, Norway, Austria, Poland, Sweden, Switzerland, Spain and the United Kingdom. Zalando's supply chain network with three centralised logistics centres in Germany, allows the efficient supply of all consumers throughout the whole of Europe. Zalando's international shops record 160 million visits every month; 65 per cent of which were from mobile terminals during the second quarter of 2016. The number of active customers rose during the same period to 18.8 million.



# Clear demonstration of diversity in logistics

To clearly demonstrate the diversity of the responsibilities in logistics as a crucial economic area, enterprises and organisations from trade, industry and services sectors opened the doors to their businesses for everyone to see, on 21<sup>st</sup> April 2016.



Fiege presented occupations that are available within warehouse logistics in Mönchengladbach.



**T**hree locations of the Fiege Group made a point of participating in this event: Neuss, Mönchengladbach and Apfelstädt near Erfurt. In Mönchengladbach, this event was initiated by the logistics initiative Mönchengladbach with the Employment Agency. It provided the opportunity for companies to talk with junior recruits and skilled professionals and to share

information with them about the diverse range of occupations in the logistics industry. In total some 18 regionally-based companies showcased their enterprises at the multi-purpose venue in Eickenstatt. Additionally,

## Mönchengladbach, Apfelstädt and Neuss

the experts from the Employment Agency had organised a job exchange and were available to answer any questions or requests. The Mönchengladbach location presented itself with a large trade fair booth. Jobs within warehouse logis-

tics were presented and interested pupils could get a very specific idea of what makes the training to become a skilled professional in warehouse logistics.

In Neuss, visitors experienced an exciting and interesting run through the history of the Fiege Group. This was followed by a tour of the warehouse with a look behind the scenes of a logistics service provider, which also covered information about professional training and internship.

In Apfelstädt, one of the large logistics centres of the Fiege Group, more than 180 visitors showed their interest in the Day of Logistics and the many different facts that this business sector has to offer. Hourly tours of the Media Saturn and SportScheck segments gave people insight into the diversity of responsibilities in logistics. ●

# Concept and conditions the convincing factors

The over 20-year partnership between Melitta and Fiege has once again been confirmed with the signing of the contract extension. Starting 1<sup>st</sup> December 2016, both companies will have been partnering in Bremen for 25 years.

**M**elitta is an internationally-operating, family-owned company that boasts over 100 years of tradition. The company makes brand products for coffee lovers, for storing and preparing food and for household hygiene. It also produces special paper for the wallpaper industry and industrial films for wrapping food. The current contract was cancelled in 2014 and new tenders were invited for the full project. In a direct comparison with the competition, Fiege Bremen was able to convince with its concept and conditioning and was awarded a further contract which started on 1st January 2016. Next to a full waste disposal management for the entire production using a fully-automated shuttle that collects from 30 storage locations – up to

## Fully-automated shuttle

60 pallets – on an hourly basis from Melitta for delivery to the Fiege subsidiary in Bremen, the roughly 60 employees are in charge of incoming goods and storage of the delivered pallets, but also of storing future inbound merchandise, which can total up to 250 pallets per day. Incoming goods and the storage of boxes for production on Dortmundener Straße in Bremen as well as for making card-



board sales displays are handled in Bremen. The current capacity is laid out for around 18,000 storage locations and was increased to 25,000. Order picking and the making of sales displays by the customer's order, national and international order material planning for the completed displays, full pallets and order picking

pallets, round off the logistical activities that are provided.

Following the expansion of capacities, Fiege guarantees for Melitta the highest degree of flexibility within production, thereby cushioning peak times in demand. Additionally, the continuous improvement of quality secures Melitta's market position. ●



## Coffee pleasures without gritting your teeth

The joy of coffee – that is what Melitta has stood for since the company's founder, Melitta Bentz invented the first coffee filter in 1908, laying the foundation for today's ultimate enjoyment of coffee.



1908	1920s	1930s	1940s	1950s	1960s	1970s
<p>Melitta Bentz invents the original filter for coffee. Together with her husband, Hugo Bentz they register a company for the production and distribution of their invention with Dresden's trade office.</p> 	<p>In 1923, Willy Bentz, the oldest son of Melitta and Hugo Bentz, joins the company, which results in renaming it into Bentz &amp; Sohn OHG.</p>	<p>With the second son of Melitta and Hugo Bentz, Horst Bentz, joining the company, it is renamed Melitta-Werke AG in 1932.</p> 	<p>World War II increasingly impaired production at the Melitta factory.</p>	<p>Four years after her husband passed away, Melitta Bentz dies.</p> 	<p>In 1962, Melitta is the first company to offer vacuum-packed ground coffee on the German market.</p> 	<p>After adding dust bags for vacuum cleaners to the product range, Melitta enters the dust filter business in 1971.</p>

**M**elitta Bentz had the idea for the first coffee filter a good 100 years ago already. The homemaker from Dresden had had enough of gritting her teeth when drinking coffee. Add to that the fact that she did not particularly enjoy the bitter flavour from the ground coffee because it had not been filtered, and you have more than one reason that triggered Melitta Bentz' ambition. She worked relentlessly on a solution for the problem. Blotting paper from her son's school book finally gave her the bright idea to filter the unpleasant coffee grounds with filter and paper. But Melitta realised that this was only the beginning. She fiddled with a perforated tin cup and continued to fine-tune her invention until she finally registered a patent for the original filter in 1908.

Melitta has maintained such ingenuity to this very day. Be it the many coffee varieties or the preparation with hand filters or modern coffee makers – Melitta cultivates the connection

### Ingenuity to this very day

between tradition and innovation of products which give consumers a tremendous enjoyment of coffee – day in, day out, time and again, and cup for cup.

The Coffee business unit handles Melitta's European coffee operations. The product range offers the right coffee pleasure for any and all taste

buds. From filtered coffee to instant Cappuccino, to full beans for fully-automatic coffee machines, to coffee pads for the one-off cup of java.

Melitta Europe brands largely hold leading positions in their respective markets. Melitta® cone-shaped paper coffee filters® have long stood for a special coffee pleasure. Filter coffee makers and fully-automatic coffee machines by Melitta® and tea filter products and products by Cilia® as well as Swirl® have long been known for their outstanding quality and innovative strength. In the coffee segment, Melitta® is one of the best known and strongest-selling brands. The success is based on a balanced blend of the tried and tested combined with something new, high quality and most and for all, the marked understanding of what consumers need. ●

1980s	1990s	2000s	2010	2011	2012	2013
Once Horst Bentz had left the company as a personally liable partner, his sons, Jörg and Dr. Thomas Bentz, manage Melitta after 1981.	The Melitta Group takes over the Neu Kaliss Spezialpapier paper factory in 1992.	At the beginning of the millennium, Melitta introduces filters with a double seam.	The son of Jörg Bentz, Jero Bentz joins the company. Melitta takes over ACW-Film, a producer of wrapping film.	As the first non-family member, Volker Stühmeier joins the company management in 2011. The Berlin-based paper factory merges with Neukölln Spezialpapier GmbH & Co. KG and produces mostly non-woven wallpaper for the sister company, Neu Kaliss Spezialpapier.	Melitta has been roasting coffee for 50 years. Sandwich paper will celebrate its 75th anniversary. The business units Melitta Household and Melitta Coffee will join forces as Melitta Europe.	Jero Bentz replaces Dr. Thomas Bentz in the company's management in 2013. He thus stands for the fourth family generation of the Melitta group of companies.



## A new postal service: Mainversand

Medienservice GmbH & Co. KG, a subsidiary of Frankfurter Allgemeine Zeitung GmbH and the Fiege affiliate, F-Log GmbH, has acquired Postcon Frankfurt from Postcon Deutschland.



The managing directors of the new company are Hans-Peter Petto (l.) and Bernd Rademann.

**M**edienservice took over the entire regional Frankfurt company in an Asset Deal on 1<sup>st</sup> May 2016, consequently founding the new

postal service, Mainversand GmbH. Mainversand GmbH is wholly-owned by Medienservice. The new postal service delivers letters and registered mail for businesses, authorities, agencies and institutions in the greater Frankfurt/Main, Offenbach and Limburg region. The 1,700 mail carriers from the existing postal and newspaper supply chain network guarantee punctual, reliable and also, budget-friendly postal services. Pan-regional mail will be delivered with the help of Germany-wide co-operation partners. "This makes Mainversand an attractive alternative to Deutsche Post AG in the Rhine Main area", emphasises Bernd Rademann, managing director of Mainversand GmbH.

The privately-owned delivery service has taken over the clientele of

what used to be Postcon, including its 200-something personnel. Frankfurter Allgemeine Zeitung GmbH holds 51 per cent of Medienservice GmbH, and 49 per cent are owned by F-LOG GmbH. The company is headquartered in Frankfurt. The logistics provider for newspaper and media publishers was founded as a joint venture between Frankfurter Allgemeine Zeitung GmbH and F-LOG GmbH in 2000. Managing director Hans-Peter Petto explains: "We see substantial potential in the segment of mail delivery for us. By forming Mainversand the current delivery territory for mail is doubled. Mainversand can offer low-budget, quality hybrid delivery and has a local team for working the market. We know how to successfully implement our expansion strategy." ●

# Internet makeover

**S**ince the 1<sup>st</sup> September, Fiege has been informing interested visitors via a totally revamped Internet presentation. The time was ripe for a total makeover of the current pages and provide customers, partners and friends of the company with fresh news and highlights.

Of course, Fiege's signature colours were left untouched.

A transparent structure of the complete layout based on a new sitemap takes visitors conveniently and efficiently to the requested information. The new design is modern, user-

friendly and optimised for mobile devices. A further plus is the easy handling of the page content, which makes updating information in the future an easy task.

[www.fiege.com](http://www.fiege.com)

The screenshot shows the Fiege website's navigation menu at the top, including links for FIEGE, FIEGE GROUP, INDUSTRIES, SERVICES, CAREERS, PRESS, and CONTACT. Below the menu is a large banner image of a factory floor with robotic arms, overlaid with the text "EFFICIENT SOLUTIONS IN LOGISTICS".

## EFFICIENT SOLUTIONS IN LOGISTICS

## SIMPLIFYING LOGISTICAL COMPLEXITIES

We add more efficiency to our partners' value chains.

FIEGE is a family-run company in the fifth generation. To us, our customers are our partners. We optimise the value of every aspect of their process chains, even offering proprietary solutions, inclusive of the complete fulfilment of all logistical activities.

Innovation and long-term thinking have made us one of Europe's leading contract logistics companies. As a modern enterprise, we constantly evolve – thanks to new technologies and ideas.

[LEARN MORE](#)



Martin Rademaker opened the topic titled Logistics.



Minister Ursula von der Leyen was the keynote speaker at the business congress.

## Symposium Oeconomicum in Münster

The motto of the 29<sup>th</sup> Symposium Oeconomicum Münster, a business congress organised by students held in April of this year, focused on giving value to time.

**T**he keynote speaker, Dr. Ursula von der Leyen, Minister of Defence, described to an audience comprising over 600 students the value which the factor of time has for her – as a politician, and as a family person. To start with, the motto was debated in six different topics with experts. The topic titled Logistics focused especially on the value of fast logistics for eCommerce. Martin Rademaker, Fiege Managing Director Fashion/Online Retail, opened the Logistics symposium with a short introduction into the development of logistics and then made the link with current logistical challenges that eCommerce faces. “Even if customers do not compellingly need a same-day delivery: the minute Amazon and Zalando offer this service, it becomes a market standard that the competition has to live up to”, is how Rademaker explains the dilemma of

many online shops. Fiege is already working intensively on concepts that enable even smaller businesses – those who turn over smaller volumes and require a more central logistical orientation – to enjoy efficient solutions. Rademaker also touched upon the market’s growing internationality: “Currently we pack and send several thousand parcels per week from Germany directly to Chinese end consumers – and the trend is rising.” To cater to these cross-border deliveries, Fiege has developed an innovative product with CheckOut2China, which offers European online retailers a door-to-door solution for the Chinese market.

During the symposium, Zalando provided insight into the supply chain strategy of a leading European online shop, which in general provides for self-directed logistics out of Germany, supplemented by satellite locations

abroad, to secure a faster distribution and intake of returns. For these areas, Zalando has been trusting in the international expertise of Fiege for years. Next to the two logistical heavyweights, the symposium was rounded off by two start-ups, Tiramizoo (same-day delivery) and Urbanmaker (3D print).

In parallel with the technical lectures on the individual topics, the students were given the opportunity in the lobby to come into contact with many different companies and obtain information about possibilities of joining them at the end of their studies. Both, the debates surrounding the topics as well as the response at the Fiege booth in the lobby, demonstrated that logistics, with its diversity, internationality and speed, is an exciting sector which more and more young people feel increasingly enthusiastic about. ●



# Merging international forwarding activities

Fiege's office in Antwerp was recently fully integrated into the International Freight Forwarding (IFF) business unit, which consolidates all international freight forwarding activities such as air and ocean cargo, but also rail and intermodal transports.

Fiege's Antwerp office is now part of the International Freight Forwarding business unit

**F**ollowing the integration, the location changed its name accordingly, to Fiege Forwarding Belgium NV. With the global IFF network Fiege is able to offer to its customers integrated supply chain solutions with added services from Antwerp.

The opening of a new warehouse facility in the Herentals industrial zone in 2015 emphasises the growth targets and persistent orientation towards customer and market needs. The open customs warehouse in immediate proximity to the port in Antwerp allows Fiege to supplement its

## Larger breadth of services

existing portfolio by additional value added services. "With our extended storage capacities we offer our clientele an even larger breadth of services and welcome especially start-ups as well as companies that are about to internationalise their activities," says Bart Loos, branch manager in Antwerp.



Fiege Forwarding Belgium NV merged not only legally with IFF, but also in practical terms, considering the imminent implementation of the Fiege global freight system, which provides customers with consistency and a global view on their supply chain needs. Michael Völlnagel, CEO International Freight Forwarding of the Fiege Group, underlines: "Moreover, the co-operation and outstanding competence of our employees are crucial success factors in meeting customers' wishes."

Fiege International Freight Forwarding as part of the Fiege Group connects the world with a broad services portfolio for all transport channels: air, ocean, rail, road, project cargo, discerning refrigerated and pharmaceutical transports – based on an international network with over 160 locations around the world. ●

## Project expansion in the Netherlands

Fiege Zaandam has taken up operations of an automatic packing line for eCommerce – perfect for the start into the peak season. With 32 modern packing tables and new conveyor technology, the branch supports the rapid growth of its eCommerce clientele with whom Fiege was able to negotiate a successful contract extension.

Additionally, in the central province of Gelderland, a new warehouse was opened for unusually-dimensioned as well as large consumer products, such as white goods. On now 20,000 square metres of space spread across two locations, the eCommerce logistics specialist offers services including storage, handling, value added services (e.g. quality control) as well as the customised returns processing.



## Professional services for Mann+Hummel in China

After opening subsidiaries in Wuxi and in Changzhou, Fiege Logistics China Ltd. has started building its third warehouse for industrial clients, located in Taicang in Jiangsu province, in the immediate vicinity of Shanghai.

A third warehouse location in Taicamp was set up for industrial clients.

**T**he building has a total surface area of around 80,000 square metres spread across four building sections, each covering two floors. The part dedicated to Fiege consists of 10,000 square metres. Fiege's first and most important client in Taicang is Mann+Hummel (China) Ltd., a leading company in the automotive industry. The warehouse is in the immediate vicinity of the production site of M+H in Shanghai-Jiading.

## Hub for German mid-sized companies

Taicang is a hub for Germany's mid-size industry: Over 200 German companies have already settled here. When looking for professional sup-

ply chain services in the local market – whether for classic forwarding, production logistics or eCommerce – Fiege ranks at the very top of the list of possible partnering enterprises.

Only six weeks after signing the contract, the logistical handling for Mann+Hummel was taken up. 10,000 pallet spaces are now available for the client on the ground floor. There are plenty of possibilities for expansion. "I am proud that our team here in Taicang provides such a reliable service for our customers and works with so much passion and such great precision, day in, day out", emphasises Violet Gan, head of logistics Fiege Taicang.

All operational steps are based on scanned processes, in order to guarantee maximum precision for the outgoing merchandise. The IT is integrated via the respective interfaces between the customer's ERP (Enter-

prise Resource Planning) and Fiege's warehouse management system. The services which Fiege renders for M+H include, amongst others, inventory and order management, VAS (labelling, winding up, shrink-wrapping, palletising) and quality inspection.

"We decided to outsource our warehouse for finished products in Taicang to Fiege because this service provider fulfils our extensive selection criteria in relation to price, quality of service, and timely response", highlights Stefan Gebauer, VP Supply Chain, Asia-Pacific.

"Taicang is a prime example of the careful development of a strong industrial cluster just outside of the city gates of Shanghai. It is the declared goal of Fiege to become the preferred logistics partner for many globally leading companies who are based here locally in this community", says Hannes Streeck, CEO Fiege China. ●



Mann+Hummel is Fiege's first and most important customer at the new warehouse.

# When the Dragon clicks in Deutschland

Of opportunities and challenges of cross-border eCommerce with China

**AUTHOR** Prof. Dr. Ingmar Ickerott

**C**hina is already one of the world's largest eCommerce economies. Chinese sales from online retailing, according to the national office of statistics, reached around Euro 560 billion last year – that equals approximately 13 per cent of China's entire retail sales, or 14 times German sales (Euro 40 billion). By 2020, growth forecasts for China predict a 15 per cent per annum increase in eCommerce, most likely surpassing the one-trillion Euro mark by 2019/20.

Over half of China's Internet users buy online today. In urban agglomerations, this rate reaches an impressive 70 to 80 per cent. The Chinese appre-

## Alibaba is the dominant company

ciate the seemingly unlimited product range, the diversity of options and the great transparency of prices online. Average proceeds per user currently total an impressive Euro 546.33 per year. Alibaba, as the dominant company on the Chinese market, was able to become the largest eCommerce platform in the world with a market

share of approximately 70 per cent. Remarkable is also the growth of Mobile Commerce. Between 2013 and 2016, the share of Alibaba customers making purchases with their Smartphone has increased from five to currently 75 per cent.

German products are highly popular with Chinese shoppers. Household items such as pots and pans, baby formula and cosmetics sporting a Made in Germany label, are valued for being genuine and offering a reliable quality. Everything applied onto and below the skin is currently in great demand. Even re-imported products from Germany labelled as Made in China are popular because consumers expect Chinese products made for the European market to comply with higher quality standards than had they been made for the domestic market.

And the Chinese do not stop shopping when travelling in Europe. Buying via online channels is increasingly in demand for foreign products. And this is a huge trend, triggered by the food scandals that took place in

2008/2010 for milk and baby formula contaminated with melanin. Since then, many Chinese, for example, have a special need for dairy products and other food from western industrial nations. Millions of litres of foreign pasteurised milk were ordered via the Alibaba platform on the past Singles Day, celebrated on 11<sup>th</sup> November 2015, alone; German producers had a very large share in this. In total, so Alibaba, 33 per cent of Chinese clients ordered products on Singles Day from abroad, whereby Alibaba's total sales on this one day reached Euro 15 billion, i.e. 37.5 per cent of annual eCommerce sales in Germany in the year 2015.

Major online market places in China, like Alibaba, JD.com Inc. and Ama-





zon, responded to the simplified import regulations for foreign products introduced in 2012 and established special shopping portals for cross-border buying. For example, in February 2014, Alibaba started Tmall Global, a platform that enables foreign companies without a Chinese business licence to pursue B2C transactions with Chinese consumers. Sales via Tmall Global grew as a result of this between Q4/2014 and Q4/2015 by an impressive 179 per cent.

## Demand dynamics are tremendous challenge

However, as rapid as the demand is rising, it may disappear. These are dynamics that are difficult to master for many manufacturers and importers. But not only the dynamics of demand represent a tremendous challenge. As

a result of the market's growing maturity and saturation, Chinese consumers are becoming increasingly picky. Current surveys show that on average, consumers browse five pages from vendors before finalising their purchase.

Entry into the market therefore requires ever greater investments into establishing brand awareness. Moreover, continuously changing legal regulations and import rules create insecurity amongst foreign vendors and retailers. Current regulations stipulating that merchandise can be imported into ten Chinese cities via special cross-border eCommerce zones without import duties and certifications, to be distributed to consumers under a fast-track customs procedure, will be tightened in May 2017. Products coming in via this route will in future be subjected to what is at times a costly and time-intensive certification process. Intensive testing is to be applied especially to food, cosmetics and food additives. Individual direct deliveries from abroad, however, are permitted without elaborate certification, yet, individual deliveries are naturally more costly than consolidated shipments to customs-free warehouses in eCommerce zones. Also, the delivery times for direct deliveries from central Europe to China are somewhere between one to two weeks. The CheckOut2China service developed by Fiege falls clearly below this mark with a lead time of five days.

The Chinese are at the top of a global trend of cross-border eCommerce. Our global economy is changing increasingly into a multi-polar trading place which is breaking up the customary division of labour between the trading blocks and new B2B and B2C trading flows in all directions. The opportunities that this brings are fascinating, and the challenges are tremendous. Since changes to the

legal framework are practically announced daily and demand is becoming more and more volatile, know-how and adaptability are called for. One has to constantly be on one's guard. Logistics companies have a major responsibility when it comes to the solution for these challenges. Fiege has been developing a new solution for cross-border eCommerce at full speed. The lights are set to green that these solutions will be required in the near future not only for routes from Germany to China. ●

### Particulars

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## Door-to-door with Fiege from Europe to China

Five days from click-to-buy to the delivery of the merchandise – that does not seem particularly fast these days for eCommerce. However, if the goods are in Berlin and the customer lives in Shanghai, it is high-speed cross-border distribution with CheckOut2China.

**C**hina's eCommerce market has become number one in the world over the past years. For the particularly fast growing cross-border eCommerce segment, Fiege now offers easy access to the Chinese market for European retailers and brand makers. With CheckOut2China, Fiege controls all delivery and customs clearance processes, from the warehouse platform directly to the door in China, enabling a fast, low-risk entry into the market. Whether the customer operates the warehouse independently or has a service provider manage it, is not relevant.

Next to the logistical expertise, Fiege advises market newcomers on the particularities of China's online retailing, such as with regard to customs



With CheckOut2China, Fiege controls all delivery and customs clearance processes.



Fiege processes several thousand shipments per week sent to online shoppers.

provisions, payment options and shopping platforms. Since the middle of last year, the logistics company has been handling several thousand consignments per week sent from Germany to Chinese online shoppers. “CheckOut2China gives European retailers the possibility to test and serve a huge market without heavy investment or even without knowledge of the market – especially if you keep in mind that our prices roughly equal inner-European pricing”, says Hannes Streeck, CEO Fiege Far East headquartered in Shanghai.

According to a joint study by the management consultancy, Accenture and the Alibaba subsidiary, AliResearch some 200 million Chinese will be buying goods worth more than US dollars 245 billion by 2020. The

Chinese call these online shoppers Hai Taos, which translates into something like Overseas Shopper. Baby and beauty products as well as household products Made in Germany are in particularly high demand amongst the brand-conscious Chinese.

### Origin of merchandise is a quality promise

Fiege discovered in a special way that the origin of the merchandise acts as something of a quality promise: “Some customers were convinced that, because of the fast five-day delivery period, the products came

directly from China and therefore wanted to return them. Our Track & Trace allows the consumer to follow the entire shipment process, giving them a sense of security about the origin of the product”, Streeck points out.

Fiege is convinced that its home-grown cross-border solution offers clear added value for European retailers. “CheckOut2China is a great example of successful team work within the Fiege Group. Here, we merge our eCommerce expertise with our networks for air cargo and in China. The market demand demonstrates that with this offer, we create a noticeable added value”, so the summary of Martin Rademaker, Managing Director Fashion & Online Retail, about the foundation for this success. ●

# eCommerce: Challenges for manufacturing companies

The following article comprises excerpts taken from a feature published in the customer magazine of Batten & Company, Insights 22. The authors are Marcus Gropp, Fiege, Christian von Thaden and Sebastian Schwärzl, Batten & Company.



already many examples of this: photo shops are barely needed and large photo labs can sell their products directly online to end consumers. Stationary branches are often only used as something of a flagship. When looking at growth figures, the trend is far from having reached culminated – it is highly likely that it will continue to increase.

This article examines the situation of manufacturing enterprises which, in relation to eCommerce, rather are (late) followers and which only recently have been dealing with the opportunities and risks of eCommerce. Many of these manufacturers work within a multi-level distribution system and sell their products therefore to wholesalers, who then resell to specialist dealers or installation companies. Bathroom fittings tend to be sold from the manufacturer to the wholesaler and then to the customer via the installation company – for first-time purchases, but also

replacements. The situation is similar for automotive spares.

There are several reasons for the current prevailing partial reservation on behalf of many manufacturers that speak for carefully thinking this step through:

- The existing distribution structure applies usually to the predominant share of sales – the relationship with these customers is not to be put at risk.
- Skipping trading levels calls for different customer competencies for marketing, which companies usually do not have.
- The necessary investments are quite considerable and might be missing elsewhere – the underlying business case is not clear.
- The eCommerce mechanism of the “fastest possible growth” does not coincide with a conservative corporate policy.
- A failure, next to the lost investments, would tarnish a company’s image significantly.

Five theses are introduced in the following in support of successful eCommerce, which the authors have derived from over ten years of active experience in eCommerce.

**E**Commerce is no longer a fundamental challenge for established retailers only. All partners of the value chain are faced with this test. In some industries, certain levels of trade are losing their justification to exist or need to fundamentally re-invent themselves. The B2C segment supplies



**Thesis 1:**

**Entering the eCommerce market calls for a comprehensive strategy**

The approach and the speed of Rocket Internet are notorious by now: a successful go-live was reached in 100 days; it took a further 100 days to become operationally independent. Companies with established internal and external structures cannot dispose of such speed and the necessary flexibility. These companies compellingly need an elaborate concept and

a clear appraisal of the implications. Not only because these companies are not as yet eCommerce-minded per se, but also because the decisive point here is for the organisation in place to connect with the material decision-makers at the very level where they are. An elaborate eCommerce strategy forms the basis for all further deci-

sions. The eCommerce strategy thus elaborated is in any case to be coordinated with the relevant groups of interest – including the management and all responsible persons from all corporate functions that will interface with eCommerce. Within the context of the eCommerce strategy, the goal is to deal with the following fundamental questions: >

<b>Basic strategic orientation</b>	How is eCommerce tied to the <b>core business</b> or integrated in it?
<b>Target market</b>	Which <b>target markets</b> are viable for B2C eCommerce operations?
<b>eCommerce model</b>	Via which <b>sales / business model</b> / on which <b>platform</b> are the products to be sold?
<b>Positioning (USP)</b>	Which <b>performance promise / added values</b> are offered to the customer?
<b>Assortment</b>	Which assortment is to be sold via the online channel?
<b>Price</b>	What does the <b>price structure</b> look like in eCommerce?
<b>Communication</b>	What does the <b>communication strategy</b> look like?
<b>Business model</b>	What do the responsibilities within eCommerce look like?

Design parameters eCommerce strategy

## Thesis 2: Internal and external factors influence the “right” eCommerce model

There are four different eCommerce models. The right model for the individual situation depends on various factors, such as the market structure, available products and services, but also the investment volume and the readiness in relation to the scope of eCommerce activities that a company is willing to commit to and to integrate.

The proprietary brand shop is marked by being tied to one manufacturer and their brands. Customers can obtain from this shop, eliminating all trade levels, the complete or partial assortment from the manufacturer. This has become customary in, for example, fashion. For this model it is essential to distinguish oneself from other shops or markets with a Unique Selling Proposition. A high level of popularity and a strong brand is beneficial, and if not available requires investing into one's own brand. However, this model also calls for sufficient technical, financial and personnel resources for operations.

When it comes to classic retailing, purchases are made directly with other manufacturers. Depending on the size of the assortment, the company can assume the role of a classic wholesaler or integrate this subsequent trading level into its own company. By expanding the product range, a larger target group can be addressed and the customer circle is extended. Manufacturers that so far have been focused on B2B may find it appealing to approach end customers directly (e.g. for automotive spares). Next to the investment into the actual opera-

tions, high competence regarding the assortment and purchases is called for. This model is especially suitable for complementary products since additional products are purchased to add to proprietary products.

The market enables manufacturers to sell their services with even the legal contract taking place directly between the producer and the end consumer. Advantages of the market place include in general the large reach which, however, is also bought with crucial parameters that no longer are in the hands of the suppliers for the successful market presentation. On the other hand, manufacturers can benefit from the popularity and competencies of market places. Moreover, many market places handle all payment flows, returns as well as cancellations.



## Thesis 3: The envisaged USP should come from within the core business

The digital customer journey provides multiple opportunities to differentiate and distinguish oneself. It is important to realistically assess one's abilities in comparison with the competition. For the majority of established companies this means seeking the USP not within a genuinely digital performance context because most likely, start-ups will enjoy a superior standing from that position; or other top dogs will have already have a firm hold, whose resources it will be impossible, or very difficult, to compete with. Specifically, this means that with digital USPs such as the user experience, it cannot be the goal to want to exceed a market leader like Amazon. The goal here should be to achieve a good market standard, but not leadership or achieve a distinguishing feature.

Instead, it must be about developing a digital USP from the available core competences of the company (which are not easy to imitate). This may be, for example, on the basis of the product understanding that has been created, or via services that cannot be genuinely digitally shown.

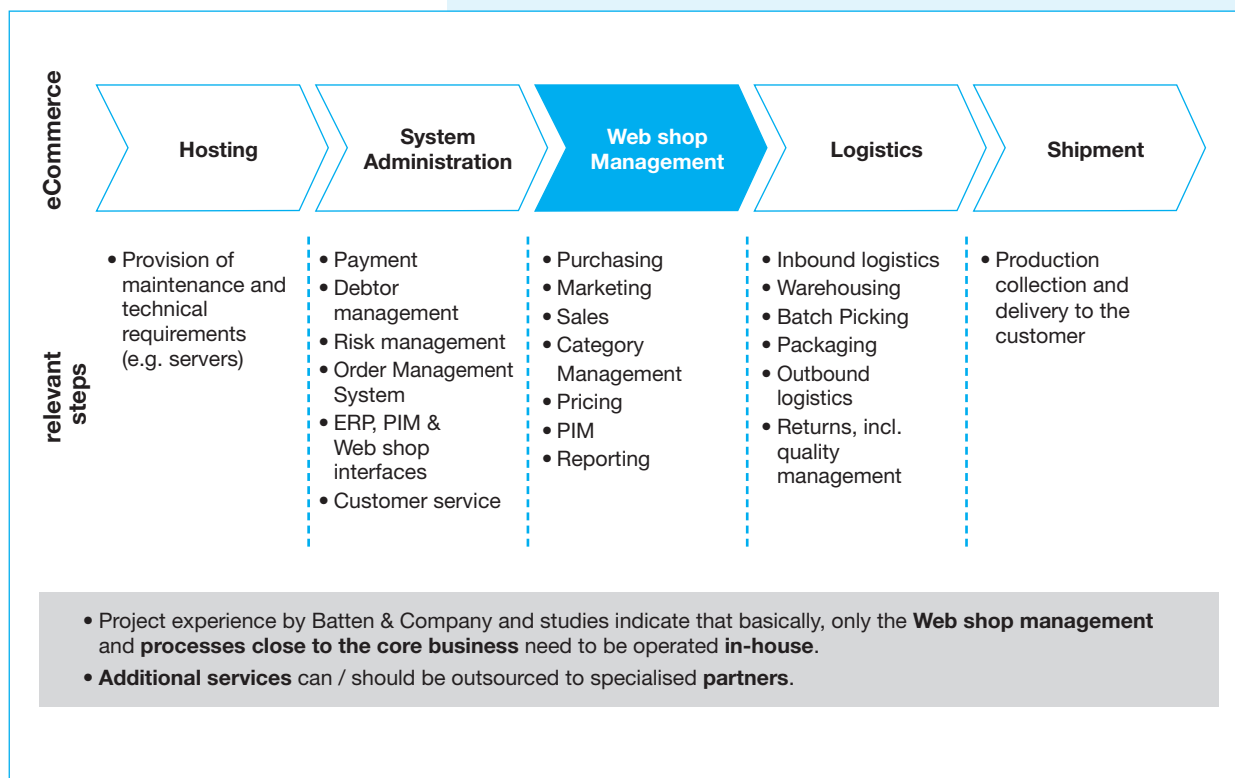
Vice versa this means for the companies that weaknesses in their core business cannot be digitally over-compensated. In sales, but also in after sales, the strengths of genuine online providers are rather weak. This is where established manufacturers can score big: from the product assortment to pricing to fulfilment, customer service and customer relationship management, there are areas where they can already build competences in offline business. Potentials for an online USP of traditional B2B manufacturers apply in particular in:

**Thesis 4:**

**“Make or buy?” is a crucial question – companies should focus initially on their core competences**

- brand management
- innovative strength in the core performance
- assortment competence
- customisation of products and services
- personal customer service before, during and after the sale

Depending on the respective strategic policy decision, eCommerce is not only just a new distribution channel, but a totally new business field which calls for an independent value chain. To ensure a successful start, a company can award almost the entire chain except for the web shop management, to specialised partners, thereby minimising the risk and effort. The financial success of an eCommerce offer depends primarily on the “operational excellence” and one should face this challenge gradually. >



## Thesis 5: A planned, agile project approach has stood the test

ECommerce projects tend to pursue an agile approach (Scrum) which is to facilitate speed and flexibility of the project. Agile here does not equal "without prior planning": the necessity for an overall project planning, the clean mapping out of the business requirements and a neat process description remain mandatory.

The agile moment consists of the project phases largely running in parallel. Cross-phase workshops use current results from the pre-phase as input for post-phases in a manner that iteratively, the feedback from a later phase, e.g. the backend requirements, can be integrated directly into the pre-phase. The current result is

adapted, extended, detailed or modified in some other form there. This approach provides the possibility to respond to new findings flexibly.

An agile project approach shows, in comparison with a classic, fixed management of a project which is based on the cascade principle, numerous advantages that take the dynamic digital environment into account: faster implementation, space for touch ups, growth of the company and of customers with the new system, the regular integration of interest groups, adjustment of the original goals.



### Summary

The question as to entering the eCommerce market increasingly presents itself to those manufacturing companies that so far have not had any direct contact with end consumers. Skipping trading levels is on the one hand extremely attractive, yet on the other bears certain risks and challenges. Based on over ten years of experience of Batten & Company and Fiege in this field, theses have been created in this regard that demonstrate how to successfully design this process and manage the related risks. ●



# Fiege eCommerce with independent location

Since August 2015, hence over a year now, the Fiege eCommerce team has been based in Münster. This step merged all services – from debtor management to payment, call centre, project management, IT services, to Big Data – at a single location.



The new location of the Fiege eCommerce team is right in the middle of Münster.

**T**he advantages of this geographic proximity are reflected not only by improved communications, but also by a closer team spirit. This, on the other hand, promotes constant growth. Especially after insourcing the call centre, more space was needed for the employees, providing the decisive impulse to Fiege eCommerce to set up camp at its own location.

After training agents intensively in August 2015, the first call was taken in September at their own call cen-

tre. Ever since, agents have been taking up to 1,000 contacts per day from Monday through to Saturday, from

**Up to 1,000 contacts  
from many  
countries each day**

many different countries for the different eCommerce clients of the Fiege Group. These contacts are di-

vided into calls, emails, chats or even support via social media channels. Currently German, English, Spanish, French, Italian and Polish are on offer. Additional languages are to follow soon.

“Since in particular the autumn and winter months record a significant increase in the volume of online orders, the entire team in Münster is currently preparing for some exciting and turbulent months”, says Markus Gropp, Managing Director Commerce Solutions. ●

# New warehouse space for Media-Saturn Online in Lehrte



By opening a branch in Lehrte near Hanover, Fiege has stepped up its warehouse capacities for Media Markt E-Business GmbH and Saturn Online GmbH

**W**ith this step, the contract logistics specialist reinforces its successful co-operation with Europe's leader in consumer electronics which has been in place since 2009. To date, the German online operations of the two electronics chains,

Media and Saturn, had been handled at the Fiege branch in Erfurt. With the pleasant development of sales at Media-Saturn-Online (MSO), the current warehouse space became insufficient. To relieve the Erfurt location, only large equipment and television sets, kitchens and e-bikes are stored in Erfurt. National parcel service operations continue to be managed from Erfurt.

With a total 40,000 square metres, Fiege has assumed the full logistical handling, from incoming goods, storage and order picking of products to packaging and dispatch for MSO. Additionally, the items are finished pre-shipment with a suitable protective packaging, in order to avoid damage to the sensitive merchandise. Delivery is effected to end consumers and the stationary retail trade.

"We are highly pleased about the expansion of business with our customer, MSO. We continue to rely on the Hanover region as one of the most important traffic hubs in Germany", explains Martin Rademaker, Managing Director Fashion and Online Retail at Fiege. With the current opening, Fiege operates a total of three logistics centres in Hanover, that offer over 70,000 square metres of warehouse space. ●



In Lehrte, around 40,000 square metres of warehouse and logistics space was made available at a branch.



## Fiege subsidiary for the Hanover region

hjh.OFFICE

### Large selection of workplace chairs

Since the middle of this year, the Fiege Group has been in charge of logistics for all types of workplace and office chairs by HJH Office GmbH, taking care of the day-to-day B2B and B2C distribution as well as delivery of spares in Germany and Europe. For over ten years, the dynamic company, which is specialised in the import and distribution of office, conference and workplace chairs, has been on a growth course. The company was formed as HJH Handelsgruppe in 2001. The HJH Office brand offers a large portfolio of chairs. HJH distribute their products primarily via their own online shop, but also through platforms like Amazon. Additionally, chairs are supplied to over 300 resellers throughout the whole of Europe.



The Fiege Group has now extended its network of locations in Germany's north: the Hanover Region subsidiary is being built in Burgwedel, on 75,000 squares metres of land.

**A** minimum 200, and a maximum 400 new workplaces are expected to be created. Fiege already maintains two locations in Langenhagen and Lehrte in the region of Hanover. 400 people work there on around 65,000 square metres of warehouse space.

### Regional network

In Burgwedel, just under 40,000 square metres of warehouse space and 4,000 square metres for offices and recreational areas will be added to this.

"With the already existing locations, we want to create a regional network with optimised personnel and transport structures", says Jan Dünzelmann, member of the management Fiege Real Estate. The investment totals around Euro 35 million. Only one construction phase is planned for the new location, with the work scheduled for completion in Q4 2016.

"We are familiar with and like the logistics region of Hanover. We appreciate the central locality within Europe, the outstanding infrastructure and the availability of qualified employees in the region", says Dünzelmann about the reasons why the company decided to settle in Burgwedel. For the new location, new customers from the fields of fashion and online trading are to be acquired in particular.

### DGNB certification for sustainable building

To keep the new location available and to secure it long-term, the property will be designed to accommodate a variety of usages and potential customers. Fiege will have the planning sustainability and the construction of the entire facility certified by the German Sustainable Building Council, the DGNB.



# Work Service – strategic partner for discerning HR solutions

Work Service SA Capital Group is one of the leading personnel services in central and eastern Europe. Since 1999, the company has evolved from a classic temping agency to an international, cross-sector HR advisor.



largest database of applicants, to the qualification and assumption of the full HR management, and the organisational support of customers on location, Work Service offers qualified cross-industry services. Moreover, the enterprise is a specialist in contracts for work and services and assumed partial areas for industrial and commercial processes of renowned enterprises within production, logistics, laboratory and administration, as well as in the context of in-house outsourcing, but also for the relocation to proprietary areas or abroad.

The European approach offers promising advantages here. Specialists from the whole of Europe, for example, can be mediated in and to Germany. Especially within the warehousing/logistics, automotive, financial services and IT sectors, Work Service with its many years and high level of competence can process the entire chain of HR activities. With locations in sixteen European countries, Work Service serves over 3,000 clients today and secures employment for over 50,000 people every day. ●

In January 2014, Work Service S.A. Capital Group entered into a joint venture with the Fiege Group, thus gaining an experienced, strong partner to further develop the west European markets.

“The joint venture presents a fabulous opportunity for both partners. We bring our motivated and expert German employees, a large client base and our excellent network of contacts. Work Service contribute their large know-how, plus new services and clients such as banks, insurance companies and IT enterprises. The partnership will strengthen our market position in Germany further, not only with regard to the transfer of personnel, but also for comprehensive HR services”, says Felix Fiege,

Executive Board of the Fiege Group. The success strategy of Work Service lies in the constant development of their customer portfolio and the expansion of niche markets for HR solutions.

## Qualified personnel without borders

With its four mainstays for personnel services management – Personnel Solutions, Outsourcing, Qualification and Permanent Placement – Work Service stands for precision, individualised HR solutions. Starting with the recruitment using Europe’s





Nestlé chairwoman, Béatrice Guillaume-Grabisch handed a cheque for Euro 3,000 for a special refugee project to Felix Fiege.

## Generous donation for refugee project

For the first time in the 25 years of co-operation between Nestlé and Fiege, a chairwoman from the world's largest food group paid a visit to the Fiege location in Rangsdorf near Berlin.

**B**éatrice Guillaume-Grabisch has been chairing the board of Nestlé since July 2015. At the end of July of this year, she came to Rangsdorf and received a warm welcome from Felix Fiege and Peter Scherbel, both Fiege Board of Directors. "The highly successful visit in Rangsdorf focused on an exchange with our long-standing logistics partner, Fiege on joint, innovative supply chain solutions for the future – especially in view of digitisation, eCommerce and alternative transport strategies. The goal here is to exploit the possibilities offered by new technology even more strongly and faster, in order to stay one step ahead using logistics as a crucial part



The visitors from Nestlé were very interested in the supply chain flows in Rangsdorf.

of business", said Béatrice Guillaume-Grabisch after the visit. Together with a delegation of logistics experts from Nestlé, they had toured the location.

Felix Fiege was pleased about the visit from Switzerland and said:

"Nestlé and Fiege have been business partners in Berlin for 25 years and to this day push innovative projects, such as the long truck. And this will surely continue for future topics such as the progress in digitisation, but also social commitment."

Béatrice Guillaume-Grabisch was extremely interested in a project in support of work for refugees in Berlin and Brandenburg, which Fiege also supports. This project assists with the organisation and logistical processing of large donations, which often are challenging in terms of capacities at the collection points. Nestlé's chairwoman handed over a symbolic cheque for Euro 3,000 in support of the refugee project. This amount was doubled in the end by the Josef Fiege Foundation, to Euro 6,000. ●

### Access to the digital world

Founded by four technology-enthusiastic students in Munich, the relief agency Digital Helpers came to life in 2012. "Our aim is to counter the digital divide in Germany and enable everyone to have access to information and communication technologies", so the mission of the founders.

To achieve this, quality computers which businesses no longer use, are distributed

to people who are unable to buy, or for whom it is difficult to buy, a computer. Over the past three and a half years, around 800 terminals have been donated. Fiege relog, as a co-operation partner, accompanied the relief organisation by collecting parcels from schools and companies and delivering them Germany-wide to the private supporters of Digital Helpers.

# Certified training facility

This year saw Fiege in Worms once again undergo a large audit as a TÜV-certified Training Facility by TÜV Saarland.



In 2014, Fiege was the first logistics company to be awarded a successful certification from TÜV Saarland. In April 2015, the early re-certification took place and was also successfully awarded.

For the current certification, the trainees, the coaches on location as well as former trainees were asked online about their satisfaction and the internal training offer.

After the survey the auditor, Harald Kien conducted individual interviews with the participants. The result was worth the wait: Just about all categories achieved an even better result than during the years before.

The entire training process was assessed, from job offer to final exam. Also, the existing processes were tested for sustainability and the suggestions from the re-certification in 2015 were checked. Fiege is especially proud to have passed once again with flying colours. “Much praise to the

training management, who organised this and implemented it together with the works council and all trainees”, so Michael Suden, Managing Director Industry Logistics.

Currently 50 young men and women are undergoing training at Fiege in Worms. Six different training professions can be learned in Worms, including warehouse logistics specialist, warehouse clerk, agent for forward-

## Six new training occupations in Worms

ing and logistical services, office management clerk, IT specialist, engineer for operations technology and both dual courses Bachelor Logistics and Bachelor International Supply Chain Management. ●



## A Healthy Company

“Employees are nothing less than the most important asset in logistics”, emphasised Michael Suden, Fiege Director in Worms. The certification as a Healthy Company by TÜV Saarland and AOK Rhineland/Saar, which has been awarded to Worms for the fourth time now in gold, is therefore even more important. For a good two weeks, workplace safety, preventive offers as well as investments into ergonomic work flows were inspected and checked, employees were

asked and opinions were obtained. The list of what Fiege offers its employees to keep them in good health and thus also actively tie them to the company, is long. It stretches from allowances for swimming pools and memberships in fitness centres, to health weeks at the canteen and training about workplace safety, to the use of ergo coaches who offer tips on how to properly lift and carry things.



campden  
FB

## Top Family Rising Star award

The British magazine CampdenFB distinguished the Board member of the Fiege Group, Felix Fiege, as the Top Family Business Rising Star of the Year.

**A** special honour: Felix Fiege, member of the Board of Fiege Logistik Stiftung & Co. KG, has been presented with the European Families in Business Award 2016 for the category of

### An award for seven different categories

Top Family Business Rising Star. The British magazine CampdenFB awarded the prize for the fifth time in seven categories in Berlin on 21<sup>st</sup> June. Next

to Felix Fiege, the Austrian Nadja Swarovski received an award as the Top Family Business Leader, and Europa-Park of the Mack family was distinguished as a Top Family Business. Six jury members decided on the awards. In the Rising Star category, Felix Fiege asserted himself against international competition from Italy, France and the Netherlands. "I feel honoured and am happy to have received this award, considering the many popular and wonderful enterprises that were also up for the award", said Felix Fiege during his acceptance speech at the Hotel de

Rome in Berlin. "I don't look at this as a personal award, but rather as an award for the entire family, especially also for my cousin Jens, with whom I manage the company, and for our fabulous team at home", the logistics entrepreneur said.

38-year old Felix Fiege has been a Board Member of the Fiege Group headquartered in Greven in Westphalia since 2012. Felix Fiege: "To me, the award does not stand for what we have achieved so far, but instead I see it as a confirmation for having chosen the right path. And as motivation to continue." ●

# Final step for FIT a Home for Bobby



The FIT a home for Bobby project, which the Fiege International Team took on as its mission last year, came to a highly successful end this summer.



Many donations in kind were collected and made available for the new animal shelter.

**A**s already featured in the last LOGO issue, the international team comprising seven young Fiege employees from five different countries, had focused its activities on an animal project that was to provide a new home to stray, neglected dogs in Spain.

The final step to complete the project now took place in co-operation with the Dutch animal rescue organisation, S.O.S. Strays and the Spanish organisation, La Protectora: the material and money donations collected by the Fiege team were handed to the new animal shelter in Asturias in Spain. However, that was no easy journey, the team members reported, as following the imposed change to



The FIT team reached its goal together with the initiators: A home for Bobby in Siero.

the project goal, the entire planning for the project's implementation had to be worked out anew in the shortest of time. But they reached their ambitious goal.

"With the FIT a Home for Bobby project we supported La Protectora in establishing the future animal shelter

## Pet food, blankets and money donations

in Siero by collecting money and material donations like pet food, blankets and towels", explained the team members.

And this was the path to success: In January 2016 the organisation, La Protectora, bought what used to be a dog breeding station including land, in Siero, in order to open a new animal shelter: El Perro Feliz – Happy Dog. Even before the actual takeover of the operation, La Protectora saved over 40 dogs living there and took them to stay, amongst others, with Dutch foster homes. The buildings and kennels were in a very bad condition so that it was unthinkable to house animals in them again. That is why the organisation decided to build the entire animal shelter new.

Through the Dutch organisation, the contact was made between the FIT team and the Spaniard, Alvaro Ro-

driguez. He and his wife founded a private animal rescue organisation with great personal commitment, La Protectora. Moreover, they own a low-cost animal clinic where vaccinations and castrations are carried out at cost.

They had already purchased the property in Asturias for use as an animal shelter after an extensive conversion. And this is where the FIT team stepped in: "It is with pride that we can say that our efforts proved worthwhile because the kennels were mainly built from money donations that we collected", the team members explained. "We are pleased that with the help of our project, between 60 and 70 dogs will have a new home in the future!" ●



# A look at Fiege's large-capacity facility in Dieburg

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**Darmstädter Echo**  
DIE UNABHÄNGIGE POLITISCHE TAGESZEITUNG SÜDHESSENS

It is probably the most controversial large-capacity project in the district's recent history: The Fiege Logistics Center on the outskirts of Dieburg. One of the goals of the urban business meeting was for visitors to explore for the first time on a larger scale the huge tyres warehouse and compare promises that had been given with the real-life situation. The event drew huge crowds. "We had to form two groups because that many had registered to participate in the visit", explains Dieburg's mayor, Werner Thomas in Fiege's conference room. Some 50 entrepreneurs from the regional centre had arrived to take a look at the large-capacity warehouse from the inside. Hundred



The urban meeting of entrepreneurs drew a huge crowd to the Dieburg Logistics Center.

thousands of tyres and tubes for motorcycles and cars are stored there, even slicks for racing sports, all from the Pirelli factory in Odenwald.

The dimensions of the segmented warehouse are huge: 565 metres long, 157 metres wide, a good ten metres high. Outside, there are 85 loading platforms for trucks and plenty of parking space for the vehicles. The Dieburg large-capacity warehouse is just one location of the global logistics group, which started out on a small scale. 1873 marks the year in which the family business was founded. In 1924, the first five trucks were bought. In the meantime, with the fifth generation, Fiege generates according to its own figures, global sales

worth Euro 1,4 billion with 160 locations every year, with a workforce of 9,000. The warehouse in Dieburg (200 employees) has been operational since March 2015.

At the loading ramps for the trucks, tyres are delivered around the clock (especially at night) and sent out immediately to retailers in Germany, the Benelux countries, as well as Denmark to meet their orders. This means: 200 to 240 large trucks delivered daily, and just as many head outbound, fully loaded.

“The fears have not materialised”, so the comment by Dieburg’s mayor with a look at the ensuing traffic and those residents of the Dieburger Land who had joined forces in a citizens’ initiative against the large-capacity warehouse and who, amongst others, had warned against the additional heavy-load traffic. And even the neighbouring community in Münster with Altheim had turned out to be surprised, if not annoyed by the Dieburg settlement plans and feared the noise and traffic, as did Babenhausen. “You hardly notice the Fiege trucks”, so the observation, on the other hand, by the mayor, Werner Thomas. As for the remaining environmental

## Visitors marvelled

pollution, Fiege not only points to an award for sustainable building in Dieburg. “Even the renaturation of the ditch that runs here which in the past was only full during times of flooding, has upgraded the grounds”, so the mayor.

The group of marvelling visitors continues along high racks filled with

tyres and tubes. The fresher the tyres, the more intensive the smell of rubber inside the halls. Although the unpleasant odour poses no harm to health, it gets too intense for a number of visitors after a good hour. The scent has long attached itself to the clothes. “For those wondering about the coat of paint on the walls”, explains in the meantime Stefanie Doljé of Process and Quality Management at Fiege, “that is a special coat of paint to prevent the smell of rubber penetrating the brick.” This is important should they want to store other products instead of tyres at short notice.

Fork lift drivers meander in and out of rows of racks; containers are filled by hand or trucks are also loaded manually. This could most certainly be carried out on a fully automatic scale. “But that would limit us to tyres because of the high investment into automation, which is not wanted.”

Fiege employs according to its own statement, 200 people and provides training for half a dozen people annually. To which extent the investor is or will become a stroke of luck for Dieburg’s city treasury depends – next to the jobs – on the income from trade taxes. How much each Dieburg business pays is not public knowledge; but the centre which records around Euro 15 million per annum – after Weiterstadt – ranks top in the district. “And as for the property tax, we can take annually around Euro 100,000 more every year through Fiege”, so the estimate by the faction leader of the CDU, Rene Exner during the tour. “Fiege has given us much to talk about in and around Dieburg”, the mayor had said in the beginning. “This created something of a hysterical response. But it will be good – even economically speaking – for Dieburg.” ●



Students from China visited the Fiege Mega Center Ibbenbüren

## Chinese students in Ibbenbüren

● 45 Chinese students visited the Fiege Mega Center in Ibbenbüren on 8<sup>th</sup> July. The Fiege employees, Daniel Berling and Hanno Reekers held a paper on Check-out2China, Fiege's supply chain solution for cross-border transports for German retailers wishing to export to China. With CheckOut2China, Fiege manages all delivery and customs processes, from the loading ramp to the Chinese door and facilitates fast, low-risk access into the market. The Chinese students currently attend Osnabrück University of Applied Science, the LogInChina course of studies under the supervision of Professor Ingmar Ickerott. In his paper Daniel Berling illustrated the significant relevance of the Chinese eCommerce market and especially the topic of cross-border shopping. With a question and answer game, the young listeners were brought closer to the necessity of smoothly dovetailed logistical processes by discussing the necessity of (partly) automated process flows and highlighting the importance of tracking and tracing.

## Knowing the profile

“We know your profile” – this was the slogan with which Fiege advertised in June of this year at the tyres fair in Essen. With years of experience and the knowledge from handling 30 million tyres annually, Fiege was present here for the fourth time already: “This is where our portfolio clients come to, but naturally we also meet new prospective clients here”, so the Managing Director Tires, Christian Thiemann. They would very much like to work more with tyre makers from the Asia region, so Thiemann. Fiege offers precision storage, the complete order processing, quality and quantity controls. But even eCommerce solutions, whether B2B or B2C online solutions, are not a problem for the tyre logistics specialist. “Naturally we also rim the tyres and take care of returns as well as labelling of the tyres. We look for and find a solution that fits the customer.”



## Fiege Soccer Cup: Poland defends title

● At the Fiege Soccer Cup 2016 in Warsaw, the Polish team defended its title. Team Poland I beat Fiege Hungary 3:1 in the final. On the pitch where Robert Lewandowski learned to play football, the Polish Fiege employees demonstrated the most constant performance of all 24 participating teams, making them deserved winners. Following the runner-up winning team from Hungary, the team from Greven's system headquarters came third. The branch from Mönchengladbach came fourth. Board Director Alfred Messink opened the tournament and wished all players a lot of fun “... and that in spite of the rivalry and ambition you always remember that together, you belong to a larger team – the Fiege Team!”. With temperatures of over 30 degrees Celsius the teams played on four small fields for over six hours until the winners materialised. Following their third tournament success, Poland will be organising the Soccer Cup 2017.



## Award for Fiege Poland

Fiege Poland received the coveted Solid Employer of the Year award this year. "This award is a major motivator for our employees, to develop new projects and solutions for our existing and upcoming responsibilities", said Andrzej Watrobinski, Head of Human Resources, who accepted the prize during a large gala. The award acknowledges the introduction and high reliability of successful practices and is based on criteria such as concurrence with labour laws, clear guidelines about the professional career, a harmonious motivational system as well as Social Responsibility projects that have been implemented.

# From Ulm to New Orleans

- The Bremen branch of Fiege Forwarding Germany GmbH managed to obtain the contract for transporting two shipyard vehicles from Ulm to New Orleans in co-operation with an American agent in summer of this year. The vehicles had been ordered by an American shipyard alliance near Kamag in Ulm and are needed for the inland transportation of pre-fabricated ship components. The vehicles each weighed 67.4 t and measured 19 by 6 by 1.6 metres in height. Both vehicles were transported from Ulm to Heilbronn by truck, reloaded onto an inland water vessel and shipped to Antwerp, where they were loaded inclusive of attachments and additional cabins onto the seafaring vessel and stacked on top of each other.

The planning plus the approval procedure for the transport from Ulm to Heilbronn was organised and carried out in spite of various difficulties caused by structural obstacles and weight restrictions on motorways within the given time frame, so that the entire transport reached New Orleans just in time.



The vehicles that were loaded onto the ships were 20 metres long.

# NEWS



## Dynamics of electronic trading

- The dynamics of the entire chain of electronic trading was the core topic at this year's eCommerce Netcomm forum in Milan, which took place for the eleventh time already in mid-May. The forum is a crucial and unique event for experts, to learn about and exchange information on the many possibilities provided by the Italian market within eCommerce. Many well-known guests and presenters defined the presentations, conferences and workshops and over 10,000 participants visited the booths of the roughly 150 exhibitors, including the Fiege Group.

