



Presentation in Helsinki

May 24, 2011

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The 1. **Deutsch-Finnisches LOGISTIK Forum** was held on May 08, 2008, in the Atlantic Hotel Kempinski Hamburg as part of the public orientated open air event **FINNLANDfestival** at the 819. HARBOUR BIRTHDAY HAMBURG

This very successful Forum focussing on the topics

Harbor and Logistics

attracted about 300 guests from many well-known, logistic- and harbour related companies and authorities.

The 3 main topics in 2008 were

- *Dynamic developments in the Baltic Sea region / Trends for Finnish and German ports,*
- *Finland - THE trading gate to Russia,*
- *Finland as economical partner – Experiences with logistic investments.*



About 300
guest followed
the interesting
speeches



The prestigious
panel of experts



Interesting talks
at the stands



At the stands
after during the
lunch break

During the past years the Consul General in Hamburg has been asked by many Finnish institutions to follow up with a new edition of this excellent first Forum.



DEUTSCH-FINNISCHES
2.LOGISTIKforum



DEUTSCH-FINNISCHES
2.LOGISTIKforum

- This is new in 2012:

Additionally to the Forum there will be a brand-new logistics fair in „Hamburg Fair and Convention“ targetting the same customers:

The **transfairlog**

in halls B5 and B6 will be the central competence platform for all specialists and experts from the industry-, trade- and service companies, which are dealing with logistics- and transport processes.



Dates: **June 12. - 14. 2012 (Tue – Thu)**

Focus:

To present your products, services and solutions of the everyday logistics work towards a greater international expert public in a high professional and qualitative perfect surrounding.

The plan:

1. The expert conference

Deutsch-Finnisches LOGISTIK-Forum

- Wednesday, June 13, 2012
- „Foyer South 1. floor“ of Hamburg Fair and Convention

focussing on the Finnish and Eastern
Baltic logistics industries:

1. Environment issues

- the „Marpol Treaty“ – How does it effect the traffic on the Baltic Sea?
 - LNG - Liquid Natural Gas
 - Supply with LNG on Transport, Storage and Selling
 - Various

2. View into the future

- The „North-Eastern Passage“ – Possibilities and ventures,
- Bigger sizes of new ships – New terminals
- Ice management – New models of co-operation
- The mine-projects – How does it effect the traffic and economy in the Eastern Baltic Region?

These are some basic ideas about interesting subjects, coming from the Finnish side

They will be determined by the partners in 2012.

If you have any special wishes, please let us know.

- a. Selected guests from important companies and authorities will be invited by our partners in Hamburg – a very interesting audience.
- b. You can present your offers and services to these special guests with a roll-up during the **LOGISTIK-Forum**.

- c. After this expert conference we will invite these special audience to the Finnish Pavillion on the „transfailog“ for a snack to get even more time for contacts at your stand.

This opens up even more chances for talks and to make excellent contacts!

- These are our expert partners:
 - The Finnish Consulate General in Hamburg,
 - The German-Finnish Chamber of Commerce,
 - The Chamber of Commerce in Hamburg,
 - HWF – Hamburg Business Development Corporation,
 - The Logistics-Initiative Hamburg.

They will invite selected companies in
Hamburg and North Germany to attend the

LOGISTIK-Forum Hamburg
and the
Transfairlog.

2. One large Finnish decorated and impressive **Pavillion** - an eyecatcher of 200 sqm for 20 Finnish participants at the **transfairlog**

June 12, to June 14, 2011 –

For you a much greater number of interested clients and partners during the **transfairlog**

With the **LOGISTIC-Forum** and the **transfairlog** you combine two extraordinary events within one travel to Hamburg, to save expenses.

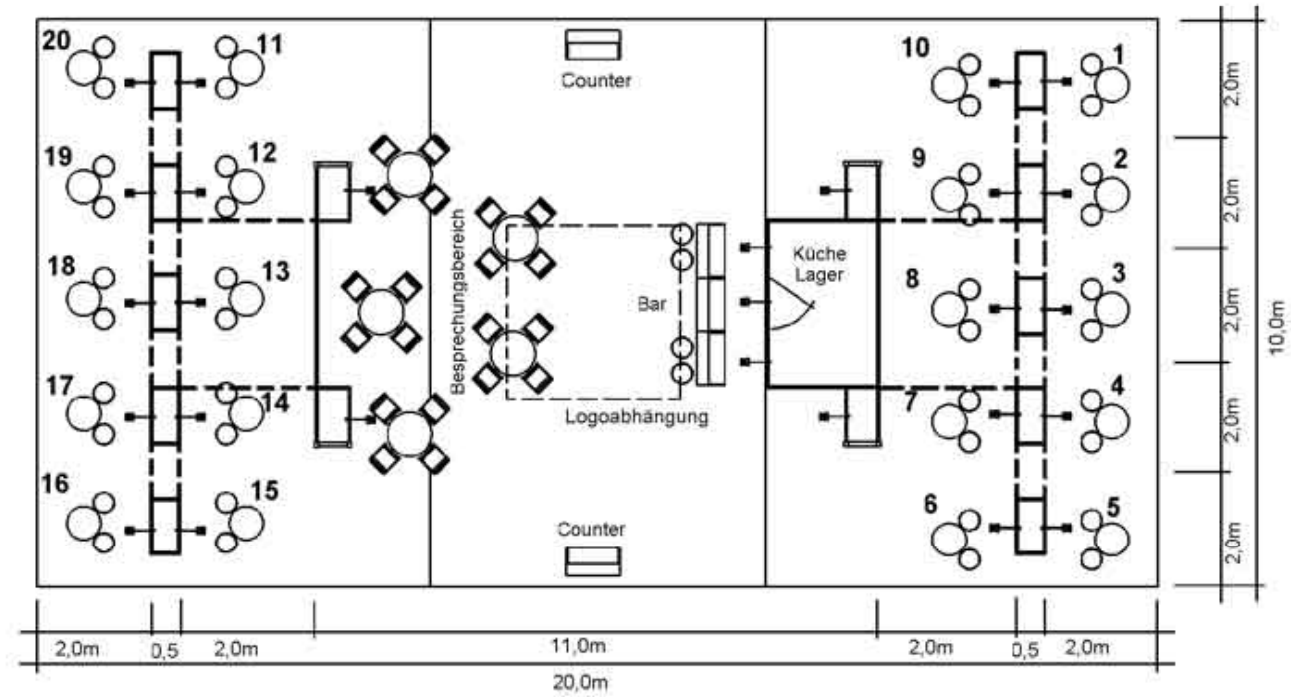
This gives you the opportunity to attract an even bigger target group than by one sole event

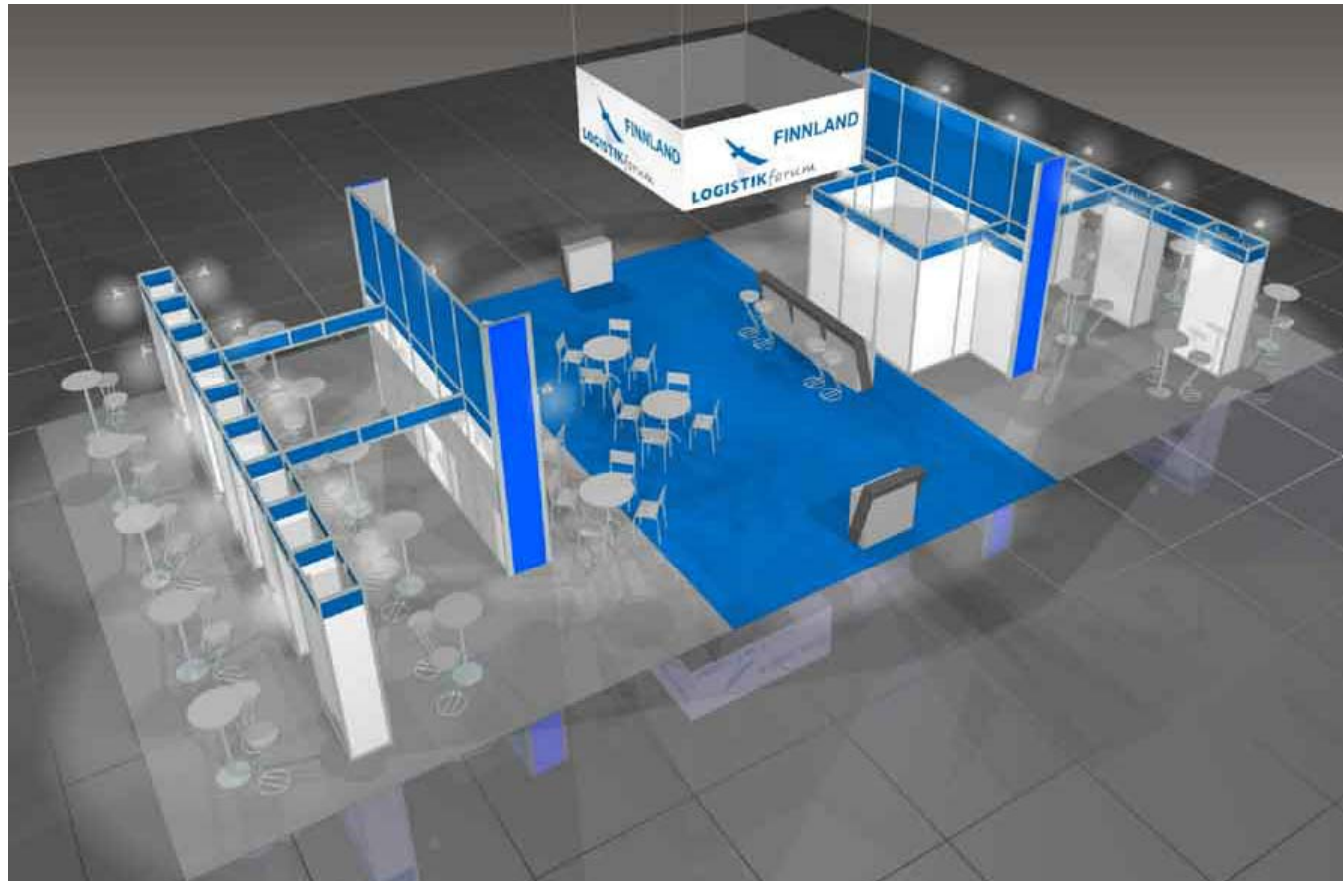
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Win – Win!

- The Pavillon - stand:









Logo
Unteraussteller

Präsentationsfläche
ges. ca. 1,0m x 2,20m

Ges. Fläche
ca. 4m² pro Aussteller

- The Finnisch Consulate General has contracted EwendtS-Wendt GmbH to organize all details necessary and to be the legal contract partner for the Finnish companies.
- EwendtS has prepared a contract in German language to be signed by both parties. This will be the legal basis for you.

- The contract has been translated by the Finnish Consulate General in Hamburg for all partners in Finland for a proper understanding.
- The events will be organized in close cooperation between the Finnish Consulate General in Hamburg and EwendtS-Wendt GmbH.

Nearly all expenses are covered by the participation flat fee and EwendtS will organize it for you.

Participation at the **LOGISTIK-Forum**:

- Presentation of your Roll-Up at the venue,
- Your company's name, address and logo-link will be listed in our special website,
- Your handout in the folder (*see later*)
- Possibility to contact the guests of the LOGISTIK-Forum,
- Possibility to invite your partners or clients to the event,

Participation at the transfairlog

EwendtS will organize

- the LOGISTIK-Forum.
- The construction and build up of the pavillion,
- Security, electricity, water, cleaning,

It includes

- Your name and logo on the back wall of your stand's upper part,
- The presentation on your back-wall with your offer / photos, (if you wish - see *later*)
- Two (free) exhibitor tickets per partner company for the whole fair.



Logo
Unterwasser

Präsentationsfläche
ges. ca. 1,0m x 2,20m

Ges. Fläche
ca. 4m² pro Aussteller

- A full-time hostess to coordinate the pavillion,
- Use of the Coffee-Bar for personal contacts,
- Your company's name, address and LOGO-link in our special website plus the listing in the exhibitor's list of the **transfairlog**.

Fees

To finance this multi levelled engagement at least 20 participants will be necessary.

The participation fee will be

4.800 €

per partner company.

- EwendtS-Wendt GmbH receives a flat fee honorarium from the Consulate to make sure the whole project is not provisioned but „non-profit“ to help you with excellent contacts in Hamburg.

- Due to the new VAT-laws in Germany and Europe all amounts mentioned are waived from German MwSt (VAT).
- When signing the participation contract you assure to be a legal business entity and to pay the VAT in Finland to the Finnish tax authorities – to be refunded afterwards

Time table:

- **May 24, 2011** – Here and today:
Introduction of the whole program –
Questions and answers,
The contract is in the Folder and website
- **September 15, 2011** – deadline to send in
the signed contracts.
Payment of the first part of 50 %
7 days after having received the 1. invoice

- Afterwards we will book the pavillion at the **transfairlog**, order the production of the pavillion and organize all issues mentioned –
- *if we will have received a minimum of 20 contracts.*

- **March 15, 2012**
 - Payment of the second part of 50% -
7 days after having received an invoice

– April 15, 2012

- Deadline for ordering
 - Special needs for your stand, as back-wall, TV, internet etc.
 - Send in the printable PDF for the brochure sheets
 - Send in brochure sheets (alternative)

– April 2012

Preparation of the the invitations to the special guests from our Hamburg partners

- **June 12, 2012** Start of the **transfairlog**
- **June 13, 2012** 2. Deutsch-Finnisches
LOGISTIK-Forum
- **June 14 2012** End of the **transfairlog**

- Some more information I:
 - In the unlikely case the event cannot be organized as planned you will get the money back you have already paid.
 - www.logistikforumhamburg.de
is our special website for information and registrations

- Some more information II:
Download the contract and this power-point
as PDF from

www.logistikforumhamburg.de

We will help with hotel reservation

Thank you for listening!

And now your questions:



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Optional issues for additional services and expenses:

- Some more information III:
 - harbour cruise and dinner in a typical Hamburg in-location on Wednesday evening.

Our partner *elbgraphen* will produce 2.000 pcs of your product-sheets which will be added to the

- 1.600 invitations to Hamburg companies,
- programm hand-outs for the guests of the **LOGISTIK-Forum.**

The remaining amount you may use for your stand
Expenses 500 € (per 2.000 pcs)

They need a printable PDF – A4 - 4C