



Dinalog Ambition & Goals:

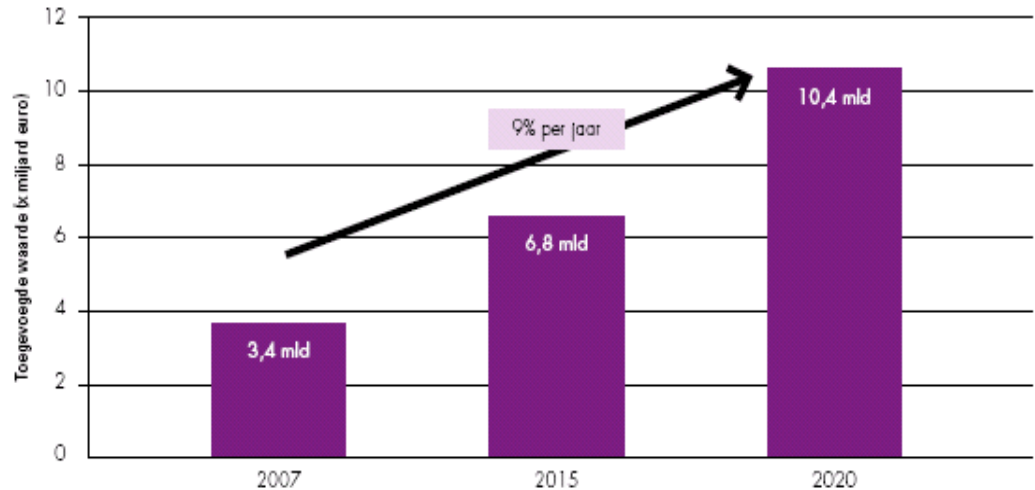
From Dutch Distribution to Dutch Logistic Control





European Market Leader

- In 2020 the Netherlands has a position as European Market Leader controlling transnational flows of goods.
- The annual contribution of the Logistics and Supply Chain Sector to the gross national product will triple from 3 billion in 2007 to 10 billion in 2020.
- By boosting development and innovation and wide implementation the whole Dutch sector will profit.
- Dutch Network of Main Ports

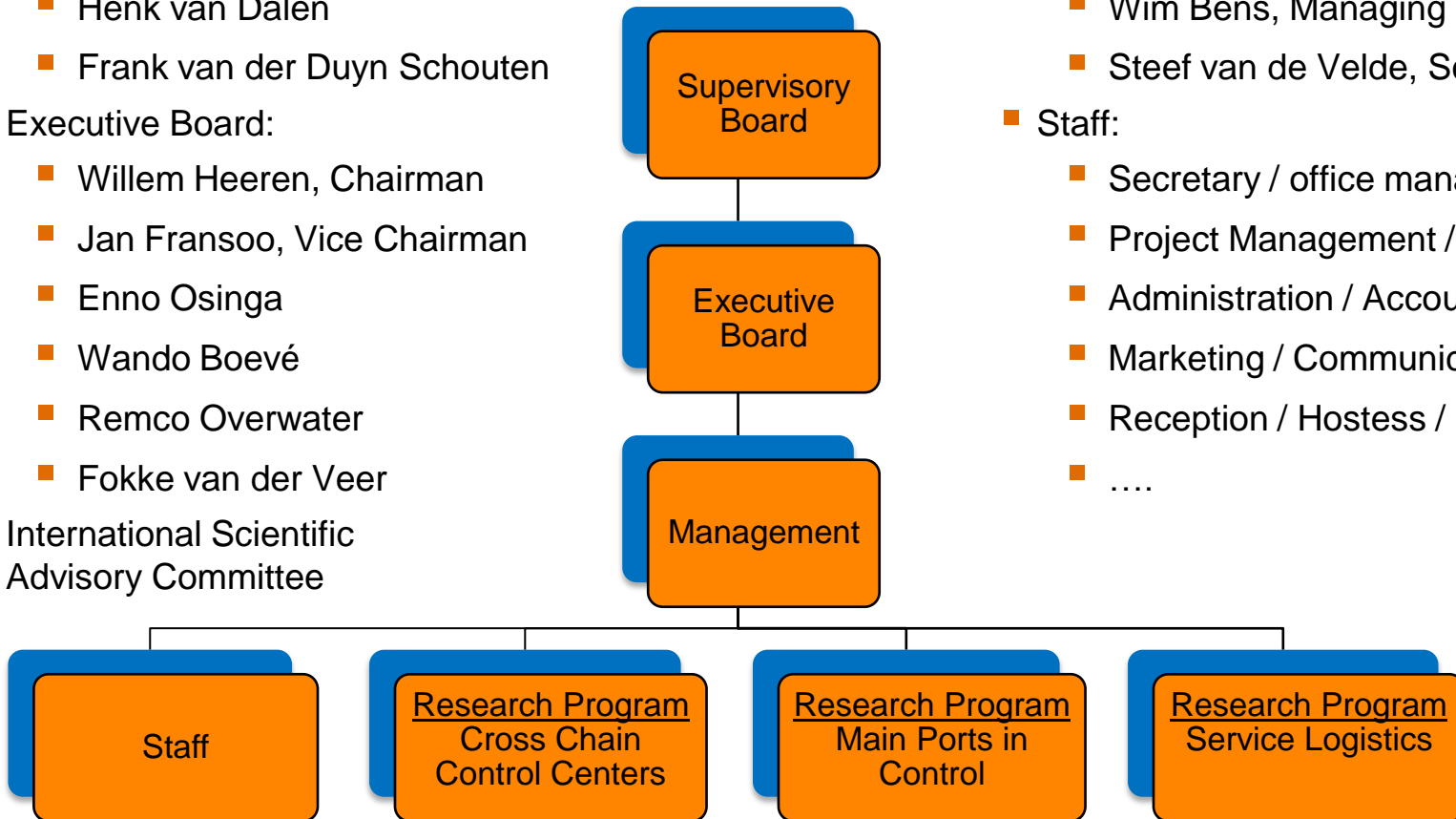




Dinalog governance

- Supervisory Board:
 - Henk van Dalen
 - Frank van der Duyn Schouten
- Executive Board:
 - Willem Heeren, Chairman
 - Jan Fransoo, Vice Chairman
 - Enno Osinga
 - Wando Boevé
 - Remco Overwater
 - Fokke van der Veer
- International Scientific Advisory Committee

- Management:
 - Wim Bens, Managing Director
 - Steef van de Velde, Scientific Director
- Staff:
 - Secretary / office management
 - Project Management / Monitoring
 - Administration / Accountancy
 - Marketing / Communication / PR
 - Reception / Hostess / Events
 -





Dinalog, themes and targets

- Highly qualified Applied Research
 - 4C (Cross Chain Control Centers)
 - Main Ports Control function
 - Service Logistics
- Investment in Human Capital on all levels
 - Vocational, Professional and Academic
 - Knowledge dissemination i.e. anchoring in the educational system and SME's, post experience / academic courses
- Demonstration projects





Open innovation & wide implementation

- **Projects:**
 - R&D : only open for consortia consisting of at least 1 SME and 1 university or academic research institute
 - Demonstration projects: free or depending on criteria external funding
- **Knowledge dissemination**
 - Congresses, seminars, experience sharing, demonstrations,
 - Project valorization, incubators, executive courses, summer programs...
- **Partnerships and exploiting networks:**
 - Line organizations, SME Networks, all levels of the education system
 - Regional and international networks and platforms, stakeholders and government



First call for proposals (1)

- Pre-proposals, deadline February 15th 2010
 - 21 applications:
 - Transport Hubs in Control: 9 proposals
 - Cross Chain Control Centers: 9 proposals
 - Service Logistics: 3 proposals
 - Of which 5 proposals in more than 1 field
 - Non binding review by Executive Board:
 - 5 Proposals: Positive advice to apply for full proposal
 - 9 Proposals: Negative advice
 - 6 Proposals: Extra work needed, advice to apply in 2nd R&D Call
 - 1 Proposal: Advice to integrate in one of the five full proposals



Comments on First Call for proposals (2)

■ Positive:

- Response on all three themes was good
- Strong and well positioned consortia: all consisting of large Industrial partners, SME's and Universities
- A fair share of proposals with a potentially high-impact on business

■ Somewhat less positive:

- A number of proposals lacked the required thoroughness
- Some were meager on knowledge dissemination or valorization
- More participation of providers of Logistic Services is needed
- Some proposals lacked the required level of coherence or were out of scope.



First Call for R&D proposals (3)

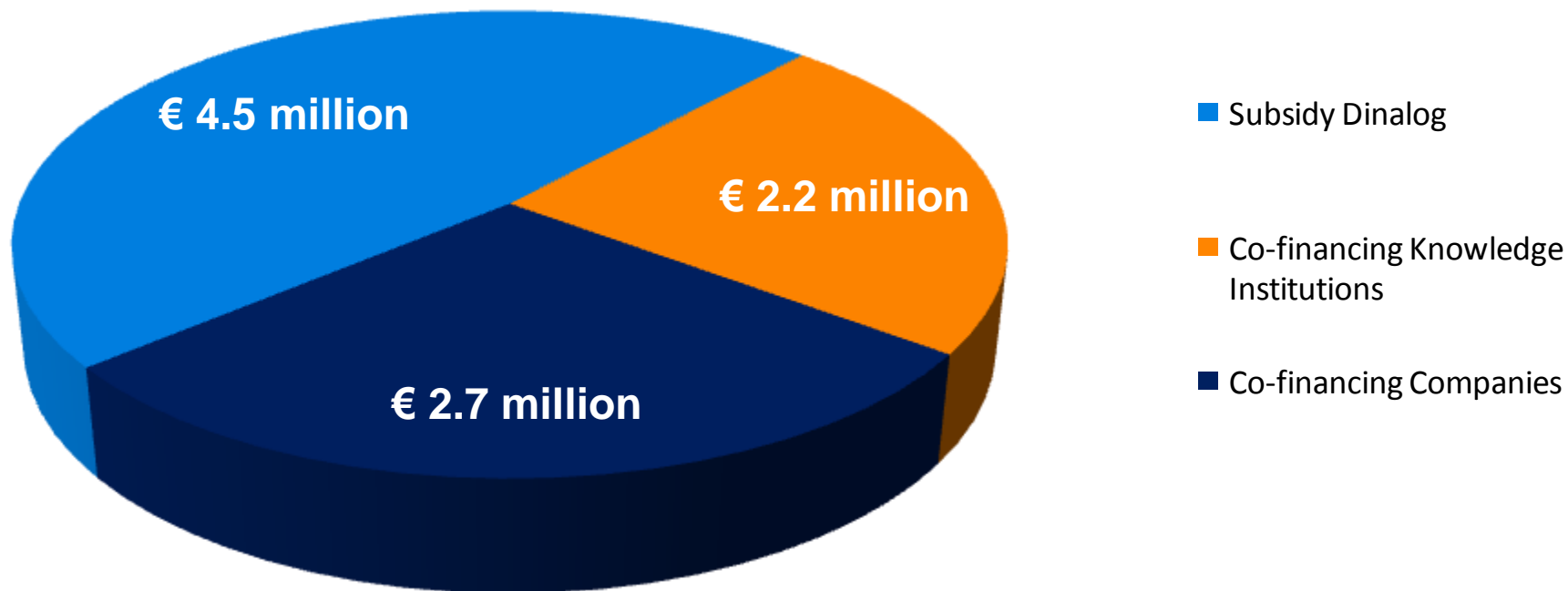
- Deadline full proposals: April 16th 2010
- Five consortia applied and were awarded at May 17th
- Kick off projects: June 2010
- Information is available on the website www.dinalog.nl

- Also this summer :
 - First tender Demonstration Projects
 - First tender Educational Projects
 - Start knowledge dissemination SME



1st R&D Call 2010: Total investment of the projects

Disitribution of the total investment: approx. € 9.4 Million





1st R&D Call 2010: overview of the projects

4C (Cross Chain Control Centers)	THC (Transport Hubs in Control)	SL (Service Logistics)
<p>4C4More</p>	<p>Extended Single Window: Information gateway to Europe: New information and governance models in international trade & logistics</p>	<p>ProSeLo: Proactive Service Logistics for Advanced Capital Goods</p>
<p>Cross-chain order fulfillment coordination for internet sales</p>	<p>ULTIMATE: Efficient Multimodal Hinterland Networks – new concepts for design and operations</p>	



2010-1-010-R: 4C4More
Applicant (4C): Eindhoven University of Technology
Project manager: Prof. Ton de Kok

Total cost: 2,162,144 Euro

Motivation

- 4C4More contributes to the establishment of 4C business with respect to its:
 - ICT infrastructure
 - Service content
 - Organizational set-up

Objectives & goals

- Develop tools that are the basis for new 4C business activities (Business models, Finance, Forecasting, ICT)
- Help existing companies to implement 4C activities
- Yield more efficient production, transport and warehousing processes, and thereby lower costs, lower usage of Scarce resources and lower emissions
- More effective use of human and physical resources
- New financing structures developed yield a substantial capital cost reduction

Consortium

Bakker Logistics, Control Pay, Cordys, ING, Itude , Kuehne+Nagel, Nabuurs, SCA, Unilever Benelux, EUR, TU/e, University Twente, Vrije Universiteit



2010-1-013-R: Cross Chain order fulfillment for internet sales
Applicant (4C): VU University Amsterdam
Project Manager: Dr. Kees Jan Roodbergen (RSM, EUR)

Total cost: 1,097,620 Euro

Motivation

- Switch of sales channels from traditional retail stores to internet and home deliveries (huge logistics impact)
- From relatively large quantities at regular intervals (to outlets) to small quantities to individual customers
- A limiting factor for consumers is the delivery process: e.g. speed of delivery, failure 1st delivery attempt 30%

Objectives & goals

- Development of logistics tools to design 4C networks that efficiently coordinate and integrate fulfillment operations for delivery (and returns) of products from multiple web stores to individual consumers
- Development of new concepts, models & solution methods for innovations in internet order fulfillment process
- New concepts for delivering products to consumers' homes will be tested

Consortium

VU University Amsterdam, Erasmus University Rotterdam, University of Amsterdam, Neckermann.com, mYoice, Centraal Boekhuis, Scanyours.com, Sectorinstituut Openbare Bibliotheken (SIOB), Vereniging Openbare Bibliotheken (VOB)



2010-1-015-R: Extended Single Window
Applicant (THC): TNO
Project Manager: Prof. Lorike Hagdorn

Total cost: 1,545,480 Euro

Motivation

Major issues faced by international logistics industry:

- Need for seamless and reliable supply chain
- Compliance to revised European coordinated border management procedures
- Need to reduce the costs of compliance to governance requirements

Objectives & goals

- To develop an integrated coordinated border management solution for ports and airports integrating with previous and subsequent procedures for reliable, secure, and cost effective logistic chains
- This coordinated border management, 'Extended Single Window', requires efficient and reliable information for effective joint supply chain planning by shippers, goods owners, transportation companies, forwarders, terminals and other logistic service providers and to use this information to meet government laws and regulations in a cost effective way, e.g. customs and agricultural procedures and VAT.

Consortium

ACN, Arrow, Cargonaut, Delft University of Technology, Dohler, EVO, FloraHolland, Fontys Hogeschool, Frugi Venta, Havenbedrijf Amsterdam, Havenbedrijf Rotterdam, Mattel, NHTV, NV Regio Venlo, OCE, Portbase, Schiphol NV, Tilburg University



2010-1-012-R: **ULTIMATE Efficient Multimodal Hinterland Networks**
Applicant (THC): **Erasmus University Rotterdam**
Project Manager: **Dr. Albert Veenstra**

Total cost: 2,274,392 Euro

Motivation

- Different firms in multimodal hinterland networks all aim to contribute to a better performance of the overall supply chain
- With serious and unexplored challenges, but they are also a tremendous opportunity to develop a sustainable competitive advantage for the Netherlands as the gateway to the European hinterland.

Objectives & goals

- to develop a viable multimodal hinterland network concept, based on the Extended Gate,
- that fits with global supply chain requirements
- optimizes the use of all available information in that supply chain
- removes all operational and administrative bottlenecks in sea ports
- and builds on new concepts of cooperation between operators.

Consortium

ECT Participations BV, Havenbedrijf Rotterdam NV, Modality Software Solutions BV, PORTBASE BV, KEYRAIL BV, Haven Amsterdam, Brabant Intermodal BV, NV Regio Venlo, Erasmus University/Rotterdam School of Management, Erasmus School of Economics, Erasmus School of Law, Eindhoven University of Technology, School of Industrial Engineering



2010-1-006-R: ProSeLo Proactive Service Logistics
Applicant (SL): Eindhoven University of Technology
Project Manager: Prof. Geert-Jan van Houtum

Total cost: 2,318,262 Euro

Motivation

- The transition to function-oriented markets offers great opportunities to Orig. Equipm. Manufacturers (OEM-s).
- Via full service contracts, OEM-s can arrange to become responsible for all maintenance activities and for managing the availability of their systems.
- OEM-s can establish or further extend the control tower for all maintenance activities, and possibly also for the systems produced by competitors.
- The objective of this control tower is to provide the best combination of system availability and TCO. This is equivalent to providing the lowest possible levels for downtime and TCO.

Objectives & goals

To perform research and valorization in 3 areas for innovative solutions for service control towers in order to achieve significant better system up-time whilst at the same time reducing TCO and improving competitive advantage.

- The sharing of spare parts that are owned by different companies or that belong to different service contracts
- new concepts to deal with last-buy decisions and to facilitate the re-use of parts, modules, and systems
- New predictive maintenance concepts that make use of the possibilities of remote monitoring and diagnostics

Consortium

Eindhoven University of Technology, Erasmus University Rotterdam, University of Twente, Service Logistics Forum (SLF), Ceva Logistics, DAF Trucks, Fokker Services, Gordian Logistic Experts, IBM, Océ Technologies, Marel, Stork Poultry Processing, Thales, Vanderlande Industries



1st R&D Call 2010: organizations in the network





2nd R&D Call: preliminary agenda

Date	Activity
June 1, 2010	Call for Pre-proposals announced
September 15, 2010, 16.00 hrs	Deadline submission of pre-proposals
October 1 2010	Recommendation on pre-proposals
November 15, 2010, 16.00 hrs	Deadline full proposals
December 7, 2010	ISAC meeting – review
December 15, 2010	Decision by Executive Board



Themes / sectors R&D 2nd Call (1)

- Same themes as first call
 - 4C, Transportation Hubs / Main ports, Service logistics
- But with a special focus on
 - Transport by inland water and transport by railway are specifically asked to apply
- Sectors that are specifically asked to apply are:
 - Agri Food / Agri logistics
 - Construction
 - Retail and Fashion
 - Chemicals



Themes and sectors R&D 2nd Call (2)

- City distribution
 - (focus on supply chain, development concept and export value)
- Projects with service providers in Logistics and distribution
 - With line organizations: EVO en TLN en KNV
- Relation between internet sales and Logistics
- With attention to 'soft' issues of innovation such as:
 - How to innovate,
 - How to implement in SMEs or own enterprise
- How to create remote services to add value for the Netherlands
- New business creation / added value
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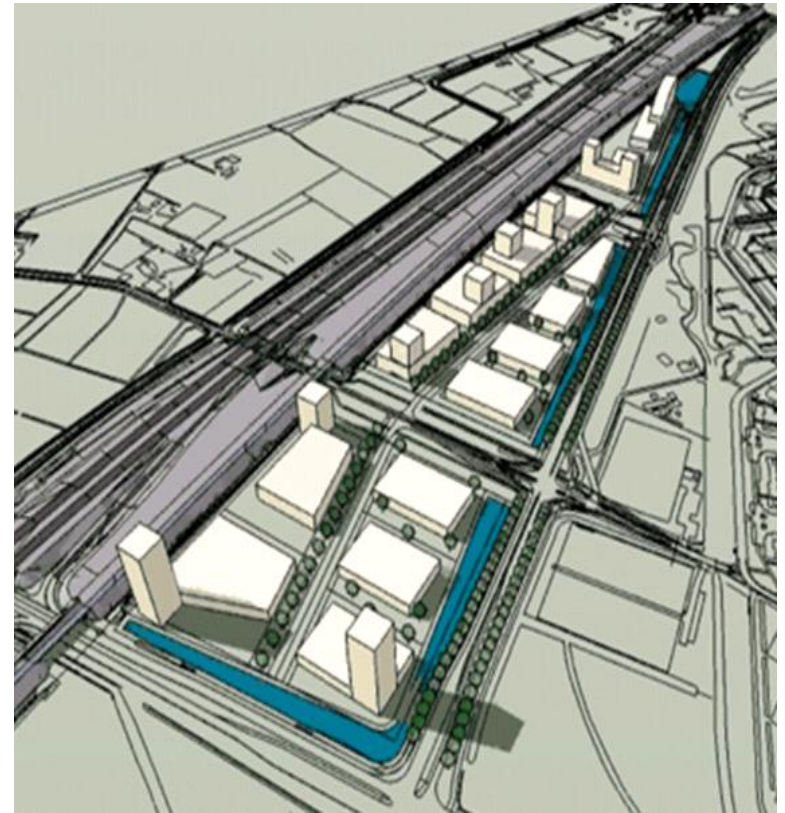


Synergy Dinalog Institute & Dinalog Campus

- Topinstitute in the center of:
 - R&D oriented companies and R&D activities
 - Demo-projects, experiments
 - Innovative start-ups.
- The complete line:
 - finance, ICT, trade facilitation
 - LogiXperience
- Dynamic and inspiring surroundings:
Campus and Institute will be buzzing with activities for students and entrepreneurs



National function based in Breda city





Ambition Dinalog Campus

control tower to Transnational flows of goods
and world wide supply chains

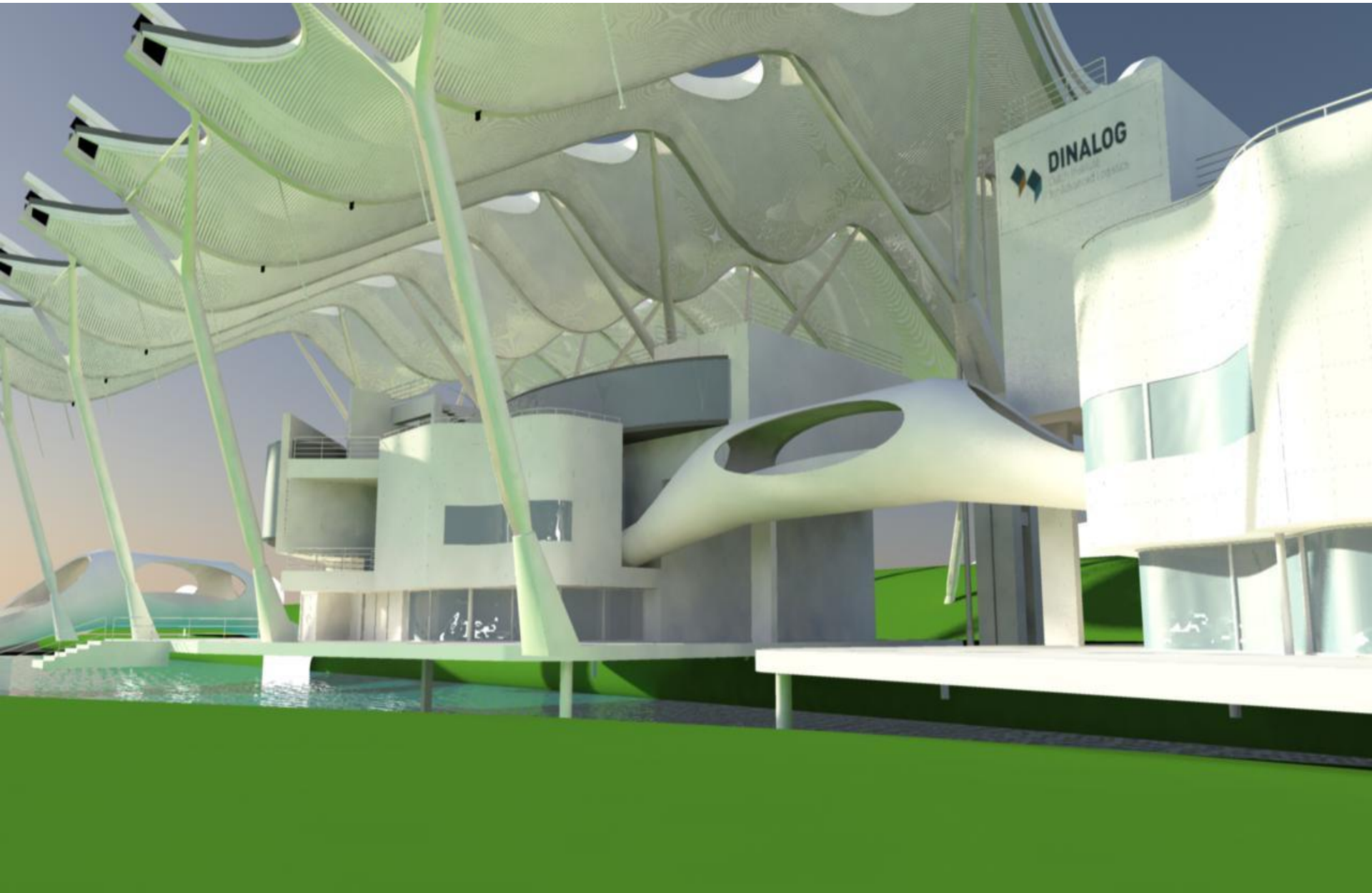
- Dinalog Supply Chain Campus will attract qualified European Industry partners with their control towers and planning departments
- Stimulate interaction between the academic world and private industry
- The meeting place for Logistics and Supply Chain Professionals by hosting line organizations, platforms, government agencies, service providers etc
- Dinalog Campus will also attract University innovators in research and education.
- In addition Dinalog Campus provides a hothouse for innovative companies, start-ups and new posteducation activities.

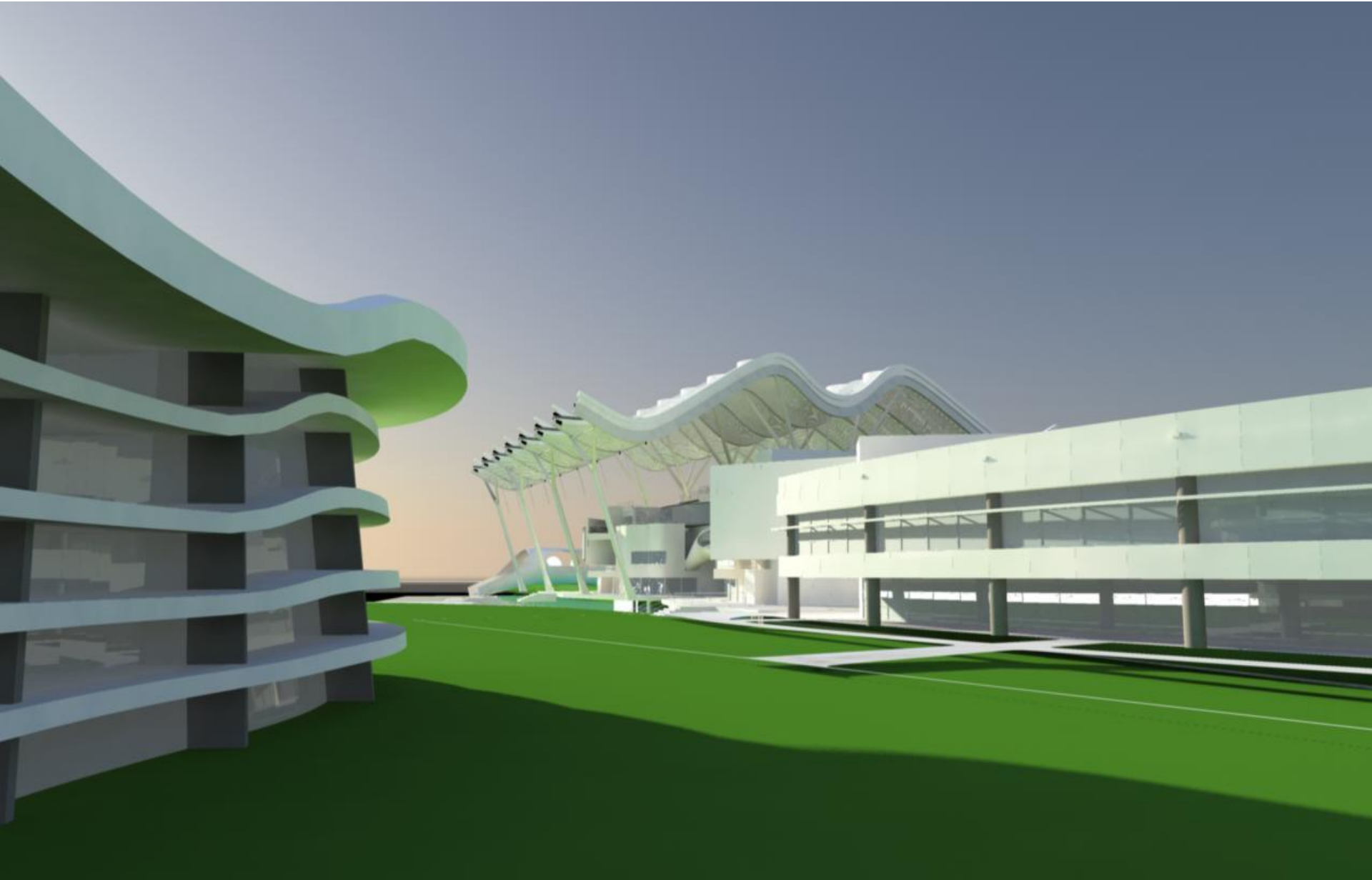
Information: www.dinalog.nl/campus

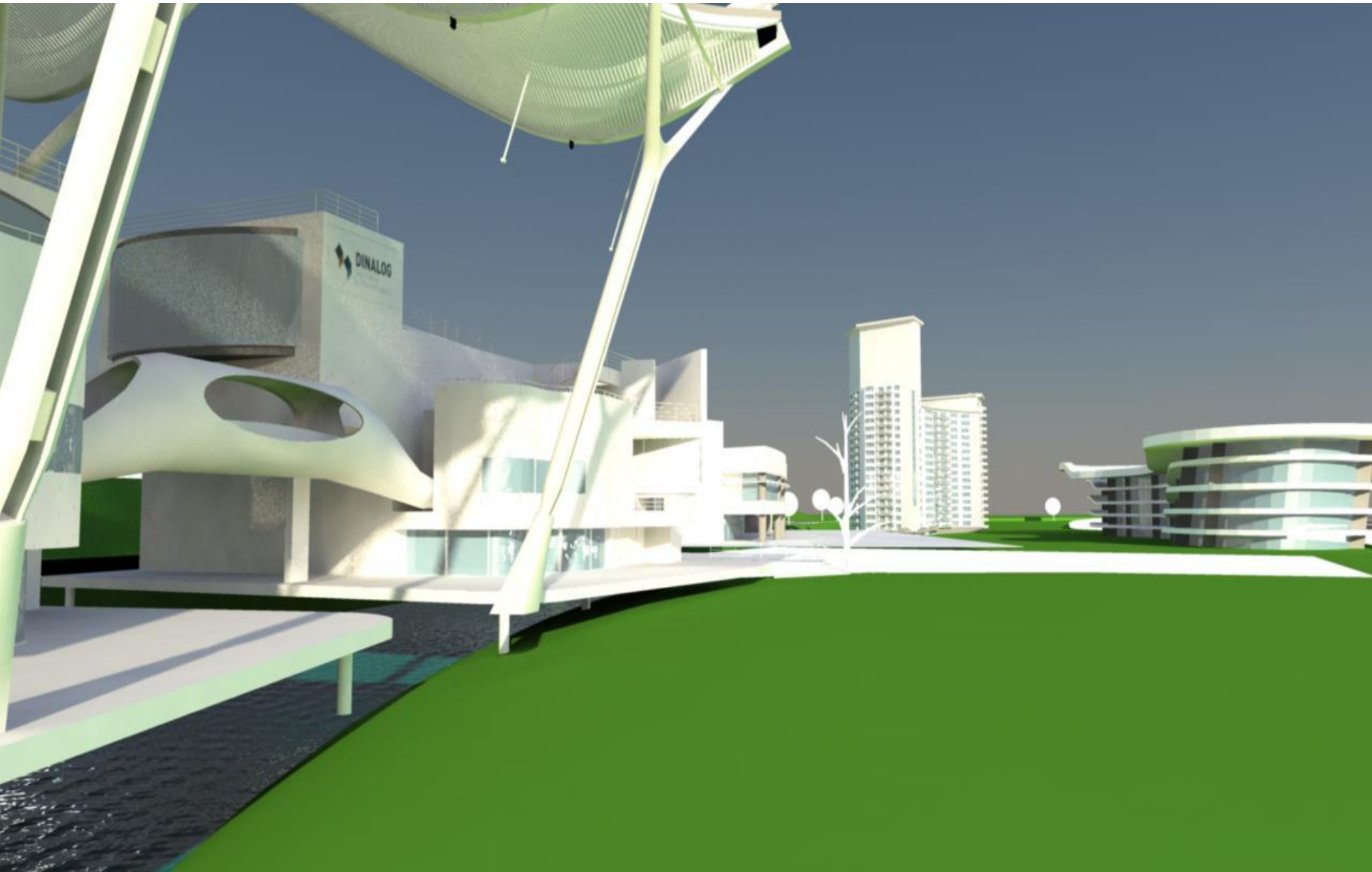
Adres: Princenhagenlaan 13, 4813 DA Breda

Contact: info@dinalog.nl

Phone: + 31 (0)76 529 3750









Dinalog Friends

- Association for professionals in Logistics and Supply Chain Management
- Special focus on SME
- Informs members on progression Dinalog
- Initiates projects and supports companies
- Researches educational needs companies

Information: www.dinalog.nl/friends, email: info@dinalogfriends.nl

Address: Princenhagenlaan 13, 4813 DA Breda, Netherlands

Phone: + 31 (0) 76-5315315



Dinalog “Brand Family”

- Dinalog Institute
- Dinalog Campus
- Dinalog Friends
- Dinalog Incubator
- Dinalog Awards
- Dinalog Experience
- Dinalog Meeting Place
- Dinalog Academy
- Dinalog Food Court
- Dinalog Fellows
- Dinalog Test Labs
- Dinalog Demonstrator
- Dinalog International
- Dinalog Student Awards
- Dinalog Data Warehouse
- Dinalog Value Center
- Dinalog
- Join us



Comment, review

- 25 million Euros in 4 years is not much
 - How to multiply?
 - Which resources are available?
- How to stimulate participation?
- Demonstration projects and pilots are necessary and need to spread out.....



Any questions?

