

**Client:** LogistikNetz Berlin-Brandenburg

**Location:** Amsterdam, Antwerp, Bremerhaven,  
Gdansk, Hamburg, Potsdam,  
Rotterdam, Szczecin



**Time frame:** 07/2011 – 11/2013

**Name of project:** Berlin-Brandenburg as a hub for seaport hinterland transport – Marketing'

**Main project features:**

'Berlin-Brandenburg as a hub for seaport hinterland traffic - Marketing' is a two-year project that was partially financed by public funds from the European Union and the State of Brandenburg. It aims at better marketing of the infrastructure, the location potential and the services of regional logistics providers to the major market players in hinterland transport activities of the North and Baltic Sea ports situated in Belgium, The Netherlands, Germany and Poland. The scope of the project work involves the analysis of requirements to sea port hinterland transportation, market analyses specific to target countries, development of promotional tools, country specific information events (road shows) and business meetings in the region Berlin-Brandenburg as well as overall evaluation and dissemination of project results. Around 10 consulting firms/service providers and a dozen supporting project partners are coordinated by W&H on behalf of the logistics network.

**Subject:** Logistics

**Client:** LogistikNetz Berlin-Brandenburg  
**Location:** Berlin-Brandenburg  
**Time Frame:** 01/2006 – 12/2011  
**Name of the project:** Cluster and network management



**Main project features:**

- Establishment and further development of the GA network LogistikNetz Berlin Brandenburg as a joint initiative of the economy and the Senator for Economy Berlin and the Ministry of Economic Affairs
- Profiling the German capital region as a logistics location
- Planning and implementation of events and participation in trade fairs representing the Berlin-Brandenburg region
- Identifying and processing of strategic development topics
- Coordination of network activities
- Promotion of industry-specific solutions
- Close cooperation with the Ministry of Economy and the Ministry of Infrastructure and Regional Planning of the state of Brandenburg and Brandenburg's Economic Development Agency.

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