

**Client:** Investor Center Ostbrandenburg GmbH

**Location:** Frankfurt (Oder)

**Time frame:** 02/2013 – 06/2014

**Name of project:** Concept development and implementation of measures for profiling the logistics industry by developing products for SMEs in procurement and distribution logistics in the logistics region Viadrina



**Main project features:**

- Project structuring
- Basic analysis of current studies
- Analysis of benchmark regions
- Product and marketing approaches
- Development of strategic business areas in a pilot company
- Market overview of potential customers
- Support for new service offers for semitrailer Frankfurt (Oder) – Rotterdam
- Initiation of conversations with customers
- Content Preparation, invitation management and facilitation of the workshop:
- ‘Green Supply Chain to the East’, as a joint event of ICOB, EVO, DNHK and W&H

**Subject:** Logistics