

INVITATION: RESEARCH SEMINAR

THE ROLE OF CONTAINER SHIPPING AND LOGISTICS IN ECONOMIC DEVELOPMENT



CBS MARITIME

ARRANGED BY CBS MARITIME IN COLLABORATION WITH CENTRE
FOR BUSINESS & DEVELOPMENT STUDIES AND A.P. MOELLER
MAERSK. A PART OF DANISH MARITIME DAYS 2015

THIS SEMINAR WILL DISCUSS THE ROLE OF SHIPPING AND LOGISTIC FIRMS AND SERVICES FOR INTEGRATING DEVELOPING COUNTRIES INTO THE GLOBAL ECONOMY

PROGRAM OF THE DAY

14:00-14:05: Welcome and Introduction by Director Henrik Sornn-Friese

14:05-14:40: "The Importance of Logistics Performance in Connecting Developing Countries to Global Markets" Lauri Ojala, Professor Turku School Of Economics

14:40-15:15: "The Role of Shipping and Ports in Trade and Economic Development: Concept and Practice" Dong-Wook Song, Professor World Maritime University

15:15-15:30: Coffee break

15:30-15:55: "A Perspective From Maersk on the Role Of Container Shipping in Global Trade and Economic Development" Henning Morgen, Maersk Group

15:55-16:20: "How Maersk Has Contributed to Vietnam's Integration Into the Global Economy" Majbritt Greve, Maersk & CBS

16:20-16:55: Panel Discussion based on questions such as: What is the role for port, shipping and logistic firms and services in integrating developing countries into global trade? Who benefit and who loose when highly effective container shipping and logistics MNCs enter developing countries? What is the status of current research on this topic and where do we need more research?

16:55-17:00: Wrap-up by Director Henrik Sornn-Friese

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BACKGROUND

Recent studies have made it evident that high transport- and logistic costs and a lack of advanced logistics services are some of the main barriers to growth and prosperity in developing countries. Studies estimate that logistics costs may account for up to 15-25% of the value of finished goods in developing countries as opposed to around 10-15% in developed countries. Such inefficient supply chains seriously hamper developing country firms' ability to compete in global markets and become integrated in global value chains. Port, shipping and logistic multinational firms play a growing role for developing countries, not only by providing advanced infrastructure and services, but also by organizing and managing entire global supply chains.

The seminar will approach this pertinent topic from a business as well as academic perspective. We will hear evidence from recent research on port, shipping and logistics in developing countries. Moreover, we will get insights into the experience of the world's largest shipping company, Maersk, on their role in global trade. The seminar will conclude with a panel discussion emphasizing amongst other topics: What are best practices of port, shipping and logistic MNCs in developing countries? (How) can container port, shipping and logistic MNCs play a more proactive role in development? Who benefit and who lose when highly effective container port, shipping and logistic MNCs enter developing countries?

DATE AND TIME

6. October 2015, 2-5 Pm

VENUE:

Kilen, Kilevej 14, 2000 Frederiksberg, Room Ks 54

REGISTRATION

Please send an email with your name, position and organization by 30 September to Sarah Back-Holck at

SKB.IKL@CBS.DK

WEBPAGE

Read more about the seminar on the CBS Maritime [webpage](#)

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CROSS-DISCIPLINARY AND PROBLEM FOCUSED RESEARCH AND
EDUCATION IN THE MARITIME INDUSTRY CONTEXT