

MARCO POLO
NEW WAYS TO A GREEN HORIZES

UIC
INTERNATIONAL UNION
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unity, solidarity, universality

AGORA
Intermodal Terminals
Marco Polo Common Learning Project

Home
News

AGORA SEMINAR: 2 MARCH 2010 – VIENNA
Sandra Géhénot, UIC Coordinator
<http://www.uic.org>

The present common learning action aims at improving management capabilities of intermodal terminal operators and increasing capacity by a set of innovative, smart operational measures and the involvement of stakeholders: terminal and intermodal operators, railway undertakings, customers (e.g. shippers and logistic service providers, and infrastructure managers. Hereby the action matches the Marco Polo objectives concerning the improvement of co-operation among stakeholders and the promotion of results.

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Aim and purpose of the Rail Freight Portal

“address general public, the press and potential customers, demonstrating that rail freight is performing much better than the common perception of our industry in the public.”

Goal is to increase the **rail freight perception** of the public

Rail Freight Portal is supported by 13 UIC members 2010

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CFL cargo

HŽ HOLDINGI

TRENITALIA GRUPPO FERROVIE DELLO STATO

CP.PT, EM LINHA CONSIGO

CFR MARFA

DB SCHENKER

bls cargo

green cargo

NMBS Logistics

renfe

Rail Cargo Austria

Slovenske železnice

SBB CFF FFS Cargo

Rail Freight Portal

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www.railfreightportal.com

Interview
with the next generation of rail freight operators


SNCR Logistics

Member of the month
SNCR Logistics

Rail freight news
18 October 2009 - La Poste...
11 October 2009 -...
10 October 2009 -...
10 October 2009 -...
10 October 2009 -...

Events
2010
2011
2012
2013
2009


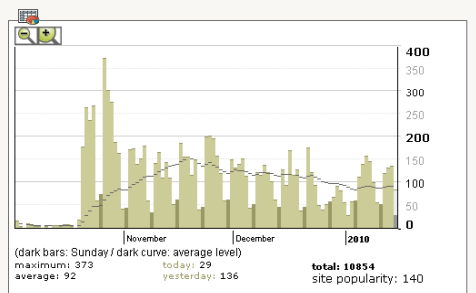
The content of the Rail Freight Portal is divided into fixed and variable parts



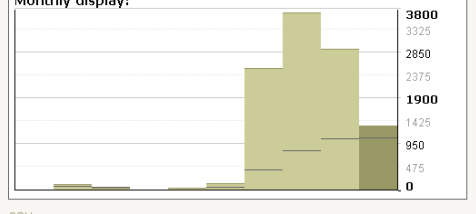
✓ Fulfilled
✗ Needs to be improved

Fixed content		Variable content		
Item		Item	Update frequency*	Status
What is rail Freight?		Member of the month	Monthly	✓
Product information		Freight news	Weekly	✓
Benefits of using rail		Press releases	Ongoing basis	✓
Railway standards		Polls	Bi-weekly	✗
etc...		Best practices	Ongoing basis	✓

Rail Freight Portal – visitor statistics since launch (Sep/October 2009)


(dark bars: Sunday / dark curve: average level)
 maximum: 373 today: 29
 average: 92 yesterday: 136 total: 10854
 site popularity: 140



Monthly display:

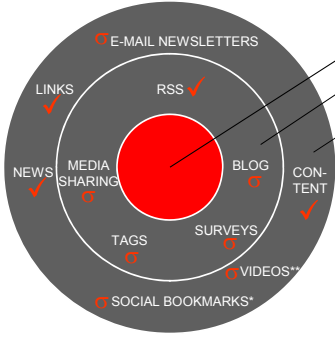
- Around 3 000 visitors per month since the start
- In average around 100 people per day enters the site
- To be compared with earlier statistics for UIC freight site which was 2-300 per month

Goal 2010 – to improve the content and extend RFP with new functionalities



✓ Function exist on webpage today
✗ Function does not exist on webpage today


NORMAL PORTAL STRUCTURE



WEBSITE
DRIVING ENGAGEMENT
DRIVING INTEREST

* E.g. twitter, Facebook, FLICKER and LinkIn
** Partly. Could be an option to use YOUTUBE

Continue with existing approach & launch new functionalities



	CONTENT	NEW FUNCTIONALITIES
Release 1 (Mar)	<ul style="list-style-type: none"> - Customer corner (see back-up) - Best practices from all participating RUs - Implement tags on the content - Connection between RFP and RU websites 	<ul style="list-style-type: none"> - E-mail news letter (possibility to subscribe on updates) - Media sharing (pictures and films)** - Advanced polls (visitor able to rank answer)
Release 2 (Oct)	<ul style="list-style-type: none"> - Special report(s) on rail traffic in other continents? E.g. how does freight operations look like in Australia? 	<ul style="list-style-type: none"> - Volume indicator*** - Surveys**** - Blog***** - Social network (e.g. FLICKER)

ANY QUESTIONS ?

GROWING INTERMODAL TRAFFIC IN CEEC COUNTRIES

Under the Patronage of Ferdinand Schmidt, Rail Cargo Austria



VENUE REGISTRATION

VIENNA 25 MARCH 2010 FREE OF CHARGE
STEIGENBERGER HOTEL HERRENHOF PLEASE CONFIRM BY RETURN OF MAIL
([HTTP://WWW.STEIGENBERGER.COM/WIEN](http://www.steigenberger.com/Wien))

ACCOMMODATION SCHEDULE

A BLOCK RESERVATION OF HOTEL ROOMS HAS BEEN MADE 9:30
PLEASE USE ATTACHED FORM CONFERENCE START

LANGUAGES

GERMAN AND ENGLISH 16:00
CONFERENCE END

PROGRAMME

09:30 MEGA TRENDS AND GROWTH POTENTIAL FOR INTERMODAL
TRAFFIC IN CEEC COUNTRIES
K. MERTEL, KOMBICONSULT 10:00 PANEL 1: CONTAINER HINTERLAND TRAFFIC
INTRODUCTION: H-P. KIENZLER, K+P TRANSPORT CONSULTANTS
PANEL: PORT OF KOPER, PORT OF CONSTANTA, MEIKANS

11:45

PANEL 2: CONTINENTAL INTERMODAL TRAFFIC AND TERMINAL
STRATEGY

INTRODUCTION: K.-U. SONDERMANN, KOMBICONSULT
PANEL: ADRIAKOMBI, SCHENKER AUSTRIA, GEFCO

14:00

PANEL 3: THE WAY FORWARD

INTRODUCTION: E. PEETERMANS, B-HOLDING
PANEL: RCA, CD CARGO, KOMBIVERKEHR



[HTTP://WWW.UIC.ORG/DIOMIS](http://www.uic.org/diomis)



G R F C 2010 – SAINT PETERSBURG
2ND GLOBAL RAIL FREIGHT CONFERENCE



6-7 July 2010

Preliminary Program

- World class logistics
- Intermodal solutions
- Intercontinental rail links
- Paperless transport
- Economic trends and logistics
- Sustainable logistics
- Technological innovations
- Reshaping wagonload