



KOBİ İşbirliđi
ve Kümelenme
Projesi

TRABZON

Trabzon Shipbuilding Cluster

Study Tour to Netherlands & Germany
2 - 7 September 2012



This Project is co-financed by
the European Union and the Republic of Turkey



SME NETWORKING PROJECT
Trabzon Shipbuilding Sector Study Tour for Innovation, Marketing and Export
Development (IMED)
The Netherlands & Germany, 2-7 September 2012

Rationale and Purpose of the Study Tour:

Within the scope of the SME Networking Project, five Sectoral Cooperation Strategies aimed to be prepared. Trabzon Shipbuilding Strategy work has completed set of activities including the strategy workshop, field visits, and company and stakeholder interviews. Over the course of the Trabzon Shipbuilding Strategy Work it has been identified that there is need for improving Innovation, Marketing and Export Development activities in order to increase competitiveness of Trabzon Shipbuilding Companies and increase collaboration in above mentioned areas.

The studies also revealed that it would be beneficial for companies to first benchmark their level of technology, way of marketing and establish linkages for knowledge transfer. Therefore along with innovation and export development, the strategy work found cluster to cluster collaboration which would start through a benchmarking event crucial for companies to position themselves in international environment.

The study tour programme has been designed in the light of the findings of the Strategy Work. The Programme aims to provide an environment for the companies initially to benchmark themselves with a cluster which has similar lifespan, receive presentations from different players of the supply chain to understand which parts of the chain has to be improved and finally an environment where the companies can see the entire picture of the industry and meet with the potential buyers in an international event.

To this end study tour programme has been designed in order to cover;

- Visit shipyards and a shipbuilding cluster called “ConoShip” in Netherlands to benchmark and understand phases of a cluster development, marketing and internationalisation of shipbuilding clusters which has similar scale and characteristics with Trabzon Shipbuilding.
- Visit and receive presentations from different players of supply chain in order to understand which actions has to be taken in order to address needs for integration of global supply chains,
- Create linkages with international players to initiate technology knowhow transfer,
- Before attending the international event, visiting a shipyard to see how activities are undertaken and which technologies are being used.
- Following the cluster and shipyard visit and receiving presentations from different players of supply chain, the delegation will visit Shipbuilding, Machinery and Marine Technology Fair in Hamburg. In SMM companies will have a matchmaking event, visit country pavilions. <http://smm-hamburg.de/en>



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The Study Tour programme will take place between 2 and 7 September. Following the travel on 2 September;

- The first day of the study tour will cover presentations on Site Design and Organisation, Steel Processing and visit to Peters Shipyard in Netherlands.
- The second day study tour will cover company visits, a shipyard visit and a shipbuilding cluster marketing company called ConoShip. It is an interesting model of shipyard co-operation, in which different companies efficiently share their international marketing efforts. Experience in the design of small sized seagoing ships, dredgers, and offshore supply vessels.

In the early 1950's, shipbuilding in the Netherlands was mainly focused on Dutch based owners. In order to create a solid base for a sustainable shipbuilding business the shipyards had to look after international clients and a diversification in ship types. A group of shipyards in the northern part of Holland raised Conoship International BV (Combined Northern Shipyards) and joined forces in strengthening its international marketing & sales position as well as ship design and engineering capabilities.

Over the years the sales team of Conoship made acquisitions on behalf of the member shipyards and multiple successful new building orders were contracted. Besides, the design department of Conoship became world famous for its renown designs of which more than 1000 vessels were materialised.

Surrounded by specialised subcontractors the member shipyards of Conoship have developed many successful series of new buildings of different types of vessels for worldwide located ship owners and governmental organisation.

At the end the shipyard itself is the key factor for success. Lean and mean production requires a day by day steep control of costs and efficiency, a necessity for becoming and holding a competitive position in the global ship building industry.

Please check website www.conoship.com

- The third, fourth and the last days of the programme will cover visiting SMM. The SMM is the SMM in Hamburg is the international platform and the leading forum for the maritime industry. This is where the world's leading companies present their **innovations, trends and forward looking technologies** and set the course for future success of the industry. This is where all interested visitors can meet the industry leaders and personalities. This is where you can find out all about new products and services, and generate vital contacts. The conferences and workshops which accompany the fair provide you as a trade visitor with new insights and additional benefit. Explore the development potential of the maritime industry. <http://smm-hamburg.de>



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Study Tour Programme

Day 1, Sunday September 2nd 2012

- 11:30 Arrive at Amsterdam Schiphol airport
Pick-up and a bus transfer to Rotterdam.
(Approximate time for travel: 60 minutes)
- 13:00 Arrive and check-in at HOTEL PORT in Rotterdam
Pieter de Hoochweg 115 3024 BG Rotterdam
Sunday September 2nd (1 night)
- 19:30 Welcome dinner at Rotterdam with a welcome speech

Day 2, Monday September 3rd 2012

- 08:15 Pick up from hotel in Rotterdam
- 09:00-10:00 Presentation about Site Design and Organization will be by an industry leader in maritime Netherlands. Used to be president of a large maritime steel company, and has set up numerous new enterprises. Expert on production processes, from a technical as well as business administrative point of view.



Speaker: André Tienpont.

<http://twitter.com/andretienpont>

- 10:00-11:00 Metalix
Metalix is a part of the large shipyard IHC Merwede, world market leader in dredging equipment and complex offshore specials. Metalix is their central steel pre-processing plant. They produce so-called shipkits: precut and bended steel packages, to efficiently design and build ships. Metalix is interested in the Turkish market, and could be a future partner for the development of local factory in Turkey.



Speaker: Roel de Graaf (Managing Director)

<http://www.metalix.nl/>

- 11:00-12:00 Tour at Shipyard IHC (Metalix included)
- 12:00-13:00 Quick lunch at IHC Merwede
- 13:00-15:00 Pick-up and bus transfer to Peters Shipyards at Kampen
(Approximate time for travel: 120 minutes)



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15:00-17:00

Peters Shipyards



Peters Shipyards partners in optimising and sustainably producing transportation and accommodation on water. Peters Shipyards makes a recognisable contribution to the efficiency of primary processes and the image of its clients.

Speaker: Geert van Voorn (Managing Director)

<http://www.shipyardpeters.nl>

17:00

Pick-up and bus transfer to Groningen (Approximate time for travel: 90 minutes)

18:30

Arrive and check-in at HOTEL VAN DER VALK in Groningen
Monday September 3rd (1 night)

19:00

Dinner at Groningen

Day 3, Tuesday September 4th 2012

08:00

Pick up from hotel in Groningen

08:30-10:15

Eekels



Eekels has specific expertise in electrical drive systems, shore power connection systems, ship systems (including alarm systems and control units), and process automation. Eekels takes care of the entire route, from engineering, panel building, execution, commissioning to service and maintenance. Through its business unit called Mechanical, Eekels is also a major player in the fields of mechanical service and maintenance, projects and specialist equipment building.

Speaker: Bart Brom (Director and Business Unit Manager Marine & Offshore)

<http://www.eekels.com>

10:30-12:00

Wolfards & Wessels Werktuigbouw



WWE is the leading company in this region on complex piping systems and engine room installations. They supply integral solutions to shipyards, yachtbuilders and shipowners. We will visit their workshop, and have a look how their technical automation systems work. These kind of companies play a vital role in Dutch shipbuilding, because the shipyards want to stay lean and mean, thus trying to subcontract as much as possible to integral suppliers like WWE.

Speaker: Jan Overzet (director/owner)

<http://www.wolfard.nl/index.php/nl/>

12:00-13:00

Lunch near or at Wolfard

13:00-13:30

Bus transfer to Niestern Sander (Approximate time for travel: 30 minutes)

13:30-14:30

Visiting the Shipyard Niestern Sander





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There are some five medium sized shipyards in the Northern part of Holland. They all work the same, with section building and a high level of subcontracting. Sometimes also complete hull subcontracting (this might be a business opportunity for Trabzon region). Niestern Sander combines shipbuilding, ship repair, and is owned by the largest shipowner of the region: Wagenborg. The latter is also active in the Caspian Sea region.

Speaker: Jan Doorduyn

<http://www.niesternsander.com/>

15:00-16:00

Presentation about Shipfinance

A financial expert, RA with 30+ years of experience in ship finance. Johan is often consulted by ship owners and yards on financing issues. Also government uses his expertise on setting up fiscal and guarantee measures.



Speaker: Johan Wagelaar

<http://www.linkedin.com/pub/johan-wagelaar/7/b13/7a4>

16:00-17:00

Conoship

Conoship is a central marketing and design company. It is an interesting model of shipyard co-operation, in which different companies efficiently share their international marketing efforts. Experience in the design of small sized seagoing ships, dredgers, and offshore supply vessels. See also Martin Bloem's report.



Speaker: Guus van de Bles (director/owner)

<http://www.conoship.com/>

17:00-22:00

Pick-up from Groningen and a bus transfer to Hamburg
(Approximate time for travel: 300 minutes, incl. dinner)

18:00

Dinner at Leer, Germany

22:00

Arrive and check-in at BEST WESTERN PREMIER ALSTERKRUG in Hamburg
Alsterkrugchausse 277 - 22297 Hamburg
Tuesday 4th – Friday 7th (3 nights)

Day 4, Wednesday September 5th 2012

08:00

Pick up from hotel to SMM

08:30-12:00

MariMatch

The brokerage and networking forum at SMM 2012. An opportunity for international networking and socializing.

http://smm2012.b2b-match.com/p_index.php

12:00

Lunch at SMM





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13:00-16:30 Introduction in the different National Pavilions

13:00 Norway (Hall B7)

13:30 Netherlands

14:00 Denmark (Hall B1)

14:30 Finland

15:00 Great Britain

15:30 Spain

16:00 Sweden (Hall B3)

16:30 Croatia

18:00 Dinner at Hamburg

21:00 Discuss and evaluate the day

Day 5, Thursday September 6th 2012

08:00 Pick up from hotel to SMM

09:00-10:00 Engine supplier: Yanmar, Yanmar is a comprehensive diesel manufacturer producing everything from fuel injection equipment to marine gear for most diesel-driven machinery on land and sea. (Hall B8: stand 124)



<http://www.yanmar.nl>

10:00-16:00 Going into depth in product knowledge at various companies:

- Electrical systems and automation
- Propulsion systems
- Shipyards
- Special equipment

16:00-18:00 Drink at Holland Paviljoen at SMM

18:30 Dinner at Hamburg

21:00 Discuss and evaluate the day

Day 6, Friday September 7th 2012

08:00 Pick-up from hotel in Hamburg

11:35 Flight departure from Hamburg Airport