

The Changing Role of Chinese Parties in Global Logistics

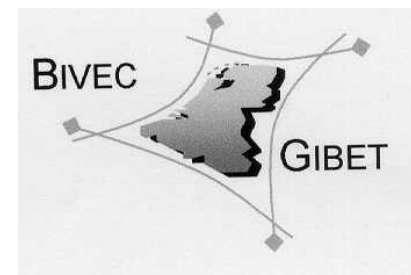
**The example of Parchim International Airport
(Germany)**

5th ALRT conference 15th of June 2012

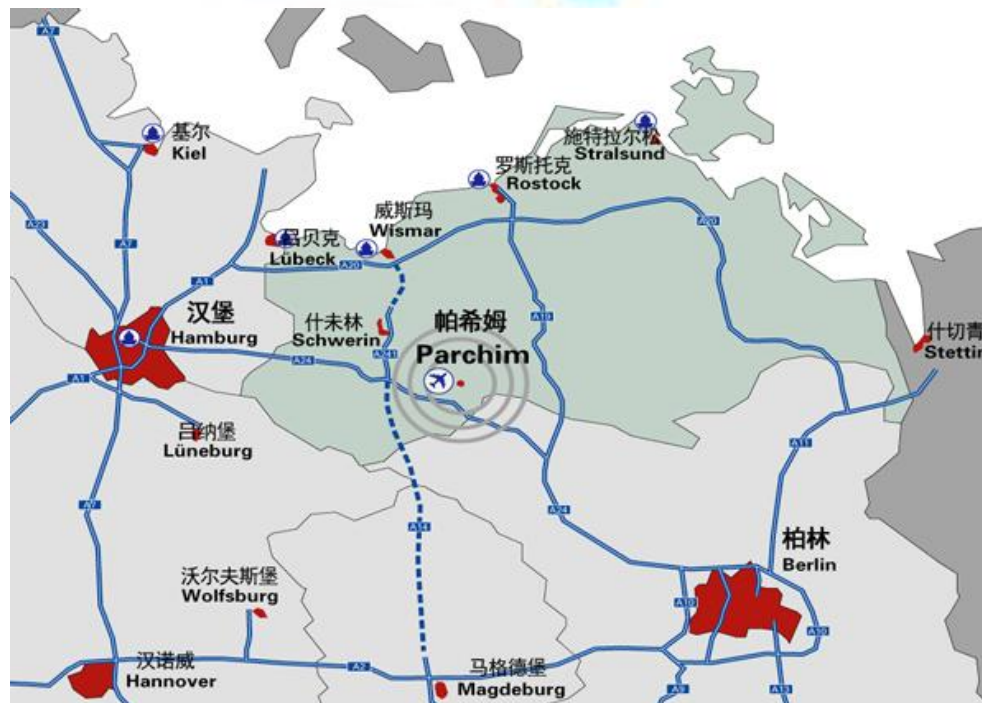
**Ton van den Hanenberg
Rotterdam University**



**exceed
expectations**



parchim international airport



Parchim (Germany)

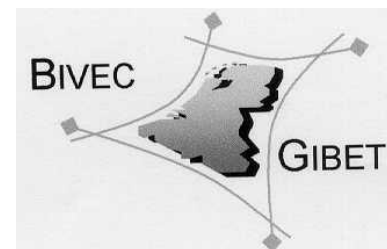


Jonathan Pang

<http://www.youtube.com/watch?v=zJLgiFLeZKg>



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Parchim: a hub



Jonathan Pang

Bought from the government for 30 mill euros in 2007

24 hours a day flights

Suited for all aircrafts

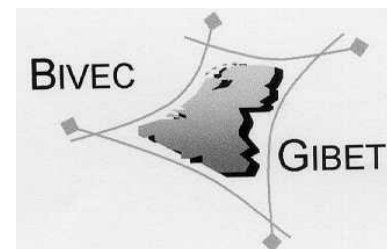
Intended to be a freight airport

50 employers (of which 2 Chinese)

Bonded area; assemblage: Made in Germany



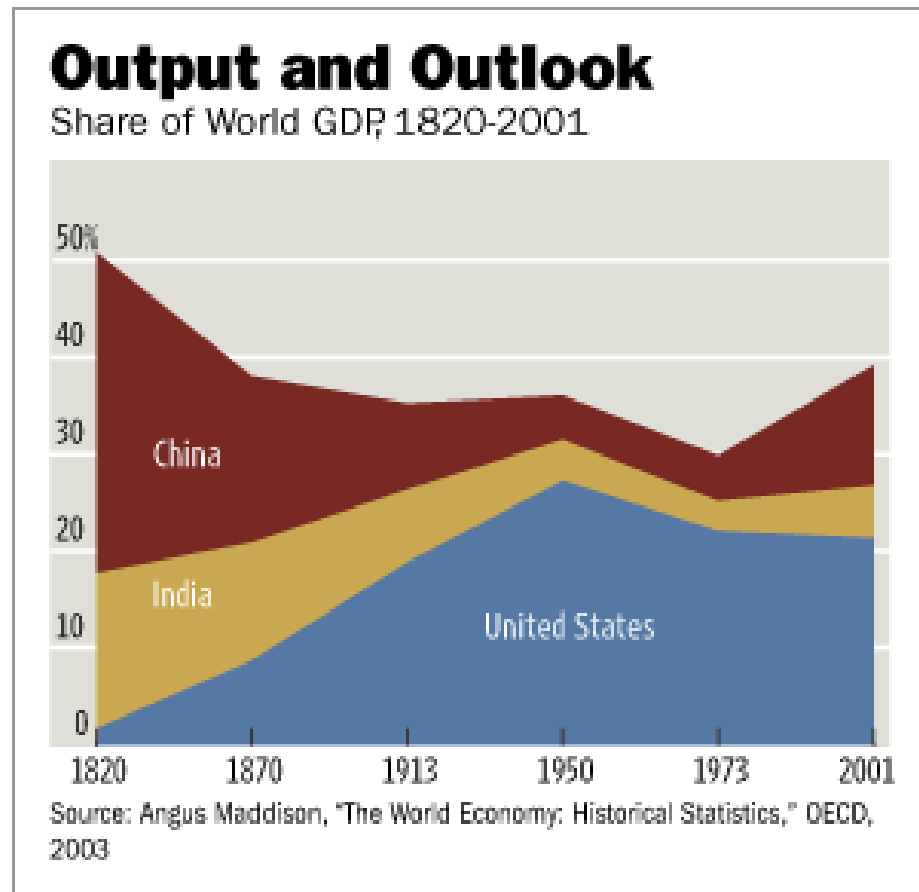
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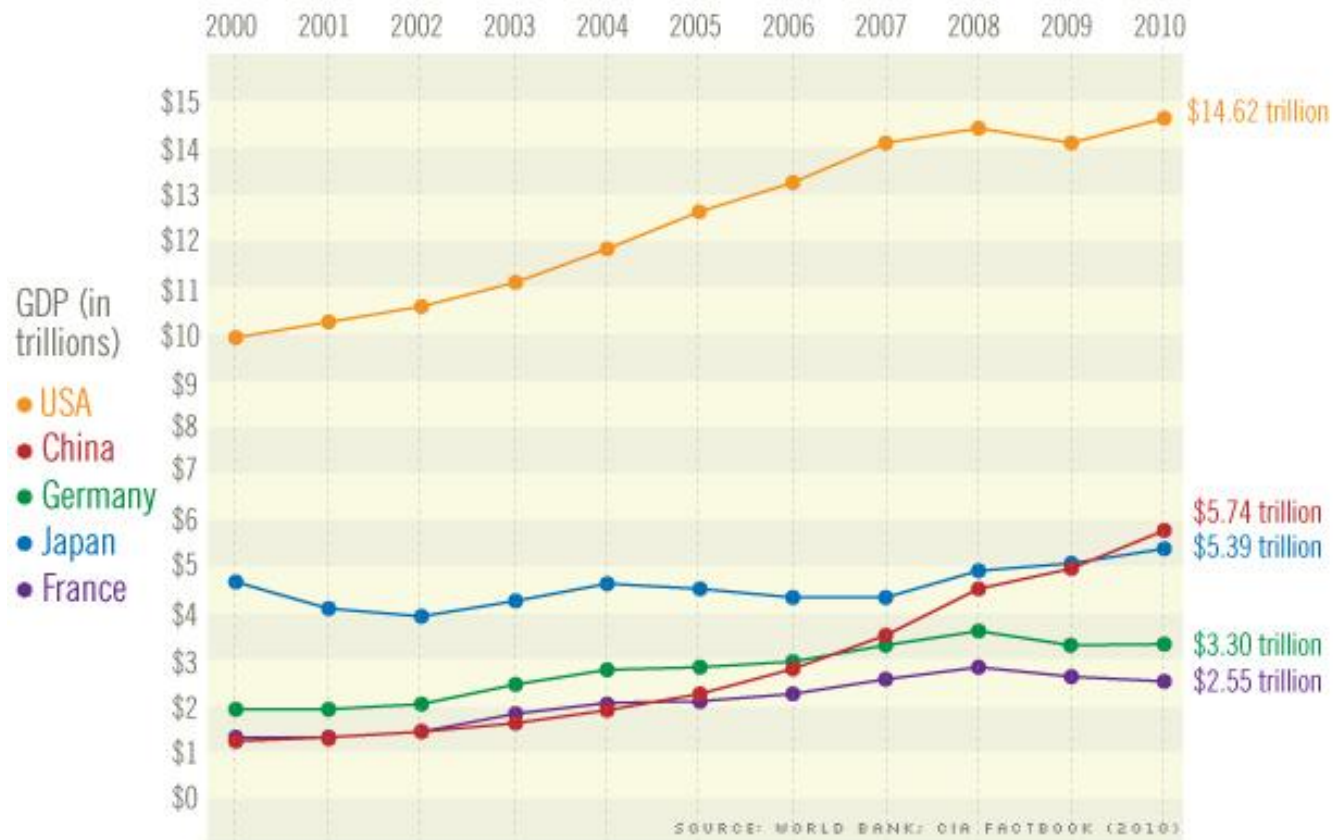
Is this an incident or the start of a wave in Europe?



History (GDP worldwide)

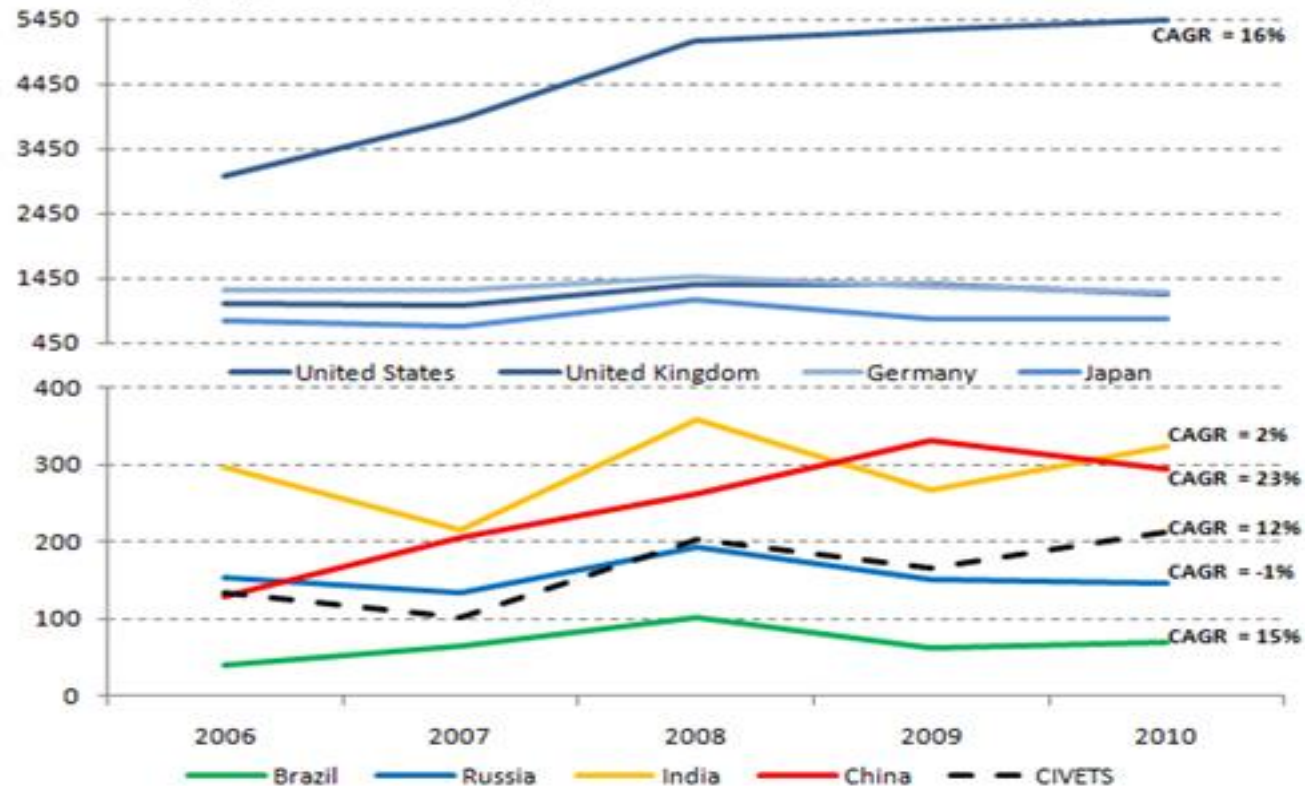


China GDP almost 40% of US (2010)



FDI China less than 7% of US (2010)

Outbound FDI project announcements, 2006-2010



China 's investment abroad

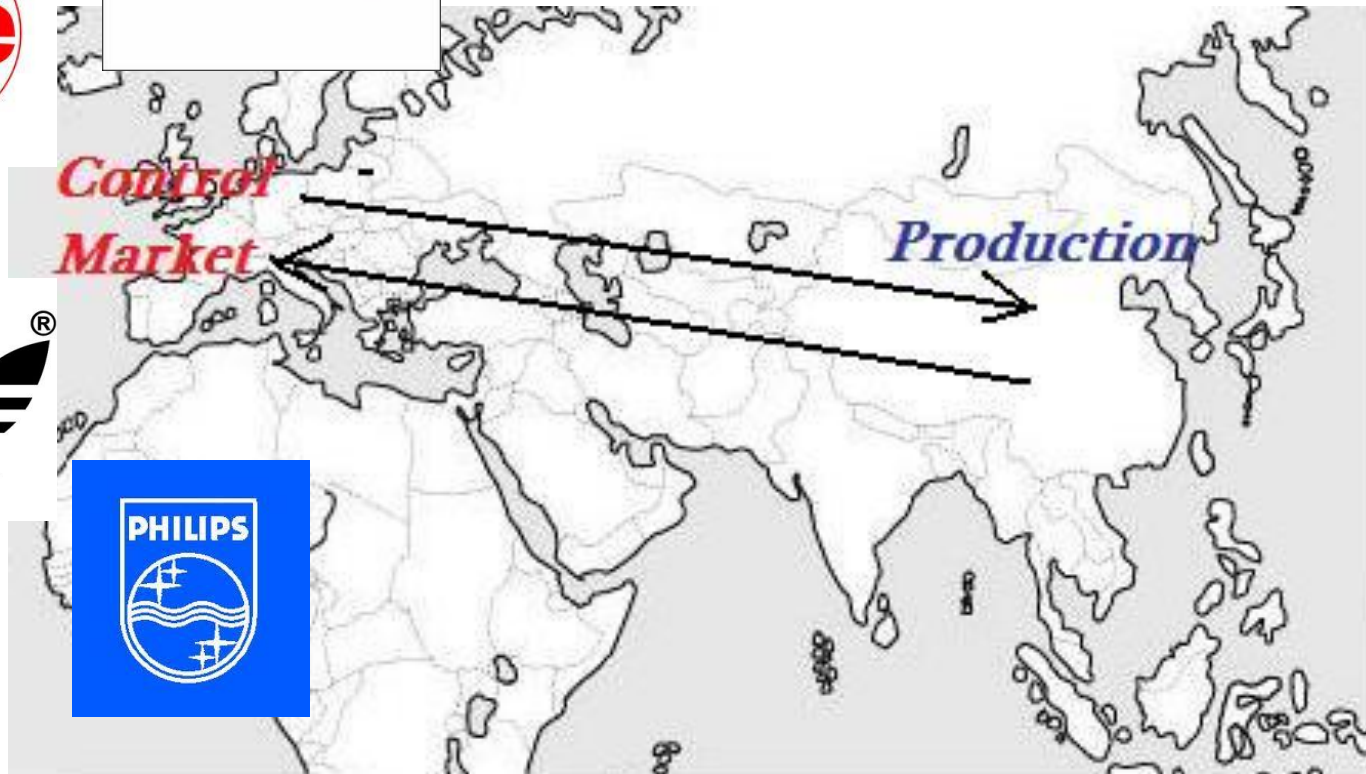
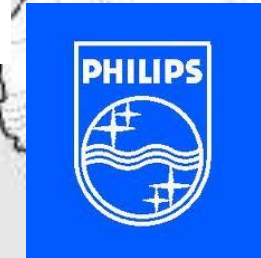
2010 investment (FDI) in EU to 10%



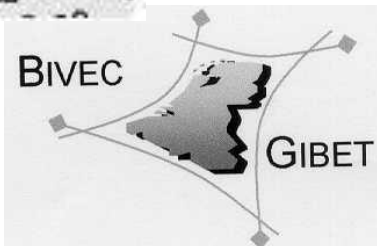
Supply chains Western companies



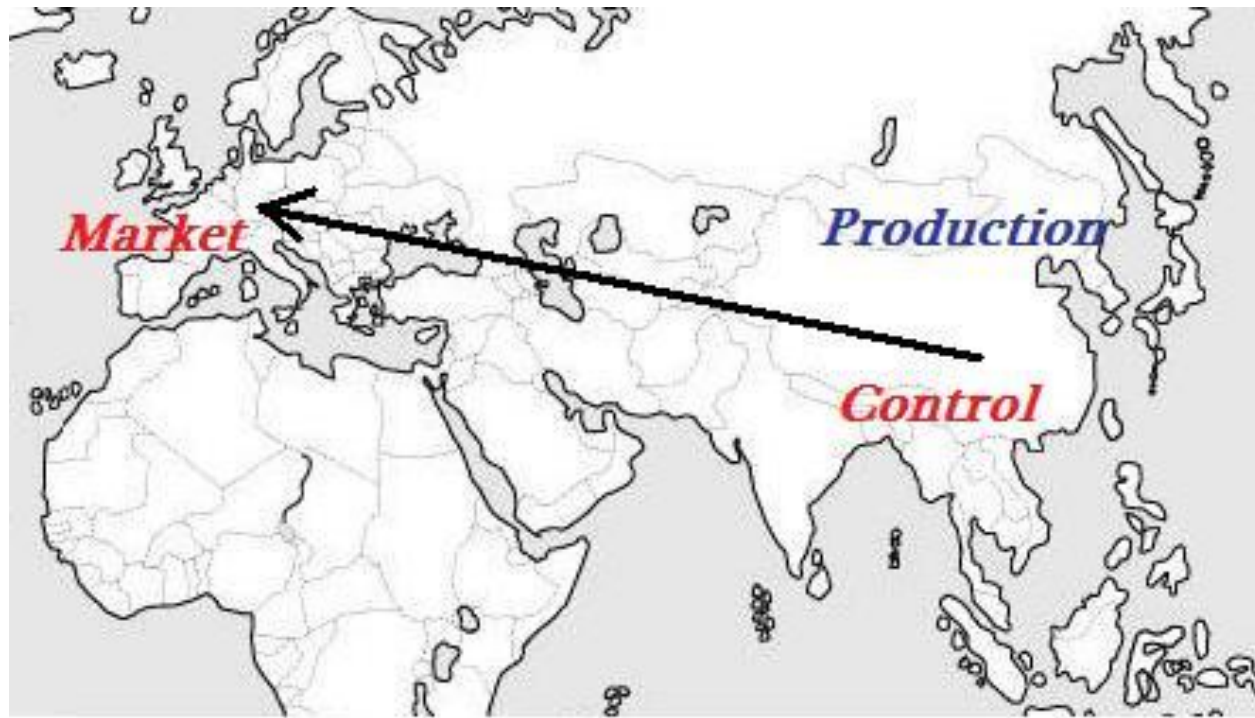
SIEMENS



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Supply chains Chinese companies (brands)



Some Chinese brands active in Europe



Some Chinese logistic firms active in Europe



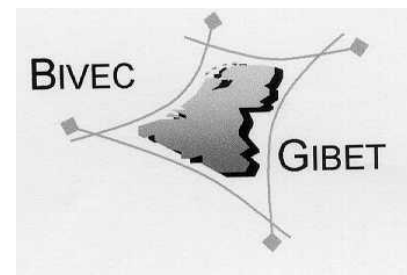
Other control

Another supply chain

What can be the effects?



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Trade China EU (2010)

Export (of China)

18,9% (second US 11,4%)

Import

8,4% (first US 18%)

Trade EU China (2009)

Import

Germany	21%
<i>Netherlands</i>	<i>16%</i>
UK	14%
Italy	10%
France	9%

Laptops, gsm, games

Export

Germany	43%
France	10%
Italy	9%
UK	7%
<i>Netherlands</i>	<i>6%</i>

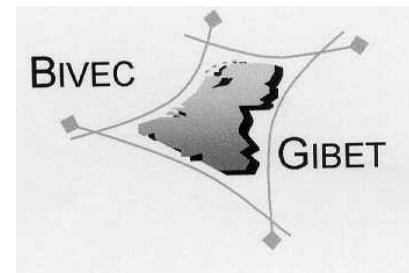
Machinery, vehicles

Watch out these figures!

All trade, thus also western companies that produce in China, like Siemens, Philips; small percentage Chinese brands (till now)



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Back to Parchim

Who and where is LinkGlobal logistics?



Zhengzhou based (Henan province)

Who will use Parchim?



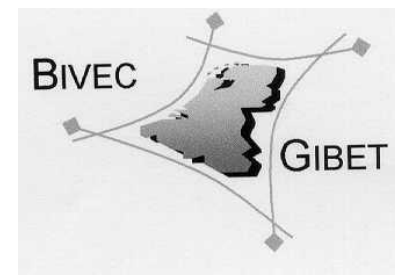
Transport chains

Rodzaj transportu	Dystans [km]	Czas tranzytu	Koszty
Air	8.823	5-7 dni	AFR
Rail Air	10.196	10-14 dni	~20% mniej niż AFR
SeaAir	11.242	20-24 dni	~35% mniej niż AFR
Ocean	19.894	35-40 dni	~70% mniej niż AFR

Source: DHLGF.PL



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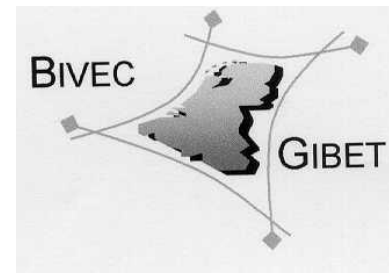


Special attention: (themes for further research)

Cultural differences
Role of the state
EU policy towards investments



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Culture: Outsourcing

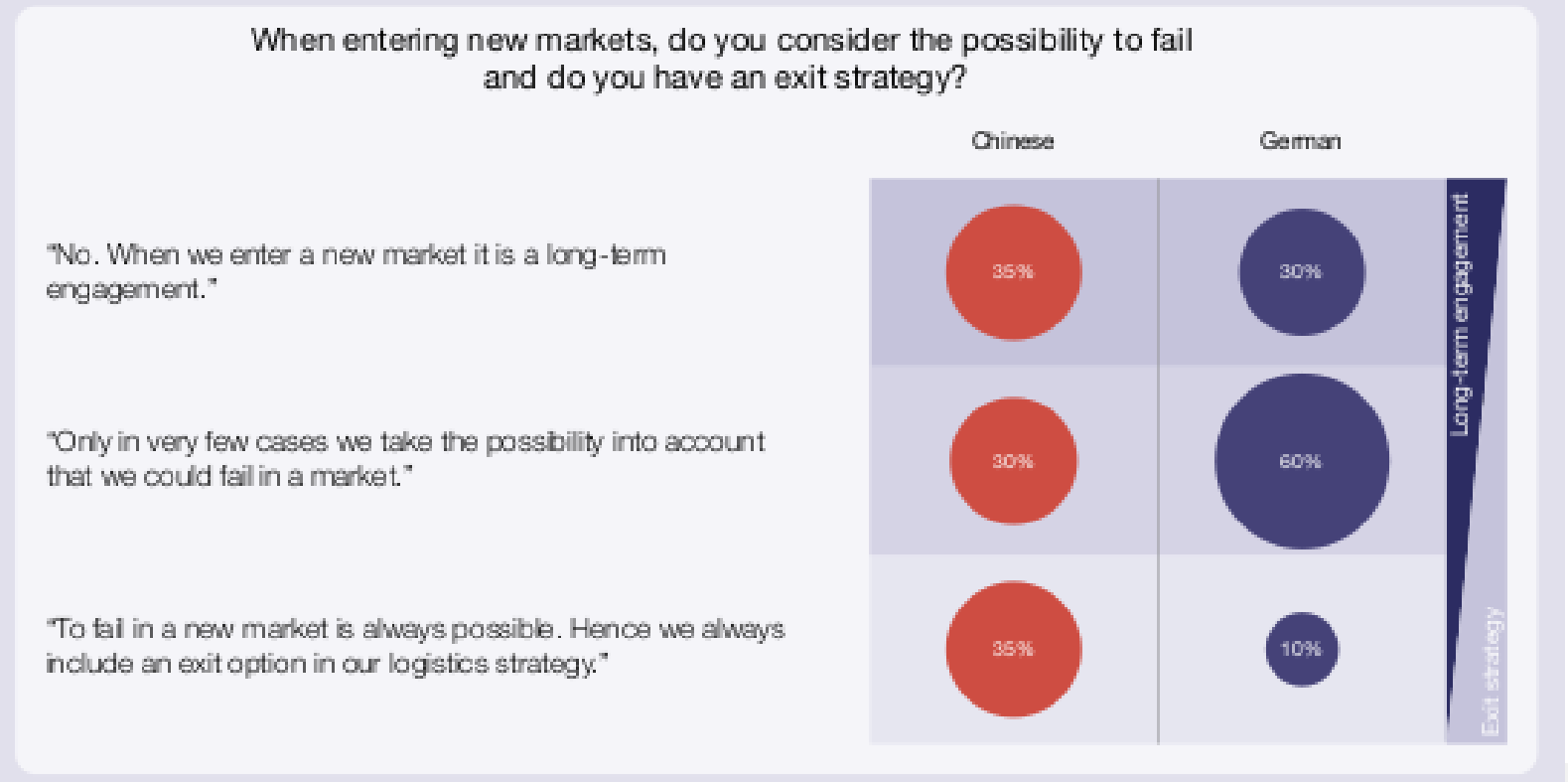
Fig. 24 — Outsourcing strategies and composition of self-run logistics



Source: Straube 2008

Culture: RISK taking

Fig. 21 — Incorporation of exit options

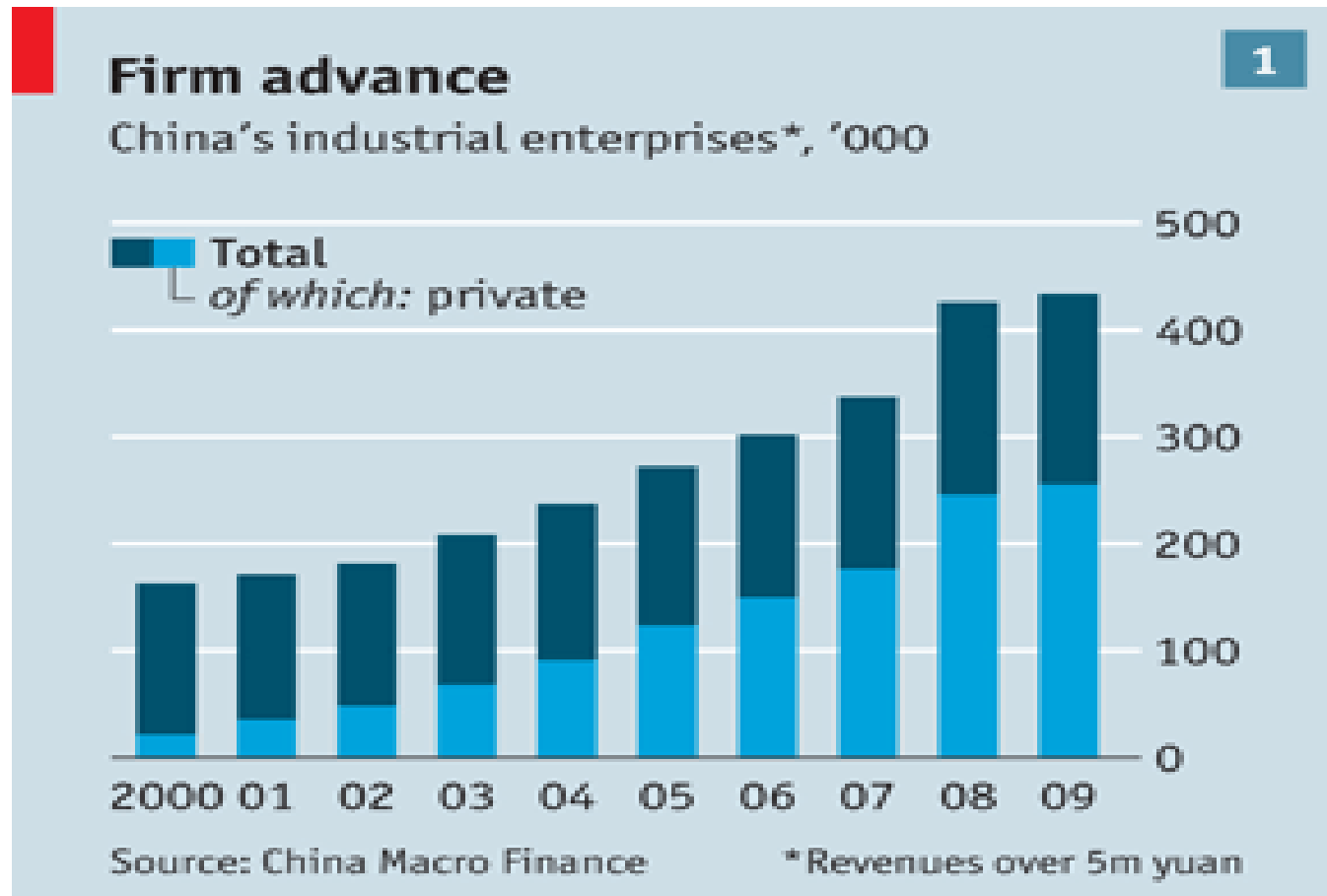


Culture: view on logistics

Fig. 19 — Logistics strategy for foreign market entry



Role of the state



Role of the state

Exploitation airport

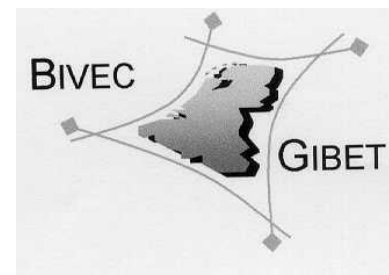
Long term - short term

Revenues (3 freighters a week)

Costs (50 employees)



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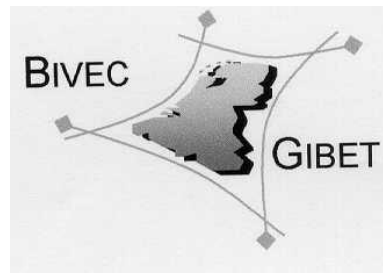
EU policy

Acquisition airport

Would that be possible
outside Europe?



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Thank you for your attention



Any questions?

