In this edition, we welcome Martin Araman, who founded Sovereign Speed 20 years ago. Known as the “airline on the streets”, Sovereign transports goods in over 17 countries.

Dear Sir or Madam,

Fifty startups, 400 guests, and cutting-edge innovations in logistics: these were the essentials that made up the recent 4th KLU Startup Day. When my team and I first organized this event four years ago, only ten companies participated. Take a look at our video and find out more about current trends in the logistics industry. One thing I can already tell you: many founders were able to happily report the positive impact their business models have been having on CO2 emissions. It would appear they have good noses for what lies ahead since at the end of last year, the German Climate Change Bill laid out some concrete goals for the transport sector.

My area of research is macrologistics analytics, e.g. the vulnerability of the national food supply or the effects political regulations can have on the industry. Please reach out with any questions you might have regarding these subjects.

In this newsletter edition, we also present to you: “Green Light” – On behalf of the terminal operator HHLA, KLU now offers an exclusive postgraduate program for young HHLA managers. “Wakeup Call” – Supply chain expert, Professor Jan Fransoo, sees a glimpse of hope for us in our profession as well amidst the corona crisis. Lastly, in celebration of our 10th anniversary #KLU10, we have included a new additional section in our newsletter: KLU Talks Business. Here you will meet the founder of transportation company Sovereign Speed, Martin Araman.

Kind regards and happy reading,

sincerely,

Professor Hanno Friedrich
Associate Professor of Freight Transportation - Modelling and Policy
Guest Editor

PS: Two weeks ago, there was a big reason to celebrate. KLU was voted the most popular university in Germany. StudyCheck, an independent university assessment portal, ranked us at Number One!

KLU TALKS BUSINESS

... with Martin Araman, Soverein Speed

In this edition, we welcome Martin Araman, who founded Sovereign Speed 20 years ago. Known as the “airline on the streets”, Sovereign transports goods in over 17 countries. The BMBF-funded research project Hansebloc, the
company’s involvement in our Startup Day, and a growing number of KLU alumni in their team has formed a strong connection with the company. Find out why Martin Araman would jump at the opportunity for a professorship at KLU. Read the interview.

The port logistics company HHLA has come together with KLU as its partner in further education endeavors to improve the international ties within the company and the creative powers of its employees. KLU has designed a part-time master’s program in English specifically tailored to meet the needs of the logistics company’s work force. Torben Seebold, HR Director at HHLA: “Our aim with this program is give participants the management skills they need.” Read more.

The 4th Startup Day attracted 400 representatives from startups and established companies as well as students onto campus. Joining experts from KLU, they held discussions on the most cutting-edge innovations in the logistics industry and this year’s central question regarding how research can support these. We were especially delighted to welcome our alumni who attended as startup representatives. DVZ joined us as our media partner. Read more.

MBA Program for Visionaries: HHLA Partners with KLU

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News

MBA Program for Visionaries: HHLA Partners with KLU

Well Underway: Startup Day Hosts Record Number of Visitors

Startup Day Video

Here you can get an idea about what the atmosphere was like in the main hall where the nearly 50 startups set up their information stands.

Expert Comment: Is Corona a wake-up call?

The logistics industry has unexpectedly landed in the spotlight. Never before has our industry received so much media attention, claims supply chain expert, Professor Jan Fransoo. He poses the question: were we well enough prepared for the corona crisis? Read his comment on the lack of risk awareness in the supply chain and what planners...
can still do in order to prepare themselves for the next phase of the crisis. Read more …

Omnichannel: SURnight 2020 Business of the Future

How can omnichannel services be put to good use? At the Smart Urban Retail Night 2020 (SURnight), KLU scientific experts presented their insights on the subject. “As scientists, we are developing concrete models which could help implementing omnichannel services effectively and cost-efficiently,” reported Professor André Ludwig. On a practical note, bonprix has introduced its innovative concept for a Fashion Connect Store in Hamburg. Read more …

Port of Hamburg: Smart and Green Go Hand in Hand

The Port of Hamburg has set out to become "smart". Yet that statement is not quite enough. In the Port of Hamburg magazine, Professor Michele Acciaro, Director of the Research Center for Maritime Logistics CSGL at KLU, advocated for smart technologies such as artificial intelligence (AI) and smart contracts, stating that utilizing these would make port operations even more sustainable. In the future, a port’s carbon footprint will have a clear impact on its competitive edge. Read more …

Innovation Program: Professor Raasch Advises the Federal Government

The German Federal Ministry of Transport and Digital Infrastructure (BMVI) has called upon Professor Christina Raasch for scientific advice. Professor Raasch is an expert in digital economy and is a member of the innovations commission that will consult the BMVI in their 2030 innovations program for logistics. The expert panel consists of high-ranking representatives from business, science, research from all German states. Read more …

Logistics Initiative: KLU President Joins Advisory Board

KLU President Professor Dr. Thomas Strothotte has become a member of the Advisory Board at the Logistics Initiative Hamburg (LIHH). He wants to ensure that companies profit even more from scientific developments. Michael Westhagemann, Senator for Economy and Transport, recently announced Dr. Strothotte’s admission onto board which consists of 21 members. LIHH is a networking location for public private partnership. Read more …

UPCOMING EVENTS

Events Cancelled

Due to the current developments pertaining to the spread of the coronavirus and in accordance with the General Ruling of the Hamburg Senate for the containment purposes of the coronavirus in Hamburg, all events on the KLU campus have
been canceled, postponed, or will be offered in another format until the end of May. Thank you for understanding. Please check our website for further updates.

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**EXECUTIVE EDUCATION**

**Corona Crisis? Executive Education Opportunities for Your Company**

The corona pandemic is taking a massive toll on global logistics. However, companies boasting a robust supply chain management and well-trained management are at an advantage. In our programs for further education, KLU Executive Education teaches the necessary skills and methods needed in crises such as the current situation and how these specific challenges can be met. Check out our [customized programs](#).

**International Summer School: Early Bird Special**

(July 20-31, 2020, Language of tuition: English)

Receive a 10% discount on our International Summer School. This offer is valid for all registrations until March 31, 2020. The 12-day program offers a foundation and information about current trends in the fields of logistics and management. Our program consisting of workshops, lectures, and excursions in logistics hub Hamburg will ensure a holistic experience. The curriculum has been updated and places special focus on digital transformation. For more information regarding this program, please contact [Holly Hillen](#).

[Read more](#).

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**KLU IN THE MEDIA**

Find a selection of media reports.

➤ **Corona:**

_Logistiek.nl_

16.3.2020 // Zijn we voorbereid op een volledige vraaguitlevering? (Are We Prepared for a Full Drop in Demand?) (Blog)

6.3.2020 // ‘Schokgolf coronavirus zal nog lang zichtbaar zijn’ (Coronavirus Shock Wave Will Be Felt for a Long Time to Come)

_WirtschaftsWoche_

12.3.2020 / Coronavirus – Wie viel Globalisierung ist gesund? (What is a Healthy Amount of Globalization?)

3.3.2020 // Lieferketten im Corona-Stress – Samsung Hui, Apple Pfui (Supply Chains Under Corona Stress)

_Deutsche Verkehrs-Zeitung DVZ (German Transport Journal)_

3.3.2020 // Versorgung im Krisenfall: Firmen müssen nicht liefern (Supplying in Crisis: Companies Not Required to Deliver)

Corona-Blog, 28.2.2020 // Logistikexperte erwartet massive Lageraufstockungen (Logistics Experts Expect Massive Stock Replenishments)

26.2.2020 // Grenzschränkungen in Europa hätten enorme Folgen (Border Closures in Europe Present Enormous Consequences)

17.2.2020 // Supply-Chain-Experte: „Die Folgen auf die Lieferkette sind völlig unterschätzt“ (Supply Chain Expert: Consequences Faced by Supply Chain Grossly Underestimated.)

_Het Financieele Dagblad_, 6.3.2020 // ‘Voorraadtekorten in VS en Europa worden deze maand voelbaar’ & Rotterdamse haven maakt zich op voor flinke ‘coronadipl’ (Inventory Shortages in the US and Europe Will Be Felt This Month & Port of Rotterdam Prepares for...
Significant 'Corona Dip')
*De Tijd*, 19.2.2020 // Zakenwereld maakte zichzelf kwetsbaar voor coronavirus (Business World Responsible for Its Own Vulnerability in Times of Crisis)

➤ *Digital Transformation:*

➤ *Brexit:*
*DVZ podcast* talking about Brexit with Prof. Alan McKinnon ([March 2020](#)) // "It could be the end of 'Just in time' with UK" (Paywall, available also on e.g. Spotify)

➤ *Sustainability:*
*Port of Hamburg Magazine*, 1/2020 (March) // Wenn Smart und Green Hand in Hand gehen (When Smart and Green go Hand in Hand)

➤ *Startup Day:*
*DVZ*, 7.2.2020 // Start-up Day: Von der Sendungsverfolgung zum physischen Internet (From Shipment Tracking to Physical Internet)

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