

POTENTIAL AND TRENDS
(IN SHIP MANAGEMENT) ON
INLAND WATERWAYS

A VISION BY ROBERT STRAUBHAAR

MEGATRENDS

(ONLY A FEW)

GLOBALISATION

DIGITALISATION

URBANISATION

INDIVIDUALISATION

SHARING

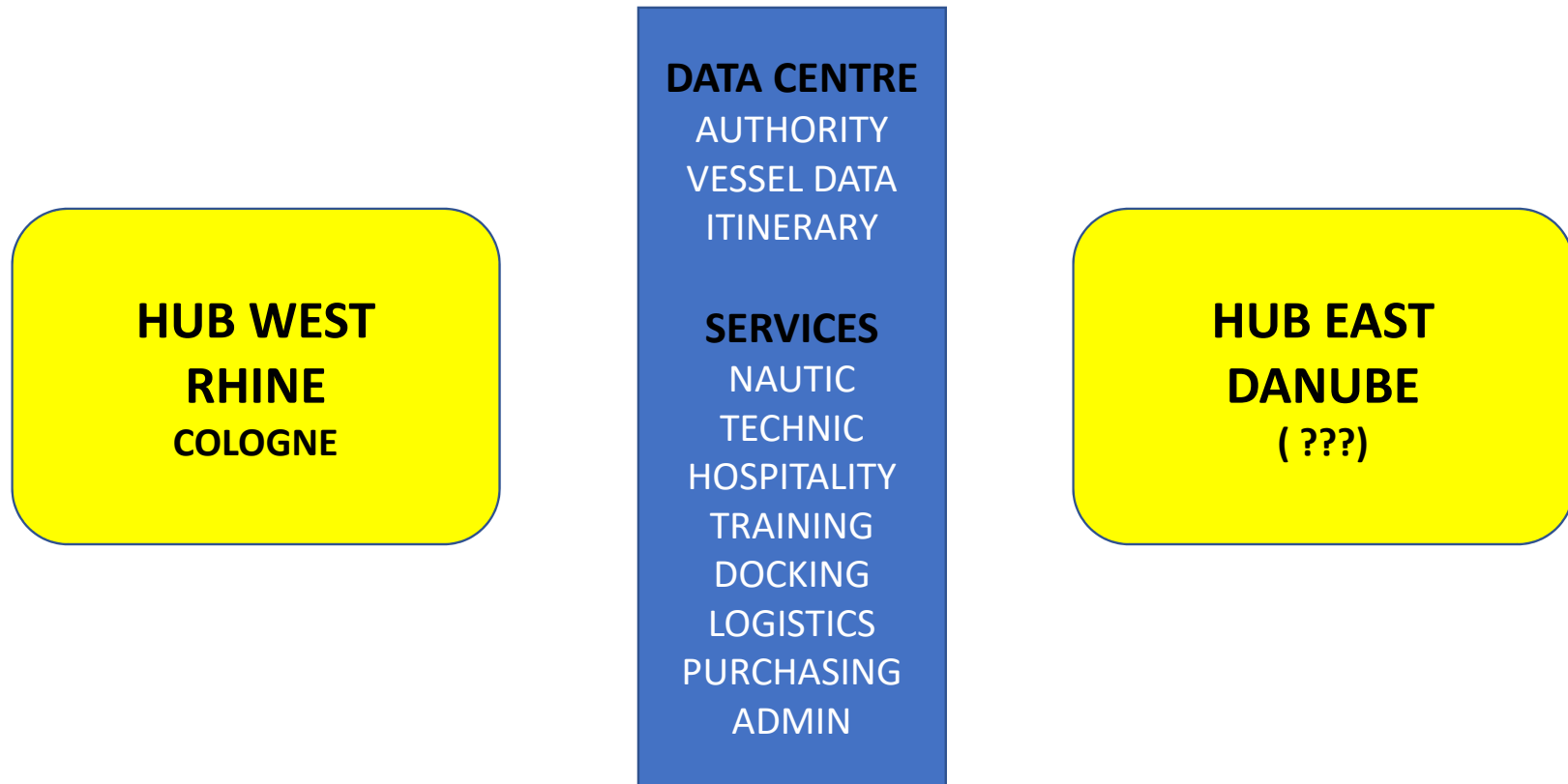
MOBILITY

SILVER SOCIETY

POTENTIAL

- IS GIANT; NOT BECAUSE OF THE FACT THAT THE SECTOR OFFERS A **HUGE RESERVE IN CAPACITY**
- NOT BECAUSE WE **CAN DOUBLE THAT CAPACITY WITHIN 5-10 YEARS** WITHOUT CAUSING TRAFFIC JAMS
- NOT BECAUSE OF VARIOUS OTHER WELL-KNOWN «ADVANTAGES»
- THE POTENTIAL IS GIANT BECAUSE THE INLAND WATERWAY **SECTOR REMAINS ULTRA-CONSERVATIVE, TRADITIONAL AND HIGHLY FRAGMENTED**
- THE POTENTIAL IS GIANT BECAUSE THE SECTOR SHOWS **TOO LITTLE INNOVATION AND VERY LITTLE COOPERATION** COMPARED TO OTHER TRANSPORTATION SECTORS (RAILWAY, ROAD AND AIRLINES)

THE ANSWER IS
RIVER ALLIANCE
(WHITE LABEL SERVICE PLATFORM)



STAKEHOLDER RIVER ALLIANCE

13'000 CARGO VESSELS
400 RIVER CRUISERS
100'000 CREW
SHIP OWNERS
SHIPPING COMPANIES
SHIP MANAGERS



AUTHORITIES
CITIES & PORTS
REGISTRATION
CLASSIFICATION
ASSOCIATIONS
UNIONS
MEDIA

PARTNER
SUPPLIER

CONCLUSION

- WE SHOULDN'T WAIT UNTIL
 - A) BRUSSELS «SOLVES» OUR INDUSTRY BACKLOG (REPLACE OLD ENGINES, FOR EXAMPLE)
 - B) EVERY SINGLE EUROPEAN COUNTRY SETS ITS OWN STANDARD AND/OR FINDS «OUT OF PLACE» SOLUTIONS
- THE SECTOR MUST ESTABLISH MISSING INDUSTRY STANDARDS (TECHNICAL AND ADMINISTRATIVE RULES & REGULATIONS, CREW WORKING CONDITIONS, TRAINING, ETC.)
- **«THE SECTOR MUST COMBINE ITS RESOURCES TO BUILD MORE EFFICIENCIES AND TO COMMAND GREATER ATTENTION, BOTH WILL LEAD TO A HIGHLY COMPETITIVE POSITION AND A GREAT IMAGE!»**