

EU2009.CZ

Maritime Clusters in Landlocked Countries

Conference & Workshop

Liechtenstein Palace

Prague, Czech Republic

27 April 2009

AMEM

**Austrian Marine Equipment Manufacturers
Best Practice Landlocked Industry Association**



Austrian Marine Equipment Manufacturers

Marketing Forum der österreichischen Marineausstatter

AMEM – 10 Years Anniversary

- ▶ Established in 1998 under the roof of the Austrian Federal Economic Chamber as a marketing platform for the Austrian mature, marine equipment manufacturing industry
- ▶ EMEC Membership since then
- ▶ **Massive involvement** in EMEC initiatives and EU legislation most notably in the so called “Class Directive/Regulation”
- ▶ **Driving force** behind export initiatives and joint participations in international trade fairs
- ▶ **Engagement** in several working groups of EMEC
- ▶ **Advocator** for the protection of the Intellectual Property of the European marine equipment industry
- ▶ **Protagonist** of a new definition of SME
- ▶ **Promoter** of thorough authentication of products and certificates



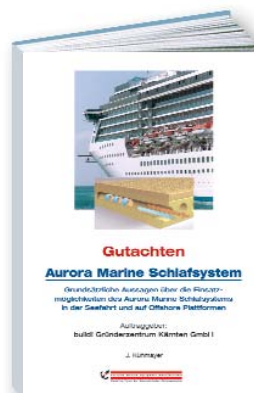
1998 John Kuehmayer Dieter Michael Grohmann



2008 John Kuehmayer Martin Wihsbeck

Major areas of AMEM activities

- ▶ Lobbying in Vienna and Brussels
- ▶ Contracting of exhibitions, conferences, seminars, trade missions in close cooperation with the Austrian Federal Economic Chamber
- ▶ Consultancy services and business plans



Major areas of AMEM activities – Lobbying in Vienna



BMVIT

**Bundesministerium für Verkehr, Innovation
und Technologie**
Oberste Schifffahrtsbehörde

Radetzkystrasse 2

A-1030 Vienna

Austria, Europe

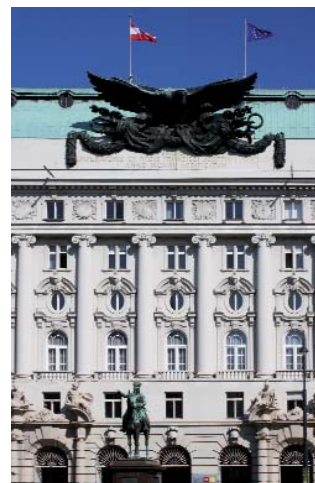
Telephone: + 43 1 711 6265 0

Facsimile: + 43 1 711 6265 5799

E-Mail:

URL: www.bmvit.gv.at

Contact: Andreas Linhart



BMWFJ

**Bundesministerium für Wirtschaft, Familie
und Jugend**
Binnenmarkt, Dienstleistungen, Schiffbau

Stubenring 1

A-1011 Vienna

Austria, Europe

Telephone: + 43 1 711 00

Facsimile: —

E-Mail: service@bmwfj.gv.at

URL: www.bmwfj.gv.at

Contact: Alois Michner



via-donau

**Österreichische Wasserstrassen-
Gesellschaft GmbH**

Donau-City-Strasse 1

A-1220 Vienna

Austria, Europe

Telephone: + 43 50 4321 1000

Facsimile: + 43 50 4321 1050

E-Mail: office@via-donau.org

URL: www.via-donau.org

Contact: Manfred Seitz



Wirtschaftskammer Österreich

Außenwirtschaft Österreich

Wiedner Hauptstrasse 63

A-1045 Vienna

Austria, Europe

Telephone: + 43 5 90 900

Hotline: + 43 800 221 223

Facsimile: —

E-Mail: callcenter@wko.at

URL: <http://wko.at>

Contact: Walter Koren

Major areas of AMEM activities – Lobbying in Brussels

One of the three major goals set by AMEM was – lobbying in Vienna and Brussels.
At the beginning of your lobbying activities you will be confronted
with an incoherent and fragmented patchwork –

a huge puzzle ...



... but after some while it takes shape.



Keep your message clear and the Commission will listen to you!

Major areas of AMEM activities – Exhibitions

AMEM is – in close co-operation with the Austrian Federal Economic Chamber – the main contractor of joint participations of Austrian companies in world class maritime exhibitions:

EUROPE

- ▶ SMM, Hamburg, Germany
- ▶ Norshipping, Oslo, Norway
- ▶ Posidonia, Athens, Greece

ASIA

- ▶ Kormarine, Busan, Republic of Korea
- ▶ Marintec China, Shanghai, PR China

USA

- ▶ Cruise Shipping Miami, Florida, USA



Norshipping 2007, Oslo, Norway



Marintec China 2007, Shanghai, PR of China



Cruise Shipping Miami 2009, USA



Posidonia 2008, Athens, Greece



SMM 2008, Hamburg, Germany



Kormarine 2007, Busan, Republic of Korea

Major areas of AMEM activities – Congresses and Seminars

AMEM has been organising several congresses and seminars in the past. To give two examples:



ASME – ICED 2003 **Spring Technical Congress**

Hellbrunn Castle, Salzburg, Austria

This was the first time that ASME – ICED Internal Combustion Engine Division had a technical conference outside the USA! It was a perfect showcase for the Austrian diesel engine community with companies like AVL List, Boehler, Bosch, Geislinger, Hoerbiger, KRAL, MIBA, Steyr Motors, voestalpine.



CIRM 2007

Committee International Radio Communication Seminar

Federal Ministry of Transport

Vienna, Austria

This seminar was hosted by the Federal Ministry of Transport, Innovation and Technology, Supreme Maritime Authority, and offered an excellent chance for an exchange of informations and views for Austrian companies engaged in navigation and communication.

ACR Europe, ExNC, Frequentis, Scotty, Swarovski, via-donau.



ASME – ICED 2003 · Hellbrunn Palace – Delegates



CIRM 2007 · Lobby of the Federal Ministry for Transport, Innovation and Technology

Major areas of AMEM activities – Consultancy Services and Business Plans

AMEM has been providing **Consultancy Services** and **Business Plans** for its members (for free) and third parties (at moderate rates). To give only three examples:

FREQUENTIS

VTMIS
AMSA Australian Maritime Safety
Authority



Palfingersystems

Temporary Means of
Access-Tankers
and Bulkers



www.amem.at



Business Park Carinthia

Sleep Management
on board naval and
commercial vessels



AMEM Members



7Cell Maritime Telecom
www.7ccell.com



FREQUENTIS
www.frequentis.com



**Mineralka d.o.o.
(Thermax – Fipro)**
www.fipro-ag.com



ACR Electronics Europe
www.acr-europe.com



Geislinger
www.geislinger.com



Palfinger systems
www.palfingersystems.com



Alulight® International
www.alulight.com



Hoerbiger Ventilwerke
www.hoerbiger.com



**Security & Electronic
Technologies**
www.secu-tech.at



AVL LIST
www.avl.com



igm Robotersysteme
www.igm.at



**Sirocco Luft- und
Umwelttechnik**
www.sirocco.at



Boehler Schmiedetechnik
www.boehler-forging.com



KRAL
www.kral.at



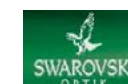
STEYR MOTORS
www.steyr-motors.com



**bst Brandschutztechnik
Doepfl**
www.bst.co.at



Liebherr-Werk Nenzing
www.liebherr.com



Swarovski Optik
www.swarovskioptik.com

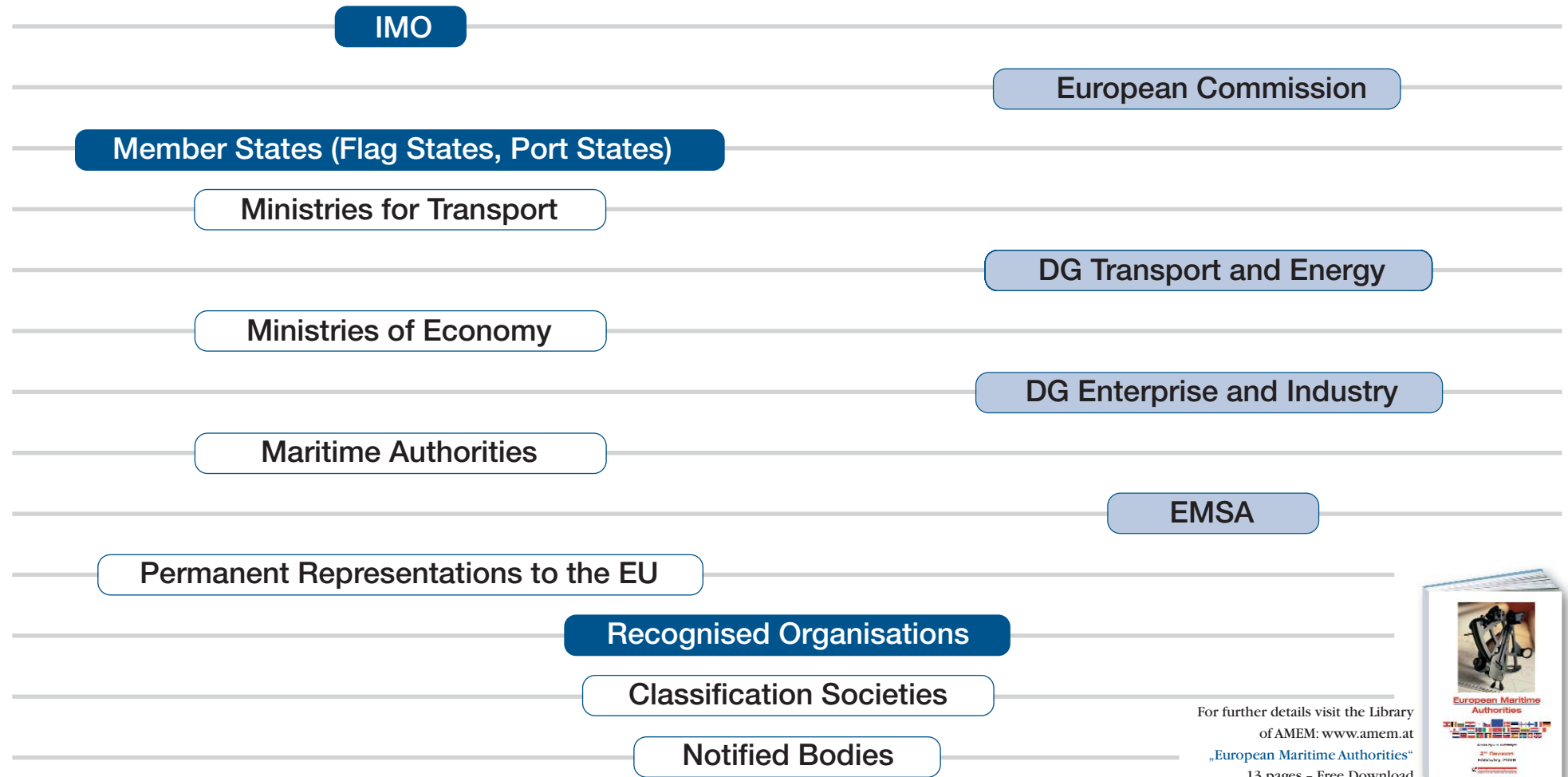


Commend Oesterreich
www.commend.at
www.commend.com



Miba Gleitlager
www.miba.com

Maritime Legislation – Hierarchy



For further details visit the Library
of AMEM: www.amem.at
„European Maritime Authorities“
13 pages – Free Download



IMO International Maritime Organisation

4 Albert Embankment

London SE1 7SR

United Kingdom

Telephone: + 44 20 7735 7611

Facsimile: + 44 20 7587 3210

E-mail:

URL: www.imo.org

Secretary General: Efthimios E. Mitropoulos

Shipping transcends national boundaries and therefore needs to be addressed through an international forum!

IMO is a special agency of the United Nations with

- ▶ 168 Member States
- ▶ 3 Associated Members
- ▶ 61 non-governmental organisations (NGOs) with consultative status.

IMO is primarily a legislative body. The agreements it creates take three forms:

- ▶ conventions
- ▶ codes
- ▶ resolutions

Remarks:

- ▶ The European Commission has an observer status in IMO.
- ▶ EMEC is in the process of applying for a consultative status.

European landlocked countries / Year of joining:



Austria
1975



Czech Republic
1993



Hungary
1970



Luxembourg
1991



Slovak Republic
1993



Switzerland
1955

Permanent Representations of landlocked countries to the EU



Permanent Representation of Austria to the EU

Avenue de Cortenbergh, 30
B-1040 Brussels

Belgium

Telephone: + 32 2 2345 100

Facsimile: + 32 2 2356 100

E-mail: bmvit.bruessel-ov@bmeia.gv.at

URL: www.bmeia.gv.at

Contact: Angelika Berger



Permanent Representation of Hungary to the EU

Rue de Trèves, 92-98

B-1040 Brussels

Belgium

Telephone: + 32 2 2341 200

Facsimile: + 32 2 3720 784

E-mail: se.beu@kum.hu

URL: www.hunrep.be

Contact: Reka Marton



Permanent Representation of Luxembourg to the EU

Avenue de Cortenbergh, 75

B-1000 Brussels

Belgium

Telephone: + 32 2 737 56 00

Facsimile: + 32 2 737 56 10

E-mail: secretariat@mae.etat.lu

URL:

Contact:



Permanent Representation of the Czech Republic to the EU

Rue Caroly, 15

B-1050 Brussels

Belgium

Telephone: + 32 2 2139 111

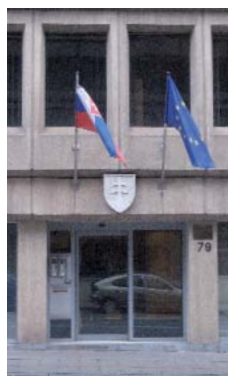
Facsimile: + 32 2 2139 185

E-mail:

eu.brussels@embassy.mzv.cz

URL: www.czechrep.be

Contact: Petr Dolejsi



Permanent Representation of the Slovak Republic to the EU

Avenue de Cortenbergh, 79

B-1000 Brussels

Belgium

Telephone: + 32 2 743 68 11

Facsimile: + 32 2 743 68 99

E-mail: slovakmission@pmsreu.be

URL:

Contact: Kvetoslav Kmec

Maritime Authorities in landlocked countries in the EU



Austria

Federal Ministry of Transport, Innovation and Technology
Bundesministerium für Verkehr, Innovation und Technologie

Radetzkystrasse 2, Sektion II, A-1030 Vienna, Austria

Telephone: + 43 1 71162 0

Abteilung W 2 Schifffahrt – Technik und Nautik

Telephone: + 43 1 71162 5800

Facsimile: + 43 1 71162 5899

URL: www.bmvit.gv.at

Contact: Viktor Siegl



Czech Republic

Ministry of Transport
Navigation Department
Maritime Division

Nabrezi Ludvika Svobody 12/1222

110 15 Prague 1, Czech Republic

Telephone: + 420 225 131 111

Facsimile: + 420 225 131 110

E-Mail: utv0230@mdcr.cz

URL: www.mdcrcz

Contact: Evzen Vydra, Head of Maritime Division, evzen.vydra@mdcr.cz



Hungary

National Transport Authority
(former Központi Közlekedési Felügyelet
Hajózási Felügyelete)

Directorate of High Priority Affairs

Department for Shipping Proceedings

Shipping, Naval and Ports Unit

Shipping Safety and Registry Unit

Teréz körút 62, 1066 Budapest, Hungary

Telephone: + 36 1 4741 750

Facsimile: + 36 1 3111 412

E-Mail: hajozasihatosagifoo.kui@nkh.gov.hu

URL: www.nkh.hu

Contact: Imre Matic



Luxembourg

Commissariat aux Affaires Maritimes

19-21, Boulevard Royal, L-2449 Luxembourg

Grand Duchy of Luxembourg

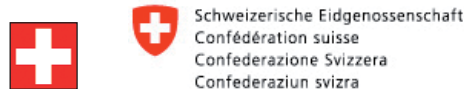
Telephone: + 352 2478 4453

Facsimile: + 352 2991 40

E-Mail: cam@cam.etat.lu

URL: www.cam.etat.lu

Contact: Robert Biwer, Commissioner for Maritime Affairs



Switzerland

Swiss Maritime Navigation Office
Schweizerisches Seeschiffahrtsamt

Nauenstrasse 49

CH-4002 Basel

Switzerland

Telephone: + 41 61 270 9120

Facsimile: + 41 61 280 9129

E-Mail: dv-ssa@eda.admin.ch

URL: www.eda.admin.ch



Slovakia

Ministry of Transport, Posts and Telecommunications
Maritime Office

Námestie slobody č. 6

SK 810 05 Bratislava, Slovak Republic

Telephone: + 421 2 5949

Facsimile: + 421 2 5249 4794

E-Mail: info@telecom.gov.sk

URL: www.telecom.gov.sk



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 „European Maritime Authorities“
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European Maritime Safety Agency

Avenida Dom João II

Lote 1.06.2.5

P-1998-001 Lisbon

Portugal

Telephone: + 351 21 1209 200

Facsimile: + 351 21 1209 210

E-Mail: tren-emsa-info@emsa.europa.eu

URL: www.emsa.europa.eu

Executive Director: Willem de Ruiter

Deputy Chairman: Jørgen Hammer Hansen

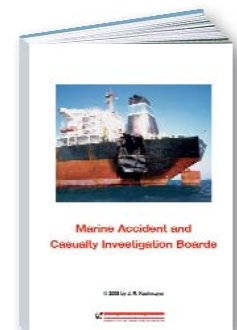
Deputy Chairman: Serghios Serghiou

The European Maritime Safety Agency – EMSA was set up in the wake of the *Erika* and *Prestige* disasters by DG TREN, Commissioner Lloyola de Palacio, under EC Regulation 1406/2002 of June 2002.

The agency provides technical support and scientific advice to the Commission and the Member States in the field of maritime safety and prevention of pollution by ships.

Key areas of EMSA's activity are:

- ▶ strengthening of Port State Control PSC
- ▶ assessing the Community-recognised classification societies
- ▶ co-operation with Member States
- ▶ establishment of a vessel traffic monitoring and information system
- ▶ development of a database
- ▶ investigation of marine casualties and incidents
- ▶ pollution preparedness and response



For further details visit
the Library of AMEM:
www.amem.at
„Marine Accident and Casualty Investigation Boards“
28 pages
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INTERNATIONAL ASSOCIATION OF CLASSIFICATION SOCIETIES LTD.

IACS Limited

Permanent Secretariat
6th Floor, 36 Broadway
London SW1H 0BH
United Kingdom

Telephone: + 44 20 7976 0660
Facsimile: + 44 20 7808 1100
E-mail: permsec@iacs.org.uk
URL: www.iacs.org.uk

Chairman of the Council:
Oh Kong-Gyun, Korean Register

Vice-Chairman:
Dr. H. Klein, German Lloyd

Vice-Chairman
(immediate past Vice-Chairman):
Dr. Tor E. Svensen, Det Norske Veritas

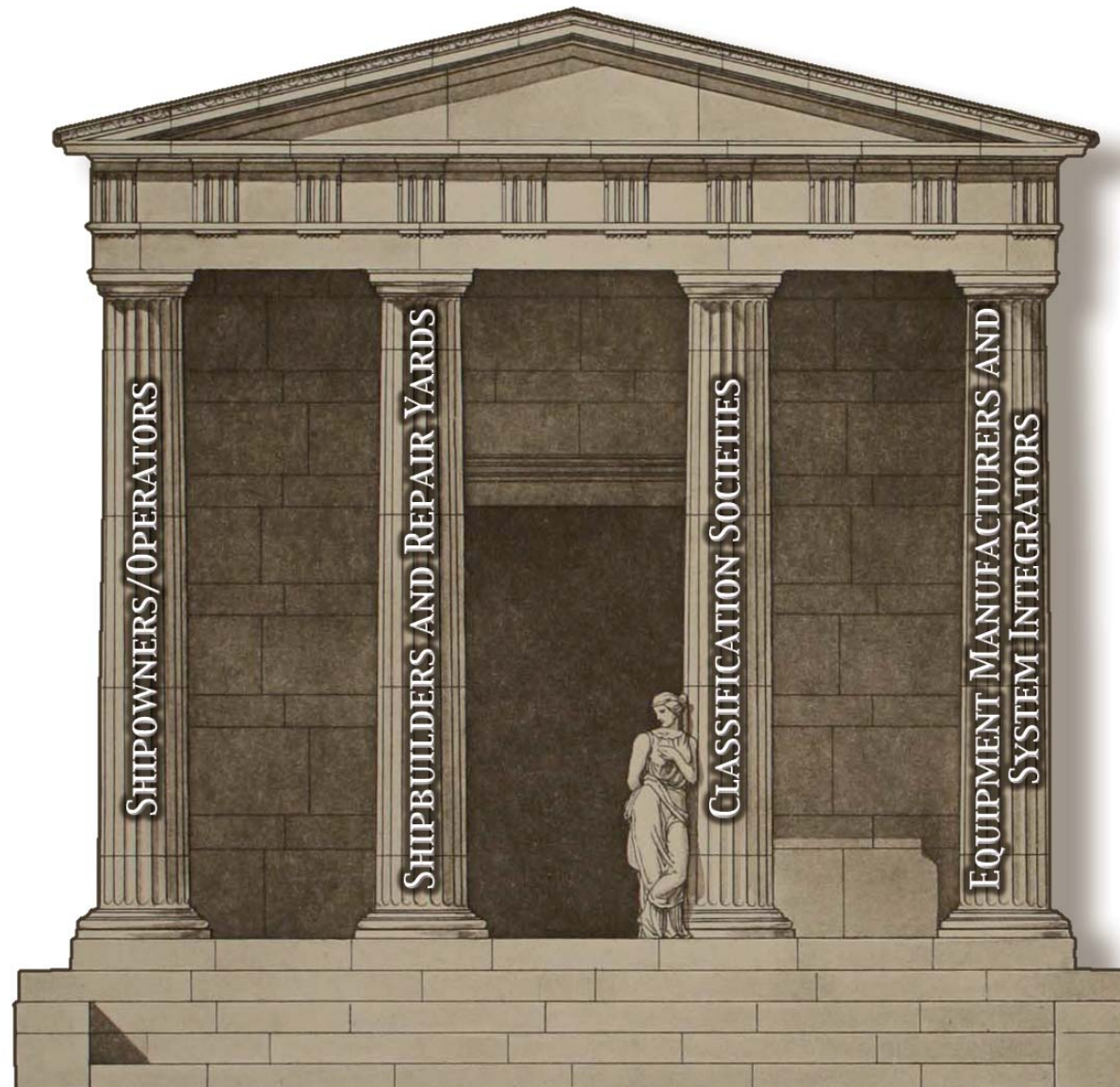
IACS Members

	American Bureau of Shipping	ABS	USA	www.eagle.org
	Bureau Veritas	BV	France	www.veristar.com
	China Classification Society	CCS	PR of China	www.ccs.org.cn
	Det Norske Veritas	DNV	Norway	www.dnv.com
	Germanischer Lloyd	GL	Germany	www.gl-group.com
	Korean Register	KR	Korea	www.krs.co.kr
	Lloyd's Register	LR	United Kingdom	www.lr.org
	Nippon Kaiji Kyokai	NK	Japan	www.classnk.or.jp
	Registro Italiano Navale	RINA	Italy	www.rina.org
	Russian Maritime Register of Shipping	RS	Russia	www.rs-head.spb.ru

Associates

	Indian Register of Shipping		India	www.irclass.org
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The 4 pillars of the Shipping Industry

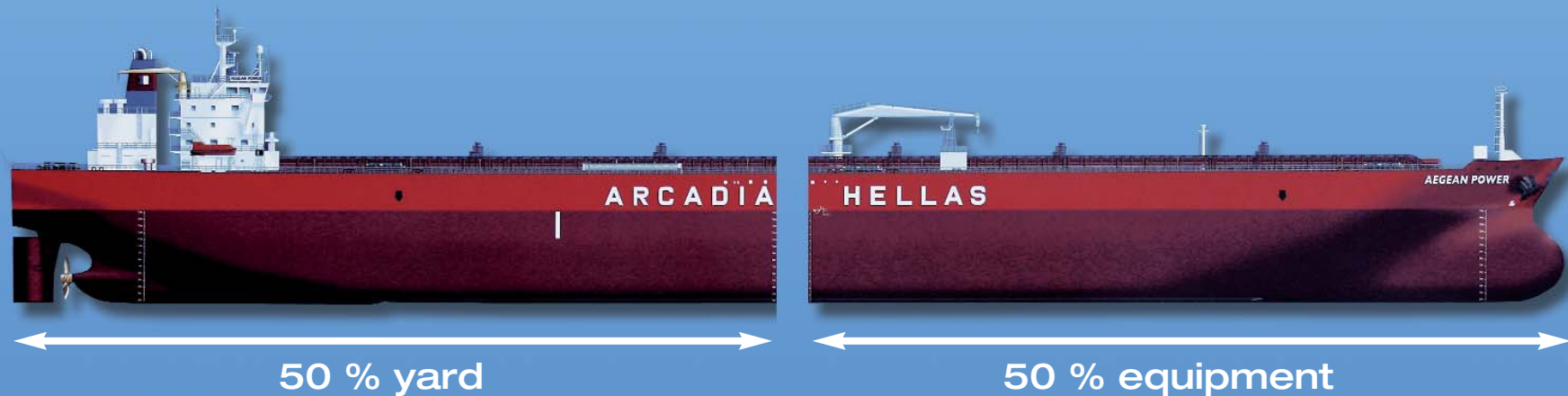


Marine Equipment Manufacturers' Share (Value)

Cruiseships



Bulkers/Tankers





EMEC Members



Austria

AMEM

Austrian Marine Equipment Manufacturers

www.amem.at

smallest organisation in EMEC, unproportionally active



Croatia

ACMEM

Association of Croatian Marine Equipment Manufacturers

www.amem.at

a great tradition in shipbuilding, strong equipment industry



Denmark

Danish Maritime

www.danishmaritime.org/uk

a very active cluster, country of the world's largest shipping company – Maersk Moeller (Sealand,) quite often a “best practice” example for AMEM



Finland

Association of Finnish Maritime Industries

www.techind.fi

the avantgarde, think only about the world's largest cruise ships!



Italy

ASSONAVE

www.federazionedelmare.it

preservers of the art of shipbuilding!



France

Gican-Cofrena

www.gican.asso.fr

a cluster – strong in naval and commercial shipbuilding



Germany

VDMA Verband Deutscher Maschinen- und

Anlagenbau

www.vdma.org

VSM Verband für Schiffbau und Meerestechnik

www.vsm.de

largest manufacturer of marine equipment predominantly in landlocked regions e.g. Bavaria, Baden Wuerttemberg largest exporter, “big brother” of AMEM



Netherlands

HME Holland Marine Equipment

www.hme.nl

synonym for a cluster thanks to Niko Wijnolst



Norway

Norsk Industri

www.norskindustri.no

one of the largest shipping nations with a world class equipment industry



Poland

Forum Okretowe

www.forumokretowe.org.pl

once a leading shipbuilding nation with a lot of expertise



Sweden

SwedOcean

www.swedocean.org

happy to have them on board!

next Presidency!



United Kingdom

SMI Society of Maritime Industries

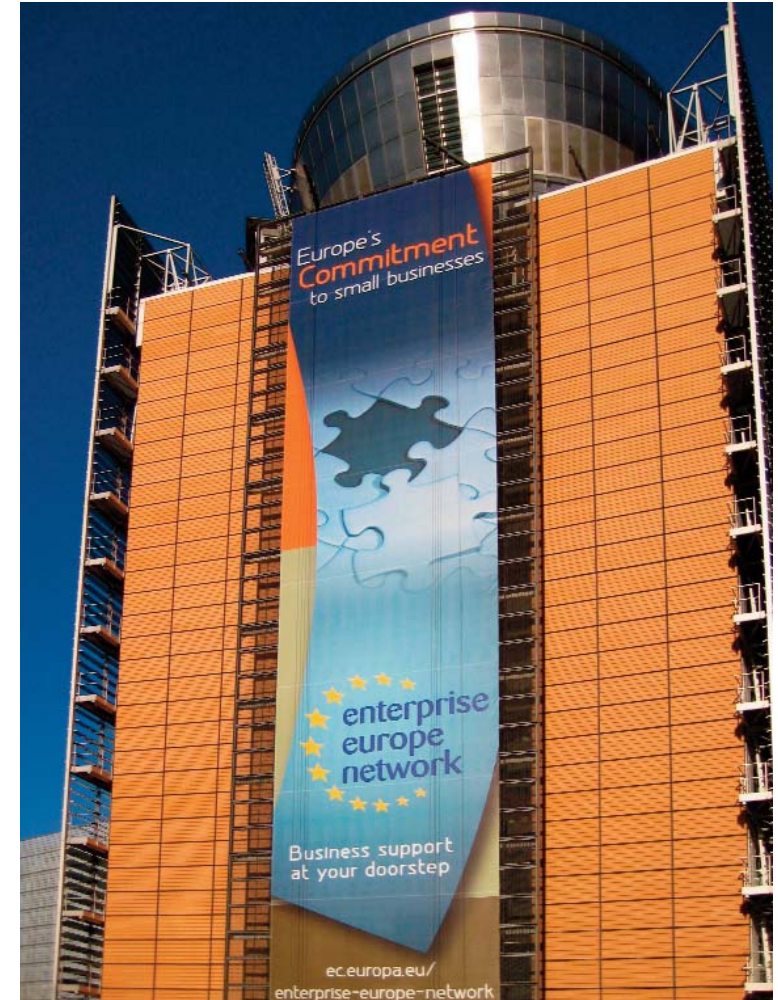
www.maritimeindustries.org

the cradle of European shipbuilding, a great cluster, leaders in maritime services

New definition of SMEplus

In the wake of the subprime bubble, the banking crisis and a global economic downturn we quite often hear the term “real economy”. It simply stands for family businesses where a natural person bears all the responsibility for the wellbeing of the company and its employees, driven by a medium to long term thinking over generations.

If more than 90 percent of SMEs under the new definition of the Commission are micro firms – we need a new or additional definition of the very large SMEs, which are so typical for the marine equipment manufacturing industry!



Class Directive / Class Regulation

Three years after the 3rd Maritime Package was launched by the Commission, the eight measures proposed were adopted in March 2009. This is an important step towards restoring the competitiveness of the sector while benefiting only those operators who respect safety standards, in particular by increasing pressure on owners of sub-standard ships.

The Commission will be helped by the European Maritime Safety Agency (EMSA) for the implementation of the package.

The major changes/improvements are:

- ▶ Article 20 of the Class Regulation requests recognized organisations to consult with each other in order to improve the level of harmonization of technical standards and regulations, and requests recognized organisations to agree on the conditions under which they will mutually recognize their respective certificates based on equal standards. The Regulation entered into force 20 days after its publication in the Official Journal. In other words: Mutual recognition of certificates.
- ▶ A specialised body will be set up in order to audit and certify the quality management system of EU-recognised organisations, to which Member States use to delegate the inspection and statutory certification of their ships.
- ▶ In addition, the recognition criteria will be made stricter and a system of financial penalties for those organisations that do not do their job properly will be established.
- ▶ If the shortcomings of a recognised organisation are such that safety is no longer guaranteed, their license will be withdrawn.



The EMEC team which was negotiating with the Parliament (Rapporteur) and the Commission (DG Enter)



Intellectual Property

The „Shipbuilding IPR Study“ of Houthoff Buruma – submitted to the Commission in 2007 – clearly stated

“Shipyards are the key organisers and the equipment industry is the producer of innovative parts and complex integrated systems”

and they continued

“A significant part of the innovation in the shipbuilding industry is not protected”.

While shipbuilders go primarily for a protection of a design, the equipment industry is much more depending on patents. But there is no efficient IPR protection and enforcement in the European Union and the global leadership of the innovative European marine equipment industry comes under pressure.

The consequence out of that – boosted by a worsening global economy – will be a tsunami of substandard, counterfeited and pirated marine equipment pouring into Europe. Until now, this type of equipment is deployed in the hulls forming an integral part of new built ships.

It will be the industry’s urgent task to introduce efficient methods and systems for the protection of its know how.

One very promising possibility is – Authentication.



Remark: A Free Trade Agreement (FTA) with Korea – which at the moment is quite likely to be signed – will have serious consequences on the protection and enforcement of the industry’s IP rights!

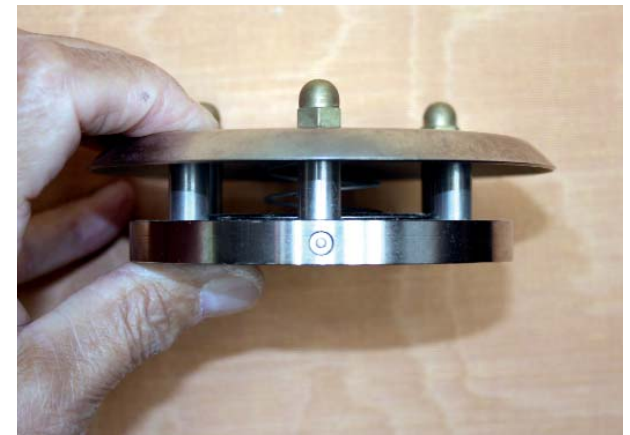
Authentication

The mature, marine equipment manufacturing industry will have to protect its intellectual property and its competitiveness much more efficiently by bringing into use methods of

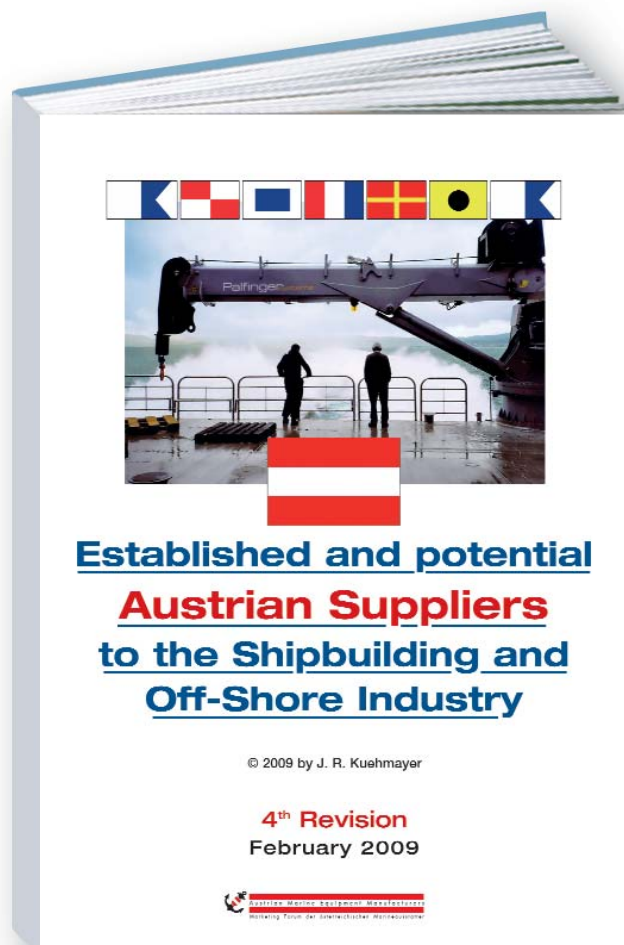
- ▶ authentication of **products** (original vs fake)
- ▶ methods of **tracing and tracking** both in the supply chain and over the entire lifecycle

The technologies, methods and tools are available not only to properly authenticate components made from steel and other metals, but also plastic or even textiles.

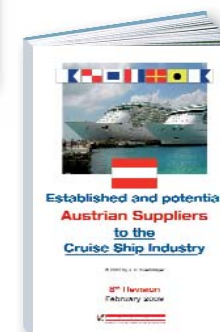
- ▶ authentication of **certificates** and **approvals**



Established and potential Austrian Suppliers

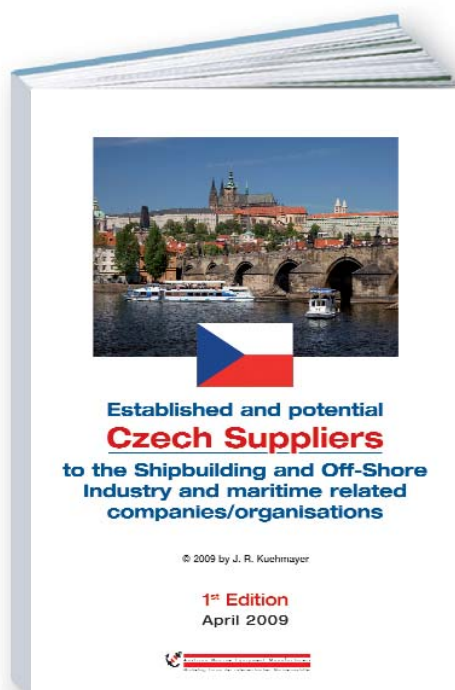


50 pages – free download – www.amem.at



„Established and potential Austrian Suppliers to the Cruise Ship Industry“
23 pages – Free Download
Visit the Library of AMEM: www.amem.at

Established and potential Czech, Hungarian and Slovak Suppliers



Closing Remark

I would like to express my hopes
that the “best practice“ example of AMEM
will lead to the establishment of
maritime clusters in landlocked countries
like the Czech Republic, Hungary or Slovakia,
following the message of
the Commission, according to which there is

“An Ocean of Opportunities”

Go for it!

Thank you very much for your attention!

Danke für Ihre Aufmerksamkeit!

Ďekui Vám že ste si me vyslišeli!

Köszönjük szépen, Viszontlátásra!

Ahoi!

