

Business Perspectives of Green Transport Services on Baltic Sea Motorways

Conlogic AB
Magnus Swahn

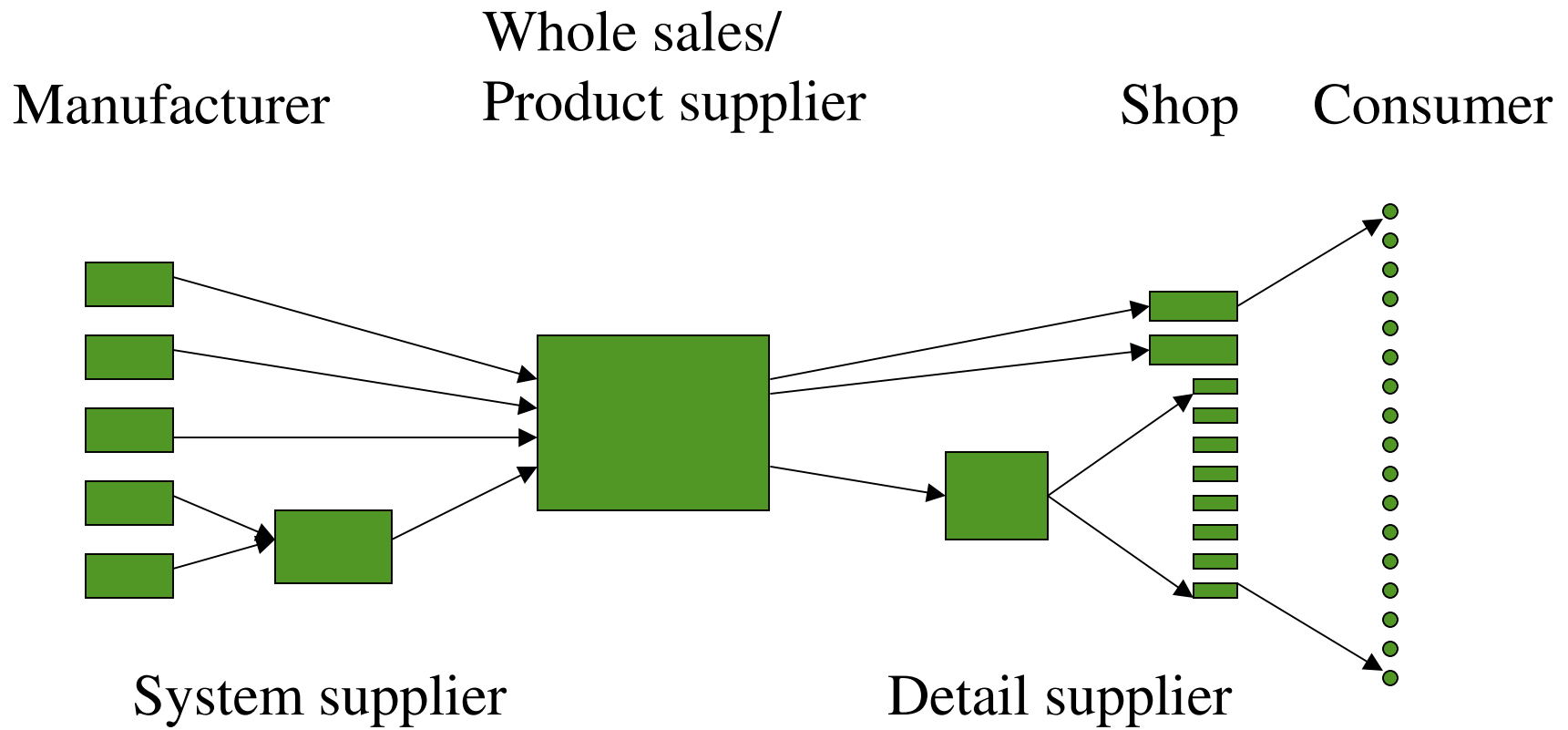
Agenda

- **Introduction and trends**
- **Durability of the business model**
- **Investment and costs of capital**
- **Sales**
- **Profit margins**
- **Long term brand development and freedom of strategic choices**

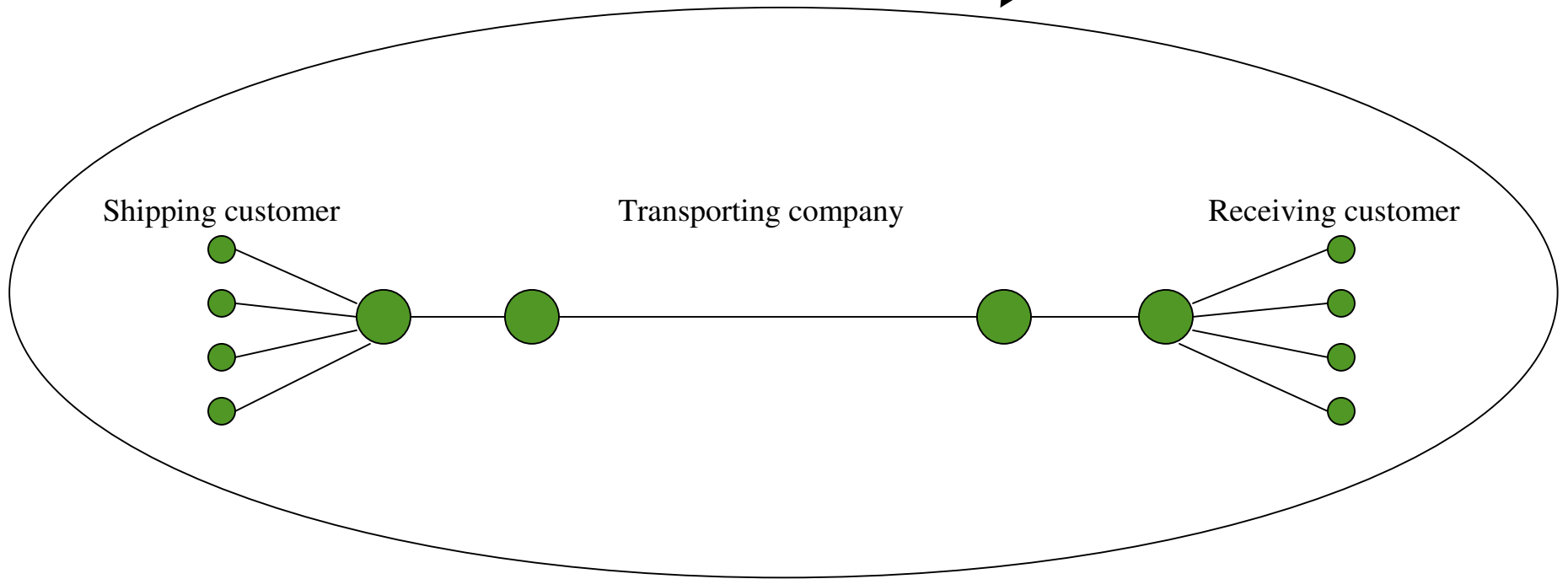
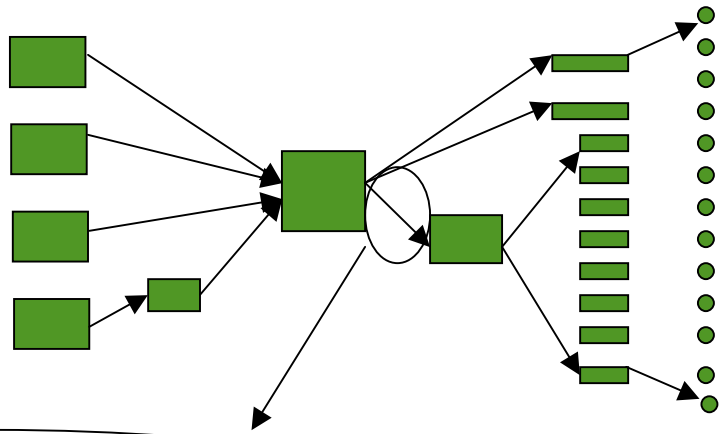
Introduction and trends

- Competition and cutting cost
- Increased trade
- Globalisation
- Centralisation
- Specialisation
- Lower levels in stock
- Transport logistics integrated part of added value
- Cheap transport logistics services

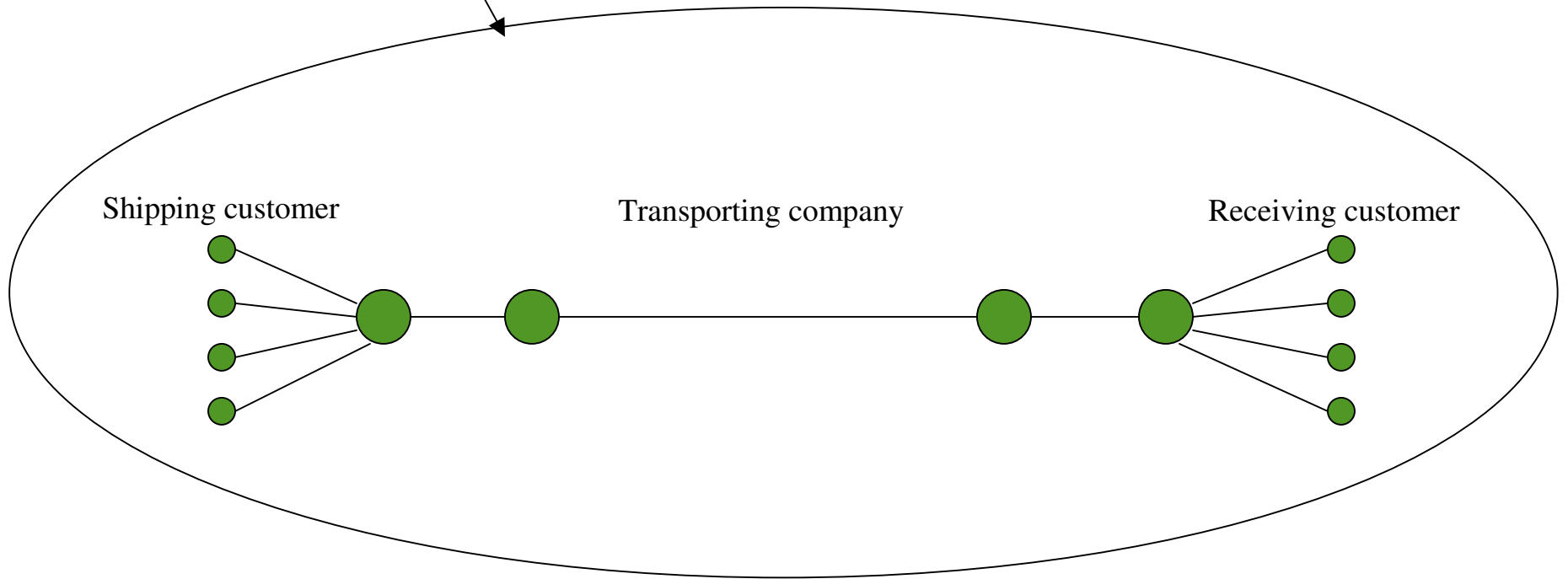
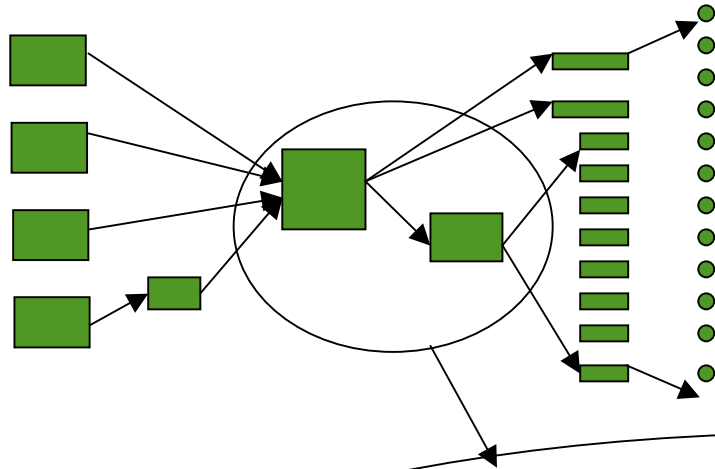
Introduction and trends



Introduction and trends



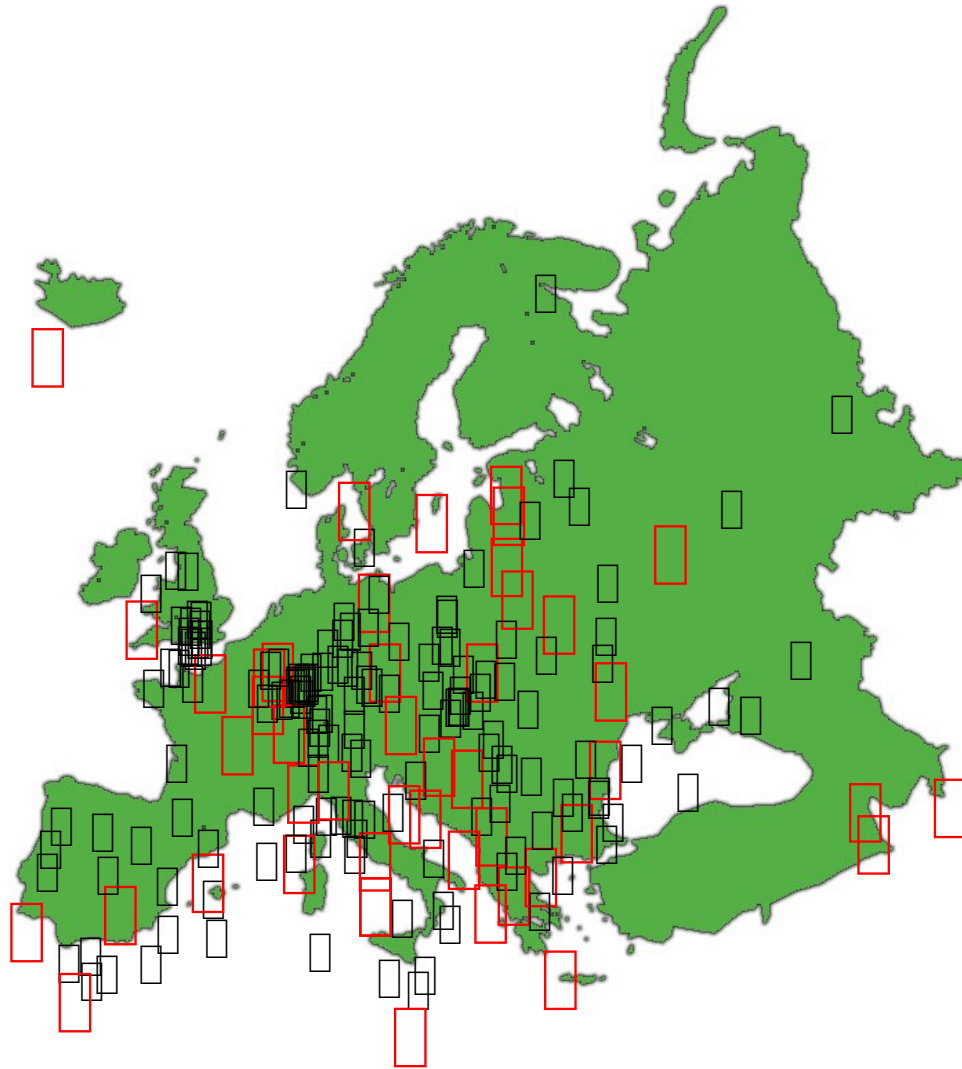
Introduction and trends



From countries to regions



From countries to regions



Introduction - summary

- Transportation increases, primarily in a global perspective with consequences for local distribution
- Transportation is a part of the economic development
- Transportation affects the environment negatively
- Transport business becomes polarized:
 - Large global actors
 - Niche actors and/or "inhouse" logistics

The business consequences within sea transport

Durability of the business model

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Environment in the general business plan process

Strategy for new techniques in ships and engines

Strategy for new fuels (Marpol, annex 6)

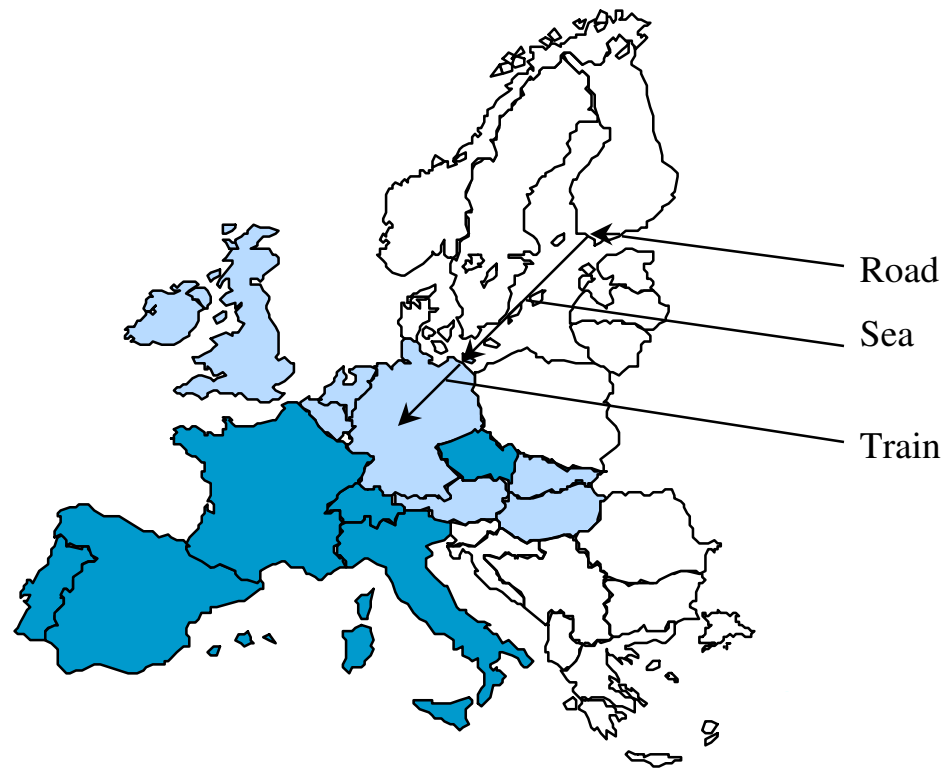
Strategy for trading emission allowances of carbondioxide and other emissions

Climate change and its business opportunities and threats

Strategy for emissions to the water and air

Strategy for distance fees

Distance fees - using the right mode of transport



Investments and costs of capital

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Subsidies and support from various funds and governments

Environmental liabilities
(antifouling, halon, ballast water)

Assets and new investments

Economic life length for different modes of transport

Lorry	8-15	
Train	Approximately 40	
Aviation	20-30	
Ship	Approximately 40	



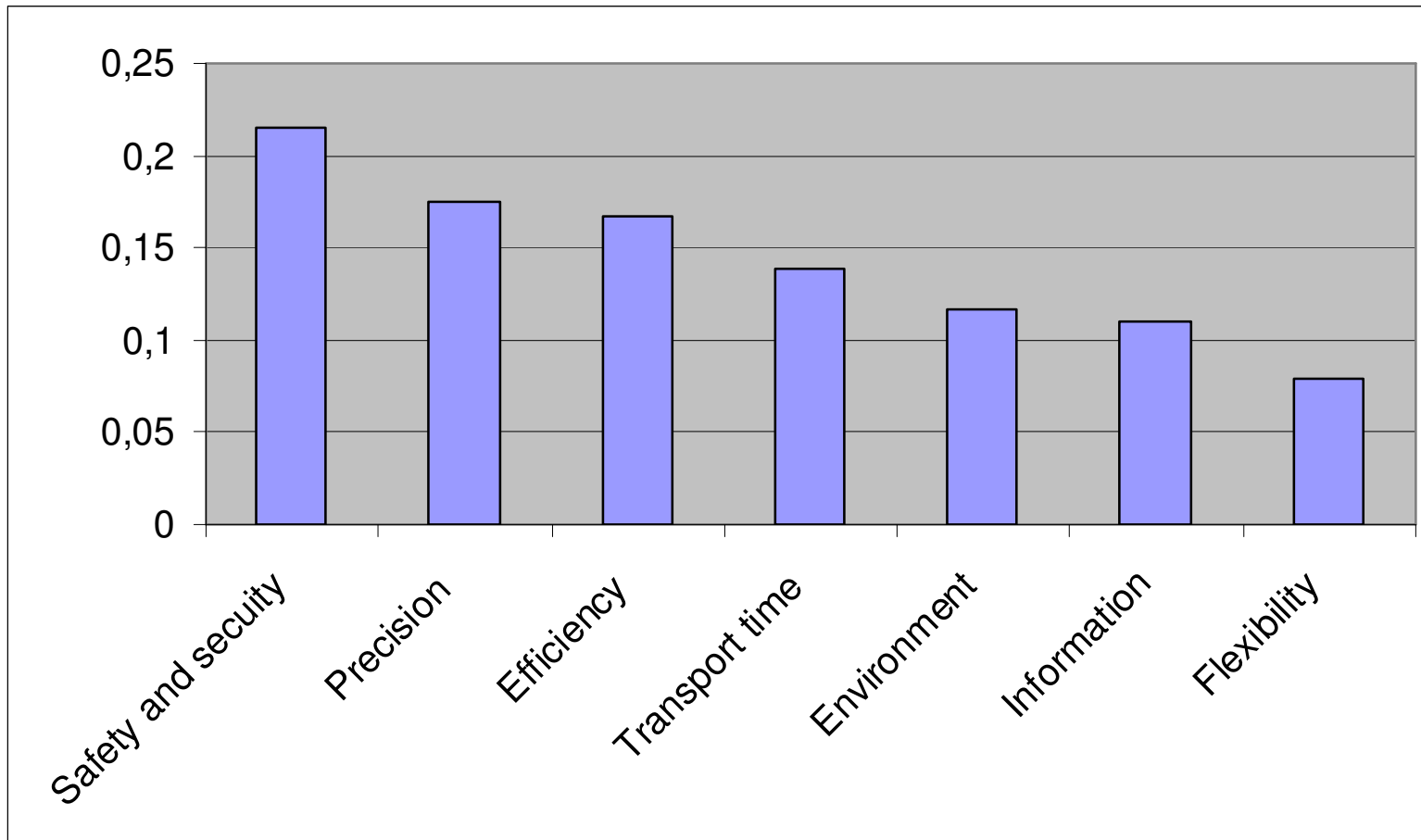
Sales

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Identifying environmental demands
demands

increase sales with good environmental
performance?

Relative priorities of demands on transport



Profit margins

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Lower taxes and fees

Reduced operational costs

Reduced operational costs

- Routing
- Navigation
- Port logistics
- Speed (door to door)
- Load factor

More efficient use of ships



Long term brand development and freedom of strategic choices

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Good environmental image and advantages regarding the brand externally and internally.

Licence to operate can be positively affected long term by a good environmental work.

Questions?

E-mail: magnus.swahn@conlogic.se