



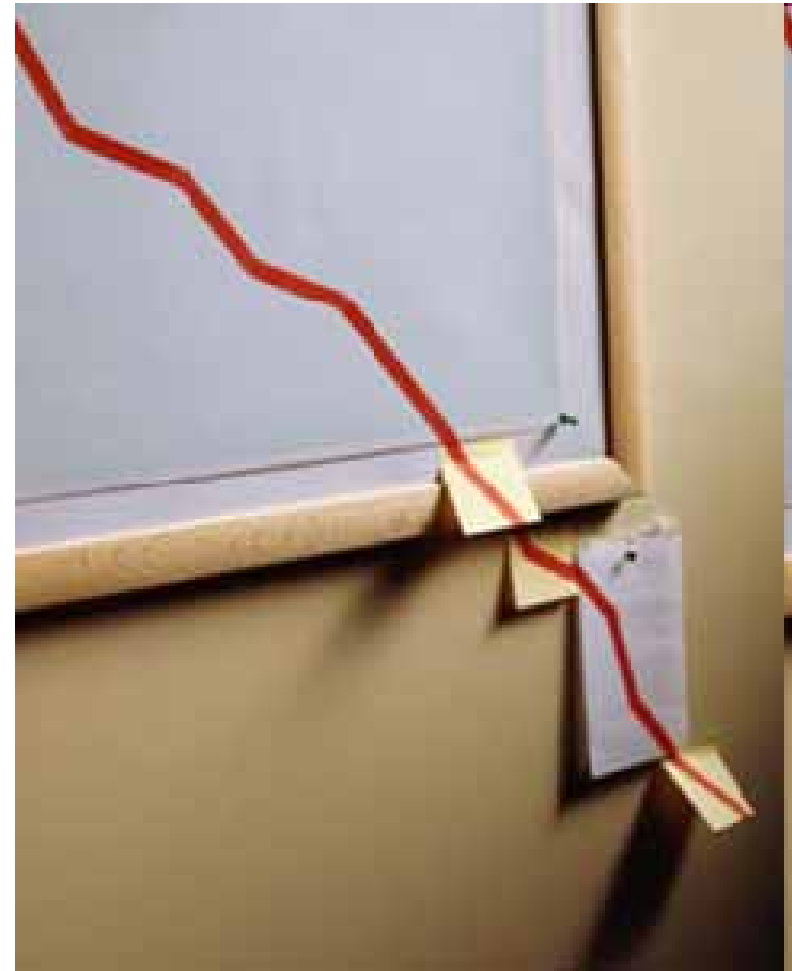
*International Rail Freight  
Competitiveness in the Age of  
Turbulence*

Market Place Seminar UIC / FIATA  
Istanbul, 22-23 October 2009



# *Crisis and Turbulence*

- Globalization
- Chindia
- Regionalization
- Deregulation
- Internet
- Digital convergence
- Hypercompetition
- Shorter product life cycles and disruptive technologies
- Media proliferation
- Retail transformation
- Environmental concerns
- Consumer empowerment
- Recession





*The world economic crisis  
has affected us all*



Apple



*Think about this...*

Dalai Lama  
(2008)

**Easy times are the enemy;  
they put us to sleep  
Adversity is our friend. It wakes us  
up.**

*and this...*

Old Chinese proverb

**“When the storm comes,  
some build walls,  
the others build  
windmills”**



As an active member of different international organizations “PLASKE” JSC always participates in development and improvement of rail freight





# *Market Liberalization*

Every party of transport process should have an access to the legislative framework as well as to the explanation and interpretation of applicable laws and regulations





# CIM/SMGS Consignment Note



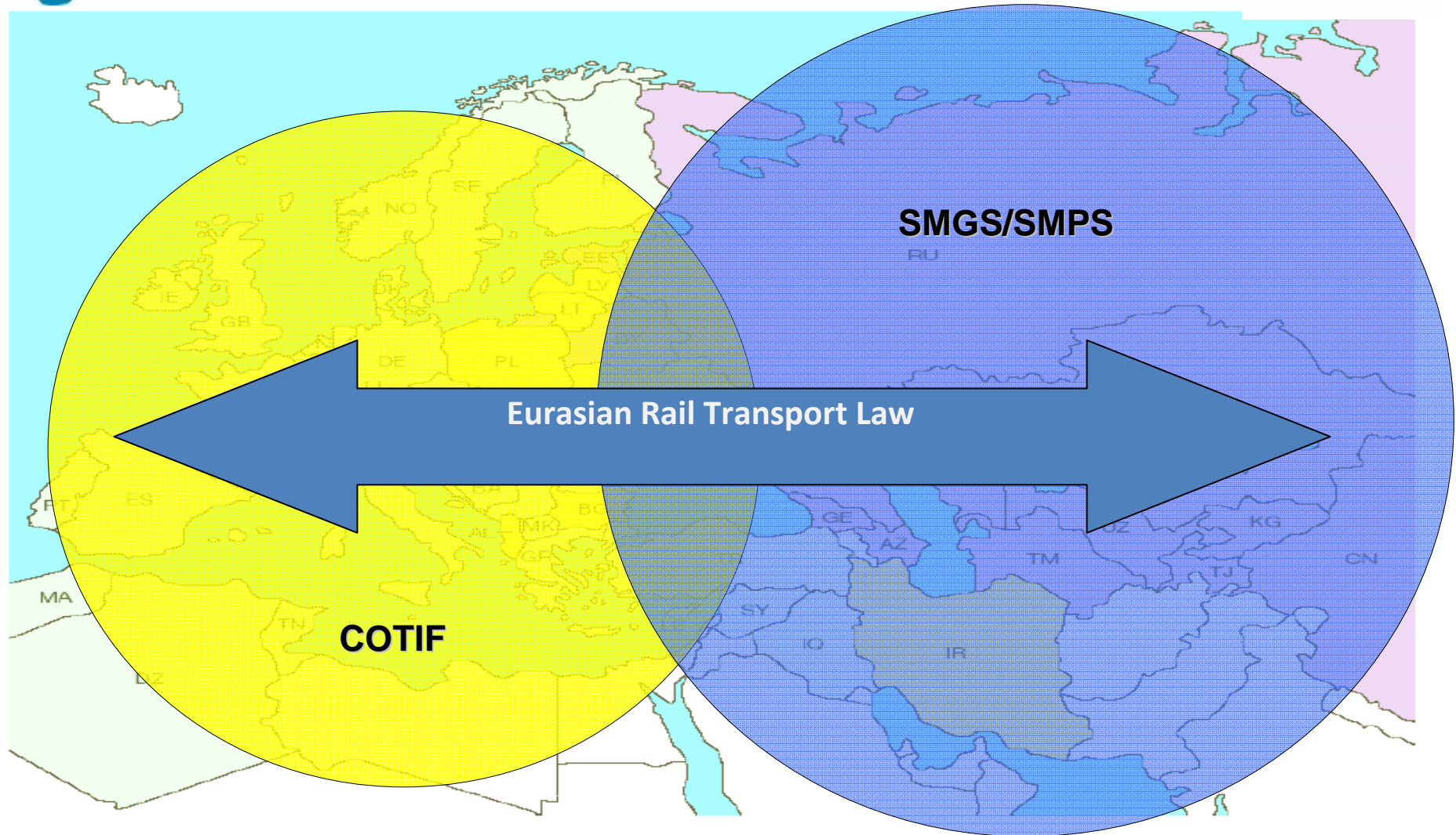
- Further introduction of CIM/SMGS e-consignment note as a unified transport document, customs declaration and delivery document.
- Usage of CIM/SMGS both within rail and maritime leg (e.g. Baltic and Black Sea)

A detailed image of a CIM/SMGS Consignment Note form. The form is a complex grid with multiple sections for data entry, including fields for sender and receiver information, transport details, and various checkboxes and tables. It is a standard document used in international rail and maritime freight forwarding.





# *Two legal areas one single law*



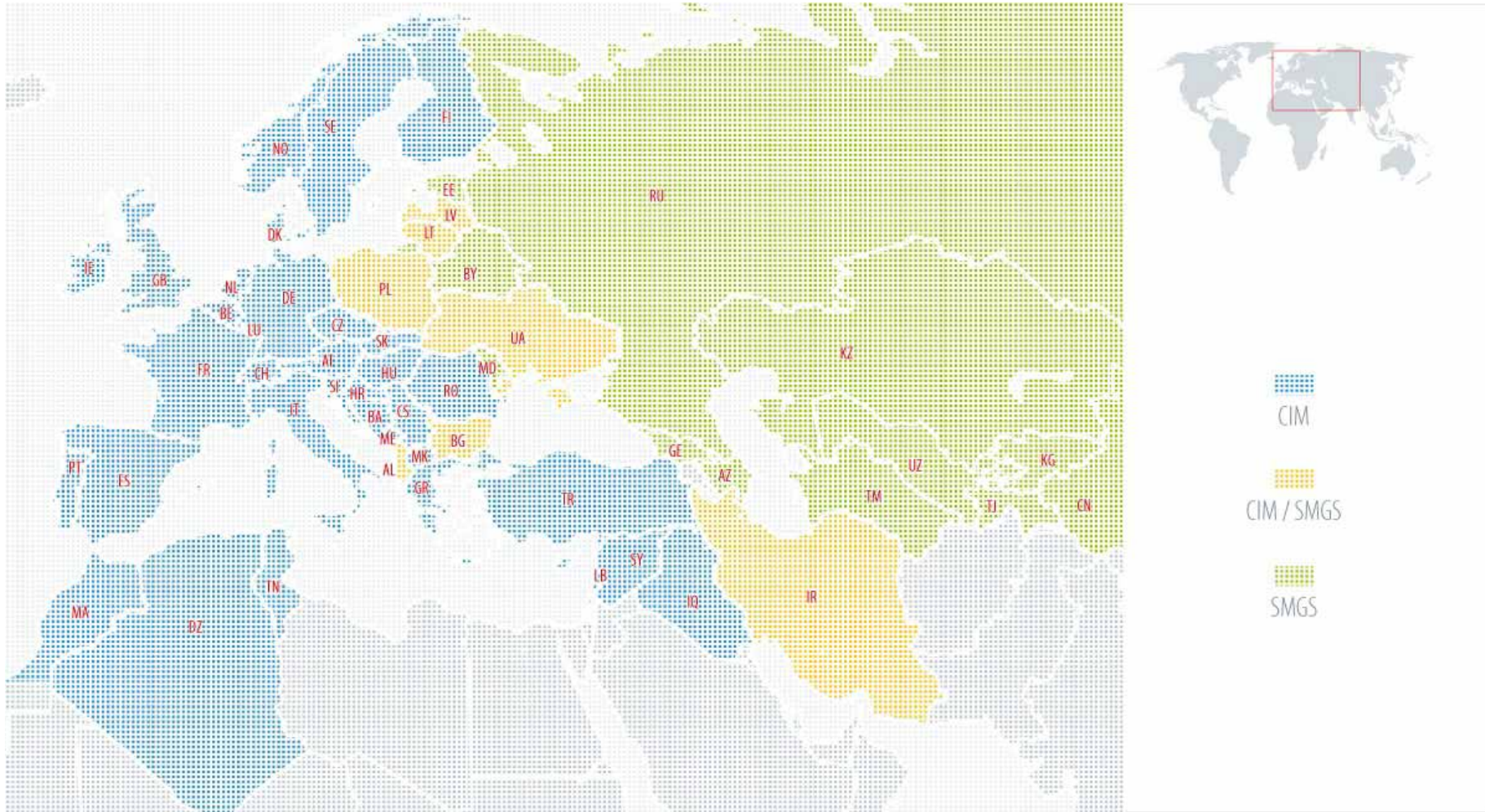


# Scope of the CIM and SMGS

JUST IN TIME

PLASKE  
ПЛАСКЕ

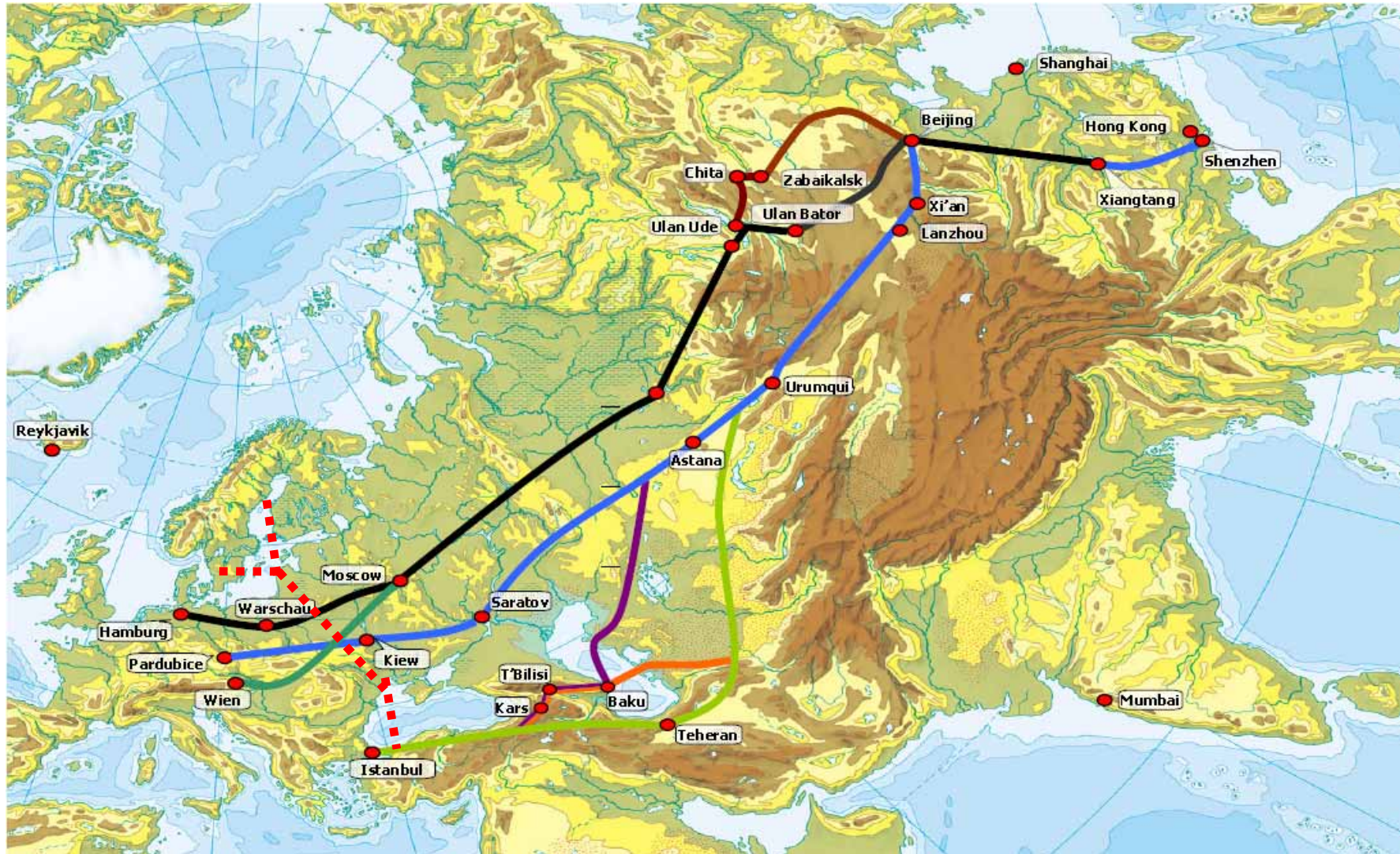
[www.plaske.com](http://www.plaske.com)



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# Global supply chains from railway aspect





# *Conditions of market relations*



He, who has better transport process, who improves its services by advanced technologies and logistic solutions, wins.





## *Piggyback Train “Viking”*



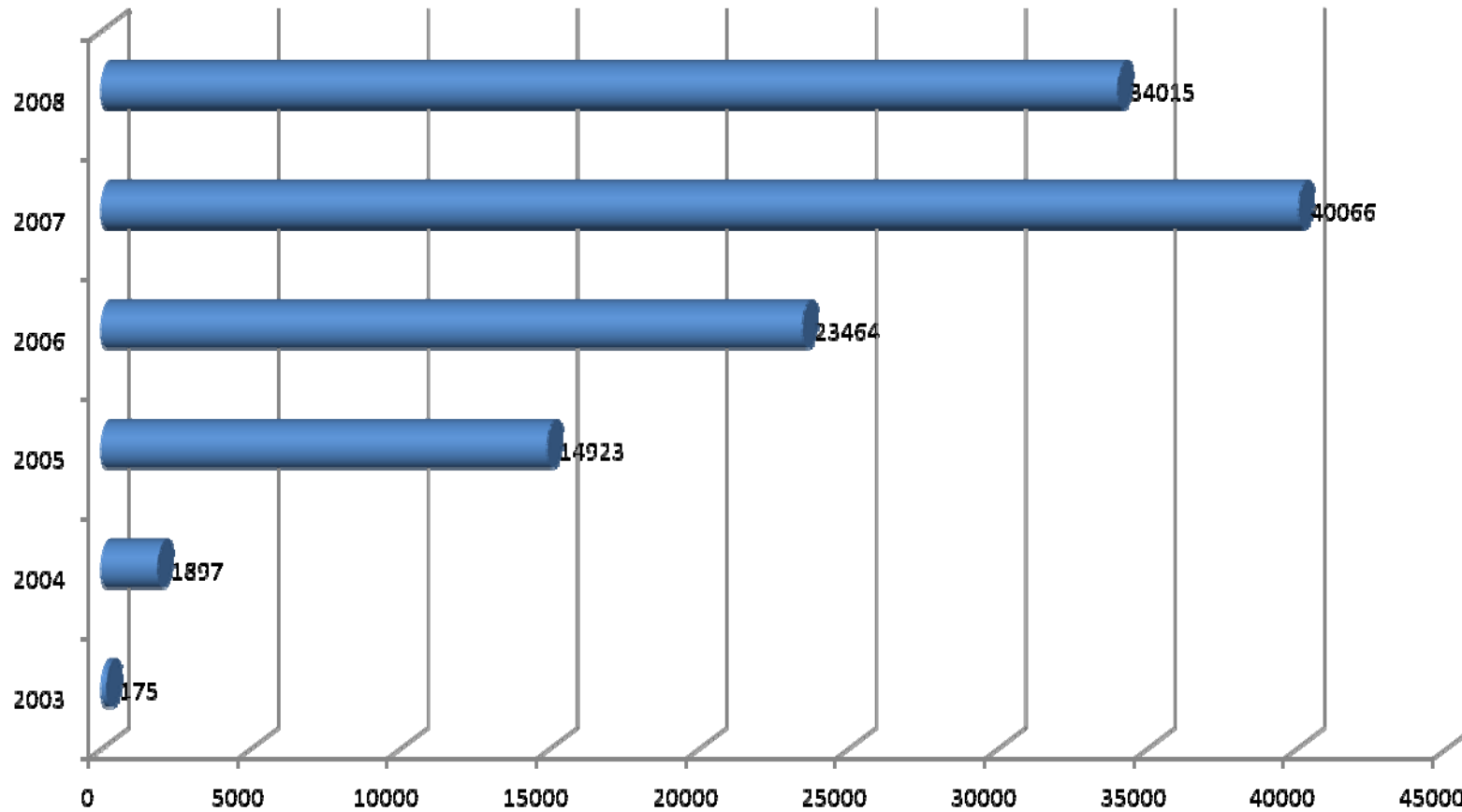
New directions of transport development including the rail one via Ukraine:

Usage of ferry connection to extend the route to Georgia, Bulgaria, Turkey and Scandinavian states





# “VIKING” volumes



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# *Container terminal “TIS”*



Estimated capacity – 2 mln. TEU per year

Handling of vessels with 11 th. TEU capacity

Rail park capacity - 500 th. TEU per year

It is planned to form 5 container trains per day

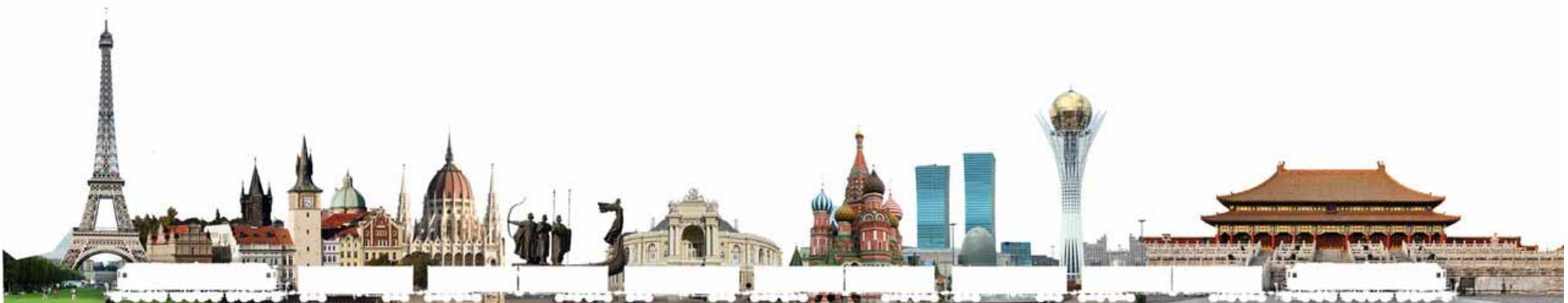




# *Odessa-Samara-Astana Container Train*



- Creation of new container train linking Ukrainian ports with major logistic centre in Russia and further delivery to Central Asia. Forming of train using group deliveries during the downturn is foreseen
- Creation of logistic centre in Samara contributes to further development of connections between EU and Asian states as one of the centre for consolidated goods.







# *Odessa-Samara-Astana Container Train*



For efficient work it is better to:

- Develop strict train schedule
- Define the rule of rolling equipment operators and freight forwarding companies access
- Develop the booking of places in container train
- Develop public tariff rates excluding monopoly of separate companies
- Use software for export handling both of transport and shipping documents



# *NCTS System*



- Entering of data in NCTS during transshipment from sea transport at the rail border of Ukraine decreases delivery terms.
- Integration of data interchange systems between Ukrainian and EU customs





# *FIATA FBL*



Popularization of FIATA FBL as  
turnaround multimodal document.  
The Customer transfers the goods to  
the freight forwarder who arranges  
the transport process and bears the  
liability for delivery and payment. It  
accelerates the payments in  
compliance with UCP600 Guidelines

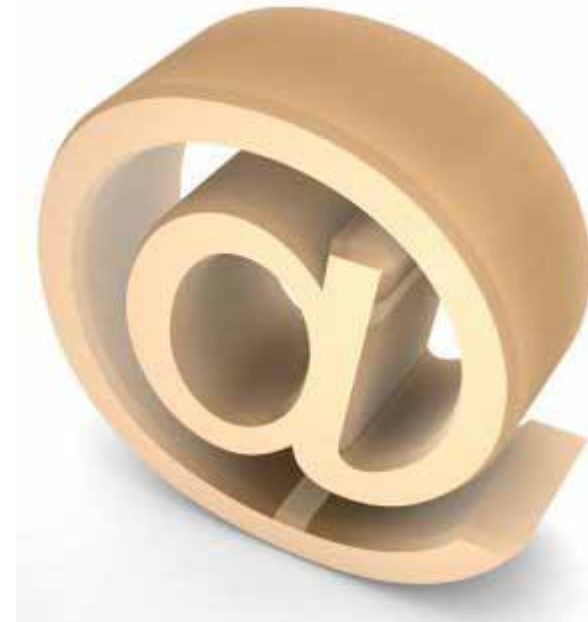




# *E-documents*



- E-consignment note
- Financial reimbursement
- Pre-information about the goods





# *Vocational training*







Vocational training by FIATA minimum standards provided by National Associations gives complex knowledge in transport and logistics industry





# *What is the best strategy in recession?*



	<b>STRONG COMPANY</b>	<b>STABLE COMPANY</b>	<b>STRUGGLING COMPANY</b>	<b>FAILING COMPANY</b>
<b>FINANCE</b>	<b>STRONG</b>	<b>STRONG</b>	<b>WEAK</b>	<b>WEAK</b>
<b>MARKETING</b>	<b>STRONG</b>	<b>WEAK</b>	<b>STRONG</b>	<b>WEAK</b>
				
	<b>Buy competitors or their assets, increase marketing expenditures</b>	<b>Build stronger marketing team, acquire some strong brands</b>	<b>Generate new cash by slashing overhead, renegotiating with suppliers, process improvements</b>	<b>Close down and salvage what you can. Your company is hopeless.</b>



# *Key to success*



- Market liberalization
- Constant improvement
- Advanced management and security technologies for just-in-time delivery
- Marketing and new cargo flows development
- 24/7 access to the information
- Vocational Training



ThankS

The word "ThankS" is rendered in a decorative, multi-colored font. Each letter is unique: 'T' is purple on a light blue polka-dot background; 'h' is in a cursive script on a yellow circular background; 'a' is in a white serif font on a pink floral background; 'n' is in a black serif font on a yellow circular background; 'k' is in a green serif font on a green plaid background; and 'S' is in a black cursive script on a silver oval background. Each letter has a small hole at the top, suggesting they are part of a string of ornaments or tags.