

Project Proposal

Curriculum Development: “Master of LOGISTICS”

Central Asian-German Cooperation Seminar
Almaty, 29/30 September 2008

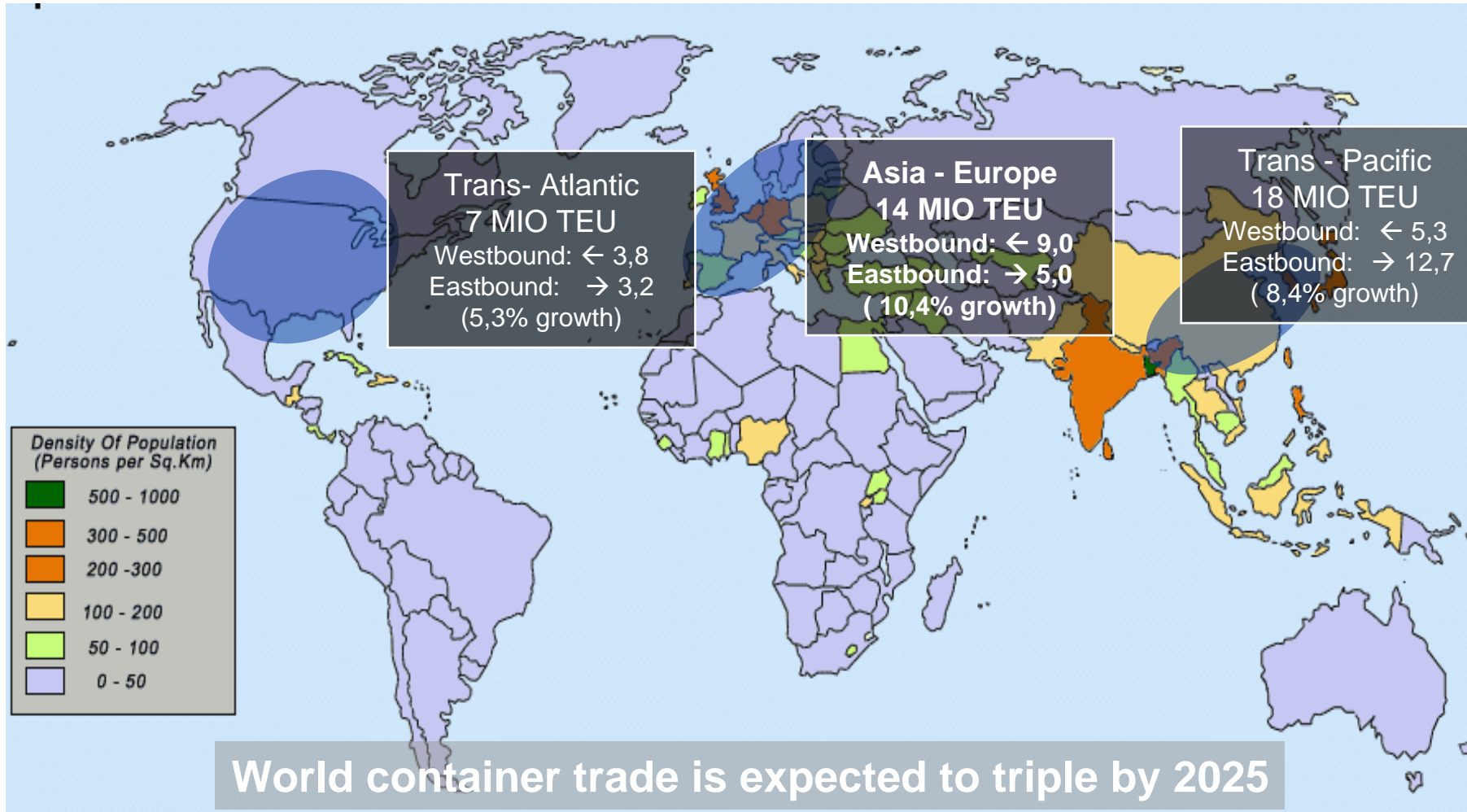
Anatoli Beifert

Project Proposal

- In the framework of the EU Programme: TEMPUS
- Curriculum development:
→ „**MASTER IN LOGISTICS**“
- **To be implemented in Universities of Kazakhstan**
- ... and Russian Federation (???)
- **Project life: tentative 3 years**

Project background

World trade – rough evaluation



Source:LAND TRANSPORT OPTIONS BETWEEN EUROPE AND ASIIA:: Commercial Feasibility Study 2006, Washington

Eurasian Transport Corridors

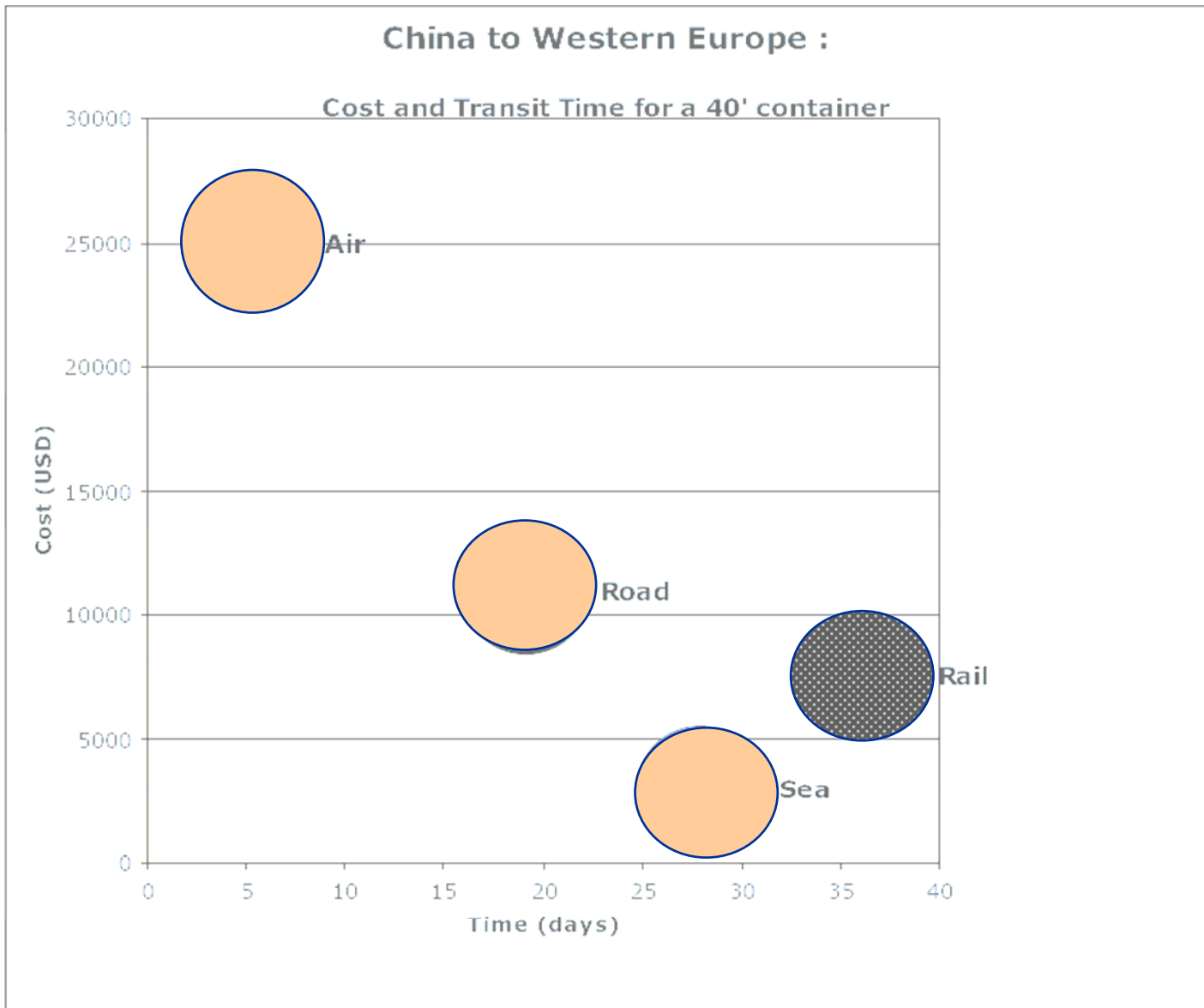


**Transport between China and Europe
(Million full load TEUs)**

	Westbound	Eastbound	Total
Sea transport	4,5	2,5	7
Rail	< 0,2	< 0,1	<0,3
Road (Truck)	< 0,03	< 0,03	<0,06

Traditional Sea Way

Reference: transit times vs. costs



Source:
LAND TRANSPORT OPTIONS
BETWEEN EUROPE AND
ASIA:
Commercial Feasibility Study
July 2006

Trans-Eurasia Land Transport - Potential

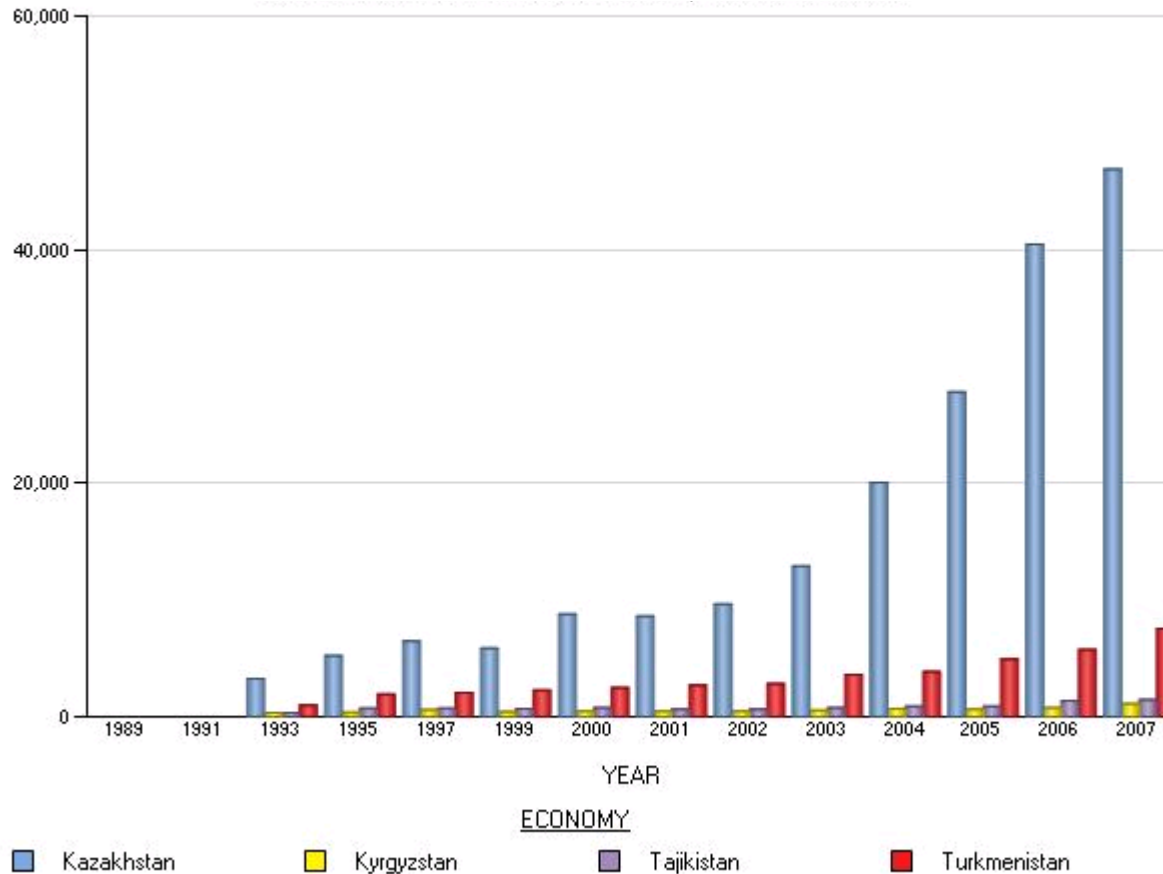
- Available infrastructure - huge potential via Trans-Siberian Railway (TSR)
- Nowadays mostly is used to a limited extent for the purpose of intercontinental transportation
- Four of 35 Asian countries dominate the rail-freight scene:
 - China, Russia, India, and Kazakhstan account for 97,5% of tone/km
- Transported volumes via TSR increased by annual average of 50% since 1999 to ca. 0,5 MIO TEU:
 - ca. 0,4 MIO TEU (Russia / Kazakhstan / China trade)
 - Ca. 0,1 MIO TEU (transit goods Europe / China)

Trans-Eurasia Land Transport Problems & Challenges

- Poor international cooperation in transport issues
- “Flexible” (not stable) tariff system for transit goods in Russia and Kazakhstan
 - Lack of transparency in transports tariff policy
- “Flexible” (long) border procedure time between:
 - China – Kazakhstan
 - Russia – Byelorussia – Poland
 - Unpredictable transit times
- Security and quality

Project background II

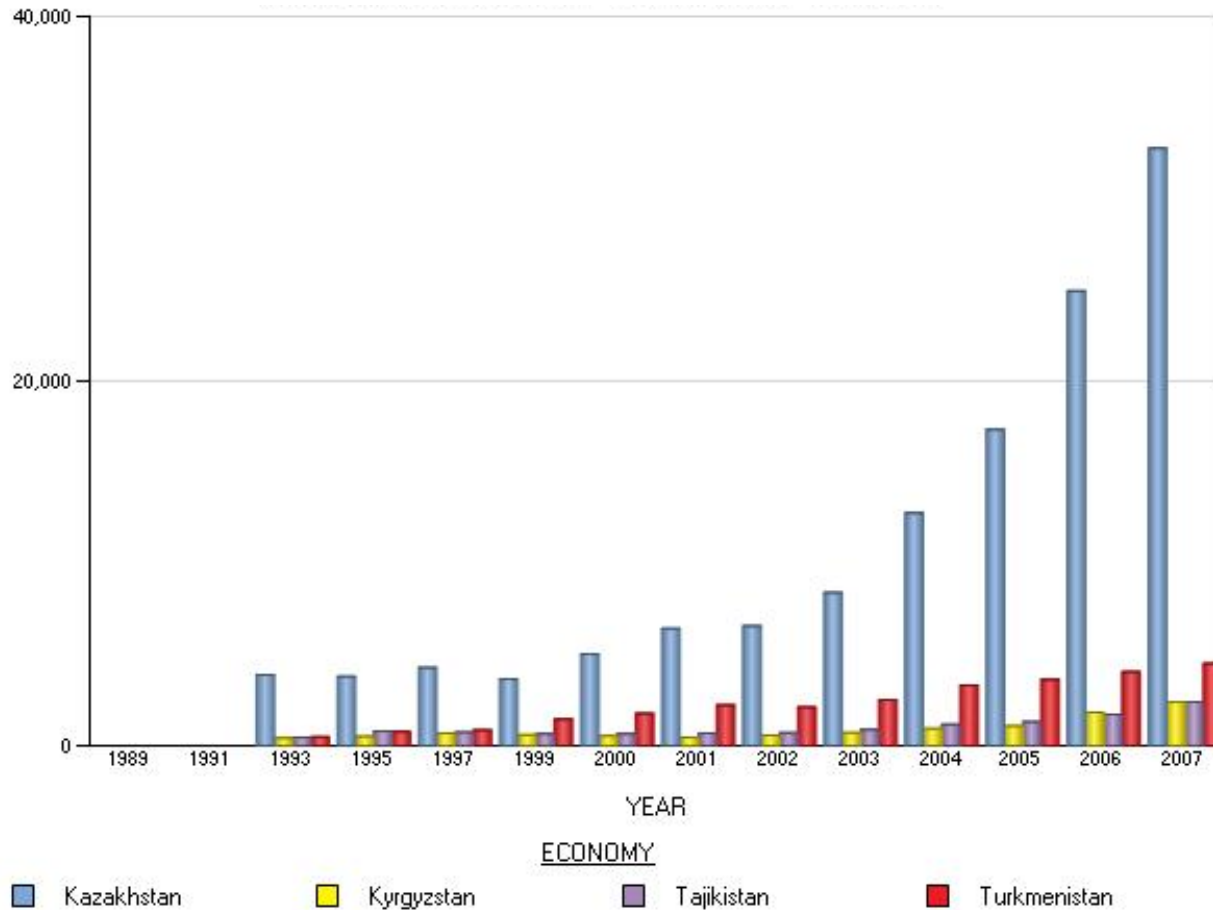
EXPORT: US Dollars at current prices in millions



Source: UNSTAT BOOK

Project background II

IMPORT: US Dollars at current prices in millions



Source: UNSTAT BOOK

Project's Objectives:

Project objectives:

- Development & implementation of a Master Programme in **Logistics** to train managers at the core of logistic businesses
- Provide solid competencies in
 - organizing, planning, executing and controlling the logistics chain
- Strong International orientation

Target group:

- young professionals with initial business experience who would like to qualify for management positions at logistics companies with an international orientation
- Logistics' service providers (companies)

Logistics related references of EU Project Centre Wismar

EU research projects in frames of **INTERREG III B** Programme

- **Baltic Business Development Network** www.bbdn.org
 - **Topics:** International Business, Internationalization Services, regional development...
 - **Budget:** EUR 2 million, consortium: 17 partners

- **LogOn Baltic** - www.logonbaltic.info
 - **Topics:** Logistics and ICT competences, spatial planning and regional development
 - **Budget:** EUR 3,5 million, consortium: 30 partners

- **InterBaltic** - www.interbaltic.net
 - **Topics:** Interoperability of diff. modes of Logistics, East-West land bridge impact on the BSR
 - **Budget:** EUR 3,524 million, consortium: 42 partners

TEMPUS reference - SIIM

Project's objectives

- Development and implementation of the Master Programme
 - **Strategic Integrative International Management for SMEs**
 - Web: www.siim.kz
- Strong international orientation
 - esp. cooperation between Kazakhstan & EU
- Improvement of innovation policy in companies
- Consideration of the regional business environment
- Main target groups:
 - Graduates of economic sciences (study of 1,5 years)
 - Graduates of non-economic sciences (study of 2,5 years)
 - Companies with international business orientation

Why SMEs?

Important is not the size of the dog in the fight, but the size of the fight in the dog

Dwight D. Eisenhower

- Ca. 65% of the whole EU turnover is made by SMEs
- Ca. 50% of the EU net product is made by SMEs
- SMEs contribute between 25% and 35% of world manufactured exports
- Ca. 2/3 of the employment created by SMEs

Business environment in Kazakhstan and Kostanay

- Kazakhstan is the EU's largest trading partner in Central Asia Region
- Main export goods from KZ to EU:
 - Mineral fueles (oil and gas): ca. 85,4%
 - Raw materials (iron, steel, chemicals): ca. 7,1%
- Gap between large companies & SME sector
- Relation of SMEs to large companies in **Kostany**:
 - large companies: 70%
 - SMEs: 30%
- Relation of SMEs to large companies in **Rudnyi**:
 - large companies: 90%
 - SMEs: 10%

Consequences for international business

- European investors in Kazakhstan experience a big lack in small suppliers
- Problems by establishing and maintaining contact with local companies

Wismar University - LOCATION



Wismar

Traditional hanseatic town

- *founded 1229*
 - *1264 Hanse member*
- ca. 50.000 inhabitants
- since 2002 on the UNESCO-list of world heritage



Location: campus from a bird's perspective



Wismar University - History

Official names in course of time	time
Hochschule Wismar, University of Technology, Business and Design	since 2003
Hochschule Wismar Fachhochschule für Technik, Wirtschaft und Gestaltung	1992- 2003
Technische Hochschule Wismar	1988-1992
Ingenieurhochschule Wismar	1969-1988
Ingenieurschule für Maschinenbau, Elektrotechnik und Bauwesen Wismar	1968-1969
Ingenieurschule für Schwermaschinenbau und Elektrotechnik Wismar	1958-1968
Fachschule für Bauwesen Wismar	1955-1968
Fachschule für Schiffbautechnik Wismar	1952-1958
Staatliche Ingenieurschule für Maschinenbau	1948-1952
Staatliche Bau- und Ingenieurschule Wismar	1945-1947
Ingenieur-Akademie Wismar	1908-1945



Our departments

Maritime Studies

Mechanical Engineering/Process
and Environmental Engineering

Electrical Engineering and
Computer Science

Civil Engineering

Technology

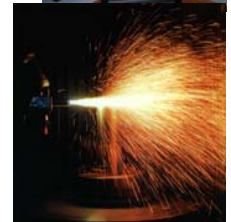
Business

Business

Architecture

Design/Interior Architecture

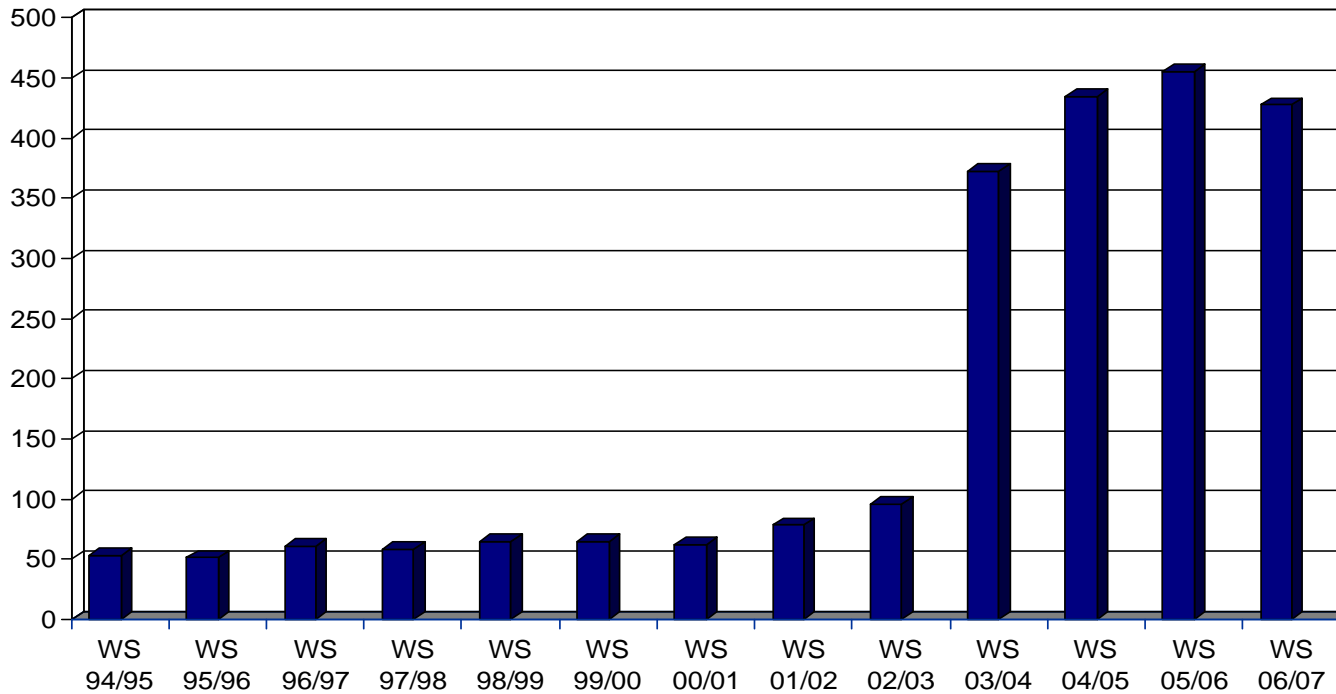
Design



Cooperation network



Number of foreign students in HSW



Thank you!

All your suggestions, questions and remarks are welcome!
We are looking forward to cooperate with You!

Anatoli Beifert

EU Project Manager

anatoli.beifert@hs-wismar.de

Tel: +49 3841753634

Fax: +49 3841753131