Study “Shifting Road- to Railway-Transport in the Region of Ludwigsfelde in Context of the Rail Baltica Growth Corridor”

Customer: City of Ludwigsfelde
Impressum

Customer
City of Ludwigsfelde
Fachbereich II
Sachgebiet Wirtschaftsförderung und Liegenschaften
Rathausstraße 3
14974 Ludwigsfelde
Telefon: +49 3378-827-0
Telefax: +49 3378-827-124

Contractor
IPG Infrastruktur- und
Projektentwicklungsgesellschaft mbH
Burgstraße 30
14467 Potsdam
Telefon: +49 331-20084-0
Telefax: +49 331-20084-70

Worked out by:
Martin Heiland
Grit Kämmerer
Simone Fejér

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<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressum</td>
<td>2</td>
</tr>
<tr>
<td>Content</td>
<td>3</td>
</tr>
<tr>
<td>Figures</td>
<td>5</td>
</tr>
<tr>
<td>Tabelles</td>
<td>6</td>
</tr>
<tr>
<td>Attachements</td>
<td>6</td>
</tr>
<tr>
<td>Abbreviations</td>
<td>6</td>
</tr>
<tr>
<td>1. Preface</td>
<td>7</td>
</tr>
<tr>
<td>1.1 Introduction</td>
<td>7</td>
</tr>
<tr>
<td>1.2 Research Strategy and Aims</td>
<td>8</td>
</tr>
<tr>
<td>1.3 Excursus</td>
<td>9</td>
</tr>
<tr>
<td>1.3.1 Project synergies with „Berlin-Brandenburg as hub in the</td>
<td>9</td>
</tr>
<tr>
<td>seehafenhinterland transport – project part marketing“</td>
<td></td>
</tr>
<tr>
<td>1.3.2 EU-Projects SCANDRIA, SoNorA and Transitects</td>
<td>10</td>
</tr>
<tr>
<td>2. Locational Analysis - City of Ludwigsfelde</td>
<td>15</td>
</tr>
<tr>
<td>2.1 Location and Infrastructure</td>
<td>15</td>
</tr>
<tr>
<td>2.2 Market Overview</td>
<td>17</td>
</tr>
<tr>
<td>2.3 Overview of Industrial- and Business Estates</td>
<td>19</td>
</tr>
<tr>
<td>3. Locational Analysis – Municipality Grossbeeren</td>
<td>20</td>
</tr>
<tr>
<td>3.1 Location and Infrastructure of the Freight Village Berlin South</td>
<td>20</td>
</tr>
<tr>
<td>Grossbeeren</td>
<td></td>
</tr>
<tr>
<td>3.2 Overview of the Company Settlement Structure</td>
<td>22</td>
</tr>
<tr>
<td>4. Constellation of the Logistics Market between Ludwigsfelde and</td>
<td>24</td>
</tr>
<tr>
<td>Grossbeeren</td>
<td></td>
</tr>
<tr>
<td>4.1 Theoretical Cooperation of an Industrial-Logistics Orientated</td>
<td>24</td>
</tr>
<tr>
<td>Location and a Freight Village</td>
<td></td>
</tr>
<tr>
<td>4.2 Current Status of Economic and Logistics Relations</td>
<td>25</td>
</tr>
<tr>
<td>4.2.1 Overview of Logistics Services / Service Providers</td>
<td>25</td>
</tr>
<tr>
<td>4.2.2 Identification of important traffic streams</td>
<td>28</td>
</tr>
<tr>
<td>4.2.2.1 Freight Road Transport</td>
<td>28</td>
</tr>
<tr>
<td>4.2.2.2 Freight Railway Transport</td>
<td>31</td>
</tr>
<tr>
<td>4.2.2.3 Combined Transport</td>
<td>35</td>
</tr>
<tr>
<td>5. Intermodal Node Information System (GVS-Infosystem)</td>
<td>39</td>
</tr>
<tr>
<td>5.1 Starting Basis of the GVS-Infosystem</td>
<td>39</td>
</tr>
<tr>
<td>5.2 Enlargement of the system in context of the „RBGC Logistics</td>
<td>44</td>
</tr>
<tr>
<td>Pilots“</td>
<td></td>
</tr>
<tr>
<td>5.2.1 Aims in context of the RBGC</td>
<td>44</td>
</tr>
<tr>
<td>5.2.2 Preparing the Basis „GVS-Info“ for the Expansion</td>
<td>44</td>
</tr>
<tr>
<td>5.3 Preparation „Logistics Pilots“</td>
<td>48</td>
</tr>
<tr>
<td>6. Results and Recommendations</td>
<td>51</td>
</tr>
<tr>
<td>6.1 Overview</td>
<td>51</td>
</tr>
</tbody>
</table>
6.2 Internal Marketing ................................................................. 52
6.3 External Marketing .............................................................. 53
6.4 RBGC „Logistics Pilots“ and INIS Intermodal Node Information System .............. 54

7. Conclusions ................................................................................. 56

Sources .............................................................................................. 57

 Attachements .................................................................................. 58
Figures

Figure 1: Rail Baltica Growth Corridor – Railway Connection ................................................................. 7
Figure 2: Basic Structure of the Study ..................................................................................................... 8
Figure 3: SCANDRIA Trains Concepts ................................................................................................... 12
Figure 4: Transitechs Trainrelation Grossbeeren – Kolin – Breclav - Győr ........................................... 13
Figure 5: Overview of the Business- and Industrial Estates located in Ludwigsfelde and Grossbeeren ........................................................................................................................................ 16
Figure 6: Employees in the RGC Ludwigsfelde (2009) ........................................................................ 17
Figure 7: Freight Village Berlin South Grossbeeren – Overview Location ........................................... 21
Figure 8: Freight Village Berlin South Grossbeeren – Overview Railway Infrastructure .................... 22
Figure 9: Services / -offers for Logistics Companies in Ludwigsfelde and Grossbeeren, Map .......... 26
Figure 10: State Road Transport Volumes Ludwigsfelde / Grossbeeren, 2010 ................................ 29
Figure 11: Federal State Heavy Haulage Road Transport Volume Ludwigsfelde / Grossbeeren, 2010 ....................................................................................................................... 30
Figure 12: Freight Railway Transport passing the Railway Station Birkengrund in Ludwigsfelde .......... 32
Figure 13: Railway Infrastructure at the FV Berlin South Grossbeeren ............................................. 33
The following figure shows an overview of the operated and also the on request available railway sidings. Figure 14: Railway Accesses in Ludwigsfelde and Grossbeeren ........................................ 33
Figure 15: Overview of Offered Combined Transport Relations of the DUSS Terminal, 01 / 2012 ...... 35
Figure 16: CT-Terminal in the FV Berlin South Grossbeeren ............................................................... 36
Figure 17: Reasons against the Use of CT Transport out of Company View ....................................... 37
Figure 18: Reasons for the Use of the CT transport out of Company View ......................................... 38
Figure 19: Overview of the GVS-Infosystem till December 2011 ......................................................... 40
Figure 20: Detailed Map „Regionale Planungsgemeinschaft“ of the GVS-Infosystem till December 2011 ........................................................................................................................................ 40
Figure 21: Detailed Information, Example FV Berlin South Grossbeeren ........................................... 42
Figure 22: Overview of the GVS-Info with the brandenburg-viewer ..................................................... 46
Figure 23: The new English Query Screen ............................................................................................. 47
Figure 24: MWE Brandenburg, 1998: Information Sheets „Business Areas in Brandenburg“ .......... 49
Figure 25: Overview of Recommendations ........................................................................................... 51
Figure 26: “Dummy” of INIS with RBGC Layout .................................................................................. 55
Tabelles

Table 1: Comparison of Business- and Industrial Estates Ludwigsfelde including the Freight Village Berlin South Grossbeeren, Status 2012 ................................................................. 19
Table 2: Services / -offers for Logistics Companies in Ludwigsfelde and Grossbeeren, Table ............ 27
Table 3: Comparison of relevant criteria for the map search .............................................................. 45

Attachements

Attachement 1: Overview of important Links and Webpages .............................................................. 58
Attachement 2: Locational Profile Industriepark West Ludwigsfelde .............................................. 65
Attachement 3: Locational Profile PreußenPark Ludwigsfelde ....................................................... 65
Attachement 4: Locational Profile Brandenburg Park ........................................................................ 65
Attachement 5: Locational Profile FV Berlin South Grossbeeren ....................................................... 65
Attachement 6: Flyer „Bundled Logistics Competence in the South of Berlin“ ................................. 66

Abbreviations

BER         Airport Berlin Brandenburg
CT          Container Transport
FV          Freight Village
Gestamp     Umformtechnik Ludwigsfelde GmbH
GVS-Info    Güterverkehrsstellen-Informationssystem
INIS        Intermodal Node Information System
LNBB        Logistiknetz Berlin-Brandenburg e.V.
MIA         Ministry for Infrastructure and Agriculture Brandenburg
RBGC        Rail Baltica Growth Corridor
RGC         Regional Growth Core
1. Preface

1.1 Introduction

An economical sharpened view at the capital region Berlin-Brandenburg, their development since the reunification and a look at the city of Ludwigsfelde leads quickly to viewable differences. While many industry workplaces were lost in Berlin and surrounding areas with the political turn and a structural turn had to be steered, Ludwigsfelde belongs to the industrial and logistical winner cities. Since the middle of the 90ths the area shows an employer increase again\(^1\). The city located southeastwards to Berlin counts more than 12,000 employers and about 900 companies like Siemens, Umformtechnik Ludwigsfelde GmbH (Gestamp), Mercedes and VW.

12,000 employers, connected to their necessary daily traffic relations and also the increasing company number lead on the one hand to economic advantages but on the other hand also to high transport volume. Therefore the transport mode road with a high-quality supraregional connection is dominating regarding the passenger and also the freight transport. The road, not just dominating the transport in the region of Ludwigsfelde but also along the whole Rail Baltica Growth Corridor, was one reason for the project initiation.

Figure 1: Rail Baltica Growth Corridor – Railway Connection\(^2\)

Partners along the corridor from Finland, Estonia, Latvia, Lithuania, Poland, Russia and Germany work together to achieve in first glance competitiveness and ecologic accessibilities of regions and cities to strengthen the cooperation along the corridor and also the interaction. That’s why for instance a cooperation and traffic service platform is going to be developed, which will focus on the requirements of the transport sector and also on the customers connected with “the green growth”. The project will lead to advantages for cities and regions, the transport sector and their inhabitants by strengthening the competitiveness and the economic potentials in the regarded corridor area.

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\(^1\) Cp.Sbp, 2006, S. 1  
\(^2\) http://www.rbgc.eu/maps.html (15.03.2012)
RBGC is connected to the concept of the Rail Baltica - a rail link which connects the eastern Baltic area from North to south, heading from St. Petersburg / Helsinki to Tallin, Riga, Kovno, and Warsaw and further to Berlin.

The following chapter describes the aims and strategy of the study.

**1.2 Research Strategy and Aims**

Aim of the study is to support the shift of transports from road to rail, in specific in the area of the city of Ludwigsfelde and in connection to the RBGC. Therefore the structure, visualized in the following figure has been worked out.

**Figure 2: Basic Structure of the Study**

In a first step todays’ local-, traffic- and transport situation will be analysed for Ludwigsfelde and for the Freight Village Berlin South Grossbeeren (FV Grossbeeren) located in close distance. Following shifting ideas and detailed marketing recommendations will be worked focusing on the shift of transport and a possible cooperation of Ludwigsfelde and Grossbeeren.

An instrument to support the shift of transport is the internet based Güterverkehrsstellen-Informationssystem (GVS-Info) published by the Ministry of Infrastructure and Agriculture Brandenburg (MIA). The internet based system offers users in economy, politics and administration a comprehensive overview of the access to the railway system via transhipment points.

In context of the study it has been worked out how the city of Ludwigsfelde will be able to present its business- and industrial estates with its railway sidings not just on national but also on international
level with the GVS-Info or further more with the so called English version INIS Intermodal Node Information System. The inclusion of added locational information about the business- and industrial areas and the implementation of foreign languages are focus of the study. The online presentation shall support the shift of transport. Because of the aim to marketing the transshipment possibilities in the RBGC and to develop an international information system an additional advantage for the partners in the RBGC corridor will be achieved too. Recommendation to shift the traffic, for the international development of INIS and for the intermodal marketing of the region will be given at the end of report.

The following aims can be summarized:

- Long term shift of road- to railway transport by marketing activities along the RBGC
- Identification of logistics cooperation of the business- and industrial estates in Ludwigsfelde and the FV Grossbeeren
- Common strengthening of the marketing for the city of Ludwigsfelde and Grossbeeren with focus on the RBGC
- Recommendations for an intensified networking of the business- and industrial estates in Grossbeeren and Ludwigsfelde to use synergies in an optimized way and to achieve a traffic reduction in general
- Presentation of business areas in foreign / different languages

The study doesn’t aim for presenting a total view of the complex traffic situation in the region of Ludwigsfelde and Grossbeeren. Intention was to show traffic reduction possibilities existing in the region and in connection to the further RBGC as positive examples.

1.3 Excursus

1.3.1 Project synergies with „Berlin-Brandenburg as hub in the seehafen hinterland transport – project part marketing“

The project „Berlin Brandenburg as hub in the seehafen hinterland transport – project part marketing“ is running parallel to and even longer than the study (duration 07/2011 – 07/2013). The project is led by the Logistics Network Berlin-Brandenburg (LNBB). Aim is to generate added value for the region of Berlin-Brandenburg. The project will give the possibility to present the region at fairs and roadshows. For business- and industrial areas in the region so called locational profiles will be worked out and for companies information sheets are developed to be used as marketing material. The project is supported by several private companies but also by the public authorities. IPG is involved as contractor in the project. Because of similar project contents, it shall be stated at that point, that synergies have been used leading to additional results and input for both projects. Besides the work out of the locational profiles the inclusion of detailed information in the INIS system is also part of the project.

For following business- and industrial areas, locational profiles have been worked out:

- Freight Village Berlin West Wustermark
- ETTC Frankfurt (Oder)
- ElbePort Wittenberge
- BASF Schwarzeide
- Logistics- and Industrial Center Lausitz, Forst
Because of the aim of the RBGC study to intensify the international railway related marketing for the business- and industrial areas in Ludwigsfelde and Grossbeeren, the worked out structure of the locational profiles have been used to summarize the information about the Industriepark, the Brandenburg Park and also the Preußenpark in Ludwigsfelde. Furthermore information for the FV Berlin South Grossbeeren has been prepared. The data have also been used for the locational analysis and will be available at GVS-Info www.gleisanschluss-brandenburg.de in German and English as pdf document.

1.3.2 EU-Projects SCANDRIA, SoNorA and Transitects

During the last 3.5 years three EU projects SoNorA, SCANDRIA and Transitects have been carried out in the North-South corridor of Europe, which is running through Berlin-Brandenburg. Because of the relevance for the city of Ludwigsfelde and the municipality of Grossbeeren, the projects are presented shortly.

SCANDRIA & SoNorA

| SoNorA South North Axis SOuth-NORth Axis |
| Improving transport infrastructure and services across Central Europe |
| **Overview** |
| Budget:  | 7.1 million € |
| Partner:  | 25 partners from 6 countries (IT, SI, AT, CZ, PL, DE) and 35 associated institutions |
| **Aims/Contents** |
| Improving the accessibility and connectivity of the regions in the centre of Europe between the Baltic Sea and the Adriatic, by: |
| • support for the completion of transport infrastructure |
| • Activating and improving multimodal freight logistics services |
| • Developing transnational action plans for future realisations |
| • Supporting new regional development opportunities, due to transport network improvements |

| Scandria: The Scandinavian-Adriatic Corridor for Innovation and Growth |
| **Overview** |
| Budget:  | 3,8 Million € |
| Partner:  | 19 partners from 5 countries (SE, DK, NO, FI, DE) and 17 associated institutions |
| **Aims/Contents** |
| • Development of intermodal nodes |
| • Improvements in the railway sector |
| • Optimizing the heavy goods vehicle transports |
| • Development of logistics solutions along the corridor |
| • Marketing camapagne for logistics services |
| • Activating the potentials in the SCANDRIA corridor |
| • Analysis of the corridor functionality (benchmarking) |
| • Political camapagne for the corridor |
Comparable with the RBGC project it was aim of the projects to support the sustainable transport in that case the combined transport in the North-South corridor. The main interest of the researches was focused on the Freight Village Berlin West Wustermark in the region. But also the Freight Village Berlin South and further transshipment points in Berlin-Brandenburg (e.g. Hub 53/12°) had been included in the elaborations.

Basis for the support of the combined transport in the region was the potential analysis and the work out of recommendations regarding the development of a block train in project context. Within SCANDRIA the potential analysis has been continued. Therefore the railway infrastructure has been analysed and a technical and economic realisation concept has been worked out. More than 50 companies have been contacted regarding their transport volumens, using possibilities and necessities for the combined transport in the north-south direction. The results of the studies have been discussed with transshippers, logistics service providers, train- and terminaloperators and also with project partners from SoNorA and SCANDRIA with a strong feedback.

For the following three relations a bounded interest of the economy could be identified:

2. Sassnitz – Berlin – Munich – Verona – Venecia/Ravenna
3. Berlin – Ulm/Stuttgart – Mailand

The query had shown that all three relations would achieve a capacity utilisation of about 30%. But to achieve an economic operation of the trains, the basic transport volume has to be increased up to 50%. That’s why the recommendation included to add further waggons, not containerised, to the train. The marshalling of mixed full trains or multiple section trains would be one approach.

The raise of the transport volume has been forced for the following existing relation:

„Papertrain“
Operator: Captrain
Relation: Malmo (S) – Marshalling Yard Wustermark
Frequency: 3 times per week
Conclusion: Especially in direction to the north free capacities are available. Besides products which can be transported in sliding wall freight waggon further waggon types can be added to the trains.

The development for following train is ongoing currently:

„FV Berlin South Grossbeeren – Ulm“
Operator: Trans Eurasia Logistics
Relation: FV Berlin South Grossbeeren – Ulm
Frequency: 5 times per week
Conclusion: Because of the high demand a full train relation is in preparation. At the Ulm terminal the transfer to the partner Regionalverband Donau-Ille of the transitects project is ongoing which are organising a train to Mortara (close to Mailand).
As marketing activity and to support the pilot phase of the trains the concepts and results have been presented at different workshops, meetings and fairs (e.g. innotrans in Berlin and transportlogistics in Munich) and have been discussed with the stakeholders. Furthermore an exchange has been made with the Transitects project regularly. Different presentations and flyers about the block trains supported the activities.

The researches have also shown that the central marshalling yard Seddin of the DB Netz AG is strongly used today and gets partly at his capacity limits. An alternative compared to Seddin is given with the marshalling yard Wustermark which has free capacities. The marshalling yard in combination with the terminal of the close connected FV Berlin West Wustermark shows high potential to develop as central railway node.

The FV Berlin South Grossbeeren with the close connected economic location Ludwigsfelde shows high potential to be developed as central transshipment hub for the combined transport in the region. Existing train relation in east-west direction and an infrastructure which can be extended if the request is given, provide a good starting basis.

The connection of Grossbeeren and Wustermark could be arranged for example by a shuttle from the railway operator Havelländische Eisenbahn Aktiengesellschaft (HVLE). The HVLE could also arrange the close distance delivery of trains and waggons in the greater area of Berlin.
Transitects

**TRANSITECTS: Transalpine Transport Architects**

**Overview**
- **Duration:** July 2009 – June 2012
- **Budget:** 3.2 Million €
- **Partner:** 16 partners from 4 countries (AT, IT, SI, DE)

**Goals / Contents**
- Development of sustainable intermodal solutions for the transalpine freight transport
- Improvement of the attractiveness of the railway network and access of the logistics market
- Relief of alpine transport routes and generation of positive economic and ecologic developments
- Shifting of road-to railway transport
- Activating synergies regarding transnational cooperation

“The designed service from Berlin-Grossbeeren via Kolin and Breclav (as important intermediate stations in Czech Republic) to Győr in North Hungary will represent an effective rail connection between Scandinavia (via Rostock/ Saßnitz), the region of Berlin-Brandenburg and the NAPA ports. Connecting point is the railway junction at Győr, with the TRANSITECTS pilot train Budapest – Mantova created by the partner ALOT. The whole route will act as Eastern tangential route surrounding the high Alps. This attracts important Slovenian combined transports from Koper via Ljubljana to the North. The stop at the Breclav freight yard guarantees the access to the ÖBB Südbahn axis (Wien, Villach, Verona/Trieste/Koper).”

Figure 4: Transitects Trainrelation Grossbeeren – Kolin – Breclav - Győr

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3 GL, IPG, 2012, pg. 60
In context of SoNorA / SCANDRIA the relation FV Berlin South Grossbeeren – Ulm has been identified. The relation has been catched up in the Transitects project and connected to possible further south directed relation going to Mortara (close to Milan) to strengthen the relation out of transport view.

Summary
The presented projects contents aimed at transferring freight from road to rail. In context of the project this aim couldn’t be achieved. But important intial steps had been taken to strenghten the combined transport. A multiplicity number of producing- and transporting companies have been informed about the combined transport and its possibilities as transport alternative. Contacts between operators, railway operators and producing companies have been arranged.

Finally train concepts have been specified which include how future relations could be realised in the North-South Corridor. Especially the “full” corridor view, including the transport nodes between north and south (port of Rostock, Sassnitz and e.g. Ulm) are of high importance to bundle bordercrossing potential.

To push the train development further on, it has been suggested to establish an authorised representative or an undependent contact person in charge. The one would overtake the results and recommendations and give undependent consulting services regarding transport, infrastructure and railway operation.
2. Locational Analysis - City of Ludwigsfelde

The town Ludwigsfelde counts with its city and its 11 further town parts about 24,000 inhabitants and spreads at an area of 109.3 qkm. Ludwigsfeldes history shows a long industrial history and since reunification it has developed to a multifaceted business- and industrial area. Beginning with small family owned craft businesses and ending at great "global players" ca. 900 companies and 12,000 employees are located in Ludwigsfelde. Together with the municipality Grossbeeren, Ludwigsfelde can be seen as the backbone of the economy in the area southwards to Berlin.  

Further the location of Ludwigsfelde and also Grossbeeren will be presented and analysed. Aiming at further synergies and potentials of the business- and industrial areas in Ludwigsfelde and Grossbeeren recommendations for future cooperations will be given.

For the analysis especially the „Extrapolation of the economic development concept of the Regional Growth Core (RGC) (German “Regionaler Wachstumskern”) Ludwigsfelde“ has been used, published in 2010 by Ludwigsfelde. Because of the up to date scientific research a new evaluation has not been made fully.

Furthermore the so called locational profiles have been worked out supported by the developer of the business areas. They give an overview of the main parameters and have been added in the annexe.

2.1 Location and Infrastructure

Ludwigsfelde is located in the northern part of the rural district Teltow-Fläming with 15 km distance to the Berlin city border.

The overregional and regional road network shows a high quality. Three connections to the BAB 10 (Berlin Autobahn ring) exist. One of them is located in Ludwigsfelde Genshagen with connection to the Brandenburg Park. The four-lane federal road B101n which allows a speed maximum of 120 km/h is located in the east of the city area of Ludwigsfelde. In the area of the city of Ludwigsfelde four accesses to and from the road exist resulting in a high quality connection of the close connected business- and industrial areas. The federal state road L79 connects the city of Ludwigsfelde with Potsdam in 20 km distance.

The city of Ludwigsfelde is tangented by two railway lines. At the north-western city border the Berlin Outer ring is running where the station Genshagener Heide (RB 22) is located. The station shall be substituted by Struveshof in the future which is located in the west of Genshagener Heide and which also belongs to Ludwigsfelde. A higher passenger transport volume potential has been analysed because of the close connected living area and the business zone which led to the final decision on federal state level.  

The Anhalter railway line (Berlin – Leipzig) runs from from north to south in the east of the city centre. That’s where also the railway station Ludwigsfelde (RE 4 and 5) and the railway stop Birkengrund (RE 4) are located in 2 km distance to the city centre.

Railway sidings are available at the Industriepark, the business area PreußenPark, the industrial area Birkengrund and the business estate Genshagener Straße which lead to the Anhalter railway. The railway sidings of Ludwigsfelde and Grossbeeren are described in detail in chapter 4.2.2.2.

The new airport of the capital region Berlin Brandenburg BER is located in 25 km distance.

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There is no access to the waterway system. The nearest port is the port Koenigs-Wusterhausen which can be reached after 30 km road distance.

An overview of the location of the business- and industrial estates in Ludwigsfelde and Grossbeeren and their infrastructure connection are visualized in the following figure.

Figure 5: Overview of the Business- and Industrial Estates located in Ludwigsfelde and Grossbeeren
2.2 Market Overview

5 business estates are surrounding the city centre of Ludwigsfelde with perfect traffic connections. 70% of the localized enterprises belong to the business clusters:

- Automotive
- Logistics
- Air- and spacetech
- Metallproduction / -manufacturing / mechatronic
- Nutritioneconomy

Figure 6: Employees in the RGC Ludwigsfelde (2009)

Industrial Businesses

37% or 4,213 employees belong to the processing trade like visualized in Figure 6. The following four listed keyenterprises count about 1/3 of the employees which work in the town of Ludwigsfelde:

- Mercedes Benz Ludwigsfelde GmbH (ca. 2,500 employees)
- MTU Aero Engines Deutschland (ca. 700 employees)
- Umformtechnik Ludwigsfelde GmbH (Gestamp) (ca. 400 employees)
- Franke Aquarotter (ca. 265 employees)

Regarding the economic classification the business cluster automotive plays the most important role in Ludwigsfelde. In 2009 about 3,700 employees or about 1/3 of all employees belonged to this classification group.
Comparing the number of employees belonging to the processing trade in Ludwigsfelde with the state of Brandenburg and also with Germany a significant higher number is visible in Ludwigsfelde. The processing trade is the dominating economic branch in Ludwigsfelde.\(^6\)

**Transport and Information / Trade**

A fifth key enterprise with a high share of the total employment in Ludwigsfelde is given with

- VW Originalteile Logistik GmbH & Co KG (350 employees),

which belong to the sector transport / information.

The number of employees in the sector transport / logistics counts about 1,100. Besides the freight village Berlin south Grossbeeren, Ludwigsfelde is one of the major players regarding this economic branch in Brandenburg. As further logistics node also located in the region the new airport Berlin Brandenburg (BER) is going to be developed. The location shows regarding the north-south transport direction a central position and regarding the east-west direction a favorable location for the transshipment of goods with the growing east-european market. Growing potentials are especially seen in the contract logistics sector. The trade is affected by major trade enterprises in Ludwigsfelde.\(^7\)

**Services and hotel- and restaurant services**

As services economic connected and public services like hotel- and restaurant services are included. Employment-, personal-, security-, cleaning-, renting-, gardening and landscaping- and packaging services can be named as typical economic connected services. As personal services hotel- and restaurant services, art, entertainment, education, public administration, defense, social insurance and health- plus social businesses are to be listed.

Regarding the total amount of employees a high amount with 29% belongs to that group. But since this group doesn't have a significant influence on the freight transport it has not been regarded in more detail in the study.\(^8\)


\(^7\) Cp. IPG, 2007, Part Ludwigsfelde, pg. 2.

2.3 Overview of Industrial- and Business Estates

The companies are mainly concentrated at the four established business- and industrial estates in Ludwigsfelde. The following table gives an overview of the estates including the freight village Berlin South Grossbeeren. The so called “Industrial Estate” shows the highest connected settlement and also the highest number of enterprises and employees.

Table 1: Comparison of Business- and Industrial Estates Ludwigsfelde including the Freight Village Berlin South Grossbeeren, Status 2012

<table>
<thead>
<tr>
<th>Business- and industrial estate</th>
<th>Settlement area net [ha]</th>
<th>Available area [ha]</th>
<th>Number of companies</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brandenburg Park</td>
<td>220</td>
<td>84 (brutto)</td>
<td>56</td>
<td>1,800</td>
</tr>
<tr>
<td>Industriepark</td>
<td>206</td>
<td>75</td>
<td>71</td>
<td>5,400</td>
</tr>
<tr>
<td>PreussenPark</td>
<td>130</td>
<td>20</td>
<td>49</td>
<td>1,500</td>
</tr>
<tr>
<td>Birkengrund</td>
<td>31</td>
<td>3</td>
<td>o.A.</td>
<td>o.A.</td>
</tr>
<tr>
<td>GVZ Berlin Süd Grossbeeren</td>
<td>150*</td>
<td>13*</td>
<td>66</td>
<td>5,000</td>
</tr>
<tr>
<td><strong>Summe</strong></td>
<td><strong>737</strong></td>
<td><strong>195</strong></td>
<td><strong>242</strong></td>
<td><strong>13,700</strong></td>
</tr>
</tbody>
</table>

*Expansion planned

Regarding the still available sites, it has to be mentioned that the character and also the connection rate has to be evaluated as very different. So far the Brandenburg Park is the only estate which offers bigger connected areas. Further bigger industrial settlements are not possible in the todays’ business- and industrial estates. Mainly single areas with no more than 6 ha are available today.
3. Locational Analysis – Municipality Grossbeeren

3.1 Location and Infrastructure of the Freight Village Berlin South Grossbeeren

The Freight Village Berlin South Grossbeeren is connected bimodal to the transport modes road and rail. Because of the close distance to the new “Airport Berlin Brandenburg” (ca. 15 km, opening June 2012) the freight village can be called trimodal in future. Reasons for the success story are for example the connection to the four lane road B101n in close distance to the city of Ludwigsfelde and to Berlin with 5 km distance since the decision of establishing freight villages around Berlin.

An overview of the main parameters of the location is given as annex in the locational profile.

In the north and in the south of the road B101n accesses are available which provide a direct connection to Berlin and also to the Autobahnring A10 and Ludwigsfelde located in the South.

The railway plays a significant role in the concept of freight villages. That’s why the freight village is located at the Anhalter railway (Halle – Leipzig – Nuremberg – Munich) and at the marshalling yard of Grossbeeren and Teltow.

The freight village includes a 2 km railway infrastructure operated by the IPG mbH as trustee and public railway infrastructure company contracted by the municipality of Grossbeeren. The companies Spitzke SE, Rhenus AG & Co. KG and Fiege GmbH are owners of railway sidings.

An overview of the location of the freight village and also of the railway infrastructure is given in the following figures.
Figure 7: Freight Village Berlin South Grossbeeren – Overview Location
3.2 Overview of the Company Settlement Structure

66 Companies with about 5,000 employees are settled in the FV. The following clustering gives an overview of the different branches:

Production / Industrial Business
- Kindervater CNC Zerspanung, Miebach Industriemontagen

Transport / Information / Trade
- **Logistics Companies**: with and / or block storage / cross docking (e.g. Rhenus, Trinks, Fiege, Schenker, Gefco, Rieck)
- **Distribution centre of single- and onlinetrade**: Penny, Aldi, Lidl, Lekkerland, Zalando, docdata
- **Refrigeration logistics**: TempLog / Nordfrost
- **Multimodal transport**: (DUSS Deutsche Umschlaggesellschaft Schiene Straße, Trans Eurasia Logistics (Ostwind, Westwind), DB Schenker und Transfracht (AlbatrosExpress) as train operators
- **Railway construction / railway logistics**: SPITZKE SE, Schienenfahrzeugbau Grossbeeren GmbH

**Services / Hotel- and Restaurant Services**

- **Service companies for logistics companies**
  - Flötgen (sale / rent of floor borne vehicle)
  - Thermo King (Maintenance Transportcoolingmachines)
  - Mateco AG (rent of work platforms)
  - Aral AG (gas station)
  - TIP Services GmbH (rent / sale of trailers)
  - Renault Truck (rent / sale of lorries, transporters, lorry parts, repair of lorries / transporters)
  - DAF Trucks (sale of lorries, service)
  - Pneuhage Reifendienst (tire service)
  - DB Intermodal Services (operator container depot)

- **Further services** (Hans Joachim Naumann GmbH (Naumann Pumpen), Schultze (garden and landscaping trade), Progeo Holding AG, Georg Schulz (garden and landscaping trade), Mediterranean Lebensmittel GmbH)
4. Constellation of the Logistics Market between Ludwigsfelde and Grossbeeren

4.1 Theoretical Cooperation of an Industrial-Logistics Orientated Location and a Freight Village

To reflect the theoretical teamwork as first step the economic characters of Ludwigsfelde and Grossbeeren are described in following.

Industry- and Logistics Location Ludwigsfelde

The modern industrial- and logistics location shows a grown, strong economic structure, especially in the cluster automotive, air- and spacetechinic, logistics, metall/mechatronic and nutrition. Multifaceted and complementary company structures and also the road- and railwayconnection of high quality show perfect conditions for the settlement of new companies.

Freight Village Berlin South Grossbeeren

The Freight Village is a „traffic trade location“, where logistics companies and logistics-oriented service companies with different orientation (transport, forwarding agency, warehousing, service, logistical service, and telecommunication) have settled. Logistics and rail transport technology are the clusters and point out the economic strengths of the location. The bimodal FV is connected by road and rail and to a combined terminal operated by the DUSS Company. The upcoming enlargement shall contribute to the satisfaction of the ongoing company enquiries for further sites.9

A FV is a political wanted logistics- and industrial location which aims at following transport effects:

Internal traffic reduction effects

- Logistics services for forwarder (production, trading company)
- Service companies and offers for located logistics service companies
- Business relations between consumer / provider of logistics- / transport services
- Settlement of service providers because „Cluster-location“

External traffic reduction effects

- Traffic between FV companies and big consumers / customers of transport offers in close distance10

A transshipment terminal represents a significant characteristic for a freight village. Background is the political forced transport mode rail and a short “last mile“ for the containers within the borders of the freight village or in close distance to the FV.

9 VDV, 1997, added information by IPG.
The listed traffic reduction effects play a significant role for the topic of the theoretical cooperation. Because of the close distance between Ludwigsfelde and Grossbeeren besides the external effects also the internal effects should be regarded. Therefore it shouldn’t be forgotten that the traffic reduction effects include a political wanted background and are mainly of ecological nature. But also out of company view the close distances provide economic advantages.

4.2 Current Status of Economic and Logistics Relations

4.2.1 Overview of Logistics Services / Service Providers

An overview of the company structure for both locations, Ludwigsfelde and Grossbeeren has already been given in chapter 2 and 3. A significant conclusion was that especially the branch clusters automotive, air- and spacetechnic, metal production, manufacturing and mechatronic are strongly presented. Of course intensive business relations exist between the companies which have grown during many years. E.g. the Mercedes Benz GmbH and Gestamp are working as neighbors in the Industriepark. In the daily business Gestamp is one company which delivers building parts for the Mercedes Sprinter.

But logistics is the focused business of this research. Of course also in the logistics the cooperation is part of the daily business. The company Simon Hegele which is responsible for the logistics processes of Siemens in Ludwigsfelde and which is located in Ludwigsfelde but also Grossbeeren can be given as an example for the connections. A self-regulation of the market is ongoing in the business branches. And of course the concentration of companies compared with good settlement conditions as locational advantage is known and a marketing of these advantages is ongoing in each part – so in Ludwigsfelde and Grossbeeren.
Figure 9: Services / offers for Logistics Companies in Ludwigsfelde and Grossbeeren, Map
<table>
<thead>
<tr>
<th>Services / Offers</th>
<th>Ludwigsfelde</th>
<th>Grossbeeren</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Road</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gas Station</td>
<td>Shell</td>
<td>Aral Tankstelle</td>
</tr>
<tr>
<td>Lorry Washing Station</td>
<td>Logistics Wash</td>
<td>DAF</td>
</tr>
<tr>
<td></td>
<td>SCANIA</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Trans Trailer Trade</td>
</tr>
<tr>
<td>Lorry-wrecking service</td>
<td>Reinhardt</td>
<td>Renault</td>
</tr>
<tr>
<td>Tire service</td>
<td>SCANIA</td>
<td>Pneuhage</td>
</tr>
<tr>
<td>Maintenance of Transportcoolingmachines</td>
<td></td>
<td>Thermo King</td>
</tr>
<tr>
<td>Tank internal cleaning</td>
<td></td>
<td>Steinkühler</td>
</tr>
<tr>
<td><strong>Rail</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Railway Siding</td>
<td>Available</td>
<td>Available</td>
</tr>
<tr>
<td>Railway Construction, Railway</td>
<td></td>
<td>Spitze SE</td>
</tr>
<tr>
<td><strong>Intermodal</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Containertransshipment / -depot</td>
<td>DUSS mbH</td>
<td></td>
</tr>
<tr>
<td>Containerdepot / -repair, -maintenance</td>
<td>DB Intermodal</td>
<td>Tip Services GmbH</td>
</tr>
<tr>
<td><strong>Stocking</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forklift truck / work platform (rent / sale / repair)</td>
<td>Bertram</td>
<td>AVL</td>
</tr>
<tr>
<td></td>
<td>Boels Verleih</td>
<td>Unilift GmbH &amp; Co. KG</td>
</tr>
<tr>
<td></td>
<td>Mateco</td>
<td></td>
</tr>
<tr>
<td><strong>Customs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Customs</td>
<td></td>
</tr>
</tbody>
</table>
Figure 8 shows service providers, which offer different logistics services for logistics companies. A differentiation regarding the clustering has been made regarding the transport modes. An additionally category has been made for “storage”.

The category road transport is presented with the highest numbers of companies as transport mode with the highest transport volume. The table and also the figure show that the highest amount of services are provided in the FV Grossbeeren. The services “attainment of transport cooling systems interior tank cleaning and also container related services including intermodal offers are just located in Grossbeeren and show a significant locational attraction. Lorry renting, sell and –reparation are located in all business- and industrial estates. The custom clearance located in Ludwigsfelde has been visualized and added with its certain function.

4.2.2 Identification of important traffic streams

4.2.2.1 Freight Road Transport

The following two figures show the transport volume of the state roads in the area of Ludwigsfelde and Grossbeeren. The maps show a differentiation between the road transport volume and the heavy haulage road transport volume, which includes all transport vehicles with more than 3.5 t. Regarding the highway ring road A10 running eastwards the crossing of A10 / B101n this part of the road shows a higher total- and heavy haulage transport volume in comparison to the section leading to the west. This fact leads to the conclusion that the transport volumes running at the B101n are running mainly in east direction also. In the section of the B101n the highest transport volume is given between the sections Ludwigsfelde East – TF Grossbeeren (L40) with 26,800 vehicles / 24 h and 3,028 heavy load vehicles. The transport volume at the highway ring A10 shows a four times higher volume compared to the B101n. In comparison to the state of Brandenburg the transport volume at the A10 is showing an average till high amount (cp. following figures).
Figure 10: State Road Transport Volumes Ludwigsfelde / Grossbeeren, 2010
Figure 11: Federal State Heavy Haulage Road Transport Volume Ludwigsfelde / Grossbeeren, 2010

Overview of the Federal State Heavy Haulage Road Transport Volume 2010 Ludwigsfelde / Grossbeeren

(Heavy Haulage / 24h / Compared to total volume in %)

2,325
11.8%

2,335
11.5%

2,039
10.3%

2,383
11.4%

13,493
25.7%

13,857
26.7%

3,028
11.3%

15,294
24.2%

16,660
26.1%

1,235
8.7%

1,070
8.7%

855
9.3%

1,257
8.4%
4.2.2.2 Freight Railway Transport

Five main- and two side railway sidings are in operation today. Two main- and five side railway sidings are not in operation but regarding the available infrastructure they can be called available „on
request (cp. Figure 14). Furthermore two railway infrastructures belonging to the DB Netz AG have been marked. On the one hand the combined terminal operated by the DUSS and the marshalling yard Grossbeeren (both infrastructures operated by DB Netz AG).

Ludwigsfelde

The main railway siding of the Mercedes Benz GmbH is operated today at the Industriepark in Ludwigsfelde. This railway side is connected to the Anhalt railway like all other railway sidings located in Ludwigsfelde too. They are located in the South of the Berlin Railway Ring. The company Gestamp is connected as branch railway siding to Mercedes. Since July 2009 no trains are running from and to Mercedes in Ludwigsfelde, but currently the operation of new train connections is proofed by the company. In the history full block trains have been run between Italy and Ludwigsfelde once a week. Today the side is used by Gestamp.

Volkswagen located in the PreussenPark is also operator of a railway siding. The EMG Projekt Gewerbepark Ludwigsfelde / Löwenbruch GmbH as developer of the location is functioning as owner and contact for the railway access. The railway siding is used by VW.

The company Te Winkel + Oomes located in the business park Genshagener Straße is also owner of a main siding which is operated and used.

The railway siding of Kühne & Nagel is not operated today. Two branch sidings which are not used today are the siding of Enro Ludwigsfelde Energie GmbH which rent two tracks from Kühne & Nagel and the forwarding company Friedrich Schulze GmbH.

Figure 12: Freight Railway Transport passing the Railway Station Birkengrund in Ludwigsfelde

Grossbeeren

The tracks of the FV Großbeeren, the transshipment terminal and the marshalling yard Teltow are connected to the marshalling yard of Grossbeeren. The marshalling yard Teltow is operated by the Klösters company. Mainly construction materials are transshipped.

Besides the terminal the freight village includes further railway tracks, which are operated by IPG as public infrastructure company. The tracks are used by the SPITZKE SE company (owner of a branch

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IPG, Evaluation for MIA, 2011.
railway side). Spitzke SE is acting at the railway construction market. Further sites with a possible railway connection are available.

**Figure 13: Railway Infrastructure at the FV Berlin South Grossbeeren**

*IPG, 2011.*

The following figure shows an overview of the operated and also the on request available railway sidings.
Figure 14: Railway Accesses in Ludwigsfelde and Grossbeeren
4.2.2.3 Combined Transport

Today’s offers of the Combined Transport

Like described in chapter 3.1 the transshipment terminal is established in the FV Berlin South Grossbeeren. The terminal is used for the transshipment of containers between road and rail wherefore the containers have their source and destination in the capital region. Furthermore the terminal functions as hub. Container cars of the trains from and to the ARA ports (Antwerp – Rotterdam – Amsterdam), Hamburg / Bremerhaven or also from regions located in the South of Germany are coupled and uncoupled at the terminal. The trains are further operated e.g. as the so called east- and westwind in direction to and from Russia. The parcel intercity and the Warsteinexpress (WLE (Wesfälische Landeseisenbahn) are further train products which are operated at the terminal.

The transport volume has developed positive during the last years. 2011 61,000 TEU have been transshipped which is the highest container transshipment in Brandenburg. The capacity with 100,000 loading units leaves still enough space for a further increase of the transport volume. The possibility to build a second terminal module gives the chance to increase the capacity more than twice compared to today.

An overview of the today’s transport relations and the offered frequencies is visualized in following figure.

Figure 15: Overview of Offered Combined Transport Relations of the DUSS Terminal, 01 / 2012
Key-Data of CT-Terminal

- Operator: DUSS
- Public available CT-terminal
- 4 transshipment tracks with 2 x 700 m, 2 x 350 m
- Transshipment area length: ca. 700 m
- Capacity: ca. 100,000 Loading units / year
- 2 gantry cranes (max. load 41 t)
- Storage capacity: ca. 600 TEU
- Depot ca. 1200 TEU
- Container-Service-Centre
- 24-h-operation possible

CT between Grossbeeren and Ludwigsfelde

The location of the container terminal in Grossbeeren to the city of Ludwigsfelde with its industry- and logistics companies is predestinated for combined transport because of the short ways (about 10 km depending on location in Ludwigsfelde). But conservations with Transfracht, which are operating the Albatros Express, stated that during the year just one or two containers have their source or destination in Ludwigsfelde\(^\text{12}\). The same result was shown by a request leading at Trans Eurasia Logistics, the company which operates the east- and westwind to East Europe and to Asia and which is connected to 12 antennas to and from Grossbeeren in Western Europe.

High not used potentials for the CT have to be stated between Ludwigsfelde and Grossbeeren. To push the combined transport this topic should be integrated more in the marketing of the locations to integrate furthermore the combined transport as “green thought” in the company philosophies.

Reasons for the Use and not Use of the Combined Transport

To reach the goal of supporting the freight railway transport in the region, it has to be asked why the road transport is dominating today the freight transport significantly. This question is an ongoing question of the consulting- and scientific landscape. That’s why no extra research has been made within that study. 189 transhipers from industry and trade have been asked in context of the research “transport market 2012”. The results for the use and for the not use of the CT has been visualized in the following two figures. Several answers could have been chosen in the questionnaire. The main reason for the non-usage of the CT was with more than 50% that the CT is too slow. The research points out that there has to be made a differentiation between continental transport and the less time-critical hinterlandtransport. The hinterlandtransport plays an important role for Grossbeeren because of the Albatros and the connection to the ARA-ports. But still it is an important result which has to be a major content for container operators and railway operating companies.

\(^{12}\) Telefon Call Transfracht / IPG, 2012-02-16.
As further argument for the non-usage the high prices have been chosen (25.8%). In comparison the following figure shows that the most important argument for the use of CT is the priceless alternative compared to the truck transport (84.2%). This points out a significant lack of information. The second listed point, the ecologic background of the combined transport (71 %) shows the growing interest in context of the company philosophy.
As third point the competitiveness in the hinterland transport has been listed with 38.5 %. The Albatros product and the connection to the ports of Rotterdam and Antwerpen underline the high importance of the hinterland transport for the combined transport in Grossbeeren.

This aspects are of high importance regarding the first contact to potential users of the combined transport or for example the development of marketing material.

The chapter of recommendations includes the previous information regarding the support of intermodal transport and the marketing of Ludwigsfelde and Grossbeeren.
5. Intermodal Node Information System
(GVS-Infosystem)

5.1 Starting Basis of the GVS-Infosystem

At www.gleisanschluss-brandenburg.de the Ministry for Infrastructure and Agriculture of the federal state of Brandenburg offers since 2007 an internet portal which provides companies especially logistics companies the possibility to get an overview of public and private operated railway tracks including railway sidings of the DB AG. The system has been worked out by the IPG.

Aims of the system:

- Strengthening of the freight railway transport,
- Visualisation of railway access points and
- Providing detailed informationen of single railway sidings

In comparison to other information systems the independence of operators and the completeness have been the central idea. Besides the five CT terminals 216 railway sidings which are operated are visualized. Because of the possible reactivation of railway sidings “on demand” which are not used today, 62 railway sidings belonging to this group have been integrated.

Search possibilities via map and filter criteria give the user the possibility to identify the railway siding with the needed conditions.

The conception has been developed and improved by the IPG. In the future not just the transshipment between rail / road will be focused but also the waterway will gain a more important role. To guaranty an up to date version of the website IPG asked for current data frequently by the operators. The spatial visualization has been shown until December 2011 with static maps. The spatial orientation and choice of a specific railway siding has been possible (cp. following figure).
Figure 19: Overview of the GVS-Infosystem till December 2011
Figure 20: Detailed Map „Regionale Planungsgemeinschaft“ of the GVS-Infosystem till December 2011

Supported by the map and by the search- and filter criteria the user is getting to detailed information of the single railway siding. The detailed information include for example contact data and significant infrastructure parameters, which are relevant for the use of railway siding.
Figure 21: Detailed Information, Example FV Berlin South Grossbeeren

<table>
<thead>
<tr>
<th>Güterverkehrsstellen - Informationssystem</th>
</tr>
</thead>
<tbody>
<tr>
<td>Güterverkehrsstelle:</td>
</tr>
<tr>
<td>Kreisfreie Stadt/Landkreis:</td>
</tr>
<tr>
<td>Streckennamen:</td>
</tr>
<tr>
<td>Hauptanschlussbezeichnung:</td>
</tr>
<tr>
<td>Anschlussbahnhof:</td>
</tr>
<tr>
<td>Anschluss in km:</td>
</tr>
<tr>
<td>Infrastrukturbetreiber:</td>
</tr>
<tr>
<td>Status:</td>
</tr>
<tr>
<td>Traktionsart:</td>
</tr>
<tr>
<td>Streckengeschwindigkeit in km/h:</td>
</tr>
<tr>
<td>Achslast in t:</td>
</tr>
<tr>
<td>Betriebslänge in m:</td>
</tr>
<tr>
<td>Containerumschlag:</td>
</tr>
<tr>
<td>Einzelwagen:</td>
</tr>
<tr>
<td>Ganzzüge:</td>
</tr>
<tr>
<td>Ausstattung der GV-Stelle:</td>
</tr>
<tr>
<td>Serviceangebot:</td>
</tr>
<tr>
<td>Nebenanschlüsse:</td>
</tr>
</tbody>
</table>

Weitere Informationen
- Betreiber: IPG Infrastruktur- u. Projektentwicklungsgesellschaft mbH
- Kreisfreie Stadt/Landkreis: Teltow-Fläming
- Routing (Strasse): Karte (brandenburg-viewed)
Till now the system was totally available in German and in English. Because of the complexity of the data base in the background until now it was just possible to deliver the introduction and basic surrounding information in English.
5.2 Enlargement of the system in context of the „RBGC Logistics Pilots”

5.2.1 Aims in context of the RBGC

In context of the project it is planned to present the so called “Logistics Pilots”. These Logistics Pilots are intermodal locations at the Rail Baltica Growth Corridor including logistics- and industrial companies. The idea of the Logistics Pilots is to connect the developers of the locations and the operators to exchange ideas of the development especially regarding the use of the railway and to present logistics nodes in the international context for intermodal marketing in specific.

The visualization of the “Logistics Pilots” shall be realized in the World Wide Web, wherefore the existing GVS-Infosystem will deliver the basis. Changes regarding the space, language and partly also the content have to be carried out.

During this study and in context of a first stage the development of the GVS-Info will be prepared as basis and detailed further steps will be defined.

To summarize the aims of the system:

- Transfer of road transport to railway by providing information about the railway system and transshipment points
- Networking of the business areas in the RBGC to use synergy effects (marketing and shift of transport)

5.2.2 Preparing the Basis „GVS-Info“ for the Expansion

The spatial overview was given with static map until the end of 2011. Because of the restricted cartographical information, the necessary manual update and also regarding the expansion of the system an alternative visualisation has been searched.

The use of OpenStreetMap, GoogleMap and the brandenburg-viewer has been proofed. The criteria listed in the following table have been decisive for the final choice.
Table 3: Comparison of relevant criteria for the map search

<table>
<thead>
<tr>
<th></th>
<th>OpenStreetMap</th>
<th>GoogleMap</th>
<th>brandenburg-viewer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of the map</td>
<td>Quality differs because of editable digital maps</td>
<td>Orthophotos und digital map in high quality available</td>
<td>Very high quality, Several maps (Orthophotos, topographical maps, zip code maps, differentiation part of locations)</td>
</tr>
<tr>
<td>content / available</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>map variety</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spatial limitation</td>
<td>Worldwide</td>
<td>Worldwide</td>
<td>Today limited to Brandenburg / Mecklenburg-Vorpommern, in future Germany and long term perspective Europe (comparable systems available in partner countries)</td>
</tr>
<tr>
<td>Costs</td>
<td>For free</td>
<td>Costs available, costs development unkown</td>
<td>For free</td>
</tr>
</tbody>
</table>

Because of the high quality and the number of different map topics the brandenburg-viewer has been chosen. Also because of the fact that the existing GVS-Info is provided by the state of Brandenburg and the brandenburg-viewer is also provided by a public authority the Landesvermessung und Geobasisinformation Brandenburg (LGB) this maps have been chosen.

The transfer to the brandenburg-viewer was fulfilled in the end of 2011. The user has now the possibility to choose between topographical maps, orthophotos and further thematic maps like administration borders, cadastral sections or boundaries with zoom function up to a scale 1:1.500 and an ongoing updating of the maps (map example cp. following figure).
The way of implementing further languages was another task of preparation. In the beginning an English basis version was available, which wasn’t able to present 100% of the system in English.

Two possibilities have been checked to use different languages. On the one hand the automatic translation tool provided by google. This tool gives the possibility to translate the system completely in all main country languages of the involved partner countries (which means Finnish, Estonian, Latvian, Lithuanian, Russian, Polish and German). The second possibility is the translation of the complete system which means also a partiell translation of the access database in the background.

A link of the GVS-Infosystem connected to the google translation tool has been send to the project partners. A complete visualisation of the partner countries language has been included. After a check of the project partners it had to be stated that the quality was to low because of the high specialisation of the system. An automatic system cannot be used.
That’s why the English translation of the system has been developed further, also to use it as basis for the visualisation of the “Logistics Pilots”

Figure 23: The new English Query Screen
5.3 Preparation „Logistics Pilots“

In chapter 5.2.1 the aims of the INIS in the RBGC context have been presented including the presentation of the so called „Logistics Pilots“. Today the GVS-Info is an information tool providing information about railway accesses and important parameters for their use. Within the RBGC context and the new international INIS the Logistics Pilots shall be added including locational information. Logistics Pilots means logistics nodes / logistics centres with railway access and settled companies.

To select the information which should be provided a benchmark has been made for the selection. Following sources have been analysed:

- Homepages about business areas Gewerbestandorte
- Marketing brochures of the business areas
- ZAB Tool (http://www.zab-brandenburg.de/gewerbe/_default.htm)
- MWE Brandenburg, 1998: Information Sheets „The business areas of Brandenburg“.

As example the content of the FV Berlin South Grossbeeren brochure includes following information categories:

- Strategic advantages
  - Introduction
  - Location (further surrounding area)
- Transport / infrastructure connection
  - Infrastructure connection in general
  - Connection to the public transport system
  - Location (close distance)
- Location in detail
  - Planning approval situation
  - Estate connection
  - Estate availability
  - Certain location factors (railway sidings for investors, CT-transshipment, railway operation)
  - Local business tax / local business tax rate
  - Services
  - Work and Living in the municipality Grossbeeren
  - Marketing map
- Contact data

Following figure shows an information sheet about business areas in Brandenburg worked out by the ZAB and published by the Ministry of Economy and European Affairs of the Federal State of Brandenburg.
Figure 24: MWE Brandenburg, 1998: Information Sheets „Business Areas in Brandenburg”

Common design for all business areas

Name of location

~A4 information sheet
~4-pages
~Folder

Design / Layout similar for all commercial areas

Common for all locations

Page 1
Page 2
Page 3
Page 4
To define the contents of the locational profiles finally, an expert exchange at IPG was made. For the business areas in Ludwigsfelde and the FV Grossbeeren locational profiles have been worked out and been discussed with the municipalities. The profiles are attached as annex.

The profiles should include following elements and contents:

- Contact Data: company, contact person, telefon, e-mail, homepage, contracting body
- Logo of the location and of the developing company
- Photo of the location: e.g. air picture
- Location characteristica in point form
- Table listing: Basic data, further locational information, transport connection, important distances (relation hinterlandtransport), local information (services, local infrastructure (e.g. medical service, supermarket, kindergarten, schools)

At the same time also the work out of the project “Berlin-Brandenburg as Hub in the hinterlandtransport – part marketing” was ongoing. Also in that project locational profiles have been worked out for further business- and industrial areas in Brandenburg, which shall be included in the GVS-Info system.
6. Results and Recommendations

6.1 Overview

The analysis of the locations and the logistics cooperation between Ludwigsfelde and Grossbeeren showed a common development potential. The single location is already strongly economically developed and both locations have an excellent reputation as international economic locations with high company demand. Together the potential is even higher and shall be used in future. The following recommendations shall give an impulse to get common activities started.

The recommendations are shown in following figure as “internal-“ and “external marketing”. The differentiation is ment in spatial context like described. The further development regarding the internationalization of the GVS-Info and / or the INIS Intermodal Node Information System is described in detail in chapter 6.4.

Figure 25: Overview of Recommendations
6.2 Internal Marketing

Regarding the internal marketing the economic strengthening of the locations and companies are in focus. The locational and economic growth is increased by growing cooperation. Especially logistics is regarded in the study.

Available services and the companies are present like analysed in chapter 4.2. One tasks should be to inform more about the services and companies. The intermodal part, which is just present in Grossbeeren, takes a central role. The analyse showed that no or just a minor transport volume in the combined transport ist available between Grossbeeren and Ludwigsfelde in the road sector. That means that especially abot the available combined transport routes should be informed. Reasons for the use and not use are visualized in Figure 17 and Figure 18 and are basically for the conservation preparation with potential users and the work out of solutions for their transport interests. Furtermore it should be informed about the DB Intermodal container services. Besides the existing route it should also be informed about the results of the projects SoNorA, SCANDRIA and Transitects and the worked out possible train relations. A connection / cooperation of the east-west and north-south relations, like already practiced partly, could be intensified.

Besides the use of the road also the use of the railway is possible between Ludwigsfelde and Grossbeeren. One possibility would be to strengthen the container trains with not craneable loading units, which can be handled and marshalled at the marshalling yard Grossbeeren. The cranable units would be transshipped at the terminal like today practiced, further wagons (e.g. bulk cargo) would go for example to railway sidings in Ludwigsfelde. The further external use of privat railway sidings has to be checked and operation possibilities discussed with the owners. Exchanges with Mercedes or VW who own a railway sidings have to be arranged to discuss the use out of operational, operationaltechnic, traffic and company view and under which circumstances it is possible to open the railway sidings for third parties.

To push the transfer of goods from road to rail and to start the communication process, information events including prepared marketing material should be arranged. Therefore not just the intermodal transport should be topic but also the region in general with potential cooperation partners. A locational factor and cooperation partner is present with the custom in Ludwigsfelde for example, the logistics service companies like the lorry wrecking service Rheinhardt located in the Brandenburg Park or the international activ railway construction company Spitzke SE, located in the FV and contact partner for all constructions questions regarding railway sidings.

Ongoing information roadshows in the region, which could be used, are for example:

Ludwigsfelde:
- „Logistiktag Ludwigsfelde“, annual
- Economic forum Ludwigsfelde
- Event of the ACOD GmbH / automotive BerlinBrandenburg GbR

Grossbeeren:
- „Investor Conference FV Berlin South Grossbeeren“, annual

The investor conference has already been used to inform about container transports in the history. The company transfracht, operator of the Albatros train, used the chance to present their train products in Grossbeeren. The feedback of the companies was positiv.
Furthermore it is possible to use the content of the RBGC project to organise an information road show. Focus of the event could be the marketing of the Rail Baltica Growth Corridor and the participating regions. Invited guest should be stakeholders from policy and economy. Main topic would be the combined transport and offers in the region. The Trans Eurasia Logistics and Transfracht could present their combined transport relations and be available as contact person for the companies.

A possible platform could also be the planned “Interregional Round Table” in fall 2012 in Ludwigsfelde / Grossbeeren. It is also planned to involve policy and companies primarily of the region combined and project partners. The event is planned by the city of Ludwigsfelde.

The information material which is topic of the following point, is primarily planned for companies which are not located in the region and includes a good overview of service structures.

### 6.3 External Marketing

Because of the several business- and industrial locations in the area of the city of Ludwigsfelde and in the area of the municipality Grossbeeren and the established international “brands” of the locations it is recommended, to present all locations together keeping the own identity.

Following locational advantages could be presented together because of strong synergy effects:

#### Hard locational advantages

- Infrastructure
  - Infrastructure connection, bimodality (use of transport connection, bimodality (using the transshipment terminal, marshalling yard, railway sidings)
- Company network:
  - Market (of the companies)
  - Supplier to industry- / industry companies
  - Logistics service companies
  - Further services (hotel, restaurant, gardening- and landscape construction, winterservices, cleaning etc.)

#### Soft locational advantages

- Company relevant factors
  - Economy climate at the location
  - Image
  - Competition / spill-over effects (companysynergies, agglomerations-effects)
- Personal related factors
  - Living / living conditions / -possibilities
  - Medical services
  - Care and education offers
  - Recreation- and culture offers
  - Shopping
Print / Onlinemarketing

Focussing the previously listed points an international business material should be worked out (e.g. for new interested companies) e.g. as brochure or flyer. An overview should be worked out and should be published in German and English. A first flyer has been worked out in project context and is added as Attachement 6.

Advertisements in professional magazines / newspapers could point out locational advantages directly. Regional overview information presenting the economic strength (e.g. no. of employees / companies, infrastructure connection) and / or examples of located companies (e.g. DUSS as terminal operator) are recommended.

Publications in professional magazines are used mainly to present new innovative information. The combined marketing of the region and the presentation of connected key data (e.g. business focus, companies) are topics which shall be an interesting topic especially in combination with the RBGC project and the GVS-Info.

Besides print material of course the commercial use of the internet has to be used, e.g. the use via INIS.

Event- and Fairmarketing

A presentation of Ludwigsfelde and Grossbeeren e.g. at fairs or roadshows is also recommended.

Upcomming fairs are for example:

- **expo real, 15th International Fair for Business Property and Investment, 8 – 10 october 2012, Munich**
- **transport logistic, 4 – 7 june, 2013, Munich**

Thematic focussed workshops are a further possibility to inform companies about specific regional topics.

The mentioned „Interregional Round Table“ at the chapter internal Marketing shall also be mentioned again. Besides the presentation of the use of the combined transport a further aim is to intensify the cooperation of the logistics location in the Rail Baltica Growth Corridor. An exchange of the developer of the locations, the policy and the administration will be arranged on international level and result in an sustainable international working group.

6.4 RBGC „Logistics Pilots“ and INIS Intermodal Node Information System

During chapter 5 it has been stated that the so called „logistics pilots“ of the project shall be presented on a website and that the existing GVS-Infosystem has been prepared in first steps to enlarge the system during the further project – furthermore to develop the Intermodal Node Information System additionally. For example the locational profiles as information sheets about business- and industrial areas with railway connections have been worked out.

For the further work out and implementation of the system followings points are in focus:

- Selection of the system basis based on [www.gleisanschluss-brandenburg.de](http://www.gleisanschluss-brandenburg.de)
- Development of one international portal “INIS Intermodal Nodes Information System” to connect national / regional / municipal portals with information about sidings in English
- Spatial Relation: Visualisation of railway, road, water, map overview about railway access points (railway sidings and transshipment terminals)
- Description of railway sidings
- Linkage of relevant websites with location relevance (economic support, operator, further detail maps)
- Selection of “Logistics Pilot” examples, important transshipment infrastructure in the RBGC
- Selection of the national / international map material
- Identification of existing national internet platforms to rail sidings and transshipment infrastructure in the RBGC, proof of synergy use / connection- / cooperation possibilities
- Data selection and preparation of examples (supported by the partners) / Adding the information to INIS
- Research of possible further functions (Routing, Location information profile, Local information, building law, marketing information, using conditions)
- Preparation for optional extension with further languages (polish / russian)

Figure 26: “Dummy” of INIS with RBGC Layout
7. Conclusions

The city of Ludwigsfelde and the municipality Grossbeeren have been established as regions with international known business and industrial estates. With more than 17,000 employees and ca. 1,000 companies Ludwigsfelde and Grossbeeren play an important economic role in the region. The potential of the locations has been used on high level during the last years and well known companies have been settled.

The research has shown that the already partly used economic potential can be improved by more cooperation of the locations even more. In specific common marketing activities like fairs / workshops or business material under keeping the identity of each location have been suggested to show the “standing together” in the region. Common strengthens like the high quality infrastructure connection or synergies, reasoned by the close company distances, shall be pointed out.

To reduce the high road transport volume which has grown with the economic development the combined transport gives an alternative. The research has shown that the combined transport is established on high level at the transshipment terminal operated by the DUSS in the freight village Berlin South Grossbeeren. But it has also to be stated that almost no combined transport is ongoing between the city of Ludwigsfelde and Grossbeeren. Just a minor transport volume has been analysed. To support the combined transport and the freight transport marketing activities have also been suggested. Especially the information transfer from operators and service providers of the combined transport to logistics companies and producing industries play a central role. Furthermore information regarding the combined transport should be integrated in the common marketing material.

A further instrument to strengthen the combined- and railway transport is given by the published GVS-Infosystem or www.gleisanschluss-brandenburg.de published by the Ministry of Infrastructure and Agriculture of the Federal State of Brandenburg. Based on that system an enlargement regarding the space, language and content is planned in the so called RBGC-INIS – Intermodal Node Information system. Orientated at the project aims, information about logistics nodes and centres located in the Rail Baltica Growth Corridor will be available (firstly) in English at the new website which has to be implemented. The information content aims at providing information about the railway system to support a stronger use. In project content the website will be established as pilot supported by the project partners.
Sources

Publications


IPG, 2009: Machbarkeitsstudie – Erweiterung bestehender Industrieflächen am Standort Ludwigsfelde. Stadt Ludwigsfelde (Hrsg.).

ISL, LUB, 2010: Gutachten „Effekte der Güterverkehrszentren (GVZ) in Deutschland“. BMVBS (Hrsg.).

Sbp, 2010: Fortschreibung des Wirtschaftsentwicklungskonzepts für den Regionalen Wachstumskern Ludwigsfelde. Im Auftrag des Ministeriums für Wirtschaft des Landes Brandenburg (MIW), Ref. 10 (Hrsg.).


Internet Sources
BAST, 2011: Manuelle Verkehrszählung, Bundesstraßen

BAST, 2011a: Manuelle Verkehrszählung, Autobahnen

IPG, 2012: www.gvz-berlin.de


MIL (Hrsg.): www.gleisanschluss-brandenburg.de, erarbeitet durch IPG mbH.

Stadt Ludwigsfelde, 2011:
Attachements

Attachment 1: Overview of important Links and Webpages
Industriepark West Ludwigsfelde

Industriepark Ost


Brandenburg Park


PreussenPark

http://www.preussenpark-ludwigsfelde.de/index2.htm (13.01.2012)
FV Berlin South Grossbeeren

www.gvz-berlin.de (21.09.2011)

ZAB Research-Tool

http://www.zab-brandenburg.de/gewerbe/KWSweb-Sites/(S(gcj3so55eg5os4fbulstea45))/SitesList.aspx (21.09.2011)
City of Ludwigsfelde

City of Ludwigsfelde


Municipality Grossbeeren

Municipality Grossbeeren

Struktur- und Wirtschaftsförderungsgesellschaft, Administrative District Teltow-Fläming mbH, Business Areas in the south of Berlin


Struktur- und Wirtschaftsförderungsgesellschaft, Teltow-Fläming mbH, Municipality Grossbeeren

Administrative District Teltow-Fläming, Business Areas

http://www.teltow-flaeming.de (22.09.2011)
Attachment 2: Locational Profile Industriepark West Ludwigsfelde
Attachment 3: Locational Profile PreußenPark Ludwigsfelde
Attachment 4: Locational Profile Brandenburg Park
Attachment 5: Locational Profile FV Berlin South Grossbeeren
Attachment 6: Flyer „Bundled Logistics Competence in the South of Berlin“