



Cluster for Logistics Luxembourg

a.s.b.l.

ADDING VALUE IS THE KEY

Cluster event
Cross-border E-commerce
19. April 2016



What can we learn from China?

Luxembourg is a peculiar case for online shopping.

Only 7% of Luxembourg SME sell online however 93% of Luxembourg's population uses Internet.

How is E-commerce developing in Luxembourg?

What are the challenges and the opportunities for the logistics companies and supply chain strategies?

E-Commerce and Logistics



- » The members of the different statutory groups are required to maintain **confidentiality** of the debates unless a contrary decision has been requested and taken.
- » The Cluster for Logistics (C4L) subscribes to all principles of free competition and **adopts without exceptions all relevant anti-trust rules**. Anti-trust rules are understood to be any legal requirement or international regulations including but not limited to exchange of information between commercial companies, which could influence or limit independent commercial decisions and competition.
- » Any **collection of personalized data** for statistical purposes to compile statistical data will be done with precise rules concerning the precise purpose, the duration of conservation and the potential recipients of these data . Those rules have to be approved by companies that participate before collection of the data. This data can only be put at disposition of participants in an aggregated manner. Databases have to be produced and maintained according to rules as provided by the legislator.
- » For every meeting a precise agenda has to be provided with the invitation and has to be formally approved during every meeting. Meeting minutes and a list of participation will be provided for approval to any members of any statutory group, working groups and/or commissions within a reasonable timing. The meeting minutes will report in case of occurrence, any dispute in relation with confidentiality and/or potential or evident violation of anti-trust rules.

Confidentiality and anti-trust rules



Projects and objectives 2016

- 1. Competitiveness:** Single Window for Logistics project
- 2. Sustainability:** Lean and Green project and L+G community
- 3. Education** work-out program & Identify Teachers
Encourage employers with Lycée Techniques Esch-Lallange et Bonnevoie for the first Diplômes de techniciens
- 4. Communication:** Position the Luxembourg hub as preferred location in Europe for Logistics through economic missions and PR
- 5. Promote Multi-mode:** Build upon expansion in Bettembourg and airport investments to strengthen multi-modal logistics
- 6. Networking:**
C4L Logistics conferences, Tag der Logistik 21 April 2016

Program



Welcome and Introduction

President

Director general Chamber of
Commerce

Carlo Thelen
+352 42 39 39 300



What expectations do E-commerce companies have from Logistics companies?

e-COM federation Luxembourg
President

Pierre Friob
Retail and eCOM Entrepreneur
Children furniture abitare



Vice-president

Jacques Lorang
CEO
Luxcaddy



Qualilog for logistics, how does it allow to grow in E-commerce in Luxembourg

Guy Puetz

Head of Employer Services at
ADEM



Keynote presentation: Crossborder E-commerce: What can we learn from China?

Dimitry van Toorn

VAN TOORN AND ASSOCIATES
LIMITED, HONGKONG



Advantages members

Website www.C4L.LU

- » Company logo is displayed
- » Company is presented on the company members section on the website
- » Events of the main supporting partners can be added on the agenda of the website
- » Neutral distribution of company news via social media (Twitter, Linked In in preparation)
- » Publish PR articles and employment offers on our web page

Knowledge and networking

- » Gain knowledge of the whole logistics industry
- » Regular national and international networking opportunities with industrial logistics actors and service providers
- » Information sharing (e.g. newsletters, website information, personal meetings) and neutral consulting by C4L management
- » German BVL logistics association ; Free participation for 2 y at with limited offering www.bvl.de

Collaboration - sustainability

- » Support for LEAN and GREEN sustainable logistics program at favourite rates supported by MDD
- » Participation in ad hoc program working groups to improve competitiveness
- » Influence recommendations to administrations on policy, legal framework, education and marketing
- » European representation with CCA, BVL and ELA

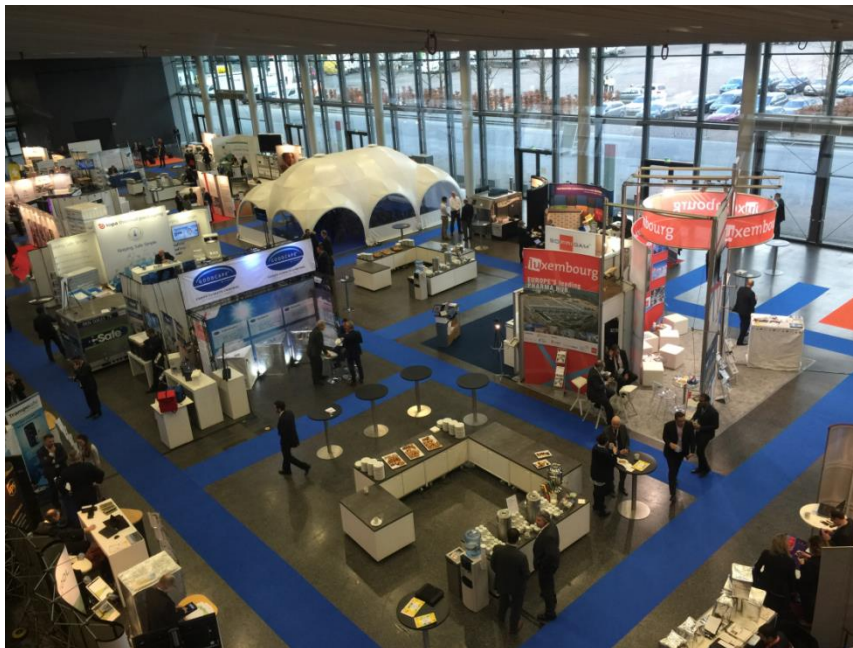
The Cluster for Logistics Luxembourg a.s.b.l. has been created in 2009 under the initiative of the Ministry of Economy and Foreign Trade and the Luxembourg Chamber of Commerce.



Information on activities

Past international Events

Collaboration at the Luxembourg hub for pharma
Temp.controlled Logistics Cool chain exhibition & conf.
**Luxembourg, leading GDP certified Logistics Hub in
Europe, Frankfurt Jan 2016**



Information on activities

Past Events Bremen 4&5 February



Airbus

Daimler
(largest
Production
Worldwide)



Information on activities

Past Events

Lean and Green Launch 2016 2nd edition session 1-3



**3 workshops and to finalize action plans
Dec. 16th, Jan. 21, Feb. 22,**

**Candidates finalize action plans and company visits
March 21-23, April 19/20 visits and audits**


6 Participants : to be disclosed June 28th

Potential candidates:

Please contact us for the next edition in 2016

Information on activities

See www.swl.lu for updated roadmap for different stages of program

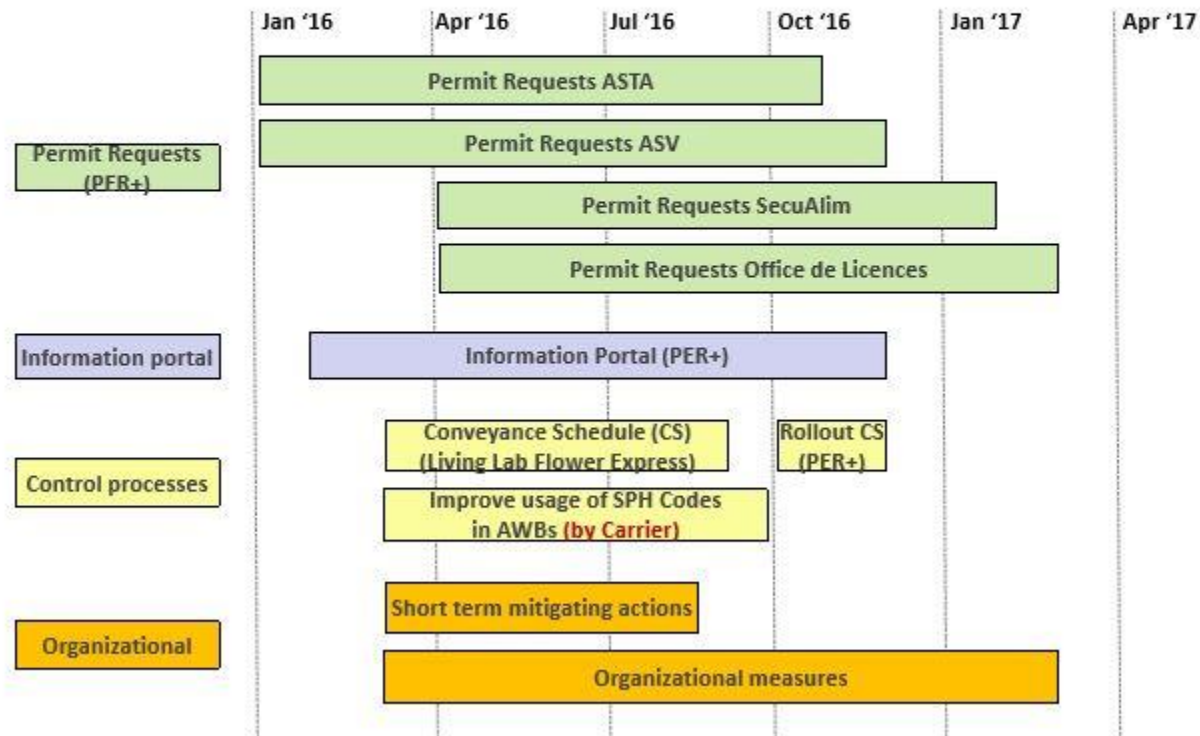


SWL Business Working Group 4. Implementation Plan – Stage 1

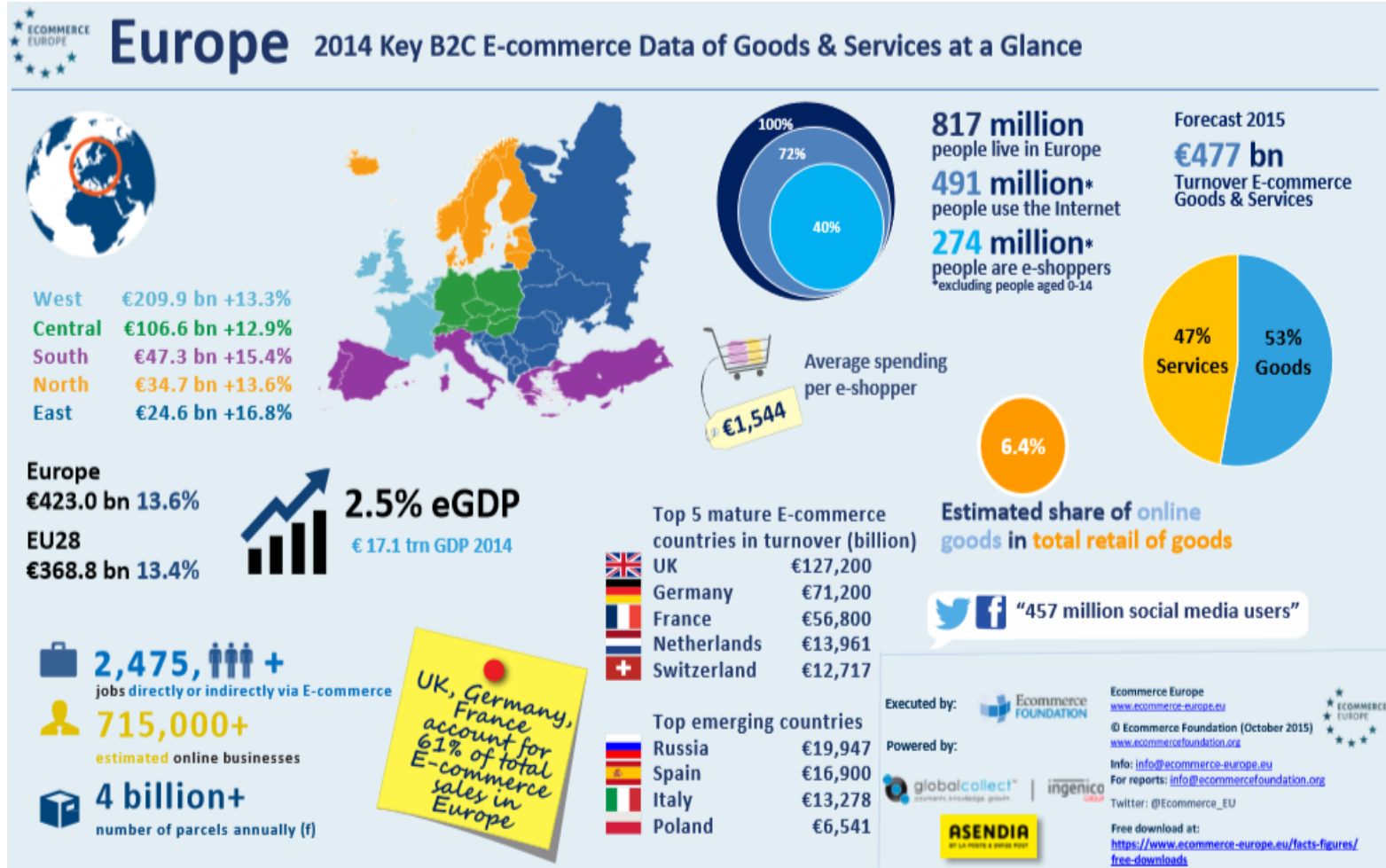


LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG

The goal of implementation stage 1 is to achieve early results. First deliverables are the permits processes, an information portal and conveyance schedule for perishables+ (fresh, food&feed, animals).

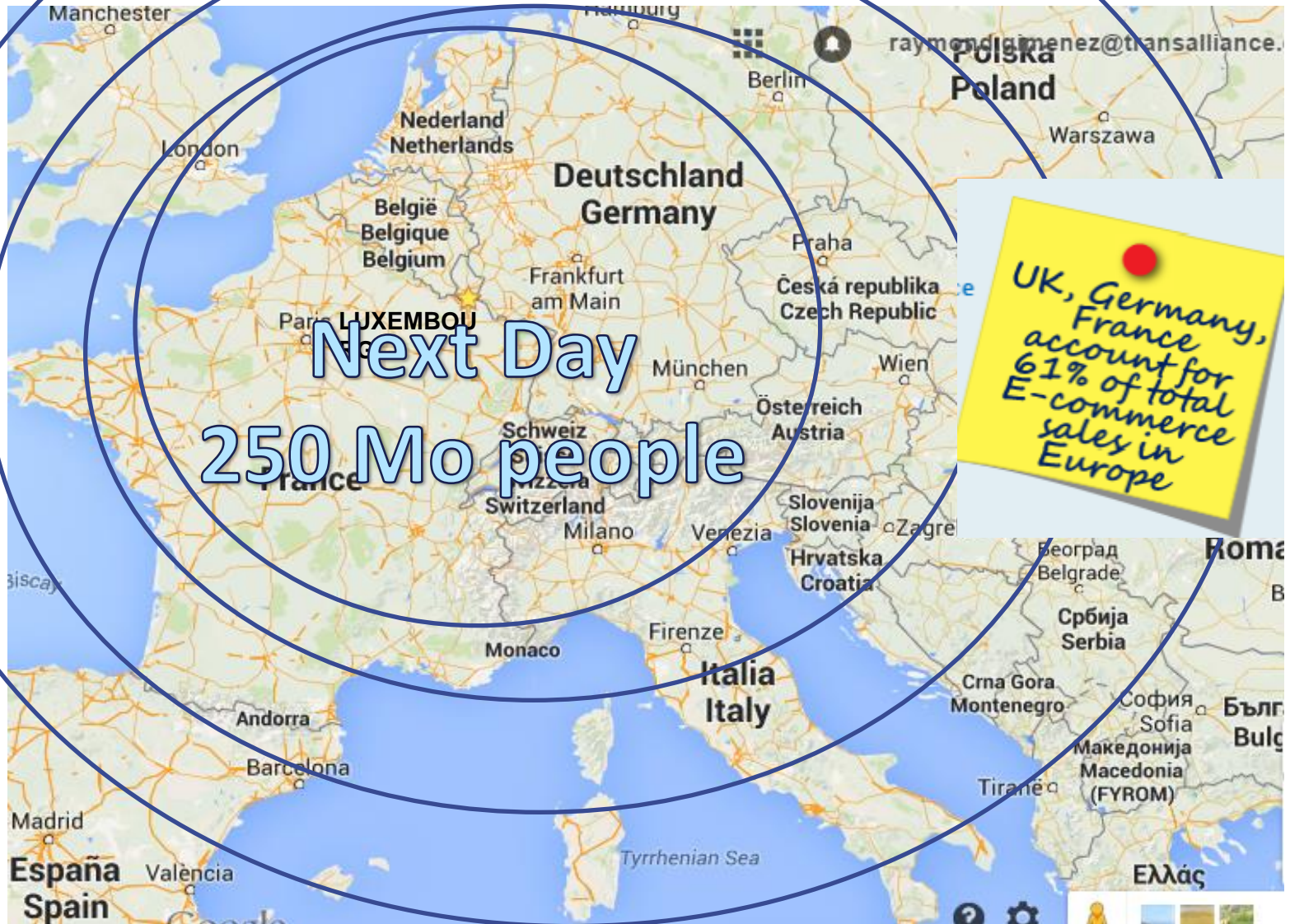


E-commerce in Europe



Source [E-commerce Europe](http://www.ecommerce-europe.eu)

1 - Intérêt de la position Géographique du Luxembourg



E-commerce in Luxembourg



Luxembourg 2014 Key E-commerce Facts at a Glance



Europe €423.0bn +13.6%
EU 28 €368.8bn +13.4%
Western Europe €209.9bn +13.3%
Luxembourg €0.5bn +13.0%
Total B2C E-commerce 2014 of Goods & Services



Ranking Western Europe in turnover

1		United Kingdom	€127.2bn
2		France	€56.8bn
3		the Netherlands	€14.0bn
4		Belgium	€6.1bn
5		Ireland	€5.3bn
6		Luxembourg	€0.5bn

Position Luxembourg in European eGDP ranking

1		United Kingdom	5.74%
2		Denmark	3.84%
3		Austria	3.56%
...			
21		Russia	1.34%
22		Lithuania	1.13%
23		Luxembourg	1.12%
24		Cyprus	0.97%
25		Hungary	0.90%



0.6 million people live in Luxembourg
0.4 million* people use the Internet
0.3 million* people are e-shoppers
*excluding people aged 0-14

Forecast 2015
€0.6bn
Turnover E-commerce Goods & Services



E-commerce GDP
1.12%
Total GDP €47.5bn

Luxembourg national e-commerce association
www.ecom.lu

eCOM.lu

Estimated 50% of the total population is on social media

Executed by:



Ecommerce Europe
www.ecommerce-europe.eu
© Ecommerce Foundation (October 2015)
www.ecommercefoundation.org
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For reports: info@ecommercefoundation.org
Twitter: @Ecommerce_EU
Free download at:
<https://www.ecommerce-europe.eu/facts-figures/free-downloads>

ANNUAL SPEND PER BUYER



Dimitry van Toorn



"BRICKS-AND-MORTAR RETAILING IS A MATURE BUSINESS IN THE US, WHERE CONSUMERS HAVE BEEN SHOPPING IN MALLS FOR DECADES AND CONTINUE TO DO SO, AUGMENTING THEIR PURCHASES WITH OCCASIONAL FORAYS ON THE WEB. ONLINE SHOPPING IS A DESSERT IN THE US, BUT IN CHINA, IT IS THE MAIN COURSE."

JACK MA, GROUP FOUNDER AND CHAIRMAN, ALIBABA

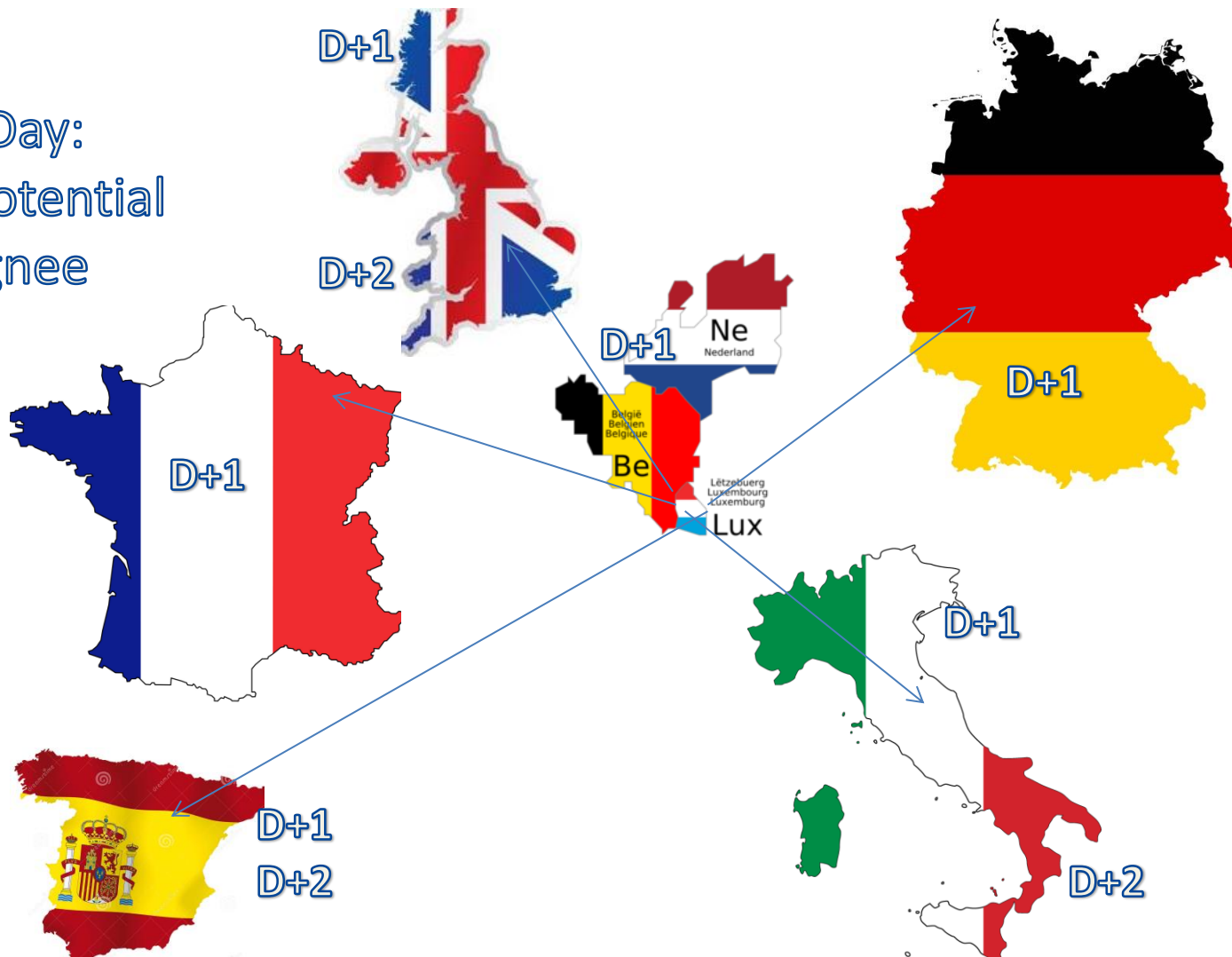




Weblogistics
.com.fr
la logistique du E-commerce

2 - Les délais + tarifs Transports depuis le Luxembourg Les solutions Crossborder. Potentiel destinataires

Next Day:
250 Mo potential
consignee



E-commerce

Alibaba 1st retailer globally

476 milliards de dollars, c'est le CA réalisé par le chinois Alibaba en 2015. Ce chiffre, **qui a triplé en trois ans**, le place très loin devant celui que l'on a à tort l'habitude d'appeler le N°1 mondial du e-commerce, Amazon qui a enregistré pour sa part 107 Md\$ selon Statista.

Alibaba passe également devant Walmart qui a vendu pour 465,5 Md\$ de marchandises dans le monde en 2015, toujours selon Statista, et devient donc le premier retailer au monde.

Roundtable: Crossborder E-commerce: What can we learn from China?



Malik Zeniti

**Cluster for Logistics
Moderator**



Pierre Friob
entrepreneur
Abitare
President ECOM
Luxembourg



Jacques
Lorang
VP eCOM
CEO
Luxcaddy



Raymond
Gimenez
Key account mgr
Weblogistics



Stephane
Tomczak
eCOM Europe
DELIVER



Hans
Kelderman
Logistics
Manager
BPM/RT-Log



Marcin
Warzocha
Managing dir.
Coolomat PL



Participants round Table


Pierre Friob

Abitare


[VOS QUESTIONS FRÉQUENTES](#)
[DEVENEZ PARTENAIRE](#)
[J'aimerais](#)
[17 135](#)
[CONTACT](#)

[NOS SERVICES](#)
[NOS MAGASINS](#)
[LISTES ABITARE KIDS](#)
[LIQUIDATIONS](#)


abitaRe KIDS Toutes les couleurs de l'enfance !
abitaRe LIVING les espaces tendances pour la maison



Dutch DW Wood



abitaRe LIVING
les espaces tendances pour la maison
www.abitare-living.com




abitaRe KIDS
Toutes les couleurs de l'enfance !
www.abitare-kids.com

40% LIQUIDATIONS 20% 100%

LISTES DE NAISSANCE Accédez aux listes
Voir toutes nos conditions

Découvrez les collections complètes de nos marques

NOS MARQUES
Tous nos meubles sont disponibles sur les sites des marques ci-contre. H&H, Xoon, Fermob et Kare. Des collections de meubles design et colorées pour tous les goûts! N'hésitez pas à les consulter!




Participants round Table

Jacques Lorang

CEO Luxcaddy



The screenshot shows the Luxcaddy website interface. At the top left is the logo 'luxcaddy.lu Internet Supermarché'. A search bar contains the text 'product search e.g. sugar, butter ...'. Navigation links include 'Login', 'Delivery', 'Help', and 'Language'. A left sidebar lists various product categories such as 'NEW PRODUCTS', 'SPECIAL OFFERS', 'Partner Shops', 'Catering Service', 'Butchery', 'Organic Products', 'Fruit and vegetables', 'Dairy products', 'Seafood', 'Bakery', 'Deep Frozen', 'Salty Groceries', 'Sweet Groceries', 'Drinkshop', 'Wine shop', 'Body care', 'Care & Cleaning', 'Stationery & Office equip.', 'Accessories', 'Pet food', and 'Britannia Shop'. The main content area features a large banner for 'luxcaddy SERVICE MADE IN LUXEMBOURG' with a crown logo. Below the banner is a grid of 16 product categories, each with an icon and label: Special Offers (50% off), New products, Partner Shops, Catering Service, Butchery, Organic Products, Fruit and vegetables, Dairy products, Seafood, Bakery, Deep Frozen, Salty Groceries, Sweet Groceries, Drinkshop, Wine shop, and Body care. On the right side, there is a 'Cart (0)' section showing '0.00 €' and a message 'Your cart is actually empty.' Below the cart is a 'Checkout' button with a shopping cart icon. At the bottom right, an 'Info' section lists 'FREE delivery all over the country', 'Helpdesk 26 459 033', 'secure Payment', and the 'MADE IN LUXEMBOURG' logo.



Participants round Table

Raymond Gimenez

Weblogistics



The screenshot shows the website for Weblogistics, a Luxembourg-based e-commerce logistics provider. The top banner features the word 'Commerce' in green, with 'e-commerce' and 'Electronic Transaction' below it, and 'e-trading' to the right. A hand is shown pointing at a screen displaying data. Below the banner is a yellow bar with the text 'WEB LOGISTICS, la logistique du Web'. A dark blue sidebar on the left contains a menu with the following items: 'Actualités', 'Page d'accueil', 'Qui sommes-nous?', 'Notre service', 'Secteurs d'activité', 'Contact', 'Plan', 'Votre projet', 'Notre philosophie', and 'Partenaires'. The main content area has a dark blue header with 'Notre nouveau site, pour mieux vous informer' and the URL 'www.logistique-du-web.com la Logistique de l'E.Commerce au Luxembourg'. Below this is a screenshot of the website's homepage, which features a large image of a cardboard box on a grassy field. The website's navigation menu includes 'ACCUEIL', 'NOS SERVICES', 'POURQUOI EXTERNALISER', 'PARTENAIRES', 'CONSEILS ET GRANDES PROJETS', and 'CONTACT'. The main text on the homepage reads 'WEBLOGISTICS - QUI SOMMES-NOUS?' and describes the company's services, including 'Secteurs d'activité' and 'Sous-traiter sa logistique pour plus d'efficacité'.



7 -Tendances du E-commerce en 2016



1 Le client

Passeras ses commandes à travers **divers** appareils électroniques.



2 M-Commerce

L'achat par Smartphone va encore fortement progresser.



3 Les Ventes

Seront boostées sur des jours spéciaux grâce à des événements promotionnels



4 Les magasins

Verront leurs ventes boostées en fonction de leur visites sur leurs sites internet



5 Le Marketing

Ne sera plus orienté vers la technologie mais vers les besoins de l'utilisateur



6 La Publicité

Sera plus pertinente et moins intrusive.



7 Les services de livraison express ou immédiat

Deviennent des standards
 La traçabilité est ultra précise

Participants round Table

Hans Kelderman

BPM RTLOG



Participants round Table

Marcin Warzocha

CEO Coolomat



The screenshot shows the Coolomat website. At the top left is the 'COOLOMAT' logo. Below it is a navigation menu with links: HOME, WHY COOLOMAT, LOCATIONS, PARTNERS, PRESS, CONTACT US. The main banner features a photograph of a man and a woman standing next to a green Coolomat locker unit on a wooden deck. The text 'The bridge to boost online grocery sales' is overlaid on the image. A circular inset shows a close-up of a locker's interior. Below the banner are three columns of text: 'WHAT IS COOLOMAT?', 'WHERE AND HOW', and 'WHY'. To the right of the 'WHAT IS COOLOMAT?' section is a 'Recent Posts' section with two entries.

COOLOMAT

HOME WHY COOLOMAT LOCATIONS PARTNERS PRESS CONTACT US

The bridge to boost online grocery sales

WHAT IS COOLOMAT?

Coolomat is an automated Click & Collect solution, with an electronically managed system of lockers. It is adapted for food storage, as well as regular parcels. Coolomat gives customers the possibility to pick up groceries or other purchases made over the internet. With our product customers will never have to waste time in lines or wait for the courier at home!

From the structural point of view the Coolomat is a modular container, which contains from 14 to N boxes. Each set of 7 boxes can be regulated from -20 to +10 C. The system is centrally managed and retailers can communicate with it over our API.

WHERE AND HOW

Coolomats are located on the way home from your job, at miscellaneous locations best situated for your pickup. Our team of experts is and will be constantly looking for the best and most suitable locations for the Coolomat network of devices. Just pick up your order with the password or scan the QR code we send you per SMS and email after making an online order at our partners' web stores..

WHY

It is simple... make all your weekly groceries purchases online and enjoy the comfort of picking them up at your chosen Coolomat location. The new era of online groceries purchase is here. Why stand in long lines and waste time on purchasing groceries in a regular store if you can do it online and pick your order up at a Coolomat? Save your time for more important things.

Recent Posts

- Coolomats enthusiastically taken by the customers.
- Coolomat's start at Warsaw with Alma24.pl



E-com event DELIVER Sept 2016 Luxbg.

- ◆ Création du 1^{er} événement européen dédié à la logistique du e-commerce, **DELIVER, 7/8 septembre 2016 au Luxembourg**
- ◆ Rencontres high level entre les leaders européens du secteur
- ◆ Grâce au **niveau d'expertise** élevé des participants et aux outils digitaux (appli mobile), création d'une **réflexion collaborative** lors de 'workshop studios' (interopérabilité, environnement, futurs usages, packaging...)
- ◆ Diffusion **livre blanc** sur les bonnes pratiques et les réflexions des e-commerçants





MATURING INTERNATIONAL LOGISTICS

While end-to-end shipments of products to consumers in China can be lengthy (still), there are a growing range of options to make the process quicker and more reliable – drop-shipping, transshipment, and etc.

With the special support of our EFFECTIVE members



Contact us



Cluster for Logistics
Luxembourg
a.s.b.l.

ADDING VALUE IS THE KEY

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