

UNITCARGO'S WORLD

INFORMATION

NEWS

IMPRESSIONS

ISSUE 10/2018



DRIVE WITH US TO A GREENER FUTURE!

- Green logistics, who will pay?
- UnitCargo, going greener in Serbia.
- “Closer to Customers”, UnitCargo coming to a town near you?
- Sweden, the culture with the perfect fit!





EDITORIAL

Dear Readers of the UnitCargo's World,

I have often heard it said that a good business grows naturally. Well if you need any proof of that, look no further than UnitCargo. It seems that news of our good business practice is spreading so we are being approached by skilled logistics professionals who want to work for us. This gives us the opportunity to open branch offices in other countries, extending our network infrastructure and putting us ever closer to customers and suppliers. Of course it all begins with our diverse workforce. The only thing needed to work here is the ability to do the job. We really don't care where you come from, whether you are a man or woman or the colour of your skin. With 78 members from 10 countries and with the ability to speak over 20 languages, we really do speak the language of our partners!

How does this relate to growth? The answer is clear. Over the past five years our turnover has increased by 14% on average, and this year will exceed €40 million. So although truck transport in Europe is growing, UnitCargo is growing faster!

As the European Union develops, more countries are on the path to membership. With the recent vote by the Macedonian parliament to adopt North Macedonia as the official name of the country, it can begin the negotiation for accession. But, before North Macedonia we have Serbia, now firmly established as a candidate for membership. So clearly the time is right to open an office there, which we have now done in Novi Sad, Serbia's second city. With a location on Serbia's North/South road backbone, this city of 300,000 people has a long history of connections with Austria. We intend to continue those traditions, and make them stronger.

CEO Davor Sertic



INDEX

UnitCargo News: Full house Forum Green Logistics	4-5
UnitCargo News: Growing fast in Serbia	6
UnitCargo News: Successful Plovdiv Expo for UnitCargo	7
UnitCargo News: UnitCargo Academy in Vienna	8
News: Sweden: small population – huge business	9
News: First green innovations in Serbia	10
UnitCargo Family: Traditional ‘Wiener Wiesn-Fest’	11
Imprint	12



FULL HOUSE FORUM GREEN LOGISTICS

The annual Green Logistics forum took place on September 5th at the headquarters of thinkportVIENNA and focused on the question of “the efficiency trap” – can we really afford green logistics at all? Everybody wants it, but who is going to implement it and who will pay?



Full house at thinkportVienna headquarters for the 4th Forum Green Logistics.



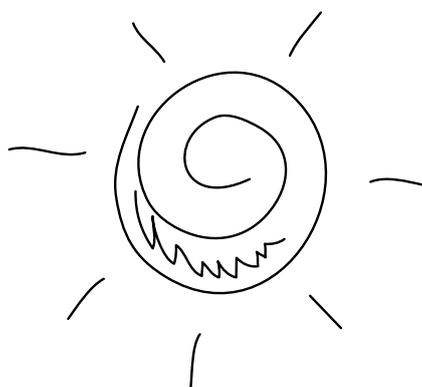
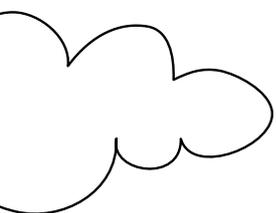
(from left to right) Manfred Gronalt, Bernd Winter, Roman Leydolf, Doris Pulker-Rohrhofer, Davor Sertic and Fritz Müller with the “Pacemaker Awards 2018”.



UnitCargo electric car, set up as a test bed for virtual simulation.

**We believe
in a better
logistics world!**





A record number of people attended and enjoyed the spirited discussion within a panel of experts from logistics, economics and science who were able to cover the key issues the programme faces and how it will impact on all stakeholders. Some exciting innovations were revealed which, when implemented, have the possibility of turning the current situation of urban logistics completely on its head.

Initiated in 2012 as the Forum Logistics Intelligence by UnitCargo CEO Davor Sertic, it became the Green Logistics forum in 2015 with the first topic

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“the Road to 2030”, a key year since it is the target date for the EU to put 30% of all transports of over 300km onto multimodal routes. It now takes place annually thanks to the cooperation among Unit-



Cargo Speditionsges.m.b.H., the Institute for Production Economics and Logistics of the University of Agricultural Sciences, thinkportVIENNA, the Port of Vienna and the weekly international logistics newspaper ‘Verkehr’.

Every year the forum panel selects a person from within the industry who has made an outstanding contribution, and presents him or her with the Pacemaker Award. This year, Roman Leydolf, founder and CEO of Logpoint, was the recipient for his work in the establishment of the Green City Hub. Finally, a new “Mindmaker” award was introduced and given to Rail Cargo Austria for developments in vocational training of existing employees who lack a specialised training.





Photo: Davor Sertic

GROWING FAST IN SERBIA

Faster growth in Novi Sad makes it a key location in the UnitCargo corridor. The message is clear with our “Welcome to Serbia” billboard on the border with Hungary at Horgos, UnitCargo is committed to Serbia. Based in Novi Sad, the country’s second largest and the most beautiful city, our centrally located office is hard to miss, with our mission statement “We believe in a better logistics world!” on the prominent display (see our picture).

In fact, things are moving faster in Serbia now. In 2021 Novi Sad will become the European Capital of Culture, the first time that a candidate country has been given this important EU award.

In many ways the time is right for Serbia. It has a strong cultural heritage and has played a key role in forming what is today the modern Europe. It

2021 Is the year when Novi Sad will become the European Capital of Culture.

also sits on the main route to the entire Balkan region where it has historically had a major role. But more than history, a significant part of the selection process was focused on the city’s sustainable development strategy which, of course, echoes UnitCargo’s own commitment to this process. Faster growth and sustainability don’t always go together but in the case of Serbia, it seems to be possible.



Photo: Davor Sertic

Our centrally located office in Novi Sad is hard to miss with our mission statement “We believe in a better logistics world!”.



Photo: Babler

UnitCargo welcomes you to Serbia: our message is clear with our new billboard on the border with Hungary at Horgos.

SUCCESSFUL PLOVDIV EXPO FOR UNITCARGO

As our “closer to customers” initiative grows, the spotlight turns to the International Technical Fair in Plovdiv. There, Bulgaria’s Branch Manager Sergey Iltchev led the UnitCargo team in setting up an office to meet clients both established and potential.

The Plovdiv Fair, now in its 74th year has traditionally been seen as the leading technical fair in Bulgaria and with 340 exhibitors it certainly has the numbers. Though the Bulgaria Team has often attended international fairs within the EU, this was the first time as an exhibitor, so expectations were limited. In fact results were good and

“Great networking possibilities for the whole of UnitCargo and real potential for the future”, said Bulgaria’s Branch Manager Sergey Iltchev.

this has produced an appetite for more. UnitCargo is now exhibiting at six specialist fairs covering a diverse group of industrial specialities. If you want to meet the UnitCargo team, they may well be coming to location near you in 2019. We look forward to seeing you.



Photo: Sergey Iltchev

(from left to right) Dafin Balinov, Miroslav Yurukov, Zornica Koleva and Todor Dzhabazov participated in the Expo as UnitCargo exhibitors.

ufi **IFP** BULGARIA INTERNATIONAL FAIR PLOVDIV, BULGARIA

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UNITCARGO ACADEMY IN VIENNA

September is the time for the UnitCargo Academy and this year was no exception. This two day event brings new team members from our branches together to learn, not only about the company and its systems, but also about the modern logistics management and its key role in the manufacturing process. Beginning with an introduction to the company and its ethical values by CEO Davor Sertic, followed by the group work and role play designed to re-enforce the methodology upon which the company is

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based. Coinciding with the annual Wiener Wiesn beer in Vienna's Prater Park, the evening was spent dancing there and having a beer or two.

Day two covered accounting in UnitCargo and was led by CFO Gabriela Tomasikova, followed by a presentation from Quality & Tender Manager Ines Kiszala on her work.

Judged a success by all the attendees, continuing expansion of branch offices ensures that the Academy will be a firm fixture in the UnitCargo calendar for many years to come.



(from left to right): CEO Davor Sertic, Farid AL-Audat, Marcin Wasicki, Andrey Mladenov, Iva Yordanova, Ludmila Vavrik, Adrian Penu, Sandra Sretenovic, Sergiu Dobrin and Bogdan Negru.



All attendees practiced how to conduct a dialogue in the UnitCargo way, in order to emphasize the importance of communication.

SWEDEN: SMALL POPULATION - HUGE BUSINESS

From the very beginning of UnitCargo, Sweden, with a population of just 10 million has played a key role in our business growth. In terms of trackings, our measure of business, it is a close second to Germany, Europe's number one exporter. It was a simple graphic of our traffic flows which inspired the whole concept of the UnitCargo corridor. Today it is our links to the Balkan region for Swedish exporters, which has helped us to maintain our steady growth. Yet more than business, it is the cultural connections which gives Sweden a special place in UnitCargo. The nation's strong stand on ethical business, anti-corruption, environmental protection and sustainability exactly mirror our own principles.

Logistics and Transport Gothenburg

There are ancient fishing towns in Europe, but few have witnessed a transformation as dramatic as Gothenburg's, Sweden's second city and gateway to the world. Now regularly featuring on the Forbes list for innovative cities, 70% of Sweden's industrial capacity is located within 500kms of the port, whose modern infrastructure handles 30% of all Swedish exports. All of which makes Gothenburg the natural location for an international logistics fair. Once again UnitCargo will be there to meet customers old and new with our very own Swede Mirza Suljevic in attendance supported by Piotr Szewcow from our Polish office and Bogdan Negru from UnitCargo Head Office (Vienna). A report on the fair will appear in our next UnitCargo's World.

FIRST GREEN INNOVATIONS IN SERBIA

As UnitCargo opens in Serbia, the European Bank for Reconstruction and Development (EBRD) announces the first of its sponsorship awards to 9 companies focusing on sustainable green innovations. This of course fits in with our own vision of sustainability. First innovation vouchers for “green” solutions have been awarded recently in the Serbian capital, Belgrade.

Nine companies will receive a total of €140,000 under the Green Innovation Voucher scheme, started by the EBRD, funded by Austria’s DRIVE (Delivering Resource Efficiency InVEstments)

programme and supported from Italy through the Central European Initiative.

The aim of this investment is to help Serbia better prepare for climate change as well as supporting its long-term economic competitiveness. A few

The new EBRD-run scheme will provide €140,000 to small businesses for innovative climate-friendly solutions.

of the selected projects are focused on the development of sustainable and precision agriculture, a significant element of the Serbian economy. The smart irrigation system will incorporate satellite images, soil maps, wireless field sensors and weather models which will suggest when to water plants; it will increase harvests and conserve water. Some of the other projects aim to improve waste management and reuse of waste materials such as waste plastic, glass and expanded polystyrene. Waste management is one of the most urgent environmental issues for Serbia.

The significance of agriculture cannot be underestimated. With export potential of €12 billion, it accounts for 20% of all exports, a really significant part of the Serbian economy. Midterm, World Bank estimates of GDP growth at 4% is set to exceed that of the European Union so it would seem that the time is right to set up in Serbia.



TRADITIONAL 'WIENER WIESN-FEST'

Our visit on September 27th to the Wiener-Wiesn-Fest, the Vienna's very own beer festival, has become something of Unit-Cargo tradition. It's a great chance for everybody to "let their hair down" and have some fun. The music is loud, the beer excellent, the food delicious and the friendship great. The perfect way to spend the evening. As the company grows so does the number of people attending and this year was no exception with 30 people from four branch offices including of course our Vienna home team, who adopted traditional Austrian costume - "Dirndl" and "Lederhose", what has become one of the well-known "must haves" for this festival.



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