

E-COMMERCE & THE LAST MILE PROBLEM



Left to right : Erny Lamborelle and Paul-Michael Schonenberg.



Robert Thiemann



On April 19th, 2007 BPM Lux kindly hosted the first clc (confédération luxembourgeoise du commerce) networking of the year 2007, focusing on logistics and delivery services for products purchased via the internet. This occasion was "a first" from another point of view, as AMCHAM members had the opportunity to join clc members for the first time.

Robert Thiemann, Director of BPM Lux, elaborated on "e-Commerce and the last mile problem", followed by a guided tour through the Munsbach complex with its distribution, storage and parcel management facilities. In his presentation, Mr. Thiemann pointed out the enormous growth e-commerce has known with growth rates reaching 30% in 2006. A vast majority of people are using mail order shopping (internet, catalogue, telephone, teleshopping) for reasons such as:

- 24 hour accessibility per day
- liberty to shop around
- comparative shopping
- better prices
- etc.

Although e-commerce offers many advantages, it does at the same token constitute the "last mile problem": Traditional carriers will deliver parcels to the end-user's door; however, if the recipient is not present, the parcel will be returned or has to be picked up at the central post office at a later time. This often involves a time-consuming effort by the recipient, thus "eating up" the original time advantage...

In France, Great Britain and Germany 1.5 billion additional shipments were made in 2004 due to transactions linked to e-commerce. Out of this number, 8-10% equalling approximately 150 million parcels, are "negative deliveries"

and therefore require the above-mentioned pick-up by the recipient. At this point in the logistics chain, the advantages of a personal mailbox which is accessible 24 hours/7days become evident...

e-commerce opens the door to new approaches for traditional retailers as well; an excellent example is EP:Online, a network of 6000 retailers located throughout Europe, purchasing and selling online, thus enhancing their market presence. For many retailers e-commerce broadens their accessibility giving them a distinct competitive advantage.

In the course of the evening, clc's President Erny Lamborelle underlined the importance of the recently developed clc initiative, which is supported by the Government: The goal was to sensitize merchants to further improve their efforts and seek the dialogue with customers. Among the strengths, the Grand Duchy has to offer, are diversity and internationality, which are well perceived in the neighboring countries and should be emphasized more strongly. In fact, the project of developing Luxembourg into the commercial heart of the Greater Region is being successfully implemented.

Paul Schonenberg, AMCHAM's Chairman and CEO, gave a detailed portrait of the Luxembourg economy, its cultural diversity and the opportunities this unique market offers. Expatriates play a decisive role in the local economy: On the one hand as employees in a wide range

of business sectors from banking and finance all the way to construction and manufacturing, on the other hand as consumers with considerable purchasing power. Speaking for AMCHAM's constituency this is particularly true, as members represent a highly qualified and therefore well-paid part of the work force. He emphasized the dynamics Luxembourg companies display, proving the important contribution of expatriates to the local economy.

The clc networking offered those present not only a wealth of information, but also the chance to enhance contacts between companies from completely different industry sectors. The benefits that a strengthened collaboration yields are self-evident...

More information:

www.clc.lu
www.bpm-lux.com

AMCHAM LUXEMBOURG
AMERICAN CHAMBER OF COMMERCE IN LUXEMBOURG A.S.B.L.

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Une galerie photos est disponible sur www.clc.lu.

clc networking – un réseau international

Le premier *clc networking* de 2007, placé sous le thème de la logistique et les services de livraison de produits achetés sur internet, a eu lieu le jeudi 19 avril, sur le site de la société BPM Lux à Munsbach. Pour la première fois, les membres de l'American Chamber of Commerce (AMCHAM) se sont joints aux membres de la clc.



M. Erny Lamborelle - président de la clc

A cette occasion, plus de quatre-vingts invités ont été accueillis à Munsbach pour un exposé des activités de l'entreprise qui apporte des solutions pour la gestion des colis en bout de chaîne logistique auprès du consommateur final.

M. Robert Thiemann, administrateur délégué de BPM Lux, a fourni de nombreuses explications sur l'« E-commerce and the last mile problem » et a guidé les participants à travers l'ensemble du complexe : les installations de distribution, de

stockage, de gestion et d'envois des colis – visite qui s'est terminée au restaurant-traiteur Kaempff Kohler.

Au cours de cette soirée, M. Erny Lamborelle, président de la clc, a souligné l'importance de l'initiative de sensibilisation des commerçants développée actuellement par la clc avec le soutien du Gouvernement. En effet, le projet de faire du Luxembourg un pôle du commerce de la Grande Région est sur les rails.

M. Paul Schonenberg, président CEO de l'AMCHAM a dressé un portrait détaillé de l'économie luxembourgeoise, de sa diversité culturelle et des opportunités que représente ce marché avec des caractéristiques uniques.

Il a souligné l'élan de dynamisme observé dans le tissu des entreprises luxembourgeoises et a démontré l'importance de la



Mme Margot Parra (AMCHAM) converse avec M. I. Whitecourt



M. Robert Thiemann (BPM-Lux) notre hôte du jour



Visite du Hall de stockage et de distribution de BPM-Lux

contribution des expatriés à l'économie locale.

La *clc networking* a permis, en plus de son partage d'informations, de promouvoir les contacts et les échanges entre les entreprises membres de la clc qui, sans cet événement ne se seraient pas rencontrés. La complémentarité de la collaboration d'entreprises issues de branches d'activités complètement différentes n'est plus à démontrer.

Des informations supplémentaires concernant le concept *clc networking* et des galeries photos sont disponibles sur:

 www.clc.lu
> Organisation faitière
> Evénements



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Boîtes postales accessibles 24h/24



M. H. Van de Vyver (Fortis) en charmante compagnie