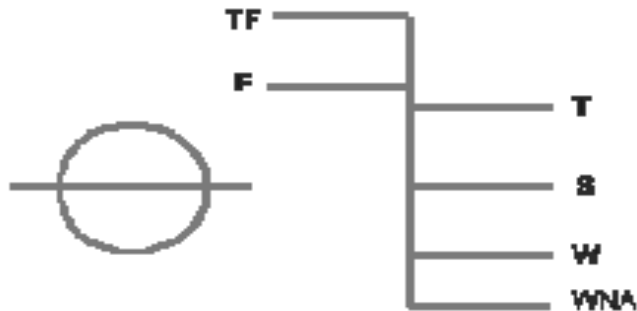


**There is no favourable
wind for someone who
does not know what course
to steer**



Botond Szalma
Hungarian National
Shipping Federation

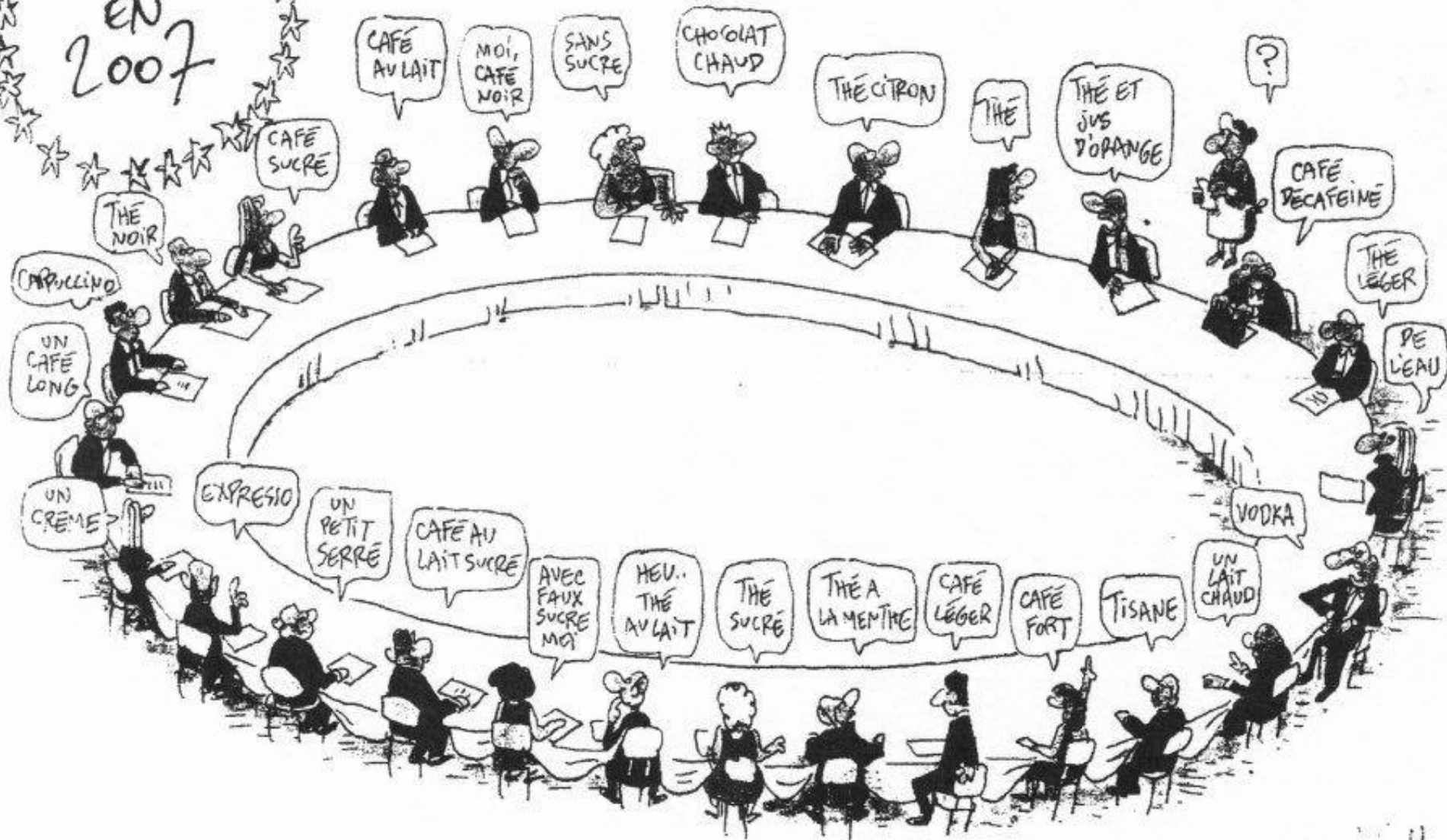
L'EUROPE
EN
1957

CAFE?

OUI MERCI



L'EUROPE
EN
2007



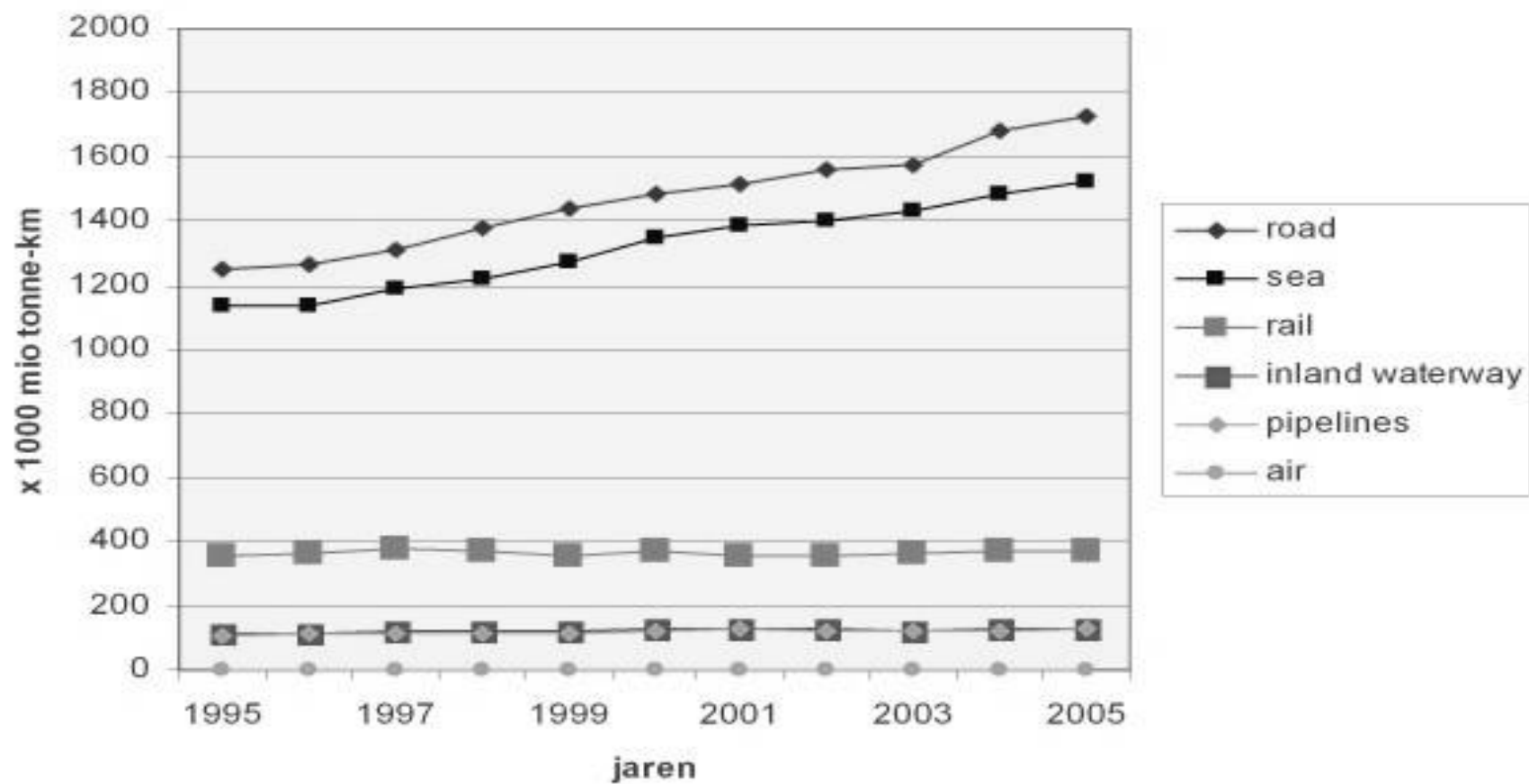
Actual market and close future



Changing world

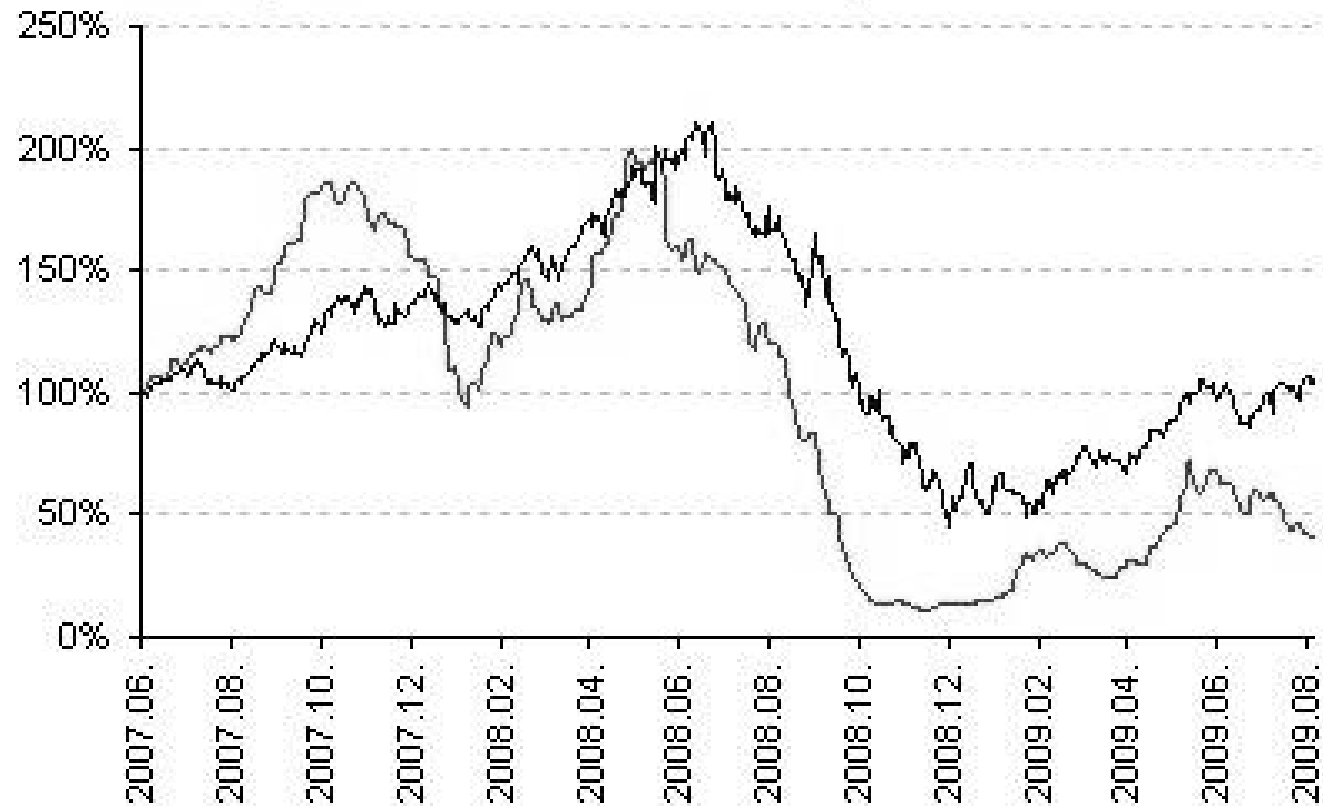
- Slump or crisis - what kind of?
- Downturn – cargo + freight
- Success = We are still alive
- Vulnerable industry – having viability
- Vessel lay-up and idling – conference!
Nonsense! It kills the business!
- Throw down the gauntlet
- Take up the gauntlet

EU-25 performance by mode freight transport



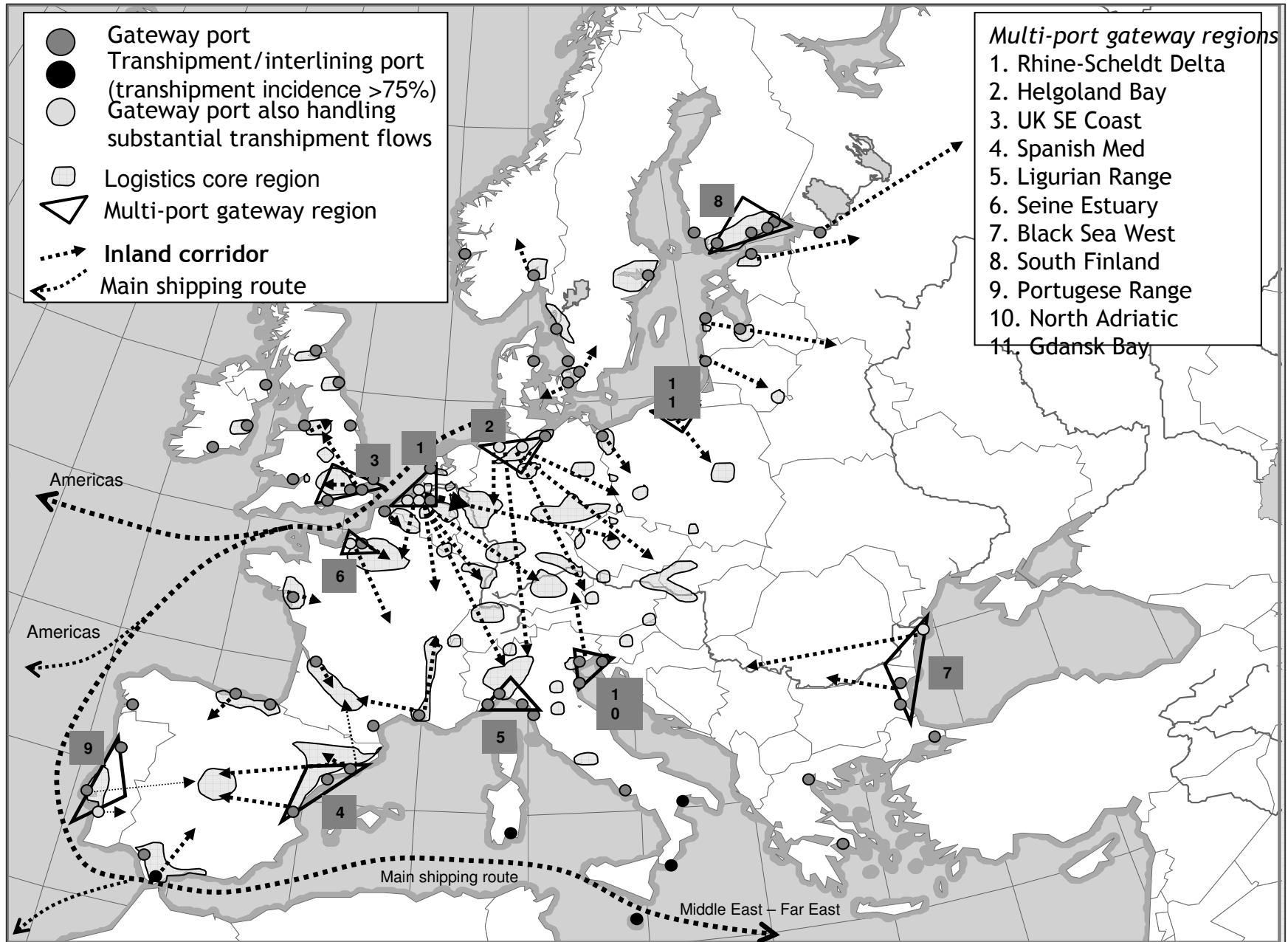
We are lucky...

A Baltic Dry Index értékének és a WTI árfolyamának relatív alakulása



Forrás: HVG

Logistics core regions and multi-port gateways - Source: Notteboom 2008



Ready made solutions

- Mistake! We don't have it as a template. One thing works in Hungary and doesn't work in Germany
- Be the part of the logistics chain or build it yourself
- Put your fingers on the arteries of the market.

They don't like it!

„NEWS”

- „Container carriers and terminals are looking to capture break-bulk and project cargo, but is there enough work to go around?”
- “We need to invest in the next generation of logistics workers. Once demand for goods and services returns to normal levels, we may be facing weak links in our supply chains.”

Source: IFW E bulletin

River market and costal trade

- River market
 - Lower Danube
 - ARA range
- Costal trade
 - Black-Sea and Med

What do we need as an industry?

- Remove the bottlenecks first
- No more programs and visibility studies pls!
- Equal conditions for each and every player
- We do not need more port along the Danube
- „New for old” for the newcomers as well
- Capital related industry – long term loans

More programs

- No, thank you
- Just finish at least one!
 - NAIADES & PLATINA
 - Market
 - Fleet
 - Jobs and skills
 - Image
 - infrastructure
 - MARCO POLO

Possibilities

- The Danube is the part of the European waterways system
- The Danube is the river of the European future
- This system is the economic backbone of Europe
- We have a 2 x 10 lanes highway crossing the continent

AXIOMS

- Our product is a special service! Be proud of it!
- Shipping is often sick, but never dies!