

## **'CORE' presented to public at Intermodal Europe 2014**

11 November 2014

The globally largest supply chain security project '[CORE](#)' (Consistently Optimised Resilient Secure Global Supply-Chains) was presented for the first time towards the public by the European Intermodal Association in the Strategy Theater at the Intermodal Europe, Rotterdam, November 11.

CORE and its (70) partners have committed to work together to maximize the speed and reliability and minimize costs of fulfilling global trade transactions. Industrial partners: shippers, ocean carriers, freight forwarders, terminal operators, trade associations, technology providers etc. CORE aims to enhance the effectiveness of supervising global trade and safeguarding the supply chain security and other societal challenges related to global trade and logistics.

Trade facilitation is high on the political agenda. President Obama signed an Executive Order on streamlining export/import processes for America's businesses earlier this year. CORE fulfils the promise made by the US Department of Homeland Security and three EU-Commissioners to collaborate in supply chain security research and jointly demonstrate SCS technologies on trade lane EU-US ('post 9/11').

Authorities are eager to have a finger on this supply chain 'pulse': European Commissions' DG ENTR (Enterprise and Industry), DG MOVE (Mobility and Transport) and DG TAXUD (Taxation and Customs Union), national trade related ministries (BE-FR-IT-NL), border control agencies (DHS, WCO) and INTERPOL. The latter will lay the foundation for the development of innovative tools to aid the prevention and investigation of crimes linked to global supply chains.

Industries put millions of € cash at the table to be involved in this industrial research deciding on new innovations and related SC KPI's. Demonstrators will cover the following market sectors: automotive; electronics; flowers; pharmaceuticals, retail and dangerous goods. Let there be no misunderstanding: CORE is strongly supported by users and big-brands; in other words, the owners of the goods – alongside authorities and institutions.

Is there a business case? Some numbers: lack of interoperability in multimodal information exchange cost the EU around €7 BLN annually. Supply chain disruptions have been found to cut the share price of impacted companies by 7%. Wrong information: in 60% of declarations, customs still do not know who the *true* consignor/consignee really is. Potential value of monitoring\*: sensitive goods monitoring service will reduce cost related to transport administration by 5%; more information will lead to about 0.1% reduction in the costs of missing and delayed goods. The total number of HGV related road accidents can be reduced by 0.2%, even more for intermodal rail transport.

The [EIA](#) slogan 'Turning Sustainability into Profitability - by Moving Supply Chains with Higher Values - in a Global Intermodal Environment' fits well in this context ([www.eia-ngo.com](http://www.eia-ngo.com)).

*\* Sources: Italian and Swedish studies*



Supply chain risk management is far from mature. Transition is needed. Business communities need to apply new collaborative ways of supply chain risk management. Governments need to understand and recognise this while developing chain based supervision models ([www.coreproject.eu](http://www.coreproject.eu)).



Pictures: Secretary General of EIA (P. Wolters, top) elaborated on the planned activities of 70 CORE partners, be it industrial supply chain actors, public entities, NGO's or knowledge institutes (BMT, TNO).

P&G statement (EIA member in audience): "We need 'mild temperature control'; in CORE we are developing a third alternative to reefer or nothing".



Skyline Rotterdam. Left: Erasmus Bridge. Front: 'Holland Amerika Lijn'