



European Shippers' Council

Is cost the central theme for modal shift?

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ESC in a nutshell

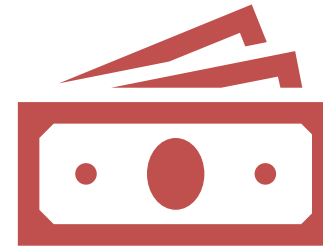
Established in 1963, the ESC is a non-profit European organisation representing cargo owners (freight transport) interests of around 100.000 companies throughout Europe.

Its global network consists of national shippers' associations, European commodity trade association (e.g. chemical, steel, paper) and corporate members.

It aims at creating a level playing field in Europe and between continents.

Internationally, the ESC works closely with the Asian Shippers' Association (ASA) and the American Association of Exporters and Importers (AAEI), together forming the [Global Shippers Alliance](#) (GSA).

Cost a developing concept



From what we pay for transport to fair pricing....

Internalizing external costs in pricing refers to the practice of factoring in the negative externalities or indirect costs associated with a product or service into its price. Externalities are costs or benefits that are not fully accounted for by the buyers and sellers.

Central role for modal shift/co-modality

Inland shipping in pole position

- Energy efficient
- Clean
- Labor extensive
- Capacity on infrastructure

Developments in other modes

Autonomous

Availability energy

Position hubs (friendshoring/nearshoring)

Market opportunities



BIG VOLUMES



**LESS THAN CONTAINER
LOAD**



ESC

Actions



Reinventing supply-chain



Innovate the fleet



Make use of digitization



Prepare for the future



Work on strong points



ESC

Conclusion

Start	Strong start position
Make	Make your market position even stronger now position is best
Tell	Tell an honest story on costs and disadvantages
Make	Make use of your allies
Do not be	Do not be too modest..



Thank you!