



Schifffahrt, Häfen, Wasserstraßen

CoCom und ProCom Aufgaben und Aktivitäten

Dr.-Ing. Hartmut Brühl, Unna



28.06.07 – PIANC-D Workshop

CoCom

- End of 2006 CoCom had 20 members and 2 observers (including one from UNCTAD)
- 16 countries are represented in CoCom of which 7 Countries in Transition (CiT)
- 2 “vacancies” difficult to fill (UK and India)



Meetings

- May 2006 in Estoril, Portugal.
Action Plan 2006-2010 approved. Special CoCom Session during the Congress.
- October 2006 in Brussels (very high attendance)
- In addition meetings of the International Organizing Committee of PIANC-COPEDEC VII 2008 in Dubai.



SubCommittee 1 Working Groups

- **CoCom 1 on Small Island Ports**
making good progress, expected to finish by end 2007
- **CoCom 2 on Shoreline Stabilization Methods**
TOR approved in 2006, has started early 2007
- **Task Group on Training Facilities for CiT**
TOR formulated, started early 2007
- **CoCom 3 on Training**
TOR prepared, to be approved by ExCom



SubCommittee 2 on Regional Groups and QMs

- Argentina became QM per April 2006 and has established a National Section per 1 January 2007
- RG Central and Eastern Europe: Meeting of 6 countries marked the restart of the CEE RG
- RG East Asia: Meeting of Chinese and Korean Port Authorities in Japan to develop a RG
- South Asian and Southern African RGs: No progress on restructuring



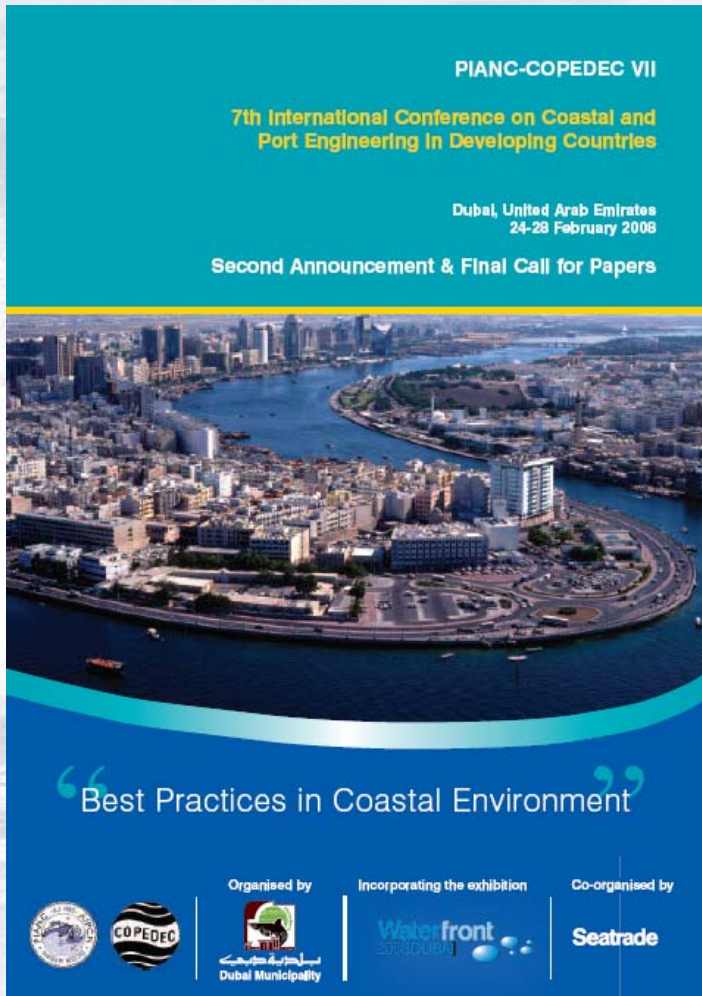
SubCommittee 3 (PIANC-COPEDEC)

- After the death of Mr Summa Amarasinghe, the initiator of and motor behind COPEDEC I-VI, Mr. Ranjit Galappatti has taken over as Chairman of the IOC.
- The IOC had 2 meetings in Dubai in preparation of the VIIth Conference, the last one 24-28 February 2008.
- The 2nd Announcement & Final Call for Papers was distributed, some 300 abstracts submitted
- Dubai Government granted 100 Fellowships for professionals from CiT.
- Further fellowships through contributions by Belgian and NL National Sections



PIANC - COPEDEC VII

24 – 28 February 2008



PSC

Kees d'Angremont – Chair
Ranjit Galappatti – Co-Secr.
Hanno Scheffer – Co-Secr.
Tomoya Shibayama
Sören Kohlhase
Charitha Pattiarachchi
Thabit Al Abdessalaam
Gary Mocke

304 abstracts submitted / 48 countries
226 papers accepted / 43 countries

27 Sri Lanka
22 Germany
16 India
15 UK
14 UAE
12 Iran

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SubCommittee 4 on Logistical and Financial Support

- SC 4 Action Plan was prepared and approved
- Guidelines and Procedures for Cooperation Fund were prepared and approved by ExCom
- Cooperation Fund was effectuated within the Budget 2006
- Contributions into the Cooperation Fund were already made by the Dutch and Portuguese Sections (€ 5000 and 2000)



ProCom Promotion Commission

Decided by AGA 2007 in Cochin

- First meeting on 18 June 2008
- Temporary Commission to sunset within 2 to 3 years, latest 2010
- Results to be adopted in Helsinki AGA 2009



Objectives

In the line of the Strategic Plan 2006 - 2010

- Raise credibility and profile of PIANC as an authority on technical, environmental and economic aspects of navigation, ports and waterways
- Promote PIANC's expertise to other international organizations
- Improve awareness of PIANC's products and increasing their accessibility for non-members
- Enhance PIANC's networking function, aimed at increasing membership worldwide – with a special focus on YPs and CiTs



Target Questions

Value and services PIANC provides to

- Governments and Navigation Authorities which makes them wanting to be/stay members
- Corporate members over and above what is provided to individual members and do we make corporate – leave alone platinum – membership worthwhile for companies
- Individual members, what do they value most, how do we increase what they value most, and how do we convince other individuals that membership is worth the cost



Principles to follow

- No conventional advertising campaign
- No redesign of PIANC brand name or the like, no discussion on such topics
- Check usefulness and attractiveness of On Course magazine and all other means of publication and their relation to each other
- Find ways to make the Technical Publications much more visible and accessible, particularly to internet search machines, consider downloads for on-line payment
- Find ways to make PIANC more noticeable to and engaged in governmental and inter-governmental consultations, such as EU WFD and RIS rules



Task Group Members

- **Austria** R. Pfliegl
- **Belgium** C. de Meyer
- **China** Y. Li
- **Finland** O. Holm
- **France** P. Lambert
- **Germany** H. Brühl
- **Italy** C. Gianani
- **Japan** S Naruse
- **Netherlands** A. Clijncke (YP)
- **Norway** H. Moen
- **Poland** M. Zalach
- **South Africa** F. Kapp
- **United Kingdom** M. Thorn
- **United States** R. Engler

Platinum Partners

- H. Fiers (Dredging International)
- B. Groothuizen (Van Oord)
- T. Metten (Duisburger Hafen) (?)

Co-Chairs ProCom

- L.v.Schel
- H. Fiers

Assistant Chair (Chairman Task Force)

- T. Wakeman



Scope of Work

- Develop a Promotional Program in line with Strategic Plan 2006-2010 and Commissions' Action Plans
- Prepare a Marketing Plan in line with the Promotional Program with actions clearly defined in terms of target groups, objectives, time frames and costs; the plan shall be updated as required
- Obtain professional support by a specialized marketing consultant
- ProCom to cooperate closely with General Secretariat



Next Steps

After Kick off meeting on 18 June, where ToR of ProCom have been finalized

- 15 July: list of PIANC products evaluated: number and type of readers, feedback, cost
- 25 July: Detailed list of themes for Consultant
- 10 August: Contract with Consultant
- 30 Sept.: Initial draft Promotion Program delivered after close cooperation of Consultant and ProCom
- 22 Oct.: Promotion Program presented to Council by ProCom on the basis of the Consultant's report

