



# Digitalization of Freight Transport Services: a Leverage for Development in the Balkan Area

**Dr. Afroditi Anagnostopoulou**

Head of Economic and Social Impacts of Transport Systems Laboratory,  
Deputy of Unit on Transport Economics and Environment, Maritime and Air Transport  
Centre for Research and Technology Hellas / Hellenic Institute of Transport



## Research Actions

Development of an innovative web-based platform that will facilitate shared road freight transport services efficiently connecting national and transnational shipper and carrier operations

Assessment of local and transnational road freight transport conditions

Identification of needs and requirements of stakeholders, both carriers and shippers

Specification of critical issues to be considered in the development of a Freight Exchange Platform

Webinar on Transport in the Balkan and Black Sea region  
Thursday 19 November 2020 – 10:00-12:00 (CET)



## Insights of Road Freight Transport in Balkan Area

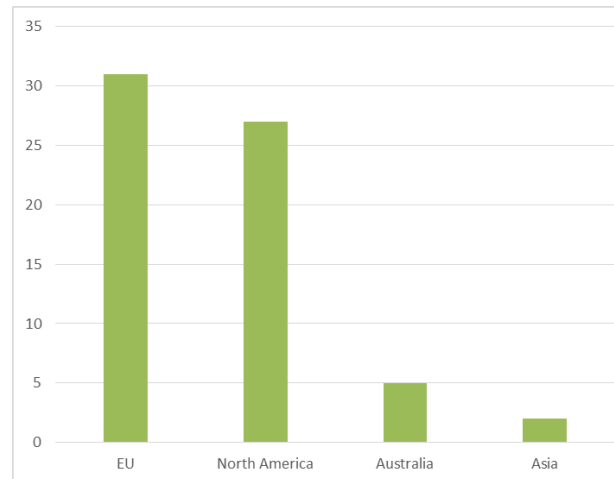
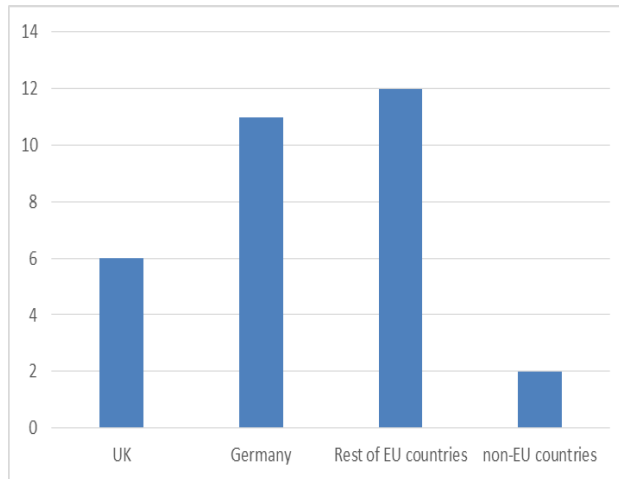
- Advances in Internet of Things (IoT) & B2B-B2C hubs push towards more Cooperative-Intelligent Transportation Systems (C-ITS)
- Both freight market stakeholder groups **(i) carriers, and (ii) loaders** require new innovative and customized tools
- Balkan region countries' logistics activities are significantly below the average EU
- High potential for LPI improvement due to high share of road freight transport activity (>60%)
- **Albania & Bulgaria** aim to enhance private-public partnerships and modernize current C-ITS national infrastructure
- **Greece** focuses on rail freight transport infrastructure

Countries	Logistic Performance Index (LPI)
Albania	2.6
Bulgaria	3.0
Greece	3.2
EU average	3.6

Webinar on Transport in the Balkan and Black Sea region  
Thursday 19 November 2020 – 10:00-12:00 (CET)



## FEPs: Global & EU level



- **65 FEPs** globally
- **31 FEPs** in Europe
- **7 out of 31 FEPs** in the Balkan area



## Assessment of Road Freight Transport Conditions in Balkan Area

- Three Balkan countries studied:
  1. Greece
  2. Bulgaria
  3. Albania
- Interview sessions held by their representative chambers of each country
- Use of FEPs
  1. Albania → national
  2. Bulgaria → pan-European
  3. Greece → pan-European

Platforms	Investigated countries		
	Albania	Bulgaria	Greece
<i>TRANSMOGUL</i>			
<i>URSUSforwarding</i>			
<i>Speditor.NET</i>			
<i>Trans.eu</i>			
<i>TIMOCOM</i>			
<i>Nestcargo</i>			
<i>Freights</i>			

Webinar on Transport in the Balkan and Black Sea region  
Thursday 19 November 2020 – 10:00-12:00 (CET)



## Local workshops

### Purpose of working meetings:

Gather all project partners together with key national freight transport stakeholders

Receive valuable information for developing a Freight Exchange Platform

Create a strong freight stakeholders pool for future development of trans-national Balkan freight activities

### 3 Local workshops were held in:

**1st hybrid** (physical & virtual) local workshop happened in **Sofia (Bulgaria)** at **2nd of July 2020**

**2nd virtual** local workshop happened in **Tirana (Albania)** at **6th of July 2020**

**3rd virtual** local workshop happened in **Thessaloniki (Greece)** at **8th of July 2020**

### Participating Stakeholders:

**Freight & Logistics SMEs**

**Associations & Clusters**

**Academia / Research institutions**

**Organizations in consultancy, trade sector, accounting**



## Needs and Requirements of Road Freight Transport in Balkan Area

Limited hardware and software infrastructure for the carrier drivers

Carriers & Shippers and relevant national authorities should support the development of FEPs

Specific training programs to learn how to use properly these digital tools

Not available in mobile devices

Webinar on Transport in the Balkan and Black Sea region  
Thursday 19 November 2020 – 10:00-12:00 (CET)



## Critical Issues of Road Freight Transport in Balkan Area

Connection and integration with other modes of transport (rail, air, inland waterways, maritime).

Provide higher digitalization of administrative services

Ensuring high security and protection of data and information shared in a FEP

Provide added-value services (i.e. analytical tools, simulation services, training services, cost optimization and estimation services etc.)





## Expected Outcomes



Promotion of strong transnational business collaborations between shippers and carriers in Balkan area



A valuable tool to utilize day-to-day shipper and carrier operation in order to improve performance of users



Provide to its users access to new markets and customers offering significant business opportunities, especially for SMEs, supporting their viability in the sector.



Improvement of efficiency and productivity for shippers and carriers leading to major environmental benefits for the Balkan area

Webinar on Transport in the Balkan and Black Sea region  
Thursday 19 November 2020 – 10:00-12:00 (CET)



## Acknowledgments

This research has been co-funded by the European Union and national funds of the participating countries through the Interreg Balkan – Mediterranean program “SCOPE - Shared freight transport services connecting shipper and carrier operations” (MIS: 5048545).



<http://www.interreg-balkanmed.eu/approved-project/46/>



<https://www.facebook.com/scopeBMP/>



<https://www.linkedin.com/company/30628693/admin/>

Webinar on Transport in the Balkan and Black Sea region  
Thursday 19 November 2020 – 10:00-12:00 (CET)



**“Digitalization of freight transport services: a leverage for  
development in the Balkan area”**

**Thank you for your attention!**