



VII International Transit Conference

TRANSESTONIA 2011

Transatlantic Horseshoe

26.10.2011. Swisshotel Tallinn

TRANSATLANTIC HORSESHOE

Connecting North America with Russia, CIS, Central Asia, Afghanistan and Northern China



ESTONIAN LOGISTICS CLUSTER is proud to present the Transatlantic Horseshoe and the Partners involved



Illimar Paul
Development Manager
Estonian Logistics Cluster





What is behind the concept of the Transatlantic Horseshoe?



- 1. Supply and Demand**
2. Real Cargo
3. Real Companies sharing the same objectives, working in the same direction & tools in place
4. Window of Opportunity
5. Hard to beat Value Proposition
6. SARR - Safety, Agility, Reliability, Responsiveness
- 7. Maximized ROA for the Customers**



Introduction of the Partners

- CN – North America's Railway
- Port of Halifax
- Halifax Gateway Council and Nova Scotia Gateway
- Ocean carriers – ACL (conro)
- European hubs – Port of Hamburg
- Estonian Logistics Cluster
- Port of Tallinn
- Estonian Railways
- Blocktrain operators – Logistic Operator, FESCO
- Kazakhstan Railways



Cargo

- Refrigerated foodstuffs
- Construction Materials and Equipment
- Machinery
- Project Cargo
- Metal



Value Proposition

- Shortest Transit Time
- Frequency
- Accuracy
- Safety Warranty
- Best on the market value/cost ratio
- Increased ROA







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