Logistic tool for delivery management in exhibition centres, MCH Messe Basel (Switzerland)

**KeyWords:**
Access to transport hubs and urban areas, IT-technologies; Transport optimisation; B2B solutions; Cooperation; Innovative operational solution; Value added services; Transport management

**Case Picture:**

At the Exhibition Centre of Basel, the largest in Switzerland, the operator MCH Messe Basel introduced a new logistics booking system. Exhibitors, stand builders and other suppliers have to register in advance via a designated online logistics tool for all deliveries and pick-ups to the venues. All logistic processes are managed and handled by the trade fair’s logistics operator. This logistics tools offers a solution for the specific problem of the Messe Basel Exhibition Centre, but is highly transferable to many urban facilities or logistics intensive campuses elsewhere.

**Benefits:**
- Significant decrease of congestion in delivery zones
- Full control over all logistics activities
- Increased planning capacity due to scheduling
- High acceptance and support by users
- Overall efficiency increases (time saved, lower costs for deliveries and pick-ups) for owner and customers
- Automation of billing and invoicing related to all logistics activities

**Success Factors:**
- Optimal operative processes dictated functions and development of the logistics tool
- Open and early communication strategy towards all involved actors
- Intuitive manuals and documentation
- Thorough and stepwise testing before implementation
- Close cooperation of involved actors

**Supported Strategic Targets:**
- Public and private targets are supported:
- Increased quality and efficiency in logistics
- Increased safety and security
- Inner city transport management is improved and more competitive

**Short description**
The Messe Basel Exhibition Centre buildings are located in a central part of the city of Basel. Access roads are narrow and do not have enough places for trucks or for their loading or unloading activities. Space for parking and idling is very limited, also integrated in a residential and public area.

This major limitation of space led the exhibition centre operator ‘MCH Messe Basel’ to develop a new management for logistics operations on their premises. The aim was to limit conflicts between goods vehicle maneuvering, loading/unloading or waiting and parking in the vicinity.

An increasing demand for transport to the exhibition venues, together with higher requests for just-in-time deliveries peaking on the day right before and just after trade fairs being held, led to further increasing traffic problems.

**Solution:**
- Obligatory online tool (accessible via [https://ims.messe.ch](https://ims.messe.ch)) for booking of timeslots for all deliveries to the Messe Basel Exhibition Centre.
- This booking is free of charge.
- Goods vehicles have to check in at another site, the Messe Basel check point, located in the Basel port area, 15 minutes drive from the exhibition centre, at designated times.
Solution (continue)

• Delivery information and cargo is verified and a parking space at the exhibition centre is assigned
• Assignment of delivery bay for transhipment at the exhibition centre is based on vehicle type and loading
• After transhipment operations, vans and trucks have to be removed from the trade fair premises
• Up to 480 time slots for truck deliveries are available per day (some only on assignment by management)
• Automated IT supported processes at the check point allow handling of 95% of all arriving vehicles in less than 3 minutes

Implementation

The development of the tool started in January 2011, the online registration webpage went online in December 2011 while the first trade fair event where use was obligatory was held in March 2012. It is planned that all exhibition events at Messe Basel will use the new logistics tool.

Key to implementation, use and acceptance of the new tool was the communication with all relevant actors. Comprehensive guidance documents for processes, time planning and necessary procedures were provided for all actors. Data collection and analyses and further reduction of bottlenecks will extend implementation and continuously improve processes and results.

More information:


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Supply chain elements:

• Transport (only a limited part of the tour)
• Loading/Unloading
• Handling
• Shunting, taxiing on the fair grounds
• Unpacking and packing of delivered materials

Main actors involved

• MCH Messe Basel, the project leader
• Operators (IT, marketing, process management)
• City’s urban planning department
• Customers of the trade fair (e.g. stand builders, exhibiting companies)
• Logistics service provider

Pictures:

Online registration of deliveries

Online confirmation with bar code

Time slot access at check point

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