

Curriculum Vitae

P. (Piet) Koet (NL, 1955)

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CAREER

In 2011 I founded the consulting company **Red Ball Consultancy**, focusing on port management, inland transportation and logistics, combining my experiences at the Port of Rotterdam (16 years), a consulting company (6 years) and a forwarding company (6 years).

RECENT ACTIVITIES

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| 2017 | A mission to improve the performance of the port of Ziguinchor (Senegal) |
| 2017 | Port expert for the development of the 2040 Vision of the Grand Port Maritime de La Rochelle |
| 2016 | A market study for a multi-modal inland container terminal. |
| 2016 | A mission to identify opportunities for the Dutch food- and fruit (logistic) sectors in Ivory Coast for the Dutch ministry of Foreign Affairs and a bank. |
| 2014-2016 | A project to improve the quality and efficiency of inland container transportation by barge (river) to and from the French ports, for the French Ministry of Ecology, Sustainable Development and Energy (MEDDE). |
| 2015 | A second opinion on a study regarding the development of river transportation in the Democratic Republic of Congo for the Dutch Ministry of Foreign Affairs. |
| 2015 | A first feasibility study ("Sanity Check") on the development of a hub for fruits and vegetables in the port of Illichevs'k (Ukraine); |
| 2012-2014 | Advise for the Grand Port Maritime du Havre (France) on the improvement of the railroad transport, transport by barge and short sea. The project consists of 3 elements: <ul style="list-style-type: none">- the development of a multi modal platform: commercial strategy, organization, business plan and operational plan;- a methodology to further develop the railroad services (shuttles) for containers to and from the port of Le Havre- A market analysis and feasibility study on the development of a short sea terminal; |
| 2014 | A bench mark study, comparing the land leasing and commercial policy of the ports of Le Havre, Antwerp, Rotterdam, Amsterdam and Hamburg for HaRoPa (a cooperation between the ports of Le Havre, Rouen and Paris); |
| 2014 | Supporting the city of Lubumbashi (Democratic Republic of Congo) in the development of a public transportation system; |

2013-2014	A report on the Dutch railway system for cargo, as a reference for the French railway network operator RFF (SNCF Fret);
2012-2013	Supporting an international group of companies in the development of a shuttle service between the Netherlands and Slovakia (business concept, business plan);
2012-2013	Analyzing and describing the process of container logistics and related information flows in the (Rotterdam) port area as a contribution to a port bench mark;
2012	Advising an inland terminal/barge operator and a forwarder on operational cooperation and integration of terminal activities and warehousing/distribution;

TIMELINE

<u>Since 2012</u>	<u>Partnership with Theorit Consultancy</u> Red Ball Consultancy usually cooperates in a network of other consultancy firms and experts. In 2012 a partnership with Theorit Consultancy was established.
<u>Since 2011</u>	<u>Owner of Red Ball Consultancy</u> Port management, port strategy, inland (intermodal) transportation, logistics, terminals, storage.
<u>2006-2012</u>	<u>Manager Business Development and HR at Top Group International</u> Top Group International is Rotterdam based, Taiwanese owned international forwarding company (sea freight, air freight, inland transportation, customs services, warehousing). Main activities: Business Development, initiating new intermodal services, restructuring the organization for better efficiency, a new HR policy, introduction of <i>standard operational procedures</i> , expansion of services portfolio, improving quality and continuity, reducing costs of failure.
<u>2004-2006</u>	<u>Senior Business Development Manager at the Commercial Division of Port of Rotterdam NV; Manager Hinterland team.</u> Main activities <ul style="list-style-type: none"> • Initiating new container railway services to/from central and eastern Europe, in cooperation with business partners. This was achieved by involving (future) customers (forwarding companies, shipping lines) in the “design” and development and by making agreements about the set up and cargo volume. • Contributing to the railroad strategy of the Port of Rotterdam • Streamlining the traffic of container barges in the Rotterdam port area (“Hinterlink”) and improving the quality of operations by better agreements between all parties involved. Chairing workshops with barge operators, terminal operators and shipping lines. • Assessing plans for new infrastructure from a business (customer) perspective (rail infrastructure, Maasvlakte 2). • Consulting the Port of Rotterdam Management on the selection of the operating company for the Betuweroute (dedicated rail connection for cargo between Rotterdam and Germany)
<u>1998 – 2004</u>	<u>Senior Consultant at van de Geijn Partners B.V (Consultancy).</u> Assignments in the field of intermodal transportation, logistics and infrastructure for (groups of) shippers, the transport business, the National Government (Ministries of Transportation, Ministry of Economic Affairs, Ministry of Justice) and port based companies

- Establishing a fast railway connection (“Overnight Express”) for perishables (fruit, vegetables) and other time critical cargo between Aalsmeer (flower auction) and Milan (Italy), in cooperation with the Dutch railways, logistical service suppliers, the Flower Auction, exporting companies and the Ministry of Infrastructure and Traffic. With many actors involved, the project had to be realized in a complex environment of public and private interests.
- A project to initiate the use of Multi Modal, 45 ft pallet wide containers (“Coolboxx”) enabling transportation of perishable products by rail for a group of companies.
- Development of a new business model for the Transportation and Support department of the Ministry of Justice;
- A bench Mark, comparing Rotterdam, Bremerhaven, Le Havre en Antwerp, regarding the operational process of intermodal (rail) containers.
- A feasibility study on intermodal transportation (by rail) of perishable products for Port of Rotterdam.

1985 – 1998 Researcher and Senior Project Manager at the Port of Rotterdam.

Activities were (strategic) research and advise to the Board of the Port of Rotterdam

Some activities:

- Assessment of the business potential of a Czech rail operator (CSKD Intrans), preparing the acquisition by Port of Rotterdam;
- Member of a team that produced long term forecasts for the flows of goods through the port of Rotterdam, as a starting point for the Port Plan 2010
- Research on integrating the logistical systems of locally produced (Westland greenhouses) and imported fruits and vegetables in a shared distribution center (“Fruitport”).
- Project manager for a container rail shuttle between Rotterdam and Moscow for perishable products, in cooperation with Sealand/Maersk, shippers and the Dutch Ministry of Infrastructure and Transportation.
- Participated in the “Task Force Betuweroute”, reporting to the CEO of the Port of Rotterdam. The team was formed to provide information that was required for (political) decision making.

NETWORK

During my professional career I have created an extensive network, covering transportation and logistics companies, government, port authorities and consulting companies.

EDUCATION

- ◆ Gymnasium β, 1974
- ◆ NHTV (National Academy for Traffic and Transportation), bachelor, 1983
- ◆ Training Physical Distribution and Logistics Management, IBW, 1987
- ◆ Training Senior Management, Krauthammer, 2002-2003.
- ◆ Training Selling Skills and Executive Presentation Skills, van Kessel & Partners, 2004

LANGUAGE SKILLS:

English: Excellent

French and German: Proficient.

PERSONALITY

Team player, practical, responsible, committed, loyal.