Project Newsletter



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PROJECT PARTNERS'

NEWS



PROJECT NEWS

FUTURE EVENTS

NEWSLETTER



Our goal

is to develop and implement a German-Ukrainian master program in logistics at two Ukrainian universities in Kyiv and Uman in cooperation with the University of Bremen, Germany with dedicated modules for national and international student mobility. The German Academic Exchange Service (DAAD) supports us with funding for four years.

Our newsletter

addresses current and future students, colleagues from other Ukrainian universities, logistics companies and political decision makers who are interested in GUMLog project events and the enhancement of the German-Ukrainian competence network in transportation and logistics. UNIVERSITY PARTNERS

PROJECT DURATION 2016-2019

FUNDING AMOUNT € 200.000,00

WEBSITE WWW.GUMLOG.ORG

Honorary Doctor of the Department of Commercial Activity and Logistics of KNEU

On April 26, 2018, at the meeting of the Academic Council of the Vadym Hetman Kyiv National Economic University (according to the decision of the Academic Council of the University dated 29.03.2018, pr. 8), the title of Honorary Doctor of the State Higher Educational Institution " Kyiv National Economic University named after Vadym Hetman" was awarded to Professor, Doctor Hans-Dietrich HAASIS.



Frankly thanking for the award, Professor Hans-Dietrich HAASIS rightly said: "In logistics, I became convinced that not only investments in the economy, but also finding a common language with partners, creativity and new knowledge were important. I am sure that we will always find a common language in achieving the goals of science development. "

Traditionally, Professor Hans-Dietrich HAASIS held an open lecture for lecturers and students of Vadym Hetman KNEU on "New Trends and Challenges in Production and Logistics," which aroused considerable interest. And this is no accident, because more than 200 listeners gathered in the audience of the university. During the

lecture, the professor raised a lot of interesting issues: modern logistics, modern containers for the transportation of goods, the speed of development of social networks, the development of payment methods in the future, and many other important issues.

Professor Hans-Dietrich HAASIS is Head of the Marine Business and Logistics Department at the University of Bremen (Germany), member of advisory government bodies (in particular, the Ministry of Transport and Digital Infrastructure) and NGOs from Germany and other countries, as well as member of editorial boards of international journals logistics, infrastructure and management.

For 10 years, the German scientist has maintained close relations with our university. At the initiative of Professor Hans-Dietrich HAASIS in 2008, an agreement on cooperation was signed, according to which student exchanges and joint educational programmes were envisaged. Since that time, 10 students of KNEU have received scholarships for semester studies at the University of Germany. With the support of a respected scholar, the Master's Program "Logistics Management" was opened at KNEU Center for Master's Studies. Professor Hans-Dietrich HAASIS and his colleagues conducted a series of logistics courses and issued certificates of successful completion of the programme in addition to state-level diplomas. In

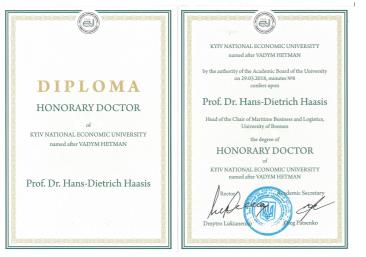


PROJECT PARTNERS' NEWS

UKRAINIAN PROJECT PARTNERS:

KNEU KYIV NATIONAL ECONOMIC UNIVERSITY

UNUH UMAN NATIONAL UNIVERSITY OF HORTICULTURE addition, our lecturers - associate professor of marketing department Oleksandr DIMA (2010) and associate professor of the Department of International Economics Svetlana Strelnik (2011) - had the opportunity to conduct lectures for students of the University of Bremen.



In 2015, with the support of Dr. Irina DOVBISHUK and professor Hans-Dietrich HAASIS, a grant application was prepared for DAAD to receive funding for the development of the GUMLog Project (German-Ukrainian Master's Program in Logistics). The grant allowed

student and academic mobility, academic excursions and events, the purchase of equipment and specialized literature. The main goal of this project is to open the Master's programme of "Commercial Activity and Logistics" based on the KNEU Marketing Faculty. Based on the results of the work, 7 students, 1 post-graduate student, 10 teachers (various faculties) visited the University of Bremen, under the academic mobility program for 2016-2017. In addition, at the cost of the project, 3 projectors, 2 laptops and over 100 units of educational literature were purchased for the educational process at KNEU. Within the framework of the project, GUMLog conducted a series of academic excursions to domestic enterprises, which enhances the practical components of the educational process in our university.

This year professor Hans-Dietrich HAASIS and Dr. Iryna DOVBISCHUK are planning to take an active part in preparing students of the master's degree in the field of Business and Logistics.

It should be noted that with the assistance of Professor Hans-Dietrich HAASIS and Dr. Irina DOVBISHUK, cooperation between the University of Bremen and Kyiv National Economic University named after Vadym Hetman went to a new high-level - the Finance Department of KNEU also actively cooperates with Professor Dr. André HAYNEMAN.

In addition, the scientific activity of the Accounting and Economics Faculty with the corresponding department of the University in Germany is intensifying. In 2018, the University of Bremen, together with KNEU, received funding for academic mobility through the Erasmus + programme, which will further intensify cooperation with the University of Bremen.



Invited Professor of the Department of business and logistics;

During a visit in Kiev, project GUMLog Dr. Irina Dobsyuchuk obtained the position of invited professor of the Department of business and logistics.

Starting from 2015 onwards, Dr. Irina Dovbyshuk has taken an active part in the creation of a joint German-Ukrainian Master's Programme in Logistics which opened in 2018 at KNEU. Since 2016, the four-year international programme GUMLog is being implemented with the participation of the "Kyiv National Economic University named after Vadym Hetman", the University of Bremen and the Uman National University of Horticulture under the coordination of Dr. Irina Dovbyshuk, with a total budget of 200,000 Euros. Financing of the project will end in 2019, but Dr. Irina Dovbyshuk, alongside with Ukrainian partners, plans to continue implementing it with the addition of additional funding and new partners. With the assistance of Dr. Irina Dovbyshuk, more than 20 students from 2016 have already received scholarships for a month at the University of Bremen. From 2019, a two-way student exchange is planned on a semester basis.

It is worth noting that Ukrainian partners together with Prof. Dr. Irina Dovbyshuk are constantly working on finding additional funding from private enterprises and international funds to provide scientific and educational activities.





Iryna Dovbyshuk conducted lectures in "Global logistics" for students, within the framework of the GUMLog



Two days Iryna Dovbyshuk, from the University of Bremen, conducted lectures in English for students, within the framework of the GUMLog program. The lecture was attended by students from three universities. Namely KNEU: Sierikova Anna, Korolkova Ksenia, Machine Julia, Kolomiyets Tatiana, Gorokhov Anatoly, Yakovenko Tetiana, Moiseenko Julia, Holovaty Alexey, Ivanchenko Vladislav, Sichkar Alyona; Uman State University of Horticulture: Suslov Valentin, Boyko Svetlana, Balkovskaya Yuliya, Belim Anastasia, Geiko Timofey, Dakarchuk Valentin, Kozak Kiril, Sevastyanova Nadiya, Sukhetskaya Kristina; and Bremen

University: Natalie Baden, Louise Brillert, Deniz Patsachi, Burak Tayarer.

It is worth saying that the topics were relevant and necessary at the moment. The first day of the lecture was devoted to the international infrastructure and such an important question as the problems caused by the differences between the cultures of different people. During the event, the lecturer conducted an open dialogue with the students, despite the fact that the lecture was held in English language. All topics were really interesting and everyone had the opportunity to join the discussion of this question.

After the students had received so much useful information, they were asked to spend time together. So, during second day they worked in teams and applied in practice the knowledge about the cultural features of different nations. Participants of this event played scenes from business negotiations, parties of which were from different nations, and discussed inappropriate or unusual behavior, movements, etc. Having considered such situations from different sides, the participants of this event proved that each country is unique and original and it is necessary to respect the traditions of other nationalities. In the afternoon, we looked at the equally interesting questions, namely, "Organization of work in the warehouse", "International trade" and "International logistics". Students, who were considering these questions, convinced in the complexity and importance of building trade links between different countries. As a conclusion of these two saturated days, the main theses that are important for future specialists were formulated: the necessity of construction of diplomatic relations, taking into account the peculiarities of different nationalities, and creating the right trade relations.



Such cooperation is very important for all its participants. Everyone found something interesting and got the right skills for future work. These were two incredibly exciting days that everyone would like to repeat.



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Ukraine export strategy: problems and values of logistics

The Round Table "Export Strategy of Ukraine: Problems and Values of Logistics" was held on April 25, 2018, at 14:00 with the participation of international experts. Co-organizers of the event: Ukrainian Agrarian Confederation, Department of Business and Logistics and the Agro-Business Institute of KNEU with the support of the USAID Project "Support for Agrarian and Rural Development". The project "GUMLog" (German-Ukrainian Master's Program in Logistics) was also co-organizer.



The event took place at the Kyiv National Economic University named after Vadym Hetman at the address: 54/1, Peromogy Ave., Kyiv, 1st building, 3rd floor, office 353. A special topic was the implementation of the Kaizenoriented approach in the company's strategy.

Ukraine holds leading positions in exports of grain and oil. How to increase agrarian potential in further perspective? Answers were sought by representatives of agribusiness, logistics companies, reforms support groups Project Newsletter



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During the discussion a number of important issues were discussed. Namely, issues of Ukraine's export potential, infrastructure development, logistics, exports of value-added products, export market diversification and business opportunities.

People's Deputy of Ukraine, the Chairman of the Council of Entrepreneurs under the Cabinet of Ministers of Ukraine, and the President of the Ukrainian Agrarian Confederation Leonid Kozachenko welcomed a speech to the participants of the round table. Leonid Kozachenko stressed that "



Transportation costs is the weightiest component of expenses in the structure of cost. Yes, 20 thousand carriages are needed for the transportation of grain, and we have twice less. River transport is not always advantageous because of high prices. Roads are not in the best condition. It is necessary to attract investments in the conditions of public-private partnership, when the state guarantees the observance of the indicator of the internal rate of investment return. We must focus on how to reduce the logistics expenses in transportation by road, rail and river, as well as reducing the costs of servicing terminals. The realization path of agrarian policy in terms of improving agricultural infrastructure is difficult and long, but there are current positive achievements."

Igor Kolyadin, the representative of the Support Office of the Agrarian Policy and Food Department of Ukraine, said that: "... At the moment, during the development of the Roadmap for Export Development, the logistic component has been taken into account in development of export agrarian sectoral strategy of Ukraine."

According to Oleksandra Klytina, the director of the support group of the Ministry of Infrastructure reforms, it is worth to reduce port fees, taking into account the profitability of each port. Transportation of goods by water transport also promotes the creation of new workplaces. But, unfortunately, we can not do anything without attracting investment. She also noted that the draft law on inland water transport has already been prepared, it only remains to be adopted. But, according to grain traders, the adoption of this law is blocked by one very well-known large agrarian company, because it creates its own river infrastructure. Regarding the railways, it would also be possible to attract private investment, but, according to market participants, Ukrzaliznytsia still offers disadvantageous conditions. Another urgent task is the modernization of carriages and locomotives. Most of them even released in the 80's of the last century. Yuriy Borovsky, the vicedirector of "TEP Vertical" Ltd said that: "Today, only four out of twenty companies produce carriages. The factories have lost their qualification in casting production, not all locomotives are suitable for EU railways."



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Pavlo Koval, General Director of the Ukrainian Agrarian Confederation, emphasized the importance of exporting both raw materials and processed products. "We need to understand the place of export agrarian strategy in the general strategy of agroindustrial complex development and export strategy of Ukraine. Over the last 2 - 3 years, the agricultural part in export structure is 42-46%: according to the results of 2016-2017 agroindustrial complex procure about 30% of foreign exchange earnings; we have become a global leaders in a number of global markets. This emphasizes the urgency of the problem of agrarian export strategy in the development strategy of Ukraine. The consumption of food products per capita over the span of past 20 years in the world in terms of energy equivalent has increased by 10%. This indicates the fact that we, agrarians, need to produce more high qualified agricultural products and transform them to a deeper level and to export to foreign markets." Pavlo Koval drew attention to the regions and perspective sectors of Ukraine, including Asian markets and markets of North and West Africa, as well as trend products (meat, dairy products, cereals) that gain a global importance. There are regions in which the growth rate of demand is growing as well as for the Ukrainian agro-industrial potential.



The special guest, Professor Hans-Dietrich Haasis from the University of Bremen (Germany) outlined key trends in logistics development, among which the main are: globalization of markets, digitalization of the economy and operational activities, robotics. Professor Hans-Dietrich Haasis said: "The EU is facing the issue of developing "reasonable" logistics, when the logistics process is robotized and the model of communication in the chain is car-car, port-port, gate-gate. Involving investors, let's not forget to invest in science."

Vasyl Vintoniak, the director of the analytical agency "Infago", outlined the export prospects of dairy products.

Finally, Alexander Yerankin, the director of the Agribusiness Institute of KNEU, refuted some myths that are common in the mass consciousness and in media. For instance, Ukraine is a backward agrarian country that exports only raw materials, namely, corn. Concerning added value - yes, Ukraine should increase production of deep-processed products. But can we consider grain as raw material? For example, coal or iron ore lie in the ground, regardless of whether they are extracted by someone or not. They are really a raw material. And if you do not add to the ground hands, machinery, technologies, just weeds will grow there... So, according to the scientist, grain is not a raw material; it is a product of labor with a low degree of processing. Therefore, it is not necessary to complex on this subject.

The organizers have promised to convey the conclusions and recommendations made at the roundtable in a profile Ministry of Infrastructure and Ministry of Agrarian Policy.

In today's environment, when a business is a driver of reforms, held event is a platform that will help to solve all above-mentioned problems.

The first issue of the logistics certification programme

This year certificates in the field of "Logistics" were issued for the first time in KNEU. Students of different specialties (marketing, international economics, economics of the enterprise) had the opportunity to get the second specialization in the field of "Logistics".The discussed issues were the synergies in the framework of the GUMLog project, signing the MoU, the student excursion to Bremen and joint publications.

	The names of the disciplines of the curriculum of bachelors	
2 nd	Logistics	The infrastructure of the commodity market
year		
3 rd	Business modeling	Warehousing
year		
4 th	Management of international channels of	Organizational development of enterprises
year	distribution	
4 th	Practice at the University	
year		-

A brief excursion into history. In the 2015-2016 academic year, a logistics certification programme was launched. It is worth noting that business representatives took active part in the development of the programme. The main partner is NESTLE. It is worth mentioning other partners: Loreal,



Yugkontrakt, DBShanker, Delivira, AiTiEnterprise, Ecole, Fozzi Group, Raben.

The certification programme consists of 6 disciplines: Logistics, Product Market Infrastructure, Business Modeling, Warehousing, Management of International Distribution Channels and Organizational Development of the Enterprise. Before taking the state examinations, students are trained in the Logistics program

taking the state examinations, students are trained in the Logistics program, which is part of the logistics certification program.



Kiriakov Denys (left photo), Aleksey Proverov (right photo) Nestle

Theoretical and practical knowledge is not the only result of a certification programme. The recruitment for Masters in the specialty "Commercial activities and logistics" has been initiated. Effective logistics becomes one of the key tools for achieving competitive advantage.

The recruitment for Masters of "Commerce and logistics." has been initiated.

Since 2018, KNEU has started to enrol students for the master`s programme "Commerce and Logistics."

More than 30 applications were submitted from students to study in the programme on the full time or part-time form of study.

For the first year 3 students (2 full time form and 1 part-time form of study) were recruited:

- Daniil Sukhorukov
- Bohdan Reshetniak
- Vasyl Lisovy

Students are highly interested in logistics. Vasyl Lisovy is already working in logistics, organizing the work of drivers in a transport company that provides its services in the United States for many widely known companies.







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Strengthening cooperation with business partners

On 11.05.2018, 3rd year students and master degree students specialized in "Commerce and Logistics" took part in an interesting event Business truth for YOUth, organized by our key partner Nestlé. Nestlé, together with other partners from the Alliance for Youth, spoke the truth about what the specialists in these areas are doing and share the experience of real cases. Presentations of real business cases were presented in three directions: marketing / trade-marketing, e-commerce and logistics. Presentations simultaneously took place in several audiences. Students could choose the cases that were the most interesting to them.

Students had the opportunity to listen to several topics:

• "Responsible Supply", by Inna Mazyak, Head of Procurement Division.

• "Supply Chain Management", by Alexei Provorov, Head of Planning and Supply Division.

• "E-commerce or selling food on the Internet", by Julia Kosteniuk, Project Manager.

It is worth noting that the event was at a high level. The students got a lot of practical information, met with leading specialists and could share their thoughts with students from other universities.





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Open lecture of Vadym Chornyi (Bremen University) on "Logistic 4.0" and «Smart logistics»

On 25-26.11.2018 lecture series on «Logistic 4.0» by representative of chair of maritime business and logistics of Bremen University Vadym Chornyi took place in KNEU and UNUH. The lector told students and teachers of the universities about innovations in the field of transport and logistic of European countries. The special interest was caused by cloudy technologies, which are actively inculcated in Ukraine, variants of their use and principle of work.



The interesting theme of the lecture and the presentation of information lead to the active dialogue between students and the lector. This lecture was very useful for students. Such lectures have become a real tradition. In particular, on 06.02.2018 Vadym Chornyi conducted a lecture on "Smart logistics" for students of KNEU.



Report of visit to KNEU by Lene Steenholdt (Bremen University)

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Application procedure

I heard about the project "GUMLog" in our first class at the fourth semester, in the beginning of April. After Mrs. Dr. rer. pol. Irina Dovbischuk had told us about the opportunity to be a part of the project I sent her my application. It included my motivation letter, curriculum vitae, general information about my



study and a selection of classes I was willing to attend in Kyiv. I also had to create a Learning Agreement, which has to be sent to the international office.

General Information

Prof. Dr. Dyma sent me further information about individual classes and possibilities for an accommodation during my stay. It was easy to go to Kyiv. There were no problems in communication between all responsible people. The flight started in Hanover, went directly to Kyiv and took just 2.5 hours. The Airport Zhulyany is Number 1 - 2019 Reporting period: 2018-2019

close to the city so I arrived at my room within half an hour. The accommodation is placed in front of the University, so within three minutes I reached the classroom. To get into the city centre I had to use the metro which is also placed near the university.

Start of the exchange program

I started my trip to Ukraine at the 8 of September 2018. I had never been there before so I wasn't sure what to expect. Each day I attended the chosen lectures at Kyiv National Economic University which is named after Vadym Hetman. My chosen lectures included several interesting topics - I joined the courses Personal Management, International Strategies for Economic Development, Global Business, International Operation Management and Marketing Management. Due to the fact that I already passed some similar courses in Germany it was really interesting to compare the ways of teaching in different countries and also the way of teaching within the Kyiv University itself. The

welcome was very friendly and I was well involved into the classes. I did not have an access to the online platform where all necessary material for class were shared but I received all documents and information via mail. The workload contained individual research, preparation of individual as well as group presentations, written assignments, reading lectures and inform ourselves about current economic activities to be able to discuss those topics in class and writing an essay, in which I was mostly free in choosing the topic. In comparison to my study in Germany the amount of the students was small – due to this fact we had several possibilities to speak and discuss with each other. This offers a great opportunity to improve our language skills. It was a new experience to study solely in English and accustom myself to a foreign culture. I realized that I became more confident in using English very quickly. It was a greate pleasure to meet Ukrainian students and professors, to share our knowledge, stories and experiences. I also met some other international students who were going to visit my hometown for a four week exchange.

Leisure Opportunities

When being in a foreign country it is important for me to learn about the local culture. So besides studying I tried to use the available time as good as possible. I really appreciated that some students showed me Kyiv. We visited historical



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and famous places, wonderful buildings, churches and beautiful parks. I also visited the Opera house and some open air orchestras. Traveling around Ukraine was easier than expected. On one weekend I took the chance going to Odessa which has the most important harbour for international trade in Ukraine and an awesome city centre as well. The journey by bus took approximately five hours – this is a good and cheap way to travel. For the next trip to Lviv I chose the intercity train, which is a faster and a more comfortable way to travel. Lviv is a city in the west of Ukraine, famous for its history and unique architecture - this city is so beautiful and it is really worth a visit.





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Prof. Dr. Dyma and the international office made my stay in Kyiv more enjoyable. They supported me and gave me all necessary information I needed to study successful at the Kyiv National Economic University. Due to the GUMLog-Project I had the opportunity to meet great people and made new experiences. I had never made educational experiences abroad so far and it was a pleasure to be a part of this project.

Student exchange

The next GUMLog student exchange took place in May-June 2018. The group consisted of four students from Kyiv National Economic University named after Vadym Hetman – Ms. Yuliia Butovchenko, Ms. Tetiana Yakovenko, Mr. Serhiy Nemerets and Mr. Anatoliy Gorokhov. For all participants it was the first experience of studying abroad with students from all over the world.

The application and selection process was carried out in March 2018. The participation in the program required applicants to create a timetable with the lectures that student was willing to attend. Flight and accommodation preparation began in March and ended in April.

Students were living in rented apartments and got to the university by tram.

The program was divided into two parts: the first part included lectures in Kyiv National Economic University together with four German students that visited KNEU and UNUH during one week in April. The second part of program was



held in the University of Bremen. Ukrainian students have studied disciplines Global Logistics and International Management. At the end of their stay in Bremen, students passed an oral exam in Global Logistics.



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Overall, for each participant it was an invaluable learning experience in a completely different university tradition. Besides, German students gave a tour in the center of Bremen, through which Ukrainian students learned about the history and culture of Bremen. The group visited some other cities such as Hamburg, Berlin, Hanover and Amsterdam. Actually, as all participants said, such exchanges change minds and broaden outlooks, so GumLog program is the key to development and good possibility for exploring the world.

In October 2019, 7 students from Ukraine took part in the GUMLog mobility program between universities. 4 students from KNEU - Olha Bortnyuk, Tatiana Yakovenko, Anastasiya Repko and Vladyslav Ivanchenko, and 3 students from UMAN NUS Tatiana Saveliuk, Valentyn Suslov and Kyrylo Kozak spent an awesome and productive time studying at Bremen University.



Participating in the mobility, students attended lectures and investigated some current problems and achievements of logistics. There was a huge amount of

classes to choose and students decided to take the next classes: International Business Environment, International Business Strategy, Digital Marketing, and



Consumer behavior. It was quite interesting experience. Tatiana Saveliuk says "We liked that moment when the lecturer gives not individual but group task, especially if most of students in the class are from different countries. For us it was a good experience because we met new people, different cultures, more and different knowledge, we



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can compare the thoughts and views of all people from the group and then make decisions. Also work in groups helps us to improve our speaking skills."

Especially our students were impressed by the campus of the university - "The university campus offers a lot of possibilities to satisfy the needs of the students. Here are cafés, shops, book stores and a big canteen. It is possible both to study and to relax here at the campus."



Due to communicating with students at the university and interesting lectures, students found a lot of international friends and they still keep in touch with each other. Not only studying but also traveling was very interesting for students. Seeing new cities at the weekends was a great possibility to discover German culture and integrate into the society.

International Scientific-Practical Conference "Logistics as an Instrument for Increasing the Competitiveness of Ukrainian Enterprises"

The international scientific-practical conference was held at the Uman National University of Horticulture, because university teachers are constantly using any opportunities for the development of the national economy.



Further development of logistics potential and market infrastructure of Ukraine, its active integration into the world economic processes, sustainable development in the face of existing geopolitical risks and further enhancement of competitiveness of domestic enterprises, industries and territories are impossible without the participation of highly professional logistics management specialists. Therefore, the International Conference "Logistics as an Instrument for Increasing the Competitiveness of

Ukrainian Enterprises" started with the summarising of the results of the German-Ukrainian Master's Program in Logistics GUMLog. This project is funded by the German Academic Exchange Service and has been functioning at the Department of Management of Uman NUS since 2016.



During this period teachers at the university have repeatedly visited the University of Bremen in Germany, with the aim of gaining experience in applying innovative teaching methods that have been used in the educational process after returning to the Uman NUS. With the support of the program, the Research Laboratory of Management and Logistics at the educational institution was equipped. Students and teachers joined the project, including student exchange.

Many people gathered to hear about the importance of logistics, because every person in the world has to deal with logistics in one way or another. But only logistics companies can professionally manage financial flows with maximum benefit for the client. Speakers, project participants, contributors and listeners gathered to understand these issues. The first Vice-Rector of Uman NUS, Ph.D. Assistant Professor Ivan Mostov'yak congratulated the participants and called on them for the cooperation.





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Hans-Dietrich Haazis, MD, professor at the University of Bremen (Germany), a curator of the German-Ukrainian Master's Degree Program in Logistics, spoke about the importance and role of logistics in our lives. He said ""... only by implementing simple rules, logistics should integrate all members of the logistics chain into a single system" Assistant Professor of UMAN NUS Marina Gomenyuk and Doctor of Economics, Professor of KNEU Olexander Dyma summed up the cooperation within the German-Ukrainian Master's Program in Logistics, emphasizing opportunities not only for students but also for teachers who have the opportunity to participate in international mobility.



Tetiana Savelyuk and Valentin Suslov told the conference participants about the studying at the University of Bremen, the experience, advantages and features of German education.





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The director of the Center of International Education and Cooperation of Uman NUS, Ph.D., Associate Professor Vitaliy Rybchak emphasised the importance of the exchange of experience between universities, wishing the participants the rich cooperation. Associate Professor of the Department of Commercial and Logistics of KNEU with the theme "Logistics of the last mile" was able to clearly convey to the audience that competent management of logistic processes helps to optimize the activity of the company related to the production, packaging, transportation, storage and supply of products to final consumers. And the proper construction of the logistics system and its management have a positive effect on increasing the efficiency of the enterprise.



Long-awaited and equally interesting and informative section meeting became the continuation of the plenary session, at which the participants considered a number of topical issues in the context of the section "Scientific Principles and Practice of Agrarian Logistics in Ukraine and the World", and the students of Uman NUS and KNEU had a happy opportunity to practice "The Beer Game". This is the game projecting a situation where an unanticipated change in demand in one of the components of the supply chain causes a surplus or shortage of goods in the supplier, which leads to deterioration of the fin and the loss of profits. The game was moderated by Dr., Professor at the International University of Applied Sciences Bad Honnef (Germany), Irina Dovbishchuk, who noted that the game form helps to take a fresh look at the issues faced by the employees involved in the logistics business on a daily basis. Important topics concerning "Logistics as an Instrument for Increasing the Competitiveness of Ukrainian Enterprises" were discussed in the sections "Agrarian Business and Logistics" and "Logistics and Land Market".

Due to the potential of logistics it is possible to increase organizational and economic stability and competitive position of an enterprise, firm or company in the market. At present, those companies that are guided by the innovation strategy receive and retain competitive advantages. B. Plotkin defines: "Logistics - is the main tool to achieve the necessary competitiveness for the company, because rational procurement provides the least cost - both in production and in trade." It is proved that the organization of logistics service in the company helps to solve not only the problem of fast and efficient movement of material flow to the customer, but also reduces the number of consumer complaints. It is worth noticing, thanks to the efforts of both scientists and practitioners, today logistics continues to develop.

We thank all the participants and look forward to new, constructive meetings.





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