



# Newsletter

## New German Partner for Experts for Experts Hertzog & Partner has joined e4e as our new partner in Germany

**M**r Frederik Zitz, Managing Director of Elmar Hertzog und Partner Management Consultants GmbH discusses this new development and other developments in the German Logistics and Transportation sector.

Hertzog & Partner, headquartered in Hamburg and with branch offices in Germany and an Austrian affiliate based in Vienna, is the leading management consulting and executive search company in the area of transportation and logistics in Germany and Austria. Both companies joined the e4e network as partners and shareholders. This development is a major step forward in enlarging the footprint of the eight-year-old network in terms of customer base, turnover and geographical spread.

Founded in 1978 and with their specialisation in the transportation, logistics and supply chain management sector Hertzog & Partner assist their customers in finding premium solutions in executive and specialist search, management consulting as well as mergers & acquisitions.

As the global economy begins to emerge from such a challenging period, Frederik Zitz, Managing Director of Hertzog & Partner discussed how the crisis interacted with the executive search sector in Germany. Mr Zitz agreed that the global economic crisis had affected the sector in Germany heavily from October 2008. Most companies had imposed hiring freezes until the middle of 2009. It was a hugely

challenging time for executive search companies and many firms had to release employees in order to survive, a situation Hertzog & Partner were happily able to avoid.

Some positives have come about as a result of the crisis and the executive search industry has had to redefine its role as a service provider. Until summer 2008, Mr Zitz said that many providers focused on chasing candidates who were easily absorbed by the market, despite sometimes not being the optimal fit for a particular job. This is no longer the case and that is an advantage to those providers, who understand themselves as real consultants to their clients, not just as deliverers of profiles. Quality in search and selection methods have become increasingly important, as customers analyze the candidates actual and future potential more thoroughly than in overheated times, and this will certainly continue.

Mr Zitz also sees the sector as moving beyond the crisis and is optimistic for its future prospects; 'Since summer 2009, the situation has stabilized and in the last quarter of 2009 order numbers have increased significantly again. 2010 started quite well, though we do not really know how it will develop in total yet. The



Mr Frederik Zitz, Managing Director Hertzog & Partner

increased quality expectations of the customers will remain and that is good for the industry, as it separates the wheat from the chaff.'

As the industry steps up to meet the post-crisis challenges the 30 years of combined experience and skilled

resources that Hertzog & Partner bring to e4e will make the network's pursuit of excellence even more convincing and brightens the outlook for the future.



**FREDERIK ZITZ** qualified as a hotel manager and worked in management positions in the five-star hotel business afterwards. In 2004 he joined Hertzog & Partner, and in 2005 became a consultant to national and international customers. In April 2008 he was appointed Managing Director of Hertzog & Partner Austria and in May 2008 of Hertzog & Partner Germany.

# New Consultants Join Experts for Experts Benelux Partner

**R**otterdam March 31st, 2010; Plimsoll, Experts for Experts (e4e) Partner in the Benelux is pleased to announce that two new Consultants have joined their ranks. Ferdinand Kranenburg has joined Plimsoll as an associate senior consultant focusing

on executive search assignments for logistics and seafreight related positions with major shippers. Erik Kappelle has joined as an associate partner in Plimsoll Corporate Finance, reinforcing the company's Mergers and Acquisitions practice.

Speaking following the announcement of the two new appointments Plimsoll Managing Director and President of e4e Dick H. Binkhorst said; "This is an important development for Plimsoll in that it reflects a growing optimism in the sector following the

difficult market conditions experienced since the end of 2008. Plimsoll is now even better placed to meet our clients expanding needs and with the experience Ferdinand and Erik have brought to the company to offer a consolidated expertise."

## Biography – Ferdinand Kranenburg

After his education at the Port & Transport College Ferdinand Kranenburg studied Civil Law at the Erasmus University Rotterdam, Ferdinand's early career focused on the shipping and port sector. He worked for ferry operator Norfolk Line in Scheveningen and the deepsea carrier Trans Freight Lines in Rotterdam and worked for the Dutch Shippers Council EVO since 1988



*Ferdinand Kranenburg, Associate Senior Consultant Plimsoll*

He acted as Secretary for the Liner Committee of the European Shippers Council ESC and is still active as Senior Policy Advisor Shipping & Ports for the Dutch Shippers Council. As a Policy Advisor he is responsible for the protection of the interests of shippers as far as they are users of maritime service providers and ports. This lobby function focuses not only on policymakers in national governments, but also more and more on European institutions such as the European Commission and the European Parliament.

On a global scale he participates in the "Global Shippers Forum", a

discussion platform for European, North American and Asian Shippers Councils.

Ferdinand is a member of various national and international maritime fora such as the Maritime Transport Committee of the European Shippers Council, the National Port Council and some of its committees, the Maritime Industries Forum, the Maritime Transport Committee of the International Chamber of Commerce, the board of the Dutch Shortsea Promotion Bureau, the Advisory Committee of "Mainport" magazine, the Advisory Committee of "Maritime Economics and Logistics" at the Erasmus University Rotterdam.

## Biography – Erik Kappelle

Erik Kappelle graduated from the University of Groningen as a business economist in 1984. He started his career at Coopers & Lybrand (now PWC) as auditor for international businesses. In this period he was regularly involved in transaction services such as Business Valuation and Due Diligence investigations. From 1990 to 2005 he worked for several municipal authorities in the Netherlands, lastly as director of Economics, Urban development and Housing in a township of Amsterdam.

Mr. Kappelle is experienced in all aspects of financial management and also has a broad experience in general and strategic management and business (culture) change processes.

Since 2005 Mr. Kappelle has been an established merger and acquisition consultant. He controls sale/purchase processes from A to Z and guides his clients with: transaction prepara-



*Erik Kappelle, Associate Partner Plimsoll Corporate Finance*

tion, business valuation, information memoranda, selection of candidate purchasers or target companies, deal structuring, deal negotiation, and transaction finance.

In the post acquisition phase Mr. Kappelle may help businesses with integration processes.

Mr Kappelle has sold businesses in the transportation, production industry, wholesale, IT, and human resource sectors. From 2007 to 2009 he was a partner at Adcorporate Corporate Finance.