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Strategies and innovations to improve the performance of barge transport

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Bart W. Wiegmans and Rob Konings Delft University of Technology OTB Research Institute for Housing, Urban and Mobility Studies P.O. Box 530 2600 GA Delft The Netherlands tel: +31 (0)15 278 3005 fax: +31 (0)15 278 4422 e-mail: <u>B.Wiegmans@otb.tudelft.nl</u>



## Abstract

The extended competitive forces model is a tool for analysing the barge transport market in Europe. This paper examines several sub-sectors in the barge transport market with the aim of identifying potentially successful innovations and strategies for improving competitiveness. Barge transport faces some tough challenges if it is to significantly enhance its competitive position.