

RMSC Human Capital

Human capital refers to the collective value of a workforce's knowledge, skills, abilities, experience, and other attributes that contribute to an organization's productivity and performance. Organizations that invest in their human capital, through training, development, health programs, and career advancement opportunities tend to have more engaged, productive, and innovative employees, leading to a competitive advantage in the market.

Focus areas being:

- Education
- Recruitment
- Innovation
- Health Care
- Internationalization

Human capital for business service providers

Human capital for business service providers marks the value of employees, with their skills, knowledge, experience and competencies, they make or break the organization. In business service providers, employees are the company's most vital "capital" because the services they provide rely heavily on the expertise and professionalism of their employees.

Business service providers, such as law firms, accountants, consulting companies, training bureaus, schools and marketing agencies, primarily offer services performed by people with specialized knowledge. Thus, the success of these companies is closely linked to the quality, development and commitment of their staff. Investing in well-being, training, education, advancement opportunities and talent retention is therefore crucial to create competitive advantage and ensure continuity of services.

By prioritizing Human capital at RMSC, we are investing in Rotterdam, in our members, our network, port and maritime sector.

I. What goals do we want to achieve by focusing on human capital?

1. **Efficiency and productivity:** Well-trained and experienced employees can optimize processes, the transit speed of goods and reduce operational costs. How can members of RMSC facilitate, can we join forces?

2. **Technological innovation:** The port of Rotterdam and our maritime sector relies heavily on technology, such as high-tech machinery, digitalization, and data. Deciding and knowing what is possible and judging the implementation risks, when do you jump, when do you decide it is too early? Our network, with highly skilled professionals and connections might help us further.
3. **Safety and regulatory compliance:** The port environment is complex and risky, with strict safety standards and environmental regulations. Employees with specialized knowledge of safety procedures and regulations help to ensure a safe working environment. An important pillar to increase the attractiveness of the port of Rotterdam.
4. **Sustainability:** There is a high focus on sustainability. Employees with expertise in environmental management and sustainable logistics can help reduce the carbon footprint, for example by implementing green technologies and more efficient logistics processes.
5. **International trade and relations:** The port of Rotterdam is an international hub. Employees with language skills, cultural competencies and an understanding of international trade practices can help strengthen trade relations and attract new business opportunities.
6. **Leadership and strategic vision:** Collaboration, leadership, vision, and management are needed to lead the port to new heights, stay ahead of the competition and anticipate future challenges and opportunities. With guts, this is what makes Rotterdam famous.

In short, business service providers with strong human capital are important drivers to continue the success of the port of Rotterdam and our maritime sector. It ensures that the port can not only meet current demands, but also prepare early for future challenges.

II. How can we implement this focus on Human Capital into our RMSC network?

By having a special focus on informing you on our strengths:

1. **Education:** This includes organizing conferences, informing members on the current educational opportunities, professional training bureaus, technical skills clinics and other competence driven partners, which will enable individuals to contribute more and improve themselves for organizations.
2. **Recruitment:** Finding the right practical experience, individuals in specific positions, creating a solid team leads to improved efficiency and problem solving

ability. Especially in these times where Human Capital is also scarce. Having a solid network, creating network opportunities, might help;

3. **Innovation:** The capacity of individuals to generate new ideas, improve processes, or develop new products and services. Which service providers contribute to this and how can we find each other to realize innovation. Spotlighting firms and inventions and inviting members over to your offices, having a coffee, it can be simple, but we need to get in touch with you;
4. **Health Care:** The physical and mental health of employees, affecting their productivity and ability to work.
5. **Internationalization:** The port and Rotterdam, truly a melting pot of cultures with connections all over the world. Cross border business requires skilled in communication and knowledge of international law. Specialists on tax matters, banking experts, and creative minds. RMSC precisely offers this.

Investing in human capital, through education, training, and health care, is often seen as essential for economic growth, innovation, and promotes competitive advantage. The concept is a key pillar in modern economic theories and business strategies because it recognizes that people, with their unique skills and knowledge, are a crucial source of value for organizations and the economy.

Introduction - RMSC Human Capital Ambassador



Lisette Smit-Bennemeer is operations manager at Erasmus School of Law and provide an update on the Human Capital ambassadorship.

“Erasmus University has been an active member of RMSC and in collaboration with RMSC, we have organized several conferences and welcomed many RMSC members at the University. In my role as Human Capital Ambassador for the RMSC, I feel this will give me the freedom to explore the needs and improve the quality of human capital in Rotterdam. Furthermore, it will give me the opportunity to work closer together with a great variety of service providers in the maritime industry.

After my study Communication, I ended up in the travel industry where I had several roles. After being fortunate of seeing nearly all sides of the product/life cycle within the private sector, I rolled into the public sector as a Master Coordinator at the Erasmus University for International Students. In this role, I witnessed how young scholars struggle their way through their study and build the most interesting international careers, no matter where they came from. The alumni network, the university and the maritime industry work closely together to improve amongst others the quality of education, international relations, business environment, companies and employees. The Erasmus School of Law tries to make a positive societal impact, and in this role, I am driven to do precisely this for the city, the maritime industry and the members of the RMSC. In my personal life, the passion for sailing, scuba diving and rowing keep me close to the water. I am looking forward to meet you and to find out how we can help as RMSC to service your employees and to make your company reach its best potential.

We are living in the beautiful city of Rotterdam, where many people are immigrants, here you can really make your dream come true no matter your background, the only thing you need is talent, work hard and be lucky that you meet the right people and are embraced by an appreciative work environment. The slogan of Rotterdam says, make it happen in Rotterdam! And together, I am sure we can find ways to do more.