

the SHIP supplier



Volume No. 43 Winter 2009

The Official Journal of the International Shipsuppliers & Services Association

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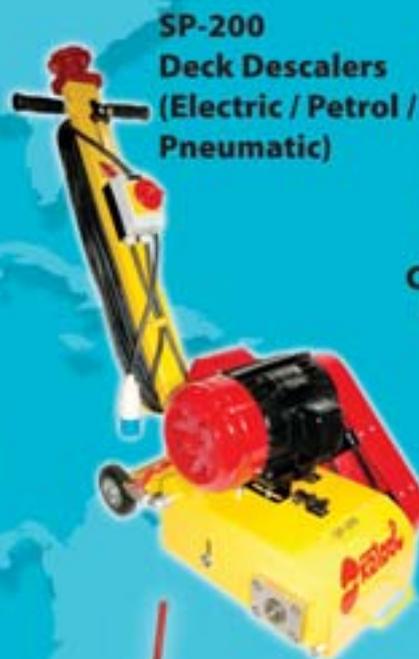


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The SHIP Supplier

Volume 43 Winter 2009

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Published on behalf of The
International Shippers and
Services Association by



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The Ship Supplier is published by the International Shippers and Services Association and is entirely devoted to reporting on the dynamic and diverse Ship Supplying industry.

The worldwide readership includes all members and associate members of ISSA, chief purchasing officers, other senior personnel with purchasing responsibility and most marine and trade related organisations.

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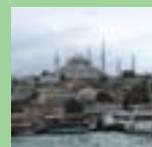
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Foreword

Dear ISSA Members & Maritime Colleagues:

Goodness me how time flies. Once again we find ourselves at the end of yet another highly successful ISSA Year which included a vintage Convention and Trade Fair and many thanks to all who helped make it the event it was. I would like to single out a number of people and associations for individual mention and they include the "voice of Convention" ISSA Senior Executive Vice-President Rocky Rocksborough-Smith, our friends at the Turkish Shippers Association, ISSA Treasurer Alfred Borg and the team in Malta, the ISSA Secretariat in London, as well as the conference organisers themselves and our dear friend Abdul Hajah. Last and definitely not least, I would like to thank all the ISSA members and their spouses and friends who managed to make the journey to Istanbul.

I would also like to say a hearty thank you to all the corporate sponsors who made ISSA54 a tremendous success. We list with pride their names as part of our Convention coverage starting on p22, and we are in no doubt that their role was vitally important to the continued success of the event and for that, we thank them.

ISSA54 in Istanbul was an admirable achievement by all especially when you consider this tough economic climate we currently find ourselves in. I received many kind comments with regards to the change in Convention style, not only regarding the new conference format but also the high quality of the subject

ISSA54 in Istanbul was an admirable achievement by all especially when you consider this tough economic climate we currently find ourselves in. I received many kind comments with regards to the change in Convention style, not only regarding the new conference format but also the high quality of the subject matter that was raised and debated

matter that was raised and debated. The decision to start Convention on Friday morning and end it on Saturday night after the Gala Dinner has proved to be an undoubted success and this is definitely a formula we should take forward to future Conventions.

The economic crisis that is affecting the shipping industry continues to take its toll on the ship supply sector with many companies finding themselves juggling lower margins and tightening cash flow. I have gone on record over the last few months to reiterate the need for owners, managers and suppliers to work

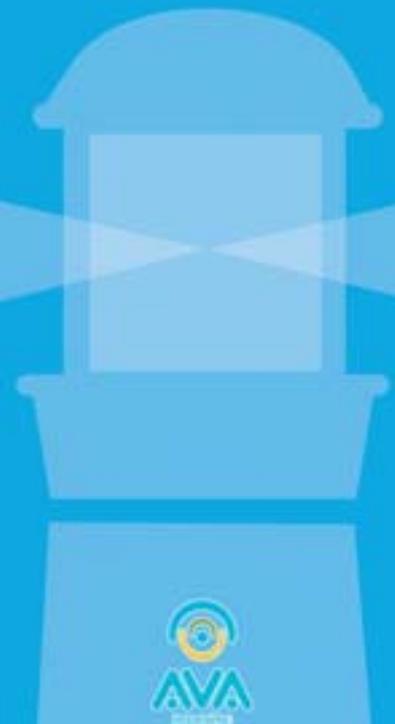


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together to ensure we all emerge fitter and stronger from this crisis. Cooperation and trust is essential to this happening and it is important that the supply chain remains intact. We, at ISSA, will do everything we can to ensure your clients and principals are fully aware of the crucial role suppliers play in making sure their ships continue to operate efficiently. ISSA's membership of the InterManager Executive Committee is key to this happening and we will continue to develop open and constructive dialogue with the industry at large to ensure the needs of the ship supply world are clearly heard and clearly understood.

On the issue of communication, I was impressed by the number of people who came up to me in Istanbul to comment favourably about the increasing profile of ISSA internationally. More of our members are seeing the benefit of belonging to an organisation that

is more visible in the industry. There is an understanding of the important role the association now plays internationally. I cannot emphasise this enough because key issues such as our Quality initiative and the attraction of only quality members to our fold will single ISSA out as an association that will continue to be respected and listened to in its areas of specialisation.

This was no more evident than at the recent meeting of the Danish Shippers Association where the general consensus was how important an instrument ISSA had become. This means we are doing our job right in promoting ISSA globally and our initiatives and goals appear to be striking the right chord with our membership.

Still staying on a positive note, I would ask you all to take a little bit of time to visit the newly designed and relaunched ISSA website, packed full of exciting news, features and membership information. Click on www.shipsupply.org and enjoy. It is our intention to keep members as up to date as possible with what is going on in their association and we always welcome your contributions.

By the time most of you will have received your Winter issue of *The Ship Supplier*, you will be well into celebrating the holiday period. I would like to wish all ISSA members and their families a happy and peaceful holiday period as well as a prosperous 2010.

Jens Olsen
ISSA President

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North America, Australasia & Asia Ship Supply

USA: Decking out the quality factor



Quality is something left on the backburner these days as cost takes the driving seat in most ship suppliers' operations. But with rampant competition between US ship suppliers, quality of service is at a premium.

For Deckhouse, East Coast-based ship store and provisions supplier, the importance of reliable and comprehensive services is never under-emphasised. With a head office in New Jersey, the company relies on its strategic location as a valuable component of its business success.

Located within close proximity to George Washington Bridge, connecting New Jersey to New York over the Hudson River while "keeping reasonable distance to all major ports in our service states area," the company is well-situated for a large customer catchment base.

With fresh provisions certified under strict hygiene and quality standards maintained by the United States Department of Agriculture, Deckhouse is rigidly upheld by stringent US policies that regulate the quality levels of the nation's ship supply services.

With the economy having suffered a phenomenal blow, margins

have been squeezed exponentially; however Deckhouse maintains that due to its careful operational management, "crew will be satisfied with the quality while keeping the cost to a reasonable extent.

"The management staff at Deckhouse are marine related professionals, so they know the importance of a meal onboard. Good food builds morale which brings harmony and productivity, and we pay utmost attention to having a good stand in with our customers," the company stressed.

Offering deck and engine stores as well as bonded warehouse facilities, safety goods, and chart publications, the company's reliance on IT is crucial. "We have an extensive search database to locate almost any item within a minimum time, and to supply the right item in time," it added.

An ISSA-listed enterprise, Deckhouse underlines how it is "aware of the importance of speaking the same language," and with a comprehensive article number listing system, its advanced software programs ensure maximum efficiency and productivity in a climate where competition is key. ■

Singapore: Signing up for the future



Singapore is a crucial hub in the maritime world and this certainly hasn't stopped it from raking in the profits in terms of shipping activity over the past decade. Despite the recent downturn in the global economy, Singapore is still gleefully investing in maritime ventures.

For ship supply companies based in this region, the productivity is worth taking advantage of, and that is a strategy certainly adopted by marine supply and logistics group Sinwa. Having been established in Singapore for more than 30 years, there is constant room for expansion, and there is no leeway for allowing the economic situation to inhibit such progression tactics.

The company has admitted that due to its strategic location and successful customer base, it intends "to grow via acquisitions and/or alliances in Singapore and overseas. In the near future, we will continue to focus on increasing our market share of the marine supply and logistics business in Singapore. We intend to explore opportunities to acquire promising marine supply and logistics companies and businesses relating to our core business in Singapore."

With a rigorous long-term scheme in place, the company has added that it aims to grow on its existing customer base of ship owners and ship management companies. "We intend to broaden our customer base to include dredging and cable ship operators, navy vessels and cruise liners. This would increase our revenue and provide our Group with a more diversified revenue stream, reducing our Group's exposure to volatility in any particular segment," it added.

Widening its asset base offers it tactical exposure to a variety of markets and with its solid grounding in Singapore, a consistently strengthening shipping region, Sinwa is certainly not holding back from making its presence as a prominent ship supplier strongly felt.

There is certainly an agenda going on in terms of the company's future objectives, and underlining how "Sinwa has been expanding significantly," the company added that "some very exciting projects

have been started in the oil and gas industry."

Supplementing this, the company is driving towards greater standards of environmental commitment and responsibility. "We are accredited with ISO 9000 and we are working to achieve ISO 14001 accreditation, to comply to a wide range of environmental issues including auditing, waste control, labelling, and life-cycle assessment etc," it stressed.

With eight company units based in China, Sinwa holds a robust anchor in Far Eastern ship supply and logistics, and has undergone a recent consolidation to fortify its presence.

Sinohit Offshore Engineering, a subsidiary of the Beijing-based Sinohit Group, a private company with interests in offshore marine engineering and port development, bought a 29% stake in Sinwa.

Divided into two portions - a 26.38% shareholding from Sinwa's Executive Chairman and CEO Sim Yong Teng and 91.4% owned investment firm Evenstar Investments, plus a 2.62% stake from another shareholder, Kim Seng Holdings,.

The deal is part of Sinohit's overseas expansion plans, which sees Singapore serving as an important base, and there will be synergies expected for both companies, however as a ship supplier, Sinwa hopes to benefit from tapping further into the offshore market.

Mike Sim, CEO, Sinwa, said: "From Sinwa's point of view, Sinohit will be able to value-add and grow our existing businesses, particularly in offshore vessel acquisitions and charters. We expect Sinohit to play a key role in the acceleration, expansion and further diversification of our China operations."

Not beating around the bush could prove to be a prudent move in retaining an invaluable foothold in the Asian market, which is predicted to undergo considerable growth and expansion in the years ahead. ■

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Blue Water Agencies, Clipper Ship Supply and United Maritime Suppliers have been general ship suppliers since the early 1970s working to provide superior chandling services in their respective geographical areas.

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Building on the relationships that began through the formation of the Canadian Ship Supply Association in the 1970s, Blue Water, Clipper and United Maritime Suppliers have officially worked together since 1998.

The "1-2-3" goal was formed to provide seamless chandler services to ships and ship management companies conducting business activities anywhere in Canada. It works through shared information and a common desire to continuously improve the services provided to customers.

Procedural information is shared and common processes are employed so business partners are comfortable knowing that when

they are working with one of the companies, the familiar, high level of service is present wherever their ships are in Canada and/or Northern USA.

The "1-2-3" relationship has allowed quick and efficient exchange of customer information and requirements so that shipments and information are sent immediately between companies to arrange for the ship's arrival.

This cooperative affiliation permits the customer to proceed from one port to the next knowing that its chandling requirements will be professionally arranged prior to its arrival with minimal intervention and effort on their part.

Although the relationship depends on the cooperative exchange of information, it is understood that what works for one company does not necessarily work for another. The continuous goal is to create an environment in which the customer is the main focus of the three-company alliance and that all three companies are intent on continuous improvement and customer satisfaction.

Continued examination of procedures and understanding customer requirements will bode well for both the continued relationship of the "1-2-3" companies and the customer. ■

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Avoiding the ravages of recession



Two North American ship suppliers may have managed to avoid the full negative force of the shipping recession but credit checks and better client understanding are essential in ensuring future growth can continue.

"We have seen the effects of the global economic downturn in a somewhat unique way, when compared to the financial and manufacturing sector," said Andrew R. Jansons, President of Montreal-based North Star Ship Chandler.

"The shipping industry has felt an economic crunch in consumer goods and hence cargo container traffic. Anyone dealing with container vessels and cargo is struggling. However, as our company deals almost entirely with bulk carriers and tankers we feel it in a special way. We are busy. As busy or busier than last year, but we are unable to tell in advance that we will be busy week to week.

"That is how we have felt the crunch; we are constantly tracking all our client vessels trying to stay one step ahead, often knowing where a vessel is going before the vessels' owner through our extensive network of contacts globally. Our clients' vessels are mostly in tramp right now, unknowing of where and when their vessels will be until the very last moment," he told *The Ship Supplier*.

So what are ship owners and managers demanding from ship suppliers that is maybe different from when times were good? Andrew Jansons again: "Our client ship owners and managers (caterers, etc) are not asking us for anything specifically to retain their business. They are simply not giving us the same notice they once did," he said.

Coast to Coast International is a Philadelphia-based supplier, which has also seen the logistical side of its operation being largely unaffected by the current crisis. But as General Manager Natasha Ryabysheva pointed out: "Administratively, this global economic crisis has caused us to err on the side of caution when extending goods and services on credit to unknown entities. Currently, prior to extending credit to a new ship owner or manager, we run a credit check. In the past, we may not have taken the time to perform an in-depth credit analysis before supplying a vessel with goods and services.

"To build continuous strong rapport with our clients, we regularly ensure our services meet their expectations and more importantly their budgetary needs. Ship owners and managers are demanding, as they always have, that those in charge of purchasing pay close attention to costs. Recently we have noticed some purchasing departments are requiring a minimum of three quotations from three different vendors. Since we want to remain competitive in the market, we are constantly expanding our vendor base by searching for the best prices while still maintaining a high standard of quality," she said. ■

USA: Strength in unity



Working as a team is proving an effective way to weather the recessionary storm, according to United Chancellors, the pan-US ship supply network.

So effective has the network's penetration been that it has seen an escalation of hits on its website and has started to receive inquiries from as far afield as the Far East.

"There is no question that being able to work as a team is helping us all to get through this recession. We are able to buy things together, market together and work together which can only benefit the customer, the ship owner," said Alan Kotz from Baltimore-based R.S. Stern.

"We work together to keep costs down and we are happy to do that for each other," he added. "We are able to offer to the world shipping community a complete service for the entire North American continent so it is a big plus."

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China: Eastern force

Wilhelmsen Ships Service entered into a joint venture with Huayang Maritime Centre, which is owned by China's Maritime Bureau in order to provide a full range of shipping, logistics and maritime services in China via Wilhelmsen Huayang Ships Service.

The company's comprehensive network of offices in Shanghai, Beijing, Qingdao, Xingang and Ningbo serviced almost 1,000 port calls in 2008 with the hope that 2009 will reveal similar year-end figures.

The Chinese team prides itself on contributing to its customers' operational efficiency by fully delivering on its promises, offering a full range of services that include Unitor safety products, technical services, safety and refrigeration, ships agency services and maritime logistics.

With the expertise and experience to provide services and supplies to specialised cargoes and vessels, the Chinese team can handle all types of vessels from container ships, car and ro-ro carriers, tankers and bulk carriers to LNG vessels.

At Marintec China 2009, Wilhelmsen Ships Service's Chinese team exhibited its R-22 Refrigerant changeover capability, a necessary service resulting from the ban, from 31st December 2009, on the top up of any refrigeration systems containing R-22 or other ozone depleting HCFC refrigerants.

Wilhelmsen Ships Service's Chinese team also showcased its knowledge and specialisation in cargo hold cleaning, having clinched contracts with various charterers to provide cargo hold cleaning chemicals as well as having a sizable number of bulk carrier clients that are using its cargo hold cleaning solutions to enable their vessels to reach their next destinations on time, with holds that are certified clean and ready for next cargo.

Wilhelmsen Ships Service's cargo hold cleaning solution helps customers by reducing considerable time for cleaning and gives operators increased revenue by improving port turnaround times. Besides cost savings, China-based customers opt for Wilhelmsen Ships Service's cargo hold cleaning solutions because it improves safety and ease of operations.

Wilhelmsen Ships Service is also targeting Chinese customers with its Liferaft Rental initiative for all types of vessels, which swaps service-due liferafts and life-saving appliances for operational ones. With a one-point contact, the service eliminates having to deal with numerous small contacts, while due date monitoring reduces owners' chances of getting caught by unforeseen service dates.

Fixed pricing also makes budgeting easy and predictable, and allowing operators to avoid a big initial investment in liferaft, the service arms them with better cost control and simple, easy control of their equipment.

The China office is aiming to promote an initiative aimed at the high level of newbuilds completing in 2009. Known as 'Solutions for a Lifetime', the initiative focuses on the importance of recognising the continued requirements of newbuilds to be supplied with the highest quality of products and services from the earliest construction stages through the life of the ship until scrapping.

The initiative uses a unique Product Selector tool which enables newbuilding managers to compile an Initial Supply Package within the total Wilhelmsen Ships Service offer, finding the right match of products with its accessories and consumables as well as compliance with rules and regulations. ■

USA: Question round

First Choice Marine Supply David Greenwood, Sales Manager

What are the current market conditions for ship supply in the USA based on your operations - have you experienced an impact on business as a result of the economic situation?

"Certainly ship suppliers as a group seem to be among the first in the maritime supplier chain to feel the effects of the global economic slowdown, both in a decline in the number of vessels arriving, those that are taking smaller stores, and then waiting longer to be paid for our provided goods and services. But ship suppliers that rely wholly on the maritime ship chandlery segment are at an inherent disadvantage in these fast changing economic times from diversified and well positioned maritime companies that trade in diverse market segments not only within the maritime field, but with targeted down lines, strategic distribution agreements, and multiple revenue streams."

How well-placed is the USA in the ship supply market in terms of future revival - e.g., currency, geographical location, competitiveness etc?

"This is survival of the fittest, the strongest maritime companies with exceptional management, multiple target markets and a diverse revenue base will be well positioned for the future maritime growth here in the States. But there is an ongoing shakeout in the ship supplier industry which has been accelerated by this global economic downturn. This consolidation process will continue with smaller and undercapitalized suppliers closing, and the strongest players will expand markets which will ultimately help strengthen our industry by raising the professional bar, standardising goods and services, and creating one stop shops for very large geographic delivery footprints."

What future concerns/threats are there to the region in the ship supply sector - will the lack of newbuildings coming out of ship yards in the years to come have an affect on ship supply, and what about new legislations?

"Those suppliers remaining will become much more valuable to the remaining ship owners and ship managers, as only those with strong foundations will survive. Going forward diversified and well positioned suppliers will handle more and more of the vessel's needs for the owners and managers, and the lack of newbuilds is actually needed to absorb all the excess capacity currently in the market place. This will help to make the remaining owners, operators and suppliers stronger and the supply chain more efficient, which will ultimately benefit everyone." ■

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Test Result for 2 months



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After 2 months



These pictures show the result for 2 month seawater experiment. CHECK the DIFFERENCES! No barnacles and algae for the plate coated with PB MOLDIII.

Test Result for 10 months



A: competing product (company Z (Mixed with self-polished oil paint with copper.)
B: PacificBeam SHELL III 7.5% mixed
C: PacificBeam SHELL III 8.75% mixed
D: PacificBeam SHELL III 12.5% mixed

These pictures show the result for 10 month seawater experiment, and the paint PB SHELL 3 was mixed is just oil paint! CHECK the DIFFERENCES! No barnacles and algae for the plate coated with PB MOLDIII.

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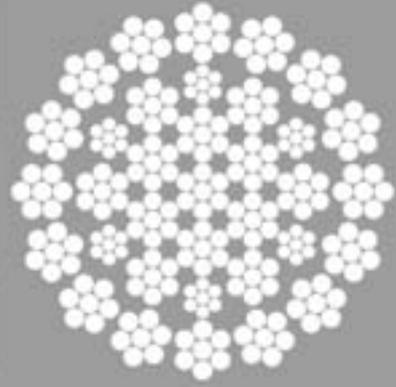


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Australia: Rising up down under



Solidifying its roots in the global ship supply sector, Australia is proudly buoyant in terms of trade productivity, bucking the economic trend with improved volumes and organic growth in exportation.

The Australian Ship Suppliers' Association has reported that ship supply and service companies have been little impacted by the economic situation, unlike the rest of the world, and due to certain strategic advantages, will continue to thrive.

Sandy Ellis, Secretary and Treasurer of the Association, told *The Ship Supplier* that "while there is no doubt there is a world economic crisis in our midst, Australia has largely been unaffected by the world trend, and Australian ship suppliers have in most cases realised a 30% increase in their volume.

"Australia is fortunate to be an island (a large one at that) which makes shipping a vital necessity, and exports of iron ore, coal, grain, etc have been buoyant and as such have kept our industry busy," she added.

While Australian ship supply reaps the successes of being a reputable and high quality industry, this also lends itself to a disadvantage, according to Ms Ellis: "Unfortunately the high standard also makes Australia a little more expensive than the world's premier storing ports such as Singapore, Dubai, Houston and Rotterdam.

"This, coupled with the currently strong Australian dollar, does make competitiveness on a world scale difficult," she said. Adding that in spite of this "the quality is second to none," there is a reassurance that ship owners will continue to use Australian supplies based on their superior standards.

Given its large area equating to approximately the same size as

central Europe, the 45 ports that span Australia's coastline are predictably vital to the country's economy, and for this reason, ship supply companies fare well in the trade game.

"Australia is an island and therefore shipping will always be a vital industry, and the country's main export commodities will also keep Australia on the map," underlined Ms Ellis. "As the world is becoming a smaller place, the strength of the Australian Dollar and the quality of the service and products will have an impact on competitiveness, especially with the improvements in quality from China."

She added: "China in the past was a destination Australian suppliers enjoyed when vessels called to both Australia and China. Nowadays China is in competition with Australia and with their low cost operations, it makes it difficult for Australian ship supply companies."

Regardless of its exportation prominence, the threat of China is a burgeoning concern for ship suppliers operating in Australia as heightened competition tightens the bar for many companies. Supplementing this, the ever-present recruitment factor is creating an issue for ship chandlers, according to the Association.

"The concern for the future of Australian ship suppliers is the availability of quality staff willing to work the hours that are required in our industry. The young generations are, unfortunately, not keen on service with a smile and 24 hours a day seven days a week on call," Ms Ellis revealed.

Expressing some apprehension as to how the Australian ship supply scene may be affected in the future, the Association is nevertheless confident that its trade prowess and quality standards will stand Australia on solid ground in the ship supply segment. ■

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Compass: Port security and ship supply



By Bill Robinson, NAMS Executive Director

Ship Supply is basically two-step distribution. Ship suppliers buy goods in quantity, warehouse and then deliver orders from the inventory plus any special orders to the ship. It is this last mile of the channel of distribution that is the most critical and toughest. Imagine life without ship suppliers – lines of trucks delivering their own products to the ships or at the least a whole host of small brokers. This would have been chaos before September 11, 2001 and impossible since then.

The role of distributors in some other product lines has diminished and in a few cases has disappeared. For example, in the lawn and garden industry, competition from the big box chain stores has drastically reduced the number of retail garden centers, the lawn and garden distributor's customers. The association that represented the lawn and garden distributors no longer exists.

The delivery of goods to ships will never disappear. But it has become more difficult. The events of 9/11 here in the US exposed a real threat to the vulnerability of our ports. Regrettably but rightly so, security was immediately tightened. With access restricted and more documentation required, the effect on ship supply was immediate but varied from port to port and private terminals to public docks.

The role of our US Association, National Association of Marine Services at that point was to determine the security policies that were put in place in the ports and terminals and how they affected ship suppliers in their deliveries to the ship. What we found was that the security of the public ports was the responsibility of the U.S. Coast Guard Captain of the Port. It was then important to our members to establish a relationship with port security officials. This was verified by officials that we invited to one of our Annual Meetings.

Since those days after 9/11, there have been additional steps forward to secure the ports. The US Department of Homeland Security, working with the Federal Bureau of Investigation, developed a system of background checks to verify applications to acquire an identification card, The Transport Workers Identification Credentials (TWIC), a card that ultimately is to grant access to the cardholder to all US ports. Some states require an additional state issued card and some ports require a third port issued card.

The role of the Association now is to represent the positions of our members on security policies of ports as they now develop and their effect on the efficient and profitable deliveries to the ships. A

truck that sits waiting to gain entry, a delay caused by a glitch in the security process costs money.

Through our General Counsel in Washington, DC, Edison W. Dick, we are members of coalitions that have been formed to represent the interests of sectors of the maritime industry that come under the security regulations. As these regulations tighten, they create new circumstances, some unintended, that must be brought to the attention of the regulators. At one of our Annual Meetings, we invited Captain George Quick, Vice President of the International Organisation of Masters, Mates and Pilots, the point person primarily dealing with security policies that affect ship personnel access from and to the docked ship, and other related issues. NAMS is also part of the coalition on the development of the Transport Workers ID card, (TWIC) mentioned above.

Our Annual Meeting is a co-annual meeting of NAMS and CSSA, the Canadian Shipsupply and Services Association. This coalition is known as COMPASS which stands for the Committee of Marine Professionals and Ship Suppliers and has been in existence for 10 years. COMPASS was organised primarily to market the professional services of ship suppliers in North America. To that end we have established an interactive website that has a directory of all NAMS and CSSA members - a listing of ports with all the information of the members in the ports. The website has a map of North America that allows visitors to browse to the listed port and interactively look at a travelling map showing all features of the port. There are also web links to Port Authority websites. The website is: www.compassshippsupply.org

The other primary activity is the Annual COMPASS meeting. This is a four-day meeting, usually Thursday to Sunday with business programs on two days, social events, hospitality and a golf tournament. Our business program is usually focused on maritime/ship supply issues or business management issues. Our 2010 meeting is scheduled for June 3-6 at the Hyatt Regency Maui, Kaanapali Beach Maui, Hawaii. At that meeting, we intend to include port security issues as part of our business program.

NAMS continues to monitor any issues, be they security or other regulatory issues that our members should know about to operate their businesses effectively and assure that all members have equal and timely access to all programmes and information. ■

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A delight and a 'must attend' in today's tough climate

Istanbul delivered on all its promises as the ISSA Convention bandwagon hit town to celebrate its 54th annual Convention and Trade Exhibition. And the general opinion from delegates and visitors was a total success with the networking proving as good as any Convention of previous years.

Over 250 delegates and their spouses from 44 countries used the event to boost their understanding of the issues facing the global ship supply sector and to meet up with old friends and new to plot a way out of this current economic crisis.

But it was the deepening financial crisis that caught the Convention mood as speaker after speaker used this important platform to voice concerns about the state of the current shipping market.

Indeed, ISSA President Jens Olsen used the Convention theme 'Bridging to the Future' to point to the pitfalls facing ship suppliers as they strive to survive this recession and emerge from it stronger than when they entered.

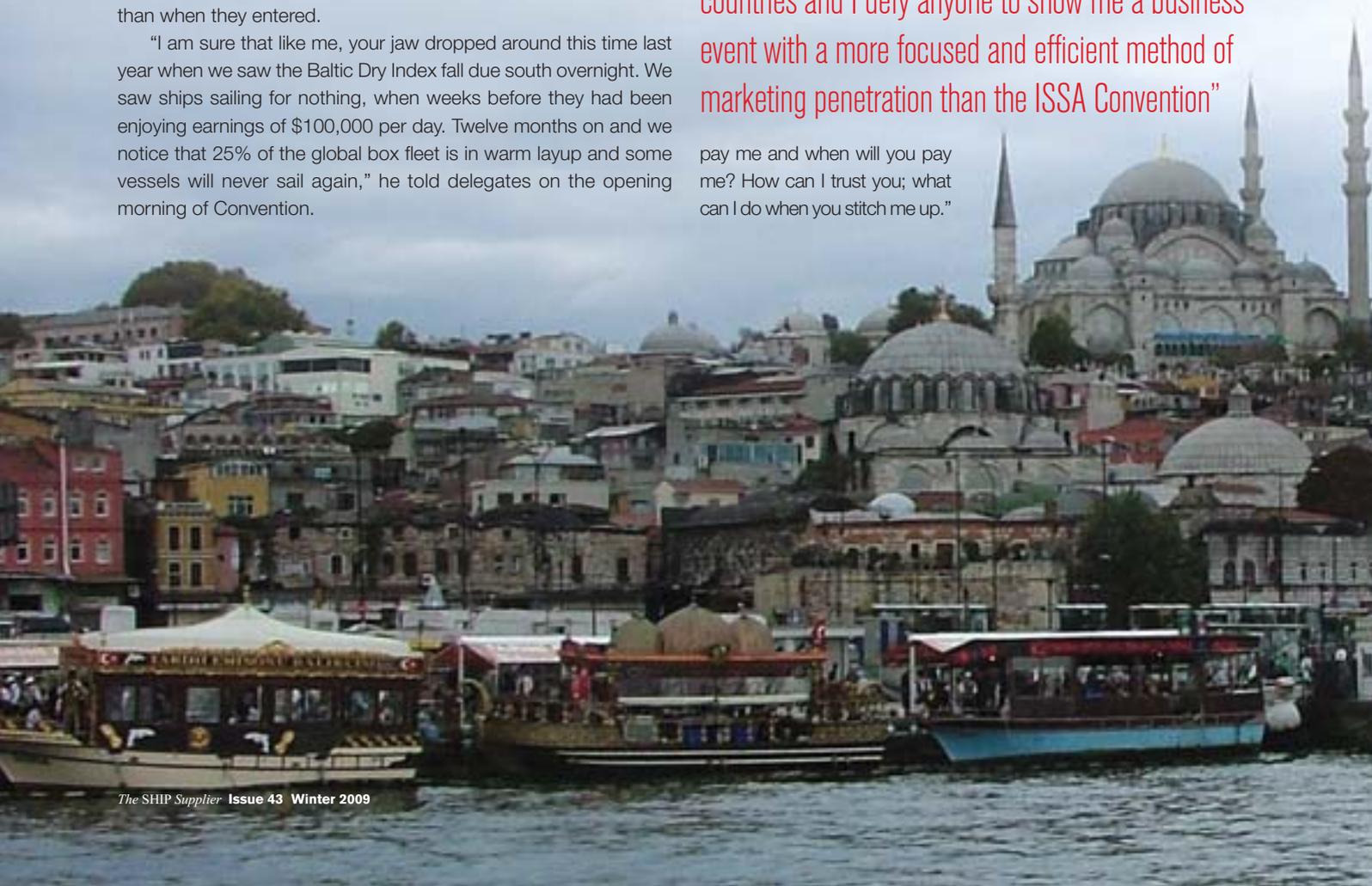
"I am sure that like me, your jaw dropped around this time last year when we saw the Baltic Dry Index fall due south overnight. We saw ships sailing for nothing, when weeks before they had been enjoying earnings of \$100,000 per day. Twelve months on and we notice that 25% of the global box fleet is in warm layup and some vessels will never sail again," he told delegates on the opening morning of Convention.

"There is also talk of a second or double dip in the recession just around the corner. Let me pluck a few choice phrases out of the air for you and add a little bit of salt from the sea. 'We are not out of the woods' roughly translated today means that many ships will never trade again. 'There are no real signs of green shoots of recovery' means today that ship suppliers must be careful with their credit terms; and 'buddy can you spare a dime?' roughly translates today to how on earth am I going to pay the wages next week?," he told delegates.

Key pointers and observations, indeed, but as President Olsen stressed: "Our plenary sessions will address the key questions ship suppliers need answering – who are you, where are you going, will you

"This year we have delegates from 44 ISSA countries and I defy anyone to show me a business event with a more focused and efficient method of marketing penetration than the ISSA Convention"

pay me and when will you pay me? How can I trust you; what can I do when you stitch me up."



Well, according to the ISSA President, when tough times happen, that is when associations like ISSA can come to the fore.

“ISSA is your trade association representing your interests. Our aim is to see how we can protect your interests and improve your business climate and trading conditions. In the past 10 months I have had the honour and pleasure to be your president, I have made it my business to raise the profile of ISSA in the maritime media. The result is that your trade association has never enjoyed such a high regard and status as it does today. Ship owners and managers really do want to be your partners to see how we can come through this downturn or slump as I would rather call it and sail into calmer and more profitable waters once again.

“Shipowners and managers have a choice when it comes to storing their vessels because there are still a lot of suppliers out there. So you need to stand out from the rest if you want to survive and prosper. And maybe a way you can do this is to become an ISSA Quality member. This standard is ours and we are expanding and extending it in order to be the first organisation anywhere to have it accepted by the World Customs Organisation as well as the EU as a way to fast track ISSA quality members to AEO (Authorised Economic Operator) status.

“This year we have delegates from 44 ISSA countries and I defy anyone to show me a business event with a more focused and efficient method of marketing penetration than the ISSA Convention. So I would like to thank you all for coming long distances. I believe it will be worthwhile because of the benefits and friendships you will all forge,” he stressed.

After the welcome address by ISSA President Jens Olsen it was then down to Zinhi Memisoglu (TURSSA President and ISSA Board Member for Turkey), to offer his welcome to the visiting delegates before the event was officially opened by Metin Kalkavan, Chairman of the Executive Committee of the Istanbul, Marmara, Aegean, Mediterranean and Black Sea Regions Chamber of Shipping and General Manager of Turkon Holding.

Addressing delegates, Mr Kalkavan said that when you consider what is going on in the shipping industry at the moment, the timing of the ISSA54 Convention could not have been more important. While the world was in a state of ‘unknown’ about what the future may hold, he



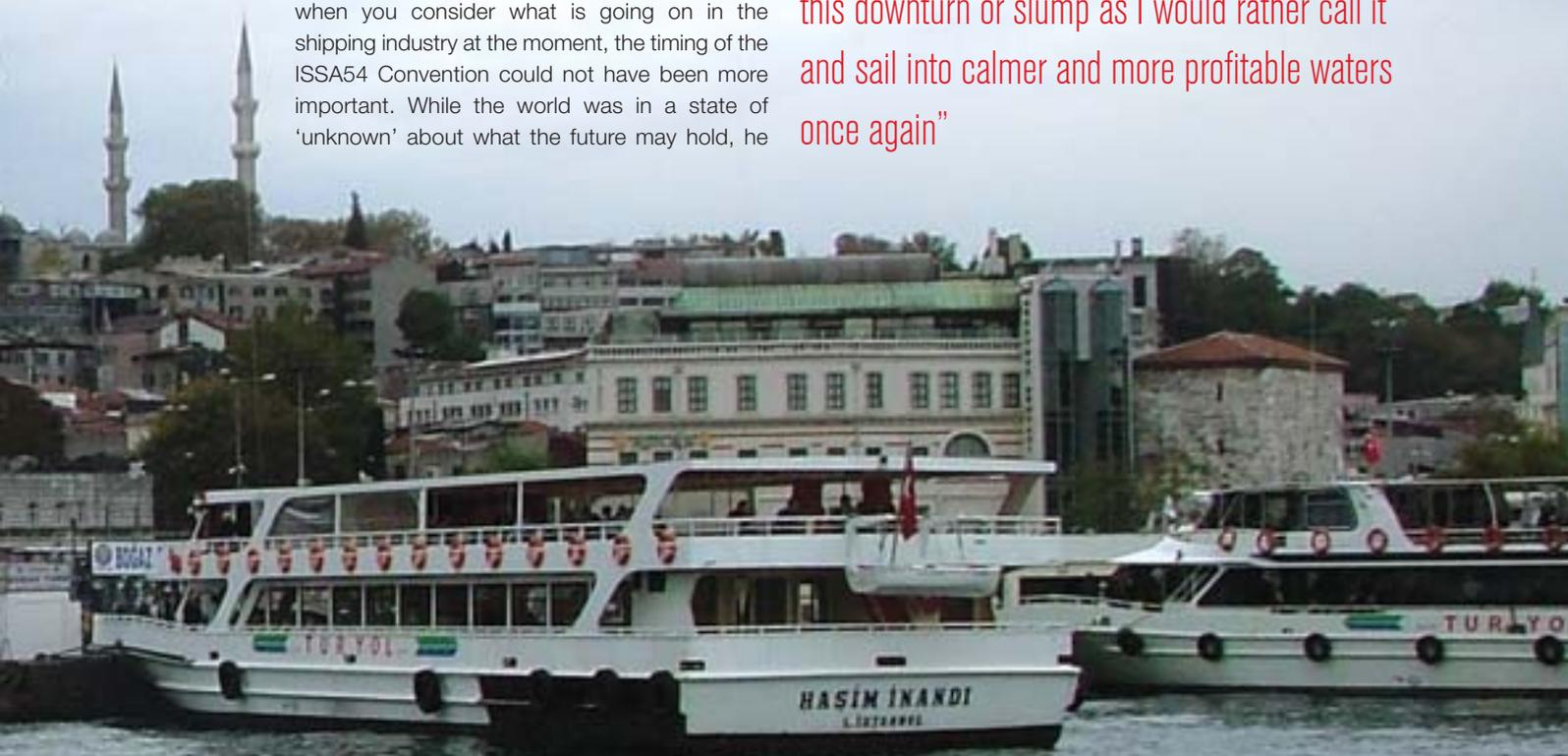
Flag Ceremony

signalled a glimmer of hope for listening delegates: “Don’t worry we have passed a very very bad winter but I don’t think it will be as bad a winter this year.

“We are unique as a Chamber in the world,” he added. “With 7,500 members we know what is happening and we know the temperature of the market. But don’t worry, a very healthy market is coming,” he stressed. Agreeing that it was as ‘illogical and unexpected’ to have freight rates as high as \$200,000 as it was to have a market as low as it was immediately after the recession set in, “we must have something healthy that people can foresee and it is coming,” he told delegates.

Following his speech, Metin Kalkavan was asked to help ISSA President Jens Olsen open Convention in the traditional way by ringing the ISSA bell.

“Ship owners and managers really do want to be your partners to see how we can come through this downturn or slump as I would rather call it and sail into calmer and more profitable waters once again”





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Andreas Droussiotis

“Sometimes we do try to exercise pressure on the owners to settle. The ultimate responsibility is on us for sure. The situation in shipping I believe – and this is a personal view only – will get worse before it gets better”

This laid the ground clear for an excellent keynote address by Professor Oral Erdogan before delegates retired to the trade exhibition for coffee and refreshments.

Andreas Droussiotis, Chief Executive Officer of the world's second largest shipmanagement company, Bernhard Schulte Shipmanagement, was quickly off the blocks after coffee break by giving the ship managers' view of the current market situation. Mr Droussiotis surprised delegates by saying that the majority of today's ship owners were in fact 'bankrupt' as banks refused to step in to foreclose or demand the enforcement of the asset protection clause for fear of materialising losses of millions and billions of US dollars on their balance sheets.

Andreas Droussiotis told delegates: “The freight market has collapsed to unbelievably low levels where even operating costs are

not covered let aside the financing costs. Banks do not step in to foreclose or demand the enforcement of the asset protection clause as they will materialise losses of millions and billions of US Dollars.

“This means that the majority of owners are in fact “bankrupt”. They drag on hoping for the market's recovery, but unfortunately no sign has been there to tell us that we did reach the bottom,” he said.

“A number of ships have been abandoned by owners, a number have been demolished and a number have been laid up. However, whether you believe it or not, within this year and the following year from information in hand, the world fleet is still increasing in spite of lay ups, demolitions and cancellations,” he warned.

Mr Droussiotis added: “As you do know, in the industry we place orders on our names in majority and we do feel responsibility towards our suppliers, never mind whether we get the funds from our client or not. We do appreciate the problems and for this reason we need to ask for your understanding, if in the few cases where there is a delay in the settlement of your invoices.

“Sometimes we do try to exercise pressure on the owners to settle. The ultimate responsibility is on us for sure. The situation in shipping I believe – and this is a personal view only – will get worse before it gets better,” he said.

‘How to survive the Global Slump.....and prosper’ section brought together three heavyweight speakers in the guises of Sjur Agdestein, Managing Director of DVB Bank and one of the shipping industry's most prominent bankers, Bruce Hailey from DRG Solicitors and Roger Symes from Marine Debt Management Ltd. And delegates were not disappointed with valuable advice given. ISSA lawyer Bruce Hailey drew on his experiences dealing with ship suppliers, owners and managers in the current market. Promising to be provocative, he told delegates that clearly, the current market



Speakers Panel



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Ship Suppliers Panel

has amplified the “problem that ship suppliers see all the time and that is getting paid properly or indeed getting paid at all. I do believe that some owners are using the present market as an excuse for what is a poor practice regarding payment.”

He emphasised that ship owners were more than happy to share the bad times with their ship suppliers if not to share the good times. Two or three months after they have been supplied, they come and tell you that they need a discount, “then we will pay”; the price was agreed months ago and now they come asking for a discount. They scrap their ships, and the owner disappears. They also lay up their vessels and they tell you that when their vessel is trading again ‘we will pay you’. It might be a year but please bear with us as the good times are just around the corner.”



Prof. Oral Erdogan

Many thanks go to the Sponsors of the ISSA54 Convention in Istanbul without whose help and support, this year's Convention would not be possible.

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Hard hitting stuff from Bruce Hailey, but the debate continued when the Convention favourite ‘Ship Owners & Ship Suppliers Panel’ moderated by Rocky Rocksborough-Smith (ISSA Senior Executive Vice-President) pitched three ship suppliers (Capt Napoleon Paterakis, Vladimir Koval and George Saris) against three owners/managers made up of Guy Morel, General Secretary of the global in-house and third party ship managers’ association InterManager, Bert De Jager, Purchasing Manager with Kahn Shipping (Jumbo), Holland and Ali Cakir, Deputy Manager of Purchasing at Besiktas Shipping, Istanbul. All good stuff.

InterManager’s Guy Morel continued in the limelight immediately afterwards with his views on ‘The Sea Lane to Recovery and how shipping and ship supply will emerge better and stronger from the global downturn’.

The new format of this year’s Convention meant that delegates could look forward to a second full day of speakers and presentations on the Saturday, ahead of the traditional Gala Dinner and closing flag ceremony.

Delegates were immediately whisked off at a furious pace when the conference focused on Europe’s needs under EU legislation and how ISSA & OCEAN help member companies. Speakers included Alfredo Tosato, Vice Chairman of OCEAN and Arne Mielken,

“I am sure that like me, your jaw dropped around this time last year when we saw the Baltic Dry Index fall due south overnight. We saw ships sailing for nothing, when weeks before they had been enjoying earnings of \$100,000 per day”

Assistant Secretary General of OCEAN (ISSA's Committee of EU Ship Suppliers) to open proceedings. ISSA favourite Mark Hankey, Marketing and Communications Director, at Maritime & Underwater Security Consultants, spoke on the subject of: “Avast! Combating piracy in the 21st Century”. Interesting stuff. It was then up to Sean Moloney, Publisher of *The Ship Supplier* and ISSA's Public Relations and Marketing guru, to ask the question “Are you waving....or drowning? How to get your company in front of The Purchasers.”

Arne Mielken, also ISSA's Representative at World Customs Organisation, was soon back on stage to talk on the very interesting topic of: ‘Knock knock! Working with Customs!’ In this age of increasing transparency and self assessment, Geoff Marchant, ISSA VicePresident (Quality) successfully updated delegates on the latest ISSA Quality initiatives that will definitely add value to their business operations.

Delegates were then left to question the ISSA team on issues of importance through the Open Forum before getting ready for the evening's highlight, the Gala Dinner and Flag Ceremony. ■



Sjur Agdestein

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ship suppliers

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Raising the bar on safety standards

If one thing is for sure, it's that safety comes first. Yet just as the meagre dregs of the global economy work to crystallize into something resembling financial stability, the heavy tread of regulations ensure that for manufacturers and suppliers in the safety sector, margins are squeezed so tightly that they are bursting at the seams of operability.

At the very pinnacle of a ship owner's agenda is keeping a tight rein on the cash flow, but safety is something that should not be compromised in the face of cost management. With regulatory forces financially pressurising onboard equipment carriage requirements, the need for vigilant standards is uppermost.

For lifeboat manufacturers and suppliers, safe evacuation is paramount, and with new standards entering into force, the financial implications for owners who must update their onboard equipment is of great consequence, especially with the tendencies in place to cut corners during the downturn.

IMO is set to mandate higher standards for the design of on-load release hooks for lifeboats, and while the phase-in time scale is yet to be confirmed, May 2010 will almost certainly see IMO adopting the new hook design standards. Known as the DE52 standards, this regulation will apply to all new and existing boats, and will require a large proportion of the existing world fleet to re-hook all the lifeboats.

David Bradley, Executive Vice President of Schat-Harding, urged how the new standard "will save lives, it is long overdue, but it is going to be a massive task. From 2012 most ships will have to re-hook their lifeboats within a two year window." However, warning that "there is a big risk here," Mr Bradley said that the new hooks "will be safer, but only if properly fitted to the boats."

He added: "This will only cut accidents if ship owners do not simply rush to fit the first available new alternative. The hook they fit may comply with the new rules on its own, but once fitted, the boat may no longer be safe. If the hook is not approved by the original lifeboat manufacturer then it may lead to incompatibility of structure, certification difficulty, and ongoing maintenance difficulty."

"This will only cut accidents if ship owners do not simply rush to fit the first available new alternative. The hook they fit may comply with the new rules on its own, but once fitted, the boat may no longer be safe"

According to Mr Bradley, prior to fitting a new hook there has to be a full formal risk assessment, a review of the design and prototype approval and a full analysis, after which all documentation has to be updated. If these procedures are not carried out efficiently, he underlined how "the potential consequences for safety are that the boat structure is not correct and breaks or the hook comes out."

With the supplemented risk of training becoming complicated as a result of confusion between manuals and systems, something that IMO is endeavouring to avoid, compliance could also suffer as the boat can no longer be maintained sufficiently, and the vessel could be held up in port due to incorrect documentation.

With the hope that owners will be made well aware of the importance in introducing these standards early on, Mr Bradley

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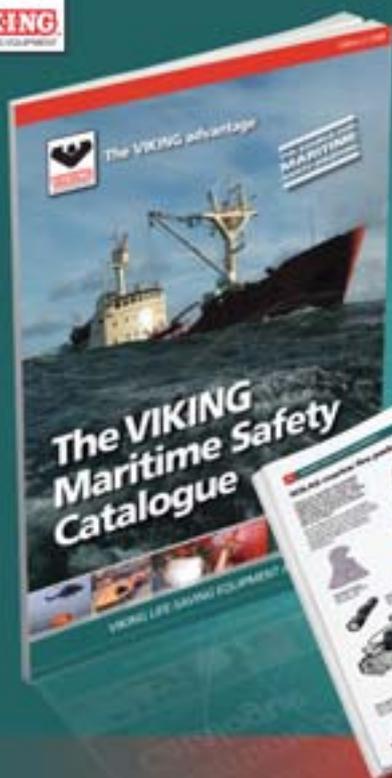
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revealed that “more are doing so now to get ahead of the rush and ensure compliance, and more importantly, to ensure their crews and passengers are safe.”

For suppliers, the safety and evacuation sector has not been protected against the global economic downturn, which, supplemented by the introduction of harsher legislation, will place greater financial demand on suppliers to fulfil obligations, as Ramasamy Ramesh, Managing Director of Techno Fibre Group said.

Revealing to *The Ship Supplier* that the credit situation has had a significant impact on suppliers of lifeboats and other safety and evacuation equipment due to the drop in newbuild orders and widespread cancellation, he anticipated that the trend will “continue for at least the next 12 to 18 months. Orders for these products are already being deferred or cancelled in yards, and the suppliers have been hugely affected,” he said.

Legislation is also likely to tighten in other areas, Mr Ranesh opined: “For the lifeboat and davits service side of things, regulations are being reviewed to reinstate the mandatory servicing of the lifeboats and davits. Owners would be wise to study the impending regulations as being proposed by various interested bodies of manufacturers of equipment if they do not want to be caught out.”

Should such implementation be enforced by the industry, he warned that “there will be a heavy price to be borne by the shipping industry, which will not necessarily be good for seafarers at sea.” The threat of heavier costs for owners may affect crew wages as overheads increase and cash-flow contracts.

Yet while the ravages of the financial crisis give way to some signs of positivism, it is likely that the backwash of economic woe will create a fuller tidal force in the next 12 months to come. If suppliers have felt the pull this year, then the situation may worsen as the feeder effect takes its toll on figures in the near future.

As Styrk Bekkenes, Managing Director of safety supplier Noreq opined, suppliers may fare worse conditions ahead. He admitted that “2009 has not been too bad for suppliers in the shipping industry – all companies had solid order books and have been living off this during 2009. What will be more challenging is the last half of 2010 and the year 2011.”

“there will be a heavy price to be borne by the shipping industry, which will not necessarily be good for seafarers at sea”

Adding that “very few new buildings have been signed in the past year,” Mr Bekkenes warned that “this will result in more competition between manufacturers, and supply companies will suffer from this.”

While asserting that “it is always a risk that some ship owners cut down on investments when finance is low,” Mr Bekkenes remained unconcerned that such standards would not be kept by owners in the name of safety. “First class ship owners will not compromise on safety, and there is also a class and regulation which they have to meet,” he said.

He added: “The major issue that the industry has at the moment is to take note of regulation MSC.1/Circ.1206 which covers maintenance and service of lifeboats and davits.” As Noreq reveals its completely new generation of davits for the shipping and offshore industries, it also has other regulations in mind.

In addition, the company has been working on a new Torpedo freefall lifeboat: “We have received a lot of interest from the market for this product and so we are preparing to meet a new safety standard for both the offshore and the shipping industry. There have not been many new developments in lifesaving the past few years and lifeboat davits have been designed with two arms since the Titanic sailed, and even before that,” Mr Bekkenes said.

“If you look at ships there have been a lot of new designs for various vessel types in the market, but davits have remained more or less the same,” he added. With Noreq’s NPD/NRD design representing “a totally new concept,” it also warrants the ship owner with “easy installation and reduced maintenance cost in addition to the safer and smooth launching of the lifeboat,” he said.

In terms of vigilance, there are other crucial factors for ship owners to consider that are sometimes left on the backburner due to cost factors or prioritising. Philip Bartlam, Sales and Marketing Director for detectortestors (formerly No Climb Products),

Jørgen Holm

Global Sales Manager – Cargo, Viking

“It is clear that the current situation for suppliers of safety and evacuation equipment is not the same as it was just one and a half years ago, as there is greater insecurity in the market, newbuilding cancellations and the financial situation for some customers is not as good as it used to be. This has created a more competitive market due to the fact that the ‘the cake’ is smaller and everybody is competing for their slice of it.

“It also looks like we haven’t seen the worst yet, further cancellations and a further pressure on the financial situation for some customers could mean that the situation is going to get even worse than it is today.

“There are a number of concerns over owners not investing in new equipment or servicing current equipment, but there is also the possibility that customers will think a bit more about the short term and look very closely on what is helpful for them now. However we also have customers who are taking this opportunity to look at their current way of doing business, which has become more focused on the long term.

“When money was plentiful it was perhaps not the most important issue, there was a different focus, but the financial downturn has made some customers consider what can be done on a long term basis and also to consider who they should be cooperating with. A lot of customers are now looking for security, a reliable partner who can assist them and who also understands their business and the new challenges, and is able to come up with new safety solutions.

“An increased pressure from the market will lead to optimisation of safety and evacuation products and concepts/solutions. There is no doubt that there is a requirement from the market to obtain products and solutions which match the increased financial focus and contribute to the customers’ ability to optimise their business.

“A higher degree of cooperation between supplier and buyer is a key word, both parties have an interest in coming through the current situation and one can’t exist without the other. If a joint effort can be created it will undoubtedly have a positive impact for everybody in this sector.”

manufacturer of detector testing equipment, highlighted the vital issues affecting vessel safety and evacuation in terms of maintenance and compliance of detectors.

He said: "The marine fire detection market today is increasing in sophistication and maturity, but however well specified the fire detection system is for the marine environment, it still is only half the story. Regular planned testing and maintenance is equally important particularly in these harsh operating conditions."

Underlining how there is a "duty of care as this is life-critical equipment," Mr Bartlam added that "there should be a healthy degree of self interest involved for the ship owner – maintaining the fire detection system protects and extends the life of valuable assets.

"Marine fire detection evolution has in recent years been characterised by increasingly sophisticated sensing to defeat false alarms through discrimination between 'false' and 'real' stimuli. The inherent problems of extremes of temperature, humidity levels, exposure to chemicals and issues such as salt corrosion can adversely affect a fire systems normal operation and therefore can benefit from a more evolved approach," he said.

"The advent of the multi (or combined) sensors comprising independent (and/or inter-dependent) technologies can assist in these environments. By combining smoke and heat detection or smoke and CO in one sensor the ship owner should benefit in more reliable systems in the long run, but it can make compliance with maintenance regulations more difficult," he added.

The specific amendment relating to fire detection systems are laid out in the FSS Code (International Code for Fire Safety Systems: 2007 Edition) which outlines the requirements for fixed fire detection and fire alarm systems as well as the importance of regular testing. However, despite advances in technology, it is a critical area of focus for manufacturers in providing efficient and compliant equipment that meets the necessary standards of safety.

Mr Bartlam told *The Ship Supplier*: "The advent of the multi sensor detector in particular has been challenging for manufacturers

of field test equipment. High levels of data processing within fire panels and sophisticated sensors designed to defeat fire alarms have become increasingly impervious to traditional test media such as pressurised aerosol canisters."

Warning how "some detectors have become almost 'un-testable' in the field," he added that "this, together with the need (but often inability and sometimes unwillingness) to test more than one sensor in a multi sensor detector, is testing the faith, credibility and professionalism of the industry."

On the surface the technological developments that have enabled detection advances might be seen as having passed by fire detection test tools and this is a major concern among manufacturers, as the basic technology of pressurised chemicals has remained unchanged while drawbacks have multiplied.

The importance and indeed, the requirement, for owners and operators to carry out planned testing and maintenance on a consistent basis cannot be over-emphasised, as any evasion of a procedure which may impact the reliability or suitability of the detector relative to its installed environment could place the vessel, its cargo and its crew at considerable risk.

The problem some manufacturers are having is not only the careful balance between efficiency and compliance but also with regards to the financial investment in the research and technological development involved in the production of such equipment. Given that the economy has created a financial shortfall for many companies, as well as the cancellation of newbuild orders providing a less promising future, the difficulties are only added to.

Safety is of utmost prevalence, and in order to maintain and even improve on current standards across the shipping industry, manufacturers must work closely with ship owners in providing superlative solutions for the safest onboard environment. Regulations can be piled onto the maritime industry, but it is only if owners take due note and manufacturers and suppliers provide the necessary services that these essential issues will gel together to generate a safer and more responsible shipping environment. ■

"For the lifeboat and davits service side of things, regulations are being reviewed to reinstate the mandatory servicing of the lifeboats and davits. Owners would be wise to study the impending regulations as being proposed by various interested bodies of manufacturers of equipment if they do not want to be caught out"



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Regulatory Snapshot

Member Audit Scheme to be compulsory

The IMO Member State Audit Scheme, set up as a voluntary scheme among flag states, is to be made mandatory, under a plan to institutionalise it. The decision was agreed by the IMO Assembly, when it met for its 26th regular session from November 23rd to December 2nd 2009.

The Assembly also updated IMO's Strategic Plan for the next six years and High-level Action Plan for the next two years; agreed the Organisation's budget for the 2010-2011 biennium; and adopted a wide range of technical and other resolutions, addressing issues varying from piracy through to guidelines for ships operating in polar waters.

According to the plan adopted by the Assembly through resolution A.1018(26), the IMO Member State Audit Scheme would be phased in as an institutionalised, mandatory scheme, through the introduction of appropriate requirements in the relevant mandatory IMO instruments. Amendments to these instruments would be adopted in 2013, for entry into force in January 2015. A resolution on the Framework and Procedures for the Scheme would also be adopted by the IMO Assembly in 2013, while preparatory work for the commencement of an institutionalised scheme would be carried out during 2014.

The Assembly urged member states that have not yet volunteered for audits under the current, voluntary scheme to do so, so that lessons can continue to be learned from it. It also asked the Secretary-General to take action, within the IMO's Integrated Technical Co operation Programme, to assist Member States to participate in the Scheme and with building capacity to address related needs.

The Assembly also adopted amendments to the Code for the Implementation of Mandatory IMO Instruments, 2007, which serves as the audit standard for the Voluntary IMO Member State Audit Scheme. The amendments update the Code, to take into account amendments to mandatory IMO instruments that have entered into force or become effective since it was last revised, in 2007.

High-level Action Plan

IMO's High-level Action Plan for 2010-2011 sets out in detail the planned outputs for the biennium and links them to the six-year Strategic Plan. The new Strategic Plan supersedes the previous version, and identifies strategic directions that will enable IMO to achieve its objectives in the years ahead. High-priority areas reflected in the strategic directions and high level actions include:

- Addressing the prevention and repression of acts of piracy and armed robbery against ships, in particular off the coast of Somalia and in the Gulf of Aden, and promoting capacity-building for that purpose in the affected countries;
- Strengthening consideration of the human element in the rule-making process, and making adequate preparations to support the effective implementation of the revised International Convention on Standards of Training, Certification and Watchkeeping for Seafarers (STCW Convention) and STCW Code, due to be adopted in June 2010;

- Contributing to worldwide efforts to address the phenomena of climate change and global warming, through the introduction of appropriate measures to limit and reduce greenhouse gas emissions from ships;

- Promoting and raising the profile, quality and environmental consciousness of shipping; and

- Identifying and addressing any capacity-building or other needs related to the safety or environmental aspects of ships not covered by IMO instruments (e.g. small vessels or vessels engaged solely in domestic trade).

Budget

The Assembly approved the Organisation's budget for the next biennium, agreeing to a total appropriation of £61,151,200, comprising an appropriation of £30,290,900 for 2010 and an appropriation of £30,860,300 for 2011.

Wide range of resolutions adopted

Altogether, 21 resolutions were adopted by the Assembly, on a wide range of topics, including those highlighted below.

Piracy off the coast of Somalia

The Assembly adopted a resolution on piracy and armed robbery against ships in waters off the coast of Somalia, which, among other things, condemns and deplores all acts of piracy and armed robbery against ships, irrespective of where such acts have occurred or may occur.

Building on resolution A.1002(25), adopted by the Assembly in 2005, the new resolution welcomes the decision, taken on 30 November by the United Nations Security Council (through resolution 1897 (2009)), to renew, for a period of 12 months, its previous authorizations for States and regional organizations co-operating with the Somali Transitional Federal Government (TFG) to enter Somalia's territorial waters and use all necessary means to fight piracy and armed robbery at sea off the Somali coast, provided advance notification was given by the TFG to the United Nations Secretary-General.

The Assembly also adopted the Code on Alerts and Indicators, 2009 which is intended to provide general design guidance and to promote uniformity of type, location and priority for alerts and indicators required by the SOLAS Convention (including relevant performance standards) and by the MARPOL Convention, as well as by other associated instruments and codes, this new Code updates, revises and replaces the Code on Alarms and Indicators, 1995 (resolution A.830(19)). ■

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Renewably profitable

Cory Brothers, the international agency and logistics expert, is approaching 2010 optimistically after latest figures reveal it has generated a five-fold increase in profits over the past six months thanks to increased business across the board and particularly through its involvement with the growing offshore wind farm sector.

Cory, which has offices throughout the UK and in Singapore, is part of Braemar Shipping Services plc. Recently announced interim results revealed that Cory Brothers had a turnover of £16 million for the six months to the end of August, with a £1 million operating profit.

John van Bergen, Managing Director, said: "We have had a good year through the hard work of our team and by making the most of new opportunities. We're very proactive and we're good at keeping our ear to the ground."

The company has reorganised itself – creating subdivisions Cory Energy and Cory Renewables – to react to the recent growth in the renewables and wind farm industry, particularly in the Harwich area. "It's an interesting operation bearing in mind that most of this goes on offshore," John van Bergen observed. "These windmills are huge, absolutely staggering things," he said.

Cory has benefited from being part of Braemar Shipping Services, a publicly quoted company. Mr van Bergen explained: "Being part of a plc shows we are reliable and secure as well as enabling us to invest," he says. And he further attributes Cory's rise to its wide coverage of key ports and its capability to generate business – "We can put cargo in holds or officers on ships," he points out.

"There is nobody in the UK that has the coverage that we have in the geographical locations we have. We can advise principals on what is strategically the best port for them - geographics come into that but also economics, and we can advise on both.

In addition, we have a centre of excellence in relation to letters of credit, which I don't think that many people do today. We produce accurate, timely documentation which is important in today's world."

As 2010 dawns, John van Bergen says Cory Brothers is optimistic for the future. "We are aiming to extend our overseas network and to get more involved in the energy business," he said, adding, "I love this business – every day is a fresh, new challenge!"

Cory Brothers can trace its history back to 1842 where it began as Richard Cory & Sons in Cardiff Docks. The company's House Flag -which features a Welsh Dragon holding black diamonds, to signify the company's coaling activities – is displayed in the Pope Collection at London's Maritime Museum. Cory Brothers has relaunched its company website to ensure that its customers receive superior customer support and care, particularly at these most demanding of times. ■

"We are aiming to extend our overseas network and to get more involved in the energy business," he says, adding, "I love this business – every day is a fresh, new challenge!"



shoring up a new era of growth

If one thing's for sure, it's that the offshore industry is the way forward, as the demand for energy set to increase exponentially in the years ahead will prove lucrative for all those involved in the supply and production chain of oil and gas exploration.

For suppliers, this falls on welcoming ears, as the global economy has caused a financial shortfall for many ship owners and unfortunately, suppliers have been on the receiving end. But with an 8% per annum rise in offshore operations and maintenance spending forecasted for the next five years as energy companies continue to invest in existing facilities to prevent oil and gas production declining, the future is optimistic.

Part of an expanding offshore operations and maintenance market which is valued at around \$53bn this year, oil company spending on subsea inspection, repair and maintenance is also set to rise by more than 10% per year over the next five years as more deepwater fields are developed with networks of subsea systems. In light of this, suppliers could be bracing themselves for re-growth.

According to analysts, the offshore industry has spent around \$4.5bn this year on subsea IRM operations, but this could rise to nearly \$7bn by 2014. Oil companies contract out subsea IRM work to global or regional contractors, which then charter ships from a host of ship owners to support these operations.

With a greater number of ships and ship owners investing in this increase, greater spending will lead to potential profits for ship suppliers and services operating in the offshore sector, and this is a trend already being felt by some suppliers.

Jeppesen Marine, global provider of vessel operations services and digital navigation solutions, recently announced that Adams Offshore has installed its Jeppesen Primar ECDIS Service on one of its dive support and offshore supply vessels, and is considering implementation of the solution across its fleet worldwide.

The UK-based Adams Offshore company first installed the Jeppesen service after running into difficulties with the operation of a competing global ENC service on a vessel in the US Gulf of Mexico, and the

Jeppesen Primar ECDIS Service provides mariners with easy access to the most authoritative charts available.

Adams Offshore installed the Microplot 7 ECDIS on DPSV Adams Challenge, a 2009-built offshore support vessel, whose system ran into problems with the installed ENC/ECDIS Service and with license renewals this autumn in the Gulf of Mexico where the vessel was on assignment for EPIC. Adams Offshore's technical partner, Mobile Marine Technology, identified the problem as difficulty downloading and obtaining chart licenses from the ENC provider.

"We had technical support on the vessel for a week. At the end, we concluded that the supplier had a problem with its database in the Gulf region," said Adams Offshore Technical Manager R. Rajeev Kumar. "Then, we tried the Jeppesen Primar ECDIS Service as a back-up while we tried to resolve the problems. Eventually, the vessel's captain and I decided simply to use the Jeppesen service on both the back-up and primary ECDIS. Since then, chart management has run smoothly."

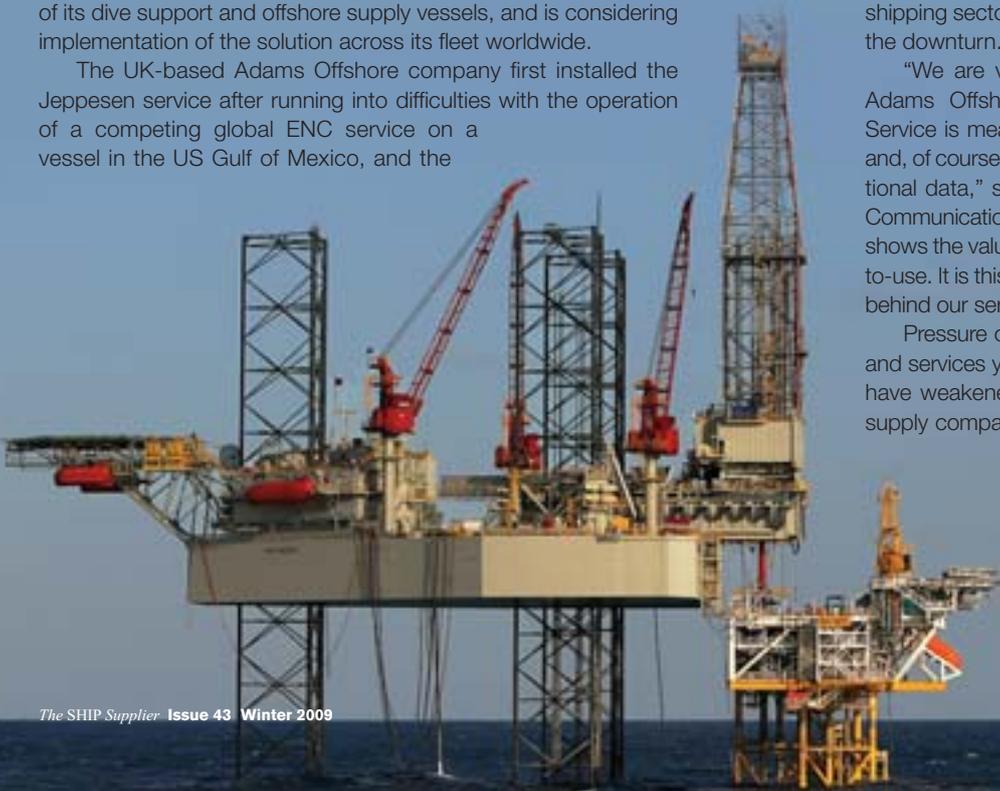
Adams Offshore installed the Jeppesen Primar ECDIS Service on DPSV Adams Challenge in October. Mr Kumar has reported that since then the system has been operational and problem-free. Based upon this experience, Adams Offshore chose to equip both of DPSV Adams Challenge's ECDIS systems with the Jeppesen Primar ECDIS Service, then to install the same service on its DPSV Adams Aquanaut offshore support vessel.

Mr Kumar has confirmed that the company plans to use the Jeppesen Primar ECDIS Service across its fleet, and as the demands in the offshore industry grow furthermore, many other ship suppliers and service contractors could be in for a good ride as the developments in the offshore shipping sector rise confidently out the other side of the downturn.

"We are very excited about this business for Adams Offshore. The Jeppesen Primar ECDIS Service is meant to provide a single, cost-effective and, of course, user-friendly source for official navigational data," said Jeppesen Marine Marketing and Communications Manager Willy Zeiler. "This instance shows the value of a service that is reliable and easy-to-use. It is this commitment to users' needs that lies behind our service and all of our solutions."

Pressure on suppliers to maintain quality goods and services yet at minimum cost to the ship owner have weakened the financial foundations of some supply companies, and the ability to remain reliable yet competitive will see them fare well in the growing offshore sector.

Singapore is proving to bolster through the downturn with stern resolve as it not only defies falling profit volumes in some of its shipping activities, but as it also enters rigorously



into the offshore market, something which is destined to benefit suppliers with operations based there.

With the Offshore Ship Designers Group (OSD) having set up a new office in Singapore, the anticipated rise in offshore activity will ensure ship supplies and repairs and maintenance services will become an integral part of this thriving industry.

Michiel Wijsmuller, Managing Director of OSD, revealed that the company already has an office based in Shanghai, "but as Singapore is rapidly strengthening as a hub for offshore activities, it is important for us to have a company there." He added: "Our group is currently overseeing ten offshore vessels built to our designs in Asia and we are getting an increasing amount of enquiries from offshore vessel and tug operators across Asia.

"Singapore is a good place to handle that business from, and we expect to grow design capacity there as a complement to our main design offices in the UK, Holland and China. Asian owners value the independence and efficiency we bring to the design process, and we want to be close to them to provide what they want," he added.

Off the back of increasing activity in Singapore, Cargotec, part of the MacGregor Group, has upgraded its Singapore plant to deliver its first active heave-compensated offshore crane. Advanced offshore equipment deliveries will start to flow from Cargotec's recently-refurbished manufacturing, assembly and testing plant in Singapore for offshore load handling solutions as the sector undergoes substantial investment.

Supplying machinery and equipment for port handling and heavy loads, Cargotec's recently modernised manufacturing, assembly and testing plant for offshore load handling solutions in Singapore will deliver its first 150-tonne capacity MacGregor offshore active heave-compensated (AHC) knuckle-jib crane in January 2010.

The crane, which was manufactured on site, will be fully tested at the Cargotec Marine facility prior to delivery to a customer in Asia. Active heave-compensation technology is an essential function in offshore cranes and other equipment employed on vessels or floating offshore installations doing subsea work, and the Singapore location is designed to be able to deliver 10 to 20 large MacGregor offshore active heave-compensated cranes per year.

The completely revamped factory is on a 200m-waterfront site and houses 26,000m² of modern indoor and sheltered workshop space, equipped with overhead gantry cranes of up to 120-tonne capacity for the manufacture, assembly, testing, repair and service of offshore load handling equipment. This includes: advanced winch systems, such as offshore, towing and anchor-handling winches; mooring systems; and large AHC offshore cranes.

The facility also offers a total of 19,000m² open yard area with four test foundations, which enable the testing of AHC cranes and other advanced load handling solutions. In addition, the site is equipped with a heavy-duty crawler crane and a transporter for loading and moving large pieces of machinery. A 53m x 15m barge provides additional mooring capacity for the repair and servicing of vessels.

ODIM, established supplier of offshore equipment and supplies based in Norway, has also been developing supply solutions to the offshore market as it sees a greater number of contracts being placed under investment opportunities. Jon Olav Kopperstad, Vice President of Sales and Marketing for the company's Offshore Supply business area, has stressed the importance of efficiency in such a lucrative yet technical area of shipping.

With its Smart AHTS solution offering three times the capacity of traditional solutions for fibre rope, the company claims that it also permits a higher level of utilisation than conventional anchor handling solutions. Substantial storage capacity for fibre rope and the system's ability to tension the rope independently of other support vessels are also crucial features of the system.

"If you're not careful to maintain enough pull on the hose, it'll develop slack bits which can cause a tangle. In the worst case, it may end up completely stuck when next unwound. With the Smart AHTS, it's possible to tension large quantities of rope through the CTCU winch when winding onto the storage winches. It can also handle the large and varying strains which arise when the system is used to set out anchors," Mr Kopperstad revealed.

"In addition, the system allows you to load polyester rope directly from standard containers on land through the CTCU winch. It will create the necessary back tension before winding onto the storage drums, and provides simple and cost-effective transport and mobilization," he added.

"Singapore is a good place to handle that business from, and we expect to grow design capacity there as a complement to our main design offices in the UK, Holland and China. Asian owners value the independence and efficiency we bring to the design process, and we want to be close to them to provide what they want"

Many oil and gas fields lie far from shore bases, while the infrastructure on land is inadequate in some regions, and therefore it is advantageous to load all equipment and supplies needed for a trip. "Most anchor handlers have limited storage capacity in relation to the overall requirements of a rig being moored in very deep water," Mr Kopperstad said.

Underlining how with a conventional solution, three vessels are required to bring the same amount of fibre rope as with the Smart AHTS, Mr Kopperstad revealed that with "just one vessel to do the whole job, it's easier to exploit the available weather windows.

In addition to the capacity and efficiency benefits, this will cut crew costs and reduce fuel costs as well as associated nitrogen oxide and carbon emissions."

EMS Ship Supply has also stressed the importance of cost savings, and with 60 offices located around the globe, its offshore service sector is set for growth. Claiming to "create value for customers within the offshore sector based on unique experience and capabilities in supply, procurement, logistics, spare parts handling, storage, sales and a wide range of quality marine products," EMS highlights its main objective as being a reliable and significant partner to the growing offshore industry.

Strengthening its offshore forces, EMS Ship Supply entered into a collaboration agreement with Kraemer Maritime for deliveries to offshore clients in Norway. "The agreement duration is for three years and it is expected to represent revenue of \$10million," the company stated. Kraemer Maritime is the leading ship supply company for supplies in Norwegian ports within the offshore sector, and therefore the consolidation places both companies in good stead for increased supply activity.

As blackened as the shipping sector may have become in the past year or two, there are some undeniable products of growth offering new opportunities and financial gain for ship suppliers, and the offshore sector will play a large part in this. As reliability and attractive pricing become prerequisites in such a competitive climate, suppliers have been pushed to their limits, but with new growth around the corner in the offshore industry, ship supply and service companies will hopefully be feeling the seeds of change. ■

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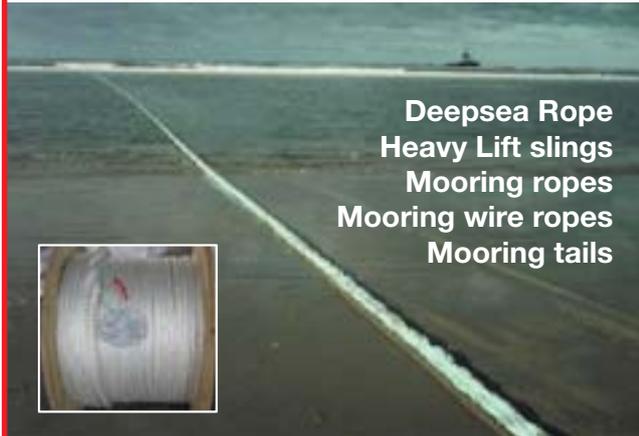


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Profile: Working to satisfy all needs

Cooperation and good networking have always been a necessity in doing business internationally, which is why Abdülvahit Simsek, Chairman of AVA Holding, believes his company's ship supply strategy is nothing short of a win:win for himself, Turkey and other ship suppliers around the world.

For it is the development of a network of suppliers in ports throughout the world that has been behind his strategy of supplying the individual needs of an individual ship owner, no matter where his ship happens to be trading.



AVA Holding was established three years ago to consolidate under one roof, the operations of a group of companies operated by the Simsek family – one of Turkey's major players in the maritime services sector for over 30 year. The companies concerned, Anele Supply-Chain Solutions, Albatros Ship Supply, in Izmir and AVS Maritime Services located in Istanbul have all proved their worth and now contribute to what has become a strengthening force in Turkish ship supply. Add to that list a burgeoning ship artifact and antiques business and you have an example of how to make hay when the sun may not always be shining.

Albatros is a general ship supplier and since it opened the doors of its Alsancak/Izmir headquarters in 1998, it now manages and controls strategically positioned branches all around Turkey from which it services all ships in Turkish Waters. Anele, on the other hand, has been a full line food and non-food wholesale supply chain solution partner to air, land and sea catering and logistics service providers since 1996. Operating from state-of-the-art facilities in the Izmir Free Trade Zone, Anele's strategic location and purchasing power provides a competitive advantage in the procurement of short and long term supplies, irrespective of the quantity.

AVS was initially established to consolidate ship supply services and to serve the international supply needs of Turkish ship owners at international seaports. Today, AVS Maritime Services says its combined years of know-how and awareness in the marine sector places it well to become a primary service partner for ship owners worldwide in general ship supply. Through AVS' established interna-

tional network, coupled with its purchasing resources, it believes it is positioned ideally to provide what it calls a range of 'reliable' and 'cost effective' services.

Through its years of activity in the sector the company understands the importance of co-operation and endeavours to work with efficient and dependable ship chandlers from all over the world as part of its larger service network. AVS Maritime Services is staffed with international and multi-lingual personnel, all with years of experience in the marine industry.

What drives the business, according to its ebullient Chairman, is cooperation with global partners in the ship chandlery business in order to meet the needs of vessel owners in international ports. AVS is actively seeking to collaborate with established companies in the sector. As he claims, it is looking for qualities such as quick response, competitive pricing, on-time order fulfilment and open lines of communication and feedback.

He told *The Ship Supplier*: "The classic ship supply is changing every day so now is the time to put new vision and synergy together to make the business more productive and to generate cost savings for today's ship owners.

"We have built up a strong reputation in the market over the past 30 years which is why owners come to us to use our network. People do not want to spend money establishing supply operations in other countries but prefer to deal with someone they trust. We buy directly from the local suppliers so generate business for them too. That way, we take on the risk by paying the supplier. We in turn, receive payment from the ship owner."

And what of the antiques business? Well according to Mr Simsek, it is an opportunity for the world to enjoy many of the valuable artefacts that can be salvaged when a ship heads for scrap in the company's ship recycling facility.

"You don't see many of these valuable artifacts around so we decided to save them, polish and prepare them and then sell them to people who, like us, appreciate their beauty and uniqueness. The objective is to protect these valuable items and to ensure they provide enjoyment for years to come," he added. ■



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Green light for the cruise industry

The cruise industry has been working hard to create a revival to global shipping recently, as some lines boast record passenger numbers, place newbuild vessel orders at starved shipyards, and lead the way in the environmental stakes.

While times have been far from easy, recent orders have started peppering the shipbuilding industry into heated action, including Carnival's order for a 130,000 gt sistership to the *Carnival Dream* from Italian state shipbuilder Fincantieri for delivery in 2012, alongside plans for at least one further newbuild order to be placed for its Princess brand before the end of the year.

"The Fincantieri order came about because we are very, very happy with the recently delivered *Carnival Dream*, and so when we saw an opportunity to order another one in that class at an attractive price, we promptly moved on it," said Tim Gallagher, Carnival spokesman.

He added that the size of the Princess order "would depend on the deal", but added that "it is very rare to build just one ship, especially when one has spent money on development. It is usually more prudent to spread the money over a series".

While the cruise industry has been less noticeably battered by the downturn than commercial shipping segments, finance has still created an issue. MSC Cruises originally placed an order for *Meraviglia* and *Favolosa* last September, however, as the economic crisis hit parent company MSC hard and heavy pressure was placed on STX, the cruise line has held back from fully confirming the orders.

The ships, due for delivery in 2011 and 2012 respectively, were to be 93,000 tonnes with capacity for 3,013 passengers. MSC Cruises Chief Executive, Pierfranceso Vago, confirmed that the company would make a decision on two long-awaited orders for Fantasia-class ships before the end of the year.

"We want to build – we need more ships," he said. "It is a buyer's market." With tight credit, however, renegotiations are still taking place and securing appropriate finance will be a critical part of MSC's decision, but hopes are that the orders will re-ignite the European shipbuilding industry.

It's not the only development that MSC Cruises has been undergoing, as the group has taken the downturn as a period of opportunity to implement fuel savings and emissions reductions as part of its plan to move forward into a more lucrative future.

Reflecting a growing awareness within the cruise industry that a commitment to environmental sustainability can have positive consequences not just in terms of a company's image, but also financially, MSC Cruises has signed a memorandum of understanding with the port of Genoa and the local coast guard committing to move to low-sulphur fuel for its calls in the Ligurian capital.

As awareness over 'going green' kicks off, the cruise industry is often the trend-setter for environmental policies and onboard systems which usually end up drip-feeding through to the commercial shipping markets.

Costa Crociere recently announced a 5% drop in fuel consumption per mile sailed, from 356 kg in 2007 to 339 kg last year, and a similar cut in the per-passenger consumption of drinking water, mainly produced through desalination, from 240 litres to 228 litres.

In addition, the Genoa-based cruise line claimed to have recycled 30% of its special waste, or 273,458 kg, compared with 26% in 2008, along with 2,126 sq m of glass and aluminium. It also reduced garbage levels by 8.5%, from 8.2 litres per person to 7.6 litres per person.

While it's not just about setting environmental standards, the cruise industry is on a definitive incline in terms of custom. According to Bill Gibbons, Director at the Passenger Shipping Association, 1.65 million UK passengers will choose a cruise holiday for 2010 – an increase of almost 6.5% over this year's numbers.

Cruise travel is also taking China by storm, as record numbers of cruise calls hit Chinese ports on a rising scale. According to Zheng Weihang, Vice-President of China Cruise & Yacht Industry Association, the number of Chinese passengers departing from Chinese ports was only about 10,000 in 2005 but had leaped tenfold to about 110,000 in 2008.

He said: "In 2008, about 60 cruises departed from Chinese ports. The number of cruise ship calls increased to about 80 in 2009. According to Chinese port authorities, cruise operators have so far made plans for 91 cruise ship calls in local ports for 2010, compared with 80 this year."

In terms of cruise arrivals, the Association claimed that the number of cruise ship arrivals in Chinese ports would be 156 this year. Cruise ships were expected to carry about 200,000 domestic travellers out of the country. Combined with the passengers from Hong Kong, Singapore, the US and Europe, total passenger departures will grow to 380,000 this year.

US-based Royal Caribbean Cruises, which recently formed a strategic partnership with China's largest port operator Shanghai International Port (Group), has set its sights on the fast-growing Chinese domestic market. Royal Caribbean Managing Director for China, Liu Zinan, said the company will significantly increase the number of its China-focused cruises next year. ■

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Equipped with strategies

In times of crisis, quality assurance is at the forefront of industry competition, and as ship owners adopt a more cautious and conscientious approach to managing their cost flow, it is in a supplier's best interest to go one step further in securing orders.

ISO certification is being granted more widely as ship suppliers step up to the mark in terms of quality standards and reliability, and with bottom lines stretched to the maximum, the means of acquiring long term contracts with customers is a matter of survival.

Ship suppliers are being stretched in both directions, and financially, are weakening in the middle as a direct result. Offering certified standards obviously places them at a considerable advantage over non-certified competitors, and the onus is on companies to maximise the attractiveness of their service without dipping into the red.

"All ship supply companies are facing a considerable amount of their business being affected and ship owners are procuring only as and when needed, and each and every company is trying their best to sustain and remain in business"

For manufacturers and suppliers of tools and equipment, the segment has little differed from virtually every other company impacted by the world economy, but with the surety of continued custom for necessary carriage and maintenance of such products, the crunch comes down to multilateral quality rather than niche essentials.

Unmistakably, the cancellation of newbuilds may cut short some previous contracts for onboard equipment, affecting suppliers who had hedged themselves on promised future business, however, with new buyers swooping in on bargain deals, the financial hype surrounding the stricken shipbuilding sector may just realign itself.

For suppliers, then, there is little to do but to optimise the downtime to raise the bar on standards of service, quality and reputation and to lure customers with competitive pricing, and while the line of fire might be coming from all directions, the shield is in the seal of promise.

Owners' requirements are growing, and the 24 hour nature of ship supply services is warranting investment into computerised systems and software packages to streamline orders, accounts and deliveries, at a sizeable cost to the supply company. With tools and equipment, orders are commonly related to maintenance and repairs, and shortcuts can not be accommodated for.

Gaylin International manufactures, stocks and supplies products such as wire ropes and fittings, cable-laid heavy lifting slings and grommets, high performance polypropylene and nylon

Steeling up for efficiency

The transportation of steel is gathering pace again as global trade and vessel newbuild orders start to transpire after a long vacuum period, and with the steel industry forming a close link with shipbuilding and ship supplies, manufacturers and suppliers of steel-related products and equipment play an important supporting role.

FEIN, German manufacturer of products and solutions for the metal industry, has presented a new range of power tools and accessory sets for machining stainless steel using revolutionary designs.

The angle grinder FEIN WSG 14-70 E, sanding polisher WPO 14-25 E and eight stainless steel sets are all coordinated to typical applications for use in the shipping industry. With stainless steel being corrosion-resistant and hard-wearing, various machines and tools are usually required to achieve the surface quality required.

However, FEIN has spent decades working closely with users to develop power tools and accessories for metalworking, and the stainless steel sets are coordinated to the power tool used, the application and the result required and can be combined on a modular basis.

Characterised by their extreme robustness, performance, handling and safety, customers can choose from two stainless steel sets while there are six sanding polisher sets for grinding, satin-finishing and polishing. FEIN's pipe sanders and straight grinders and GRIT belt grinders round off the stainless steel range from FEIN.

FEIN application solutions are used when dirt needs to be effectively removed, material needs to be coarsely ground or rough welding seams, scratches or tarnishing need removing. FEIN can also supply accessory sets for satin-finishes, preparing for polishing and polishing to mirror finish levels.

Tools have to be perfectly matched to the surface in order to grind welded seams on pipes and profiles without damaging the neighbouring surfaces. Pipe bends, found in the construction of railings, for example, can be economically satin-finished and polished to a high gloss finish using FEIN's application solutions without having to be disassembled.

ropes, ultra high molecular weight polyethylene (UHMWPE) fibre mooring rope, deep-sea mooring ropes, mooring chains and high-holding power anchors, and chain slings for the shipping and offshore industries.

Recognising the needs driven by the industry, the company has placed great emphasis on "fostering partnerships and cooperation with customers and suppliers," and stressed that "in view of world wide demand and requirements for quality excellence, Gaylin is ISO 9001: 2000 certified."

Highlighting how its “new premises boasts an area of 245,000 square feet,” Gaylin added that “this major development will place us in an even stronger competitive position in the global market and is an ongoing effort on our part to maintain the highest level of customer satisfaction.”

“The most important aspect is ensuring that you continually look at ways of improving customer service and setting new benchmarks for excellence. Ship suppliers need to adapt to working in a new world order, post the economic crisis”

Boasting an engineering workshop which “offers 24 hours operational service as per requirements,” Gaylin is “at the same time well equipped with all the needed machinery to cater for repair, modification and fabrication” and also comprises a large selection of wire rope spooling equipment able to meet any specific project.

Having upgraded and invested, the company is striving to achieve custom over its competitors in the localised ship supply market, and by making improvements in service it is tapping into a larger area of business.

“Being the hub of the rigging activity in Southeast Asia, Gaylin boasts a wide range of equipment,” the company revealed, adding that it currently has “two test beds, one being 2,600m/tons and the other 650m/tons. The 2,600m/tons capacity by 330ft length test bed is the biggest capacity and longest test bed in Southeast Asia.”

It also added that it possesses the “most advanced splicing equipment and wire rope swaging presses ranging from 300t, 650t, 1000t, 2000t, 3000t and the largest in Singapore at 4500t. With six units of wire rope spooling machines complete with power pack available, we can accede to urgent demands within a short period of time.”

Despite the company’s efforts to thrive throughout the downturn, some degree of effect is inevitable, yet with strategic market strength, it has powered on with tenacity and optimism, according to Desmond Teo, Managing Director of Gaylin.

“As all companies are going through this round of economic meltdown to some extent, all ship supply companies are facing a considerable amount of their business being affected and ship owners are procuring only as and when needed, and each and every company is trying their best to sustain and remain in business,” he told *The Ship Supplier*.

“As for us, we have not really been that affected as our main core of business is related with the oil and gas sector. In fact, our business volume and activities have remained very much profitable and vibrant without much impact,” he revealed.

Yet until the world sits comfortably on the other side of the economic chasm, the outlook remains ominous, and manufacturers and suppliers of tools and equipment may yet be affected if the situation for owners continues to worsen, as Mr Teo highlighted.

“Everything is still very gloomy and no one can give a firm answer or standing. In fact another crisis has occurred in Dubai which I hope will be sorted out as soon as possible or it will drag the world even further from recovery,” he said.



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“However, I think that with a smooth recovery without any further crisis or any major disaster taking place, the threats concerning the ship supply business will not be a major concern. As most owners have their newbuildings rolling out and there is scrapping of older vessels, there will still be some new ship supply companies joining the bandwagon and new products will be introduced to serve the new vessels, and much more will be done to maintain the older vessels,” he added.

Underlining how much more will be done in terms of the IMO stepping down on the industry with heavier legislation, Mr Teo stressed that “we have to address all these issues with minimal impact to ship owners and the shipping community. I hope that all these issues will be addressed and ironed out in due course and that it will in fact create a better business environment for all in marine/shipping and the years ahead.”

Owing to the fairly generic nature of the tools and equipment sector, suppliers are well positioned to allow for diversity and expansion of the products and services they offer, and in response to the difficult financial climate, there is some strategic growth aspirations on the agenda for some suppliers.

Hans-Henrik Pedersen, General Manager of Global Sales for Wrist Ship Supply, said: “Clearly, there are only a very small number of suppliers that have the global presence, scale, technological infrastructure and the ability to provide the necessary choice in terms of service delivery to meet an expected increase in future demand.

“The most important aspect is ensuring that you continually look at ways of improving customer service and setting new benchmarks for excellence. Ship suppliers need to adapt to working in a new world order, post the economic crisis. Ship owners and operators

“Everything is still very gloomy and no one can give a firm answer or standing. In fact another crisis has occurred in Dubai which I hope will be sorted out as soon as possible or it will drag the world even further from recovery”

are under more pressure than ever to move goods faster and cheaper, and that’s even before they consider their environmental impact,” he warned

Mr Pedersen added: “They are now looking at all elements of the supply chain to eke out every bit of efficiency possible without impacting quality; in fact, the aim is to improve customer service. As a ship supplier, we must ensure that we support them in this drive.

“This goes from streamlining the procurement of supplies so that it is more efficient; purchasing in volume so that costs can be standardised; providing a one-stop-shop from purchasing and consolidation through to delivery; and when required acting as a fully outsourced supplier for the entire procurement process so that they can focus on their core business and operations,” he said.

This focus is becoming increasingly important for the long term plans and strategies of ship suppliers, and with the tools and equipment market relying on newbuild orders or the updating and maintenance of older vessels, diversification and well-spread operating assets may be key to maintaining good and solid custom; quality assurance being the very heart of future business. ■

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ISSA & Ship Supply News

Looking after the needs of the Associate Member

If there is one thing that ISSA past-President Wim van Noortwijk fervently believes in more than anything else, it is the important role of the membership which is why he is proud to have been asked to take over ISSA Board responsibility for the association's thriving army of associate members.

And representing the growing needs of this crucial and important section of the ISSA membership looks set to take up most of his time. But as he told *The Ship Supplier*, it is a proud moment for him especially when you consider the growth in the number of "quality associate members" that are joining ISSA.

Speaking to *The Ship Supplier* in the sidelines of the recent ISSA Convention in Istanbul, Wim van Noortwijk reported that the number of ISSA associate members had increased to 461 companies in 50 countries and so from the New Year, "I will gladly start to be more pro-active in looking after their interests".

One interesting statistic is that associate members now represent 28% of the total ISSA membership, meaning their role and influence is becoming ever more important.

When you consider the fact that ISSA's associate members are also demanding even more information from the association as well as more access to this growing sector of the global maritime services sector, you can see the rationale behind promoting this responsibility to ISSA board level and into the hands of an immediate past President no less.

"It should be borne in mind that in general, ISSA associate members are small companies with annual turnover figures of between \$200,000 and \$1.5m. They are often located in countries where there is little or no mainstream ISSA membership representation. They then become ISSA's ambassadors in their countries and regions and so must be encouraged to adhere to the same quality terms that full members adhere to. Their interests and needs must also be considered and presented at board level," he told *The Ship Supplier*.

"The Board and ISSA Executive Committee should be very much aware of the small size of some of the associate members. Being small, however, does not mean a company is at a disadvantage. Often small companies are more flexible and react more quickly to the adverse trading conditions currently being experienced world-wide in the maritime industry. They can adjust and therefore will be able to survive," he said.

As part of an ISSA plan to spread the association word further afield, Wim van Noortwijk will be visiting a number of areas around the world, seeing and talking to associate members close up. The first such visit, he suggests, could be the Ivory Coast in March with additional trips to India and elsewhere also on the drawing board.

"Communication is all too important which is why I have asked our Secretariat to include a dedicated associate members area on the new ISSA web site so associate members can feel altogether more connected to the association," he concluded. ■

A photograph showing two men shaking hands. On the left is Wim van Noortwijk, an older man with grey hair, wearing a dark blue jacket over a dark blue shirt. On the right is Kouame Aduo Luc, a younger man with glasses, wearing a dark blue suit, white shirt, and dark tie. They are standing in a room with flags in the background, including the American flag and the ISSA flag.

Wim van Noortwijk (left) discusses the forthcoming African Regional ISSA Meeting with ISSA Executive Vice-President Kouame Aduo Luc

OCEAN: Making waves

OCEAN, the European Ship Suppliers Organization, has launched a brand new logo and website as it focuses on strengthening the competitiveness of the ship supply industry. Founded in 1976 under the French Title, 'Organisation de la Communauté Européenne des Avitailleurs de Navires', OCEAN is an ISSA sub-committee dedicated to creating a unified understanding of the ship supply industry across Europe.

During a one hour debate hosted by MEP Graham Watson, industry leaders led a discussion focusing on the customs practices and security issues facing European ship suppliers, in particular the Modernised Customs Code and the recognition of ship supply as an operation similar to export.

Recently-elected President, Stefan Ericson, said: "Our organisation stands as a guarantee for Europe that modern maritime trade remains possible in the future." He also attributed the launch of the organisation's new website and logo as "a contribution to our commitment to a transparent and open communication and an inclusive dialogue between our members and European policy-makers."

Jens Olsen, ISSA President, commented on the requirements for the future modern EU Customs Policy from the viewpoint of a ship supplier: "To put it bluntly, I would like to have one clear and simple customs and taxation procedure for ship supply," he said.

With regards to the Modernised Customs Code of the EU, he stressed that it is "fundamental to understand that the key difference between goods delivered for the purpose of ship supply and traditional cargo in containers is that ship stores are being used and consumed exclusively onboard the vessel during its voyage. As such, neither will they be destined for import into another country, nor will they be able to leave the vessel.

"ISSA and OCEAN therefore believe that goods designated as ship supply should be considered to have left the EU once they have been loaded onboard a vessel which is bound for another country. Ship supply is to be treated as export," he stressed.

Alongside the newly designated role, Alfredo Tosato was elected as Vice President while Matti Kokkala was also elected as the new Treasurer of OCEAN. In terms of new memberships, the OCEAN Board has also proudly accepted the application of the Cyprus Shippers' Association to join as full member from 2010.

President Stamatis Barboutis said: "Our association is a long standing member of ISSA and our members are involved in general

ship supplies." Outlining how Cyprus' unique geographical location lends itself with particular relevance to European customs policy programs, the association is keen to involve itself in customs rules regarding maritime trade and security.

"We follow the European debates on the Modernization of the European Customs and Excise policy carefully and engage with our national and local authorities to assess the impact on our business. Cyprus has its own 'Customs Code Law' and the treatment of ship supply is spelled out there for our island. We are looking for the same rule and the same benefits that our colleagues across Europe enjoy. For that we welcome the opportunity to work with OCEAN actively," Mr Barboutis added. ■



Awarding business know-how

Alex Taylor, Managing Director of UK ship supplier Hutton's, was recently voted Young Businessperson of the Year at "The Business" Awards, run by the Mail News and Media group.

The award saw the 30-year-old business man recognised for his achievements at a glittering ceremony in Hull, during which guests heard how Alex has helped to triple the turnover at Hutton's in just four years, having achieved a 300% boost in profits last year.

"Alex Taylor has made Hutton's a winner and is looking forward to even greater achievements in the post-recession era," the audience was told. Hutton's received further praise as a finalist in the Business of the Year category, being described as a business which is "riding on the crest of a wave".

"I am delighted to see Hutton's being recognised for its successes and for the dedication of its staff," Mr Taylor said. "We work hard to meet the needs of our many clients throughout the shipping industry and to source the products they need."

Alex Taylor took the helm of Hutton's from his father Alan Taylor in 2006, having worked for the company for eight years. Chairman Alan said: "I am pleased that Alex is getting some recognition for the dedication he shows to the company. Hutton's is in safe hands and the future looks secure with Alex. I am very proud of his efforts."

The company continues to develop despite the current recessionary trend and this year achieved record sales figures, with predicted annual turnover for this year of £7m. ■

Underlining quality standards

EMS has led the way in promoting quality management and environmental responsibility by attaining the first global certification according to ISO norms 9001:2008 and ISO 14001:2004 granted by Lloyd's Register Quality Assurance.

Demonstrating that EMS fulfils the existing global regulation, the recognised certification warrants the protection of the environment and the quality of the services it provides, and covers the supply of all kind of products to vessels and facilities, including offshore.

The acclaimed certificates were delivered to Barcelona office with the assistance of Natalia Varela, Certification Director LRQA, Mediterranean Area, and Juan Sunet, Vice President of the EMS Ship Supply Group.

The ISO certification covers the group branch offices in Argentina (San Lorenzo), Croatia (Dubrovnik), Germany (Hamburg), Gibraltar, Morocco (Agadir), Netherland (Rotterdam), Norway (Haslum, Oslo), Portugal (Setubal), Singapore, Spain (19 branches), United States (Houston, Texas) and Uruguay (Montevideo). ■



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Market News

Pumping business into the Far East

China Petrochemical Corp. of Taiwan has specified all-electric cargo pump room systems to be delivered by Hamworthy, Singapore, for two new 40,000 dwt product carriers. Due for delivery from China Shipbuilding Corp (CSBC) in 2011, the vessels are being built to Bureau Veritas class, and will be the first tankers from the Taiwanese yard in 20 years.

Terje Bjørnemo, Hamworthy Global Sales Director for pump room systems, said that the selection of low harmonic variable speed drives came after the owner and the yard concluded that the solution was more energy-efficient and more dependable than traditional steam turbines that include outdated steam driven piston pumps. The decision was taken in consultation with Taipei-based United Ship Design and Development Centre.

"The equipment will all be controlled and monitored by a Hamworthy Cargo Control System (HCCS), a state of the art PLC-based control system where all signals are electric rather than pneumatic," said Mr Bjørnemo. "In agreeing on this modern solution, the owner will benefit from all of the advantages conferred by PLC-based control."

Type HCCS is a modular ship automation system controlling and

monitoring the complete cargo and ballast handling process, as well as taking care of all alarm and shutdown functions for maximum safety. The system is prepared for easy interconnection at various levels with other control systems on board, forming an integrated total system.

Using frequency converters means that the pumps can operate at optimum performance during any unloading conditions, resulting in higher total system efficiency and lower power consumption. When used as a direct drive force, electric motors also increase system efficiency compared with alternative systems.

Rafal Krocza, Managing Director of Hamworthy Baltic Design Centre (HBDC), said: "A study conducted this year at the HBDC established that steam turbine-driven cargo pumps create almost three times the CO₂ emissions and demand double the fuel consumption when compared to electrically-driven systems during offloading operations."

Mr. Bjørnemo added: "The benefits of this technology also include improved life-cycle costs, reduced noise emissions, lower maintenance, reduced installation and commissioning costs, greater operational flexibility, and safer operation." ■

Linking forces

World-Link Communications has launched Shipsat, a new combined Inmarsat and VSAT managed communications service for the shipping industry which incorporates a variety of topmost technologies integrated through the ShipSat 'Gatekeeper', performing switching, security, routing and least-cost-routing (LCR) services.

Integrating Ku-band VSAT and Inmarsat's L-band services to deliver global IP access, this broadband solution offers LCR and switching capabilities among Inmarsat FleetBroadband, VSAT and other wireless broadband technologies including Iridium OpenPort, 3G, WiFi, and WiMax, for a flat monthly fee.

The Gatekeeper, designed and developed by World-Link, features numerous functions including a firewall that limits access based on users and available networks, compression of up to 80%, black and white lists of web sites, advertising blocking on web browsing, and switching and routing between different services.

Acting as a central hub onboard, the Gatekeeper links the ship to the shore network via secure encrypted tunnels and manages billing of different onboard services including e-mail and crew internet access.

Shipsat will be delivered as a complete system aimed towards vessels in the "high end of merchant shipping" looking for a global IP solution, according to World-Link. ■



Filtering in new standards

Boll Filters has launched a new system for the pre-filtration of sea water prior to the ballast water treatment plant, in response to the IMO requirements to treat ballast water.

Specifically designed to meet the tough demands of the marine environment with robust construction of both the pressure vessel and internal working parts, the Boll 6.18.3 filter is proven to deal with the challenges of organic marine infestation.

Effectively removing debris from seawater down to 50 micron to prevent fouling and enable the ballast water treatment system to kill any invasive aquatic organisms, the BWT Filter incorporates a unique self-cleaning back-flushing system to ensure effective, reliable operation with minimal maintenance.

The filter element is flushed alternately at each end to further concentrate the cleaning efficiency, and with its compact design and small footprint for convenient installation onboard, the 6.18.3 is capable of handling seawater flows of 250 to 3000 m³/hr. ■

Schat Harding goes supersize

Schat-Harding, lifeboat and davit manufacturer, has delivered the world's largest lifeboats, complete with unique davit systems, to the world's largest cruise ship, Royal Caribbean International's *Oasis of the Seas*.

Oasis of the Seas is equipped with 18 of Schat-Harding's unique, 370-person CRV55 lifeboats and LS45 davit systems, the only pure lifeboat with a catamaran hull which provides excellent sea-keeping capability and manoeuvrability. The LS45 davit is also a completely new integrated system for cruise vessels.

The lifeboats are lowered directly from the stowed position, so that no out-swing is needed, and the entire boat is positioned outside the hull of the ship. The CRV55 is of reinforced construction and has a special 'green sea' lashing system, making it secure in high waves.

Ole Meijer, Executive Vice-President of Schat-Harding's equipment division, said: "These revolutionary boats and davits have been specially designed for the RCCL Genesis project ships which are being built at STX Europe (formerly Aker Yards). We have worked in close co-operation with STX, RCCL, Germanischer Lloyd and DnV to find a way to improve the safe evacuation of the 8,000-plus passengers and crew who will be sailing on these ships.

These new boats will be safer and quicker to board for large numbers of people. They will also be easier to get away from the ship, because the davit does not have to move, and they will be safer once in the sea as they have twin engines and full built-in buoyancy. They fully meet all SOLAS requirements."

The CRV55 boat is 16.7m long and 5.6m wide, and built from Fibreglass



Reinforced Polyester using a vacuum technique, the boat weighs 16 tonnes in its stowed condition and 44 tonnes when fully loaded. Two 70 HP diesel engines give the boat a speed of 6 knots, and the catamaran hull and twin rudders provide excellent manoeuvrability.

Describing the design of the boat and davit system, Meijer added: "This is the nearest you can get to a 'pull and go' system. The boat will hang from two quick release hooks which are simple to operate and which have clear visual indication of both locked and unlocked status.

"Lashing and bowing are integrated and embarkation is at the stowed position through four colour-coded doors leading to ergonomically-planned colour-coded seating areas arranged on two levels. The winches are designed with a retraction system to lift the lowering block free from the boat canopy and a retardation function to reduce forces on the davit, winch and lifeboat hook when stopping.

"Speed of boarding, comfort on board, simplicity of operation and maintenance

and a high degree of safety have been designed into the system. These boats mark a step change in the safe evacuation of large ships. I believe this is the first of a whole new generation of very large and very safe lifeboats," he added.

Royal Caribbean International underlined how the design of the lifeboats ensures that safety remains the number one priority, and that their unprecedented size and stability, together with their positioning on the embarkation and accommodation decks, provides distinct added value in terms of overall safety.

"They are so much more than what one normally associates with lifeboats," revealed Royal Caribbean. "They are superior rescue vessels, and ships unto themselves. They are supplied with full redundancies, much in line with the design of the ship overall. There is no preparation – you just remove the lashing, open the door, load the boat and go down to the sea. We can be ready in no time at all." ■

Rocking in Morocco

Cargotec has acquired the port service and equipment related part of Maghrepic S.A. business operations, strengthening its sales and service activities in Morocco. Maghrepic has been Cargotec's dealer representative in Morocco with a long experience in service and spare parts.

According to the deal, Cargotec will employ 44 persons, most of who are service technicians. The acquisition

supports Cargotec's aim to grow sales and service activities in Morocco, with sales of the acquired business in 2010 estimated to be around EUR 6 million.

"Global port operators and shipping companies have started to invest in Moroccan ports as well as strategically placed greenfield facilities as the country is located at the crossroads of important sea routes and the gateway between Africa

and Europe," said Mark Williamson, Senior Vice President, Services, EMEA.

"Cargotec has delivered Morocco Kalmar rubber-tyred gantry cranes as well as having won maintenance contracts for container handling equipment. A local set-up will further support Cargotec's ability to serve its customers in the region and act as a springboard for additional business growth in the North Africa", he added.

Kongsberg Seatex pushes ahead

Kongsberg Seatex has unveiled a new high performance navigation service offering corrections to both GPS and GLONASS that enables sub-metre accuracy with worldwide reach.

The latest additions to its highly regarded DPS (Differential Position Sensor) product portfolio include two new products, DPS 110 and DPS 112, which have been developed to utilise the new Global Satellite Based Augmentation System (Global SBAS) introduced by the navigation specialist Fugro SeaSTAR AS, the SeaSTAR SGG service.

SeaSTAR SGG utilises Fugro's own network of dual system reference stations to calculate 'orbit and clock' corrections, and the service provides consistent sub-metre level accuracy positioning with global validity.

The Kongsberg Seatex DPS product line is widely used by professional marine and offshore users worldwide, and by complementing the DPS product line and introducing the SeaSTAR SGG service, Kongsberg Seatex and Fugro SeaSTAR extend the user segment to new vessel categories.

"Operators have to consider the balance of cost versus operational benefits in choosing a professional DGNSS solution for workboats and platform supply vessels," said Arne Norum, Managing Director of Fugro SeaSTAR. "SGG gives sub-metre level accuracy, and we believe this will be an ideal solution for these kinds of applications where availability and reliability are paramount."

"The DPS products are well-proven as robust sources of accurate positioning with high availability for use in safety critical maritime operations. The DPS 110 and DPS 112, together with the SeaSTAR SGG service, make some of these capabilities available to a wider range of applications," concluded Vidar Bjørkedal, Vice President of Sales & Customer Support at Kongsberg Seatex. ■

Mixing it up in Mexico

Iridium Communications recently signed three additional distribution partners in Mexico to supplement the distribution channel for the new 'Iridium Mexico' subsidiary, with the aim to accelerate its growth and presence in the Mexican market.

A joint venture between Iridium and Spacenet Communications Services de Mexico, Iridium Mexico services are now available in Mexico through Spacenet, Astrum Comunicaciones, Intercomunicaciones Móviles Satelitales (INMOSAT), and Tecnologías de Control del Norte (TECNOR).

All four Iridium partners, headquartered in Mexico, are actively engaged in the provision of voice and data satellite communications services, and through their Iridium partnerships, these companies now sell the only truly global mobile satellite service (MSS) in Mexico – and in the world.

Underlining how the announcement "enhances our already solid partnership with Spacenet through Iridium Mexico," Matt Desch, CEO of Iridium, added: "Spacenet, Astrum, INMOSAT and TECNOR all have an intimate knowledge of the Mexican market and specialise in particular customers and services that require a high level of expertise. That, coupled with our ability to provide the world's only truly global MSS, provides an optimal communications solution in Mexico."

Through Iridium Mexico and its newly expanded partner base, the company is offering its innovative product portfolio to the Mexican market, including the Iridium 9555 satellite phone; the Iridium 9601 short-burst data modem used for global asset tracking and monitoring; and Iridium OpenPort, an enhanced-speed maritime communications service.

Ted O'Brien, Iridium's Vice President for the Americas, said: "When it comes down to fulfilling important regulatory communications requirements, our four Mexican partners selected Iridium to enhance their solution offering, and sometimes replace their current communications service with Iridium due to our reliability track record.

"Our alliance with these well-respected telecommunications leaders meets the needs of a market requiring broader services than were previously available given the country's extensive, open land masses with minimal telecommunications infrastructure, expansive coast lines, growing remote industries, border monitoring issues and the need for effective response tools in natural disasters. Strong demand in Mexico has driven our commitment to the country," he said. ■

Fuelling solutions

CRC Industries has launched the new PHASEGUARD Ethanol Fuel Treatment providing maximum corrosion protection for E10 to E85 fuel, preventing "phase separation", the number one cause of ethanol fuel-related problems.

Ethanol-blended fuel can lead to excess water in fuel systems, causing severe corrosion, engine damage and potential failure, and just one ounce of PHASEGUARD Ethanol Fuel Treatment treats 10 gallons of fuel for in-season protection, or five gallons for storage and stabilizing fuel for 12 months or longer.

Not only offering vital protection against corrosion, it also cleans the entire fuel system and stabilizes fuel for daily use as well as long-term storage, and restores engine power and performance. ■

All in the design

Alu Design & Services has been contracted as sole supplier for four pilot chairs and four deck rails for the maritime electronics company Sletten Electronics' ConceptBridge, delivered to Havyard Tomrefjord for installation onboard *Havila Borg*.

ConceptBridge is a customised turnkey bridge solution positioned for the international market. Gunnar Grimsson, Managing Director of Sletten Electronics, said: "Being a total supplier of electronic equipment allows us to choose the very best products for each assignment, irrespective of manufacturer. We selected the Alu Design chair as it is lightweight and its flexibility works well with the flexibility of the ConceptBridge."

Frank Robertsen, Marketing Director of Alu Design & Services, says, "The ConceptBridge is a truly innovative solution, which matches well with Alu Design's own focus on innovation. We look forward to supporting its global success." ■

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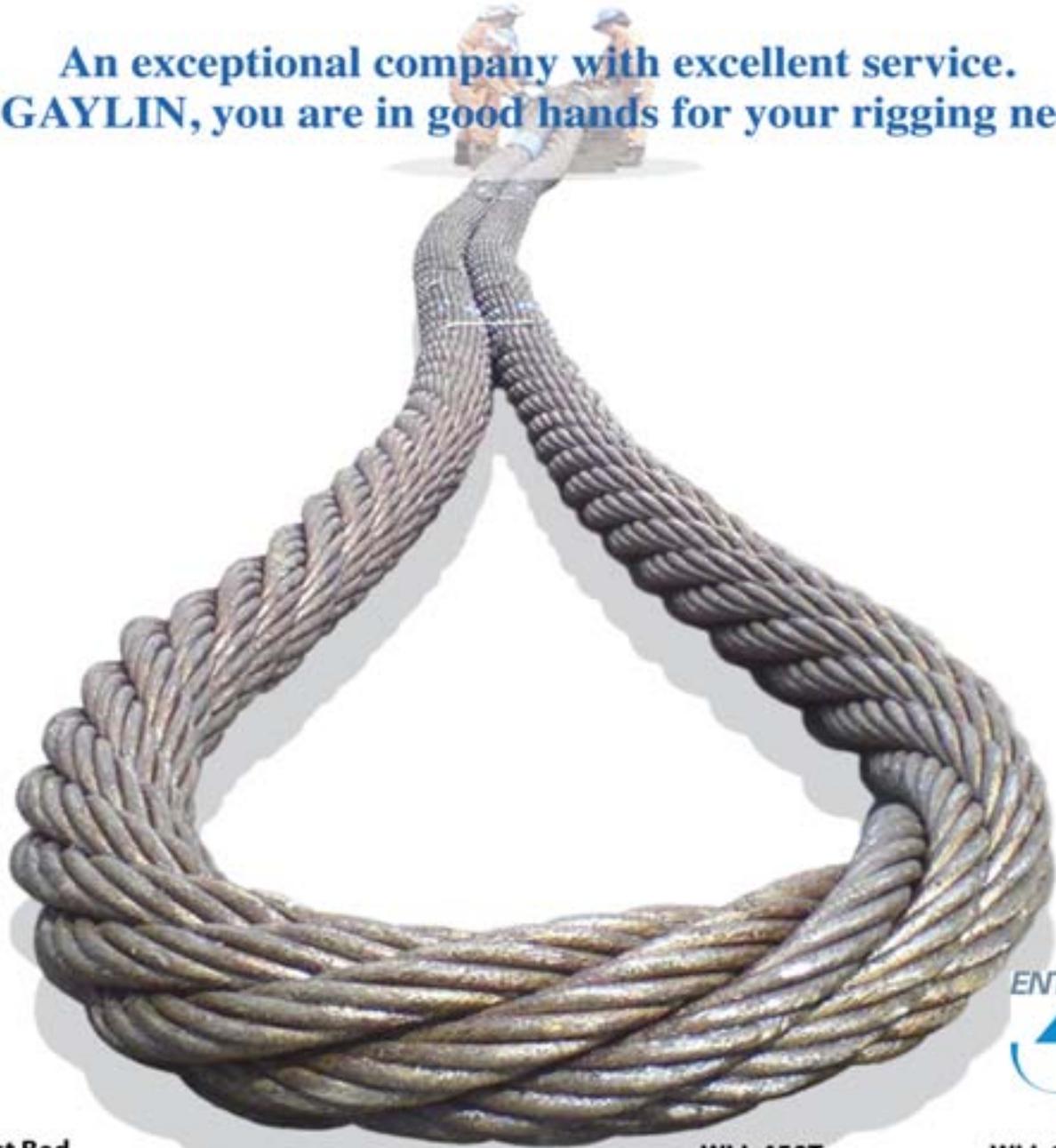
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