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Volume No. 47 Winter 2010

The Official Journal of the International Shipsuppliers & Services Association

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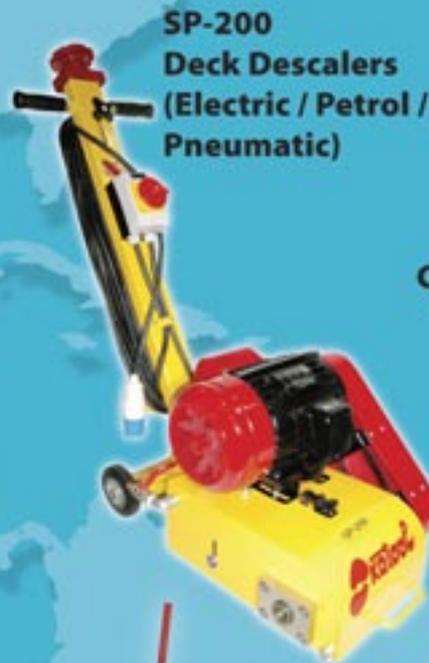
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# Foreword

## Dear ISSA Members and Maritime Colleagues

As northern Europe shivers under Arctic conditions and we all look forward to a snowy holiday period, the sun drenched days of the ISSA55 Dubai Convention seem so long ago. But I have to keep reminding myself that Convention was only a matter of weeks ago and was thoroughly enjoyed by all who attended.

We were fortunate this year to be joined in Convention by our dear friends at InterManager. As many of you will know, ISSA sits on the InterManager board and we are proud of the close relationship we are building with our friends at the association. So you can imagine how excited we were to have attending our Convention, some of the biggest names in global shipmanagement such as Roberto Giorgi, President of V.Ships and outgoing President of InterManager, Rajaish Bajpae, deputy CEO of Bernhard Schulte Shipmanagement, Lars Modin, President of International Tanker Management, and Svein Pedersen, CEO of Noah Ship Management.

But despite the excellent networking, the superb weather and the fine and thoroughly enjoyable social calendar – by the way special thanks has to go to Saeed al Malik and his colleagues at the UAE National Ship Suppliers Association (UNSSA) for all their hard work and also to the sponsors of the event, without whose support none of it would have been possible – ISSA55 was significant in that it heralded a reforming of the ISSA Board into a new body called the ISSA Assembly.

From 1st January 2011 the current nine person Executive Committee will become the ISSA Executive Board. The ISSA Assembly will be formed of one representative from each of ISSA's 43 national associations plus the Assembly Member for the Associate Membership. The 44 person Assembly will be under the chairmanship of the ISSA President and will meet annually to endorse the operational actions of the ISSA Executive Board

This radical step brings ISSA in line with many international trade associations by streamlining its governance and accountability to the membership.

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Associate Membership. The 44 person Assembly will be under the chairmanship of the ISSA President and will meet annually to endorse the operational actions of the ISSA Executive Board.

ISSA has been moving in this direction for some years. Time and distance have often prevented Board Members from attending the twice-yearly Board Meetings and it was felt that a more efficient means of governing ISSA was needed. Not everyone was content with the new arrangements but the overwhelming majority of the ISSA Board who were eligible to vote approved the measures. These had been formulated by a special committee formed for the purpose under ISSA President Jens Olsen's chairmanship.

Legal advice was taken and the committee members represented many years of devoted ISSA service and experience which they brought to bear on what could have proved a contentious subject.

ISSA's usual friendly spirit shone through and the democratic process worked. Some compromise was made to try and address concerns of the Board over certain aspects of the new arrangements.

National representatives and the Associate Membership representative will now be styled Members of the ISSA Assembly (MIA) and those elected to the Executive Board will retain the title ISSA Executive Vice-President.

The move is important in that it enables ISSA to move quickly with precision and vigour on issues of importance to its members while also enshrining the governing responsibility of the broader Assembly. Under the new arrangement, the Executive Board will report to the Assembly which in turn will have the Presidency of ISSA sitting above it. However the board will enjoy executive powers which will enable it to press ahead with its work, confident that it has the support from all levels of governance within ISSA.

As you may now know, next year's ISSA56 Convention will be held on a cruise ferry between Copenhagen and Oslo in late May and will coincide with the Nor-Shipping trade exhibition in Oslo. This is a radical departure for ISSA to hold its Convention earlier in the year and although it will be six months or so after Dubai, we welcome all ISSA members to come along and join in what will be

I am excited to announce that the Executive Committee has also agreed to initiate regional meetings as a way of spreading the ISSA word around the world

a strong and effective Convention. Bookings are progressing ahead of schedule so I would recommend that members book early to avoid disappointment. The ship has a 500 passenger capacity so early booking is recommended. Please remember that if you are also planning to attend the Nor-Shipping event, you should book your hotel in Oslo by January or rooms will go.

I am excited to announce that the Executive Committee has also agreed to initiate regional meetings as a way of spreading the ISSA word around the world. If Convention is held in the Spring, then that year's regional meeting will be held in the Autumn and vice versa. That means that in 2011, the first regional meeting will be held in Ghana on September 27th and 28th under the guidance of our friend and ISSA colleague Kouame Aduo Luc. It will give ISSA an opportunity to meet new members and potential members and prove an exciting way to educate the global ship supply world about initiatives underway at ISSA. We are all looking forward to being there.

I would also like to touch on another important issue which is a decision by ISSA to insist that all new associate members to the association from January 1st 2011, adhere to the ISSA 2010 Quality Standard. This is an important development as it is part of ISSA's drive towards continued improvement through effective self assessment. You can read more about it in the pages of this issue of *The Ship Supplier*.

It leaves me to wish you all a happy holiday period and a prosperous and exciting 2011. Please keep looking at the ISSA website ([www.shipsupply.org](http://www.shipsupply.org)) for news and video link updates.

**Jens Olsen**  
ISSA President



# Argentina

## The power of experience



As a major producer of oil, Argentina and its waters are guaranteed a certain level of ship traffic but the country is also renowned as an exporter of high quality commodities including grain, soya bean, maize, wheat, beef and fish products from the cold waters of the South Atlantic, which provides everything from king crab, to hake and red snapper.

The nation's meat industry is still recovering from a bleak winter of two years ago, during which it lost millions of head of cattle owing to the cold climate. High government taxes on meat farmers also saw many producers switch from breeding to agriculture. This reduction in the quantity of cattle has meant some suppliers are struggling to cope with customer demand.

However, the market for other Argentine provisions is looking extremely optimistic at this time and according to Philip Prince, President of the Argentine Ship Suppliers Association and Managing Director of Buenos Aires-based Prompt Suppliers, a record high for soya bean production is expected over the coming months. This is especially positive for the ship supply industry since, as Mr Prince explained, a successful harvest of such goods on Argentine soil will inevitably lead to an increase in the number of bulk carriers required to export these products to other countries, thus generating more business for ship supply companies within the region.

Mr Prince, who has been working in ship supply for 38 years,

employs 14 people at Prompt Suppliers, each of whom holds between 15 and 20 years experience in the industry. He explained how larger companies are 'suffering at the moment' due to their reliance on a large quantity of potential customers entering port, in addition to the need to pay more salaries.

He emphasised how, for both technical and food produce, the Argentine ship supply industry is 'quite complete', since many products are manufactured in the country under international trademarks. This includes power tools, foodstuffs (in factories such as Nestlé) and cigarettes (many US brands are manufactured in Argentina under licence). However, as Mr Prince noted: "The price is higher in Argentina than in countries such as Singapore, Dubai or even Greece, so if the ship is travelling to destinations such as these, they will wait and take their technical purchase there. If not, it is available in Argentina. Though they will pay a bit more, the Argentine manufacture quality is good."

Mr Prince also spoke positively of his country's relationship with other South American partners and described the encouraging contribution of Mercosur – the customs union which operates in a similar way to the EU market, where full members Argentina, Brazil, Paraguay and Uruguay "integrate with special differential import and export tariffs for products". Venezuela is also currently awaiting full membership through ratification from the Congress of Paraguay, while associate members include Chile, Bolivia, Colombia, Peru and Ecuador.

However, owing to different customs systems between South American countries, Argentine suppliers are limited in terms of which ships they can supply and what kinds of products they can sell, as Mr Prince explained: "In Europe, a supplier from Venice can supply a ship from Holland and vice versa but we cannot do this, as we have to keep within our borders. It can be beneficial but it also limits the quantity or types of products you can supply, because you're basically offering what your own country manufactures and if a ship needs something not produced here, it must be imported which incurs a high import tax. We would like to offer international products but we can't. At the same time, Argentina is going through an inflation period and possibly, is the most competitive in terms of price in South America at this time."

Though Mr Prince noted how overcoming troubling financial times is both 'a great challenge and a necessity' for Argentine ship suppliers, he was confident of his company's ability to withstand difficult markets through his staff's acute understanding of the industry: "Those who are new to the business do not have the knowledge and experience but we are fortunate as although our company is only four years old, everyone knows us. The minute we established the company, owners came because they knew us. When we opened, we supplied 12 vessels in our first week, which was a pleasant surprise. We had expectations for our company but didn't expect things to happen so rapidly!" he concluded. ■

# Brazil

## Recovering Markets



As the South American economy makes efforts to rise above this period of recession, Brazilian suppliers have shown optimism and are reporting a positive turnaround. As Celio Emerenciano, Director of Sea Star Ship Suppliers, confirmed, "The market is recuperating compared to last year. We already have 30% more business than what we saw in 2009. We are recovering," he added.

Established in 1999 and based in Santos, São Paulo (Brazil's largest city), Sea Star employs 15 people and as Mr Emerenciano said, an emphasis on excellent customer service and quality products, is a vital aspect of his company's ethos. He explained how, through strict observance of his own quality control process, customers can be assured of excellent service: "I double check items I process on paper. Customers sign a form to say they've received items and express what they think of our service. This is good to show to other customers, as proof my company is reliable."

Mr Emerenciano listed some products which are especially popular among his customers at his time, particularly fresh provisions such as chicken, fish and other meats, plus milk and fruit

juice. He also noted how items to assist with ship repair remain in high demand, in addition to electrodes and electric cables. However, he added how, owing to high tax duties on exported products, some suppliers are finding it a challenge to contend with suppliers in other regions: "In Europe, ship suppliers are not required to pay the same kinds of taxes for exportation which we do. Most items we purchase come with tax included. I believe in time there may be a solution to this but not soon, not next year."

On a more positive note, Mr Emerenciano explained that being a member of ISSA and the Brazilian Ship Suppliers Association is "a way to highlight my company and show we are reliable". He added: "What's most important for my company is to maintain good quality and good service. What makes the main difference is when we are recommended from one captain to another – we see many of our customers who come to us through recommendations. I hope next year we will get a larger volume of business as the market recuperates, I believe next year we'll get some results and I am positive the market is going to recover." ■



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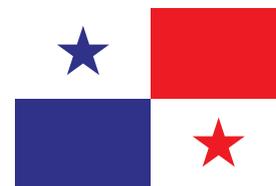
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# Panama

## Building on its 'hub' status



Panama's growth as a hub centre for trade into and out of Central America and the northern part of South America has had a positive effect on the growth of ancillary services in the isthmus, a point Vikash Deepak, President of the Mercansa ship supply to ship safety company, believes has resulted in increased sales although issues still remain over suppliers' ability to get paid.

"Like anywhere else, sales wise we have picked up steadily compared with other countries: 2009 was a tough year because of the recession but Mercansa did quite well and it must be to do with our experience in the market place. 2010 has been a great year sales wise but the problem has been collection of the monies owed. Customers are now taking 45 to 60 days to pay and some clients are taking even longer and it is just like a domino effect, dragging on from last year. And that is the case in every sector of the shipping industry. It is not exclusive to ship supply.

"Panama is playing more of a role in the supply industry. Before

it may have been seen as a third rate port but that is not the case now. Panama is the hub of the region's shipping industry and we at Mercansa have also started to diversify. Ship supply is only one division of our four businesses. We are now going to markets where there is a big need for our products. In my view Panama is on course to be a Singapore.

"The biggest problem we have at the moment is payment terms because the owners and managers are not paying on time. We are their partners but who will service their vessels if we all go bankrupt? We are not high up on the food chain but our role is crucial and managers and owners should start to better the payment terms for us."

It is late payment as well as the high cost of food in Panama that is affecting the bottom line balance sheets of some of the country's largest suppliers.

"The year started very slow, I don't know exactly why and as

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a business all the ship chandlers got together with the Chamber of shipping to figure out what was going on because the orders were smaller and farther apart,” said José Ibsa Borrero, Commercial Manager at MEC Stores in Panama. “So we got together and commissioned a study with a consulting group and what the group discovered was that in comparison with Chile, the cost of food is very expensive. Panama is a trading route and the ships go from Chile across Panama to the Caribbean. If I go to one of the vegetable farms in Panama and get a tomato and sell it at that price to the vessel, it is still more expensive than what a ship chandler sells it for in Chile. So our tomato from the ground is already more expensive than in Chile.

“That is because there are too many distributors involved in the supply chain. All of our farms are in the higher grounds and from there you have small producers who sell to a distributor who sells the produce to another distributor and that distributor sells it to a small wholesaler on the local market in Panama. At MEC Stores we have got around this by having our own farm and we are already manufacturing produce there including meat. I saw this as an opportunity so something had to be done to reduce cost and increase our profit. It is working with the meat. We got our first killing of our cows and our cold room is already full up with meat,” he told *The Ship Supplier*. ■



*Vikash Deepak, President, Mercansa ship supply*



# Chile

## A matter of priority

Gandara Chile, the largest ship supplier in the country, was established in 1982 in Valparaiso port and specialises in marine safety, marine and shipyard, fishing and aqua culture, mining and industrial areas and provisions and slopchest.

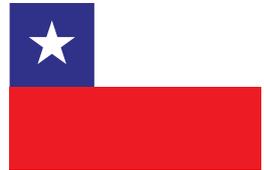
Luis Irlles, Managing Director, Grandara Chile, and President of the Chilean Ship Suppliers Association explained how owing to the fall of international markets, Chilean suppliers have suffered: "The instability of the exchange rate has resulted from the fluctuation and adjustment of the US dollar, compared to the Chilean peso and has been a negative factor for the development of our activities, obstructing normal growth in the trade area of our business."

In addition, Mr Irlles explained how budget adjustments by ship owners and managers have led stakeholders to minimise and optimise the amount allocated for each vessel, meaning the purchase volume has decreased to include priority goods only. However, he was optimistic concerning expected growth for 2011, particularly since recent months have seen an increase in sales

volume for Gandara Chile. He added: "We must also mention, thanks to various treaties and trade agreements which Chile has made with nations across the globe and the great progress of our country in recent years, has meant an increase in ships calling to our ports."

Popular products sold by Gandara Chile include fresh fruit and vegetables, particularly grapes, apples and berries, in addition to dairy products, meat and seafood. The company also has offices located in the ports of Antofagasta, Valparaiso, San Antonio, Talcahuano, Puerto Montt and Punta Arenas.

With such a large number of offices serving Chilean ports, how does the company ensure quality customer service? Mr Irlles cited the following as factors owing to his success: "Highly trained personnel with necessary experience in this field; a strict system of quality management, certified by the American Bureau of Shipping and the fact the company has served the Chilean market for nearly three decades." The company is also certified under ISO 9001:2008 by ABS Quality Evaluations, certificate no. 38847. ■



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# Colombia

## Focusing on product



Current financial markets have presented testing times for ship suppliers offering a wide range of products and services, but how have companies who specialise in one particular genus of product been experiencing this difficult period? Based in Barranquilla, Colombia, Naucharts employs seven staff and offers a ship chandler service providing hardware and provisions, but the company is focused on the supply of electronic charts, paper charts and navigation equipment. Naucharts supplies provisions in important ports such as Cartagena, where, according to Company Representative David Marengo, business has been especially positive at this time, particularly owing to a large influx of vessels entering the port.

Mr Marengo explained how his team members, both experienced and new, have been trained to deliver a first class service: "Many of the staff at our company have worked in the maritime industry for a long time. For example, I worked for 12 years for a maritime company and understand what vessels need and the time frame in which they need it. We also train up new staff to understand this knowledge."

This is especially important in Colombia, where the government works to ensure businesses are operating soundly and company owners must prove their worth. Mr Marengo explained how he works closely with advisors who assist him in ensuring full compliance with Colombian law and confirmed how each time the government brings out a new standard or regulation, he takes necessary action to ensure his company is fully compliant. Mr Marengo noted how protocol such as this represents a 'positive' force for businesses in Colombia. Naturally, a strict regulatory framework will assist competition in the region, particularly in ensuring high standards of quality and service.

According to Mr Marengo, the geographical position of his company's head office has also paid dividends in helping the business to grow since it was established in 2003. Barranquilla is only one hour's distance from both Cartagena and Santa Marta and this 'strategic' position, situated between two busy ports and with easy access to the Atlantic and Pacific Oceans, is an integral factor in ensuring Naucharts will continue to grow and build on its customer base. ■

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# ISSA and Ship Supply News



## streamlines its governance

At its recent Meeting in Dubai, the ISSA Board agreed to dissolve itself and re-form as the ISSA Assembly. This radical step brings ISSA in line with many international trade associations by streamlining its governance and accountability to the membership.

From 1st January 2011 the present nine person Executive Committee will become the ISSA Executive Board. The ISSA Assembly will be formed of one representative from each of ISSA's 43 national associations plus the Assembly Member for the Associate Membership.

The 44 person Assembly will be under the chairmanship of the ISSA President and will meet annually to endorse the operational actions of the ISSA Executive Board.

ISSA has been moving in this direction for some years. Time and distance have often prevented Board Members from attending the twice-yearly Board Meetings and it was felt that a more efficient means of governing ISSA was needed.

Not everyone was content with the new arrangements but the overwhelming majority of the ISSA Board who were eligible to vote approved the measures. These had been formulated by a special committee formed for the purpose under ISSA President Jens Olsen's chairmanship.

Legal advice was taken and the committee members represented many years of devoted ISSA service and experience which they brought to bear on what could have proved a contentious subject.

ISSA's usual friendly spirit shone through and the democratic process worked. Some compromise was made to try and address concerns of the Board over certain aspects of the new arrangements.

National representatives and the Associate Membership representative will now be styled Members of the ISSA Assembly (MIA) and those elected to the Executive Board will retain the title ISSA Executive Vice-President. ■

## First Choice Marine Supply Opens New Office

US-based company First Choice Marine Supply has opened a new office in Charleston, South Carolina, to complement its established sites in Tampa, Florida and Savannah, Georgia. As the sole provider of launch services to Midstream, a privately owned terminal in Charleston, FCMS has made a long-term commitment to the port which according to Greg W. Nielsen, President, represents an exciting period for the company: "We have been looking to expand into this market for quite some time. However, finding the right person to head an office is typically the most difficult part, more so than funding or other logistical concerns.

"Since our company prides itself on quality and technical expertise, not to mention 24/7 service, the right fit of person is the most critical component. We were fortunate to find that right person (Telis Zecopoulos – a Charleston resident with industry experience) and now, everything else seems to have just fallen into place."

FCMS specialises in three divisions, including ship chandlery, industrial products and commercial fishing supplies and from its three locations, the company currently serves all of the south eastern US, the Caribbean and Latin America. ■

## Would factoring solve the industry's credit control problems?

The shipping industry is experiencing what many believe is the worst financial crisis in a generation. And its effects are being felt far and wide as ship suppliers struggle to come to terms with ever more demanding credit issues and longer payment periods.

But how best can we tackle the situation? The last thing ship suppliers need to be is the banker for the ship owners and the managers. While ISSA is considering a whole range of innovative financial solutions that could assist the member's dilemma we are keen to hear your views, as ISSA members about what you believe would help to resolve your particular problems.

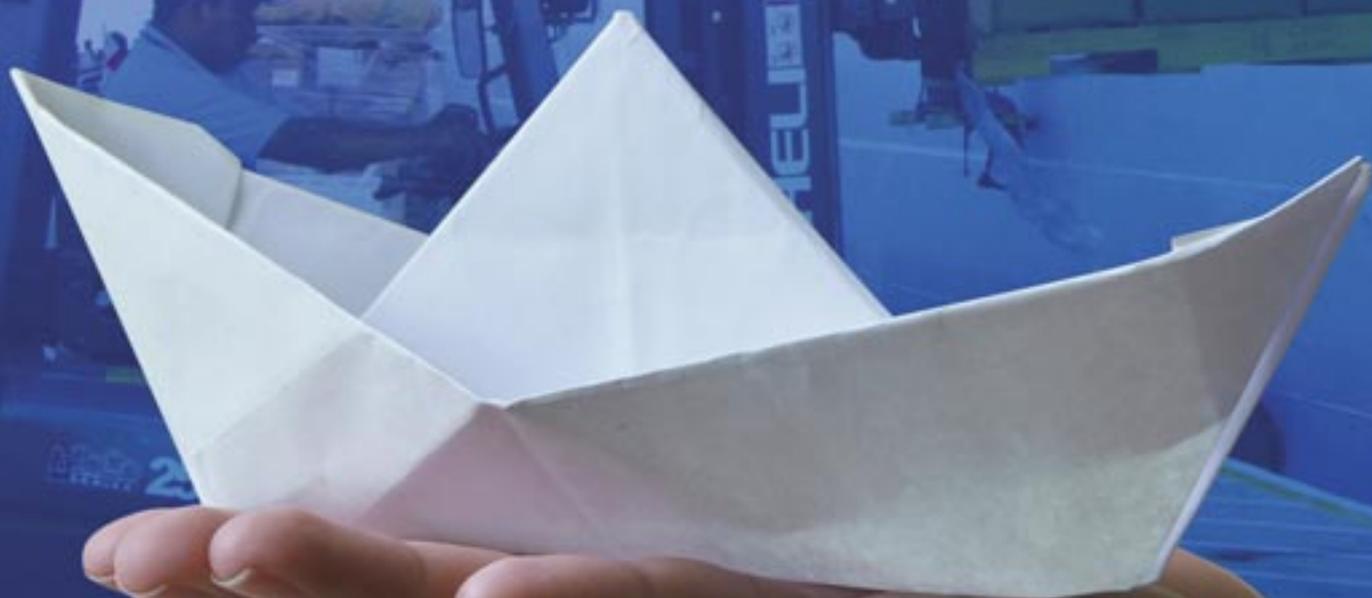
For instance, would factoring provide you all with the peace of mind and the financial support needed to help you get through this crisis? Should a factoring service be tailored to meet the peculiar needs of the ship supply industry and be backed by ISSA?

So tell us your thoughts on the matter. You can call or email the secretariat at [secretariat@shipsupply.org](mailto:secretariat@shipsupply.org) or +44 (0) 20 7626 6236. ■

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# Belgian association turns 70

The Royal Belgian Shippers Association (KBBS) celebrated its 70th birthday in style with a reception for its partners in the country's port sector, such as the Antwerp Port Authority, the Private Port Enterprise and the Customs Administration, plus a gala night for all the members.

Life in 1940 when the association was founded was a lot more difficult than it is today. As Jan Vets, association chairman, told *The Ship Supplier*: "In occupied Belgium access to foodstuffs and other ship's supplies was hindered by a ration system. The request for a professional association to streamline this system for ship chandlers was made by the civil authorities."

The KBSS was among the founding members of ISSA on October 21st 1955 and was a co-founder of the European organisation OCEAN in 1976. "Thanks to OCEAN's extensive lobbying, we were able to convince the European authorities to exclude the ship chandlers from VAT and tax liability after the abolition of tax-free sales within the European Union in 1992," said Mr Vets. "The law makers accepted our argument that our business is of an entirely different nature, as we are engaged in exports out of the EU."

Thirty years ago there were some 30 ship chandlers in the Belgian seaports. Today the number has been reduced to seven, of which six operate from Antwerp, a factor that is due to the ever expanding portfolio and pan-European range of the Belgian ship chandlers, said Mr Vets.

"In the old days our activities were limited to specific ports. Today we serve our customers whenever they need anything and wherever their vessels may be." Due to this changing environment, the Belgian ship suppliers have to compete with their counterparts in other European ports, especially in Hamburg and Rotterdam." According to the KBBS chairman, Europe is still a great region for the ship chandlery business and Antwerp has a very strategic position. "The offer of typical ship supplies is very large in Europe." The Belgian ship supply industry is coping with the fast changing demands and is ready to play its very professional role in the frontline. ■



# Abdul is top of the pile

One of Singapore's most ebullient ship suppliers Abdul Hameed Hajah from Black Sea Marine & Trading Pte, has been recognised for his hard work and contribution to South East Asian and global ship supply by being named ISSA Ship Supplier of the Year for 2010.

Abdul, who is a regular at all ISSA Conventions, is also an Executive Vice President of ISSA and a keen contributor to the formation and development of initiatives with the association.

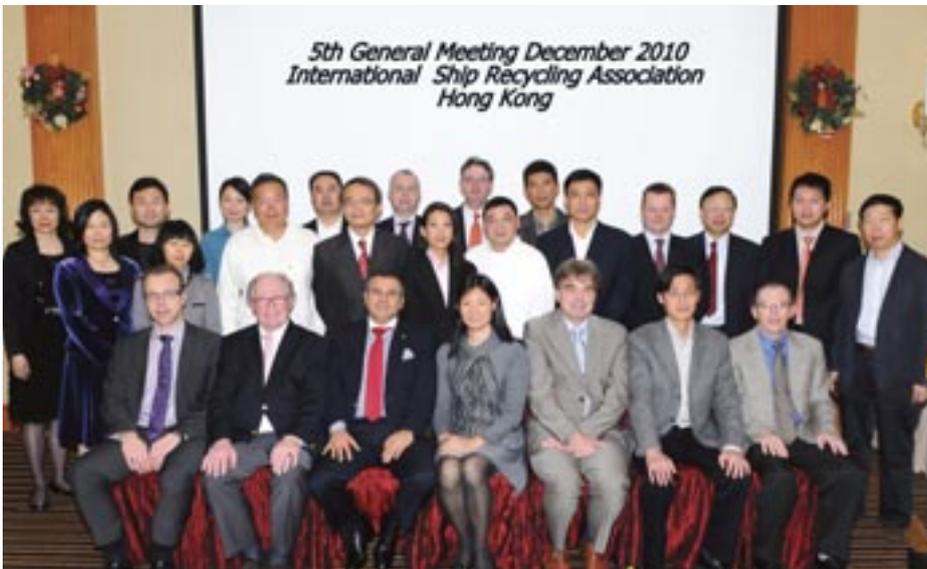
The Ship Supplier of the Year award was initiated by ISSA as a way of rewarding outstanding contribution to the world of ship supply.

Abdul said of his award: "It is good to be recognised because these are things which we appreciate very much. It builds up your morale. It is nice to be appreciated in this industry. The margins may be down but this type of award keeps us all going!"

His award follows hot on the heels of Gaylin International's Desmond Teo who recently received a Singapore Government Public Services Achievement Award at the Singapore National Day ceremony in late summer. ■



# Adem Simsek appointed to ISRA chair



**A**dem Simsek has been appointed the new chairman of the International Ship Recycling Association (ISRA) during the association's fifth General Meeting on December 13 in Hong Kong.

Mr Simsek, Managing Director of Simsekler Ship Recycling

in Turkey, succeeds Janice Liu Guohong who has been chairman of ISRA for the past three years. Mr Li Hongwei of Changjiang Ship-Recycling Yard has been elected as vice chairman of ISRA.

In his inaugural speech as chairman, Mr Simsek thanked Janice Liu Guohong of the Chinese Zhongxin ship recycling yard for her valuable contribution to ISRA both as chairman and as one of the founding members of the association.

He said he was delighted to continue leading the environmentally sound and safe ship recycling yards towards a greener world. "I would like to stress the importance of a continuous improvement process of ship demolition and waste

management for all of us," he added.

The ISRA General Meeting in Hong Kong advocated a fast ratification of the IMO Hong Kong Ship Recycling Conference as a minimum standard to go forward in ship recycling. The members reconfirmed their efforts to protect the environment. ■

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## HMS opens €7m Singapore HQ

**H**anseatic Marine Services has underlined its commitment to Singapore by building what it believes is the most modern ship supply facility on the island.

The €7 million Regional headquarters includes 13,000sq m of land attached as well as 8,500 sq m of built-up space. It comprises three very large cooling areas in three temperature zones; space for 1,400 pallets and is built to German standards.

A spokesman told *The Ship Supplier*: "Singapore is growing in importance dramatically. We are lucky enough to have doubled in size in the last couple of years so decided to have a new regional HQ in Singapore which we have invested €7m in.

"The growth potential is significant in that Singapore remains the Asian hub. Offshore activities are also growing alongside the other services. Singapore is established as a major dry dock place not only for supply calls but repair calls. In terms of handling and ease of operation it is perfect to be a regional centre point. ■

## Correction

The eagle eyes amongst you may have noticed that the wrong photograph was used to illustrate our ISSA news story about the German Shippers Association (TSS Issue 46 p19). The picture should have accompanied the Arma article on p21. We would like to apologise for this oversight. ■



# One Maritime

The Maritime Online Platform  
Made for the industry - by the industry

## The Maritime Online Platform

One Maritime is an innovative online platform built by the maritime industry, for the maritime industry.

One Maritime provides ship owners, ship managers, ship suppliers, manufacturers and agents with brand new ways to collaborate with their customers and suppliers, find product related information quickly from a variety of catalogues and maritime information sources, track information relevant to their core business activities such as tracking vessels, integrations for processing and tracking e-commerce orders and other detailed transactions.

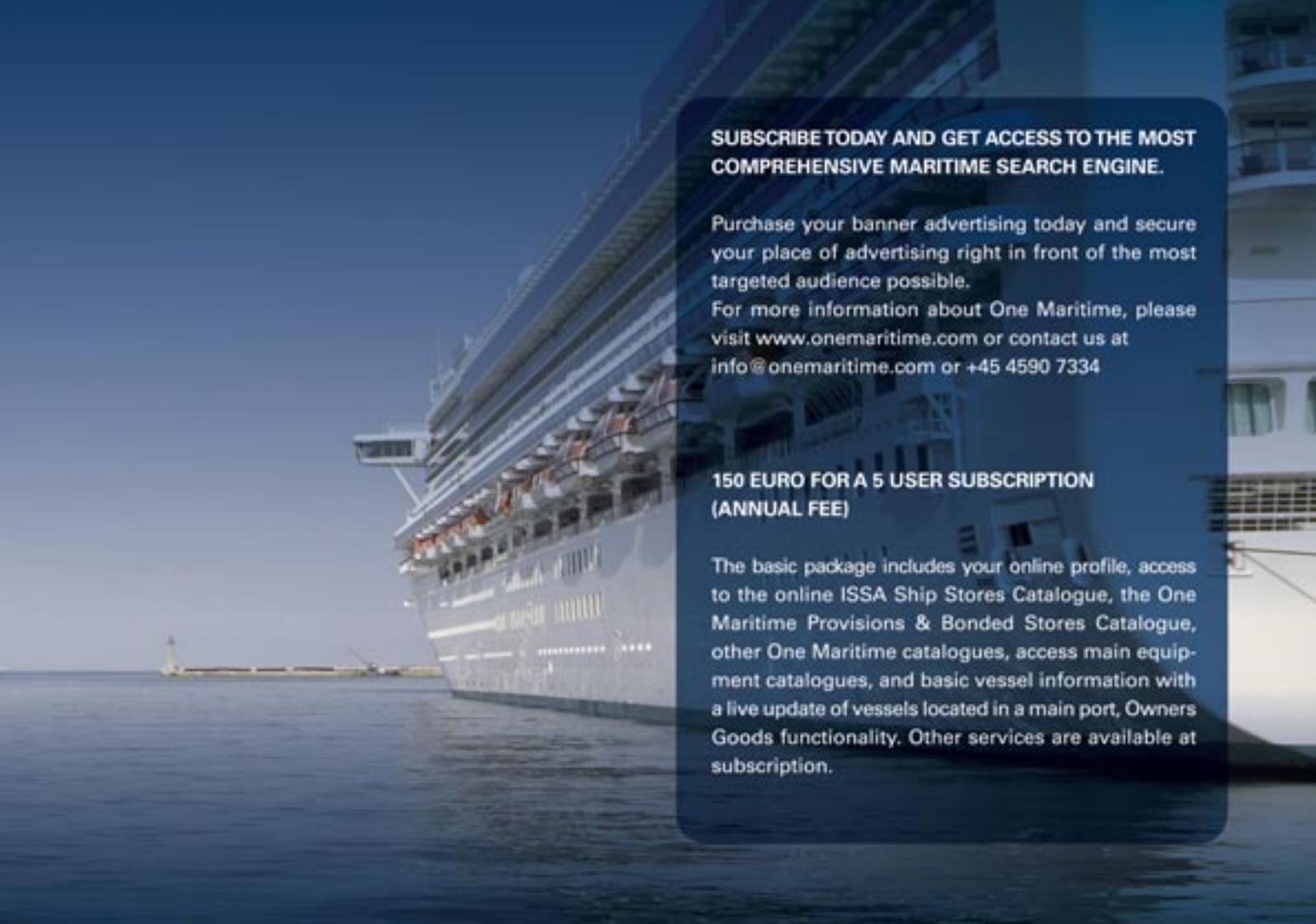
One Maritime gives the users access to the mix of data from multiple data sources - at the same time. It changes the way that catalogues for example will be used in the future. One Maritime will allow the users to search across information sources (multiple catalogues and information sources) faster than opening a printed catalogue and then start browsing the pages for the right information. One Maritime ensures updated information at your finger tips and it gives subscribers access to download data and update data in their back office systems in a much simpler way.

### Maritime search engine

The search engine in One Maritime allows companies to conduct targeted queries on:

- Products in main industry catalogues, including the ISSA Ship Stores Catalogue
- Products in the One Maritime Provisions and Bonded Stores Catalogue
- Products in specific catalogues from manufacturers and suppliers
- Owner and vessel specific catalogues
- Ship owners
- Ship managers
- Ship suppliers
- Vessels
- Vessel positions
- Ports
- Agencies

The wide array of main industry catalogues together with company and vessel specific catalogues provides users with access to the most comprehensive maritime search engine. One Maritime's search is intuitive and allows companies to run searches on multiple data points simultaneously. Ship owners and managers and their approved vendors and main equipment manufacturers can upload and update their main catalogues and also post vessel specific catalogues.



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**Vessel Management and search functionality**

Our Vessel management module offers a comprehensive way to access details of vessels, searches by vessel name and vessel specific information, 'AIS related' information and details pertaining to ports and agencies. Ship owners and managers can run detailed overviews of their vessel fleet.

Suppliers gain access to ETAs and ETDs of vessels arriving at their ports and receive notification on changes to ships' ETAs and ETDs or ships arriving to specified waypoints are a part of the services.

**Maritime e-commerce portals**

One Maritime also provides e-commerce connectivity, allowing companies to process transactions by selecting a specific maritime e-commerce system, or sending the documents electronically from One Maritime in a direct fashion.

The core benefit offered here is that we provide an open way for ship owners, ship managers and suppliers to submit RFQs and process responses directly from the online catalogues or from external systems using web service connectivity.

Our e-commerce suite also supports supplier-to-supplier RFQs and ordering processes.

**Service Management modules**

The Service Equipment and Service Item Management suite offer Service equipment and service item tracking capabilities, Overviews, Access to lists of equipment due for survey, Access to service history, Uploads of service reports per vessel and per customer.

**Also provided with One Maritime are online:**

Contract management, Owners' goods management, Online workspace, Reporting and KPIs, Cloud Computing

**Advertising and Company profiles**

One Maritime offers the best targeted banners that are offered on the market today.

Advertising on One Maritime gives you flexibility and empowers you to reach your targeted audience, and get in front of new prospects in a cost effective manner. We can target banners to be viewed in front of only the targets that you prefer and your advertising money will therefore be used in a smarter way than ever before.

An updateable One Maritime profile lists your contact particulars, which ultimately serves as a central location for companies and organizations in the industry to find and communicate with you.

# Glittering in the desert sun

The sun shone, the debate intensified and the trade exhibitors beamed as the ISSA world descended on Dubai for its 55th Convention and Trade Exhibition. And what an excellent time was had by all.

For the first time in many years, the glitterati of the global ship supply industry rubbed shoulders with the aristocracy of the world's shipmanagement sector to create a Convention of the highest standard. And as if that was not enough, the gala dinner was a spectacular to behold with falcons, belly dancers and camels adding to the Middle Eastern Spice.

"Keep Calm and Forge Ahead" was the slogan for this year's event and it was fitting that both purchasers and suppliers were present to debate what is a highly emotive issue. Cooperation and relationships are essential aspects to a strong procurement operation so it was apposite that managers and suppliers were able to seek a necessary solution to a cash flow problem strangling the shipping industry.

The format for this year's Convention was slightly different to other years in that proceedings started on the Saturday and finished on the Sunday with a Desert Spectacular complete with camel rides.

It was a right royal occasion for the world's major ship suppliers as the Dubai Royal family

joined Jens Olsen, President of the International Shippers & Services Association to ring the traditional ISSA bell and declare ISSA's 55th Convention and Trade Exhibition open. Welcoming his Royal guest, Mr Olsen said the time had come for ship suppliers to "keep calm, focus on their business, and make sure that when the current economic problems were resolved that they were stronger and more able to move ahead faster than anyone else to supply the world's vessels that call in their local ports".

The first session of the first day was a heady mix of welcome speeches by Jens Olsen, ISSA President; Mr Saeed al Malik, President of the UAE National Ship Suppliers Association (UNSSA) and ISSA Executive Board member for the UAE; and by Roberto Giorgi, President of V.Ships and outgoing President of InterManager. Delivering the event's keynote speech, Mr Giorgi called on managers and suppliers to work together to protect the financial future of the world's ship owners.

All stakeholders associated with the efficient running of a ship have an obligation to help today's ship owners

survive this current financial and economic crisis, the outgoing President of InterManager claimed.

Addressing delegates, V.Ships President Roberto Giorgi warned against a reaction by service companies to foreclose on a shipping company if they are owed money for fear of the effect being felt throughout the whole supply chain.

"The senior management of most shipmanagement companies act almost like a regulator when it comes to ensuring that the problems we have in the market do not become a problem that everyone has to share.

"If an owner is in financial distress then at that moment all the stakeholders around the ship should become a true partner and share the same objective of assisting the owner. If there is going to be a soft landing then it should be a well planned soft landing. If one of the stakeholders decides to foreclose on the client then the landing will be terrible for all," he said.

"If the market does not improve in the next six months to a year, the partnership going forward has to be to assist the owner but if we have to intervene we should intervene in the proper way, in an aligned approach," delegates were told.

Mr Giorgi added: "The owner is at the top of the chain and there are 14 to 15 stakeholders involved with the ship, be they underwriters, suppliers or port operators so it is important that there is a relationship between the owner and the other stakeholder where the stakeholders are seen as the servant of the owner. There are certain initiatives happening today that are making our performance much more transparent.

"Shipmanagement companies are much more prudent and place more emphasis on risk assessment of the business they are taking on. It is a very important time to decide whether or not to accept a ship from an owner. You have to decide whether you can control and mitigate the risk and you need to ensure you are on top of your client," he said.

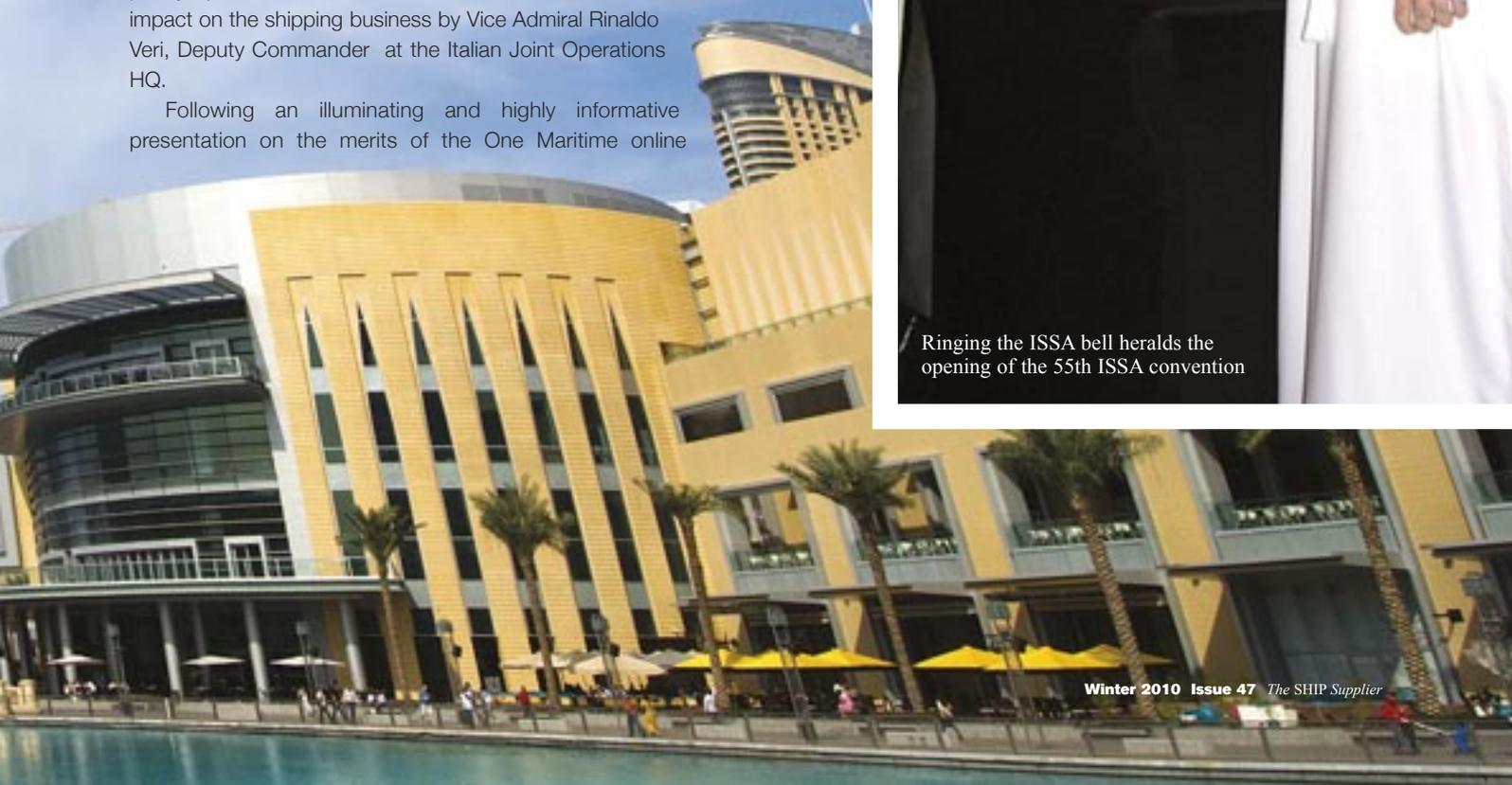
Mr Giorgi's speech was swiftly followed by a well informed presentation by His Excellency Ahmed Butti Ahmed, Executive Chairman of Ports, Customs and Free Zone Corporation and Director General of Dubai Customs who talked intuitively about the Authorised Economic Operator: How relevant to Middle East Ship Supply.

In what proved to be one of the highest calibre conference agendas of recent years, delegates were then treated to an intriguing account of counter piracy operations in the Middle East and Africa and its impact on the shipping business by Vice Admiral Rinaldo Veri, Deputy Commander at the Italian Joint Operations HQ.

Following an illuminating and highly informative presentation on the merits of the One Maritime online



Ringling the ISSA bell heralds the opening of the 55th ISSA convention





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### Award winners 2010 from Singapore

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 in 2009*

**Abdul Hameed Hajah**

Group Managing Director & C.E.O  
 Uwe Kloska ShippSupply (FE) Pte Ltd (Singapore)  
 Black Sea Marine Singapore

*Winner of the prestigious ISSA Ship Supplier of  
 The Year Award in 2010*



catalogue initiative (see pages 44-48) by Torben Brammer, CEO of ShipCentric and founder of Global Maritime Online Solutions, delegates and exhibitors were treated to a salutary and praising address, during lunch, by InterManager Secretary General Kuba Szymanski. InterManager are close friends of ISSA and chose to hold their highly prestigious Annual General Meeting on the Monday after Convention. Thanks to this, Convention benefited from the presence of many prominent ship managers which proved crucial when it came to networking.

Bernhard Schulte Shipmanagement Deputy CEO Rajaish Bajpae was in strong form in the afternoon session by not only contributing to the highly charged Ship Owners and Managers' Round Table but also speaking to delegates separately about whether the highly charged subject of whether ship supply and ship management is all about the bottom line. A drink with friends rounded off an enjoyable and action-packed first day.

Hosting a full day's conferencing on the Sunday proved to be a worthwhile effort with delegates thronging in the corridors eager to hear the muses and views of the assembled speakers. It was immediately down to Khamis Juma Buamim, Chairman of Dubai Drydocks and Maritime World to get the second day off to a flying start with his comments about: On time, On Target, On Course: resolving the quality/cost conundrum. Following an equally illuminating presentation by Lars Modin, President of International Tanker Management and one of Dubai's leading ship managers, a debate about the workings of ship supply got underway when Rob Scharff, General Manager of Stolt Nielsen Tankers gave an



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BSM's Rajaish Bajpae

interesting presentation about the management of supply chains only to be followed by Chris Kendall, Fleet Safety Officer of Vela International Marine of Dubai who intrigued delegates with his views of Ship Supply – The Safety Perspective.

Capt Peter Bengtsson, Managing Director of GAC (Dubai), talked of diversification: a successful future beckons before handing over the speaker's baton to Majed Al Shamsi who introduced us all to the Jebel Ali Lay Anchorage.

Convention is noted every year for its adherence to the workings of ISSA and this year was no different with Geoffrey Marchant, ISSA Vice President of Quality updating delegates on

the latest ISSA Quality initiatives. This laid the ground for ISSA President Jens Olsen to open the floor for the annual ISSA Members Open Forum. This gave ISSA members a valuable opportunity to debate a number of key issues which are being worked on by the ISSA board.

It was then off to the desert for fine food, excellent wine, superb Arabian entertainment and culture and some good old fashioned ISSA fun. And of course the flag ceremony where the ISSA Standard was handed over to the heads of the Norwegian and Danish associations in preparation for next May's convention. ■



The flag ceremony in preparation for the next ISSA convention



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# The Ship Managers' Round Table Debate

*The relationship between managers and their suppliers came under the spotlight at the ISSA Convention in Dubai with quality and payment coming under scrutiny. In the first of its kind, three of the world's most influential ship managers explained how important ship supply was to them and gave their views on the quality/cost conundrum.*

Moderator: Rocky Rocksborough-Smith, Senior Executive Vice President of ISSA; Rajaish Bajpae, Deputy CEO Bernhard Schulte Shipmanagement; Roberto Giorgi, President of V.Ships; and Svein Pedersen, CEO Noah Ship Management



**Rocky Rocksborough-Smith**

**Is quality ship supply important in these tough times or is it all about cost?**

**Rajaish Bajpae**

I would have rephrased the question to ask is quality shipmanagement important in these tough times because to me ship supply and shipmanagement is a closely intertwined process and you can't separate one from the other – you cannot give quality shipmanagement without having quality ship supply. The important question is, is quality important in these tough times? Well the answer is obvious, those who practice it day in and day out know it but I just want to amplify the obvious.

In tough times there are more ships chasing less cargo and the reliability of operation, the surety of the safe and cost effective delivery of cargo from A to B without injury, damage or pollution 365 days a year is vital to the owner and the charterer, and the investor and the manager and this cannot be possible without the supply chain working efficiently and integrated and interfaced with the ship manager. Ship supply is not all about cost, it is all about cost and quality. When we talk about cost it has to be taken alongside the effectiveness of the supply chain.

**Roberto Giorgi**

One should not deny that everyone wants good quality of service and product but at the right cost so it is a balancing act today to ensure the supply of service is good but that the cost is right. To find the right balance is the art of shipmanagement. But in addressing the European supply chain you have to watch the dollar. You have to think about what you will do if the dollar becomes weaker than it is today.

**Svein Pedersen**

Quality is important but there are so many layers and in setting up

a new company in the UAE I have done quite a lot of market research and spoken to a lot of owners and there are so many layers so they will always be used to the different types of ship suppliers around and now it says quality and the perfect definition of this is customer satisfaction.

Some owners will only be looking at price and others will be looking at quality and others in-between. Ship supply is an art and shipmanagement is an art and quality ship supply is important. But bear in mind that if you look at shipmanagement over the years, the most common reason for losing a ship is because of your relationship with your ship managers.

**Rocky Rocksborough-Smith**

**What must ship suppliers do to ensure their work is respected by today's managers and that they can get paid on time?**

**Rajaish Bajpae**

Again I would draw the simile to the shipmanagement business as we are also service providers and what must we do to ensure we can get paid on time and that our work is respected. Ship suppliers and ship managers are intricately intertwined.

For us the most important thing is our reputation. You can build your reputation up over years but destroy it in one incident or one accident and to salvage that is an almost impossible task. So we have to see whether the customer we are going to serve is aligned with our values and with our expectations of quality so the alignment is important. Secondly, you have to weigh up the risks.

For us we have a very sophisticated risk matrix in order to assess the risks of the ship and of the client. So the ship suppliers also have to assess the risks of the clients they are going to serve. In order to get your money in time and to keep your reputation in tact, you need to find out whether your client or supply chain partner has the same values or the same definitions of quality so you can enhance your reputation along with him.

Roberto Giorgi

I think in the current time, a supplier serving a manager or owner should ensure the invoice can be paid very quickly, follow it up and make sure it is on top of the pile. Suppliers need to find out more about the payment chain, what is the process of this invoice being paid and to be on top and not to forget to remind the owner or manager to pay the invoice. Today, it doesn't matter whether they are operating tanker or chemical carriers, all owners are having cash flow problems.

Svein Pedersen

The risk of carrying out a business like ship supply is a delicate one because as a ship manager and like my colleagues here, anything we buy is on behalf of our owners and the moment we don't get the money then ship supply has to go. Of course we want to stay in business and we will try as much as we can but in the end you will have to find the funds from the owner and that is the challenging part. I would like to see the ship suppliers come to us and ask 'what kind of operation do you have?' do you check that you have funds in your account before you place the order or not?

Rocky Rocksborough-Smith

**That is a very good point and it sort of morphs into the next point which is suppliers spend a lot of time tendering for work they will never get; has the time come for true owner/manager/supplier relationships?**

Roberto Giorgi

If you establish a relationship with a particular person, normally you

get a better understanding about when your invoice will get paid.

Svein Pedersen

Your question suggested they spend a lot of time tendering for work they may never get and actually it is not the ship managers but the owners who are the reason for this because many of them say you have to have three quotes but they have already decided who they want to deal with because they want as much volume as possible with less suppliers. The fewer number of people involved the less risk you have but you have to go for the cheap quotes. People reply but they don't get the business.

Rocky Rocksborough-Smith

**So what you are saying is that quite often ship managers are the meat in the sandwich and you have to try and satisfy both sides of the equation – both owners and suppliers. What is your opinion Rajaish?**

Rajaish Bajpae

It's an integrated process. The question about the optimum cost and quality balance is between the supplier and the manager and the manager's clients and his client's client which is the charterer. The expectations have to be aligned. It is going beyond a transitional process of purchasing, procurement and logistics. A supply chain partnership cannot exist without two partners being aligned.

In order to get paid for your work and to be sure you are appreciated for what you do, it is best that there is a willingness to hear the voice of the customer, that you can align yourself internally to genuinely create value for your customer. If you build up that



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partnership between the supplier and the manager, then the amount of unproductive work that you may have today will reduce.

#### Svein Pedersen

In a modern purchasing system, you take the quotes and you decide who will be the supplier. Normally today, the owner can access your purchasing process and he can see all your quotes and see what price and see a copy of the invoice so it is very transparent. We should rethink the process.

#### Question from the floor

**A couple of years ago Maersk announced it would use one ship supplier to service all its global operations. Managers have a strong relationship with their owners and they want and receive transparency from you. Is the time now right for that type of solid manager/supplier partnership as the whole shipping industry strives to help the ship owner survive this recession?**

#### Rajaish Bajpae

The time was always right, it is that the two parties saw each other in a relationship of vendor and buyer and we need to transcend that perspective. If he wants to satisfy his client the manager and he wants to satisfy his client the owner and he in turn wants to satisfy his client the charter and then the shipper then the whole process must be aligned and intertwined.

Today technology makes it possible but it is not all about technology, it is about relationships and understanding the pain area of your customer and customer's customer which will lead to satisfaction from your customer but also your customer's loyalty.

#### Svein Pedersen

You say customer loyalty, it is there but as companies grow the top management might have the best intentions of any company be they a ship manager or a ship supplier but if you don't have the right system in place you may be speaking to someone who may not know what is happening. So yes you do need to have a good customer relationship but you need to have the system to support what you are dealing with.

#### Roberto Giorgi

What is happening is that one day a manager could have 2,000 vessels and if you had a fleet this size maybe you could enlarge the relationship with for instance paint suppliers. Today, I know that some ships utilise five paint suppliers so if they have a large number of ships then they can get the best price because they will give the supplier a very large volume.

#### Rajaish Bajpae

The point I take from the question is it is that the supplier does understand the needs of his customer and he can work towards satisfying the needs of his customer's customer.

#### Roberto Giorgi

Today if the supply chain does not understand the final goal then we have to go back to the beginning. If you look at the cruise industry, the cruise sector is the most customer-oriented, it is all about service delivery; the customer will speak to you and tell you what he thinks today and by the time the complaint reaches the office it is too late. Anyone who supplies food needs to know any problems so as a supplier you should be aware of the chain. ■



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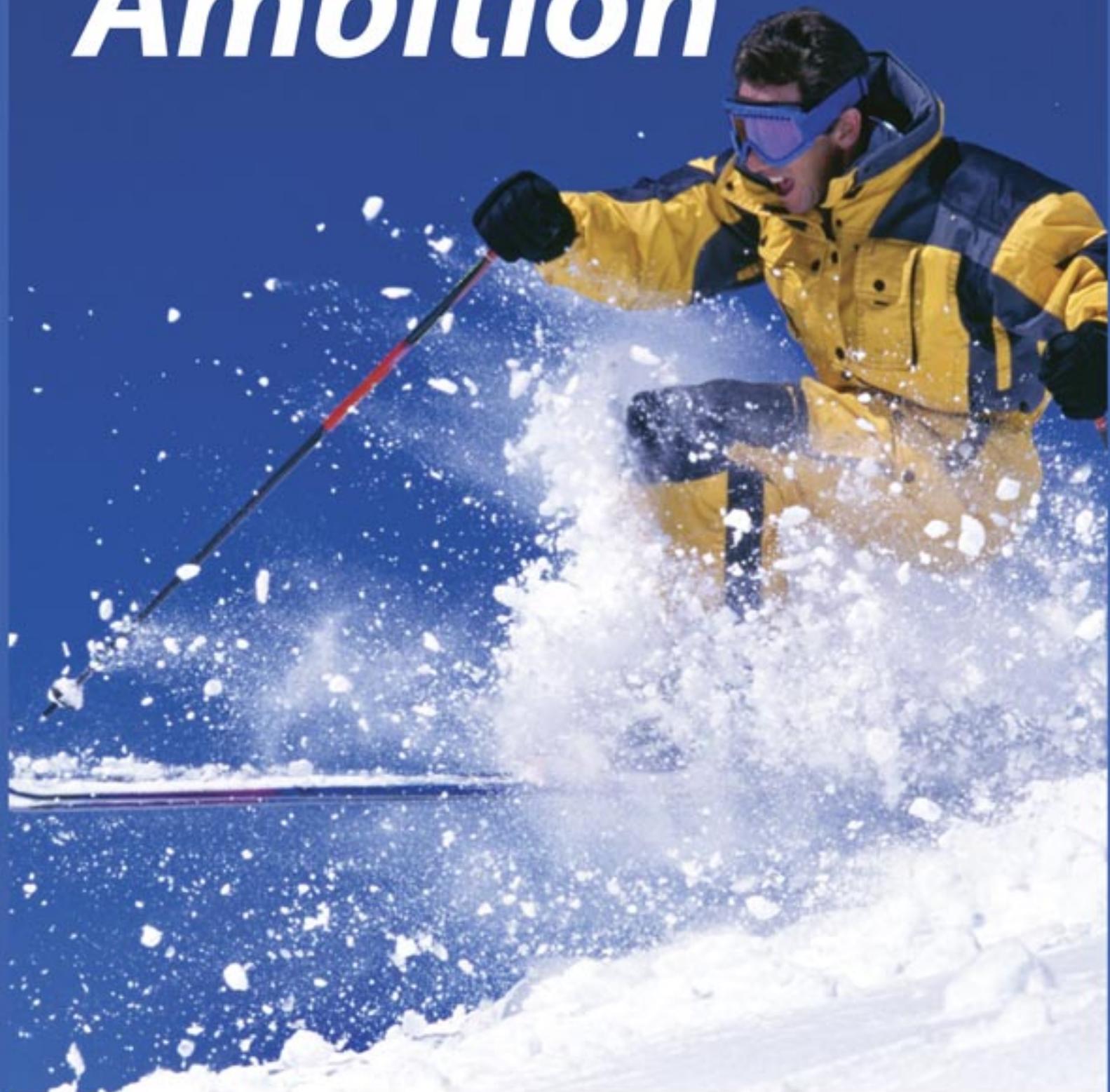
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## 56th ISSA CONVENTION AND TRADE EXHIBITION

27-29th MAY 2011 · CROWN OF SCANDINAVIA, COPENHAGEN, DENMARK





His Royal Highness  
Crown Prince, Frederik of Denmark  
Convention Patron

International Shippers and Services Association and the Danish Ship Suppliers Association are delighted to announce that His Royal Highness Crown Prince Frederik of Denmark has graciously accepted our invitation to be patron of ISSA 2011. Our 56th Annual Convention and Trade Exhibition opens on Friday 27th May 2011.

We are greatly honoured to receive His Royal Highness's Patronage.

## A PERSONAL INVITATION FROM ISSA PRESIDENT JENS OLSEN

For 2011 our ever-popular 56th Annual ISSA Convention & Trade Exhibition is to be staged in what must be described as a unique location: at sea!

For the first time we are taking to the water with our premier annual networking event and basing ourselves on board MV Crown of Scandinavia sailing between Copenhagen and Oslo. When we are not under way we will be utilising the ship's excellent conference and exhibition facilities to stage what I believe will be a truly memorable ISSA Convention.

So it is my great pleasure to invite you to come aboard and take part in this salty sea flavoured event that I just know everyone is going to enjoy enormously.

Our friends and colleagues in both the Danish and Norwegian Ship Suppliers Associations have promised to welcome you to their homelands and I urge all participants to take advantage of being in Scandinavia and join a pre or post Convention tour – or even two!

Our theme for 2011 will be "The ISSA voyage: finding new routes to markets".

As you will read further on we are still developing the Programme but we can promise you plenty of inter-action with ship owners and managers. The booking form is enclosed along with forms for booking your Convention place and a Trade Exhibition stand.

Reflecting the wishes of delegates, we have shortened the plenary sessions to allow much more time for networking in the Trade Exhibition area. I hope that this will prove to be a popular decision and increase the business relevance of the Convention for you. We will be inviting a large number of Shipowners to the Convention as our guests – another excellent reason (if you need any more convincing!) of why you should be there.

As usual we will have a full range of social events and an exciting and stimulating programme for our accompanying persons too. I do hope you will bring your partner along with you to bask in the Spring sunshine and absorb all the beauty of the Danish, Swedish and Norwegian coastlines as well as the sights and sounds of Copenhagen and Oslo.

I am confident that with our full and interesting business programme, the chance also to visit Norshipping, the opportunity to see many of your customers in person and our unusual fun-filled ship-board social programme it will be my pleasure to welcome you on board and to our 56th Convention & Trade Exhibition.

See you on board!



Jens Olsen  
ISSA President

## CONVENTION PROGRAMME

Taking due note of feedback received, the ISSA Convention Committee has trimmed the plenary sessions of Convention this year to allow much more time for networking and business discussions in the Trade Exhibition.

Programme development is still taking place but there will be a number of leading shipping company purchasing executives will join us on board and we will also be hearing from some major maritime industry figures. Full details will be on the ISSA web site [www.shipsupply.org](http://www.shipsupply.org) as and when details are finalised.

Additional speaker topics are will include:

- ISSA's efforts to bring common sense to bear on the implementation of the ISPS Code following our efforts at IMO
- Supply requirements of Scandinavian ship owners
- The stunning progress of e-supply

Of course several Ship Owners will once again be there to answer questions at our re-vamped Round Table discussion.

ISSA's Members Open Forum will be held and some exciting developments in the management of the Association may well be given their first outing on board. As usual this is your chance to quiz the ISSA team on Association affairs.

## PROGRAMME AT A GLANCE

### Friday, 27th May.

#### Day 1, Copenhagen

- 09:15-10:15 CHECK IN. Register passport, deposit luggage, cabin allocation (available 13:00)
- 11:00-12:00 OPENING CEREMONY. Held onboard the ship Crown of Scandinavia. Patron for the 56th Annual Convention is His Royal Highness Crown Prince Frederik of Denmark.
- 12:00 CONVENTION OPENS. Authentic Viking fanfare and entertainment. All accompanying guests will be offered a special tour of Copenhagen.
- 12:30 LUNCH BUFFET in Seven Seas Restaurant with a glass of wine, beer or soda.
- 17:00 DEPART from Copenhagen for overnight sailing to Oslo. (All day visitors and their guests will leave the ship before departure)
- 19:00-20:00 NETWORKING opportunities whilst enjoying the free pre dinner cocktails.
- 20:00 DINNER BUFFET in Seven Seas Restaurant with a glass of wine, beer or soda.

### Saturday, 28th May.

#### Day 2, Oslo

- 07:00-09:30 BREAKFAST is served prior to arrival in Oslo.
- 10:00 CONVENTION CONTINUES. All accompanying guests will be offered a special tour of Oslo.
- 12:30 LUNCH BUFFET in Seven Seas Restaurant with a glass of wine, beer or soda.
- 17:00 CONFERENCE ENDS as we set sail from Oslo to Copenhagen
- 20:00 WELCOME DRINK in Nightclub culminating in the flag ceremony and handover to the next host.
- 20:45 GALA DINNER - 4 course menu with wine ad libitum during dinner and live music during and after dining.
- 23:00-01:00 BAR opens in restaurant.

### Sunday, 29th May.

#### Copenhagen

- 07:00-09:30 BREAKFAST is served prior to arrival in Copenhagen

## SOCIAL PROGRAMME HIGHLIGHTS

One of the ISSA Convention Committee's priorities is to ensure the comfort and enjoyment of their programme by the Accompanying Persons and in 2011 we offer a unique opportunity to visit two capital cities in as many days.

The tours planned are:



### COPENHAGEN CITY TOUR

A canal cruiser will collect attendees from alongside the ship immediately after the opening ceremony. With cold champagne and snacks ready, the English speaking guide will lead us through an exploration of Copenhagen from an extraordinary viewpoint. As well as the Opera House, the Royal Palace and the Little Mermaid we will also cruise into the heart of the city and its wonderful architecture and unusual spires. After lunch on the wharf there will be time to visit Europe's longest pedestrianised shopping street with its exclusive boutiques and notable department stores before being driven back to the ship.



### OSLO CITY TOUR

A luxury coach will collect attendees directly from the ship as we experience some of Oslo's beautiful pearls such as Vigeland Park, 80 acres (320,000 m2) featuring over 200 bronze and granite sculptures, ancient churches, viking museums, fortresses and castles. We head up the mountain to Holmenkollen, the host city of the 2011 ski championships and take lunch in a restaurant that dates back to 1867 with spectacular views of the fjords before setting out for the ship.



### PRE & POST CONVENTION TOURS

If it is your wish to take the opportunity to come early or stay a little later and enjoy Denmark's delights, we can arrange a car and accommodation from the ship or airport to some of the country's finest Inns close to the spectacular coastlines. Our agents are local experts and they can help you with any excursion you wish to add.

## REGISTRATION – HOW TO BOOK

Registration opens 20th November 2010 but we welcome contact from you as soon as possible to ensure you get just what you want and gain maximum benefit from ISSA's premier networking event. Early bird booking: 31st December 2010. In case of any difficulties the ISSA Secretariat in London can be reached as follows:

By mail: International Shippers & Services Association  
The Baltic Exchange  
38 St Mary Axe  
London EC3A 8BH  
United Kingdom

Convention hotline: +44-20-7626-6236

By fax: +44-20-7626-6234

By e-mail: [secretariat@shippersupply.org](mailto:secretariat@shippersupply.org)

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# Maintaining the delicate balance

By Helen Jauregui



*Crew concerns: Bob Bishop, Chief Executive, V.Ships Ship Management*

Whether focusing on manning, technical support, logistics and operations or service and maintenance, a technical manager's responsibilities are diverse and require an exhaustive range of skills to promote and ensure efficient and safe operations onboard.

Alastair Evitt, managing director at Meridian Marine Management, explained how crew management is a particularly pressing concern for many managers and owners when choosing a technical management provider: "Crew supply and training remains the biggest problem facing the technical management sector. This is not just about ensuring that there are adequate resources for the expanding fleet but, more importantly, ensuring that those crew appointed to vessels are able to operate and maintain the increasingly sophisticated systems employed onboard. This applies not just to the technical control systems but also to the onboard management of increasingly complicated legislation. In many areas the required level of technical and management expertise is not being achieved by the shore based training institutions and requires direct input and investment from the owners and ship managers where a higher acceptable standard is needed."

Bob Maxwell, group managing director at Dobson Fleet Management, agreed that "a major issue with crew and

shore staff is getting people properly trained." Regarding the apparent shortage of seafarers at this time, Mr Maxwell added: "There is still a reasonable sized pool. Third countries are still feeding the system with people but we are beginning to develop a training gap where the experienced seafarers that were trained a few years ago are now getting older and are fewer and far between."

Saulat Majeed Khan, chairman and managing director at TERRA-MARINE said: "For the training of the crew, what needs to be done is to give seafarers some sense of permanency in their job. Our clients, such as Wallem and Shell have good programmes regarding this."

Talking more generally about crew management and manning, he added: "We have a broad client base so we don't get into engaging with the crew directly. The ship owner, or manager, carrying out the technical management work engages with the crew. We keep each client's list separate and we have a general pool for clients who are not keeping people on a permanent basis.

"The number one concern is competent and compliant crew," said Bob Bishop, chief executive of V.Ships Ship Management. He noted that quality seafarers can be delivered by "ensuring pre-selection, pre-training and onboard training" and claimed that V.Ships is "giving more horsepower to in-house training than ever before." Mr Bishop also stressed the need for pre-vetting of personnel prior to them joining ships and described a shift from shore side to onboard training in addition to "much more commercial awareness" and an emphasis on training and vetting issues.

He added: "I think we're going from one size fits all to bespoke training through better appraisals and assessment of seafarers which can then be followed up on a one-to-one basis through greater

use of onboard trainers." He concluded that V.Ships is also dedicated to "vetting performance on tankers, operating vessels in a compliant manner and maintaining their status within the upper quartile of oil majors' quality lists."

In order to continue providing a quality service, technical management providers must keep a keen eye on technological advances. Alastair Evitt again: "Technical managers must be aware of the changes happening across the industry at large and the potential implications both commercially, legislatively and technically." He said that in "niche sectors" he has witnessed more direct integration between owners and their technical managers "with a focus on the total product and service delivery of which the technical element is only one part."

For those looking to the future of technical management, there is a definite emphasis on developing new solutions to both time-tested and modern problems. Accepting new methods and technologies is a fundamental aspect of the modern technical management skill set, as Mr Evitt concluded: "Technical managers, be they in-house or third party, must be able to provide pre-emptive solutions to developing problems. 'The way we have always done it' is no longer acceptable and the dinosaurs are becoming extinct."

Emphasising the human element within technical management, Lee Brown, technical director with Auto Dynamic Positioning Systems, said that a high level of "in-house knowledge" is particularly useful. "I try to pass on as much as I can to my staff and we keep up to date with offshore activities, newbuilds and what's going on in the offshore and renewable energy sectors," he said.

"The consultancy side now offers support to masters and assists them with technical management and crew management. We have mariners in-house

to assist and since we've been delivering a consultancy service, there are at least 20-30 people we can call on at any given time who may be applied to a project. We have a large pool of staff who hold a wealth of knowledge and are familiar with working both full time and as freelance individuals."

Naturally, an understanding of technical management software is of growing importance to the technical manager's skill set but as Mr Maxwell noted, an owner's choice of software "varies tremendously, depending on the ship owner, what he wants to do with the ship and the lifespan he's looking at because software, to be installed properly, is quite an investment".

He added: "We have a standard structure, a system we put in place which is almost like one-size-fits all, so we have a basic structure level there at all times and then we'll build on that with off the shelf software." Gino Fiore from technical management software developer MESPAS said: "Lately there has been a lot of discussion about whether ship owners should in-source the shipmanagement functions or have these provided by third party ship management companies. The underlying factors that have raised the issue are certainly related to costs and to transparency as well as visibility on the assets' (i.e. the ships') technical



performance. That debate will certainly continue to be conducted also in view of potential consolidation of some market players.

"Talking about the environment," Mr Fiore added, "another major issue is certainly related to the compliance with new environmental and ecological regulations. That does not only impact on the technology used onboard the vessels, but also on the accountability ashore towards third party stakeholders."

Regulatory advancements concerning the protection of the environment are certainly a mainstay topic for technical management professionals and as Mr Maxwell said, compliance in this area is not always a straightforward matter: "The various low sulphur rules for fuels are being brought in from at least three different bodies (the IMO, the EU and the United States), who all have their own versions so we've got three different standards being applied in different parts of the world - that takes effort to keep on top of and to make sure that ships are complying

properly. The fact that the rules are distinct in different parts of the world and are written by different people makes it more difficult to put in place a simplified view to put on ships"

Captain Khan spoke candidly regarding environmental trends within technical management: "You have to take care of the environment and all the new issues coming up regarding this such as equipment change and fuel change. Some of the older vessels won't take that route and I think we'll find a lot more ships going to scrap. New ships however, are built with the environment in mind. We conform with all the requirements and the ship owner must do the same. We will not compromise where safety and environment are concerned."

Capt Kahn explained the need to ensure check-lists for environmental issues are followed accordingly. He added that although such checklists are lengthy, it is vital to ensure continued compliance by updating them with new regulatory concerns and to follow the International Convention for the Prevention of Pollution from Ships (MARPOL) through, for example, "Garbage management" which must be on the check-list,



“to ensure waste is not simply thrown into the water.”

When considering the environment, technical managers must accept environmental legislation and develop new ways of working in harmony with this, as Mr Evitt explained: “The marine industry will continue to develop on an environmental lobby for a long time to come. The environmental lobby will bring with it increasing legislation, additional design, mechanical plant and operational (fuel) costs. The marine industry must embrace the environmental lobby because it is the future and stay ahead of the legislators by being pro-active in developing technical solutions in advance of badly thought out, impossible to comply with or costly legislation.”

A further issue of continuing concern for owners is the creation of a harmonious relationship between logistics and operations, an area which greatly influences the economics of shipping. Mr Bishop said that V.Ships has “initiated a significant team to enhance our performance in this area so as to reduce costs and increase efficient re-supply of vessels.

“We have a bespoke purchasing programme which is increasingly business to business and almost entirely automated. It speeds up process time, helps get best price and above all, reduces paperwork, missing invoices etcetera.”

Concerning changing regulations within the industry, Mr Maxwell said: “The increasing amount of legislation within the shipping industry and the way it changes on a bi-annual basis increases the workload on the ships and managers quite dramatically.”

He added: “You’re always trying to look ahead, to see what the next change will be but the work involved in ensuring compliance with changes that are on your doorstep, makes looking ahead quite difficult at times. You put so much effort into what changes are coming on this year that you almost have to be looking over your shoulder to see which one is coming next. This year we had changes in the sulphur rules, changes in SOLAS for safety equipment and load testing of gangways.”

Mr Maxwell said that the next significant change for his company will involve “complying with ballast water management and making sure that ships

have the technology to cope with that over the next five years approximately.”

He said many ship owners don’t want to commit too early to new technologies, “especially depending on the age of the ship as they might not have those ships in five years but it varies dramatically from owner to owner and some owners are into a particular ship or ship type for five years and treat the ship as a commodity so if they get a good deal out of it they’ll move on and sell it to buy something else.”

He added: “The longer term owners are looking for the best time to do the changes but generally speaking, where possible, its better to hang on a reasonable time before committing because technology changes and everybody learns from each other’s mistakes so if you rush in early on, it can cost you a lot of money and you could end up with technology which may not be as good as what might be available five years from now.”

Another issue of paramount concern within technical management is safety, as Mr Maxwell noted: “The safety side of the operation is paramount. I was at sea myself for over 20 years so I’m aware of



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how as a seafarer, your life relies on the ship working properly. I've always felt that the industry doesn't get the safety view quite right. I think there's sometimes a view that safety is separate to technical management or technical operations and the proper, day to day running of the ship whereas in actual fact, it's a core part of it. You can't have a safety system separate to your normal policy. The way ships are built, there's little on a ship which you can get away with not working properly or not working safely. The idea that it's a separate issue is wrong. Getting normal, working practices correct actually resolves your safety issues in the first place."

Mr Evitt added: "A developing trend in the industry post the International Safety Management code is that we are, or we should be, past the stage where safety is a bolt on option, safety should be inherent in every aspect of a technical management operation such that any interdepartmental policing should be focussed on 'compliance' rather than on the outdated adage of 'Quality and Safety'."

The International Labour Organization's Maritime Labour Convention, 2006 is



expected to come into force in 2011 and with its focus on comprehensive rights and protection for the world's seafarers, companies offering crew management are keen to implement strategies for early compliance. Mr Bishop stressed: "V.Ships has a project on the Maritime Labour Convention coming through, to deliver on-time compliance for our fleet. We also have a cultural initiative to ensure the most harmonious workings possible between ship and shore."

He added that this initiative will also

focus on soft skills, including general communication skills, within leadership and management. "We're getting a programme in place and testing it."

He continued: "The main aspect is an education piece with the seafarers and superintendents to make sure that we're operating the vessels in compliance with the conventional requirements."

Concerning the Maritime Labour Convention, Mr Bishop said: "There's no doubt that it will require some change to the onboard management of people's time. Hopefully it will result in people being more rested and ready to perform their professional requirements."

Capt Khan said that in modern times, safety has a high profile and as a result, there has been a reduction in accidents within the industry. He added: "the stress factor that is caused onboard because of smaller crews must be kept in mind and adjustments to duties must be made accordingly because we don't want stressed out seafarers. After all we run ships with human beings and we have to take care of them and train them properly."

However, safety and economic concerns must go hand-in-hand as Capt

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Brown explained: "It's like a marriage between the owner and the manager and the owner and the master too because it's their facility you're looking after and what you're trying to do is make it work as financially efficiently as possible because obviously the owner wants a positive investment but you must temper these needs with ensuring that its done safely and properly. When the owner is under pressure and there's demand for the ship to be working we use our professional ability to make the right choices."

Capt Brown continued: "The compliance side is mostly driven by oil companies who insist on a certain standard to be met by anybody working in their field. We make sure on behalf of the owner or the charterer, that any vessel matches or is above the required standards at any time so that the ship owner may feel confident that their vessel is a safe working platform.

"It also makes sense because when the ship is operating efficiently we're able to protect not only the client but also the personnel onboard, creating a safer environment. We work with companies and groups such as the International

Marine Contractors Association. We apply their advice concerning guidelines which are required in the offshore environment."

Although owners and managers may share similar concerns when approaching the field of technical management, as Mr Maxwell said, it is crucial to consider each company on an individual basis: "We look upon each owner as an individual customer and try to tailor the service we offer to suit them rather than putting ships all into one group. We have found recently that customers quite like that and we'll modify our operating system to fit in with what the owner wants to do with their ships and that's a selling point for what we do. The world in general is far more demanding on the technical front than it ever was so for each customer, no matter what they require, we make a great effort to ensure that they're satisfied."

Mr Evitt said: "The most important aspect of offering technical support is a total understanding of all aspects (marine, commercial and technical) of the industry sector in which you are operating and by operating closely with all the stakeholders. While budget control is a fundamental and important factor in ship operations it has

to be balanced by an understanding of the commercial operation and risk parameters in which a vessel operates.

"Today's technical manager must appreciate the cost of delay in terms of commercial cost (income and reputation) particularly in respect of time critical operations (ferry and offshore being prime examples) and be able react immediately and decisively to developing situations. Today's managers must also have the skill and conviction to identify where additional expenditure today will reduce risk and/or cost further down the line. Despite today's difficulties in recruiting the right technical resources this is critical to providing good technical support."

Mr Evitt added: "Today's technical manager cannot afford to make do in respect to technical staff, or to shape their management system around what is available; they must ensure that they have technical staff with the relevant experience and qualifications for the service they are operating. Undoubtedly this comes at a cost but astute ship owners recognise the commercial value of good technical management and are prepared to pay the premium." ■

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# ISSA supports innovative One Maritime venture

By Helen Jauregui

The ship supply industry has played witness to a number of different approaches to supply and procurement processes over time – from traditional paper catalogues and ordering forms to CD-ROM product directories and online systems. But whatever their chosen method of searching for and purchasing goods, those responsible for replenishing essential supplies onboard will always value quality products, punctuality and excellent customer service – key facets which are the driving force behind One Maritime, a new initiative, to revolutionise procurement processes for those operating both onboard and ashore.

Devised with project partners including business management software provider ShipCentric, One Maritime combines ISSA's own extensive catalogue with other prominent industry catalogues, to provide an electronic platform for owners and managers offering information, communications and purchasing facilities for provisions, bonded stores, pantry goods and deck and engine spares. Purchasing managers and ships' Masters will also be able to access the ISSA online stores catalogue to search for supplies.

Owing to its combination of several key industry directories, including the ISSA Ship Stores Catalogue; the One Maritime

Provisions and Bonded Stores Catalogue and catalogues detailing medicine, cargo access equipment and engine spare parts, One Maritime is the most comprehensive maritime catalogue search engine available on the market. No other ship supply catalogue offers such a wide array of goods and due to the huge variety of available products, owners will be able to purchase everything from bananas to screwdrivers and personal protective equipment, all with just a few clicks of a mouse button. Purchases are made on an extremely transparent basis and customers can access detailed product descriptions, product imagery and more detailed background information from each business's profile page.

The opportunity to purchase high quality and cost-effective products from reliable companies is a particularly important aspect of the One Maritime service and only the most trusted suppliers will be featured in this comprehensive service. ISSA President Jens Olsen assured customers of the quality of suppliers taking part in the initiative: "Before you can become an ISSA member, you must go through a special process and to gain our quality mark, further strict criteria must be met. We review the position and performance of

ISSA members frequently."

Users can purchase products through One Maritime with peace of mind, knowing only legitimate and trustworthy suppliers are included in the catalogue.

Utilising a wealth of available features, users can issue requests for tender, order goods or deal with invoices by navigating through One Maritime's unique interface. Computer plug-ins enable users to track owner's goods, create supply contracts or

*Torben Brammer, Co- Founder of One Maritime*



return products if necessary. Searches by vessel name and position are also available through a Vessel Master database, in addition to E-commerce connectivity and information on specific ports and agencies.

The E-commerce feature will enable companies to process transactions via dedicated maritime E-commerce systems such as MarineLink from EDB ErgoGroup, through which ship owners and managers will be able to study an overview of their ship's ordering details and access relevant catalogues. Search facilities include the ability to explore the catalogues by part or manufacturer, supplier, product or vessel position, thus enabling users to tailor the service entirely to their own needs.

One Maritime Co-Founder and Chief Executive Torbin Brammer explained the importance of ensuring owners have access to stock details, while making sure they possess a clear understanding of what's already onboard – another feature which can be managed by the One Maritime system and one which is

especially pertinent during what has been a challenging financial time for the industry. Ultimately, owners and managers will want to avoid unnecessary and excess purchases at all costs and thankfully, One Maritime takes such factors into consideration. This enables the customer to keep track of their vessel's existing stores and avoid multiple purchases – a feature which technical management providers have been delivering to vessels for many years, owing to the obvious financial and space saving incentives. By combining such features with One Maritime's search and procurement platform, users will no doubt appreciate the opportunity to keep a close eye on their vessel's status and product requirements.

According to Mr Brammer, 'speed of information' and 'transparency' are key components of the One Maritime ethos. Mr Brammer said One Maritime will deliver enhanced visibility and product information, for both chandlers and customers, including product images and

specifications. The quality control of suppliers is also ensured, owing to the stringent evaluation practices which suppliers must face when initially becoming ISSA members, and through continued vetting from the Association.

The benefits of One Maritime for the supplier are also significant, particularly owing to a search feature covering owners and vessel position, which displays an overview of ships in their own ports with estimated times of arrival and departure. Suppliers can also search for items in a variety of catalogues; upload and update their own catalogues and fulfil requests for tender in addition to ordering, E-invoicing and order confirmation. One Maritime also enables suppliers to review which items onboard certain vessels require servicing and assists in the prioritisation of equipment due for survey. Main equipment manufacturers are also provided with a profile which can be updated regularly, clearly displayed contact information for each supplier is also included.



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Mr Olsen described One Maritime as having a 'seamless interface' which will prove invaluable for those responsible for the management and operation of ship stores and said the service will "well and truly bring the ISSA catalogue into the 21st Century". He confirmed the printed version of the ISSA catalogue will continue to be produced in addition to the online version, enabling owners choice and flexibility in deciding how best to engage with the procurement process.

As Mr Olsen acknowledged, ISSA has been searching for a partner to assist with producing an online version of the catalogue for some time prior to entering into this new long-term collaborative deal with One Maritime. He praised One Maritime as an initiative to be "welcomed and utilised by ship owners who demand quality supplies at the right time and at the right price. We believe this initiative is an important step in bringing ship suppliers and their customers together," he added.

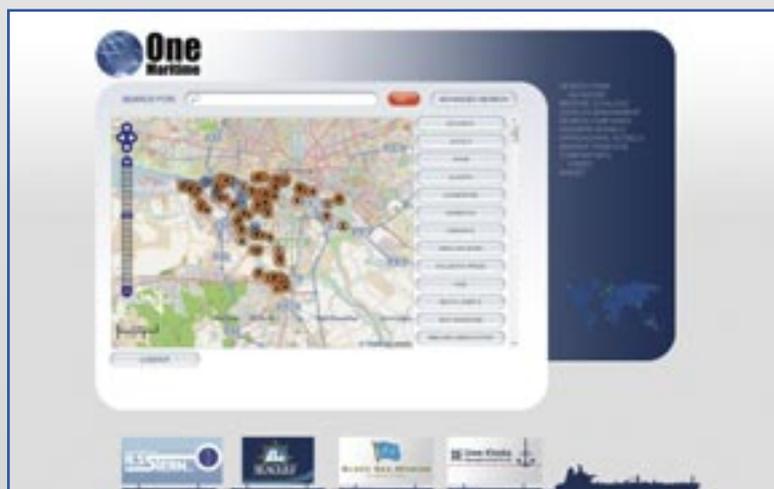
Though One Maritime is not due to be released until January, the response from the shipping industry has already been especially positive. Capt. Kuba Szymanski, Secretary General, InterManager, described the system as an initiative created "by the shipping industry for the shipping industry" – a fact which "sits well with InterManager". As Capt. Szymanski said, InterManager is keen to encourage members to create and support new industry initiatives, particularly those which other members can benefit from. He also explained how as a communication tool, the One Maritime platform represents an excellent method for saving time, particularly concerning the search process, which can often represent the

most time consuming aspect of the procurement process. Capt. Szymanski praised One Maritime for its incorporation of industry key performance indicators and concluded by stating how "problem



solving and communication play a crucial role" within the maritime industry.

Capt. Szymanski added: "One Maritime creates an e-platform which will give users the opportunity to talk to each other. Time and money are two things which are always in demand – we waste so much time searching and researching,



checking and double checking but with One Maritime, I am hopeful many of these problems will be solved. If we work together, I am confident this product will be a success. I am also pleased to announce members of InterManager will be co-operating closely with Mr Brammer and One Maritime to test equipment – we are devil's advocates I am pleased to say!

"Self-improvement is important to

ISSA, InterManager and One Maritime – we check, we double check and we check again and we consult each other if there is a problem. I would like to say, shop floor cooperation is something we agree with and it has always been interesting to work with ISSA, whose members have always been at hand to assist when we've needed them."

On a practical level, One Maritime will undoubtedly assist in promoting a secure, more efficient platform but many stakeholders who spoke with *The Ship Supplier* agreed, with its product images and supplier profiles, the catalogue is a more vibrant method of order placing than those previously experienced. Mr Brammer described the platform as "bringing catalogues to life" and noted how One Maritime is working to 'improve visibility for individual chandlers.'

The system also aims to improve speed of information in an era when downloading has become an extremely popular method of accessing content and information, but what can vessels with limited connectivity expect from One Maritime? Though some operators are yet to install internet services onboard, ISSA and One Maritime are in discussions to devise further solutions in engaging with this portion of the industry.

Mr Brammer said: "One Maritime facilitates a transaction which moves through the email system and doesn't require large exchanges of data. We are working with different communications providers, discussing how to obtain cheap internet and telephone services onboard, which will assist the One Maritime platform. The opportunity to download a CD version of the catalogue will enable ships to access the same information and search engines

as those with full internet services.”

As the maritime industry immerses itself more fully into the digital age, ISSA has embraced modern technology through One Maritime, but the Association's dedication to quality and precision shows no sign of wavering.

In the interests of fairness, One Maritime will not offer chandlers the option to buy more privileged positioning within its catalogue – a policy which affords smaller or independent chandlers the same opportunities as their competitors. As Mr Brammer noted, suppliers taking part in the initiative must regularly update their catalogue information: “We ensure updates to the ISSA catalogue and will also frequently prompt chandlers to ensure they are providing up-to-date product information.” An up-to-date catalogue is useful for both customers and suppliers, in ensuring a true representation of the store's products is available to prospective purchasers and in allowing



# One Maritime

suppliers to compete on a fair and transparent basis.

Summing up, Mr Brammer said: “Our technology products have allowed us to think of data sources and the use of data in a more different way than ever before. With its unique search engines and data migration technology, One Maritime has managed to build an online platform which gives its users access to a mix of data from multiple data sources at the same time. It changes the way catalogues, for example, will be used in the future. It will allow users to search across multiple information sources faster than just opening one printed catalogue and then to start

browsing the pages one by one for the right information.

“One Maritime ensures updated information at your finger tips, something the current printed catalogues cannot deliver and it gives subscribers access to download updated data and into their back office systems in a much simpler way. We have mixed the different catalogue data with specific data for vessel, supplier, owners, managers, vessel locations, industry key performance indicators and much more – and the result is One Maritime.”

One Maritime will be available from January 1, 2011. ■

## Trials of One Maritime steaming ahead

**T**rials of the One Maritime on-line catalogue, which is set to transform the way ship owners, ship managers and ship suppliers select and order their onboard and onshore stores, are proving a great success with more than 3,200 vessels already taking part.

One Maritime will become available to the industry in general from January 1st 2011, but already live trials of the pioneering new system by some 51 shipping companies worldwide are indicating it will simplify stores sourcing and purchasing and save ship owners and managers, their superintendants and their crews both time and money.

The comprehensive new portal will provide access online or by CD to the shipping industry's premier ship stores catalogues and many others besides, to secure the best quality and most efficiently-costed provisions, bonded stores, pantry and deck and engine stores worldwide.

And, for the first time ever, purchasing managers and ships' Masters will be able to access the online ISSA Ship Stores Catalogue to search for their supplies. Other main-line industry catalogues are also included, making One Maritime the most

comprehensive maritime catalogue search engine available on the market today.

Torben Brammer, One Maritime Co-Founder and CEO, says he was delighted that so many companies and vessels have joined the trial. “We are pleased to see the system going into use on this scale. We believe One Maritime represents the next step in the development of online platforms and we look forward to its use becoming widespread throughout the industry next year.”

Mr Brammer explained: “Our technology products have allowed us to think of data sources and the use of data in a much different way than ever before. With its unique search engines and data migration technology, One Maritime has managed to build an online platform that gives its users access to a mix of data from multiple data sources at the same time. It changes the way that catalogues, for example, will be used in the future.”

Wim van Noortwijk, past ISSA President and ISSA liaison officer with One Maritime, said response had been very positive from both managers and from suppliers. “The timing was right and it is a matter of getting good feedback from the industry through the trials.” ■

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## Diary Dates 2011



26 - 28 Jan

**SMM Istanbul**

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[www.smm-istanbul.com](http://www.smm-istanbul.com)

16 - 18 Feb

**SEATEC 2011**

Carrara, Italy

[www.eventseye.com](http://www.eventseye.com)

17 - 18 Feb

**6th Philippine Ports & Shipping 2011**

Manila, Philippines

[www.transportevents.com](http://www.transportevents.com)

1-3 Mar

**Asia Shipping & Workboat 2011**

Singapore

[www.bairdmaritime.com](http://www.bairdmaritime.com)

9-11 Mar

**Maritime Vietnam 2011**

Ho Chi Minh City, Vietnam

[www.maritimeshows.com/vietnam](http://www.maritimeshows.com/vietnam)

9-12 Mar

**MTB Workboats America**

Fort Lauderdale, US

[www.coplandevents.com](http://www.coplandevents.com)

14-17 Mar

**Cruise Shipping Miami 2011**

Miami, US

[www.cruiseshippingmiami.com](http://www.cruiseshippingmiami.com)

21-23 Mar

**CMA Shipping 2011**

Stamford, Conn, US

[www.shipping2011.com](http://www.shipping2011.com)

## Web Links

ISSA

[www.shipsupply.org](http://www.shipsupply.org)

Ship Registers

[www.jamaicaships.com](http://www.jamaicaships.com)

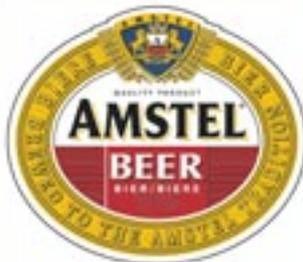
Ship Management Services

[www.bs-shipmanagement.com](http://www.bs-shipmanagement.com)

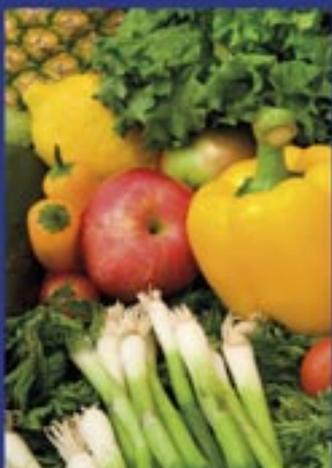
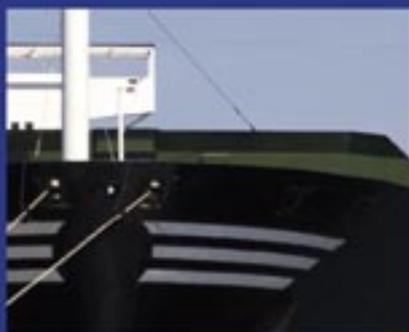
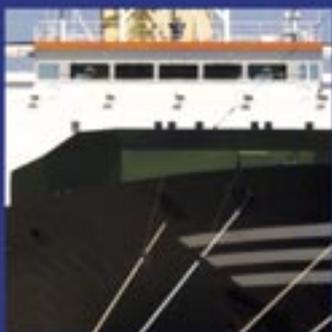
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# Are you paying too much for logistics?

**H**idden delivery costs can add thousands to stores loading, warned Alex Taylor, Managing Director of Hutton's, the leading UK ship supplier. Hutton's has added a new section to the company's website to help customers take account of likely additional charges when they arrange deliveries at particular ports.

"Due to legislation like ISPS and Health and Safety regulations there are an increasing number of restrictions on suppliers being able to deliver direct to vessels, especially to tankers in terminals where most deliveries are made by barge. These barge costs

can be very high and add a large 'hidden' cost to their stores budgets.

"When placing orders we are concerned that many customers just look at the cost of the stores and do not take into account the additional cost of transport to the vessel. But I have heard of cases where the cost of barge delivery has been as high as \$10,000!

"For example, Rotterdam is a major hub for ship stores and is well known for its competitive chandlers but many deliveries require the use of a barge and barges in Rotterdam are very expensive and can result in huge bills which are often hidden in the Ship's Agent's disbursement account. I want to ensure that Hutton's customers are aware of these problems so that they can plan accordingly – either to avoid barge transfer or to take account of it."

Acting to help customers with important information about loading costs at various UK ports, Hutton's has added a new table to its website which advises customers of any supply restrictions on UK berths. Alex Taylor stressed: "We are keen to assist our customers to minimise their supply chain costs."

Alex points out that UK ports do not always suffer these problems and often allow supplying from a truck, even in oil terminals. He advises: "Many berths at oil terminals in Tees, Milford Haven and Immingham do not require barges which can reduce the overall supply 'bottom line'."

To view the new delivery chart table go to the Hutton's website: [www.huttons-chandlers.com](http://www.huttons-chandlers.com) ■



*Danny Nossent, Vice President, Pentrade*



## Pentrade: showcasing the power of family business

When Fred Nossent and his business partner Tom Reidel founded Pentrade, they could not have predicted the company would continue to thrive over 30 years later, with a dedicated team, including close family members, in tow.

Established in 1979, Pentrade is an independent, duty free wholesaler serving the ship supply industry from its base near the port of Rotterdam. The company remains a family business, albeit shared out between the two founding families, with key staff including Mr Reidel's two sons and Danny Nossent, Vice President and son of Fred.

Speaking exclusively to *The Ship Supplier*, Danny Nossent explained how his company's success is largely built on reputation, since customers, particularly those who regularly visit the port, are well acquainted with Pentrade's services as a supplier of tobacco, liquor, fragrances, cosmetics, food and beverages. In addition, Pentrade is the official worldwide distributor of Unilever products to the maritime industry and also supplies the brand to organisations, including the United Nations.

As Mr Nossent acknowledged, Unilever represents a 'growing line' of products for Pentrade, perhaps owing to the brand's focus on personal hygiene and household products. He noted how an essential facet of Pentrade's business strategy is to stock only well-known, trusted brands and added: "Our assortment is based on what our customers ask us for – we cannot choose an item and market it ourselves, but if our customers request a product, we will begin to stock it."

Popular products sold by the company include Heineken beer, Mars chocolate, Pepsi, Marlboro cigarettes and Dove bathing products. Pentrade has seen its wine and champagne sales increase in recent times, particularly with Christmas nearing and as Mr Nossent noted, sales of chocolate have increased too. Owing to Pentrade's dedication to quality customer care, the company has strategically integrated its sales and customs office into its bonded warehouse, in addition to the company's logistics centre. The warehouse enables Pentrade to offer a wider range of products by holding an extensive assortment of goods at all times.

This customer-friendly, brand-driven approach has enabled the company to expand its product lines, particularly within the food sector but as Mr Nossent explained, he would like to see the company, which currently employs 34 staff, develop by gaining more customers from beyond its Dutch location. Being based in Holland for 30 years, the company now aims to 'focus on Europe' and seek out new business.

However, Mr Nossent was keen to emphasise how Pentrade's warehouse location, near the port of Rotterdam has served his company well and will continue to do so: "Rotterdam is the biggest port in Europe, with approximately 40,000 vessels entering annually. We are close to the port and so, can provide a timely service."

Pentrade also currently holds Authorised Economic Operator status, which according to Mr Nossent, makes for more straightforward customs procedures: "Having AEO makes it a little easier to export goods in containers, as they don't get stopped at the port etcetera. It also means customers can see our security is in order and can be assured that we follow all the necessary customs regulations."

A regular attendee at ISSA conventions, Mr Nossent spoke positively about current markets: "There is some recovery now. I think over the last few months, business has gone up again." He also emphasised the importance of supplying new products, particularly those within the food sector. The Pentrade team take great care to ensure their product range is compatible with world markets and a number of key supplier agreements with leading companies help to ensure quality products and good value for money at all times.

Mr Nossent concluded by describing how customs procedures, which currently involve systems of paperwork, are due to switch to an electronic system in January 2011. He confirmed he will be observing these developments with interest, in order to gauge how these new methods will alter or improve procedures for suppliers and wholesalers but no doubt, many companies are hopeful it will assist in creating a smoother customs experience. ■

# Market News

## Antwerp port seeks wind turbine partner

**A**ntwerp Port Authority and the Left Bank Corporation are going in search of a partner to build a wind farm in collaboration with them on the left bank of the Scheldt.

A study carried out during the past few months has shown that there is room for up to 55 wind turbines in the Waasland port (the port area on the left bank). This cluster will be the largest wind farm in Belgium on land.

The actual number will depend on how the turbines can be reconciled with the port activities and air traffic. The first turbine could be built by 2012. No decisions have yet been reached on the possible locations of the wind turbines, as this will have to be settled in consultation between the future partner and the port users.

The Port Authority and the Left Bank Corporation have been working hard since the beginning of 2008 to promote wind power development on the left bank. The "Wind Plan" was completed in that year defining all the parameters to be taken into account for siting the turbines, such as birdlife, shadowing and high voltage lines. With this Wind Plan as the basis the collaboration recently shifted up a gear, initiating the search for a partner to build the wind turbines in the Waasland port together with the Port Authority and the Left Bank Corporation. The European tender procedure was launched earlier this week, and the partner is expected to be chosen by summer 2011.

Despite the many restrictions this offers the opportunity for a major project. A cluster of 50 turbines represents an annual output of around 400 GWh, enough to supply 100,000 to 120,000 households. As such, the project would nearly double the present wind power capacity in Flanders. ■

## Dometic Marine launches In-Duct Breathe Easy air purifier

**D**ometic Marine has launched the new In-Duct Breathe Easy(TM) Air Purifier (patent-pending) to the US commercial and workboat markets at this year's Pacific Marine Expo. The cutting-edge system was recently awarded the highly acclaimed IBEX Innovation Award in the Mechanical Systems category. Since its launch to the U.S. marine leisure market, the In-Duct Breathe Easy(TM) has been specified by several yacht builders including Trinity Yachts.

The purifier is specifically designed to work within the ducting of a vessel's air conditioning system.

Operating silently, it purifies and cleanses air using Photocatalytic Nano-Mesh Technology with UV light. Each time the air circulates it is further purified.

The unit takes up little space and if retrofitted will require no alterations to

the vessel's existing air conditioning unit. There is no need for any mounting hardware as a section of the A/C ducting is cut out and the circular In-Duct Breathe Easy(TM) tube is simply inserted, then the ducting is reattached to it. The Breathe Easy is available in sizes to match all standard duct diameters.

The unit is also highly relevant for installation during a vessel's refit and refurbishment as during such extensive work there are a myriad of solvents and glues used all of which give off dangerous, sometimes odour-free emissions. ■

## SOLASOLV solution to the perils of glare

**C**lear skies and beaming sunlight can signal perfect voyage conditions but spare a thought for the bridge crew, for whom bright sunlight can be a visual annoyance and create a strain on the eyes.

With this in mind, Solar Solve Marine has created an innovative aid to better navigation in bright conditions through SOLASOLV sunscreens. The only product of their kind to be type approved by Lloyds, DNV and ABS, these custom-made anti-glare roller screens fully comply with marine legislation and are designed to lessen the negative effects of bright sunlight.



Eye strain, discomfort, fatigue and excess heat can all be reduced significantly while glare can be decreased by up to 93%.

By lessening the effect of heat through the bridge windows, the screens can also assist in reducing the build up of long-wave radiation while assisting with maintaining the concentration levels and alertness of seafarers. In addition, the screens are maintenance free and can be installed at the newbuild stage or retrofitted. [www.solasolv.com](http://www.solasolv.com) ■

## Thuraya to Launch Libyan Post-Paid Mobile Satellite Services



Libyan customers can now benefit from post-paid satellite handheld services following the signing of a commercial agreement between mobile satellite operator Thuraya and satellite communications specialist Al Jeel Al Jadeed.

The introduction of post-paid services marks an expansion of Thuraya's offerings in the region, aimed to meet the needs of vertical market sectors, including oil and gas majors. Al Jeel Al Jadeed will focus its energies on a main customer base of large corporate organisations.

Solutions such as Thuraya IP, the world's smallest satellite broadband device, and the multi-communication device Thuraya Marine, are soon to be distributed throughout the Al Jeel Al Jadeed network.

Ali Al Mazrooei, Chief Technology Officer at Thuraya, said: "With Thuraya moving towards vertical markets, it makes sense to gear business offerings towards service models appropriate for corporate users, and the post-paid satellite handheld service is a prime example of that direction.

"Post-paid services ensure customers credit availability as opposed to pre-paid services whereby customers have to observe their credit limits," he added. ■

## Sartech gives VHF radios a new lease of life

UK-based search and rescue technology provider Sartech is developing a range of new batteries to address the problem of shipping companies replacing their handheld VHF radios, simply due to a lack of available replacement batteries.

Until now, batteries for some popular radios (such as the Japan Radio Company's JHS-7 handheld VHF model) have been difficult to source in Europe and North America, prompting some owners and operators to replace the entire radio once the original battery unit is depleted – an expensive practice, particularly for sizeable fleets with a number of Global Maritime Distress Safety Systems installed.

Through a joint collaboration with the Japan Radio Company, Sartech is developing a second manufacturing facility for the NBB389 battery pack which is especially hard to source

and powers the JHS-7 radio. Sartech is also creating a range of lithium and rechargeable batteries for the discontinued SP3110 radio.

Peter Forey, Managing Director of Sartech, said: "From Q4 2010 we will be able to provide replacements for shipment anywhere in the world." ■



## Ocean signal appoints French distributor

Ocean Signal the specialist manufacturer of safety and communication products, has appointed Furuno France to handle its distribution throughout France. The new range of SafeSea EPIRB's, SARTS and GMDSS VHF's will be launched to French yachtsmen on the Furuno France stand at the Paris Boat Show (3rd - 12th December 2010).

Antoine Poitevin of Furuno France Yachting Division commented, "We are delighted to be associated with a company with such outstanding expertise in safety electronics. We are confident that the product range we are launching in Paris will attract considerable interest due to its market leading design and functionality. SafeSea has a successful future ahead of it in France." ■

# Kongsberg to deliver integrated systems for NERC research vessel

**K**ongsberg Maritime, a leading global marine technology company, has signed a contract with Freire Shipyard for the supply of a comprehensive integrated systems package to be installed onboard an advanced research vessel currently under construction at the Spanish shipbuilders Vigo yard for the Natural Environment Research Council (NERC).

The new vessel is being built as a high technology replacement for NERC's RRS Discovery, which has been in service since the early 1960s. The new 100 metre vessel, also called RRS Discovery has been designed by Skipsteknisk AS in Norway and is due for completion summer 2013, at a total project cost of £75 million. Within the

scientific community, the new RRS Discovery is seen as state-of-the-art in terms of design and functionality.

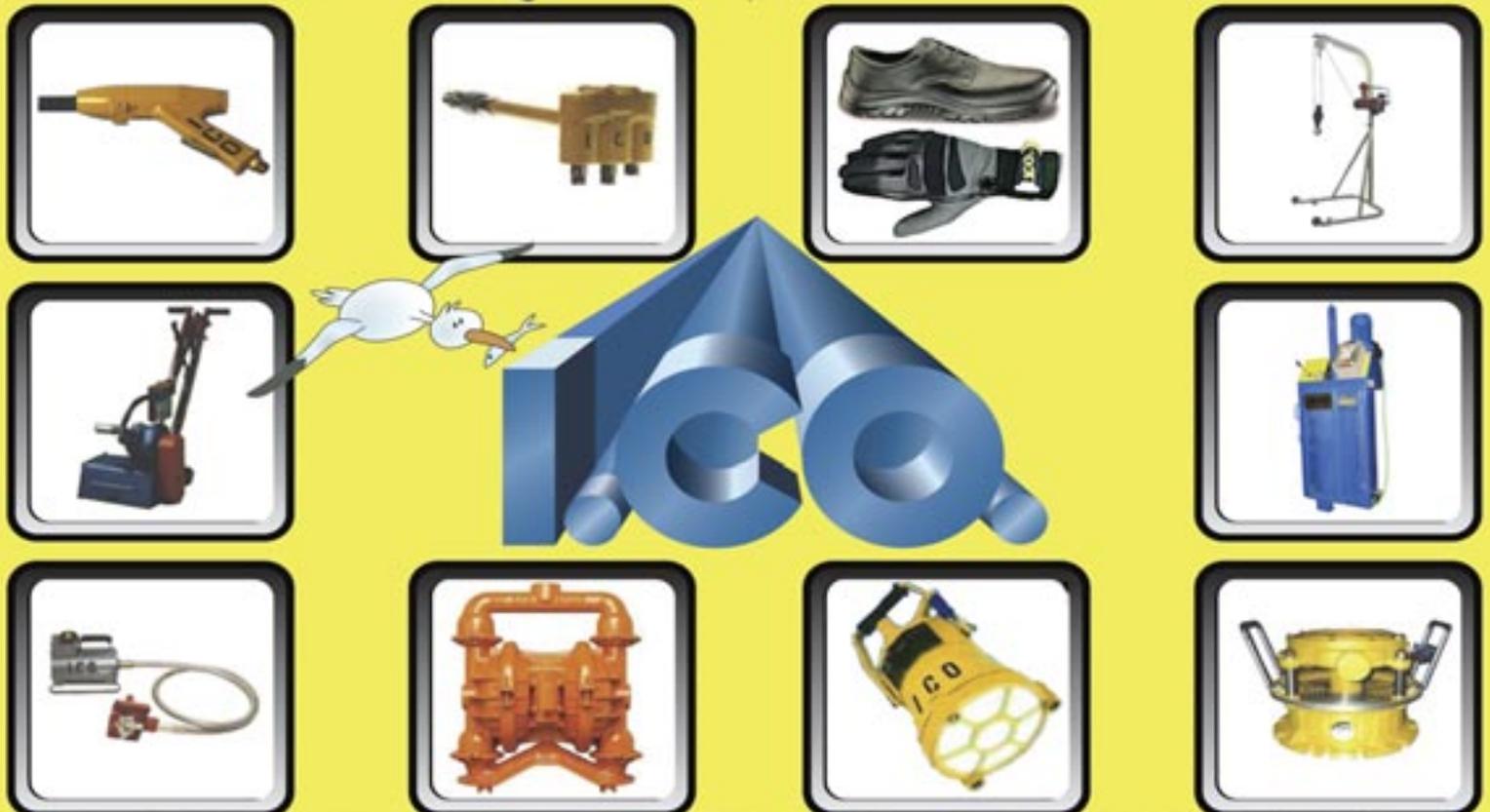
A suite of cutting-edge hydroacoustic instruments accounts for approximately 80% of the Kongsberg Maritime systems destined for the new RRS Discovery. In close co-operation with NERC, high levels of integration have been developed across the entire package.

"Kongsberg Maritime will become more than a systems supplier for RRS Discovery as we will work closely with the shipyard and NERC during the entire project," said Vicente Carrasco (Subsea Dept, Simrad Spain SL.), Kongsberg Maritime. "We are providing a dedicated Project Management service and the

combined NERC and Kongsberg Maritime development of the systems for RRS Discovery is an exciting prospect for the entire team."

Kongsberg Maritime has also supplied hydrography systems to another research vessel in production at Freire Shipyard, for owner Qatar University. Kongsberg Maritime is a highly regarded supplier of integrated systems to technologically advanced research vessels. Projects include extensive system packages for NERC's RRS James Cook, the T-AGS 60 class survey vessels operated by the US Naval Oceanographic Office (NAVOCEANO), and in 2010 the National Science Foundation's Alaska Region Research Vessel (ARRV), R/V Sikuliaq and the US Coast Guard's high latitude research dedicated icebreaker, Healy. ■

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## NoreqActa marks a new force in the market

**A**iming to build on its contribution to the green energy revolution, Norwegian lifesaving equipment manufacturer Noreq has announced its acquisition of Acta – a Danish supplier of offshore marine cranes, life raft and MOB davits, and the world's only crane producer with CE marking on cranes for wind power installations offshore.

By forming a new company named NoreqActa, the Noreq group intends to offer a more extensive range of goods to an expanding client base. Styrk Bekkenes, Managing Director, Noreq, described his company's intentions to retain Acta's expertise while restructuring production to be more innovative, keeping a strong focus on security of supply and quality. The number of employees in the Noreq group will grow

from 35 to 70 people through this new acquisition.

Mr Bekkenes said: "With this acquisition, the Noreq group is not only strengthening its foothold in the lifeboat, davit and fender market, but it is also entering the industry with production of own ship and offshore cranes. We see great synergies together with our existing product range and our clients will benefit from this strengthening of our product portfolio. We have a lot of common tasks on production, sales, service and maintenance which we will benefit from.

"The acquisition of Acta will enable a needed strengthening of our product portfolio and our service team. By implementing Acta as a part of our group we can now offer our clients a wider range of products," he added. ■



## Mobilarm in Bristow deal



**S**hip and offshore safety monitoring systems provider Mobilarm has secured a new contract to supply its VHF Locator Beacons to Bristow Helicopters Australia, making it the sole contractor to BHP Billiton Petroleum, for offshore personnel transfers by helicopter in the north-west region of Western Australian.

Unlike many European countries, Australian legislation does not stipulate the mandatory use of Personal Locator Beacons (PLB) when transferring employees to offshore platforms by helicopter but BHP has become the first Australian company to insist on

the use of marine-based PLBs for this application.

Through an initial order, Mobilarm will supply 50 V100 VHF beacons for integration into RFD Beaufort MK28 lifejackets which are supplied to all BHP Billiton Petroleum employees during transfers to platforms.

Lindsay Lyon, Chief Executive of Mobilarm said: "The significant advantage of the Mobilarm V100 VHF Locator Beacon is its unique ability to alert local rescue assets directly and provide those already closest to the incident with the location and tracking data of each and every crash survivor." ■



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