

Welcome to Project Cargo Weekly's 9th issue.

EDITORIAL

Welcome to PCW 9. This is the 2nd to last issue before our holiday break, we have some excellent content for you this week.

Before introducing PCW 9 we wish to give an apology to BBC Chartering. We were a bit quick to launch the interview last week. After review and amendment of certain factual information we re-publish the Q&A with BBC Chartering in this issue.

Hot off the press! Maersk Line will take over Hamburg Süd. So I guess there will be a bunch of shipping people looking for a job at some point.

Interviews in this issue:

Royal Arctic Line, Greenland: An interview with an interesting regional player

Oceanus Yacht Transport: An interview with a company specializing in transporting yachts around the world, based in Turkey

Atlas Breakbulk Alliance: An interview with ABA's Managing Director in Antwerp

Profile of a Shipping Person: A new feature this week. Contacts are the key to securing employment, business, wives, you name it. Our interview subject has ample knowledge to share after a long career in shipping

This week a respondent in Hong Kong asked me if we would really publish their interview without them booking an advert. My answer was an unequivocal YES!

We are not beholden to advertisers, we report on the subject matter that we think our readers are interested in. Hopefully you will find PCW a worthwhile read and advertisers will continue to book banners with us.

Wishing you well, until our final issue of 2016 next week.

Bo H. Drewsen

Editor

bo.drewsen@projectcargo-weekly.com

REGIONAL SHIP OWNER: GREENLAND

Q&A WITH MR. ESPER BOEL, TEAM LEADER, ROYAL ARCTIC LINE, DENMARK

- When was Royal Arctic Line (RAL) established? How many vessels do you have and what kind of regular services do you provide. Who owns the company today?

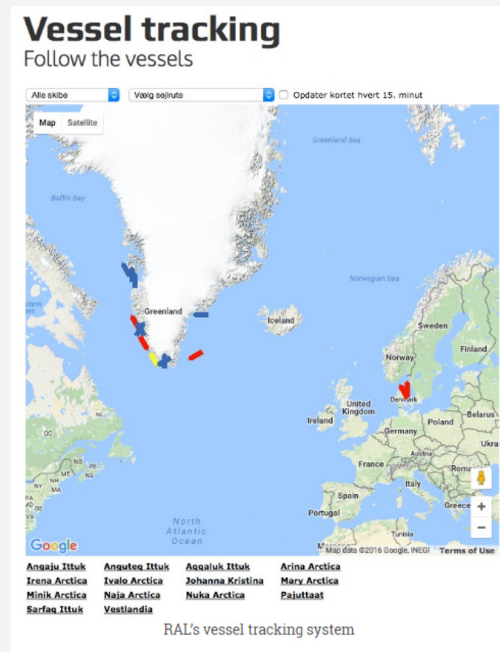
Royal Arctic Line is a Greenlandic Government owned company built on the foundation of the former Kongelig Grønlandske Handel (KGH) with roots going all the way back to 1774, a Danish Merchant Organization trading with and in Greenland. The name Royal Arctic Line, was introduced in 1993. Being the sole carrier, who is holding the concession to transport goods to 13 Greenlandic ports from the port of Aalborg in Denmark, it surely demands for trustworthy and reliable service all year around.

Today Royal Arctic Line is a modern container carrier and transports all kinds of cargo. Throughout the year approximately 100,000 shipments are handled. Compare that to the population of approx. 50,000 scattered on an island covering 2,166,000 km² - 50 times larger than Denmark.

- You have services to Greenland in the Arctic, tell us a bit about the conditions under which you operate. What kind of weather do you encounter up there? What type of vessels do you have for this particular traffic and what kind of problems/restrictions do you face?

We like to see ourselves as a lifeline to society in Greenland. This means that we have obligations to solve all kinds of transports, small, big, light or heavy. The waters we sail are often harsh and dangerous, but safety always comes first. Our fleet covers geared containerhips from 250-730 TEU. A total of 5 ships who can cross the Atlantic ocean on the 2,800 nautical mile journey from Denmark to the cities on the Greenlandic West coast. We also employ 6 minor ships which serve about 80 of the small settlements (from 10-150 inhabitants).

There are days with extremely low temperatures where our ships can be covered with ice, adding substantial amount of tons, endangering the sailing. Storms in the Atlantic Ocean can cause more than 10 meter waves with the risk of losing deck cargo. Despite these conditions Royal Arctic Line has experienced very few incidents resulting in damage to containers or even loss.



- Are you able to or have you ever carried cargoes coming from outside Denmark to Greenland? If any of our readers have a project to Greenland can they approach you for a quote if they deliver the cargo to Denmark?

During the years 2011 and 2012 the activities in search for oil outside Greenland's West coast meant that our ships northbound were utilized to a maximum for a long period. In order to serve the clients best possible we also made several calls in Scotland to collect drilling equipment and machinery. However our obligation towards the fixed schedule to serve our customers in the Greenlandic Ports must never be questioned, so such kind of deviations are rarely executed. With that said, we will of course always consider all relevant inquiries, with respect to and in the interest of our business.

- Give us some examples of projects that you have carried to Greenland, size of shipments, type of cargo etc.

Unfortunately we are not able to say that the sky is the limit. Our ships are geared but limited to lift about 75 metric tons in twin-lift.

Every year we have 2 sailings to Thule Air Base (USAF) carrying all kind of cargo such as machinery, asphalt plants, concrete elements and building materials. We always aim to arrive as soon as the ice has disappeared from the bay after a long winter in order for our clients to be able to complete their program during the very short summer, when the sun is up 24/7.

Some of our jobs we even involve delivery to remote areas where it is necessary to carry barges and trucks on our vessels to land the cargo on shore. It calls for precise planning and caution.



- Do you also carry export cargoes from Greenland back to Denmark? If so what kind of commodities are transported?

Fish and scrimps are the main products which are exported from Greenland.

- Do you have your own containers? Do you accept shippers own containers? Do you carry other shipping line's containers to and from Greenland?

Our container fleet consists of a wide range of container-types. Basically we have all types available (except 40'OT). The demand for reefers is of course essential, for carrying fish products from Greenland to the export markets overseas and transporting consumer goods from Europe and Denmark to Greenland. Royal Arctic Line accepts Liner Equipment from a few other shipping lines, however the majority of shipments end in Denmark, where the fish and shrimp are stored temporarily in coldstores before being shipped to their final destinations overseas.

We also welcome shippers own containers. Flatracks are not only used as one single transport unit, but very often we use them to build extra decks to enable us to carry 20 meter long boats and mining equipment.



- Do you sometimes call other destinations in the Arctic besides Greenland? Iceland, Northern Canada and Russia for example.

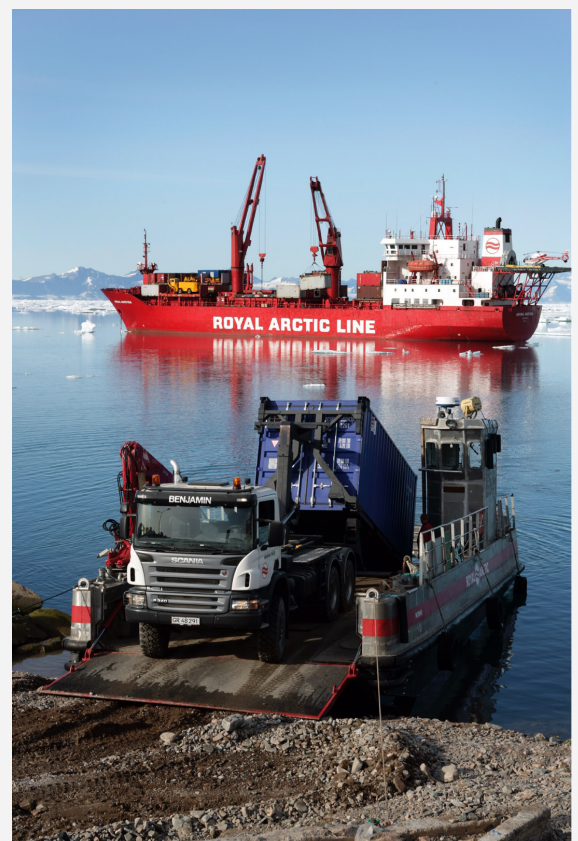
Royal Arctic Line, makes regular calls in Icelandic Ports every third week to load cargo coming from Northern America and Iceland, and at the same time discharges cargo of Greenlandic origin. Commodities are mainly fish products, consumer goods, building materials and machinery. The service is operated together with our partner Eimskip, taking advantage of its network outside of Greenland which is our core-business.

As all our ships were built with the highest ice-class we are able to go almost anywhere in icy waters. During the last 7 years we have arranged a yearly sailing from Europe to the Antarctic to deliver supplies and fuel to some of the bases operated by various nations in this remote area.

- Whom to contact for rates and quotations at RAL?

General cargo: booking@ral.gl

Project cargo: projects@ral.gl



- What crane capacity do you have on your vessels? Are there any mobile or floating cranes available in Greenland for very heavy cargoes?

No floating cranes are available in Greenland, accordingly heavy-lifts more than 75 tons must be performed by charter which has been granted a waiver from the Greenland Government before entering one of the nominated 13 ports.

In the port of Nuuk, a new container terminal will be opened in the late spring of 2017. Crane capacity will be increased to about 120 metric tons, based on the new mobile shore cranes. See the port here: <http://sikuki.dk/media/280050/sikukiwebcam.html>



- I met you in Hanstholm in Denmark in 1983–1984 I believe. What is your history in the shipping industry?

As youngster I joined the Danish Navy, which also gave me the chance to experience life in Greenland. From then I knew that shipping would be my future living. My career has been both in shipping and in the forwarding industry, where I have worked with projects and in particular within sales. 15 years in Schenker gave me the opportunity to arrange Project-transport/Heavy Haulage all over Europe, also using European Waterways. As Key Account Manager I was often required to travel to South America. In 2009 I started at Royal Arctic Line in Aalborg.

- Why do you like being involved in shipping?

One day is never the same and never predictable, the daily challenges to organize and execute complicated transports on behalf of our customers has always given me great pleasure. Right now the shipping industry is struggling hard, which makes it difficult for many of us. However I am confident that our innovative and talented industry will overcome the situation and I believe that 2017 will bring better prospects. Therefore you will never find a more interesting job.

P.S. Also note that at the end of January 2017 it will be possible to see updates from Antarctica by following “Mary Arctica” at <http://www.royalarcticline.com/vessel-tracking/>

Interviewee:

Esper Boel

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MARKET-LEADING MPP / HL OPERATOR BBC CHARTERING

Q&A WITH MR. LARS SCHOENNEMANN, MANAGING DIRECTOR OF BBC CHARTERING, FROM THEIR REGIONAL HQ IN SINGAPORE

- When was BBC established and what does BBC stand for? Who owns BBC Chartering today and how many vessels do you operate on average?

BBC Chartering was founded in October 1997 as a joint chartering venture of Leer-based ship owner Briese Schiffahrt and Bremen-based Bruno Bischoff (the later went out of business in 1999); i.e. BBC is the abbreviation for Briese Bischoff Company. Since 1999 BBC Chartering is fully controlled by the Briese Group, its Chairman Prof. Rolf Briese and the business is run by Svend Andersen as CEO.

BBC Chartering markets about 175 vessels today. They consist of T/C vessels, pool vessels, management vessels, and lastly competitive, spot-chartered vessels.

- What type of vessels do you operate and what crane capacity do you offer? Are your vessels able to call ports with more shallow waters?

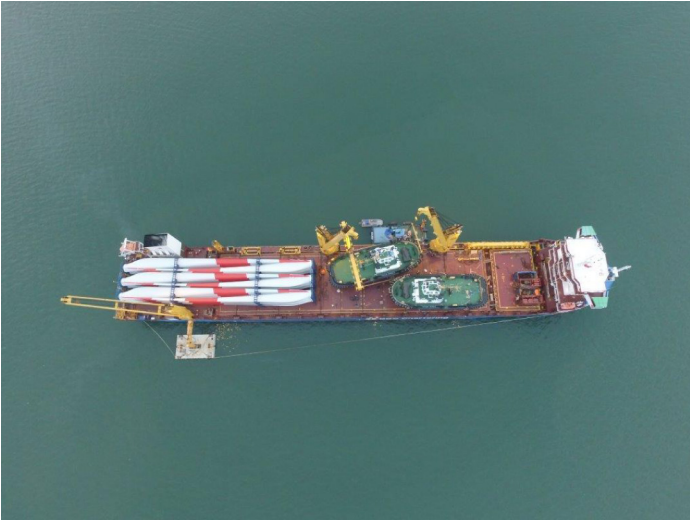
The vast majority of our capacity are MPP/HL vessels with tween decks with capacity intakes ranging from 3,500 to 37,500dwt, the later concerning handy size bulkers. Our maximum lifting capacity today is 900mts, but there is certainly room to increase this in the future.

One of the core advantages of our fleet is, that we can serve even the most remote out-ports and go where many others cannot go. We have executed projects in shallow waters down to 3.8 m draft. In general we have no issues with water depths around 5-7 m, but of course it all depends on the displacement of the vessel resulting from its intake. Important here is that our fleet and service portfolio always provides a solution for any port, any cargo.

- Tell us a bit about your organization. In a global business environment inquiries can come from anywhere to anywhere, explain to us how you decide where the quoting office should be.

We have divided our world of project shipping in into three main regions: First Europe / Central (including Africa) region, second Middle East / Asia (MEA) Region, and third Americas Region (North and South). Within the regions there are only five global pricing centers who have a booking function, the majority of 34 offices globally focus on sales and lead generation and this way we ensure an intense interaction and communication on inquiries and global quoting activities, this leaves hardly any room for “tire kickers”, as we call the redundant inquiries relating to the same transport request.

For certain clients our local offices act as account managers and their in-house broker; they ensure the customer gets directed to the correct office outside their control. At the end of the day, the customer has certain trading requirements and it’s up to him to decide where he places his enquiry. A contact directory for all our offices is provided on our website: <https://www.bbc-chartering.com/informations/contact/europe/leer-hq.html>



- Do you accept cargoes from shippers direct or only forwarders or a mixture? What is the policy of BBC Chartering if a freight forwarder asks for a rate for the same inquiry you may have received direct from a shipper?

We are happy to work with all people from the industry. Mostly, we work with project freight forwarders (FFW) and for a large part we also use our broker network around the world. But there are direct relationships with cargo owners such as industrial manufacturers and engineering contractors (EPC), too.

It varies very much from project to project and cargo to cargo. The FFW portion still holds the biggest part of our yearly turnover. If we see an enquiry from a FFW, which has already been received directly from a shipper, we ask the shipper to decide how to place the booking. The shipper has to consider if the FFW/broker adds value to the overall shipment, and of course we provide our services to either party, whatever the decision of the shipper is.



- Give us some examples of bigger projects that you have handled over a certain length of time. Would you say that your services in some areas is a liner service or you prefer your services to be described as breakbulk tramp worldwide?

We handle various projects on a yearly basis. In 2015 we have moved around 7mln revenue tons (r/t) of cargo around the world. We do this by marketing basically three service lines. First, and the largest line is what we call "apac service", here we cover all liner, semi-liner and tramp services for any port, any cargo, hence the

name "apac". The second service line is project services; here we cover all volume contracts and strategic partnerships, and as third line we look at sophisticated special projects, e.g. as we have it for engineering intense heavy loads, arctic or offshore projects.

Regarding "apac service", we unite liner and tramp services. E.g. we have liner service into WCSA/ECSA ex Houston on a bi-weekly basis. We also have semi-liner service from Europe to WCSA/ECSA. And we have several sailings each month from Far East to USG, intra-Asia, Australia etc. We are proud of our "apac service" which is also the world's first high performance inducement service, delivered only by BBC Chartering. We have more sailings than any other carrier and cover basically any destination around the world.

With regards to a strategic volume contract, we may mention the project we currently execute for TOYO Engineering, Japan. With four projects covered under the agreement, one concerns to supply the RAPID refinery project in Malaysia. For this share alone we committed to ship some 350,000 r/t which have to be moved in an eight month time frame. On a side note, we are also proud movers of New York City's next mega attraction, the New York Wheel, another 82,000 r/t project.

There are many more project to talk about, also very niche oriented offshore and special destination projects but mentioning everything here would be too much. To learn more about what we do I invite anyone to subscribe to our company magazine (e-paper) which tells half yearly about what's going on in our world.

Read the latest issue of the magazine here:
https://issuu.com/bbc-chartering/docs/excellence_14th_edition?e=9100214/40260978

Subscribe here:
https://my.sendinblue.com/users/subscribe/js_id/2m8ew/id/1

- Do you accept IMO cargoes and shippers own containers? If any customer would like to use line's units, do you have access to provide containers to customers if needed?

The majority of our fleet is classified to carry IMO 1 cargo. Furthermore we have 3 vessels which can carry INF (IMO 7). In some cases we arrange carrier owned containers (COCs), but mainly we are used to handling shipper owned containers (SOCs) on our vessels.



- **Would a small and medium sized freight forwarder be quoted the same price as a large multinational freight forwarder for the same inquiry? What is your general policy on this?**

Yes, we will rate the cargo the same to any party.

- **Apparently the market is competitive right now. How do you view the current market and what are you doing in BBC Chartering to secure and keep your market share?**

We do see a very, very competitive market right now. Some carriers apply destructive, unhealthy pricing policies. We know that the market is currently under extreme pressure, but these low rates help nowhere, they are often not even covering the direct cost on shipping projects.

We can only explain this behavior by the fact that some competitors have very deep pockets or they follow no asset related interest – either way, it's unfortunately a very expensive and unhealthy fight for market share.

Nevertheless, we try to control our cost as good as possible and make sure the operation of the vessels are done in close coordination between commercial and technical departments to ensure the best trading of vessels globally and their maximum utilization.

At BBC Chartering, when booking a cargo, the allocation to the respective vessel is still open (but of course limited by the cargo specifics). If a vessel voyage gets generated later, we then optimize the voyage by combining various cargoes on the vessel. The good news for any owner who works with us is, that we do not discriminate our pricing on the basis of the vessels which may later on do the job.

But foremost and generally speaking, staying in the game for us means to deliver a service that customers can rely on. Our vision is to build the highest performing and most trusted shipping company for project, breakbulk, heavy lift, and general cargo transports in the world; and our network ensures that we definitely have the most capable fleet in position to provide a reliable service for any cargo request our customers may have.

- **The shipping world is relatively small and people change companies from time to time, tell us about your own background. How did you end up in shipping originally? What is your background and how long have you worked with BBC in Singapore / elsewhere? Do you travel a lot being based in Singapore and how is the life there as an expat?**

I started my shipping career with J. Poulsen Shipping, Denmark in 1998 after a recommendation from a friend (Jens Meilvang, now Chief Chartering Officer of our head office in Leer, Germany). After the end of a trainee-ship in December 2000, I moved on to Kuala Lumpur to work for Scan-Trans KL in early 2001. I had 3 wonderful and very educational years with Scan-Trans KL.

By the end of January 2004 I started with APC, Singapore (Asia Project Chartering – a JV between Clipper and BBC Chartering). I have been with BBC Chartering ever since. During my time here, I spent two years with APC in Singapore, then five years at BBC Chartering's head office in Leer and now already again five more years back in Singapore with BBC Chartering, Singapore pte ltd.

Shipping has taken me various places around the world, and I have met fantastic people and tied many friendships. I don't think we travel more just because we are located in Singapore. Shipping in general requires a lot of travel, as our industry is a global one and very much people related.

Singapore is a very nice place to live, but some people will call it "Asia for beginners" (smiles). Like anywhere else in Asia, you have long working hours and time zones to handle when you trade with Europe and Americas. But this is one of the fun parts too, as you get to work with the whole world daily.

- **Would you have any good advice for our younger readers who may contemplate a career in shipping? A rule of thumb?**

Don't get scared away by the long working hours and hectic atmosphere from time to time. Shipping is a people business, so in time you will get to know a lot of interesting people on your journey and learn from them.

But as Rome was not built in a day, don't expect to know all about shipping in one week – it takes time and the road can be stony and twisting sometimes.

Interviewee:

Lars Schoennemann

Managing Director

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YACHT TRANSPORT SPECIALISTS

Q&A WITH MS. BILGE DEMOĞLU, OWNER OF OCEANUS YACHT TRANSPORTATION

- **When was Oceanus Yacht Transportation Ltd. established and who are the owners of the company today? What is your head count and where are your offices established? Do you have overseas offices? Do you belong to any networks?**

Oceanus Yacht Transportation was established in 2009. There are four partners including myself. Our head count at the moment is 14 and we are based in Istanbul. As Oceanus, we do not have overseas offices, however we are representing Peters & May Ltd

who have offices worldwide. We also represent Glogau Yachttransporte who's headquarters are in Germany. We belong to only one network, CLC Projects Network.

- **Moving yachts is challenging work, tell us how this became a major feature for your company.**

When I was working for Maersk Line Special Cargo Management in London, I was responsible for break-bulk pricing and got acquainted with Peters & May Ltd who were the number 1 break-bulk account for Maersk Line UK. They knew my intentions of going back to my native Turkey and I was aware of the fact that they did not have representation in Turkey. We worked on a solution together. Following my return to Istanbul, one of my old colleagues Mr. Tumay Ulutas told me he wished to leave the corporate life to start his own business. We started Oceanus with two other old colleagues, Mr. Eser Coruhlu and Mr. Birkan Bilgin who also have shipping backgrounds.

We had the privilege of moving some very exciting yachts and boats on behalf of our customers.

- **Yachts are considered luxury items for many, not least their owners who want to make sure that the transportation of the yacht is done carefully. How do you go about ensuring this? Do you have surveyors appointed or people with special expertise?**

As we are serving a niche and very specialised market, we only work with well trained experienced professionals. Our local suppliers are very carefully selected to work with the globally recognised brands that we represent. We offer full-time professional loadmasters to accompany and manage our operations who bring more than 25 years of experience in maritime logistics and have industry approved qualifications. We also work with local independent surveyors who have international affiliations.



Double road transport ready to be delivered in Turkey

- **Yachts can sail, why transport them at all?**

Although the majority of them are very capable of sailing, we transport yachts for different reasons like distance, convenience, running costs and sometimes operating difficulties like engine/hull problems.

For example, when a Turkish owner decides to sail a newly purchased British brand yacht, this will mean 2 weeks of arduous voyage across the British Channel and the Mediterranean, especially arduous in the winter. This journey also means wear on the vessel, meaning it might need repairs when it arrives. If you also count fuel and crew costs, sailing might prove to be an

expensive adventure for the owner. Whereas we can ship the boat across the Mediterranean, or anywhere else for that matter, almost in the same amount of time. The yacht will arrive none the worse for the wear, allowing the owner to enjoy drinks in the new yacht and continue sailing.

- **What kind of ship-owners do you generally work with?**

We are an independent company with no carrier associations, therefore we work with all owners who can accommodate our clients' needs best. This includes liners, conventional carriers, ro-ro operators and sometimes even airlines.

- **Can yachts be loaded on deck or must they always be stowed below deck?**

We can safely load yachts both above deck and below deck. This depends totally on the individual yacht/boat. In general, we load on the deck of MPVs and under the deck of container and ro-ro vessels.



Yacht/boats do not have to be fully completed to be transported, loading patrol boat hulls in Istanbul.

- **Do you cover the transportation under your own bill of lading and do you provide more than ocean freight for the customers?**

Yachts are mostly carried under owners B/L due to customs procedures but we can also use our own B/L if requested.

We offer a turnkey door to door to service which might include providing shipping cradles, cargo insurance, customs formalities, surveyors, lashing/securing/dunnaging, skipper collection & delivery.

- **What is the typical value of the yachts that you transport? Do you take out extra insurances as a project freight forwarder due to their higher value?**

The average value of the yachts/boats we are handling is around EUR 500,000. The most expensive boat we have handled in Turkey was valued at EUR 10,000,000. We offer full marine insurance covering from loading to discharging.

- **If someone wanted to book a yacht transport with you to whom should the email be addressed and whom to call?**

We will be more than happy to answer all inquiries personally 24/7 at:

Ms. Bilge Demoglu: bilge@oceanusyacht.com

Tel: + 90 535 3734484

Mr Tumay Ulutas: tumay@oceanusyacht.com

Tel: + 90 533 6294018



Loading Yachts in Gibraltar to be discharged in Turkey

- **Do you see a change in yacht transportation? What are the major "trade lanes" for yachts?**

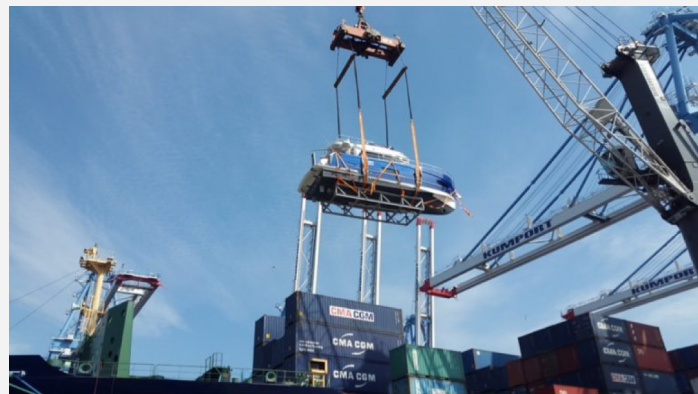
As shipping in general, the yacht transportation trends change from conventional vessels to container vessels or vice versa every few years. Recently, most yachts/boats are shipped by conventional vessels.

The yacht building industry is leaning towards super yachts and mega yachts. We do not get to see mid range yachts/boats as much like we used to couple of years ago. This trend results in needing bigger ships and cranes to cater for these big builds.

Due to appropriate seasonal changes, Europe to The Caribbean trade lanes will always be a good market for yachts/boats. Europe to NZ/AUS is a growing route, so is Europe to South East Asia.

- **Besides yachts are you also involved in other kinds of project cargo transportation?**

We are also involved in all kinds of project cargo transportation. We provide services for shipyards, ports, ship breaking and mining companies. To this day we have successfully transported ship engines, cranes, nozzles, propellers, drilling equipment...etc.



Proudly loading Turkish built boats in Kumport Terminal

- **When did you join Oceanus Yacht and how did you end up becoming a project freight forwarder instead of say, working in a bank or something else? Tell us your story.**

I set up Oceanus Yacht Transportation in 2009 with my partners after working on the corporate side of shipping for 13 years. I started to work for Arkas Shipping in Istanbul to be involved in an international business. After moving to London, this connection helped me to work at CP Ships and Maersk Line UK. I decided to stay in shipping and set up a project freight forwarding company, as this is a very challenging, exciting part of logistics. Not one shipment is the same as the previous one. I love the fact that I have to learn new things with every new shipment and have to bring made to order solutions to every size and type of cargo coming our way. Project cargo requires personal involvement, especially at the operations stage. I can say that I live for these kind of days where I can go out to ports, marinas, shipyards to oversee the operations and have a feeling for where everything happens for real.



Whole deck of yachts arriving to Istanbul for CNR Eurasia Boat Show

Interviewee:
Bilge Demoglu
Owner

Oceanus Yacht Transportation Ltd.

bilge@oceanusyacht.com

<http://oceanusyacht.com/>



A PROJECT FREIGHT FORWARDING NETWORK Q&A

Q&A WITH MR. ALBERT PEGG OF ATLAS BREAKBULK ALLIANCE (ABA) IN ANTWERP

- **Tell us about your network, when was it established and what was the reason for establishing it? Who runs/owns ABA?**

The Atlas Breakbulk Alliance was/is an idea of the Founding Father of the Atlas Group of Networks Mr. Luc Huysmans. It was partly also instigated by a number of members of the Atlas Logistics Network who were not always satisfied with the know-how as regards breakbulk and project cargo of their fellow members. Luc asked me to take ownership, which I did on January 1st this year. Together with marketing, sales and subcontractors (such as the insurance company) we started working on the so-called "Reasons to buy" earlier this year. By the time the Breakbulk Conference & Exhibition Europe 2016 (May 23rd - 26th) took place in our hometown Antwerp, we were ready and started selling the concept.

- **How many members do you have currently and how many do you allow to join in each country?**

We have 40+ members and 25+ candidates being vetted as we speak. In principle the membership is exclusive. There might be exceptions in the bigger countries such as Russia, China, USA, Brazil and others, but that will depend on the coverage the actual member gives, both in terms of geography and specialization. If and when we are forced by circumstances to appoint a 2nd member, this will be done in full transparency with the current member.

- **What are the advantages of joining a network? Tell our readers a bit about the value added services that they can expect if they join ABA. What kind of fees are we talking about per year?**

- Our own Atlas Line Breakbulk Bill of Lading
 - FMC registered
 - Japan Customs approved
 - Registered with Chinese Ministry of Commerce and Transport
 - Registered with Canada Border Services Agency
 - Conflict arbitration
 - Continuous personal development
 - Centralized procurement possibilities
 - Performance bonds for large projects
 - FMC, AMS, ISF & AFR filing applications
 - IT & Software solutions through our partnership with WiseTech Global
 - On-line cargo insurance premiums and certificates
 - Tailor-made E&O facilities
 - Presence at major events
 - Lead generation
 - Features in major magazines
 - Constant viral presence
 - Insurance coverage in the unlikely case of protracted default or bankruptcy of fellow members
 - Payment surveillance program
- Our yearly membership fee is USD 2,000.

- **Do you also organise conferences where people can meet each other? Where and when will your next event be held?**

Our yearly event is planned just before Breakbulk Europe 2017 in Antwerp, as most of our members tend to participate anyhow. We kill two birds with one stone so to speak, they only need to arrive one day earlier, which most of them tend to do anyhow.

- **Do shipowners have interest in your network and do you help your members to liaise with shipowners as part of your services?**

As stated above central purchasing is an option, having been on the shipowners side for most of my life, I have been talking to quite a few shipping lines and yes reactions were more than positive.

- **There are many networks around the world, just last week we had a q&a with another network, what would you say distinguishes your network from others?**

The drive to create an Atlas Breakbulk Alliance FAMILY, both our Founding Father and I share this belief. I know this is a "soft" value, but when it comes on top of being equal or better (see further for example) than your competitors in all other aspects, it can and will make a difference to our primarily family-owned members. Due to our rule of exclusivity, we will never be the biggest, but we do strive to be world-class. Our slogan "By members for members" puts our members first and their customers first. Our network ultimately is about the strength of our members and we will facilitate and support them in any way we can. We are most probably the only global network covering their financial security through an insurance company registered with Lloyds, which guarantees a neutral handling by 3rd parties in case of any financial liabilities. We are unique in the world with this product covering our members up to an amount of USD 100.000 through this program.

- **Tell us about yourself and your own shipping background. How did you end up becoming the front man for Atlas Network?**

I started in 1971 with CMB - The Belgian Line. I took evening and weekend classes at the Professional Institute of Port Clerks and Antwerp University during the first ten years of my career because I had originally studied Germanic languages and Political and Social Sciences which certainly were not the best foundation for a career in shipping and logistics. I learned the ropes in documentation, disbursement accounts, claims, customs, invoicing and the booking desk until finally they allowed me in 1979 to go on the road and sell our services to the major shippers and forwarders.

In 1985 I became the Deputy Manager of CMB's East Africa Line, later on Manager of their Belgian Agency (division of CMB) for West-, Central- and East Africa, then Deputy General Manager of West-African Liner Agency (Walina - a CMB-subsidiary), then General Manager of Walina and Manager of Aseco (also a CMB-subsidiary). Later on President of Walina and Portmade as well as Managing Director of Aseco and Safmarine Belgium. I also formed I-CAN the Inter-Continental Agency Network, the forerunner of S5 Agency World and was a Board Member at the Antwerp Shipping Federation (ASF) as well as subsidiaries of ASF and Aseco Int'l. The regular lines of CMB (named CMB-Transport) meanwhile were taken over by Safmarine in 1996.

In 1999 Safmarine in turn was taken over by the AP Møller Maersk-Group and I was asked to run the breakbulk (MPV: Multi-Purpose Vessels) lines into East and West Africa. Until mid-1996 I was the MPV Trades Executive with full P&L responsibility and until mid-1997 I was the Sales and Marketing Executive of that division. When I was asked to leave Safmarine I took a half year sabbatical and decided to start my own consultancy company Enerjetixx.

I received stints from a whole host of companies and Authorities in shipping, forwarding, heavy lifting, port security and ICT-companies of which some turned into long term assignments. One

such appointment was for the Antwerp Port Authority, whom I served for 7 years+ as Senior Advisor and Senior Business Development Manager for Project Cargo.

End of September 2015 my assignment at the Port came to an end since I had reached the retirement age. Soon afterwards I received a call from the Founding Father and earlier mentioned Luc Huysmans, who told me after one meeting that I would be the right man in the right place to run a specialized forwarders network for breakbulk and project cargo. The rest as they say, is history.

- **What originally led you to the shipping industry in the first place?**

As stated before I was studying Germanic Languages/Political and Social Sciences since my dream was to become a journalist and see the world. I ended up with the shipping virus and saw the world; all's well that ends well!

Albert Pegg
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PROFILE OF A SHIPPING PERSON

THIS WEEK: MR. BERNDT OLESEN, WELLINGTON, NEW ZEALAND

- **Tell us about how you got into shipping in the first place. Why didn't you become a journalist, a banker or an engineer instead?**

As a child and teenager, I always had an appetite for adventure and I wanted to travel the world. Coming from a very modest background, I needed to find a career which would give me the opportunity to travel and I thought that shipping was going to satisfy this desire. I started with A P Moller/Maersk as a 17-year old trainee in 1971 without much formal education. Little did I know then that shipping would give me so much more than just fulfilling my desire to travel.

- **Tell us which countries you have lived in and for how long.**

I have spent over 42 years in the shipping industry, 17 years in Denmark, 9 years in Australia, 5 in the USA, 4 in Singapore, 3 in Indonesia, 2 in Canada, and 1 year each in Holland and China.

- **Elaborate on the various positions you have held in shipping, which principals have you worked for and what kind of duties have you had during the various assignments?**

I have worked for a number of very well respected companies such as A P Moller/Maersk, Clipper, Gearbulk, SAL, Hansa Heavy Lift, Oiltanking and The Port of Geraldton.

I have been fortunate enough to work in a variety of areas such as break-bulk, dry bulk, tankers, sale & purchase, new-buildings, projects, heavy lift, ports and terminals, and logistics. I have done operations and chartering, I have been involved in and managed joint-ventures. I have opened several new offices/companies in both Singapore and Australia.

My most complex role was probably when I was General Manager for Gearbulk Indonesia. Not only did we manage the Gearbulk fleet in South-East Asia both commercially and operationally, but I was also responsible for a fleet of vessels. These included cement carriers under Indonesian flag operating in local waters, a floating cement bagging facility, logistic and transshipment hubs in Singapore (and later in Pasir Gudang) and Jakarta, several joint-ventures, as well as a port agency in Indonesia.

I am also proud of having been instrumental in Oiltanking building a sizeable and very successful oil storage facility in Singapore, as well as having been responsible for the building of 4 x 20,000 dwt multi-purpose vessels in Singapore (the Stamford-type). Opening the SAL-office in Fremantle and being successful in securing several high-profile oil & gas and off-shore contracts was a very rewarding experience in a field, where I had no prior experience and thus defied the sceptics and out-manoeuvred well established competitors.

- **I first met you in Perth, Australia when you were representing Hansa Heavylift. Now that you are residing in New Zealand are you still active in shipping?**

Actually, I think that the first time we met was briefly in Singapore while you were living in Indonesia. This would have been in the mid to late 90's. We lost contact and reconnected in Perth about 15 years later. One of the beauties of shipping is the people you meet, the personal connection, and the relations that you build. I decided to take early retirement and moved to New Zealand a few years ago. Whilst I am no longer active in shipping, I still have friends, who contact me for advice and suggestions. From time to time I still get opportunities presented to me.

- **These days networking is paramount, would you be able and willing to assist if any of our readers need help & assistance in New Zealand or the Oceania region?**

I am always willing to offer help and guidance, if I can be of any assistance. Although I am semi-retired, I'm currently working with KiwiRail in Wellington on the operational side which allows me to also take up consultancy tasks elsewhere if and when the right opportunity presents itself.

I welcome your readers to visit beautiful New Zealand and, indeed, windy Wellington. I always have time for a chat over a nice glass of New Zealand beer or wine.

Interviewee:
Berndt Olesen
berndtolesen@hotmail.com
Wellington, New Zealand



"I like the interviews as in the case with Rickmers it answers actual issues and stifles unfounded rumours."

Albert Pegg, Managing Director, Atlas Breakbulk Alliance

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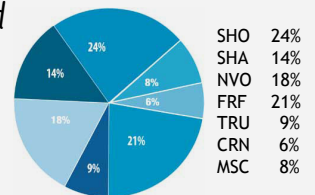
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