

Week 3 (16 January - 22 January, 2017)

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- **SAL** - A Major Breakbulk Shipowner
- **Alliance Maritime** - A Trading & Shipping Company Specialized in W. Africa-Brazil Trade
- **Tera Projects & Shipping** - A Malaysian Project Forwarder Focused on Barging

Wishing you pleasant reading and until next week...

Kind regards,

The Project Cargo Weekly Team

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Q&A WITH A MAJOR BREAKBULK SHIPOWNER SAL

Q&A WITH CHRISTIAN HOFFMANN, HEAD OF MARKETING AND CORPORATE COMMUNICATIONS AT SAL HEAVY LIFT

What does SAL stand for? Who are the owners of SAL today? Where are the headquarters and branch offices of SAL?

SAL stands for Schiffahrtskontor Altes Land and relates back to the place of founding. The company was founded in 1980 by the brothers Hans & Claus Heinrich in the small village of Steinkirchen, which is located on the brink of the Elbe in the Altes Land region approximately 45 km south west of Hamburg. They inherited 4 cargo vessels from their father Paul Heinrich which they started trading on a tramp service. Soon they saw an opportunity providing heavy lift tramp services, and acquired some of the first modern heavy lift geared vessels in the world. That was in the mid 80's. It later grew into what SAL is today.

SAL was a family owned company until 2011 where Japanese shipping conglomerate Kawasaki Kisen Kaisha ("K" Line) acquired 100% of the shares (after 4 years of running as part owner). SAL no longer resides in Steinkirchen, but has its headquarters in Hafencity in Hamburg, where we relocated to in 2013.

Today SAL has 9 sales offices outside Germany located in Houston, London, Denmark, Helsinki, Delft, Perth, Shanghai, Tokyo and Singapore. In addition to that we have an Engineering office in Manila.

Describe the service that you offer customers. Is it a liner service on some routes or is it a breakbulk tramp service available to go anywhere?

We operate as a break bulk tramp service provider. We run what we refer to as a semi-liner service, where a number of our vessels are steaming between North Europe (Rotterdam/Antwerp) to Far East (Japan, South Korea) making 3-4 voyages per month. The principles of the tramp service is however rested in our service where we build up voyages based on where cargo/projects are, i.e. we parcel up along route, making it a customized service. In addition to our semi-liner service we also operate as project carrier, allocating vessels to dedicated projects worldwide. Lastly we have focus on offshore installation services, where we via our DP2 capable vessel MV Lone can engage in offshore construction or decommissioning work, or work that requires station keeping.

If a potential customer needs a rate from SAL where should the inquiry be sent?

Our clients around the world can contact our local sales office or agent, or contact our headquarters as they prefer. All rate inquiries go to our chartering and project team. For the client it will be irrelevant whether they turn to an SAL office or an agent. If they prefer to work direct, we do so, if they prefer to work with local counterpart then that is how we work. As a client you should not be able to feel the difference in quality and service SAL provide, irrespective of who you contact within or sales organization.



Could you give us a couple of examples of projects you have carried over a longer period of time?

Yes certainly - we handle a wide range of larger projects, where our vessels and teams are engaged over a longer period of time. Very recently we had our MV Trina engaged in the Veja Mate Offshore Wind farm project, where she transported 67 Transition Pieces (foundation structures) and anode cages from Aalborg, DK, to Eemshaven NL. The project was carried out over 12 consecutive voyages. Also columns and structures for refinery projects as well as oil & gas are still taken up a good portion of our vessels. Finally our marine cargo has been significant in 2016, shipping many tugs and other vessels for especially Damen around the world.

We also conduct offshore installation and decommissioning work. A good example of this was our involvement in the Kitchen Lite Unit 3 project in Alaska, where we served as installation platform to install a new offshore gas process facility off the coast of Anchorage in Cook Inlet.

Do you provide containers if a shipper need to ship both breakbulk as well as containerised cargo or do you require containers to be shippers owned?

No we do not provide containers, but we do ship s.o.c.s.

Are you able to call ports with shallow draught and if so how shallow? Give us examples of ports that you have called with such restrictions.

Yes it is in fact one of our competitive advantages, as our vessels are able to enter outer ports where drafts restrictions are more challenging than in main ports. An example hereto is Ortona in Italy with a draft restriction of 5,9m.



Do you accept cargo inquiries from shippers direct in case a freight forwarder asks you for the same project or how would you handle such a situation?

We respond to all inquiries and each response is tailor made to respond to that inquiry appropriately. Rarely are two inquiries the same.

There is a lot of competition out there now, many container carriers have started to accept heavy larger pieces of breakbulk cargo. There are also competitors in your own segment. Tell us a bit about the advantages that SAL provides over the competitors?

We define ourselves by high service quality, and this is something we cannot compromise on. Our clients have the luxury of choosing from many shipping companies for each parcel at present, so we have to ensure that the quality of our service is the very highest it can be. It is a differentiator. A consistent standard of service can take many years to build yet can be lost quickly if poor market conditions cause an organization to become too focused on OPEX. This is extremely important of course, but not if in driving down cost you irretrievably drive down the quality of service. For us, maintaining our service to the highest level possible shields us from becoming a general break bulk service provider.

Do you also provide in-house engineering services and assistance to would be customers?

Engineering is the backbone of the service we provide (along with exemplary seaman-ship). We have a large engineering department +30 people, which entails some of the best heavy lift technicians in the industry. We see our engineering as a diversification factor as well, and as a service that can be marketed in and of itself. So yes we do provide technical solutions to clients, also if they don't make use of our vessels (up front). This can for instance be part of a FEED study for some of the larger engineering consortiums or work out special lifting/stowage and installation solutions. That is also why we market ourselves by Engineered Marine Transport and We Innovate Solutions. Because that is essentially what we do and what makes SAL stand out.

How many years did you work for SAL and why did you choose a career in shipping? Do you have a regular SAL newsletter that you distribute to your clients and is it something that readers can sign-up for?

I joined SAL in 2012, I am now entering my 5th year with the company. I was drawn to shipping because of it's international environment. I can hardly think of a more global work environment than shipping. Shipping also exposes you to many different industries at the same time due to the diversity of the clients. It makes shipping unique.

If you want to get regular updates on what we are working on in SAL and some insights into the amazing projects we undertake, then please sign up to our quarterly corporate magazine News-breeze. It is distributed digitally and comes straight to your inbox.

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Otherwise you can learn more from our website www.sal-heavylift.com or from our social media pages [LinkedIn](#), [Facebook](#), [Twitter](#) and [Youtube](#).



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A TRADING & SHIPPING COMPANY SPECIALIZED IN WEST AFRICA-BRAZIL TRADE

Q&A WITH MR. JOACHIM JARCK, CEO OF ALLIANCE MARITIME

Tell our readers about when your company was established and who are the owners of your company? Do you have overseas offices or do you work with local partners?

The company is the direct successor of a pure break bulk/project cargo shipping line we established already 2008. We started in early 1986 in Rio de Janeiro as ship and cargo brokers and commercial port agents. The Hamburg office was established in late 1990. In Africa we still work with basically the same local and loyal partners.

Tell us more about what kind of trading you are involved in and how you organise your shipping. Do you have your own ships?

Early 2012 we started trading commercial and agricultural vehicles and facilities ourselves. Simultaneously we began acting as consultants for trade development based on our years of lasting connections in Africa and Latin America (focusing on Brazil). We do not own any ships or hold participations ourselves and we have no intentions to do so in the foreseeable future. We mostly make use of our partner's owned multipurpose tonnage by arranging part-charters.

I understand that you are involved in the West Africa - Brazil trade but you are located in Hamburg, tell us how this came about?

The Brazil office remains the source of our business canvassing activities. The Hamburg office does the operational part and keeps the commercial contacts in Europe, Africa and SE Asia.



Do you offer services to other forwarders or brokers who may be involved in business on some of the same trade lanes as you, or do you focus only on moving your own trade?

We indeed aim to get involved in trade development and partnerships with companies who wish to gain a foothold in Africa and/or Brazil. The same applies to shipping activities respectively in the entire chain of operations/documentation/financing etc.

When and where did you start your career in shipping and what made you get into shipping in the first place?

I started with Hapag-Lloyd in their break bulk Caribbean trade and later took leading positions in some major shipping companies focusing in heavy lift and general cargo. I used to live and work in that industry in Latin America, SE Asia and Australia for many years until I returned to Europe and Brazil. I try to spend 'almost equal' time in both locations.

What are the things about shipping you like the most? And what are the things about shipping (if any) that you dislike?

I like the internationality, the different cultures and making friendship all over the globe. Our industry however has become much too competitive since the international financial industry became invested in our business and inflated it heavily. We will still have to suffer for many years.



Have you been stationed abroad in your career if so where?

I used to live and work in the project and general cargo shipping industry in Latin America, SE Asia and Australia for many years

If any of our readers are interested in your services and would like a quote from you (either for trading or shipping) whom should they approach?

The focal starting point of entry to our organization is the European office in Hamburg.

Let us know your comments on Project Cargo Weekly.

Bo, your weekly publication is unique and one can recognize your personal commercial shipping background which makes it positively different from others and thus very revealing and valuable.



Interviewee:

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Alliance Maritime

ALLIANCE MARITIME TRADING GmbH
Chartering — Trading — Logistics

A PROJECT FREIGHT FORWARDER SPECIALISED IN BARGE TRANSPORT IN MALAYSIA

Q&A WITH DENNIS TAN EXECUTIVE DIRECTOR OF TERA PROJECTS & SHIPPING SDN. BHD.

When was your company established and who are the owners today? Where does the name Tera come from and does it have a special meaning?

The company was established in 2012. We are a sister company of CFW Enterprise Sdn. Bhd., which is a heavy transport operator in Malaysia. I (Dennis Tan) am the Managing Director and Founder of this organisation. I am the 3rd generation of my family operating a logistics business in Malaysia. Our other directors (shareholders) have experience first as a crane service provider and currently as CEO of CFW Enterprise Sdn. Bhd. Our directors who are now acting as directors of Tera have more than 40 years of experience. Tera was established to add to the value chain and fulfil the local needs of partners from around the world. Tera means 10e12 (10 to the power of twelve; which comes after mega and giga).

The pronunciation is similar to Terra (meaning earth). Together the two definitions combine to mean BIG projects on the Earth.

Tell us about your office set up in Malaysia and let us know if you have offices or agents elsewhere.

Our office set up is based in Port Klang (HQ) and it is strategically located 10 minutes away from Malaysia's biggest port (Port Klang).

Since we are hands-on people, we need to have a set up close to the port to ensure close coordination and monitoring throughout the whole delivering process for our valued clients.

We also have an office in India and we are part of CLC Projects network.

Our office is designed with an open work station concept. We cater to our agents who may need a temporary workplace with full facilities so that they can work while travelling or monitor their projects upon delivery or arrival in Malaysia.

Where in particular is barge transport needed in Malaysia? Do you also carry cargoes to/from Brunei? How about the Indonesian part of Borneo?

Barge transportation is a major need in Malaysia as Peninsular Malaysia and Borneo are separated geographically by the South China Sea.

Since most of the long-haul vessels will choose either Port Klang or Pasir Gudang or Singapore for the breakbulk cargoes, barges are usually used as the mode of transport (for transshipment) into the east Malaysian Ports.

The reason can be:

- Insufficient cargo volume for the vessel to perform a direct call
 - Draft restrictions at the final destination
 - Narrow inland waterways
- Many power plants, substations, palm oil refineries, logging areas or even dams are located alongside river banks, which are very narrow and have a shallow draft, making barging the only possible mode of transportation.

We also service Brunei, parts of Indonesia and small ports in Borneo such as Pontianak, Samarinda, Banjarmasin, Balikpapan or even Batam, etc.

Besides that, many engineering companies that specialise in fabricating major offshore steel structures (like jackets, substructures, topsides, platforms, modules, decks, process skids, offshore cranes and other related engineering packages) are in need of barge services to transfer these structures ex yard (located near river banks) to the nearest sea ports/anchorage for over side loading (onto mother vessels). Even though the seaports are accessible via land, the size & weight of these structures limit their over-land transport options.

Among the few projects which we have handled are

- Transformer for Sabah Electric, Oil and Gas equipment (UMW) into Labuan port
- Pressure vessel for Shell Brunei in Kuala Belait
- MOX Linde Gas tank to Bintulu Sarawak
- Process Skids to Kota Kinabalu

- Offshore Crane Deck ex fabrication yard to main seaport for over side loading
All using barging as the mode of transportation.



Do you need a special licence to work as a barge operator in Malaysia? Do you need a special licence to work as a project freight forwarder? Do you need to go through quality assessments by official authorities?

To operate barges in Malaysia, we need to have a Domestic Shipping License and we need the approval from the Malaysia Ship Owner's Association (MASA) to operate in these trade lanes. Our partners are regular liner operators and registered with MASA to operate barging in these region and we have barges coming into Port Klang every fortnight destined for places like:

- Kuching
- Bintulu
- Kota Kinabalu
- Tawau
- Sandakan
- Labuan

We have been servicing a lot of global clients with our services and we are a certified organisation under Selangor Freight Forwarder's Association (SSFLA).

What constitutes the biggest challenge for you when planning a barge transport? Do you also handle chartering if the project comes from overseas with destination Malaysia? Can you organise all the way from origin to final destination?

- 1.Understanding the jetty and its facilities (suitable shore crane availability for cargo offloading, pier strength/ground bearing capacity to sustain operating weight & load spread requirements)
- 2.Tide schedule, Draft restrictions & River surface conditions
- 3.Understanding the monsoon period
- 4.Understanding flooding or beaching conditions
- 5.Seafastening calculations and designs to sustain rolling and tipping effects
- 6.RORO operation with ramps and/or steel plates
We handle chartering for transshipment cargoes and we do deliver to the final destination (Port to Port / Port to Door).

Give us examples of total transports that you have handled.

- 1.Busbar from Rotterdam to Singapore (via Rickmers) and transshipment to Kota Kinabalu
- 2.Sawn timbers from Tanjung Manis to Singapore for transshipment to mother vessel for delivery to Male



When did you start your career in shipping? What made you choose a career in shipping instead of say banking, journalism or teaching?

I started my career in 2007 and I have always been passionate about moving big stuff. Further to that, shipping and logistics has been in my family blood.

What do you like most about your job?

- 1.I love travelling and understanding each nation's logistics infrastructure better
- 2.Shipping gives me a better perspective on global macroeconomics
- 3.I like to move GREAT stuff. For example overweight and oversized projects give me a sense of achievement
- 4.I also gain a sense of self-satisfaction and belonging to a team that comes with completing projects
- 5.Challenges that require technical knowledge, know-how, analytical thinking and quick decision making

Malaysia is a fantastic country in many ways and many of our readers know that its a great tourist destination. Could you recommend some special places perhaps unknown to most, where the finer aspects of Malaysia can be experienced?

- Penang – a state full of historical moments (revolution from Sun Yat Sen started from Penang), also a heaven for food lovers
- Malacca – a state full of diverse ethnicities and cultures, where Admiral Cheng Ho set foot and traded, also a former Portuguese settlement
- Cameron Highlands – a mountain full of vegetation, tea and flower plantations which are exported worldwide
- Islands such as Sipadan and Langkawi are heaven for scuba diving lovers



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Tera Projects offices also offering work stations for partners and overseas agents



"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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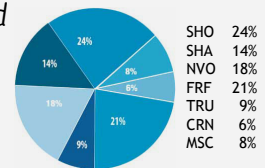
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