

EDITORIAL

It certainly seems that USA has got a leader now like China's and Russia's, able to take decisions. Leadership is needed in business as well, for better or for worse someone has to call the shots. So as "captain" of Project Cargo Weekly I have the pleasure of telling you what's in store for this week.



- We start off by introducing a company involved in project freight forwarding, but also belonging to a large group headquartered in Sri Lanka.
- We continue to Dubai, where we speak with a local warehouse and logistics provider that is very well connected in the Emirates.
- For our third interview this week we learn about a company in Hong Kong that helps people improve their public speaking skills. No matter what we do we must interact with others. If you want sell your company's services you often need to face people, even groups of people, face to face. There are many desk generals in our business, but meeting people face to face has become less and less common in the age of the internet. It is easier to click send instead of paying someone a visit, so when I came across a company providing public speaking training for business people I thought it could be of some value.

Wishing you pleasant reading and until next week...

Kind regards,

The Project Cargo Weekly Team

bo.drewsen@projectcargo-weekly.com

www.projectcargo-weekly.com

This Week's Advertisers

 PROJECT CARGO
STEVEDORING - AGENCY - TRANSPORT
IN UK PORTS
www.danbrit.co.uk 

 www.cosmatosgroup.com

 www.sjl21.com SPECIALTY TRUST GLOBAL 

AITKEN SPENCE – A LARGE GROUP BASED IN COLOMBO, SRI LANKA

INTERVIEW WITH MR. MILINDA BALASOORIYA, AITKEN SPENCE

Tell us about Aitken Spence. When was it established, who owns it and when did the group get involved in freight forwarding? Do you also have other activities in shipping such as terminals, warehousing etc.?

Aitken Spence has been listed on the Colombo Stock Exchange since 1983. The company is a signatory to the United Nations' Global Compact and has concentrated on achieving excellence within all spheres and discovering new frontiers to conduct business. With operations spanning several continents, we believe in leading strategic growth businesses and possess a credible record of working with global leaders in every sector we operate in.

History

It was 1st September 1868, a day when two Scottish merchants; Thomas Clark and Patrick Garden Spence met in the port town of Galle and signed a partnership. That was the beginning of what is today a blue chip conglomerate. The rich history is dotted with milestones, partnerships, industry firsts and accolades, all of which reflect the pioneering spirit that continues to propel Aitken Spence forward.

Maritime Services

As a group Aitken Spence strongly believes in consolidating expertise. We have gathered a wealth of knowledge to further expand port efficiency with our involvement in new markets such as Africa. The company's maritime portfolio has also been strengthened further by our investment in the Colombo International Nautical and Engineering College (CINEC). Liner Agency Representation, Casual Caller / Tramp Agency Representation and NVOCC Services & International Freight Forwarding are also in our services list.

Established in 1873, we have grown to great heights, especially with the diversification of the company in 2004 into "non-traditional areas." With our involvement in port efficiency enhancement projects in new markets, we have successfully pursued a long-term directional shift from being service-related to becoming an investment-driven operation.

The first venture of its kind by a Sri Lankan company, our partnership with Fiji Ports Corporation gives the Company a 51% stake in Fiji Ports Terminal Ltd, translating into control of the business in the Suva and Lautoka ports for a period of 15 years. Embarking on a joint vision to establish them as the leading maritime logistic centres in the Pacific, within 2 months of beginning operation, Aitken Spence has already shown a marked increase in efficiency of both ports. Armed with a wealth of knowledge accumulated over the years, we are further looking to expand our port efficiency expertise in new markets.

We have invested in the Colombo International Nautical and Engineering College (CINEC) the largest private education campus and the only one of its kind in Sri Lanka to educate and train maritime specialists, an initiative which has further strengthened our maritime portfolio.

Integrated Logistics

Extending our services worldwide, we have evolved into a fully integrated logistics solutions provider. While we offer total logistics solutions to our large clients, we have expanded our operations to total supply chain management where the stability of our group and the experience of staff backs our expertise. Among other services we offer Warehouse Management and Quality Assurance Center Facilities.

Among our services are:

- Container Depot (for laden and empty container storage)
- Local Cargo Consolidation and Stuffing
- Cargo Consolidation and Stuffing for Apparel Industry
- Garments on Hanger Facilities
- Quality Assurance Center Facilities
- Heavy Over-Dimensional Project Cargo Handling
- Warehouse Management
- Container Repairs
- Container Conversions
- Warehousing
- Refrigerated Storage
- Transport
- Flexi Tanks
- Facilities in the Export Promotion Zones.

We are one of the largest inland container terminals in Sri Lanka, equipped with the latest infrastructure to meet the requirements of shipping lines, freight forwarders, container leasing companies, shippers, and consignees. We have a computerized information network providing instant reports on all our operations.

With a fleet of prime movers including low bed / high bed trailers, forklifts, cranes and handling equipment for the transport and positioning of over-dimensional project cargo, we are the trusted partner for heavy duty cargo handling.



Cargo & Courier Services

Providing air freight, ocean freight, supply chain management, brokerage, project cargo management and international & domestic courier as our primary services, we also specialize in airline cargo GSA representation with a network covering Sri Lanka, Bangladesh, the Maldives, Pakistan and India. Mail-room solutions, storage & distribution, document archiving and transport fleet management too stand in our services list.

Being one of the first cargo and freight forwarders to operate in Sri Lanka, the company provides total solutions in supply chain management. We are also continuously improving our standards and setting benchmarks for the industry. We were the first to obtain the ISO 9001:2008 certification for continuous improvement to service and ISO 14001:2004 for environmental management.

We are General Sales Agents for cargo and cargo sales agencies

such as Singapore Airlines Cargo, Kingfisher Cargo, Livingston Air, Air Jamaica, Air Italy, Kras Air, My Travels, Qatar Airways Cargo and Cargo Sales Agency for Eva Air in Sri Lanka. We also represent My Travels in Maldives & Bangladesh, Livingston Air in Bangladesh, Singapore and Thailand, Continental Airlines Cargo in Bangladesh while being the cargo sales agents for Livingston Air and Sri Lankan Airlines Cargo in the Maldives.

Where is your head office located and do you have branch offices abroad?

Head office

Aitken Spence Maritime
Aitken Spence Tower II
Vauxhall Street,
Colombo - 02.
Sri Lanka.
Tel: +94-11-2308175
Fax: +94-11-2300581

We have regional offices in the logistics sector in Bangladesh, Maldives and Pakistan.

Tell us about the current situation in Sri Lanka politically. Is the country now stable and is it the place to be investing in at the moment? There were some plans before to establish Colombo Port as a hub for transshipment, how are those plans progressing and what is the latest on the development of the port?

The political situation is stable and the present government has taken steps to further enhance our international relations. Furthermore there are discussions under way for regional trade agreements which will result in more business opportunities.

The 'Port City' project has been renamed as the 'Financial city', and work is currently in progress. This will be a component of the present governments' long term vision of transforming several leading cities into a Megalopolis. These developments in infrastructure will act as contributing agents towards making the Colombo Port and Hambantota Port a regional hub. At present the 3 terminals in the Colombo terminal are operating at full capacity and the recently built Hambantota Port is already being used to meet the growing logistics demands.

Kindly provide us with contact details including persons name and email address for inquiries or more information from Aitken Spence?

For all inquiries please contact the following:

Mr. Milinda Balasooriya
General Manager
milinda@aitkenspence.lk



Can you give us some examples of cargo that you have handled from the Sri Lankan office as freight forwarders recently?

Under our freight forwarding and logistics scope, we can provide the following facilities in Sri Lanka. The below table describes and illustrates the multitude of activities which take place on a regular basis.

Container Freight Station

- Over 9,000 Sq. meters of CFS area with in-house Customs & quality assurance centers.
- A market share of over 45% with the ability to handle over 1,500 TEUs a month including GOH stuffing.

Container Repair & Rigging

- State of the Art under shed container repair facility.
- IICL certified surveyors.
- Container conversions for GOH & container cabins.
- Availability of raw materials & other repair components.

Handling of Project Cargo -Heavy /Over Dimensional

- Specialized in handling of over dimensional cargo with specialized equipment in areas of - Civil Construction, Power & Irrigation, Road Development and Telecommunications.

Inland Container Terminal

- We are the pioneers in setting up ICT in Sri Lanka.
- Over 60,000 Sq. meters (15 Acres / 06 Hectares) to store over 7,000 TEUs.
- Handles over 15,000 movements a month.
- Caters to over 80% of the shipping lines calling Sri Lanka.

Mobile Storage Solutions - Reefers /Flexi Tanks

- Providing mobile storage, temperature controlled solutions & converted cabins.
- Handling of beverage logistics & flexitank operations.

Transportation

- The largest fleet comprising of over 100 prime movers / trucks & over 120 trailers / tankers.
- Equipped with mobile communication & monitored through GPS tracking systems.

Warehousing & Third Party Logistics Management - (3PL)

- Over 250,000 Sq. Ft of capacity to facilitate 3PL operations, inventory management & value additions.
- Inventory management through Oracle WMS with client view facility.

Export processing zone operations

- Provides ICT services to BOI customers located in the Katunayake EPZ, near Bandaranaike International Airport.

Do you belong to any networks?

Yes. We represent CLC Projects which is a leading global network for project freight forwarders.



Visiting Sri Lanka is a dream for many - tell us about what places you recommend our readers to visit.

If golden beaches, rising waves, misty mountains, mighty elephants, stealthy leopards, giant whales, a majestic past, lovely tea and warm smiles could sum up a country, that would be Sri Lanka.

With many sites and scenes bottled up into a small island, a traveler could be riding the waves in the dawn and admiring the green carpeted mountains by dusk. Travel destinations in Sri Lanka provide an array of holiday experience from sun kissed beach holidays to a marathon of wildlife watching, adrenaline pumping adventure sports and pilgrimage to some of the oldest cities in the world.

The smiles and hospitality of Sri Lanka are world famous and so are its spicy food, exotic fruits and array of sweet meats found nowhere else in the world. With so many cultures living next to each other, life in Sri Lanka continues among a series of festivities throughout the year, an ideal recipe for fun and leisure.

Reasons to Visit Sri Lanka

• Kite Surfing - Kalpitiya

Kalpitiya situated in the North West Coast experiences strong breezes of around 18-20 knots and this enchanting coastal locale is the perfect place to enjoy an array of things to do in Sri Lanka including kite surfing. Skim along the waves as you harness the power of the wind that will take you on a ride you will not soon forget!

• Paramotoring - Koggala

Soar to the heights above as you take to the sunny skies in Sri Lanka and enjoy the latest adventure sport to hit the country, paramotoring. Taking place in Koggala, paramotoring gives you the chance to witness breathtaking vistas of the coast and surrounding landscapes from heights ranging from 500 to 1000 feet, as a skilled pilot guides you along this journey in the wide blue expanse above.

• Hot Air Ballooning - Kandalama, Down South

Adventure takes flight with some of the best sightseeing Sri Lanka has to offer, featuring unparalleled panoramic views of this island paradise. Taking place in areas such as Kandalama in the Cultural Triangle and Down South coastal region; in Kandalama one has the chance to enjoy unique vistas of the iconic Sigiriya rock fortress, while Down South excursions let you take in stunning views of the sun drenched coast.

• **Boat Safari**

Offering a fascinating voyage along some truly scenic waterways, boat safaris in Sri Lanka also provide a fun day out amidst stunning natural backdrops. On your excursions you may come across everything from ancient mangrove forests to small remote islands and colourful birdlife to local fishermen going about their day to day activities.

• **Dolphin & Whale Watching**

From the majestic beauty of Blue Whales and Sperm Whales to the playful antics of Spinner, Humpback and Bottlenose dolphins, dolphin & whale watching in Sri Lanka takes you on an unforgettable voyage. The country has become one of the premier destinations in the world for this activity providing you a unique chance to spot these fascinating marine mammals swimming freely in their natural habitat.

• **Bird Watching**

Blessed with a rich natural heritage, the island is home to a wide range of endemic and migratory species that have made Sri Lanka a popular destination amongst bird watching enthusiasts. The island's nature reserves attract many of these birds that can be seen amidst the foliage or flying in the skies above, be it the Purple Heron, Ceylon Junglefowl or the Shaheen Falcon.

• **Shopping**

Enjoy some fun retail therapy in an island paradise! Sri Lanka provides a unique shopping experience that gives you a chance to purchase a wide range of international brands be it Nike, Adidas, Mango, Charles & Keith or Levi's as well as local fashion at shopping centres such as Odel, House of Fashion & Glitz. Gems, spices, handicrafts, batiks and Ceylon tea provide shopping with a local flavour.

• **Surfing**

The sun drenched coasts of Sri Lanka offer the ideal backdrop in which to head off to sea and enjoy some fun surfing action. Areas such as Hikkaduwa, Midigama and Arugam Bay are some of the best places to go in Sri Lanka if you're looking for surf-worthy waves. Head down during the surfing season for an exciting adventure in the Indian Ocean that's challenging enough for novices and pros alike.

• **White Water Rafting**

Promising a thrilling ride on the rapids, white water rafting is an adrenaline pumping activity that offers plenty of fun thrills and spills for young and old alike. Kitulgala is the premier spot for such activities and the major and minor rapids in this area provide an action packed ride on the water amidst breathtaking natural scenery.

• **Nature Trekking**

Discover a land like no other, while embarking on a nature trek in Sri Lanka, from ancient forests seemingly lost in time to nature reserves that are home to endemic flora & fauna. The mist shrouded Knuckles Mountain Range, the lush tea estates of Nuwara Eliya and the diverse Horton Plains National Park are just some of the sites one can plan trekking excursions to.

• **Camping**

Experience the breathtaking beauty and secluded serenity of Sri Lanka's natural splendour when on camping trips in the island. A perfect way to get close with nature, such things to do in

Sri Lanka also give you the chance to enjoy trekking and hiking adventures that provide plenty of opportunities to witness the rich biodiversity of local flora & fauna.

• **Cycling**

Go off the beaten track using good old fashioned pedal power and discover the cultural, historical and natural richness of Sri Lanka. Cycling amidst lively town streets, traditional villages, cultural sites and lush green escapes is an ideal way to experience the island's diversity which provides fun activities that the whole family can enjoy as well.

• **Train Rides**

One of the must-try activities in Sri Lanka is hopping on a cross-country train. With the island's well connected railway lines, train rides provide the ideal mode of transport for those looking to truly soak up the enchanting atmosphere of Sri Lanka. From train rides along the sun kissed shores of the island's South Coast to the hill country amidst mountains blanketed in emerald tea bushes, these journeys are just as captivating as the destinations they take you to.

• **Diving**

Descend to a breathtaking underwater world and uncover the mysteries of the deep with diving excursions in Sri Lanka. Home to colourful corals and a vivid array of marine life, the clear waters that surround the island are perfect for divers looking for adventure beneath the waves. One can also explore the many shipwrecks that lie off the coasts, some of which date back to colonial times.

• **Snorkeling**

Explore the wonders of a vibrant underwater world on a thrilling snorkeling excursion that provides a glimpse into life under the waves. Snorkeling in Sri Lanka can be enjoyed by the entire family and is a popular activity that can be engaged in around the island, letting you see colourful coral and a vivid array of marine life that call these waters home.

• **Walking City Tour**

The best way to explore a destination sometimes is by foot and a walking city tour accompanied by a guide is an ideal way to see local attractions and places of interest. Such tours give you a chance to not only get a real feel of city life, but also go off the beaten track and enjoy experiences and encounters that one may otherwise miss when sightseeing.

• **Safari**

Embark on a captivating safari in Sri Lanka where one will come face to face with the island's exotic wildlife. From leopard safaris in the Yala National Park to capturing sights of elephant herds in the Minneriya National Park, these safaris provide a thrilling journey that also gives you a chance to spot everything from bears to deer and crocodiles to a wide variety of bird life.

• **Turtle Watching**

The shores of Sri Lanka provide an ideal place in which to engage in some turtle watching, giving you the chance to see these endangered creatures be it during nesting or when baby hatch-lings make their way to sea. The Kosgodra Turtle Hatchery and the Rekawa Turtle Sanctuary are among the best places to visit in Sri Lanka if you want to spend the day turtle watching and get to know more about their conservation too.

• Canoeing / Kayaking

Offering a laidback sightseeing adventure, canoeing or kayaking takes you on a fun journey along the island's waterways. From lagoons to swamps, these areas are perfect for such activities and let you explore the rich natural landscapes that can be found bordering them, which are home to a fascinating range of flora and fauna.

• Ayurveda Treatments

Based on ancient healing rituals and traditions, our Sri Lankan Ayurveda treatments provide holistic healing that help bring about peace for mind, body and soul. Utilising all natural herbs and ointments, such treatments which include head and body massages and herbal baths, help you unwind and restore that inner peace.

• Elephant Back Safari Sri Lanka

Get up close with Sri Lanka's iconic elephant as you set off on an exciting safari into the wild. Elephant back safari gives you a chance to really get a feel for nature, while discovering the island's flora and fauna.

For more tips visit:

www.aitkenspencetravels.com/about-sri-lanka/things-to-do.html

Interviewee:

Mr. Milinda Balasooriya

General Manager

milinda@aitkenspence.lk

Aitken Spence

<http://aitkenspence.com/>



MODERN FREIGHT COMPANY IN JEBEL ALI, U.A.E.

INTERVIEW WITH MR. NICK TROTT MODERN FREIGHT COMPANY

Tell us about when Modern Freight Company (MFC) was established, the background and the current ownership of the company.

Modern Freight was established 40 years ago, in 1977, as a Liner Agency company focusing on its leading carrier at that time, APL. We started with only 5 staff in a very small office in downtown Dubai and have since risen to having 300 staff across the UAE and Qatar. We now provide a complete range of services including:

- Contract Logistics (where we have our own facilities and a total of 50,000 pallet positions)
- International Projects
- Clearance and Forwarding (Air, Sea and Sea/Air combined)
- MFC Container Concepts, which not only stores and repairs containers, but also modifies them to produce some stunning retail units together with more robust off-shore DNV units

How long have you worked at MFC and what is your role in the company?

I have been at MFC for 12 years, joining in 2004, coming direct from the UK where I was with Andrew Weir shipping and Hamburg Sud. I came into the company as Deputy GM and took control of the company as GM in 2007.

Tell us about your own shipping background and what originally brought you to the U.A.E.?

Whilst with Andrew Weir I was initially responsible for the container trades which ran from UK/Europe into the Arabian Gulf and India/Pakistan. Towards the end of my time at AWS I was responsible for our Breakbulk/Container trade from South Africa, East Africa into the Arabian Gulf and India. A most interesting venture, with the varying ports and performances, not to mention the weather in Africa which caused endless scheduling issues.



Tell us about the main strengths of MFC. What can customers expect in terms of services in the U.A.E.?

MFC's core strength has always been our operational expertise. For 40 years we have gained and kept clients due to our intelligent and diligent operations staff at all levels of our business. We will always go that extra mile whether it is for a specific operation at the port, container facility, warehouse or for planning a potential route for oversized cargo (as we did in Pakistan for some cargo moving from Dubai to Afghanistan by road!). We are also able to provide the true one stop shop.

We have the following abilities:

- To buy/lease containers from our MFC Concepts division (or just repair)
- Store cargo, whether it is rackable, temperature controlled or just open yard (we have 15,000m of space)
- Move cargo, either by Sea (Charter, FCL or LCL), Air or Road
- We can provide full clearance facilities both import and export with our 35 dedicated C + F staff

What kind of companies are normally using the free zones in the U.A.E.? I understand there are many free zones in the U.A.E., what are the differences between them?

There is a huge diversity of companies which are registered in the Jebel Ali Free Zone. Some come here to merely set up an office to enjoy the tax free business offering, whilst others have their logistics hub where cargo is imported under duty free terms and then re-distributed to other countries around the region. This allows companies to import their goods and only pay any duties as and when they move from the free zone for export, either into the local UAE market or to other countries. Most products pay duty at 5%, although there are just a few items (cigarettes/alcohol) where the duty is 100%. As you say, there are many free trade zones in the UAE although the Jebel Ali free zone was in fact the first.

Others have since commenced operation offering very much a similar operation to that of Jebel Ali (ie, Tax/Duty free) but obviously more localised.

Warehousing and distribution is obviously important from a logistics point of view, tell us about what you offer customers in this regard.

We currently have over 50,000 pallet positions in 4 warehouse, of which two are fully owned by MFC, whilst the other two are on long term lease. Here again we are able to offer a full supply chain facility from the point of origin, to our warehouses in either Dubai or Qatar, reworking as required and then re-shipping to the final customer. Within our warehouse facilities we have dedicated air conditioned areas where we provide a full re-work/testing/re-packing solution for clients including an area where we are able to change and test plugs for the retail products.



Give us examples of projects that you have handled.

For Projects, we have handled many different items from simple individual crane moves to rig moves. Some such projects were:

- Rig Mobilization from Jebel Ali to Nigeria where the contractor was Saima Avandero, Italy who appointed MFC as the pre-carriage / FOB agents for a rig mobilization. The Project consisted of one rig with total volume of approximately 18,000 freight tons ex Jebel Ali storage area to Nigeria via Port Onne where we were fully responsible for co-ordination, completing necessary formalities and delivering the entire rig under hook vessel at Port Jebel Ali.
- The Zawra Power station project where MFC was awarded the project by contractor General Electric. The project consisted of approximately 15,200 freight tons of general cargo, 6 heavy lifts up to 205 MT for two 9E frames. Our scope of work included customs clearance, delivery of general cargo to the site as well as discharge and stowage at respective lay down areas. Heavy lift units were directly received under hook from vessel and stored on stools/beams for installation on the foundation.
- An award in Qatar from the Qatar Fertilizer Company (QAFCO) which consisted of three out of gauge packages of Ammonia converters which were shipped to Milano, Italy for repairs. MFC was responsible for pre-carriage ex QAFCO yard, Messaid Industrial area to Jebel Ali and further on-carriage by Sea to Livorno and final delivery by road to Milano door. On completion of repairs, MFC moved subject shipment back to Qatar.

Within your group MFC is also producing a special kind of purpose built containers, tell our readers more about this product and give us some examples.

MFC Concepts is a division of Modern freight which is a manufacturing company based in the Jebel Ali Industrial Area just 5km from Jebel Ali Port. As well as providing a safe and secure location for storing shipping line containers, the company now offers a complete range of Container Conversion / Modular Solutions to the Oil, Gas, Construction and Power companies both in the region and beyond. We have built control rooms for oil companies, kitchens for retail companies, ablution / changing rooms for hotels and finally, off-shore (DNV 2.7-1/2 units) for the oil and gas industry. All of which are manufactured at our facility in Jebel Ali. We have also built units for the Volvo Ocean race which provided not just areas for repairing the yachts, but also a hospitality area, as well as the now infamous Box Park in Dubai which has become an iconic retail centre. The great thing here is that we are now acquainting ourselves with architects who are finding more and more innovative ways to use these second hand containers - and helping the environment.

How is the life generally in the U.A.E for an expat these days? What are the upsides and downsides?

The U.A.E. is a fantastic place to live. The lifestyle is great and most importantly, it is safe - a rare thing in these troubled times. A huge bonus for us both on the business and social front is the worldwide connections from Dubai and Abu Dhabi thanks to the growth of both Emirates and Etihad airways. Dubai has become one of the largest airport hubs in the world, which allows us to tap into these connections and fly direct to almost all major cities in the world. The downside is merely the weather - at up to 50C in the summer it really is stifling, but it is a much shorter period than most winters seen in Europe, so we can cope by just turning up the A/C.....

In your view what does the future hold for business in the Middle East given the decreased oil prices recently?

The whole region is basically Oil and Gas dominant and hence the price decrease has hit many projects here in the Middle East, and not just those affecting the Oil and Gas sectors themselves. With the drastically reduced revenues from these sectors, we have seen many infrastructure projects put on hold or cancelled all together and hence the throughput of project cargo has been affected. On the brighter side, we do have some good news with the Expo 2020 coming to Dubai and being held at the new Dubai South airport, which will also provide projects for the expansion of the airport and its surrounding area. We also have the 2022 World Cup Football in Qatar where they are building 8 new stadiums and a metro system which will cover a large part of the state. Finally the price of oil has been steadily increasing over the past 6 months and hence we should start to see some projects beginning in this sector as well. So not all doom and gloom.....



Interviewee:
Nick Trott
General Manager
nick@mfc.ae
Modern Freight Company
<http://www.mfc.ae>



AFRAID OF SPEAKING IN PUBLIC? HELP IS AVAILABLE

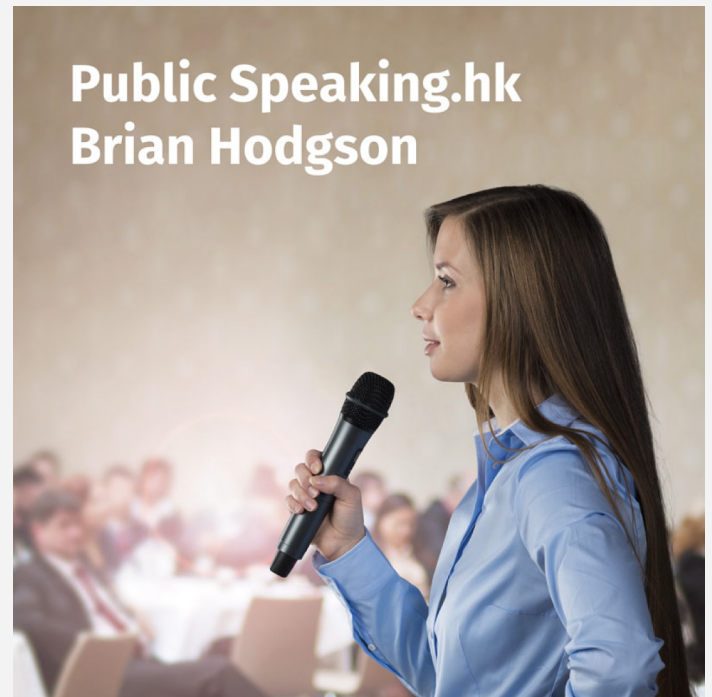
INTERVIEW WITH MR. BRIAN HODGSON OF PUBLIC SPEAKING HONG KONG

Tell us about your company, and how you came up with the idea to offer public speaking coaching as a business?

I've had a passion for public speaking for 37 years and I am member of Toastmasters International. Having been successful at over 50 public speaking contests I found I was being asked to share some of my tips, I was particularly pleased when people and companies were happy to pay for my services. From my passion the business grew and I have been coaching for over 15 years in Hong Kong and around Asia. I believe people appreciate the fact that I walk the talk, I still compete in contests to prove my skills. Having also been in corporate life, as founder of two companies and Chairman of a listed company, I understand some of the pressures of corporate life. People are often very surprised to learn that until the age of 11 I had a severe speech impediment which I overcame and now ironically coach others to speak better. I believe everyone can give a good speech, they just require a little help with their skills and some practice.

Do you have shipping and freight forwarding companies among your clientele?

Yes I have had quite a few executives from shipping and freight forwarding companies over the years. The business is quite competitive and strong communication skills are becoming more and more important for both internal and external presentations.



What are the main challenges people face with public speaking? How do you help them?

For the majority of people it's nerves. To give a presentation can be quite stressful and I know of many who miss career opportunities because they would rather not speak in public. I am able to help all people with 8 simple tricks to reducing nerves. These methods work if they are applied. With tips, practice and feedback within one hour of coaching changes can be seen. Another obstacle is impromptu speaking, especially for executives who are asked to be on panels or facing questions from the audience. I am able to help by providing frameworks for questions to practice with in advance of the question – whatever the question.



If our readers are interested in your services; whom should they approach for a quote?

For further information people may visit www.publicspeaking.hk



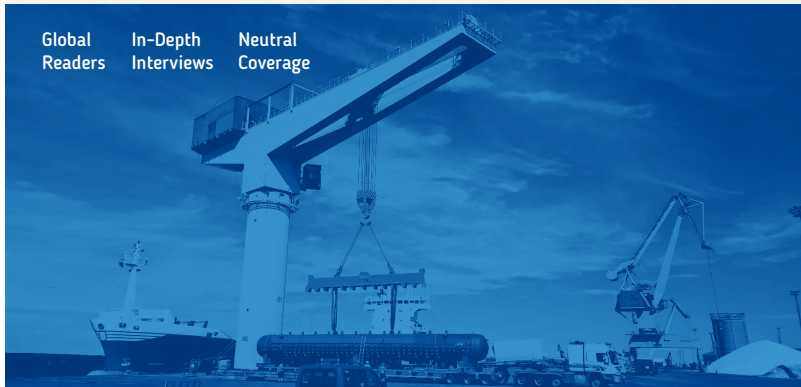
Interviewee:
 Brian Hodgson
 Founder and Trainer
www.publicspeaking.hk

Public Speaking.hk
Brian Hodgson
 37 Years of Experience

PROJECT CARGO Weekly

"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


Global Readers In-Depth Interviews Neutral Coverage



AD PRICING

1x Main Banner
 870 USD / 800 Euro per week

3x Sectional Banner
 550 USD / 500 Euro per week

 Video
 440 USD / 400 Euro per week

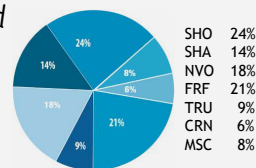
 Job Listings
 220 USD / 200 Euro per month per job

READERSHIP

• *Subscribers*
 26,000 decision makers involved in project cargo.

• *Industries Covered*

Shipowners,
 Shipping Agents,
 NVOCC's,
 Freight Forwarders,
 Trucking,
 Rigging and Lifting Contractors...



• *Geographical Distribution*

12% North America
 8% South America
 30% Asia
 29% Europe
 6% Africa
 5% Oceania
 10% Middle East



Get in touch

For editorial contributions contact:
editorial@projectcargo-weekly.com

For advertising and sales inquiries contact:
advertising@projectcargo-weekly.com

www.projectcargo-weekly.com