

EDITORIAL

Week 50 has arrived, in 2 weeks the "Western New Year" celebration begins. Whilst people in most parts of the western world are gearing up and caught in the rat race that includes buying presents, making next years budgets, and trying to do 7 things at once like an octopus but with only 2 hands.

Well, holiday or not, one phenomenon persists, the frustration around having to wait in queue on a customer service call to XYZ company. The recording typically sounds like "....right now we are experiencing a high volume of calls, you will be connected with a customer service representative in approximately 22 minutes." After 30 minutes the situation remains the same, and the recording repeats ad nauseam.

In an interconnected and digitalized world, it is almost impossible to actually speak to a human being, customer service seems to be out of the window and the personal touch has been forgotten.

Its a bit like the embassies with opening hours from Monday to Wednesday from 0930 to 1100, Thursdays 0930 to 1500 and closed on Fridays! Similar to the long waits at passport control on entry to most countries where only 3 out of the 10 booths are actually open.

All of this while Europe has over 10 million unemployed. In Scandinavia, we pay people to be unemployed rather than giving them a chance at a job, even with a reduced salary, in order to get them onto the ladder.

I wonder how long we can sustain high taxes and low levels of service before people have had enough and aren't going to take it anymore.

The OOCL slogan "taking it personally" is the right approach, and everyone hopes it will continue even after COSCO takes over.

Back to business, we have a great carrier in store for you today in Maersk Line, with an interview focused on their South America trade which will surely become stronger in the market after the purchase of Hamburg Süd.

For the second interview this week, we get a fascinating glimpse into a well-established shipping agent in the West Africa trade. We speak to Hull and Blyth who seem to have the relationships in a place where the rest of us find it difficult to operate.

In this edition, we also feature an impressive project shipment from my former company, Martin Bencher Group, followed by sector news, and the video, photo and wise words of the week.

Until our final issue of 2017 next week, I remain,

Yours sincerely,

Bo H. Drewsen

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MAERSK LINE'S SOUTH AMERICA TRADE

DANIEL MEEWES
REGIONAL HEAD OF SPECIAL CARGO, EUROPE & AFRICA

Maersk Line needs no introduction in the market however perhaps you can tell us a bit about your market coverage from Northern Europe to South America. How often do you have sailings and what are the main destinations in South America for Maersk Line? With the recent take over of Hamburg Süd, will your capacity increase or will you consolidate instead?

We offer weekly rotations on 5 different services out of North Europe to Central and South America. Our main ports of call cover Argentina, Brazil, Uruguay, Columbia, Panama, Ecuador, Cuba, Belize, Mexico, and the Bahamas. Our direct services cover a vast range of ports and even connect to hubs which expand our service portfolio via our feeder network.

We, both Maersk and Hamburg Süd, will keep our capacity as it is, but in case space is getting tight we each have the possibility to dip into the other's allocation. So on big projects we certainly benefit from the new set up.



Do you accept breakbulk and OOG cargo to South America? Are there any restrictions weight-wise or in terms of destinations that you can accept breakbulk and OOG?

Maersk Line is strongly dedicated to transporting all special cargo shipments types (IG, OOG and breakbulk). Our goal is to offer OOG and breakbulk on every service in our fleet, our general rule of thumb is that if the terminal can lift it, we can bring it there. There are some restrictions in terms of draft e.g. river plate. Weight, depending on cargo mix will always play a role, but the fact that breakbulk/OOG is quite voluminous is actually positive for weight /TEU ratio.



In order to provide a quick quote or rate indication, what do you need the customer to provide? Maersk Line is a huge organization and it can be difficult for some to find the right contact. For Europe/South America trade whom to approach? For China/South America trade whom to approach? and for SE Asia to South America trade whom to approach?

Indeed Maersk Line is a big organization and as we understand that not everybody knows whom to contact, we have created the e-mail address specialcargorates@maersk.com. Anybody who has an inquiry, no matter if OOG or BBK can send an e-mail to this address and will get a quote as soon as we have checked the feasibility.

What we need in order to provide a quote is not a lot, but also the more information clearly stated the better.

Minimum requirements:

- Cargo Details (quantity, dimensions, and weight)
- Port pair
- Estimated time of shipment
- Technical drawing or picture (understand it is not always available, but please provide if it is)

Direct contacts for the trades are:

North Europe – South America:

Jesse Turner

Jesse.Turner@maersk.com

West MED and AFR – South America:

Francisco Soriano

Francisco.Soriano@maersk.com

CEN & EAST MED – South America:

Giulio Blanda

Giulio.Blanda@maersk.com

West Central Asia – South America

Manoj Panicker

Manoj.Panicker@maersk.com

Far East/South East Asia – South America

John Quan

Sudong.Quan@maersk.com

Americas Region

Karen Hicks

Karen.Hicks@maersk.com



I notice that transshipment and port dues in Hamburg (where you are based) can be quite a lot more expensive than other ports on the continent. If a customer in Scandinavia wishes to inquire about a breakbulk piece to South America can they do transshipment via other ports than Hamburg, or has Hamburg become more competitive in attracting breakbulk transshipment cargoes in recent years?

In the past several years, Hamburg has become more attractive in terms of costs and capabilities for trans-shipping break-bulk cargo. However, in this specific example for break-bulk cargo with a destination in South America, we utilize our mother vessels to trans-ship the break-bulk piece via Port Tangier which results in a decrease to both transit-time and costs, which we can pass on to our customers.

If a customer has the requirement that cargo must be loaded below deck, is that something that you can guarantee and even write into the b/l? Tell us about the rules/regulations governing on/below deck for breakbulk cargo.

In general, we cannot guarantee that Break Bulk Cargo will be loaded under deck, but in 99% of the cases, it will be loaded under deck to ensure protected stowage is given and to minimize the lost slot on the vessel.

What we do if under deck stowage is requested and the sailing vessel has been nominated by the customer, we communicate this immediately to the ship's planner to a) ensure it is planned under deck and b) if it is somehow not possible for the booked sailing we can inform the customer timely and propose them with an alternative or the next sailing.

We do not have an under deck or decks remark in our B/L.



Tell us a bit about your own past in project cargo shipping. When did you start your career, what made you choose a career in shipping in the first place and above all what do you like about it?

Personally, I got into the project cargo world in 2005 when I started my career with Agility Logistics in what was their new project division at the time. With Agility, I had the chance to work in foreign countries i.e. at job sites or as in-house support for the customer.

For example, I worked in-house with a customer in Cairo who was building a petrochemical plant in Saudi Arabia. I worked 6 months in Changzhou, China coordinating different suppliers for a big automotive plant which was built in Alabama. I also worked at the job site of the Pearl GTL Project in Qatar where I had the chance to witness the discharge of a 975 metric ton coldbox from a heavy lift vessel onto an SPMT.

Those assignments gave me an almost unique chance to dive deep into the project cargo world and also lead me to want to focus only on the project cargo world.

In 2014, then UASC told me they wanted to be more focused on project cargo (OOG/BBK), basically saying they would start from scratch, which I thought was very charming. So I made the daring leap to the other side :) which until now I do not regret at all.

After 2.5 very exciting years with UASC I had the chance to head up the Europe & Africa Special Cargo Team for Maersk Line, basically being in charge of all special cargoes (IG/OOG and BBK) from Europe and Africa into the whole world.

As the market leader in dry cargo and reefers, Maersk Line also wants to become the market leader in special cargo, which is exactly what we are working on right now. With our service and vessel deployment calling almost every port in the world and our very modern special equipment fleet, we have a huge opportunity to reach this goal.

2017 for us was a very important year where we basically turned every stone in our current set-up and processes and learned what the customers' expectations are for being a reliable project cargo carrier. Now we are working on the changes and we will see on a day to day basis that we are turning in the right direction. We have also invested heavily in new equipment, for example, we built 1500 new 40'OT 9'6 units and 1500 new 40'FR 9'6 heavy tested units.

Working at Maersk Line in the special cargo division is certainly the right place to be. We are definitely committed to project cargo and will take the necessary steps to reach our goal.

Interviewee:

Daniel Meewes

Daniel.Meewes@Maersk.com

Regional Head of Special Cargo, Europe & Africa

Maersk Deutschland A/S & Co. KG

<https://maersk.com/>



**MAERSK
LINE**

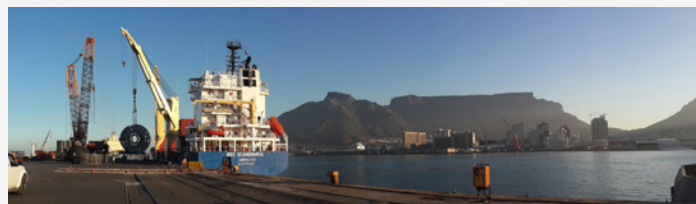
HULL BLYTH GROUP, UK

ANDREAS POSDZIECH GROUP BUSINESS DEVELOPMENT MANAGER

First off kindly tell us a bit about the history and main business of Hull Blyth Group.

Hull Blyth has been operating in West Africa for 170 years, making it one of the oldest companies in the region. Previously known as "Elder Dempster Agencies" in Nigeria and "Liner Agencies and Trading" in Ghana, the company was re-branded as the Hull Blyth Group in the 1990's. In 2007 Deutsche Post sold the Hull Blyth Group to Mr. James Baldwin, who was the group's managing director and remains its sole shareholder today.

Hull Blyth developed a wide range of agency related services in Angola, Nigeria, Ghana, South Africa and the Ivory Coast, as well as a specialist liner agency portfolio over the last 20 years.



Wheel being discharged in Cape Town

These days Hull Blyth is a multi-sector agent with activities in the liner and non-liner sectors as well as logistics/clearing and forwarding activities. Hull Blyth additionally operates a range of inland container depots (ICD's) in both Ghana and Nigeria to complement the liner agency services.

With these additional services Hull Blyth has developed beyond an ordinary ships agent, and through our workforce of national and international staff, present an unrivaled experience in all sectors of ships agency and related services.



Hull Blyth Group's own offices in Africa. Other African countries are covered by the Hull Blyth Hub Agency Service

You have a strong focus on Africa as a shipping agent, what makes you strong in this rather difficult market and are you not afraid that if you are too successful that the shipowner may wish to open their own offices and take over the agency themselves?

First, I'd like to highlight our long experience again, which provides deep roots and strong market recognition in our countries. The local shippers and consignees are comfortable with Hull Blyth and our premises are based in prime locations adjacent to the ports of Tema and Lagos. Operating mainly in West Africa I can proudly say that we are capable of providing a first world standard of service, and constantly push ourselves for improvements and internal KPIs to respond pro-actively to the requirements of our clients.

As a multi-sector agent, representing different interests under the same roof is our raison d'être. We have established a strong concept of dedicated management and staff for each major principal to ensure no conflict of interest. Our principals appreciate this concept and investment in their business, and it has proven successful over the last decade.



Bulk discharge and loading operations in Ghana

Another quality stamp for Hull Blyth is as longstanding members of the largest worldwide agency network, Multiport Ship Agency, which restricts membership to one agent per country and subjects all potential and existing members to independent annual financial checks. Multiport has gained an international reputation for self-discipline and its best of breed concept.

As to shipowners opening their own offices, that is a very good question and is to some degree the nature of third-party agencies. The truth is, and I refer here directly to the liner industry, that principals who sustain and eventually succeed in these very dynamic and sometimes challenging, but also lucrative markets, do indeed consider an in-house agency concept after a certain period. However, very few principals would take this step as a new entrant to the market, and so it is our role to support and build up the principal's business from the beginning, and then if they then decide to open their own offices, to some degree it is a mark of the success we have had in establishing their brand in the marketplace.

Also, our relationship with our principals does not tend to end when they are ready to establish their own offices, and we have remained JV partners in these ventures and service providers to some well-known names after being their dedicated agent for several years. This demonstrates the mutual appreciation of the relationship we form with our principals.



Genset being discharged in Ghana for transport to Bobo Expansion Project, Burkina Faso

Besides acting as a shipping agency can you also provide freight forwarding and inland transportation services in Africa? What are your strongest markets or countries in Africa in your opinion?

Yes, Hull Blyth is also a key provider of clearing and forwarding services with a firm grasp of the high standards of this crucial industry sector. In addition to that, we are proud to be the agents of Panalpina in Ghana and AMT Necotrans in Nigeria, and a partner to numerous other freight and forwarding companies.

Looking specifically at our countries, South Africa clearly leads with its economy and size, followed by Nigeria being the strongest economy in West Africa and a population of almost 190 million people.

For us, the strongest markets have always been Nigeria and Ghana. In view of the declining oil & gas sector and, you could say the downturn of the entire shipping industry, Nigeria has experienced a severe recession over the last two years. We are glad to say that we are now reaching the end and we see some light at the end of the tunnel. Volumes are picking up again and a growing consumer confidence has been noted lately.



Crude offtake - FPSO in Ghana

It is being said that the Chinese are "controlling" Africa, is that something that you can see in the countries where you are active, or is it just a rumor?

That really depends on which country you are looking at. There are certain governments who opened the doors for the Chinese more than others. What you can broadly say is that there are many

infrastructure and development projects the Chinese are involved in, and I would say the pricing factor plays a big role here. China with its enormous growth has a vast demand for energy, and China's investments and the commitment to Africa expects in return some beneficial trade deals which many African countries are ready to meet.

From a simple liner trade perspective into our West African countries, I can confirm that the Asian trade has taken over Europe trade in recent years. I wouldn't say that China is controlling Africa but surely has taken a front seat.



Wind turbine being discharged in Coega, South Africa

What are the biggest "headaches" when doing business in African ports – is corruption an issue in Africa these days?

Doing business in African ports still comes with issues, especially surrounding efficiency and delays, poor infrastructure, and a lack of a commercial mentality with some state institutions. It requires a lot of patience and experience to find solutions to these issues, and we can proudly say that we have developed a rock-solid setup to meet and deal with all these challenges. That said, things are changing for the better, and we have seen this most recently in the introduction of the paperless system in Ghana.

Hull Blyth has a solid reputation in the market for integrity, high standards, transparency, and professionalism. We are compliant with all aspects of the UK Bribery Act and the US Foreign and Corrupt Practices Act. Unfortunately, corruption remains an issue in Africa, and Hull Blyth has an important role to play in educating our principals in the dangers and pitfalls that they may come across, and advise on the best ways to remain compliant in a difficult environment. The situation has certainly seen improvement over the last years, but is still difficult and will require a shift in thinking on many levels before real change is achieved in this area.



Tell us about your organization a bit – where is your head-quarter located and whom to approach for a quote for a vessel call or an inland delivery in Africa?

The key management is based in our respective countries, Ghana, Nigeria, and South Africa. Our Group head office is located in London and is looking after finance, contracts and group commercial activities.

Our departments are run by dedicated expatriate managers who directly liaise with new and existing clients.

Nigeria

General Manager, Mr. Peter Kotze

enquiriesghana@hull-blyth.com

Ghana

General Manager, Mr. David Hepburn

enquiriesghana@hull-blyth.com

South Africa

Managing Director, Mrs. Fiona Calitz

enquiriesa@hull-blyth.com

All countries (including Hub Agency Services and other African countries)

Group Business Development Manager, Mr. Andreas Posdziech

enquiries@hull-blyth.com



Hull Blyth empty container depot HBX – Tema, Ghana

Tell us about yourself. How long have you worked for Hull Blyth Group? Why did you choose a career in shipping and what do you like about it?

I started with Hull Blyth working in Nigeria in 2011 looking after Hapag Lloyd and Arkas Line. I spent a year in Angola with Kuehne & Nagel before returning to Hull Blyth in Ghana in a non-liner role, and Ivory Coast as managing director. I am now based in the group head office in London as the group business development manager.

Maybe the 'why shipping' questions should be rephrased to: "why did I start digging my own grave?", just kidding. I grew up on the Baltic Sea and always had a link to the ocean. I saw the shipping industry as a door opener to the world which turned out to be true. I started my career in Bremen. Since then I have met so many interesting people and have built up a global network in all different directions of this comprehensive industry. It never gets boring and we all know how frustrating the job can be, but on the other hand, it comes with so much excitement and some great opportunities.

Interviewee:
Andreas Posdziech
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Group Business Development Manager
Hull Blyth Group
<http://www.hull-blyth.com/>



FEATURED SHIPMENT

ARKONA 60 X 300 METRIC TON TRANSITION PIECES

Martin Bencher shipped the transition pieces for the ARKONA Offshore Wind Farm on behalf of manufacturer Bladt Industries A/S from Denmark to Germany. Martin Bencher was responsible for the ocean transport and project management. Martin Bencher engineered, produced and installed a special sea-fastening system in the ocean-going vessel.



All 60 x 300 ton transition pieces were transported in upright position.

Martin Bencher delivered full QHSE package complying with the high standards for the project and the offshore industry.
[Read more...](#)

SHIPPING NEWS

PORTS/TERMINALS SCMP

Shanghai port goes hi-tech to defend global shipping hub status
[Read more...](#)

RENEWABLES

BULGARIA SIGNS DEAL TO INVEST IN IRAN'S SOLAR ENERGY PROJECTS

A Bulgarian company signed a Memorandum of Understanding

(MoU) with Iran to develop solar photovoltaic infrastructure in the Iranian central city of Jahrom. [Read more...](#)

BIOMASS POWER STATION WITH TURBINE TECHNOLOGY BY MAN DIESEL & TURBO

The Japanese Mitsui Engineering & Shipbuilding Co., Ltd. has commissioned MAN Diesel & Turbo to supply the central turbine technology for a biomass power station in the Bay of Tokyo.
[Read more...](#)

VESTAS MAKES 77MW CHINA PLAY

The deal is for 35 V110-2.0MW machines optimised to 2.2MW with hub heights of 137 metres. Delivery and commissioning are expected to start in the first half of 2018. [Read more...](#)

PORTS & HARBOURS

BROMMA WINS ALL ELECTRIC SPREADER UPGRADE AT FELIXSTOWE

Bromma has received an order for 13 YSX40E all-electric spreaders from the Port of Felixstowe which will replace aging equipment and help clean up operations. The order which will be commissioned in 2018 includes options for another 12 + 12 spreaders for delivery in 2019 and 2020. [Read more...](#)

MINING & MINERALS

DOWNER, AUSENCO AWARDED \$312M CARRAPATEENA CONTRACT

South Australian copper and gold miner Oz Minerals has awarded engineering groups Downer EDI and Ausenco a \$312-million contract at the Carrapateena mine. [Read more...](#)

AUTOMOTIVE

HONG KONG-BASED JOHNSON ELECTRIC EXPANDS TORONTO AND HAMILTON, ONTARIO OPERATIONS

Hong Kong based Johnson Electric, a global leader in electric motors and motion subsystems for automotive manufacturing and other industries, will invest \$351 million in new equipment and capacity in Greater Toronto and Hamilton, Ontario.
[Read more...](#)

PLANTS & PROCESSING

TAKIGAWA CORP OF JAPAN TO ESTABLISH FIRST OPERATION IN KENTUCKY

Gov. Matt Bevin today announced Takigawa Corp. Japan, a flexible packaging and high-performance films producer, will create 180 full-time jobs with a nearly \$46 million investment to locate a manufacturing operation in Bardstown, its first in the United States. [Read more...](#)

VIDEO OF THE WEEK



Video of Martin Bencher shipping the transition pieces for the ARKONA Offshore Wind Farm on behalf of manufacturer Blatt Industries A/S from Denmark to Germany.

PHOTO OF THE WEEK



A barge at the bund in Shanghai passing Pudong CBD on the starboard side.

QUOTE AND PROVERB OF THE WEEK

"THE WAY TO GET STARTED IS TO QUIT TALKING AND BEGIN DOING"

- Walt Disney -

"BETTER THAN A THOUSAND DAYS OF DILIGENT STUDY IS ONE DAY WITH A GREAT TEACHER"

- Ancient Japanese proverb -



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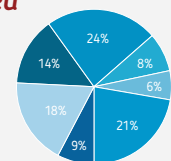
 Video
440 USD / 400 EUR per week

 Job Listings
220 USD / 200 EUR per month per job

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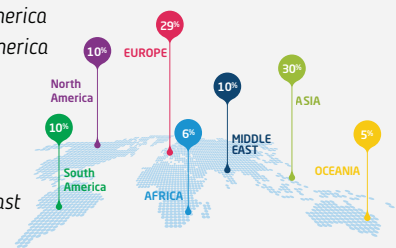
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10% South America
30% Asia
29% Europe
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10% Middle East



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