

EDITORIAL

It's Thursday again and I am writing this from my native country of Denmark. I have a property here in my "hometown" of Grenaa, Denmark, I don't rent it out so it's just ready to stay in when I am here which happens a few times a year. It leads me to the topic this week of property - many know that having money in the bank is almost like a "waste of money" and we know that banks when making wrong decisions and lending millions to speculators, want the taxpayer to bail them out afterward.



Someone told me that a bank is a place that will lend you an umbrella when the sun is shining and then ask for it back when it's raining. Property is good to have I suppose - I attended a seminar or expo recently in Stockholm and besides the usual suspects introducing "buy your property here..." in places such as Italy, Spain, France there was a new "kid" on the block, Montenegro. A small country north of Albania with an awesome Adriatic coastline. I visited there myself if you recall last year (Tivat, Kotor Bay). There is new investment going on through as renowned Swiss company called Orascom in case you are keen to invest or buy to rent out. [Read more...](#)

Finally, speaking of banks I heard that there is a new association that has seen the light of day - it's called the parachute network and consists mainly of incompetent bank managers with a golden parachutes (irrespective of their performance)....I wonder how much they charge for the membership fee!

In today's newsletter, we speak to an online platform for monitoring freight rates based in Oslo, Norway and then proceed to the beautiful country of Austria where project cargo is being handled too and we learn that there is more to the country than Mozart and skiing...

We round off today's newsletter with our usual shipping and sector news, video and photo of the week, and wise words that we may take lessons from.

Wishing you a good read and until next time I remain...

Yours sincerely, Bo H. Drewsen

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SHARE WITH A COLLEAGUE



XENETA – OSLO, NORWAY

MR. PATRIK BERGLUND
CEO

What is Xeneta?

Xeneta is the leading ocean freight rate benchmarking and market intelligence platform.

Who owns it, where is it registered and who came up with the idea of establishing Xeneta? Where does the name come from?

Xeneta is a privately owned company backed by renowned venture capital firms. It's registered and headquartered in Oslo, Norway with offices in Hamburg and New York.

My colleague Thomas Sorbo and I wanted to make liner-shipping pricing more transparent as we perceived it to be an opaque and challenging market to operate in - especially with the high degree of volatility in the market. As we believe the concept of collecting, cleansing, standardizing and aggregating rates to present market intelligence, was applicable for multiple modes of transportation - we wanted to find a brand name we could build around - and Xeneta was chosen as it had a somewhat mystical ring to it - and, perhaps even more decisive, the dot-com domain was available. The latter is always a challenge establishing any company in today's world.

Origin - Destination	Volume (TEUs)	My Spend	My Covered Spend	Market Spend	Covered vs. Market	Saving Potential
ALL	18528	\$ 13 277 102	\$ 13 277 102	\$ 9 916 837	+33.88 %	\$ 3 464 114
Asia - Oceania	2148	\$ 2 408 458	\$ 2 408 458	\$ 1 793 558	+45.44 %	\$ 814 925
Asia - Asia	5088	\$ 2 042 950	\$ 2 042 950	\$ 1 395 362	+46.41 %	\$ 666 716
Asia - Europe	2825	\$ 2 740 618	\$ 2 740 618	\$ 2 198 189	+24.68 %	\$ 543 772
Europe - Asia	2357	\$ 1 693 891	\$ 1 693 891	\$ 1 162 776	+45.68 %	\$ 531 115
Europe - Oceania	1015	\$ 1 020 296	\$ 1 020 296	\$ 815 734	+25.08 %	\$ 227 499
Europe - North America	334	\$ 464 055	\$ 464 055	\$ 309 147	+50.11 %	\$ 156 732
North America - Oceania	347	\$ 647 309	\$ 647 309	\$ 503 275	+28.62 %	\$ 144 034
North America - Asia	1043	\$ 984 927	\$ 984 927	\$ 853 147	+15.45 %	\$ 142 771
Asia - North America	126	\$ 260 658	\$ 260 658	\$ 120 560	+116.21 %	\$ 140 098
North America - Europe	672	\$ 375 950	\$ 375 950	\$ 309 744	+4.50 %	\$ 43 044
Asia - Latin America	64	\$ 101 251	\$ 101 251	\$ 67 629	+49.72 %	\$ 33 622
Middle East - Europe	224	\$ 171 429	\$ 171 429	\$ 170 122	-0.40 %	\$ 14 254

Xeneta Example of a "Spend Overview"

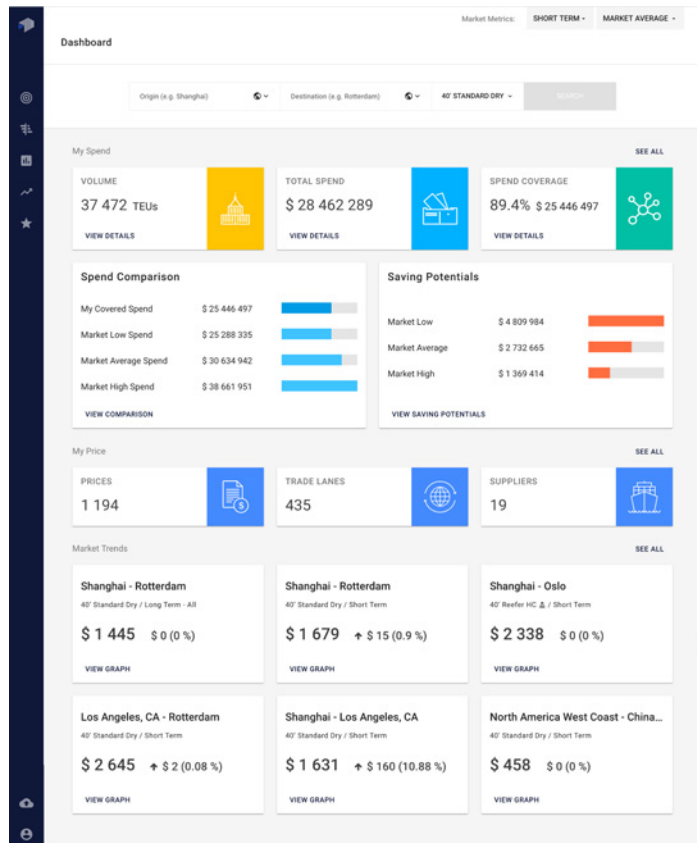
What kind of services do you provide in the logistics market of today?

We provide subscription services to the most granular market intelligence you can find for containerized shipping - built on the world's largest database of contracted rates.

Are normal container rates easy to monitor? How about special equipment and/or project cargoes, is that something that you could provide services for as well?

In terms of pricing, standard dry van boxes, as well as reefer and tank boxes, are very hard to monitor when you take the different

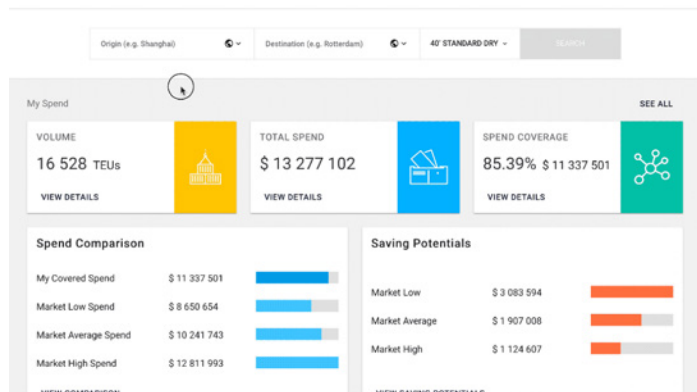
contract durations, amount of trade routes and volatility into consideration. This is the scope we're targeting with our platform – and we've decided to leave out equipment types such as flat-racks and open toppers as there's not enough liquidity in the market for the different trade routes to properly provide market intelligence on a level we'd feel reflects our current offering.



Xeneta UI Screenshots – Dashboard

Tell us about your customers, in general, would they be freight forwarders, shippers or?

Our main target has always been shippers – the multi-national corporations – but as we've expanded our product offering we've always believed we should help level the playing field for all stakeholders that want to leverage our software and database. So over the last couple of years, we've also started working with the market leading NVOs as well as carriers. Today we have a customer base consisting of shippers, NVOs, carriers, tech companies, financial institutions, consultancies, etc. from all continents.



Xeneta Search Dashboard (click to view the animation)

Would you say that a market intelligence company like yourself has competition in the market? Tell us how you view your own advantages.

I'd say that any business has its competitors. As for our space it sure isn't overly crowded – and our uniqueness comes from our technology approach to tackle the problem which allows us to

digest and consume tens of millions of rates per annum in all different shapes and formats in an efficient and scalable way – because ultimately the density of our database determines the reach and accuracy of our product. As we've scaled our solution our information represents something that's unprecedented within liner-shipping – benefiting everyone involved. Building up this critical mass of customers and data is really the entry barrier for anyone replicating our offering using the same approach.

Tell us about how many customers you have helped over the years and what your future plans are.

We've provided intel to more than 1000 companies worldwide – several of them amongst the world's fortune 500 – and this year we're expanding our offering into air-cargo. With a combined liner-shipping and air-cargo offering our core focus will be to continue scaling and expanding the business internationally.

How to get in touch with you?

www.xeneta.com would always be a great starting point.

Interviewee:

Mr. Patrik Berglund
CEO

patrik.berglund@xeneta.com

Xeneta

<https://www.xeneta.com/>

XENETA

TRANSOCEAN SHIPPING – VIENNA, AUSTRIA

**MR. PETER CZAJKOWSKI
MANAGING DIRECTOR**

What year did you establish your company, Peter? Are you a shipping agent, freight forwarder or how would you entitle your company's main line of business?

We started on the 01.07.2005 in Vienna. We are active in three main segments:

- Liner agency
- NVOCC (we have our own NVOCC, full us bonded)
- Breakbulk and project cargo

Our customer base is mainly freight forwarders, but we have some direct accounts that we have been handling for years already.



A view inside the cargo hold while loading machinery for an airplane manufacturer with cases up to 19.5 x 3.5 x 3 m / 100 tons to the US.

You are based in Vienna, which has a good location in the middle of Europe. Tell us how this is conducive to your business? Do you have offices elsewhere?

Yes, our headquarter is based in Vienna with branches in Germany (Hamburg, Düsseldorf, Munich), Czech Republic (Prague), Hungary (Budapest), Slovenia (Koper) and Serbia (Belgrade). Vienna used to be the gateway to eastern Europe but due to political failings this position was weakened over the past years, but still, Austria is very active in the eastern European countries and a big investor there as well.



A view from alongside while loading machinery for an airplane manufacturer with cases up to 19.5 x 3.5 x 3 m / 100 tons to the US

Vienna being an inland point and Austria having no seaport of its own how do you move cargo to/from ocean-going vessels? What mode of transport and which entry/exit ports are mainly used?

It all depends on the cargo. For containerized cargo, the main gateways are Koper, Triest, Hamburg, Bremerhaven, Rotterdam and Antwerp. For project cargo, you have various options depending on the size and weight. Generally, everything up to 100 tons and smaller than 3,8 m height and 4m in width can be trucked easily to north European ports. For bigger pieces we recommend barge transportation to Antwerp/Rotterdam, the only second option would be Hamburg due to price differences. Permissions for Italy are very difficult so we try to avoid that.



Transport of hydropower plant parts from India to Malawi via Mozambique with cases up to 5.5 m in width

What is your opinion of the shipping lines and their service level in/out of Austria? Do you feel that there is a big difference in the level of service provided?

Definitely, it seems that container carriers don't want to talk to customers anymore and prefer to receive bookings via electronic channels. This differs a lot from the shipping business that I learned when I started 26 years ago. We normally handle break-bulk bookings on container vessels with the port offices in Hamburg as these bookings are anyhow not done in Austria.

It is obvious that shipping in 5 years will be substantially different than the way we all have been doing business in the past as they carriers want to apply the model of DHL or an airline booking to the container business. This won't work for breakbulk or project cargo due to the complexity of transport needs.



A convoy of trucks carrying hydropower plant parts destined for Malawi via Mozambique

Austria is famous for a lot of things, music, mountains, skiing etc., but how about industry and export out of Austria – tell our readers more about what kind of products Austria exports and are well known for.

Austria is the home of some world's leading machinery producers in their segments, consequently, that's a big part of Austria's overseas exports. Other mass export products are fibers, paper, timber, steel, chemical products and of course energy drinks.



A bypass road we had built for the transport of hydropower plant parts on the way to Malawi via Mozambique

Can you provide us with some examples of project cargoes and/or interesting shipments that you as Transocean have handled?

We have handled a lot of projects over the years, especially in the power plant industry and heavy machining industry. Our latest big move consisted of 3 sets of machinery for an airplane manufacturer with cases up to 19.5 x 3.5 x 3 m / 100 tons to the US.

They were transported from Austria via Antwerp to the great lakes region in the US.

Additionally, we handled a transport of hydropower plant parts from India to Malawi via Mozambique with cases up to 5.5 meters in width. We were required to build bypasses on the way to the site due to the local African authorities' width restrictions. Despite a 4 week delay due to bureaucratic problems, the cargo was safely delivered by a truck convoy to the site.



A photo of one of the bypasses that for the hydropower plant project on the way to Malawi via Mozambique

Finally, could you recommend to our readers a few places to visit in your country that are beautiful and worth visiting but not overrun by tourists?

This is a little difficult as Austria constantly has a growing number of tourists and every year we reach new record numbers of visitors.

What is really amazing in Austria is the nature and the landscape along with hundreds of lakes (see two examples below)



Duisitzkar Lake at 1650 meters above sea level



Wildseelodersee Lake at 1847 meters above sea level

Austria's nature is simply breathtaking and for people who like to hike Austria has countless offers.

A must for every tourist in Austria are the cities Vienna and Salzburg which both offer cultural and historic charm.

How to get in touch with you?

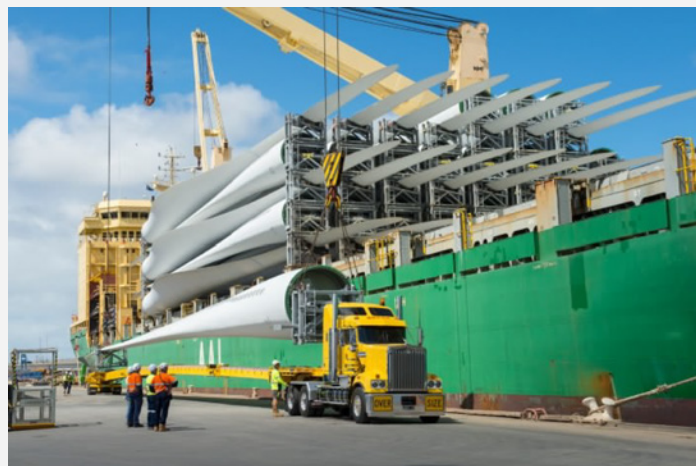
Transocean Shipping Transportagentur Ges.mbh
Altmannsdorfer Strasse 89/TOP 12
1120 Wien
Austria
Tel.: + 43 1 2350075 10
Fax: + 43 1 877 10 95
email: peter.czajkowski@tos-ship.com



SHIPPING NEWS

AAL BREAKS RECORDS FOR MAJOR AUSTRALIAN WINDFARM PROJECT THAT WILL PRODUCE 200MW OF POWER

AAL has successfully completed three sailings into Adelaide with 45 windmill blades, turbine generators and other related components on each sailing, destined for the new AGL Silverton Windfarm in the Barrier Ranges of New South Wales. [Read more...](#)



TRANSPORTING TUNNEL BORING MACHINE MARY

With the National Grid being awarded the £100m contract to excavate a 5km tunnel under the River Humber, Fracht UK Projects appointed Collett & Sons to deliver the disassembled tunnel boring machine. [Read more...](#)



RENEWABLES

FIRST GROUP OF SMALL GEOTHERMAL POWER MODULES TO BE SHIPPED TO ICELAND

With pre-conditions of the Climeon's deal with Icelandic Heat power operator Varmaorka having been met, delivery of the first seen small geothermal power plant units can now begin. The deal includes up to 100 individual small-scale units of each around 150 kW power generation capacity. [Read more...](#)

PULP & PAPER

KAPSTONE PAPER AND PACKAGING EXPANDS COWPENS, SOUTH CAROLINA, PLANT

KapStone Paper and Packaging Corporation, a leading North American producer of unbleached kraft paper and packaging products, is investing \$6 million in new equipment at its facility in Cherokee County, South Carolina. [Read more...](#)

MARINE EQUIPMENT

HYUNDAI HEAVY WINS \$58 MLN ORDER TO BUILD LPG TANKS IN NIGERIA

Hyundai Heavy Industries Co., the world's largest shipbuilder by sales, said it has received a US\$58 million order to build 15 bullet tanks for storing liquefied petroleum gas (LPG) for a Nigerian firm. [Read more...](#)

PLANTS & PROCESSING

SONNEN TO ESTABLISH BATTERY FACTORY IN SOUTH AUSTRALIA

Leading global battery and solar energy company sonnen will move its Australian headquarters from Sydney to Adelaide where it will also establish a manufacturing hub. [Read more...](#)

MERCK TO INVEST €40 MILLION IN MUMBAI CENTRE

Science and technology company Merck will invest an additional €40 million to build a manufacturing and distribution platform in Asia over two years. [Read more...](#)

VIDEO OF THE WEEK



Chipolbrok Breakbulk Discharge in Qingdao, China

Interesting breakbulk cargo movement. Qingdao, China discharging of heavy paper making machinery by ships own gear direct from Chipolbrok vessel to waiting low bed trailer. Note the very little space available on the pier.

QUOTE OF THE WEEK

"NEVER INTERRUPT YOUR ENEMY WHEN HE IS MAKING A MISTAKE."

- Napoleon Bonaparte -

PROVERB OF THE WEEK

"WITH MONEY, YOU CAN BUY A CLOCK BUT NOT TIME"

- Ancient Chinese Proverb -

PHOTO OF THE WEEK



Hacklin Logistics and Freitan Projects cooperate on a project from Finland to South Africa.

Cargo details: 9.47 x 6.86 x 6.82m (Loaded height of 720cm), weighing in at 95MT.

The cargo will be delivered inland about 600km from the port.

<https://hacklinlogistics.com> / www.freitan.co.za

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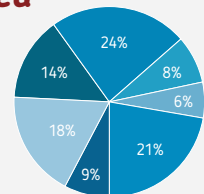
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