

EDITORIAL

Consolidation in the shipping industry seems to continue unabatedly. Most recently Rickmers-Linie & NPC biz operations were taken over by Zeaborn, 2M alliance (Maersk & MSC) has Hyundai gobbled up in some likely with nice Korean government support behind the scenes and thus many owners who built excessively in the good times are now facing a downturn where everyone encroaches on others' traditional markets. A few years ago no one would have thought of having container vessels loading breakbulk and project cargo on a regular basis for example.



In this issue:

We have some great features in store for you this week.

- A Q&A with ANL Container Line who are particularly strong in Oceania and the Australasia trade
- An introduction to a reliable & experienced shipping agent in Mexico
- An interview with a former expat who is living proof that a career change can be good for the soul. James explains how he went from a hectic shipping life in Asia to a wonderful countryside life on a farm in Montana.

Wishing you pleasant reading and until next week...

Kind regards,

The Project Cargo Weekly Team

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ANL CONTAINER LINE

Q&A WITH MR. CHRIS SCHULTZ, GENERAL MANAGER, BUSINESS DEVELOPMENT AT ANL CONTAINER LINE

Tell us when ANL Container Line (formerly Australia National Line) was originally established. What are the main trade lanes that you are focusing on now? Give us a bit of history about the line, its headcount and other milestones that you think readers would like to know.

ANL is a global carrier and regional specialist in Oceania with extensive coverage throughout all of Asia, Europe, North America, the Mediterranean, Australia and New Zealand, Papua New Guinea, the Indian Subcontinent and the Middle East/Gulf.

Headquartered in Melbourne Australia and with regional offices and agents around the globe, ANL is part of the CMA CGM Group, the third largest container shipping line in the world. This powerhouse of international shipping is led by its founder Jacques R. Saade and the Group operates on more than 200 shipping routes with over 532 vessels, calling 420 ports in 160 countries, and employs 29,000 staff in 600 agencies and offices around the world. In 2015 CMA CGM transported over 18 million TEUs and had an annual turnover of US\$21 billion.

Like our parent company, ANL's main objective is to offer customers all over the world a proactive, innovative service, which reconciles quality and high performance with protection of the environment.



ANL's history goes back to 1956 when it was established by the Australian Government to operate shipping services around the Australian coast. Over time other routes were added and ANL entered the international trades to and from Australia. Over many decades ANL became the backbone of maritime activity in Australia taking goods around the coast or around the world.

CMA CGM, recognising the value of the ANL brand throughout the region, bought ANL from the Australian Government in 1998. Therein began a massive revitalisation as ANL's Managing Director John Lines, under the stewardship of Jacques R.Saade, rebuilt and expanded the company.

Since that time ANL's volumes have rapidly grown from 70,000 TEU in 1998 to over 1.5 million TEU in 2015. New trades and bigger vessels have meant our port coverage just gets bigger and

bigger; you name the port or destination, ANL can get cargo there!

ANL today has a range of East/West services between Asia, the Mediterranean, the Indian Subcontinent and Europe. In addition we continue to be a specialist in the Asia-Pacific region, offering various services around Australia and between Australia and all parts of Asia, Australia and PNG, Australia and New Zealand, and Asia and PNG.

We also operate two services between Australia/New Zealand and US West Coast and have services between Australia/New Zealand and Europe via the Suez Canal and US East Coast/Europe via the Panama Canal.

ANL also offers inland services through our subsidiaries, ANL Logistics, which provides customised logistics solutions tailored for supply chain efficiency and ANL Container Hire & Sales, which offers an extensive range of domestic and international containers for sale or rental in Australia and Papua New Guinea.



If someone sitting in Europe would like rates based on ANL with whom should they be in touch? Please also advise the same if someone is sitting in North America, Africa and SE Asia for example.

We pride ourselves on local expertise, so it is best to contact our local office in each country (or state for the USA).

<http://www.anl.com.au/local-offices>

Does ANL carry project cargo on its own, considering that ANL is part of the larger CMA CGM group?

Yes we carry many project cargoes working with freight forwarders or in our own right with our own logistics company ANL Logistics offering full door-to-door solutions. <http://www.anlogistics.com.au/>. In addition we have our own container hire business, ANL Container Hire & Sales where we can supply containers for project cargoes on a hire or sales basis. This is particularly relevant for project cargo to remote areas where containers may not be returned quickly, for example in PNG.

Do you offer services on routes under the ANL brand name where you are not the vessel operator?

Many of our services are based around vessel sharing agreements where we have space across all our partner's vessels. On some services we buy or swap slots, while on others we provide all the vessels.

Would you say that your main clientele are freight forwarders or do you also deal with shippers direct?

We have a good mix between them and that varies across the different trade lanes.

Given the location of Australia, with it's proximity to Papua New Guinea and other islands of varying sizes, what are some of the local strengths in Oceania that makes ANL 2nd to none.

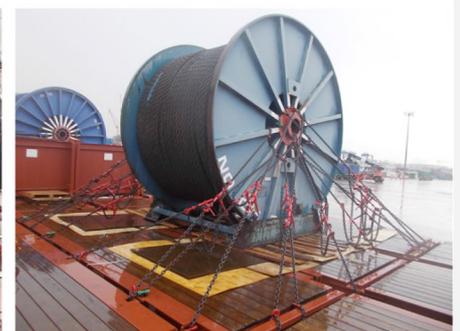
- #1 line in Australia
- Local Australian based management with ANL regional offices in London, Hong Kong, Singapore, LA, and Auckland
- Comprehensive ANL office network around Australia (in every state) and throughout NZ, the Pacific Islands and PNG
- Dedicated services between Australia and PNG, SE Asia/PNG and Australia and NZ.
- Multiple weekly calls to Asia from main the ports in Australia and NZ
- Australian and NZ coastal services

Can you give some examples of projects that you have handled into remote or difficult Oceania destinations or into Australia? Do you also offer inland transport services?

See the story below on our PAX Service.
Yes we offer inland transport/customs clearance services and more.

ANL PAX Trade; Heavy Lift and Over-length Cargo from Singapore to Darwin:

The ANL PAX trade which operates between Singapore and Darwin, Australia and Dili in Timor Leste loaded some of the heaviest cargo that has been carried on ANL vessels.



Two extremely large reels weighing 128 tonnes and 138 tonnes each were loaded on the ANL Darwin Trader at Jurong Port for carriage to Darwin.



This 24 metre long, 38 tonne telescopic joint was loaded on the ANL Dili Trader.

The reel loading required a significant amount of pre-planning by the vessel planners and the ANL Singapore team, as heavy lift shore cranes were required to undertake the load in Singapore and discharge in Darwin. Once discharged in Darwin these two reels will be road transported 1900 kilometres to Broome in North West Western Australia.

The ANL PAX service operates two multipurpose vessels from Singapore to Darwin and Dili in Timor- Leste with sailings every 10 days.

Where is ANL Logistics active?

Mainly Australia/PNG, but we have contacts worldwide and work with our sister companies CMA CGM Logistics and USL Logistics on project cargo worldwide, big or small.

What is the general policy towards forwarders from the line given that ANL has it's own logistics branch. Could you elaborate a bit on that?

We work well with forwarders even though we have our own logistics company. We understand that the real issue is who has the relationship with the client in the end. So we try to work collaboratively to get the best service package for the customer.

Can you provide us with some pictures of some of your vessels?



How long have you been with ANL? What made you go into shipping originally?

I have been with ANL for over 20 years. Starting as a graduate trainee in the head office.

I became interested in shipping because it's such a varied industry, no 2 days are the same, you go to so many new places and experience a wide variety of cultures and people. Being involved in shipping certainly makes you learn your geography!

Interviewee:

Chris Schultz
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TRANSPAC – A RELIABLE AND EXPERIENCED SHIP AGENT IN MEXICO

Q&A WITH MR. ANDRÉS ECHEVERRÍA B.

Tell us about Transpac in Mexico, when was the company established? Who are the owners of the company today and what is your main line of shipping business?

Transpac was established on July 14th, 1975, this year we will turn 42 years old. Transpac is a family owned business founded by Raul (my father) who is still active in the business.

We started as Ship Agents, Brokers and Charterers. For many years most part of our existence was focused on the Liner Agency business. Throughout the years we have represented first class carriers like Maersk Line, Stolt, CCNI, Ivaran Lines, Lykes Lines, CMA-CGM and WWL to name a few. Aside from the liner business we also attend tramp vessels, represent bulk / break-bulk carriers, tank container operators, but we have also done different types of business as we have represented Celebrity Cruises and also Lan Chile Airlines.

We have a special bond with the shipping lines because during the 80's we owned and operated two Ro-Ro vessels in the

Americas. This gave us the experience and the feeling the shipping lines need when partnering with a local agent.



Do you need a special license in Mexico to operate a ships agency? Who do you represent these days?

Fortunately, yes. It has to be processed with the Transportation and Communications Ministry. During the last 10 years Mexico has increased their number of ship agents, the same that has happened around the world with freight forwarders. Some of the newly registered ship agents do not have the experience, ethics or financial stability required to run this type of business. For that reason the authorities are now paying extra attention to Ship Agent's requirements. For example the legal representative of the company needs must pass a written maritime operations and procedures exam directly at the Transportation and Communications Ministry offices.

We currently represent:

- NYK Container Services at the Mexican Gulf as port agents
- Gearbulk as General Agents
- CSAV Ro-Ro as General Agents
- Bulkhaul as General Agents
- Atlantic Ro-Ro Carriers as Operational Agents
- Newport Tank Containers as Operational Agents



How do you make sure that shipowners know about Transpac? Do you belong to any shipping organisations?

We visit several trade shows around the world presenting ourselves to the shipping lines. We have also been members of BIMCO (Baltic and International Maritime Council) since 1976. Most of the new business we get is normally because a contact in the industry has recommended us. We have built a good

brand and our principals know we are an ethical working company. We have also proven our financial health with several audits from the lines, giving us the "green" label of approval.

It is easy for customers to get to know us because, as mentioned before, we have built a name and reputation for ourselves. Nonetheless we still have to be make sure that new business comes, so we have deployed an investment in internet search engine marketing so that we are shown prominently to potential customers who are in need of logistical help.

Aside from BIMCO we are also members of the Mexican Ship Agents Association (AMANAC), where we have been active members and members of our staff have been president two times and served as members of the board several times. Transpac is also involved with the Mexican Import and Export Association (ANIERM) where we receive feedback from and help the foreign trade community fulfill their needs. We regularly help with projects that competitors are afraid to get involved in.



If a customer has an inquiry that calls for inland transport in Mexico is that something that you can help with?

Of course we were one of the pioneer agencies to offer inland transportation to the shippers and consignees. We have a broad base of truck suppliers that support us with most cargo needs. We also have special agreements with the two railway companies, so we can offer a competitive solution to customers.

Mexico is a big country and has many ports, give us a brief overview of the main ports involved in foreign trade.

Well, do you have time? take a seat 😊

Mexico's strongest trade partner is the USA, which is a disadvantage for our maritime industry.

Our main commercial ports are Altamira, Veracruz, Manzanillo and Lazaro Cárdenas. These ports are mainly focused on container cargo, but they also move bulk and breakbulk cargo like steel products, forestry products and grain.

Veracruz is currently in an expansion phase where the first part, HPH new container terminal will be operational in 2018. Altamira has great land for expansion but nothing in the works. Manzanillo at this stage is trapped inside the city but trying to expand the commercial activities to the Cuyutlán Lagoon. Lazaro

Cardenas has been growing steadily, during this month APM Terminals will inaugurate their terminal and for sure will take some cargo away from Manzanillo.

Last but not least Tuxpan, in the State of Veracruz has been a petroliferous port, but last year SSA opened a multipurpose terminal for bulk, cars and containers. It is the closest port to the main consumer area in the country, Mexico City, but it has no rail service. It will take some time before the shipping lines decide to call Tuxpan on a weekly basis, but Tuxpan will surely be a success in the long run.



Is Customs Clearance in Mexico difficult? Where is customs cleared if a project is to be shipped to an inland destination?

Yes Customs can be difficult, but not impossible. You have to be certain of the regulations for your import of export cargo and follow the rules, if not, of course you will be penalised and even have cargo confiscated. The time has passed in Mexico when you could solve obstacles by asking favors. Being close to the USA has helped our authorities learn how things need to be done.

Customs is normally cleared at the port, but depending on the inland destination you may be able to clear Customs at an inland city. As an example, plenty of cargo is moved from Manzanillo to Mexico City or Monterrey and cleared at the inland rail facility.

When did you start your career in shipping? What led you into shipping in the first place? Name a couple of the things that you like about shipping.

I was born a ship agent. 😊 Since I was a kid I used to go to the office to do some clerical duties like photocopying and archiving. In 1993 I started working full time at Transpac, first on statistics, then IT, and then getting into the commercial side and customer service.

Now it is not only shipping, it is logistics, we have broadened our scope because doing only the ocean side of the business is not enough.

Currently we offer:

- Ship Agency general services
- Ocean Transportation
- Customs Brokerage
- Insurance
- Inland Transportation
- Cargo Supervision
- Mobile GPS Equipment and Tracking.

What makes shipping and logistics different is that you really don't know what challenge will be on the other end of the line when you wake up to answer your mobile at 3am. Aside from giving great customer service and solutions, we have to offer the best possible cost to the principals and customers to remain competitive.



Interviewee:

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FROM SHIPPING TO NATURE – A CAREER CHANGE Q&A WITH JAMES SOUTHWELL (FORMERLY OF NORDANA)



How did you originally get into Shipping?

You could say it all began with a cheeky comment from my father some many moons ago, “James, I could put you on a one-way trip to Africa!”

This was in response to our debate over the need for me to find a job during the upcoming Summer break of my first year at University in Texas. He of course was going to win that argument, but neither of us knew at that moment what that job might be or where it might eventually lead me.

I expressed a bit of intrigue as to what possibilities might actually exist in that respect, and he did the rest.... a month or two later I was joining the m/v Torm Freya for a 7-week journey via West Africa. A college student with no practical / shipping experience, working as the ‘Electrician’s Apprentice’ doing various repair jobs, welding, general duties onboard, not to mention one heck of a wild experience in Abidjan (not suitable for publication) – a priceless, eye-opening experience, exactly as my father must have envisioned.



Tell us about your Shipping experience, and the postings that you have had.

Fast forward a number of years since the Freya, having grinded out a University degree but lacking interest in further studies or frankly much of a clue as what was coming next, I once again looked to the old man for what he might have up his sleeve. And once again, that was West Africa....

I joined Nordana Line circa 2004/5 with the purpose of taking up an Owner's Rep position in West Africa after a training period in Houston. As tends to happen in WAF, 'shit hit the fan', so I was asked to get out there asap to assist where possible. Nigeria being the bread and butter of that WAF service, for the better part of the next 4 years both Lagos and Port Harcourt became my home - managing customer relations, putting out fires (while dodging a few bullets, literally), feeding leads and info to our sales team back in the States, and keeping an eye on our agents in that region.... another brilliant experience, my first gig overseas.

That segment drying up a bit, and with thanks to my boss at the time being of the opinion I'd sufficiently paid my dues in Africa, we looked internally for another position/locale.

Late 2008 I switched to Nordana's Project & Chartering Division and relocated to Asia. There was at that time the intent to open an office in China, with myself to play a role within that endeavor, but this timing coincided with the world (and shipping industry's) financial crisis, so that investment was put on the backburner and I settled into Bangkok. The next 8 years had me working under the Chartering Department in various commercial capacities, and ultimately Business Development.

I met you originally in Bangkok, and perhaps some of our readers would like to know a bit about how it is to work as an expatriate in the Thailand Shipping community. Can you elaborate?

Thailand was and is fantastic, in many ways. The Thai Shipping community though being relatively small, or at least not necessarily with its focus/strengths in the same areas as were my own employer's, I could speak at much greater lengths as to how it is to 'live' within that community as opposed to 'work'. (or perhaps I just wasn't working enough....)

Naturally many of our closest associates, competition, and the relevant decision-makers for SE Asia were based rather in Singapore, so this did become a common comparison as well an oft-asked question as to why Thailand. There is an original story, and related piece of business, which led to Nordana putting down their regional office roots in Bangkok, but that's for another time and storyteller. As for myself in brief, I enjoyed the people, culture, vibrancy and variety, ability to drive outside the city to some rural/scenic/natural spaces, all while just a hop, skip, and a jump away from other Asian metropolises and/or beach/island paradises.



What did you find most interesting about your Shipping career abroad?

In broad terms, the people and the experiences. Hands down.

Although born in England, I was raised (as well, unfortunately, educated) in the States. These latter facts are not necessarily the most conducive towards a worldly or diversified future. To work/live overseas for such a period, I must presume is for most of your readers no big deal, or even the norm. But for this American, I believe it was an invaluable opportunity and experience - developing skills and knowledge which otherwise wouldn't have been readily available, and friendships and relationships beyond compare. Of course, back in the office, it was the competition, wheeling/dealing, and successes/fixtures that held your interest and kept you going through the most desperate of markets, but I digress.



You left shipping recently to take up a new career, what led to that decision?

My brother has for a few years tried to convince me to move to Montana and work with him in some form or fashion. I wasn't quite certain whether that was because he thought I could be a benefit to him and his business, or if he knew it would be a positive change for me personally. In any case, I remained committed to my employer and our mutual efforts/interests, I was (quite frankly) not prepared to give up the international/expat lifestyle and the salary/benefits that come along with that.

But that only lasted so long. A continued longing for a bit more in life, or something different, a want to reconnect with family back

in the States, and perhaps the chance to put myself in a better position to create my own family (not getting any younger). Over time I was beginning to lean in this direction.

Next was a family reunion and vacation in Montana, heartfelt discussions with family members, and finally the eventual creation of a business concept and employment proposal.... the rest is history.



Going from the bustling 24/7 shipping life in Bangkok (or any other big city, for that matter) to the wide-open spaces and mountains of Montana sounds like it could be a dream come true for many people. Tell us about the change and what you do now.

It is absolutely gorgeous here. And while I miss very much so many aspects of the shipping world, and it was extremely difficult to give up on my employer and colleagues, there is no ounce of regret in having made this decision/change.

My new employer, ABC acres, is our family-owned Permaculture farmstead in the heart of the Bitterroot Valley in Western Montana. Permaculture, very briefly, is a design science that looks to incorporate elements found in natural ecosystems and place them into an agricultural system for healthier and more productive results. Since I've arrived some 7 months ago, and entering 2017, we have unveiled a new Agritourism service geared toward Farm Stay Vacations, complete with educational and participatory components for guests to learn of our ongoing Regenerative Agriculture systems and how they directly benefit the local and global community. We now offer two newly-built homes for vacation rentals and an up close and personal introduction to seasonal farm life. And besides all that which is on-farm, Montana is second to none with respect to picturesque landscapes and outdoor activities.... hiking, biking, fishing, hunting, skiing, you name it, is just outside our backdoor.



A Snowy Playground



The Workshop & Farm Manager's Office



This is Glacier Country



The Circle Drive at Sunrise



The Bitterroot River, 5 min walk off ABC acres



Livestock - Scottish Highlands

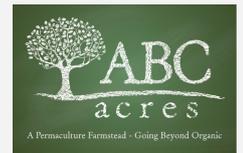


The Guest House in Spring



Pigs and Piglets

Interviewee:
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"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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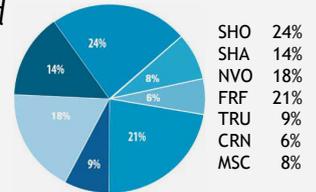
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