



# Global Project Logistics NEWSLETTER

The Official Voice of the Global Project Logistics Network (GPLN)

May — June 2016

Issue No. 51

## Seajet China Air Charter For Siemens

**A**fter having operated many air charters in past years, Seajet China finished a new air charter project for its VIP client Siemens.

The client was Siemens Ltd., China. The cargo consisted of four units, totalling 58,950 kilograms.

For the transport from Berlin, Germany, to Shenzhen in China a freighter charter AN-124 was used.

Key challenge was the loading and discharging of the biggest unit, a motor main body with dimensions of 5.52 x 3.22 x 2.4 meters, weighing 47.58 tons. Two heavy-lift cranes with a total capacity of 160 tons were used for the job.

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## Transport of Helicopters by Uni-logistics

**T**he projects cargo team of Uni-logistics, Poland, has successfully returned four helicopters to Świdnik in Poland after their mission in Uruguay.

Three MI-2 helicopters and one MD-900 were sent to Uruguay for forests patrolling and fire extinguishing about 1,5 years ago. The sea transport was operated from Uruguay via Antwerp and the blades were dismantled for transport. Each of the machines weighed five tons and was 11 meters long.

The MI-2 helicopter is a worldwide recognized Polish brand of sturdy design. Project Cargo department of Uni-logistics supervised the whole logistics operation.

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## GRUBER's Power Job

**I**ntertransport GRUBER has recently completed the loading of 4 x 200Kl cryogenic tanks -- a total of 384 tons and 1,706 cubic meters. The tanks were being handled on a PMT basis to the Torrens Island Power Station in Adelaide, South Australia, and were loaded on to the vessel MV BBC Asia, as pictured here.

AGL Torrens, located 18 kilometers from Adelaide, is the largest power station in South Australia and the country's largest natural gas fired power station. Owned and operated by AGL Energy and with a name plate capacity of total 1,280 megawatt, the station burns natural gas in boilers to generate steam,

which then drives the turbines to generate electricity. The gas is supplied via the SEA Gas pipeline from Victoria and from Moomba in the Cooper Basin.



Construction began in 1963 following authorization by the passing of a government act vesting the land. The A station became operational in 1967 and construction on the B station was completed in 1976.

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## A Word From GPLN

### Dear Reader

Our GPLN Annual General Meeting which took place at the Marriott Hotel Grand Place in Brussels from May 21-23, 2016, was again a huge success. The attendance of 170 participating GPLN delegates demonstrates the strength and quality of the network in spite of the current economic malaise. We would like to take this opportunity to say thank you to all participants, their partners, sponsors and speakers and hope that their attendance was rewarded with a lot of new business opportunities, friendships and a great experience. We appreciate also the compliments we received from many of you for this well-organized AGM and a suitable hotel venue in the heart of Brussels. The Management and staff of the Marriott Hotel Grand Place were very supportive of our event and a big thank you goes to them as well. The video and plenty of photos of our AGM are available on our Facebook page, as well as Flickr and YouTube.

After the conclusion of the AGM the GPLN team moved from Brussels to Antwerp to attend the Breakbulk Europe Transportation Conference & Exhibition where we had company from several GPLN members at our GPLN booth. This year delegates from following companies have joined our stand: Dextrans Worldwide / Singapore / Indonesia, Green Worldwide Shipping / USA, Harbour & Maritime Services Agency / Morocco, Highland Project Logistics / USA, James Cargo Services / UK, M&B Cargo / Uruguay, Navia Logistics / Australia, Paccon Logistics / South Africa, The Freight Co., Ltd. / Myanmar, Thailand and Vietnam, Unishipping International / Bulgaria.

In autumn we will travel to the United States of America to attend yet another Breakbulk Transportation Conference and Exhibition which takes place again in Houston / Texas, from September 28-29, 2016. Towards end of the next month we are planning to exhibit again at Breakbulk Middle East in Abu Dhabi from October 25-26, 2016 and encourage GPLN members who are interested in joining our GPLN booth for both events to contact us now as space is limited.



GPLN AGM 2016 at the Marriott Hotel Grand Place in Brussels, Belgium

Meanwhile a mammoth Chinese vessel carrying over 9000 containers completed on June 26, 2016 the first official voyage through the new expanded Panama Canal, a \$5.25 billion project designed to modernize a 102-year-old landmark of human ambition, determination and engineering prowess.

Like the channel that opened in 1914, the enlarged Panama Canal is a feat of engineering, but ran over budget and was two years behind schedule. Panama needed to expand the canal to accommodate a new generation of container ships, known as neo-Panamax, which are too big for the old canal locks. The larger locks and new lane will double the waterway's cargo capacity. A tanker of liquefied natural gas loaded on the U.S. Gulf Coast and bound for Asian markets could shorten its travel distance by about 5,000 nautical miles and seven to nine days.

Also let's keep all in mind that as of July 1, 2016, the new SOLAS container weighing rule comes into effect. Any shipping container leaving from any port in the world must be accompanied by a shipping document signed either electronically or in hard copy by the shipper on the bill of lading listing the verified gross mass of a container in order to be loaded onto a ship. The container weight mandate from the International Maritime

Organization under the Safety of Life at Sea (SOLAS) convention comes after misdeclared weights contributed to maritime casualties in the past. The IMO's Maritime Safety Committee (MSC) had approved these changes to the Safety of Life at Sea (SOLAS) convention regarding a mandatory container weight verification requirement on shippers already back in 2014. This is an effort MSC has been advocating for many years.

Best regards,

Your GPLN team

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The Global Project Logistics Newsletter is the official news of the Global Project Logistics Network (GPLN), the world's largest independent project logistics network serving the project cargo, chartering and heavy lift industry.

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### NEW GPLN MEMBERS — MAY / JUNE 2016

Réunion	La Possession	C. Steinweg Réunion
Turkey	Istanbul	Hareket Heavy Lifting & Project Transportation
Turkey	Mersin	Hareket Heavy Lifting & Project Transportation



## Perfect Job by Global Shipping Services

**G**lobal Shipping Services arranged the transportation of a sorting plant / screen drum. The shipment had the specifications of 54 feet length, 14 feet width and 12 feet height, weighing 30 tons.

The ocean journey started with the safe loading at the port of Monfalcone, Italy, for arrival to a small U.S. port in Chester, PA. The goal was to deliver the unit to its final resting place at Warren, OH, for the completion of the project.

The unit was secured down in number #3 tween deck (underdeck) in a conventional breakbulk vessel, while the ocean voyage faced delays arriving in the USA due to a major storm. The vessel finally berthed and unloading immediately started.

Even though the vessel had cranes of 120-ton heavy lifts, the unit was too awk-

ward in size and dimensions, and for safety reasons it was agreed to successfully unload with a shore crane.

The main concern started with the crane-loading of the unit on to a special



truck trailer which was arranged by Global Shipping Services.

The truck trailer bed was 19 inches from the ground and much needed for lower clearance, as this shipment would face the next challenge of an estimated

14-foot old bridge height.

Global Shipping Services needed to go under this bridge, located half a block outside the terminal gate, with no other way out, with the project company's escort service carefully measuring the height of the unit on the trailer as well as the height from ground to below the bridge ceiling.

Six different location heights were taken to help pinpoint the best travel spot to carefully clear the bridge. Numerous principal parties were eagerly waiting for the news that the shipment did successfully clear the bridge. Despite the many challenges, Global Shipping Services was able to maintain the door-customer delivery date. The unit actually arrived the night before!

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## DAKO Move to St. Petersburg

**A** crystallizer which had a very impressive size was recently transported by DAKO WORLDWIDE TRANSPORT from the factory in Istanbul-Tuzla, Turkey, via the port of Istanbul to St. Petersburg, Russia.

The transport was done by a low loader, then picked up with a 300-ton floating



crane and loaded by a mobile crane into a non-geared vessel taking directly the route from Istanbul through the Mediterranean, Atlantic Ocean, North Sea, Baltic Sea to St. Petersburg.

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## NEK Ships to the Extreme Conditions of Russia's Far North

**R**ussia's project logistics leader NEK has been involved in oil and gas projects in the Far North for over 10 years. Today, one of NEK's most essential projects is the development of logistics operations in the Far North, particularly in terms of stable organization of deliveries to the new international sea port of Sabetta.

Sabetta is a site in Yamal region of Yamalo-Nenets Autonomous Okrug. It is located at the east coast of the Yamal Peninsula near Ob estuary of the Kara Sea. Sabetta seaport is currently under construction and is intended for transshipment

of hydrocarbons produced at the South Tambej gas condensate field on the Yamal Peninsula and for supply of natural gas, oil and condensate by sea to Western Europe, North and South Americas and Asia-Pacific Region.

NEK began providing regular logistical services for Sabetta back in 2014. Currently, representatives of our company are continuously working at the Sabetta site. NEK specialists have organized the first delivery of Schlumberger's cargo from Archangelsk to South Tambej field at the Sabetta site. The cargo was unloaded directly from vessels onto trucks on the fast ice 3.5 kilometers off the shore. Fast ice is sea and ocean ice that does not move and is "fastened" to the coastline.

The ship was escorted through the ice in the Barents Sea by the nuclear-powered icebreaker Taimyr. The ship was anchored 3.5 kilometers off the shore in the ice field, and trucks, positioned under the shipside were loaded

weight module for Yamal LNG plant was delivered in early September. The module weighs about 1,000 tons.

In the beginning of 2016 and during the holiday season, the weather in Sabetta was moderate, with tempera-

Later, when approaching the Yamal peninsula, ships are guided by Moskva icebreaker from Bely island and on. NEK specialists are currently preparing three Grumant-class bulk carriers in the port of Archangelsk to be loaded with next cargo for Sabetta.

Since 2015, NEK's office in Archangelsk has been providing full range of services required to deliver customers' cargo from Archangelsk to Sabetta.

Availability of our representatives both in Archangelsk port and at Sabetta site allowed NEK to be one of the first companies to offer full range of efficiently provided services to its customers, including not only processing of goods in the port of Sabetta, but also their delivery and unloading at construction sites.

NEK great pride in our close partnership with major oil field operators and service companies, such as Schlumberger, Halliburton, Baker Hughes, PetroAlliance, TCO, Aker Kværner, Agip-KCO, Caspian Pipeline Consortium, Salym Petroleum Development, China National Petroleum Corporation, McDermott, NaryanMarNefteGaz, Air Liquid and Total.

NEK Group (NEK) consists of freight forwarding, service and transport companies with headquarters in Moscow. NEK has been a well-known participant of major international projects since 1992.

NEK's potential guarantees a successful involvement in projects implemented in oil, energy and chemical industries, as well as in industrial construction.

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using ship cranes. This method of unloading may not be the safest one, but is unavoidable in some regions.

tures remaining above -30° Celsius.

Ice conditions are challenging during winter, when ships are unable to inde-



On the Yamal peninsula, autumn is short, snowfalls begin in late September, and then winter starts. The first heavy-

pendently exit from the "neck" of the White Sea, and are therefore escorted through this area by Dikson icebreaker.

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project cargo anytime and anywhere. We look forward to seeing you at Breakbulk Europe 2015 in Antwerp, May 20-21. **Your promise. Delivered.**



## No Room for Error in Coordinating Transformers Delivery to U.S.

**W**orld Logistics Consulting Inc. (WLC) carried out the special delivery of two transformers which originated from Korea to the Pierce Brook substation located in Pennsylvania, USA.

to the substation. Only one transformer was able to be loaded in a day, so WLC essentially had to be punctual with no room for error in order coordinate with the rigger and truckers, as well as the rail car operators for this two-week long

the foundation. Though the most challenging part of this job was securing the permits, the company successfully cleared the permit from the department of transportation with some assistance from its fellow partners. Additionally,

WLC provided on on-pier and on-site project managers to coordinate with the vessels and terminal labor to keep cargo loading and moving in an orderly fashion. Seven super heavy, oversized shipments were directly discharged from the



WLC supervised and coordinated the transloading and local heavy hauling of the transformers from the rail spur to the substation while constantly updating our client in South Korea.

Each transformer was loaded onto a 19-axle dual-lane trailer with keen attentiveness to avoid any damage to the highly sensitive equipment during inland transit

project. The transformer was meticulously inspected prior to departing the origin, upon arrival to the port, prior to loading onto the rail car, and once again when both the transformers were discharged and secured on the rail car.

WLC coordinated the entire work scope including the discharging and inland transit, as well as offloading onto

WLC carried out the successful delivery of 77 packages of press machines which arrived at Norfolk Port from Dangjin, South Korea. WLC managed all aspects of the project, including truck loading as well as transportation of legal and super move shipments all while coordinating with job sites to ensure safe and on time deliveries.

vessel to standby trailers, which included dual-lane. Moving three main press machines with the weight of 120 tons per each with all of the parts were successfully loaded and delivered to GM Springhill Plant, TN, without a delay. WLC coordinated the entire work scope including the inland transit, as well as managing the sequence of delivery. [www.gpln.net](http://www.gpln.net)

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## Company Briefs

### France Cargo on a Roll

France Cargo International Company SA, headquartered in



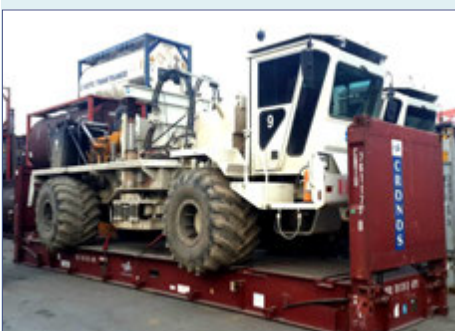
Paris, this year shipped 3,000 cubic meters of cargo to the Middle East, including two 95-ton compressors ex Le Havre.

### BATI GROUP Company Roundup



Captain Caner Aydın, Chairman of BATI GROUP of Shipping Companies, joined the 35th anniversary event of Scanwell Global Logistics on behalf of Scanwell Turkey, together with Mr Kaan Aydın, the company's project developer. The anniversary was held at the Intercontinental hotel Hong Kong.

In further company news, BATI is in a relationship with Iraq. BATI has delivered a total of 190 tons of construction machines from northern Iraq to Mersin and shipped it to Djibouti. Nowadays, the Iraq and also Iran market is very interesting for BATI GROUP. The company is doing daily shipments



to both countries via Mersin.

In related news, BATI GROUP Mersin office joined the Dragon Festival 2016. Attended by 668 teams and 14,696 competitors, is one of the biggest three festivals of the world held at the same time.



BATI Group is convinced that teamwork for fun and also in the workplace offers the company and staff the ability to become more familiar with each other and learn how to work together. There are several ways in which teamwork is important and vital to the success of the company and to the development of each employee. Understanding those important elements will assist in developing company policies geared toward encouraging team growth in the workplace.

Last but not least, BATI Group was among the top five



nominees of the Istanbul Chemical Product Exporters Association. The company has been nominated as 4th top operator.

### Protranser Country Teams Enjoy Big Outing

Protranser of China celebrated with staff of ten offices from all over the country. Some 70 em-



ployees gathered for the trip to Zhangjiajie in Hunan province, where film director James Cameron had found some exiting views for his famous movie Avatar. It was a wonderful event in beautiful mountainous countryside. The reunion celebration made staff experience rain and sunshine together, as an opportunity to achieve better team work.

### From Spain to Israel

Sparber Group of Spain recently shipped heat exchangers from Bilbao port in Spain to port



of Ashdod in Israel by MV "Abis Bremen". The cargo was consisting of various pieces which had a weight between 60 tons and 159 tons.

### Paragon Saudi Active Across the Region

Paragon Saudi Services Shipping & Logistics completed a series of jobs, one for the Jeddah airport project. Paragon Saudi's scope of work was to receive



the oversized breakbulk cargo at Jeddah port with supervision while loading and transporting to

the project site, off-loading and supervision at site.



Additionally, Paragon Saudi Services won the contract for transporting over- dimensional raw water filtering tanks from Jubail to different project sites. The first lot was moved from Jubail to Durma project site successfully. The contract included loading, lashing, arranging of necessary permits, escorting the shipment and off-loading at site.

Another move by Paragon Saudi Services was from Saudi Arabia to Jordan. 45 cat diggers and shovels were successfully delivered to the consignee, using 8-axel low beds. This door-to-door project scope included both Saudi and Jordan border clearance. The project is executed over the course of several months.

Furthermore, Paragon Saudi Services handled the export of four cranes from Jubail to Italy, and finally the company is pleased to report they have successfully completed the Yanbu project, with the transport of deodorizers from Jeddah to the project site.





## Darka Project for South Sudan Peace Keeping Forces

**D**arka group of companies with its headquarters in Port Sudan, Republic of Sudan, has again successfully executed a demanding project of peace keeping forces equipment's to Juba in South Sudan.

The cargo of total approximately 1,000 cubic meters of vehicles and generators was delivered by road on 1,600 kilometers from Mombasa port, republic of Kenya, until delivery in Juba, Republic of South Sudan. Three of Darka group of companies offices where involved and carefully coordinated and executed this sensitive project with successful delivery for the peace keeping forces in

South Sudan. Furthermore, Darka has successfully launched a unique new NVOCC service from Port Sudan to Jebel Ali. Due to the continuous growth of agricultural product exports from Sudan worldwide and especially to the Gulf States and Middle East, Darka has seen the opportunity to be the only Sudanese company to manage and own its fleet of containers, and to start this service from Port Sudan to Jebel Ali and back to Port Sudan. This is a beginning of a long-cherished dream to cover the Red Sea, Gulf and East African ports in the near future.

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## Cargo Baskets to the U.S.

**T**he Project Cargo department of Uni-logistics from Poland has successfully delivered cargo baskets for Tuscor Lloyds, one of the partners of Global Project Logistics Network (GPLN). Cargo baskets are offshore containers intended for petrol and gas industry. They are manufactured following the standards of DNV (Det Norske Veritas) and under the supervision of certified DNV inspectors. The transport of six cargo baskets was operated via the sea route starting from the



Port of Gdynia in Poland to head for Houston, TX, in the USA. The longest cargo baskets were 23 meters in length and had a weight of 34.7 tons. The load was transported by a Norwegian ship owner vessel equipped with gantry cranes. This challenging task has been successfully completed thanks to the efficient operations of the project cargo team of Uni-logistics.

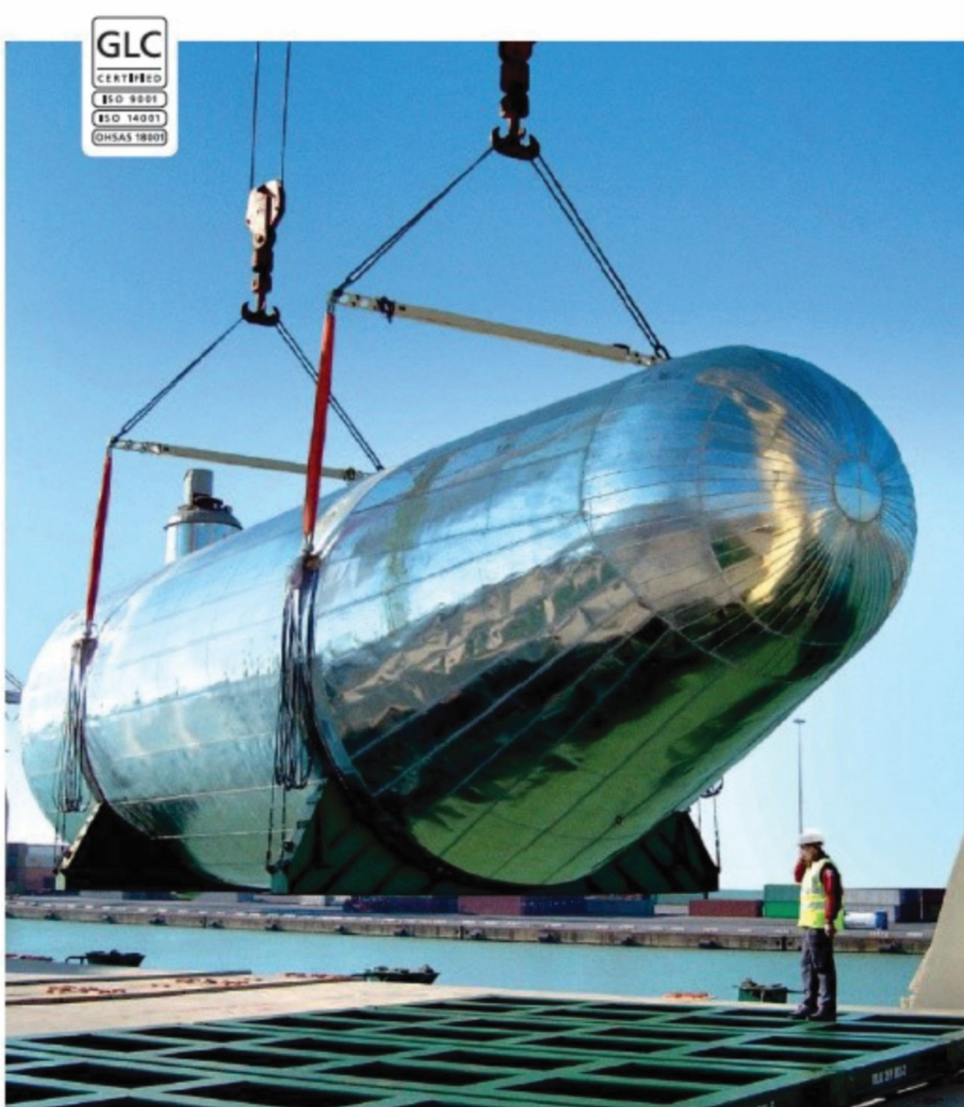
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## Derince - Dubai

**T**he projects team at CSS Group has successfully completed a major movement with installation. Six transformer units were moved from Derince Port, Turkey, to Dubai. Each point of the entire project was carefully assessed to ensure a smooth journey of the cargo. At the destination, transformers were installed

using the jacking and skidding method. "CSS Projects team has got a proven expertise in transformer movement, as we have done some major movements in the past as well", commented Raj George, Senior Vice President, Projects Oil & Energy, CSS Group. "When it comes to installation, our past experience and successful results attract clients to us when such demands pitch in."

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## HEAVY MATTERS

*By Gert Vos*



### LIFTING SMALL THINGS

Many people think that lifting small items of maybe 1,000 kilograms or less or maybe a few tons is easier than lifting heavy cargo. Unfortunately, weight has nothing to do with complexity of lifting or handling. In the picture you see a heavy lift, done with two cranes. Although the preparation of such a job needs a lot of engineering time, the way of lifting the cargo itself is not complicated. Lifting trunnions are in a good position and it is clear how to handle the cargo.



In the next picture you see a standard UCP (control cabinet). It's a small piece, not heavy, but with a high risk of tilting during transport and loading/unloading with f.e. a forklift. If you have such general cargo in one of your projects, ask for info about transport, lifting and lashing.



How to handle these typical small, but precious cargo. Following information is important if you handle UCP units:

*Continued on page 11*



## Checklist:

Dimensions: length, width, height, weight.

Position of CoG (centre of gravity) in X, Y and Z direction. Be careful: CoG position sometimes on foil packaging. If foil shifts, the CoG mark shifts also, but real CoG does not shift !

Minimale inside angles of slings: 75°.

Sufficient and suitable lifting points.

Suitable lifting equipment.

Specific lifting equipment: type, length, capacity, lifting beam etc.

Loading / unloading with crane and or forklift ?

Personnel : sufficient knowledge to lift these type of cargo ?

## Important items if UCP is handled with forkliftruck:

Lash UCP with ratchet straps ont pallet and with bolts (if possible).

Position forks of forklift wide and if possible under supports of UCP.

Forks: enough length: min. 100 mm outside pallet or UCP itself.

Sufficient capacity of forkliftruck. Min. 50% overcapacity: relation position CoG and postion on forks.

Fixation of UCP on forklift carriage.

Transport low above grade.

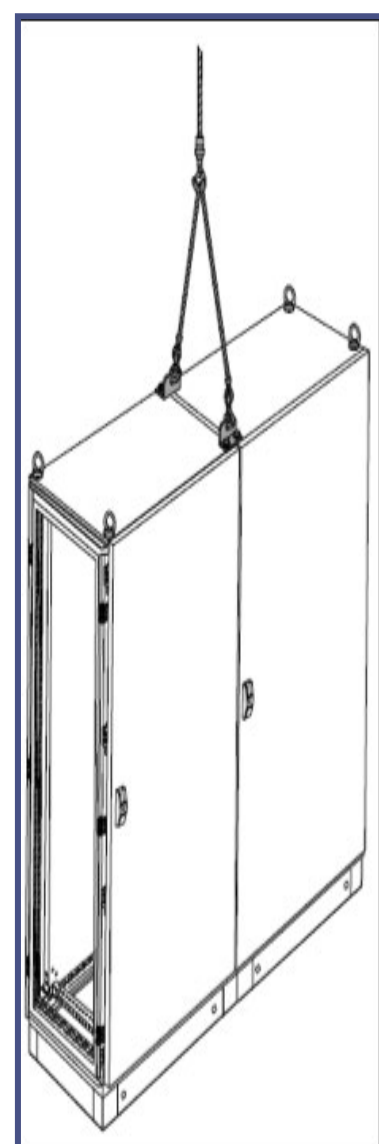
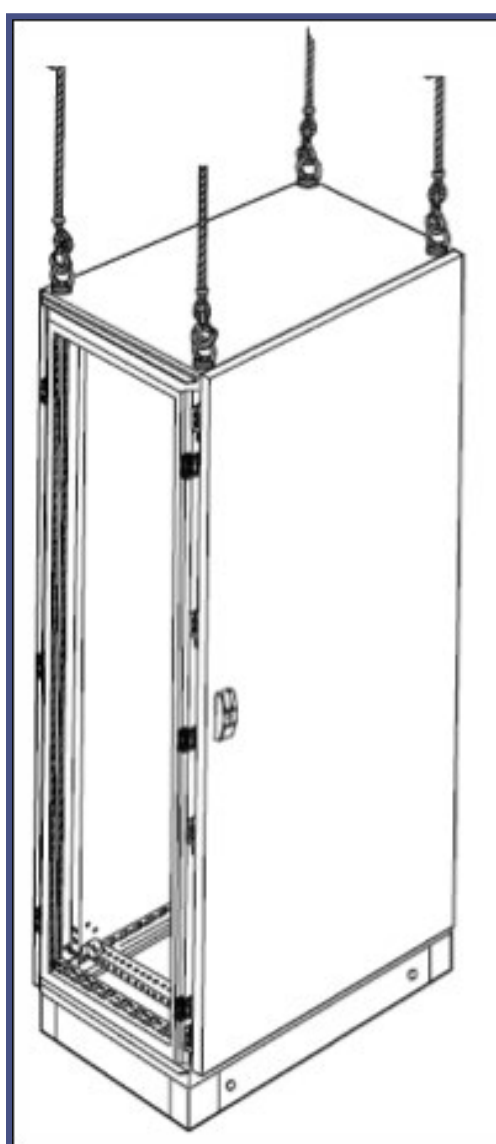
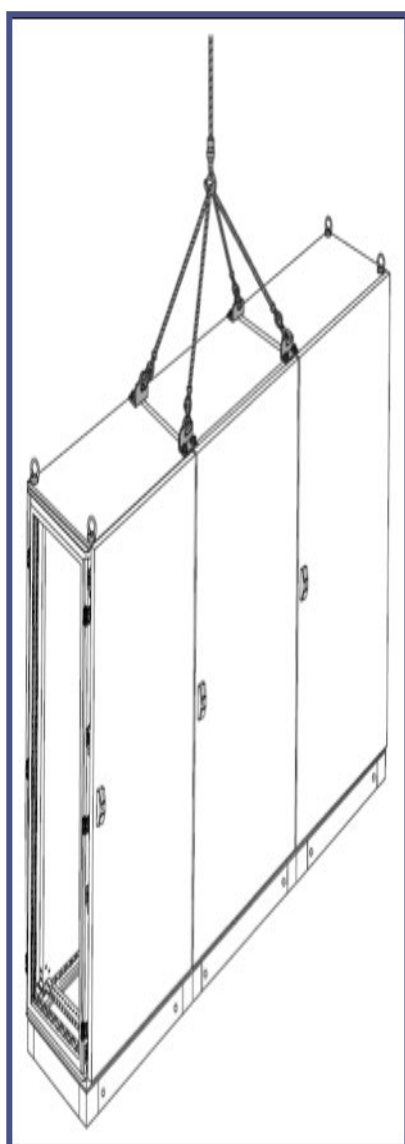
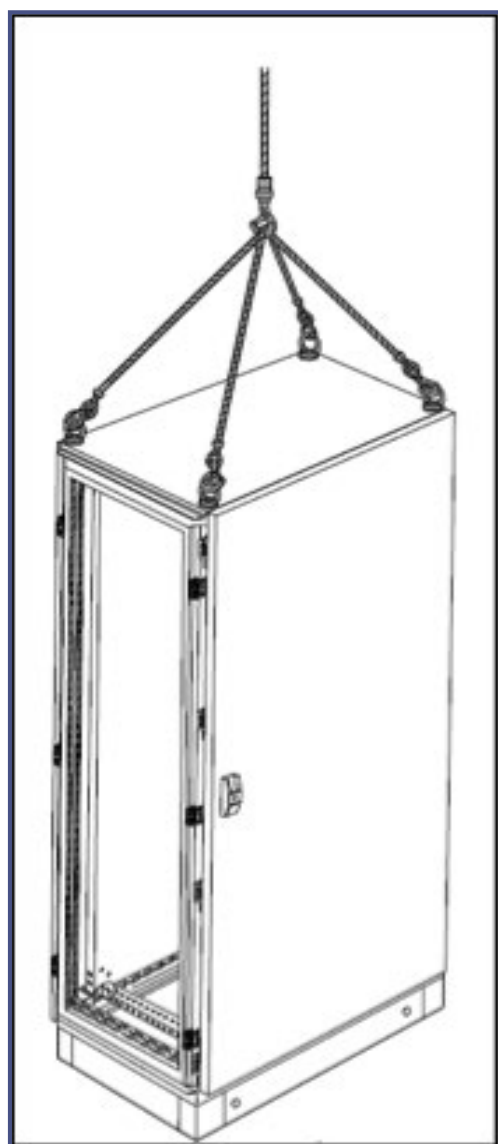
No cambered road or grade during transport/loading/unloading.

Fill up space between the forklift carriage and UCP if possible.

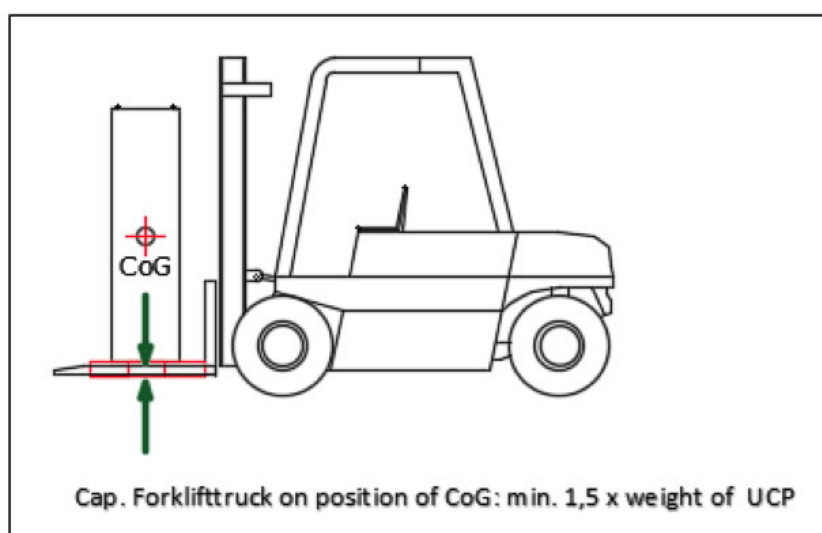
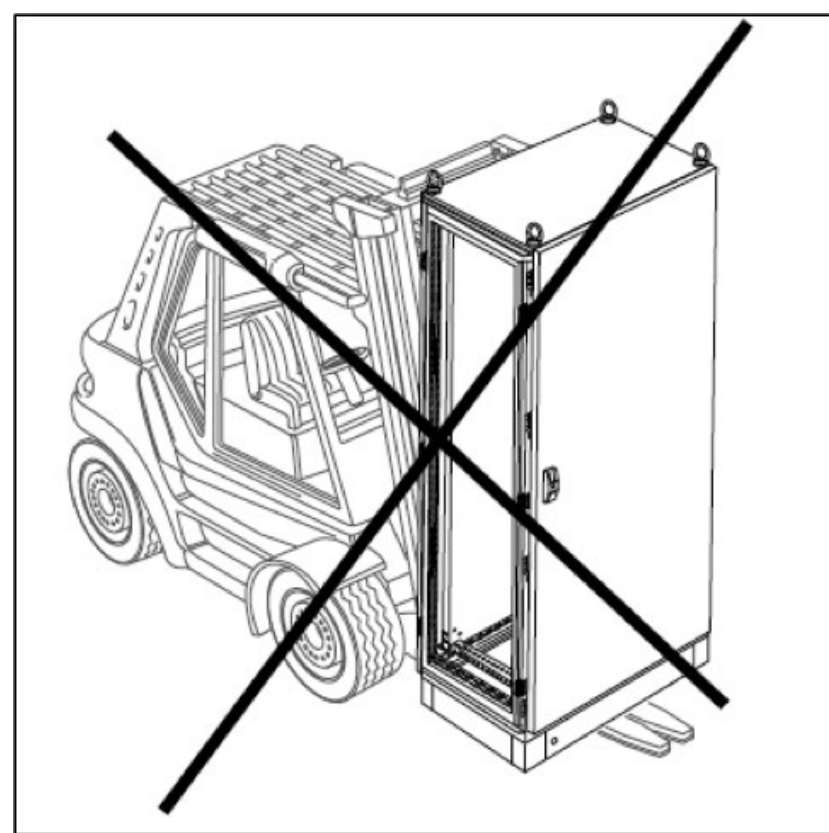
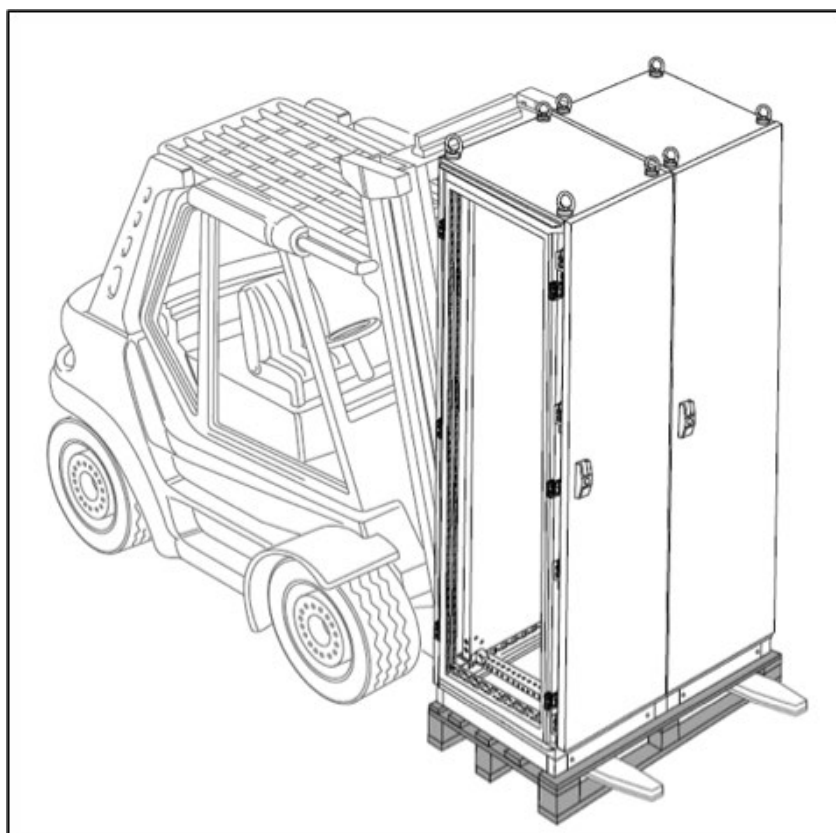
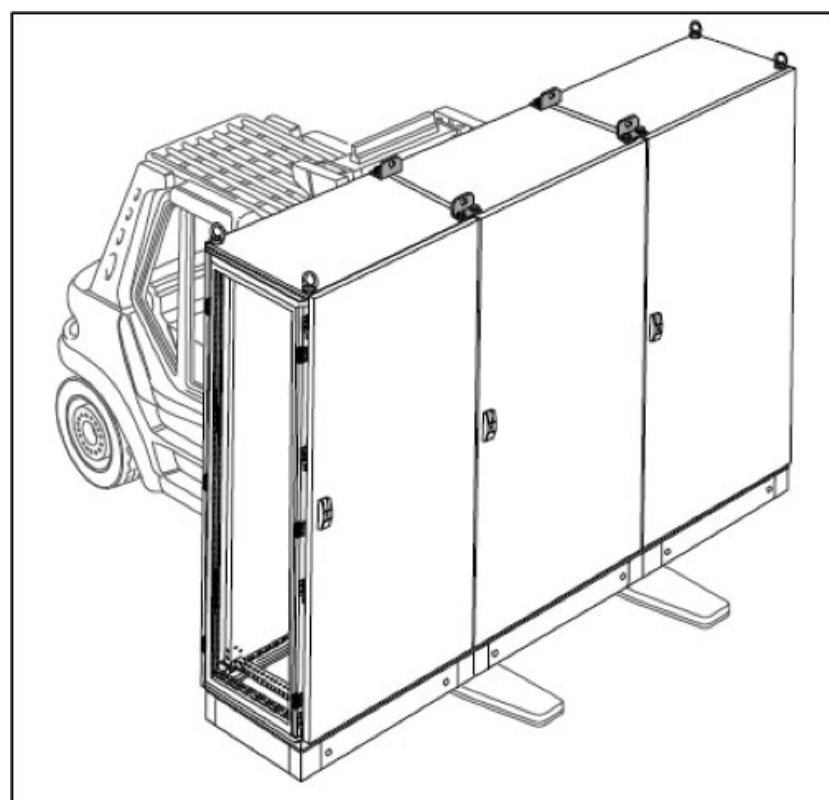
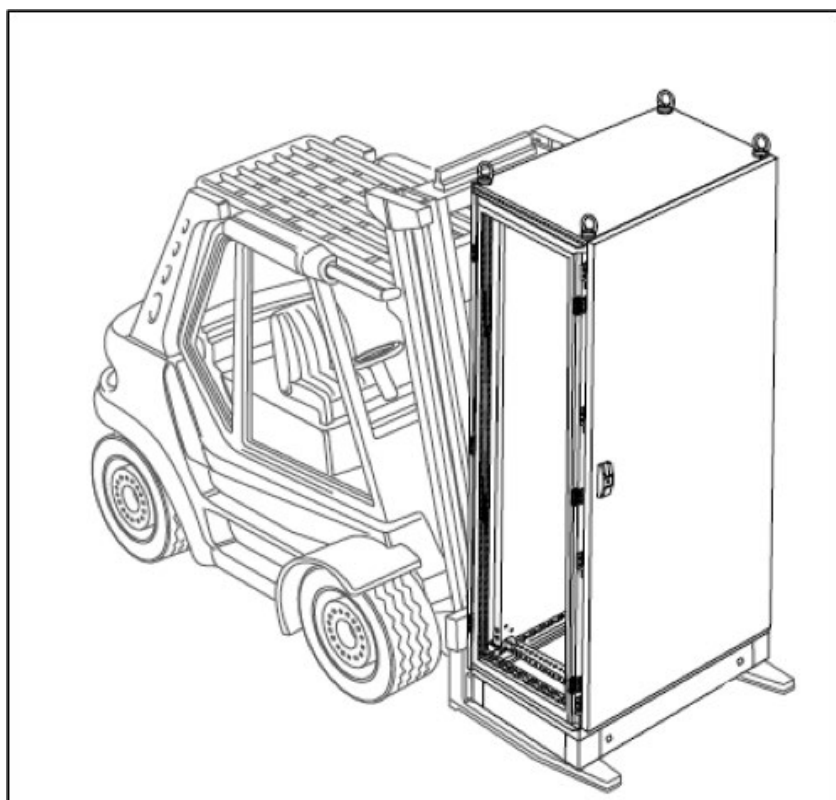
Non-sliprubber between forks and UCP.

If forks are used directly under UCP: always non-sliprubber and check if UCP is suitable for that.

GENERAL: CHECK WITH SUPPLIER HOW TO HANDLE THEIR TYPE OF UCP BEFORE YOU START!









## Upcoming GPLN Meetings & Events

### 27th Breakbulk Americas Transportation Conference & Exhibition

27th — 29th September 2016

George R. Brown Convention Center

Booth No. 318

Houston, TX, USA



### 2nd Breakbulk Middle East Transportation Conference & Exhibition

25th — 26th October 2016

Abu Dhabi National Exhibition Center

(ADNEC)

Booth No. 200

Abu Dhabi, U.A.E.



### 6th Breakbulk China Transportation Conference & Exhibition

15th — 16th March 2017

Shanghai World Expo Exhibition & Convention Center

Booth No. 1101/2

Shanghai, China



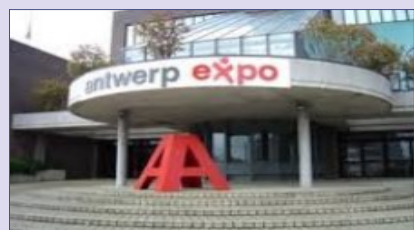
### 12th Breakbulk Europe Transportation Conference & Exhibition

24th — 26th May 2016

Antwerp Expo

Booth No. 300H4

Antwerp, Belgium



For all information on upcoming events,  
please contact GPLN's Luzius Haffter at:  
[luzius@gpln.net](mailto:luzius@gpln.net)

## VIP Service to Egypt

The Slovenian branch of the company BASE SPA has delivered a breakbulk shipment with a total weight of 1,340 tons from port of Koper, Slovenia, to Port Said, Egypt.

The main tasks for this shipment was, besides standard chartering and securing operations, to accomplish a specialized and dedicated VIP service to parties involved (both shipper and consignee) by reporting and inspecting all the steps along the shipment from the delivery of various breakbulk items on dock up to the sailing to destination port of Port Said.

This was achieved actively from

BASE SPA team, who is used to handle general and project cargo easily thanks to highly specialized staff in all their sectors and departments. Additionally, the Slovenian branch of BASE SPA has delivered 214 tons of pipes from the port of Koper to Misurata port in Libya.

Founded in 1983 in Livorno, Italy, which is the headquarter for all operations, BASE SPA has since implemented their services all around the world, guaranteeing to all their customers and freight forwarding partners a top level of efficiency and quality by a constant and strong results-effective attitudes for all the steps they're taking in shipments handled.

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## FOX Brazil Ramps Up Coca-Cola's Operations

FOX Brazil was involved in a project relating to a biomass power plant in Mexico. The contract included the transportation of 3,650 tons of equipment, such as a steam boiler, turbine, generator and transformer, among other items. The shipments were being moved from São Paulo to Veracruz.

A sugar refinery that is part of the Coca-Cola group will be using the biomass-powered steam generator, supplied by a Brazilian firm, to help ramp up its operations.

The term "biomass" refers to any organic, non-fossilized matter of animal or vegetable origin that can be used to generate heat, either for direct industrial use

and electricity generation or in the production of other forms of energy (such as charcoal, ethanol, biodiesel or combustible gases).



Among the 3,650 ton of equipment moved along the 450 kilometers from the plant to the port of Santos, the highlight of the project was a steam boiler weighing 76.5 tons and 16.5 meters in length.

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## Breakbulk Innovation

**H**ow do you remain the supplier of choice in a tough and volatile market? In this blog post, Roger Strevens, Head of Key and Liner Accounts at WWL, outlines what the breakbulk shipping industry needs to do in order to stay ahead of the game.

It will come as news to nobody that the breakbulk shipping industry is enduring tough times. The reasons why are many and varied, and include economic, regulatory and political factors. Together these contribute to the idea of a "VUCA" market, meaning "Volatile, Uncertain, Complex and Ambiguous."

The term has military origins, but the business world has embraced it in recent years because it captures the dynamics of certain industry sectors, including breakbulk shipping, so well.

The underlying question is how do we as an industry cope with this VUCA market? From the perspective of carriers, the reflexive reaction is often to batten down the hatches and hope to ride out the storm. The better option, in my view, is to innovate ourselves out of it, as it would not only help us deal with the current situation, but also create strategic benefits on the longer term.

There are many ways to innovate, but, in this most practical of industries, thoughts quickly turn to vessels. Larger vessels has been the name of the game these past years in the RoRo (Roll-On Roll-Off) industry. However, a vessel only delivers on its economy of scale if it has a high utilization factor. Since ever-larger vessels are ever more challenging to fill,

there is effectively an upper size limit. That limit was reached for Wallenius Wilhelmsen Logistics (WWL) with its previous newbuild series, the Mark V. Hence; the new "HERO" (High Efficiency RoRo) newbuild series are of a similar size, but have an advantage in terms of versatility. They are shorter, wider and have more hoistable decks, making them easier to adapt to the cargo needing to be carried. These characteristics have the added benefit of being able to extend service to ports with shorter, shallower berths. In summary, they are vessels for a VUCA world.

Another practical take on innovation is to look at the equipment used to carry cargo. Of course there are numerous new kinds of equipment that could be developed, but it is also true that existing equipment could be used in a wider range of ways. Success with this approach means a carrier can maintain a more homogenous equipment profile.

For customers that means it is more likely the carrier has the equipment necessary for a job in the location where they need it. To help WWL continue to innovate on cargo solutions it is in the process of developing a Breakbulk Centre of Excellence, which will open in Bremerhaven later this year.



Roger Strevens,  
WWL Head of Key and Liner Accounts

Shifting focus from steel to software, information technology holds great innovative potential with immediate bene-

fits to shippers. In this day and age, one might think rapid response times, continuous cargo visibility, e-documentation and system integration would be the industry standard, yet that's only available from a relative few carriers. Customer oriented IT innovation can effectively create a new (and

improved) normal.

It's tempting to think that today's situation is unprecedented, but to the old hands of the industry, we've been in similar waters before. What may be dif-

ferent this time is that the VUCA dynamics could be here to stay.

I would argue that -- even leaving the economic, regulatory and political factors aside -- the underlying improvement in the breadth and depth of data available to shippers is supporting a more analytical procurement approach, one that can lead to less stability in commercial relationships.

Also, unlike the other factors, it is not a cyclical phenomenon. The upshot is that carriers are presented with a choice of either getting drawn into price only focus, with the associated risk to service quality, or finding new ways of creating value for their customers.

The former is literally a strategy of diminishing returns for all concerned, so I believe that embracing innovation on every front is really the best and only tool for those with a long term perspective.

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## GPLN Duo Teamed Up

**A**ST of Turkey is celebrating its 15th years of successful project transportation and the company's continuous growth of jobs and turnover. The cargo of 38 units measuring 12.2 x 2.44 x 2.44 meters and weighing 9,523 kilograms were loaded at Pietarsaari site. The pre-carriage was performed by fellow GPLN member, Freja Transport & Logistis from Finland. All units have been sailed from Kokkola to İskenderun port in

one lot and were delivered from İskenderun port to the job site in Mardin, Turkey, in perfect conditions.

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## Q&A on How Digitalization is Changing the Project Industry's Customer Journey

**D**igitalization is changing the way suppliers interact with their customers. In this Q&A Joost Somers, WWL's Global Head of Customer Care, explains how WWL is adapting its customer interfaces to the new digital reality.

### How is customer service different in the digital age?

Going forward, face-to-face interactions will increasingly be replaced by online contact. Customers these days prefer to access information digitally, which is why user-friendly websites and customer portals are so important. According to McKinsey, 76% of telecommunications customers are satisfied with a customer service journey that is fully digital, compared with 57% satisfaction with traditional interactions.

### Is digitalization changing the way customers search for information?

People these days look for information online and they expect to find it quickly and easily. They usually only explore other channels if this option doesn't work.

### Does social media play a different part in B2B, compared with a B2C environment?

Asking questions or making complaints via Facebook or Twitter is common for private individuals in the B2C environment. As a B2B company, we see queries coming through social media from private individuals who are our end customers, but not necessarily from our direct customers.

### How is WWL adapting its website and online tools to this new digital reality?



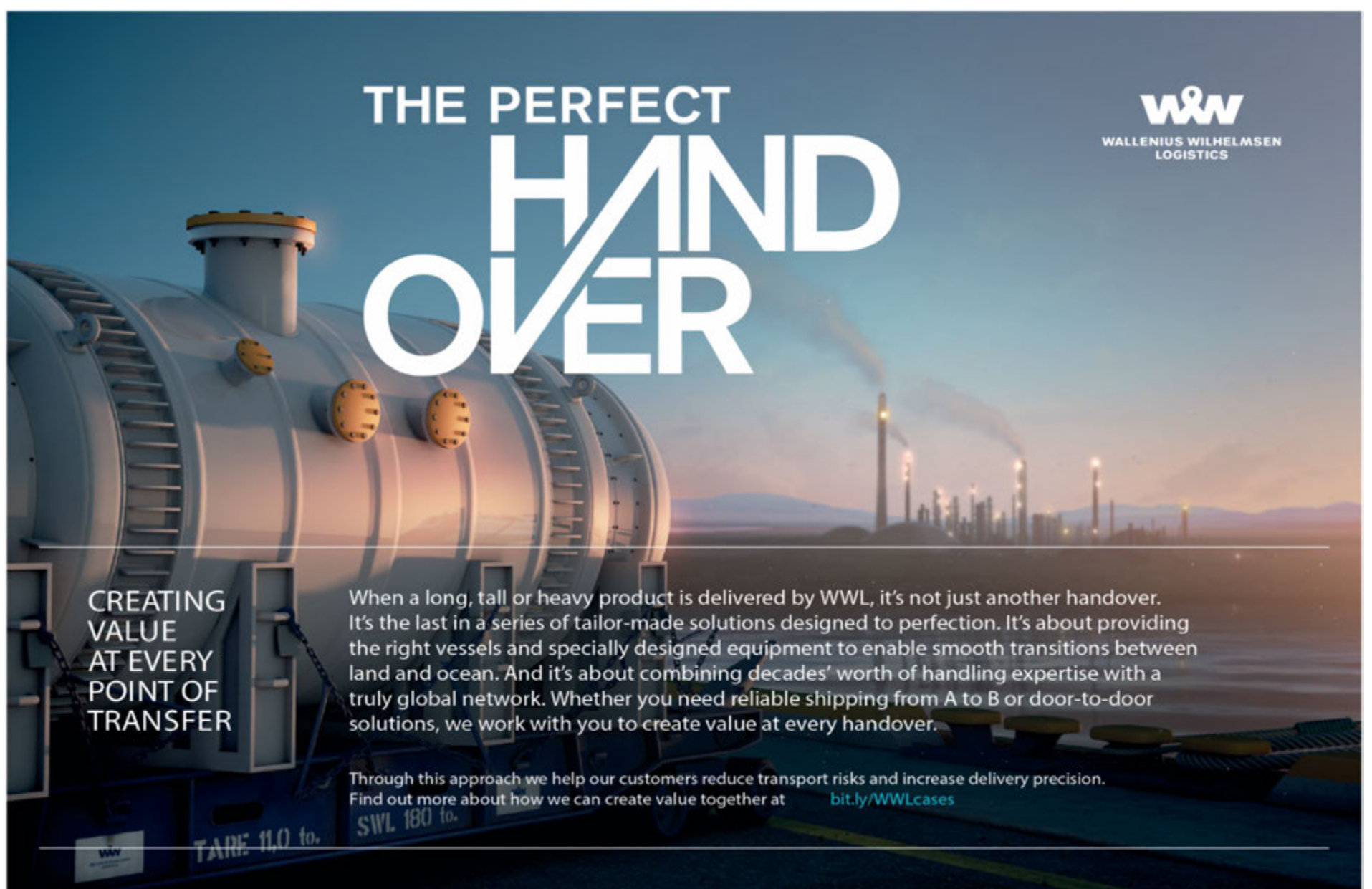
Joost Somers, WWL Global Head of Customer Care

We have a new process to ensure that any queries and comments on our website are quickly responded to by the right team, and we plan to set up something similar for other social media feeds. Meanwhile, we're upgrading our online tools to give customers faster, easier access to crucial features such as vessel schedules, requests for quotations and real-time tracking and tracing of cargo.

### What is the ideal future scenario?

We want to offer customers quick, easy access to information via our website and through a dedicated customer portal that has all the relevant data and digital tools available. Studies show that customers who are satisfied with their digital experience make more referrals, and we believe customers will be happier if they don't need to call or email us all the time to get the information they need.

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## Rickmers Group Expansion

**R**ickmers-Linie, the liner service specialist for breakbulk, heavy lift and project cargoes, takes over the activities of tramp and chartering specialist Nordana Project & Chartering with offices in Copenhagen, Bangkok, Singapore and Houston. The business will continue under the name and brand “NPC” and become an independent division supplementing the Rickmers-Linie segment within the Rickmers Group effective July 1, 2016.

In the new arrangement NPC will operate a multipurpose heavy lift fleet worldwide in the size range between 8,000 and 21,000 dwt with a lifting capacity of up to 500 tons.

The core fleet will be made up of Nordana’s 12,000 dwt heavy lift vessels and will include Thai flag vessels. NPC will be managed by Lars Steen Rasmussen (Copenhagen) and Torben Reinhard (Bangkok) and will be a separate entity within the Rickmers-Linie segment.

The takeover of NPC through Rickmers-Linie comes a year after Nordana Project & Chartering nominated Rickmers (Japan) as their sole General Agent in Japan as a result of which NPC could

considerably increase the number of calls at Japanese ports. In March this year Nordana nominated Rickmers-Linie as its representative in China. The successful

cooperation between the two companies has since led to the joint idea to further increase the complementary effects between liner and tramp, which adds value to the customer base of both companies.

Ulrich Ulrichs, CEO of Rickmers-Linie said: “Working together with NPC in our ventures in Japan and China has shown that we fit together really well, both product, and service-wise, as well as with the team spirit and working climates within our companies. We re-

viewed and soon agreed that we should expand our cooperation, which eventually led to Rickmers-Linie taking over the NPC business.”

Lars Steen Rasmussen, the designat-

ed CEO of NPC added: “We are convinced that many of our esteemed customers will value the combination that is

now on offer. We are looking forward to further developing existing customer relations and developing new business for both companies.”

### About the Rickmers Group

The Rickmers Group is an international service provider in the maritime transport sector and a containership owner with a global blue chip customer base. Rickmers-Linie is one of the world's leading specialists in the global transportation of break bulk, heavy lift and project cargo by sea. With regular

sailings and reliable schedules, the company has set new industry standards. The “Round-the-World Pearl String Service” connects the core business areas of the world. Liner services between the US, Europe and the Middle East/India as well as special charter sailings on demand add value for the globally active customers.

The route network is complemented by its Westbound Round-the-World Service. The company belongs to Rickmers Group, which offers diversified activities in the segments of Maritime Assets, Maritime Services and Rickmers-Linie. Rickmers Group currently manages a fleet of more than 130 vessels.

### About Nordana Project & Chartering

Nordana Project & Chartering was established in 1998 as an independent division within Nordana Line and has since developed into a renowned and respected specialist for worldwide tramp and chartering activities within the dry cargo market.

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