

UPDATE

Schoeller Holdings | AAL | COLUMBIA

2.17

CCS takes over 'TUI Discovery 2'

EDITORIAL

Dear Reader,

Ship management has to be relevant and compelling. What does that mean in detail? In early May, Mark O'Neil, President of COLUMBIA Shipmanagement and future CEO of Columbia Marlow (subject to regulatory approval) discussed how ship management companies have to shape up for the future (see page 5).

CCS is proud to announce that it has been awarded with technical management of 'TUI Discovery 2' and successfully coordinated and supervised the vessel's refit (see page 2).

Finally AAL has won the prestigious Asian Freight, Logistics and Supply Chain Award 'Best Shipping Line Project Cargo' for the fourth year running (see page 3).

Yours sincerely

Demetris Chrysostomou

Marketing Director . COLUMBIA Shipmanagement

IN THIS ISSUE

2

CCS takes over 'TUI Discovery 2'
'NYK Rumina' receives Japanese
Pilots' Best Quality Ship Award
CSM honours Day of the Seafarer

3

AAL wins
Asia Project Shipping Award
AAL completes deliveries for
Egypt's Megaproject

4

Blue Sky Thinking partnership deal
with Lufthansa Industry Solutions

5

Mark O'Neil on why
ship management has to be relevant
and compelling

ITTF to re-start

After a six-year pause the International Technical Tanker Forum (ITTF) had an initial meeting in Dubai this year with the aim to bring the ITTF back on track and develop new core principles for its work. A draft guideline spells out the main objectives: to provide a platform for networking, share best practices and other information related to tanker operation and benchmark performances to identify areas for improvement. Uwe Körber, Technical Advisor at CSM Germany and the initiator of the forum's re-establishment, said, "My dream is clearly to take the ITTF back to its former brilliance as one voice which is taken seriously within our industry."

CCS takes over 'TUI Discovery 2'



vessel with a maximum capacity of 1,832 passengers underwent an extensive rebranding and refit in Cádiz (Spain) to undock as 'TUI Discovery 2'. The sister vessel 'TUI Discovery' (former 'Splendour of the Seas'), also under CCS' technical management, joined the fleet in summer 2016.

Being the technical ship manager of the two sister vessels, CCS is very proud to participate and contribute to Thomson Cruise's modernization and transformation strategy.

Columbia Cruise Services is proud to announce that on March, 29th 2017 the technical management of MV 'Legend of the Seas' has been transferred from RCL Cruises Ltd. to CCS. Until early May, the

Until May 9th, a designated CCS task force supervised and coordinated the refit successfully on-site. The maiden voyage of the 'TUI Discovery 2' left Málaga (Spain) as scheduled on May 14th.

'NYK Rumina' receives Japanese Pilots' Best Quality Ship Award

On 23rd June 2017, 'NYK Rumina', a container ship of NYK owned and operated by NYK Cruises Co. Ltd., has been recognised with the Best Quality Ship Award for 2016 by the Japan Federation of Pilots' Associations (JFPA). CSM was awarded full management of the vessel in 2010.

The Best Quality Ship Award was founded in 2003 with the aim of enhancing awareness of not only safe vessel operations but also the need for environmental conservation within Japanese ports and oceans.

The ships were evaluated for their implementation of safety measures, sufficient training of bridge crew in Bridge Resource Management, directive and command systems on board the vessel, crew awareness for safe operations, and systems in place for easing cooperation with pilots.



FROM LEFT TO RIGHT:

Pablo Mussi

CSM Technical Fleet Manager,

Shoichi Fukunaga

Chairman of Japan Federation
of Pilots' Associations,

Tomohiro Kotaki

CSM Japan office representative

CSM honours Day of the Seafarer



Every year on 25th June COLUMBIA Shipmanagement joins the maritime community in celebrating the 'Day of the Seafarer'. For this year's campaign – entitled 'Seafarers Matter' – the IMO aimed to engage ports and seafarer centres to share and showcase best practices in seafarer support and welfare, as well as to remind the general public worldwide that the Seafarers constitute the 'blood cells' of Shipping. In honour of Day of the Seafarer CSM staff gathered for a photo shoot to express their special thank you.

AAL wins Asia Project Shipping Award

AAL has won the prestigious Asian Freight, Logistics and Supply Chain (AFLAS) Award 'Best Shipping Line Project Cargo' on June 29th for the fourth year running.



After collecting the award on AAL's behalf Felix Schoeller, General Manager Pacific Liner Service, commented, "We'd like to thank Asia Cargo News and the AFLAS Committee for nominating AAL once again in this all important Project Cargo Shipping category and we are immensely proud to have gone on to win the award for a 4th consecutive year. Even though AAL has expanded its project shipping capability to offer global coverage, Asia is still fundamental to our and our customers' operations and this important award tonight is testament to the hard work of everyone in our organisation on land and sea."

The award was voted for by over 15,000 readers of 'Asia Cargo News' – shipping professionals, EPC representatives and project owners from across the world.

AAL completes deliveries for Egypt's Megaproject

AAL has completed an intense 9-month project shipment for LPL Projects + Logistics GmbH, to transport 194,561 freight tons of HRSG modules and related accessories (architectural steel and other components) from Ulsan and Penglai to the Egyptian ports of Sokhna and Adabiyah – cargo destined for the country's largest-ever power generation project, the Siemens' Megaproject at the Beni Suef and New Capital Power Plants.

Namir Khanbabi, Managing Director of AAL's Tramp & Projects Division, commented, "To deliver on schedule and without incident is testament to the sustained efforts of our sea and land-based teams. We were awarded the project by LPL in the summer of 2016 and started almost immediately, quickly deploying four of our 31,000 dwt A-Class vessels, dedicated to carrying-out the monthly and sometimes fortnightly sailings required into the Red Sea."

Marc Willim, General Manager of AAL's Tramp & Projects Division, added, "LPL were incredibly professional to work with and the communication between us was excellent and needed to be, considering the strict pro-

ject timing, sailings intensity and overall importance of this multi-billion-dollar project to all stakeholders."

Angelika Roos, LPL Project Director Megaproject Egypt, said: "Working with AAL was very professional. They always made an effort to find solutions when needed. It is easy to say that the carrier performance was perfect if everything goes well, but you really can only judge the performance of your partner if you are facing challenges. Here we have to say that everything worked out good. The communication between AAL and LPL was very good. We worked together as a team."



Blue Sky Thinking partnership deal with Lufthansa Industry Solutions

COLUMBIA Shipmanagement together with Marlow Navigation have underlined their individual commitment to a digital agenda in quality ship management by signing a ground-breaking partnership with Lufthansa Industry Solutions that will pave the way for a new era of blue sky thinking in the maritime sector.

The agreement between Blue Dynamics – a cutting edge software company previously set up by COLUMBIA and Marlow – and Lufthansa Industry Solutions will provide the highest standards of information technology relating to performance monitoring, predictive maintenance, remote sensing, procurement, logistics, crew planning and other important topics such as development resource sharing, lab utilisation and state-of-the-art development processes.

Lufthansa Industry Solutions has successfully provided several innovative IT solutions to the maritime industry over the years, both in the transport and the cruise sector. The subsidiary of the Lufthansa Group supports its clients along every step of the way toward secure network and internet solutions, from the concept and implementation of IT infrastructures to the optimization of existing ones. Cruise companies also have the option of integrating the Velimo mobile platform, which was developed by Lufthansa Industry Solutions especially for the cruise and tourism industry. The platform offers guests access to a wide range of digital content and smart services.

Mark O'Neil, President of COLUMBIA Shipmanagement, and the future CEO of the merged Columbia Marlow (subject to regulatory approval), welcomed the partnership and said the goal was to create "a truly

transformational digital environment consisting of integrated applications and services which will enable the customer to be fully integrated into the management and vessel operation process. It will empower our staff with more information to help them in their decision-making processes, ensure optimisation of maintenance and processes, allow for better monitoring of crew training and pastoral needs, and help immeasurably in achieving economies and efficacies of scale. All this tailored to the specific needs of each individual client, large and small."

Bernd Appel, Managing Director of Lufthansa Industry Solutions, said, "We very much welcome this partnership between two companies sharing the same values, impeccably high standards and commitment to innovation. Our roots are in aviation, a highly digitized, security-sensitive industry. Lufthansa stands for quality and reliability, which means that we as a subsidiary have good DNA. The sharing of IT solutions between the airline and maritime sectors can only assist both and lead to improved safety, efficacies and efficiencies."

COLUMBIA and Marlow Navigation have long acknowledged the importance of digitalisation in their drive to create a credible, innovative and achievable digital agenda focusing on enhanced planning; environmental awareness; process control; safety; vessel performance monitoring; predictive maintenance and transparency. This development can only fast-track that process. Both companies established Blue Dynamics several years ago in order to develop an industry leading IT platform and detailed digital agenda, as well as creating the environment for blue sky thinking on the maritime sector and ship management's future digital needs.

Ship management has to be relevant and compelling



On May 5, Mark O'Neil, President of COLUMBIA Shipmanagement and future CEO of Columbia Marlow (subject to regulatory approval) discussed trends and developments in ship management at Capital Link's International Shipping Forum China. Here are selected highlights from his presentation.

"In light of the ongoing COLUMBIA Shipmanagement and Marlow Navigation merger we have had a wonderful opportunity to consider all of the trends currently in the market and to consider how we can improve given a situation."

Emerging vertical structures

"We see more and more logistic companies like DHL coming into the marketplace, buying vessels and actually getting into territory that was previously the territory of ship owners, charterers and other smaller logistic companies. Logistic companies own vessels, they own haulage companies and they are creating vertical structures. We as ship management companies have to find our slot in that vertical structure. I think we have a very important slot but we have to recognise the changing marketplace – as do shippers, financiers, ship owners and charterers."

Relevant and compelling

"Ship management has to be relevant and compelling. What do I mean by that? Managers have to afford customers what they need, where they need it and when

they need it and at a price they can afford to pay. If you achieve that you will be relevant.

And then your second challenge is what services do you need to be able to provide. It's not just crew management or technical management anymore, it is commercial management, IT, green recycling, procurement, training, consulting, surveying, supervision, insurance – and it's all of those across all vessel types.

What does compelling mean? We have to make sure that the client actually must use us. Why must he use us? Because all of this comes at a cost and at a manpower that the client can't afford or doesn't want to deal with and wants to give it to a trusted service provider."

Client-facing

"We need to be client-facing. We have to give the particular client the specific service he or she wants. It is no point any management company giving a client the V.Ships way or the Marlow way or the Bernhard Schulte way. We have to focus on what the client needs and provide a tailored service to that client. There is no one size fits all. You must give each client a tailored service to make that client feel he is the only client in the world."

Quality of partnership

"Partnership is something we have spent a huge amount of time deliberating on and considering in our planning for what we want to create out of Columbia Marlow. True partnership, we think, is about honesty, trust and transparency towards one another. It's about supporting, assisting and helping one another achieve one another's objectives. It's about mutual benefit and mutual pay, when times are not so good you tighten your belt. It's about sharing benefits, knowledge and advantage. We said to our clients all of the positive things that we will learn through this merger process – the IT, the technology, the alliances with industry outside the shipping – is for your benefit. We will pass that on to you because we all need to learn. Partnership is about cooperation at all levels."

IMPRINT

COLUMBIA Shipmanagement Ltd.

21 Spyrou Kyprianou Avenue . Yermasoyia . 4042 Limassol - Cyprus . tel. +357 2584 3100 . fax +357 2532 0325 . marketing@csmcmy.com