

UPDATE

Schoeller Holdings | AAL | COLUMBIA

4.16

CSM and MARLOW NAVIGATION investigate equal partnership



EDITORIAL

Dear Reader,

Recognising the obvious synergies and greater efficiencies to be derived from consolidation, COLUMBIA Shipmanagement and MARLOW NAVIGATION are well into investigations into a future equal partnership of their companies as Mr Schoeller writes (see page 2).

In 1986 Bengal Tiger Line (BTL) started operations. Bill Smart, Managing Director of BTL, reflects on “30 wonderful years” (see page 4). AAL received two prestigious awards in two weeks (see page 4) and finally Olaf Groeger, Managing Director of CCS, explains the company’s way of doing business (see Page 5).

Wishing you a prosperous 2017 and safe sailing.

Yours sincerely

Demetris Chrysostomou

Marketing Director . COLUMBIA Shipmanagement

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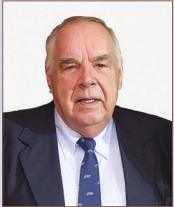
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CSM certification for ISO 50001 & OHSAS 18001

In late December 2016 all entities of the COLUMBIA group successfully completed the certification process for ISO 50001 and OHSAS 18001 by DNV GL.

ISO 50001 is an energy management system which has been implemented across the Company and all managed vessels. The implementation is part of COLUMBIA’s ongoing commitment towards environmental protection. OHSAS, which stands for Occupational Health & Safety Assessment Series will ensure the best possible working conditions and workplace health and safety, aligned to internationally recognised best practice.

CSM and MARLOW NAVIGATION investigate equal partnership



In 2016 consolidation in the shipping industry has been gaining momentum and a growing number of shipping companies have joined forces to be prepared for a very competitive future and to give to its clientele an even better service.

This can be seen to a great extent in the Container liner market where many alliances, joint ventures and mergers have been formed which offer more power but also diminishes the number of market participants.

A growing trend of co-operation and consolidation can also be observed in the ship management sector. There are many reasons for this development such as market share, economies of scale and process optimisation which also gives a competitive advantage to the future requirement of more extensive training of seafarers, Officers and Engineers in the shipping industry which is a costly undertaking and mostly not really financially supported by various governments.

In this respect, we are glad to advise you that we are presently looking to extend our ongoing co-operation with MARLOW NAVIGATION. Up to now, this co-operation was limited to crew training as well as the development of IT ship management software and it was, therefore, not widely publicised. However, a co-opera-

tion has proven to be very beneficial to both companies and their clients and has shown that there are many shared issues, which would benefit from a joint approach. It was, therefore, decided to explore further areas of co-operation including a possible merger of both companies. Steps are presently well underway with good results although a number of hurdles still remain to be overcome.

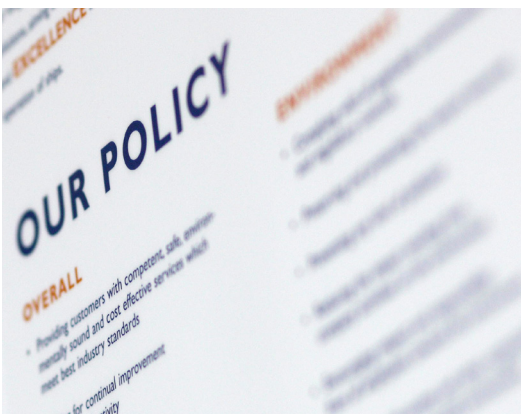
Both COLUMBIA and MARLOW NAVIGATION are proven, long established brands and leading players in the ship management market and by extending the services offered, further advantages can be achieved.

In the case of a successful conclusion of the ongoing negotiations, both COLUMBIA as well as MARLOW NAVIGATION will continue to operate as separate entities for the time being and all structures and contact persons will remain unchanged.

We are all very enthusiastic regarding the opportunities arising out of this possible merger, the new services we are able to offer and at the same time securing very good career and employment opportunities for our seafarers.

Heinrich Schoeller

CSM at CrewConnect Global Conference



CSM was recently invited to speak at the CrewConnect Global Conference held in Manila, which focused on how the shipping industry demonstrates respect towards seafarers. Captain Faouzi Fradi, CSM's Crew Training Manager, emphasised that respect is one of the five company values - alongside loyalty, competence, accountability and passion. "We strongly believe in the importance of equality onboard. Our recruiting approach is based on attitudes towards work, and competence - regardless of one's nationality or similar criteria. At COLUMBIA we have many long serving seafarers, some of whom joined us as cadets and have since reached the rank of Captain. Our strong crew retention rate demonstrates loyalty from our crew."

CSM hosts Container Ship Safety Forum (CSSF)



The CSSF held their second biannual meeting in 2016 in November in Pissouri, Cyprus, hosted by COLUMBIA Shipmanagement. The meeting focused mainly on sharing best practices and experiences on fire-fighting, mooring operations and navigation in confined waters. The CSSF members decided to produce corresponding position papers, beginning with the first two topics. Working groups were established for this purpose. All three topics will also be included in the planned CSSF Standard; work on same is in good progress.

CSSF represents more than one third of the TEU capacity of the global container ship fleet. "CSM was one of the first shipping companies invited to join CSSF, so it's been encouraging to see its rapid growth" said Christis Angelides, Group Director QSHE & Management Systems.

IRI Award for 'Nordic Passat' rescue

On 25th February 2016, en route from Basrah to Ain Sukhna, the tanker 'Nordic Passat' under the command of Captain Igor Komarnytsky received a Mayday call from a vessel in distress approximately seven miles away. The sinking ship and a nearby life raft were sighted late at night and the 'Nordic Passat' manoeuvred to provide shelter for the life raft and pick up 12 seafarers. All survivors appeared to be in good health, although somewhat shocked by events and were rescued without any personal documents or effects. They were given medical treatment as required and were brought ashore at Ain Sukhna.

In recognition of the above efforts of our Master and crew representatives of Marshall Island International

Registries, Inc. (IRI) traveled to the CSM office in early December and presented an award, which CSM accepted on behalf of Captain Igor Komarnytsky, who visited CSM Cyprus the week after.



CCS receives 'Award for Strategic Development'

After the cruise ship 'TUI Discovery' successfully entered into CCS's full management in April 2016, the bonds between Thomson Cruises and COLUMBIA Cruise Services have grown even stronger. Recognising CCS's continuing efforts to provide excellent services Helen Caron, Distribution & Cruise Director, presented the company with Thomson Cruises' 'Award for Strategic Development'.



BTL celebrates its 30th anniversary



Our first sailing from Singapore to Kolkata was in October 1986 and little did we expect the exciting journey we were about to embark upon - or that three decades later we would have become a major Regional Common Feeder spanning the Middle East to the Far East but with our main routes still remaining in India. Our success is something that can only be attributed to the dedication of the initial founders, Heinrich Schoeller and Joachim von der Heydt, as well as loyal long-term personnel who have given their time and efforts to BTL (Bengal Tiger Line) - for which we are forever grateful.

That infamous inaugural voyage of MV 'Auriga' which arrived in Calcutta (as it was then known) on 1st November 1986, was made all the more challenging a start as the only parcel loaded on-board was 10 x 40' containers be-

longing to US Lines which announced bankruptcy the day the vessel arrived in Kolkata! However with the Tiger's spirit we never flinched and endured the hardship of those early pioneering days to establish a name and the 'shuttle' schedule reliability that was our early trade mark - and which remains to this day.

Commencing with the Bay of Bengal trade sectors, from which we derived our name, to our current geographical spread encompassing more than 60 port pairs, BTL has become synonymous with a great product, great service and indeed great people - both on our vessels and ashore. In a service orientated industry, it is the human resource and comradeship which really 'makes the difference' for which we can all be proud.

Bill Smart, Managing Director, BTL

AAL named 'Breakbulk Operator of the Year 2016'

In November 2016 AAL has won two prestigious awards. At a glittering ceremony in London, AAL collected the Global Freight Awards 'Breakbulk Operator of the Year 2016' - the first time these annual awards have featured a dedicated category for the breakbulk sector. Kyriacos Panayides, AAL's Group Managing Director, said, "This is a tremendous honour and especially significant in that the award was independently voted for by the readers of Lloyd's Loading List - a readership comprising of our customers, partners and associates from all over the world."

A week later, AAL won the 'Excellence in Project Cargo Breakbulk/Heavy Lift' award at the Lloyd's List Australia 21st Shipping Industry Awards 2016. "We are truly honoured with this fantastic and unique achievement and will harness this acknowledgement to



drive us forward and achieve even more for our customers and partners all over the world", a spokesperson stated. AAL has now won six industry awards over the past two years.

Transparency in a mouse click – the CCS way of doing business

When Olaf Groeger, Managing Director of CCS, and his small team commenced operations in Hamburg in January 2015, they felt and acted like a start-up, despite the connection to 30+ years of cruise experience from CSM. Two years later they are continuing to keep the “early day spirit” alive. Considering CCS’s rapid growth, this is an important task. The combined headcount of the two offices in Hamburg and Limassol will be 42 by February 2017. Within its first two years, CCS has won three additional clients and been assigned six more vessels. What is so different and attractive about CCS’s way of cruise vessel management? Their business model is highly innovative.

Straightforward and transparent

“Firstly our remuneration is a management fee only”, explains Olaf Groeger. “It may be a bit higher than what our competitors ask for but is all-inclusive”.

“Secondly, our Safety Management System recognises and reflects the special aspects of cruise vessel management. It is in full compliance with the ISM Code, MLC 2006, ISO 9001, 14001, 50001 and OHSAS 18001, DNV GL has approved its compliance with the Cruise Lines International Association (CLIA) safety policies.”

“Thirdly, and most important of all, everything we do is fully transparent. To audit us clients don’t need to come to our premises to check or access our records. Of course they are still welcome to do so if they wish, but they can also simply log into our «Client Portal» and check everything from their desks. Let me give you an example: if a supplier – any supplier for that matter – wherever in the world is to deliver whatever goods to one of ‘our’ vessels, then our client can take a look at the offer, the purchaser’s order and later match it with the corresponding invoice.”

The Client Portal allows ship owners to arrange the dashboard according to their personal preferences. They can monitor operational details such as speed and fuel consumption, they can check their tailor-made Key Performance Indicators (KPIs) such as average water consumption, carbon footprint per passenger and/or mile travelled, they can take a detailed look at the maintenance status and audit budgets and accounts. “Our Client Portal offers transparency in a mouse click”, says Olaf Groeger with a smile.

Mapping the course

The maritime cruise industry splits into three segments: classical cruising with its destination-hopping itineraries. During the day, passengers take sightseeing trips; at night the vessel takes them to the next harbour and so forth. Expedition cruising combines adventure with comfort and transports passengers to remote places such as the Arctic and Antarctic, New Caledonia or up the Amazon River. In the third segment, the cruise vessel itself is the destination, with entertainment around-the-clock being what matters most.

“CCS currently concentrates on the first two segments and will continue to do so”, states Olaf Groeger. “If we were to specialise the focus, it would be on expedition vessels. A staff member based in Hamburg is solely dedicated to planning icy routes like the Northwest Passage.”

“We are very happy that our approach of collaborative partnerships based on tailor-made contracts is meeting the needs and expectations of vessels’, owners’ and passengers’ alike.” From the latest statistics, the average passenger feedback scoring on CCS managed vessels stands at above 95% – one of the hardest currencies in the cruise industry.

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