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EDITORIAL

Dear Reader,

This issue starts with good news from Cyprus: Three existing clients have awarded CSM with new assignments and a new client has entrusted us with full management of three chemical tankers (see page 2).

COLUMBIA Cruise Services is proud to have received two DNV GL certificates for quality and environmental management (see page 2). AAL enhanced its global reach by delivering heavy cargo shipments to a new port in British Columbia, Canada, and to Guanta, Venezuela (see page 3).

Finally we take a closer look at Bengal Tiger Line and learn how they turned an inspiring idea into an innovative business model (see Page 4).

Yours sincerely

Demetris Chrysostomou

Marketing Director . COLUMBIA Shipmanagement

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Successful rescue operation

A COLUMBIA managed tanker has rescued seventeen refugees in early January. On route to Kingston, Jamaica, the tanker responded to an alert from M/V Fast Titan requesting assistance with the rescue of seventeen persons from a raft.

All refugees were brought onboard in good health and were given food and clothing, after being at sea for 15 days on their raft. They were disembarked in Kingston, Jamaica, by the local authorities and were taken to a Red Cross institution. COLUMBIA Shipmanagement would like to express its appreciation to Captain Robert Stanescu and his crew for their professionalism and good seamanship.

CSM Cyprus fleet grows

A U.S. based company has assigned the full management of three chemical tankers to CSM Cyprus. "We are very happy to welcome our new client and look forward to providing our full range of services", says Demetris Chrysostomou, CSM's Marketing Director. In addition a client of CSM Singapore has also become a new client of CSM Cyprus via the purchase of vessels already under CSM's management. Two long term clients, based in Japan and Norway respectively, have re-

cently entrusted CSM with further management assignments. The Japanese owner has awarded a container vessel to CSM, whilst the Norwegian ship owner has assigned two Suezmax tankers following the completion of CSM's new building supervision services. Additionally, two new built bulk carriers from an existing U.S. based owner have entered into full management and crew services will be provided to an additional container vessel owned by an existing Greek client.

CCS receives DNV GL certification for quality & environmental management

DNV GL has recognised that COLUMBIA Cruise Services complies with the highest standards in quality and environmental management. Dirk Lange, Business Development Manager Germany at DNV GL – Maritime presented the ISO certification for the standards ISO 9001:2008 and ISO 14001:2004 to Olaf Groeger, Director of Columbia Cruise Services (CCS) at the company's headquarters in Hamburg.

"These certifications help us demonstrate our efforts towards sustainable development and the measures we have in place to achieve the highest levels of efficiency throughout the company", says Olaf Groeger.

"CCS has made a strong commitment to make their quality management systems as effective as possible, in order to provide the best possible service to their customers. The environmental management certificate is



the most recognized international standard for environmental management systems, therefore I would also like to commend the company on meeting the highest standards in terms of sustainable business policies", adds Dirk Lange. Achieving compliance with these standards has also paved the way for CCS to become a member of the Cruise Lines International Association (CLIA), a leading authority within the global cruise community supporting policies and practices that foster a safe, secure, healthy and sustainable cruise ship environment.

AAL's first call at Stewart World Port

With its inaugural sailing into Stewart World Port (SWP) on Friday 12 February, AAL is set to enhance its multipurpose trade with British Columbia's most northern ice-free trading point. Opened in September 2015 and set in one of the most mineral rich areas of North America, SWP is not only a convenient gateway to North West BC and the Eastern Yukon, but with its deep sea berthing facility and fast transit time from North Asian ports, it also provides a competitive advantage for AAL's global customers.

Felix Schoeller, General Manager of AAL's Pacific Service, explained: "A port call option at SWP, as part of our flexible and regular Pacific Service, gives customers a wider choice that can ultimately impact the efficiency, delivery and competitiveness of their logistics operations." "The seamless berthing and cargo discharge was a success in every regard and a milestone for our new facility", commented SWP's President & CEO, Ted Pickell. "We couldn't be more pleased."

AAL makes light work of 410 mt ACC unit



AAL Nanjing loaded this mammoth ACC unit (410MT) in Changshu – a shipment booked by Panalpina Worldwide Transport (Energy Solutions) and destined for Port Hedland via the operator's Australia West Coast Liner Service. "This cargo is part of a major upgrade project of the South Hedland Power Station. The physical size and extreme weight of this cargo demanded a very comprehensive heavy lift and stowage plan, executed to a tee by our operations team on the ground" said AAL's Line Manager, Mauro Capano.

South Hedland power station (SHPS) is a 150 MW combined-cycle natural gas-fired power generation facility being constructed in the Boodarie Resource Industrial Estate, approximately 13 km south of Port Hedland, Western Australia. The project aims to meet the growing demand for electricity in the Pilbara region. Construction of the power station began in February 2015 and the first power is expected in 2017.

First shipments for refinery project in Venezuela

In early February AAL successfully delivered its first shipments of heavy lift cargo, destined for the Petroleos de Venezuela SA (PDVSA) Puerto La Cruz Refinery in eastern Venezuela. Part of a multi-billion dollar expansion and deep-conversion modernisation project, the first cargo shipment of 40,000 cbm of modular pipe racks and structural steel was shipped from Nantong to Guanta aboard the 31,000 dwt A-Class vessel, AAL Brisbane.

General Manager of AAL's Tramp & Projects Division, Marc Willim, commented, "Puerto La Cruz is one of the largest oil refineries in the country, at about 190,000 b/d and a major refining hub for crude extracted in the states of Monagas and Anzoátegui. This impressive cargo was the first delivery of a larger agreement between AAL and the project EPC - the second shipment delivered too and further monthly shipments to follow."



Direct, neutral, flexible – The DNA of Bengal Tiger Line (BTL)

What makes an entrepreneur? When presented an opportunity, he carefully weighs the pros and cons and once he decides to take the risk, he pursues his plans with a long-term view. This is exactly what Joachim von der Heydt did, when Mr B. Vikram suggested to him in 1986 to start a feeder service in the Bay of Bengal.

At that time, India was a “white spot” for most operators as cargo conversion from break bulk to containers was in its infancy and ports lacked the adequate infrastructure for handling containers. In the rest of the world, however, containerisation spurred innovation, rationalisation and – most important of all – growth. So opportunity knocked and in October 1986 BTL's vessel M/V Auriga “feedered” its first containers to Calcutta. The main source of business, though, was connecting ports in the Bay of Bengal with the Hub of Singapore.

Instead of following the trodden paths of its competitors – rotating around the Bay of Bengal before heading for Singapore – the new venture offered a unique service that also gave the company its name. Derived from the golfing expression “Tiger Line”, which means hitting a straight shot from the tee box to the green, Bengal Tiger Line (BTL) introduced the concept of the ‘shuttle feeder service’ – the direct connection from origin port to the transshipment hub. This approach had two distinct advantages: it combined the fastest routes and provided schedule integrity.

Staying power

Essential for BTL's success was getting accepted by the big liner companies. “We were considered reliable as we were performing the way we had promised”, explains Joachim von der Heydt, BTL's Chairman. “We offered a service structure with fixed sailing dates and we kept those dates – irrespective of whether the vessel was half laden, a third or fully laden. We invested a lot of money to do that and Heinrich Schoeller supported me always as we went through really tough times during the first four or five years.”

Nearly thirty years later, Singapore based BTL carries up to 900,000 TEUs p.a. and is well known and well established not only in the Bay of Bengal but also in the Arabian Gulf and the Far East. With owned agencies in Singapore, Sri Lanka and India plus representative offices in China, Malaysia and United Arab Emirates – and long term agency arrangements in other countries – the best blend of experience and control is derived.

Complete neutrality

From its very beginning, BTL defines the very essence of niche marketing. As a common feeder facilitator, it has managed to remain neutral in the industry, only carrying boxes belonging to the Mainlines and NVOs, and operating only on feeder sectors. In doing so BTL avoided any conflicts of interest and is therefore the preferred chosen partner on most routes still today.

VSA pioneer

It is the Company's philosophy not to own vessels, only to charter them in. “We have to remain perfectly flexible and when you're on a charter basis you can react quickly to market requirements adding capacity by hiring vessels when you have short-term commitments”, says Bill Smart, BTL's Managing Director.

“Flexibility is essential for a feeder service”, adds Joachim von der Heydt. “That's why we started our first Vessel Sharing Agreement (VSA) with APL back in the 90's when nobody else even thought of doing that. Additionally when we had surges in traffic at certain seasonal times of the year, our policy was always to put in 10 to 15 percent more capacity than was required so that we would never leave any cargo behind.”

From BTL's point of view the way forward in today's shipping environment is working together – both with Main Lines and fellow Feeder Operators – to increase efficiency, share costs and exploit economies of scale. The objective, however, hasn't changed over the years: “We want to have everybody's cargo on board.”

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COLUMBIA Shipmanagement Ltd.

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