

UPDATE

Schoeller Holdings | AAL | COLUMBIA

1.15



Introducing COLUMBIA Cruise Services

EDITORIAL

Dear Reader,

Our group of companies is growing: in January AAL Japan and COLUMBIA Cruise Services started operating in Tokyo and Hamburg respectively. AAL Japan will focus on key industries such as engineering, procurement and construction whereas CCS concentrates on the maritime leisure industry (see page 2).

In addition CSM and the German container shipping company REEDEREI NSB will found a joint venture under the name of ASIA MARINE Philippines (see page 4).

Finally Uwe Körber, Technical Director at CSM Hamburg, explains why seasoned engineers spend hours analysing engine and vessel performance data and how ship owners benefit from it (see page 6).

Yours sincerely

Demetris Chrysostomou

Marketing Director . COLUMBIA Shipmanagement

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AAL receives CLC Excellence Award Jan 2015

AAL has won yet another industry award, being named as 'Best Maritime Cargo Provider 2014' at the 2015 Cargo Logistics Canada Awards of Excellence, held in Vancouver as part of the Cargo Logistics Canada Expo & Conference.

The award win follows a sustained two-year period of investment and development for AAL in the Pacific region, which has seen the establishment of its AAL Pacific Service, overseeing a unique combination of regular liner shipping and tailor-made tramp solutions for cargo transportation to destinations worldwide.

Introducing COLUMBIA Cruise Services



Over the years and in particular with the new contracts awarded in 2014 the maritime leisure industry has become an important sector of COLUMBIA's shipmanagement portfolio. Considering that cruise vessels, passenger cruise vessels and mega yachts serve specific purposes that need to be catered for specifically Schoeller Holdings group management decided to establish a new company focussing solely on this demanding and growing industry.

COLUMBIA Cruise Services (CCS) was founded in 2014 and started operations out of Hamburg, Germany, in January 2015. "CCS offers the full range of services required to achieve long-lasting customer satisfaction: technical, operational, crew, hospitality and project management", says its Director Olaf Groeger. "With 30 years of hands-on experience we want to be the industry's first choice partner in managing cruise vessels, expedition passenger vessels and mega yachts".

Mastering complexity

Challenges are multi-faceted as modern cruise vessels feature high-tech entertainment and communication facilities. Ship managers must not only master the complete portfolio of technical and operational challenges, they also have to comply with increasingly stricter safety, health, hygiene and environmental requirements. To stay ahead of developments and ensure a smooth sailing CCS provides specifically designed training programmes for deck, engine and hotel crew.

Key service areas

Technical topics such as engine performance, energy efficiency, permanent and preventive maintenance are jointly monitored by engineers on board and ship management teams ashore. Detailed budgeting and reporting

procedures allow equally detailed cost analysis and extras such as carbon footprint analysis per passenger.

Equally important CCS ensures competitiveness, efficiency and cost-effective operations around the world – from voyage optimization to itinerary planning to supervision of all port related activities.

COLUMBIA's worldwide network of crewing offices and agencies allows for selecting and recruiting the highest standard of seafarers as well as hotel staff that best meets clients' requirements. CCS also provides the whole range of hospitality services – custom made for all market segments.

Last but not least, clients can take advantage of COLUMBIA's extensive expertise in new building supervision, dry dockings and consulting projects such as feasibility studies, risk assessments, insurance coverage plus interior design of restaurants, bars and theatres.

For mega yacht owners CCS oversees new builds, refits and conversion projects. It also ensures yachts are always fit for service, well equipped and ready to sail.

Fully transparent

"Our experience shows that working closely together with our customers in a more collaborative partnership eases the decision-making process and leads to better results. Therefore all our services are fully transparent allowing our clients to audit us in every detail at any given time – offline and online" explains Olaf Groeger.

For more information click here:
www.columbia-cs.com

TCM 'Woman of the Sea' Award



*Captain Iakinthi Tzanakaki
and Vice Admiral Evangelos Apostolakis*

On 5th December 2014 Captain Iakinthi Tzanakaki was a recipient of the first-ever 'Woman of the Sea' Award, which was presented at the Greek Shipping Awards held in Athens. This Special Award is presented from time to time when there is an outstanding candidate for recognition outside the competitive Award Categories. During the presentation, Vice Admiral Evangelos Apostolakis, Chief of the Hellenic Navy said, "Captain Tzanakaki is cited in particular for her action last year in saving her product tanker and its

crew from potential harm at the Total terminal in Beirut. As Master of the MT "Amphitrite", she acted quickly and prudently to halt discharge of cargo in strengthening winds – and to evacuate the berth without pilot and tug assistance to avoid collision with another vessel nearby". Tsakos Columbia Shipmanagement is proud of Captain Tzanakaki's professionalism and exceptional seamanship, exercising her over-riding authority to protect lives, the vessel and the environment".

Upon accepting the Award, Captain Tzanakaki said "The honour is great for me tonight but I cannot forget that this Award does not belong just to me, it belongs to the people who supported me at that difficult moment because a Master without a crew doesn't exist".

Green Awards for TCM and MT "Euro"

In October 2014 and January 2015 TCM and the MT "EURO" (managed by Tsakos Columbia Ship Management) received Green Awards which demonstrate a proactive implementation of industry best practice. The Green Award procedure is carried out by the Bureau Green Award, the executive body of the independent non-profit Green Award Foundation. The certification procedure consists of an office audit and

an audit of each individual ship applying for certification. Amongst many others, the assessment focuses on crew, operational, environmental and managerial elements. At ports in Belgium, Canada, Latvia, Lithuania, the Netherlands, Oman, New Zealand, Portugal and South Africa, the Green Award vessels receive a considerable reduction on port dues.

Wan Hai Lines appoints CSM Singapore

In late 2014 CSM Singapore were appointed managers for the two container feeder vessels M/V Wan Hai 281 (formerly named M/V Cape Negro) and M/V Wan Hai 282 (formerly named M/V Cape Norvegia). The vessels were in CSM SG management with the previous ship

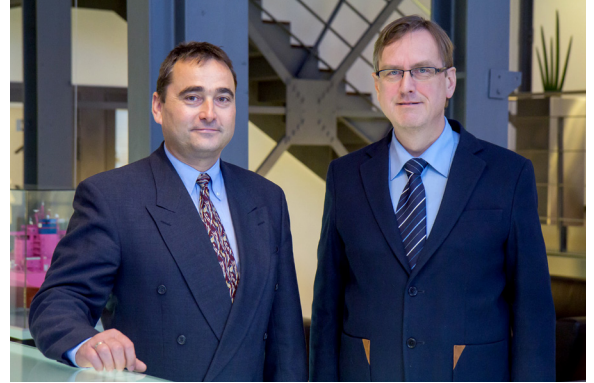
owners who sold the vessels to Wan Hai Lines Ltd. CSM Singapore is very honoured to be given the chance to be the first Third Party managers for Wan Hai Lines Ltd. CSM and Wan Hai hope that this cooperation can grow with time to come.

A new co-operation with Lomar

COLUMBIA has recently commenced Full Management services for its new Client, London-based Lomar, for a number of container vessels. Lomar is a ship-owning and management company and is owned by international business group, the Libra Group. The company has a diversified fleet of over 70 bulk carriers, container ships, LPG, product and chemical tankers. Since 2014, a total of 8 vessels have been allocated to our Columbia Offices in Cyprus, Hamburg and Singapore for full management. We look forward to working with Lomar.



New joint venture: ASIA MARINE Philippines



Frank Donath and Frank Uwe Schneider will set up the new company

After decades of successful cooperation and jointly weathering the ups and downs of the shipping market, a fresh approach has been agreed upon by REEDEREI NSB and CSM to further increase the quality of services, jointly ensure safe working conditions for the seafarers employed by both companies and attract potential future clients. NSB and CSM will found a joint venture under the name of ASIA MARINE Philippines. Frank Uwe Schneider (NSB) and Frank Donath (CSM) are leading the team in charge of setting up the new company.

Bengal Tiger Line on (golf) course



Bengal Tiger Line (BTL), majority owned by Schoeller Holdings, resides in Singapore and has a trade origin in the Indian Ocean's Bay of Bengal where they transport boxes on behalf of Container Liner companies and an ever increasingly important NVOCC (non-vessel operating common

carrier) trade, to and from hub transshipment ports. BTL's geographic coverage spreads westward to the Middle East and in the Far East connects the Philippines to Taiwan - as well as providing space ex China and Korea.

Also deriving its name from the golfing "tiger line" term (directly connecting port pairs similar to the direct golf shot from tee to green) BTL hosts an annual golf tour in its business region. The 2015 BTL Golf Tour encompasses five events in the Philippines, Korea, Taiwan, Singapore and United Arab Emirates bringing together partners, friends and associates of the industry.

Says founding Partner and today's BTL Chairman, Joachim von der Heydt, "Once we had created "the circuit" it became a tradition which we have now proudly sponsored for over 25 years - something which no other Shipping Line can claim."

TEEKAY selects COLUMBIA

COLUMBIA Shipmanagement (Deutschland) GmbH has been appointed by Teekay to continue the technical management of four product tankers – Cape Endeavour, Cape Endless, Cape Endurance and Cape Enterprise – which Teekay recently bought from Orion Bulkcarriers GmbH & Co. KG. In connection with the take-over the vessels were renamed to Luzon Spirit, Leyte Spirit, Seletar Spirit and Sebarok Spirit.

By commencing full management services for the publicly traded Teekay Corporation, based in Hamilton, Bermuda with its operational headquarters in Vancouver, Canada, CSM has established a business relationship with one of the world's largest marine energy transportation, storage and production companies owning a diversified fleet of more than 150 vessels.

In addition to the usual standard management agreement, Teekay and COLUMBIA have jointly agreed on additional performance based remuneration provided that certain pre-defined Key Performance Indicators (KPIs) are met.

AAL launches new operation in Japan

In late January AAL announced the launch of a new operation in Japan. Based in Tokyo, AAL Japan will focus on providing quality services to key industries, particularly the EPC (engineering, procurement and construction) sectors, where Japan has a strong reputation for the export of high-end quality products.

AAL Japan will be headed by Mr. Wolfgang Harms as Managing Director, in conjunction with his current roles as Chief Representative for Greater China and deputy Managing Director of AAL. He will be supported by Mrs. Yuko Kimura as Managing Director, Mr. Takashi Shimizu as General Manager and Mr. Yushi Sato – all directors within the new organisation.

“To maintain their competitive edge, our local shipping customers aim to maximise their operational efficiencies, as well as health and safety and sustainability standards. At AAL, we have built a trusted reputation for providing flexible transportation solutions that meet these demands,” said Wolfgang Harms.



AAL has undertaken a wide reaching strategic re-branding exercise, to better mirror its further global growth ambitions – everything from a revised brand positioning and slogan, to redesigned promotional material and vessel livery. Important elements of this project have included the development of an innovative new website.



AAL re-branding for growth

MD, Kyriacos Panayides, explained, “Putting customers at the heart of our business and building trustworthy and long-term partnerships with them is fundamental to our new strategy. Therefore, we are creating new levels of transparency and communication – with new tools – to better deliver our messages of quality, service commitment and ambition to our audiences”.

For more information click here:
www.aalshipping.com

The benefits of analysing performance data

Even for technical laymen "monitoring engine performance" is more or less a daily routine as most of them do it when driving a car. Putting the right foot down can be fun, but dashboard indicators alert drivers to the fact this is inefficient and expensive. Should the engine need oil or the oil pressure drops too low, warning lights will flash or messages will appear asking for immediate action. If controls can be so simple why do seasoned engineers onboard and ashore spend so much time monitoring the engine performance of their vessels?

First and foremost it is a matter of dimension – not just a litre or two of petrol per hundred kilometres – but tons of fuel costing thousands of US-Dollars per day. When "slow steaming" started in 2007/2008 ship managers and owners were worried how engines would cope because the cost saving is significant: Reducing the speed of container vessels e.g. from 22 to 16 knots may well lead to savings of more than 50 percent of the daily bunker consumption – with only very limited engine trouble or failures.

COLUMBIA Shipmanagement was a pioneer in this field and set new standards. It used to be common belief that engines could not run with less than 40 percent of their full power, when CSM successfully utilised just 10 percent of available capacity. To achieve such results obviously many performance parameters have to be monitored and evaluated. But once this is done the lessons learned can be applied to other ships as well.

Supportive software solutions

"Is the current main engine temperature and pressure good, fair or bad?" asks Uwe Körber, Technical Director at CSM Hamburg. As in many other cases it depends on the circumstances, e.g. is the vessel sailing the Baltic Sea or the Indian Ocean, what is the speed, which direction is the wind blowing from and with which force, how high are the waves? "Software supports our crew on board and the technical superintendents in the office which helps to make quicker and more founded decisions. It also allows our superintendents to compare real-time data with manufacturers' benchmarks from shop and sea trials – taking into consideration all adjustments required for the facts mentioned above. Combined with a good technical background they can then either say all is fine or discuss with their colleagues on board what should be done to improve."

Preventive and condition based maintenance

The next step is to compare current performance data with collected statistical data – not just for one vessel but the whole fleet. Imagine pump #363 is susceptible for malfunction. Screening the system the superintendent may find this is not a singular incident but happens rather regularly on other vessels as well. He then can define critical spare parts that have to be stocked on all ships, alert the respective engineers on board, adjust maintenance procedures, intervals and budgets or delete the pump manufacturer from the list of suppliers. Technical ship management once used to be a nuts and bolts job – today it is sophisticated and high-tech. However, personnel with well founded engineering background are still the key to success.

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