From the editors

It’s been a hectic few months between publications. We’ve celebrated the past and taken steps towards embracing the future. We invite you to sit back and catch up on all that has transpired in this very dynamic period for the Seatrade family.

The celebration of Seatrade’s 60th anniversary offers a time for reflection on what was, what is and what can be. In these pages, we offer a very unique view of that evolution from someone who has been fortunate enough to have witnessed the passing of time first-hand.

We also have a look at the meetings and events that surrounded the anniversary celebration. The globe continues to spin for us, as we bring you news from around the world and welcome our newest outpost in China. After all the celebration, we haven’t neglected the need for a timely fitness check-up, and continue to provide you with all of your favourite features.

Cover

mw Arctic, the company’s first reefer vessel built in 1962 and mv Baltic Klipper, the latest newbuilding (2010) of the company celebrating its 60th anniversary this year; 60,000 cubic feet versus 661,530 cubic feet - an appropriate reflection of how the company has grown over the years.

Index

Making the green investment 4-5
by Marco Scholtens

My 60 years of Seatrade 6-9
by Tom Tammes

New photo book on Dutch shipping 9

In the picture 10-12
• mv Atlantic Reefer

Port travel guide 13-14
• Seychelles
  by Karin Staal

Ships of steel or…? 15

Annual Pool Meeting 16-17
by Michiel Schaap

Reefer Seminar 18-19

60 years party 20-23

Agency Meeting 26-27

White nights 2011 28-29
by Dick Quaak

Reception at Radicatel 30-31

Fit for business 31
by Iris Tuinder

What do these dates mean to you? 32-33
by Mike Evans

Lean, mean and street smart 34-35
by Sunil Thakar

Looking east 40
• Seatrade sets up office in China

Regulars

This issue 2

From the editors 2

Management corner 3

Clippings 24-25

Crow’s nest 36-37
• Curses, foiled again
  by Howard Posner

Games & puzzle 38

Fleetlist 39

Colofon

Editorial Team
Fiona Schimmel, Karin Staal, Yntze Buitenwerf, Philip Gray, Pieter Hartog, Howard Posner and Kor Wormmeester

Layout and Creation Sigmund

Simply Seatrade has been realised thanks to the efforts of various contributors.

Ideas, comments and input can be sent to: Seatrade Reefer Chartering N.V. Attn.: Editorial Team “Simply Seatrade” Atlantic House (4th fl.), Noorderlaan 147 PO Box 10.012 2030 Antwerp 3, Belgium Phone (32) 3 544 9493 E-mail simply-seatrade@seatrade.com Website www.seatrade.com • Antwerp www.seatrade.nl • Groningen www.reedereitriton.de • Leer

The information contained in this magazine is intended solely for the use of the individual or entity to whom it is addressed and others authorised to receive it. If you are not the intended recipient you are hereby notified that any disclosure, copying, distribution or taking action in reliance of the contents of this information is strictly prohibited and may be unlawful. The editor cannot be held liable for the contents and/or opinions expressed by writers of articles taken up in this magazine.
As promised in the April issue, this Simply Seatrade will be dominated by stories and pictures surrounding the dazzling festivities of our 60th anniversary. It was in 1951 when five captain owners decided to get together and created the company, which initially was called:

Sierra, Charlie, Hotel, Echo, Echo, Papa, Victor, Alpha, Alpha, Romeo, Tango, Kilo, Alpha, November, Oscar, Oscar, Romeo and that was just the first part of the spelling of Scheepvaartkantoor Groningen so no wonder that the name was changed into Seatrade in 1973. What started off as a company operating dry cargo coasters, is today the largest operator of specialised reefers in the world. In fact Seatrade manages the largest historical cubic capacity right now. What started off with a small office in the city of Groningen has turned into a global network employing over 300 people in offices and directly or in-directly over 2500 people on board of the fleet.

1951, Sixty years ago. Petrol prices were 15 Euro cents per litre versus 175 today. The Dollar was Euro 2.15 versus Euro cents 68 today. Nat King Cole and Tony Bennett were pop stars. Libya became independent from Italy etcetera etcetera.

Today it’s a different world. Internet, communication, education, cars, and medical care have changed our lives and wellbeing. Specialised reefers have had a huge impact on the distribution of perishables around the world. Today seasonality seems to have faded away. We can eat grapes, pineapples, kiwis, and bananas every day of the year.

You sometimes wonder if the five founders ever thought about the aftermath of what they initiated in 1951. We consider our 60th anniversary not only a milestone, but also a new step forward; one that takes shape in many ways.

A fresh move has been made with the recent pool and ship-management entries of seven 270,000-cubic foot Frio-type vessels. Built in the mid 1990’s, these ships keep our fleet well-balanced age-wise since we are saying goodbye to the older, less efficient ones after years of appreciated service. The takeover of this fleet took place during the recent holiday period demanding extra efforts of our crew and office staff. We would like to say thanks to all involved.

In the literal sense of the word, ‘steps’ have been taken by Seatrade personnel as part of the Fit for Business project. This is a project that elaborates on the already existing sports activities undertaken by Seatrade personnel and the topical subject of health.

The Seatrade / Triton’s crewing division found firm ground in the Philippines with the opening of an in-house crewing agency. Manila-based ‘Avior Marine’ will be supervised by the owner’s representative on site, Joost Mes. A true asset to our tailor-made ship management services, Avior is currently operating 800 positions.

The aim has been set at 1000 positions by the end of the year, including the Filipino crew for the Reederei Blue Star fleet. Next to the opening of an office in Shanghai, this is yet another example of Seatrade’s global aspirations in various disciplines of shipping. With an eye on Fit for Business, we trust you will keep on moving with us!

We would like to thank all of our customers, service suppliers, crew and office staff whether retired or on active duty for their support over the past 60 years. Without all these people we would not have reached this milestone!

The Management
As most technical experts will readily agree, maritime transport is the most environmentally friendly way of transporting products across the globe. The emitted pollutants for each transported unit of cargo are unrivalled by any other mode of transport.

Yet, in the face of global warming, polluted oceans and the ever growing impact humans have on their environment all have to contribute to a more sustainable economy. Also within Seatrade we are preparing ourselves for a new, “greener” future.

**Carbon Dioxide**

CO$_2$ emissions have been at the centre of public attention, and a lot of legislation has been developed to reduce the emissions by industry and households, especially in Europe. As of yet, global agreements on reducing CO$_2$ emissions have proven to be more difficult to agree on, and shipping is no exception.

The Energy Efficiency Design Index (adopted by IMO in July 2011) is the first answer of IMO to reduce CO$_2$ emissions from shipping. It will not be the last. EEDI rules impose a limit on the installed power for nearly all ship types and sizes. As the EEDI only has an effect on new ship designs, additional measures are under development to reduce emissions from existing vessels.

Market based instruments such as an additional “bunker levy” on marine fuels or a “cap and trade system” like in aviation are the topic of heated debate, but for now no agreement is in sight. Although the exact shape is still unknown, additional rules will come, and the efficient use of energy will become a necessity more than ever.

**Technical solutions**

A multitude of “efficiency devices” are being launched or re-launched to reduce fuel consumption and thereby reducing CO$_2$ emissions. Seatrade is actively reviewing all these devices, and a number of them are being tested on board our vessels.

The Atlantic Klipper and Baltic Klipper are equipped with propeller boss cap fins, aimed at improving the propeller efficiency. New hull shapes have been tested at TU Delft’s towing basin to find optimum shapes for various sea conditions. Better coating systems have been installed on a number of Seatrade vessels to reduce hull resistance. Various other studies and tests are underway to evaluate equipment which can help to reduce our fuel consumption and emissions further.

**Operational solutions**

Whereas ship designs can and will be improved to make them as fuel efficient as possible, a much greater effect can be achieved by a critical review of the way in which our vessels are operated. The most straightforward and most effective measure to reduce CO$_2$ emissions is also the easiest to understand:

**Slow down!**

As the power required to push a ship 10% faster through the water goes up by more than 30%, reducing the speed by 10% will therefore save 30% fuel per day, or about 20% on an ocean crossing.

Minimizing delays and waiting periods can bring down the transit speed of vessels without changes to the service schedule. SRC’s operators already strive to align vessel arrival and handling with pilots, stevedores and charterers, but they require the active contribution of all parties involved to make the best, most fuel efficient decisions. Making all those involved in the process more aware of the big impact of vessel delays, significant savings are possible.

**Other substances**

CO$_2$ is by no means the only harmful substance for which new legislation is being developed. Other legislation related to ships emissions to air and water are briefly summarized below.*

* Ozone depleting substances have been omitted from this list as the legislation has been in force for some time and no new developments were considered relevant to report in this brief overview.

**Substance: Ballast water**

*The rulebook: International Convention for the Control and Management of Ships’ Ballast Water and Sediments (ratification expected 2011)*

*Description: Discharges of ballast water are held responsible for the spread of many non-native species of organisms in the seas and rivers frequented by ships.*
The abovementioned convention prescribes maximum limits to organisms emitted with a ship’s ballast water.

To meet these criteria, filtration and treatment systems are available from a growing number of suppliers.

If the convention is ratified as expected, new ships will be required to install a ballast water treatment plant as soon as 2013. Existing ships will have to be refitted between 2014 and 2018, depending on their size and docking schedule.

**Ten of the Most Unwanted**

**Substance: Nitrous Oxides (NOx)**

*The rulebook: International Convention for the Prevention of Pollution from Ships (MARPOL), Annex VI, Chapter 3 (legislation in force)*

*Description:* Nitrous oxides (NOx) are emitted by combustion engines as part of the combustion process. These compounds have a global warming effect and therefore the International Maritime Organization has adopted legislation to reduce emissions of these compounds. These rules apply to all new engines for ships, and will have a significant effect on our future engine rooms.

To meet the most stringent criteria which will apply to all new engines built as from 2016, engine makers are developing technologies which impact the design of the engine or engine room. Whether by partial recirculation of exhaust gas through the engine or treating the exhaust gas in a catalyst, the emissions can be brought down by 80%, at the expense of installing considerable additional equipment in the engine room.

**Substance: Sulphurous Oxides (SOx)**

*The rulebook: International Convention for the Prevention of Pollution from Ships (MARPOL), Annex VI, Chapter 3 (legislation in force)*

*Description:* SOx compounds are responsible for so called “acid rain”. New IMO legislation dictates a gradual decrease of the sulphur content of marine fuels. The global maximum sulphur content in marine fuels is set to reduce in several steps to maximum 0.5% (global average currently about 2.7%).

**Emission Control Areas (ECA) have much stricter limits on sulphur emissions. The North Sea, Baltic, US/Canada coastal areas are currently designated ECA areas, and the Caribbean will soon follow.**

As an alternative to distillate fuels, the SOx may be “scrubbed” from the exhaust gases. Several sulphur scrubber plants for ship use are currently being tested on board test vessels. These scrubber towers are very effective in removing the sulphur compounds from the exhaust gases, but as they are very bulky and difficult to install, retrofitting existing ships with scrubber installations is a time consuming and costly affair.

**Conclusion**

The developments outlined above will have a profound influence on the design and operation of our vessels. Additional equipment for containing all the potentially harmful emissions will add significant complexity to the arrangement of the engine room and pose a significant challenge for the vessels’ crews.

In reducing CO₂ emissions, the potential for reductions by non-technical solutions perhaps hold greater potential than the technical improvements being made to vessel designs. Cooperation between all parties in the logistical chain is required to get the CO₂ emissions down.

Marco Scholten
Seateade Groningen

Sources
EEDI: www.imo.org
IMO-Marpol, consolidated edition 2006
10 most unwanted: www.globallast.imo.org
NOx limits: www.imo.org
SOx limits: www.imo.org
Before my time and how it started

I am writing 1951, the year that I became 10 years of age and the year that my father Kees Tammes founded Scheepvaarkantoor Groningen NV (SKG) together with Eiso Schuur, brother Roelf Tammes, cousin Jan Tammes (until 1966) and Cor Lenten (until 1966). The most important memory I have from that time, is that my father’s new office was close to the primary school that I was attending. That came in handy to get a little money to join the merry-go-round during the annual festivities which took place on the market square in front of the office.

Each of the partners had their own ships; small dry cargo coasters of up to around 1,000 tons. During the fifties they had several similar ships built at the shipyards in the province of Groningen and together with some ships from others, SKG started to become a proper, but small, shipmanagement company. In order to avoid that ships (in particular the 1,000-ton ships) would compete against each other internally, it was decided to operate these ships in a simple pool. The very beginning of the Seatrade Pool!

Towards the end of the fifties, when the post world war rates of freight started to drop, the management of SKG decided to start selling their ships. At the same time their vision of the future was rather negative for the type of vessels they used to have. As it happened a small reefer, mv Meike of close to 60,000 cbft, was under construction at a Groningen shipyard for account of Mr Pinkster, a Dutchman living in Ireland. The ship was going to operate between Ethiopia and Italy for account of De Nadai.

The choice was made and SKG’s first reefer (mv Arctic, 60,000 cbft) was ordered and delivered in 1962. Her first job was a 2-year time charter for account of Pescanova trading between Cape Town, South Africa and Vigo, Spain. The Arctic was soon followed by the newbuilding orders of Tempo, Pacific (1963 and 1965, 65,000 cbft, 15 knots!) and Antarctic (1967, 83,000 cbft, 15 knots).

My time

After completing school and 21 months of compulsory military service early in 1964, I went to two shipbrokers offices as a trainee resp. trainee+. First 1.5 year in Paris, followed by 2.5 years in London where I had the pleasure to work with Andrew Olszowski in his company J.S. Hamilton Ltd. As many of the readers may know, Andrew was a well-known and flamboyant reefer broker. An important client of Andrew was Miguel Micó of London who had good connections with Algerian citrus exporters for which trade he took many smaller reefers on time charter; very often fixed by Andrew including the Tempo and Pacific.

At the end of 1967 I was asked to join SKG in order to take care of the chartering of the reefers as the vessels were redelivered from the time charters and furthermore the Antarctic had come into operation while a further newbuilding was to come. I gladly accepted the new job, but what to do with the ships? I had learned in London that despite Micó’s well paying fruit...
season during 6-7 months out of Algeria, it would be vital to have employment during the summer months. This fact has always been my main target. With this in mind I started to concentrate on the North Atlantic where our ships had made some voyages already under the London time charter.

During my last months in London, I came across the book Shipping Pools by William Packard, the contents of which caught my interest. When I started my job in Groningen and heard about a pool which SKG had set up for some of their dry cargo vessels some years earlier, I felt that a reefer pool would also be appropriate. The pool was set up to start with the vessels Arctic, Tempo, Pacific, Antarctic, and later Leo Polaris. Soon various other SKG vessels as well as vessels from Vroon, Anthony Veder, Jaczon and others also joined. I became the chairman of the pool for which Seatrade Group NV was founded in Curacao as the Pool Manager. When I left SG in 1996, Marnix van Overklift took over my job as chairman.

In 1967 one of the first North Atlantic voyages was fixed through Nils Thorstad with frozen fish from North Norway to Gloucester, Massachusetts, USA where father and son Frank Elliott took care of the stevedoring and distribution of the cargo. During several years many more voyages would follow. Return cargoes consisted of cargoes of frozen fish, offal from New Foundland to Sweden and Finland (freight rates of USD 19-20 per ton FIOS) for account of Nils “Blinky” Wilhelmsson. Later on it became, especially eastbound, a service for which the ships were roaming several ports along the coasts of New England, New Brunswick, Nova Scotia and New Foundland in order to load mainly frozen and barrelled herring for Germany: the Seatrade Parcel Service was born. One of the consequences of entertaining this “summer trade” was that it also meant serving the regular customers during mid winter time which in the North Atlantic is not any fun at all for the crew nor for us because of delays due to bad weather. I look back on this trade, however, with a lot of pleasure both from a business point of view as well as the relationships that were built up.

After the delivery of the newbuilding Leo Polaris (90,000 cbft) in 1970, the reefer market for the smaller ships dropped and instead of having new ships built, several existing ships were purchased. Some of these ships were the ex Horn ships of around 60,000 cbft. Because of the increased work, I asked Marnix van Overklift to join us at SKG in 1973, killing two birds with one stone since he brought three ships along. Whilst he completed the chartering department, he also took an interest in the shipmanagement activities both for his own ships as well as for the other SKG vessels. During a business trip to Argentina, the Falkland (Malvinas) War broke out. Amongst others he ran into the men of Oceanida SA. This contact ultimately initiated another Parcel Service with frozen fish from Argentina and Uruguay to Spain, Italy, and USA. After a couple of years, the service became the speciality of Yntze Buitenwerf, the current General Manager of Seatrade Antwerp.

Because of the expansion of foreign activities, it was felt that Scheepvaartkantoor Groningen would not be an easy name to pronounce by people abroad. The shareholders therefore agreed to change the name to Seatrade Groningen BV (SG).

In 1976 Marnix, Henk Schuur (head of the technical department) and I got the opportunity to take over the shares in SG from the original partners. The last newbuilding ordered by the original partners of SKG was the Oceanic of 126,000 cbft which started its service in 1977. In that year Gerry Pepping joined our commercial team introducing SG to the
reefer market for larger reefers. A few years later he would obtain the shares of Schuur.

**New way forward**

During a board meeting lunch in restaurant La Crémaillère in Groningen, Marnix was elected to be the President of our Board.

Under the new partnership in SG, many vessels were contracted as from 1978 until the early nineties:
- The Atlantic, Baltic and Celtic (90,000 cbft), specially built for the fish trade from the small fishing ports of North Norway to USA, later lengthened to 124,500 cbft as the Norwegian trade had dried up because of new quota rules on fishing;
- The Arctic, Icelandic, Indianic, Tempo (130,000 cbft, later all lengthened to 180,000 cbft);
- The N-types (265,000 cbft), the big surprise in the market because of their high cubic in relation to the ships' specs. The secret? Pallet-high hatch coamings;
- The M-types (300,000 cbft).

On top of all that, we acquired the company Dammers & van der Heide, which had more personnel and reefers than Seatrade, in 1989. With this move “management” became for us a new and serious job in itself.

One day in the second half of the eighties at one of our informal strategy meetings the question came up how we, individually, saw our future in relation to SG. Initially we all felt the same way: steaming ahead as we had done the last ten years. After some time the subject came up again and more concrete. There appeared to be an interest by the two other partners to take over my stock in the company! With my background in SKG this was not an easy question. However, having two daughters and my partners also having sons, I was slowly seeing it as an opportunity, and a deal was concluded in November 1989.
In 1993 the branch office of Seatrade Reefer Chartering NV, the exclusive agents of Seatrade Group, opened in Antwerp signalling the transfer of the people of the chartering and operations departments of the pool vessels as well as its administration. Also Marnix and Gerry both moved south. Since there was no hurry for me to leave SG, it was decided that I would stay on in Groningen as the managing director. Some years later, with a super farewell reception held in the Martini church on 5 January 1996 as well as a fantastic party in the Groningen Theatre, I ended my direct involvement with Seatrade Groningen BV.

In view of my long time involvement with the Seatrade Pool, I was asked to remain member of the Advisory Board. This I have always done with very great pleasure until 15 April 2011. During the Meeting of Members held in Amsterdam I presented my last report on the meetings of the Advisory Board and of the Pool Points Sub-Committee of the past year.

And that completed my direct and indirect association with 60 years of Seatrade.

Tom C.K. Tammes

In the series of small photo books about the post-war Dutch merchant marine by maritime author Dick Gorter, two new volumes have recently been released. Volume 12 of “Nederlandse Koopvaardijschepen in beeld” is a special about the fleet of the United Netherlands Navigation Company (VNS), one of the shipping companies which formed Nedlloyd in 1970. Volume 11, Kleine Handelsvaart (3), is dedicated to the fleets of five families engaged in short-sea shipping: Beck, Engelsman, De Boer, Schuur and Tammes.

Eiso Schuur and Cornelis, Jan and Roelf Tammes, together with Cornelis Lenten, established in 1951 their own company: Scheepvaartkantoor Groningen, which in 1973 was renamed Seatrade Groningen, and meanwhile had specialised in reefer shipping. In the book the history of the maritime engagement of both families is told and photos of their post-war coasters with particulars are shown.

In the series other volumes about short sea shipping are still available as well as volume 7: Reefer shipping, which deals with all Dutch reefer shipping. The author is planning a special volume about these companies.

Nederlandse Koopvaardijschepen in beeld, Kleine Handelsvaart (3), Dick Gorter - Uitgeverij De Alk, Alkmaar, ISBN 978 90 6013 354 5, €19,90

 Surprise party held for Tom’s farewell in 1996.
In each Simply Seatrade we are introducing one of the vessels managed by any of the pool members; the ship’s particulars and the present crew will be introduced. This issue we turn to mv Atlantic Reefer, managed by Triton Schiffsahfts GmbH.

Ships particulars
Call sign: PJCL
Flag: Curacao
Homeport: Willemstad
LOA: 145m
Beam: 22.6m
Hold capacity: 600,558 cbft / 6,870 sqm
Keel laid: March 1998
Delivered: October 1998
Built at: Shin Kochiyyuko Co Ltd, Kochi, Japan.

Meet the crew
We asked the crew the following six questions:
1) Where do you come from? Could you tell us a little bit about this place?
2) When did you start sailing in general and when did you start sailing on Seatrade managed vessels?
3) What is your favourite Seatrade/Triton vessel and why?
4) What do you like most about your job?
5) What is your favourite port and why?
6) What is your advice to young seafarers?

Vitaly Dvornikov, Captain
1) I’m from Russia, from a small town in the north of the Far East of Russia called Port Vanino. Nice place along the bay, amazing nature and very sympathetic people. Nowadays it’s a highly developed sea port with numerous berths and warehouses for all kind of ships. This is the most important point linking up the Continent and Sakhalin Island
2) In general my seagoing life began in 1985 as 3rd Officer. Since 1995 I’ve been working on reefer vessels. For Seatrade I started working on mv Packer in 2001 as Ch. Officer
3) M-type. In spite of seamen calling them “Mistake”, those were good vessels, easy ability to maneuvre, reliable engines, commodious accommodation. But in general for seafarers a good vessel is one where everything is in order, with good cooperation among the crew
4) This is my job. I can’t do any other one. At one time I tried to work at the office and couldn’t stay there for a long time and came back at sea. Most likely I’m seaman by vocation; visit different places, different countries; maneuvre the vessel; carry various kind of cargo
5) I like ports in the extreme North with their severe climate and well-wishing people. Who didn’t watch Aurora Borealis knows nothing about the North and life in our world at all
6) Study well, beginning from the first steps on board. Listen to your friends, colleagues and try to obtain as much as possible from your experience. And fall in love with SEA.

Evgeny Goryashin, Chief Engineer
1) I come from Vladivostok, Russia
2) I work at sea since 1995 and for Seatrade since 2002
3) Atlantic Reefer and Eastern Bay as the best vessels in our company
4) -
5) Hamburg, a beautiful city
6) Go to work for Seatrade. Study well at school.

Evgeny Denisov, Chief Officer
1) I come from Vladivostok. This is the major city and port in the Far East region of Russia. Since 1860 it is developing too fast and getting ready to become centre of the Asian Pacific Summit in 2012. From one side rounded by hills, taiga and Amurskiy Bay from another it is situated on Muravyov-Amursky peninsula. The soft climate provides a good opportunity for the development of fishing, agriculture and woodworking industries in this place. But the main status of Vladivostok is the huge transporting centre between Asia and Europe. There is a big port with plenty convenient bays, quays, and berths from the marine side of city. A new international airport will open ways to all metropolis of the world soon. The sea and people are closely associated, that’s why most part of life in the city is connected with maritime business. Some times
Valdivostok is called San Francisco in the Far East due to the same location and historical downtown of the old part of Vladivostok and nowadays the new bridges also show the beauty of the city. New modern hotels, business centres, and other buildings are creating a new face of the city. In the past it was a closed area for foreigners, but now it is possible to see in the streets a lot of tourists, students and seamen from many countries of the world. Also, Vladivostok is the cultural, sport and tourist centre of the Far East of Russia. Every autumn Vladivostok hosts the International Cinema Festival of Russia. Every autumn Vladivostok hosts the International Cinema Festival of Russia.

Alexey Savchuk, 2nd Officer
1) I'm from Russia. My native city is Vladivostok - a city in the extreme south-east of Russia, on the coast of the Sea of Japan, capital of Primorsky region. It is the main port of Russia's Pacific coast. I started sailing in 2007, as OS on my Atlantic Reefer.
2) My favourite Seatrade vessel is Atlantic Reefer as my first vessel; I had many impressions. I like all aspects of my work, therefore I became navigator.
3) All ports and countries are interesting for me because they broaden my mind but nevertheless my favourite port is Vladivostok, because it is my home!
4) I advise to them not to be lazy, and in everything to obey seniors.
5) Vladivostok because it is my home!
6) Safety First!

Andrey Kondratovich, Bosun
1) I am from Vladivostok. It is a fast developing city and there is comfortable life for me.
2) I have been working at sea since 1991 and for Seatrade since 2003.
3) Atlantic Reefer.
4) I like to work for Seatrade.
5) I like Amsterdam, because it looks like St. Petersburg.
6) Go to work for Seatrade: very good company.

Roman Lysenko, ABS
1) I am from Russia. Excellent Country!
2) I can visit many different countries, and for Seatrade since 2005.
3) Of course Atlantic Reefer.
4) I like working for Seatrade.
5) Italian Ports.
6) Come to work for Seatrade!

Simply Seatrade August 2011
**Alexey Shevchuk, OS**
1) I am from Russia. Nice country
2) I have been working at sea since 2000 and for Seatrade since 2008
3) Fuji Bay. Just good vessel
4) I like job on deck
5) Las Palmas: beautiful town
6) Make your correct choice.

**Igor Yemelianov, Fitter**
1) Vladivostok. It is a big city port and the centre of Primorsky region
2) I have been working at sea since 1983 and for Seatrade since 2007
3) Nova Zeelandia
4) I like to work with metal
5) Bremerhaven: nice place
6) Look to the future.

**Sergey Nikolaev, Fitter**
1) I am from Russia and live there
2) I have been working at sea since 1976 and for Seatrade since 2001
3) Atlantic Reefer
4) I like my job
5) Vladivostok: It’s my hometown
6) -

**Nikolay Lytsuk, Wiper**
1) I am from Russia, the biggest country on Earth
2) I have been working at sea since 1985 and for Seatrade since 2009
3) All vessels are good
4) Everything
5) Hamburg: I have time to visit a city
6) Go to work for Seatrade.

**Francisco Soares, Cook**
1) I come from Cabo Verde, a nice touristy place with a hot climate all year round
2) I started sailing for Portuguese Navy’s Marine in 1968; always as cook. I started sailing for Seatrade one year ago
3) For me all is good, nice crew, good ocean-going vessels
4) My job is my hobby
5) My favourite port is Rotterdam, mainly because it’s close to my family
6) That everybody shall do his/her best.

**Andrey Gorevoy, Engine Cadet**
1) I come from Vladivostok, Russia. It is a city port and a very beautiful place
2) I went to sea this year and Seatrade is my company; where I’ve begun my professional career
3) Atlantic Reefer, because it is my first and sole vessel
4) I like everything that has to be done in the Engine Room
5) I don’t know yet
6) I wish all of them good luck in their hard work and studies.
This issue we will give you some easy travel tips if you are in Port Victoria for a short period of time. Port Victoria, Seychelles is called at for tuna operations, and has always been one of the favourite ports called by the crew on board vessels in the Seatrade Pool, as the stays in port are lengthy in comparison to most other ports.

Port Victoria, Seychelles

(4° 37’ 0 S, 55° 29’ 0 E)

Largest town of the Seychelles and one of the smallest capital cities of the world, Port Victoria is a place integral to any visit to this part of the world. The town is located on Mahe Island, the major holiday island in the Seychelles and shelters around a third of the total population of this country. With a history of just around 200 years, Port Victoria does not live with a burden of the past, and has tried constantly to blend whatever exciting came in its way, into its existing culture.

Excursions

Short excursion to the city of Port Victoria
Attractions in the city include a clock tower modelled on that of Vauxhall Clock Tower in London, England, the Courthouse, and the Sir Selwyn Selwyn-Clarke Market.
Distance: 7 to 10 minutes by foot
Costs: NA
Duration: +/- 3 hours

Visit to the Victoria Botanical Gardens. This is a place for visitors who are interested even slightly in botanical aspects of life. There are a variety of native and newly introduced trees in the park.
Distance: 10 minutes by taxi
Costs: Entrance is about USD 15, taxi is about USD 10
Duration: +/- 4 hours

Visit to the Beau Vallon resorts. Surrounded by lush greenery and crystal clear waters, wellness and serenity await at the resorts.
Distance: 15 minutes by taxi
Costs: USD 15 for a taxi
Duration: This can vary. Depends on how much time you have.
Museums

The **Natural History Museum** is located in the centre of the city; the museum exhibits bones of a crocodile species that is now extinct, dried-out fish, a deformed piglet contained in a jar, stuffed animals, giant robber crabs, wreckage of a ship, local artefacts.

Costs: Entrance is about USD 7

**Social History Museum.** Even with a history of only 2.5 centuries, this museum is well worth visiting. It exhibits mainly the two periods of colonisation by the French and the British.

Costs: Entrance is about USD 7

Restaurants

Port Victoria has many different restaurants in various price categories.

Money and Banking

The local currency is the Seychelles Rupee (SCR) which is divided into 100 cents. Coins come in 5, 10, 25 cents, and 1 and 5 Rupee denominations. Notes come in 10, 25, 50, 100 and 500 Rupee denominations. ATM facilities exist at major banks on Mahé, Praslin and La Digue and at the airport on Mahé and Praslin. Please note that these provide cash in local currency.

Visitors to the islands are now entitled to make payments for services/products in Seychelles rupees. The discretion to pay in another currency other than the Seychelles rupee shall lie solely with the visitor. Exchange rates will be determined by the market and may differ from bank to bank or at various bureaux de change.

Exchanging foreign currency into Seychelles Rupees must only be done at banks, with authorised money dealers such as a bureau de change, or with other licensed operators.

Memorable days

Creole Week: 24-30 October 2011
March 2012: Carnival in the City Centre
While most ship builders will be able to estimate the time it takes to build a steel ship, not many will be able to make the same estimate for a ship made out of eh... paper, cardboard and napkins.

It sounds like a silly proposition, right? Well, hold your horses, as there is one man on the Seatrade fleet who can give you the answer accurately... Why? Well he actually built one... three times. It is AB Perlito Bautista and it takes him one contract, or about 8-9 months, a lot of patience and skill.

Perlito’s latest addition to the paper fleet is the Cala Pula which has now found a fitting berth in the Seatrade Manila office for all visiting seafarers to see.
All vessels operated by Seatrade are entered in the Seatrade Reefer Pool. The Owners of the vessels are the Members of the Seatrade Pool and they gather annually for the Meeting of Members to approve the Pool’s accounts and above all to discuss the future of the specialised reefer market.

Normally the meeting is organised with the usual Seatrade aim for efficiency, allowing most of the participants to travel to and from the meeting within the same day. As 2011 marks the 60th anniversary of Seatrade it was decided to make the meeting a special event.

The meeting was held in Hotel The Grand, located between two canals in the historical centre of Amsterdam. The hotel is situated in buildings that formed two convents in the 15th century. In the 17th century the building temporarily became the City Hall. In 1808 the City Hall on the Dam square was confiscated to become a royal palace for Louis, the brother of French Emperor Napoleon who had been appointed King of Holland. The city authorities moved the City Hall once more to what is now Hotel Le Grand, and this time the buildings kept their public function for 180 years.

The meeting was Mr Tom Tammes’ last meeting as Advisory Board member of the Seatrade Pool. The opportunity was used to thank Mr Tammes for his dedication to the Seatrade Pool for over forty years.

After the meeting the Pool Members and their partners joined for a boat tour on the Amsterdam canals. The combination of the company with the nice weather and the drinks and dinner served on board resulted in a very enjoyable evening.

Michiel Schaap  
Seatrade Antwerp
Reefer Seminar

Specialised reefer industry gathers in Belgium

On 17 June, more than 200 industry-related participants attended the biannual Reefer Seminar in the picturesque Flanders city of Mechelen. Perhaps apropos to the reputation of this group, the event took place at Lamot. Once a brewery and the production centre for the famous Lamot-Beer, the site was radically renovated in the early 2000’s and today serves as a modern conference centre and a cultural heritage centre.

After a brief welcome by Seatrade’s own Yntze Buitenwerf, Yntze introduced Kevin Harding of Sextant Consultancy, who provided a candid view of the world’s specialised reefer fleet past, present and future. Which led to a rather interesting presentation by futurist Rohit Talwar and his bold views on challenges the world will have feeding itself by the year 2025. Rohit put a bit of scare in the audience, when he mentioned that advances in health care and diet would have many of us living well up to 150 - meaning the possibility of being married to the same person for more than 100 years.

Thereafter, Reefer Trends’ Richard Bright led an informative panel discussion which included representatives of all facets of the industry including shipper (Mathias Duerbeck of Anton Duerbeck GmbH), vessel operator (John Rowland of NYKCool), terminal operator (Johan Claes of Sea-invest), marine surveyor (Harm de Haan) and the previous speakers.

The strong industry turn-out and lively discussion would seem to belie the doom-and-gloom reporting by trade pundits that the reefer industry is on its last legs. What instead became clear is that specialised carriers are keenly aware of their place in the market and the need to be both fiscally responsible and innovative.
60th Anniversary Party

2011 marks Seatrade’s 60th anniversary and the celebration which took place on 17 June can only be described as an unforgettable feast for the eyes, ears and stomach. The night more than lived up to its theme of Wave of Emotions. As more than 600 guests arrived at the Eurocam Media Center in the village of Lint, they were greeted by playful, giant mechanical creatures that entertained the crowd and gently guided them toward the magic awaiting them.

Eurocam is a huge complex housing film and television production studios used by many Belgian and international broadcast companies. Studio 12 was party central. This 3000-square metre space houses a nearly 900-square metre pool containing 3.3 million litres of water. This studio served as training and rehearsal studio for Franco Dragone’s (of Cirque du Soleil fame) new show “The House of Dancing Water” developed exclusively for the City of Dreams resort complex in Macau.

While party guests wandered the massive hall connecting with old friends and new, they were treated to an epicurean assortment of fine food and drink. Their senses were further peaked when the curtains parted to expose the large pool behind... and the Wave of Emotions show began. What followed was an acrobatic ballet featuring a surprise for many of the Dutch and Belgian guests in attendance. One of the show’s stars was indeed Laurent Flament, a famous dancer and choreographer, who worked as a coach on the Belgian and Dutch version of the television show, “So You Think You Can Dance”.

Guests were then shown a video featuring Gerry Pepping giving a brief history of Seatrade and thanking all of those who have contributed to the success of the company. As music continued through the night the drinks continued to flow, and soon many guests found their way on to the dance floor. This was indeed a party worthy of a 60th anniversary.
60th Anniversary Party
Simply Seatrade editorial team member Karin Staal recently went off to the Swiss Alps for a fairy tale wedding with her partner Herbert. We wish the couple a happy and healthy life together.

SY Louise, owned by Seahold chairman Karl Heinz Hilbig and featured in the November 2010 edition of Simply Seatrade, is flying Seatrade high in her mast!

Charlie, son of Duncan Mackay, Office Accounting of Seatrade Antwerp

Martina, daughter of Alvaro Garcia of Fruport, terminal we use in Tarragona, Spain

Sander, son of Paola Stevens, Accounting Department of Seatrade Groningen

Thijn, son of Jos van Amelsvoort, Fleet Support of Seatrade Antwerp
With our liner service calling New Zealand every 10 days, we have been reported breaking records in the NZ press!

Royal Klipper shipped a record number of apples for ENZA, according the NZ Shipping Gazette dated 2 July 2011.

On 16 August a reception was held at the terminal where mv Sea Phoenix was discharging her cargo of South African citrus as part of the service to the US east coast. A lengthy article appeared on the website of the Gloucester County Times regarding this event attended by some 50 people, including the South African Ambassador to the USA, industry representatives, Congressional staff and other area and state officials.

Saturday 20 August, Messrs Jaczon B.V., represented by Carolien Vrolijk and Auke van de Kerk hosted a festive luncheon onboard mv Atlantic Klipper for staff, members of the Board and relations. The weather contributed towards a pleasant event.

F.l.t.r. Rene Duvalois, Carolien Vrolijk, Mark Jansen, Auke van de Kerk and Hendrik Dekker

On 20 August, Messrs Jaczon B.V., represented by Carolien Vrolijk and Auke van de Kerk hosted a festive luncheon onboard mv Atlantic Klipper for staff, members of the Board and relations. The weather contributed towards a pleasant event.

F.l.t.r. Rene Duvalois, Carolien Vrolijk, Mark Jansen, Auke van de Kerk and Hendrik Dekker.
AGENCY MEETING

Given a day to recover from the 60th anniversary party festivities, many members of Seatrade’s agency network and their spouses got together with members of the Antwerp staff and their families on Sunday 19 June at the home of Seatrade General Manager, Yntze Buitenwerf. It was a day intended for fun and more food and drink. While the weather didn’t exactly cooperate, spirits were high and the mood was good.

While the boys took off to navigate the countryside on vintage Solex - motorized bicycles - the girls were invited up to the studio of Michaela Buitenwerf, for a chocolate workshop. Once the boys returned to the Buitenwerf homestead, it was time for some serious barbecuing and just a few bottles of wine (rumour has it that the average was more than two bottles per adult in attendance - although the author can neither confirm nor deny that rumour).

After another day to recover, the actual Agency Meeting took place at Kasteel Withof on Tuesday 21 June. It was a full day, indeed, as the Antwerp management provided the agents with a glimpse into future strategies and explained recent organizational changes. This was the first many of us had heard of the opening of a Seatrade China office. The day provided a good forum for open and candid discussions and new ideas.

In the evening, the group was joined by spouses and additional senior and commercial Antwerp staff members for an exquisite meal served by the Kasteel staff. Changing seats with the serving of each course, allowed for continued networking throughout the night and into the early morning hours.
19 & 21 June 2011
From mid June till the first days of July the sun refuses to go down over St Petersburg. Due to the high latitude of the city (59 degrees 57 north) the sun does not go under the horizon deep enough for the sky to get dark. The dusk meets the dawn and on a cloudless night the streetlights are not switched on.

The Russians call these nights, White Nights. Songs have been written about it, a movie was made with the same title and the city of St Petersburg enjoys a large number of tourists who want to see the town during this best time of the year. The best place to see the city during a White Night is from a boat on the river Neva.

It has become a tradition: the White Night Party in St Petersburg for shippers who send cargo to, and receivers who take cargo in St Petersburg. This year was the fourth edition of what once started as a party to celebrate the end of the Chile season. Today, Seatrade has, in addition to Chile, services from South Africa and the Continent to Russia’s main port, and the number of participants for the White Night Party grew with the increase of the activities.

This year’s edition will be best remembered for its fantastic weather. During the day temperatures reached well over 30 degrees centigrade and at midnight it was still fairly warm.

Many guests could be found on deck looking at the illuminated buildings and the open bridges. After departure from the centre, the river cruiser “City Blues” took our guests to the Gulf of Finland, turned and entered the River Neva. After a stop to allow a guest to embark, the boat went to follow many other boats on the river Neva, passing underneath several of St. Petersburg’s many bridges.

Judging from the many reactions we received afterwards, our guests enjoyed it very much and are already looking forward to next year’s event…

With special thanks to our ladies in St Petersburg, who took care of the organisation of a successful evening!

Dick Quaak
Reception at Radicatel

Since seven years Seatrade’s New Zealand and Pacific Islands service has been calling at the riverside “Quai de Radicatel”, a few miles up the river Seine from Le Havre and in fact part of the Grand Port de Rouen. With the growing activities in the area, Sea Shipping Services opened a branch office in Radicatel in January, taking a direct and hands-on approach to the booking of cargo, handling of ships and caring for customers on the spot.

Since January the Seaban service is calling Radicatel every Friday on its westbound service to Saint Martin and Guadeloupe, giving the new organization there a full plate of DOM/TOM destinations to cater for. The flexible working practices and the ability of Radicatel to handle container, roro and general cargo go hand-in-hand with the versatile cargoes loaded there every week.

On Friday 8 July the maiden call of the Baltic Klipper, which incorporated itself in the New Zealand Liner Service proved a good occasion to show customers and service suppliers the port operations as well as a working ship.

F.l.t.r.: Bruno Cordonnier (President, Forwarders Association), Jean-Yves Depreux (General Manager, Seatrade France), Philippe Dehays (President, Rouen Port Community Association), Capt. Grigory Patyrykin (Baltic Klipper), Philippe Deiss (General Manager, Port de Rouen), Philip Gray (Commercial Manager, Seatrade Antwerp) and Martin Butruille (Commercial Manager, Rouen Port)
Monday 23 May last, Seatrade Groningen B.V. kicked off the fitness test for employees as part of the Fit for Business project. Seatrade has always been involved with ‘health’: every morning there is fresh fruit available, a competitive running club and employees participate in a wide array of sports events.

In order to arrive at a more structural health policy, the outcome of the fitness test will provide the necessary information to survey the present status of lifestyle and health of its employees. A subsequent plan of approach will be established and implemented, at or in the vicinity of the work space in order to improve results. A working group consisting of Petra Boer, Pieter Borst, Jantina Laan and Iris Tuinder coordinates the project.

Over 82% of the employees participated in the fitness test that was carried out on-site in Seatrade’s parking place in the so-called Health Bus. The Fit for Business project has been developed by Sport Drente, Sport Fryslan, Huis voor de Sport Groningen and the KreisSportBund Emsland, a Dutch-German combination.

Iris Tuinder
Seatrade Groningen
What do these dates mean to you?

4 September 2010
22 February 2011
13 June 2011

What do these dates mean to you?

These three days are etched in the lives of all people living in Christchurch and Lyttelton, New Zealand.

Three massive earthquakes that destroyed buildings and took the lives of 182 people. Some buildings will be rebuilt, but of the survivors, many will never recover completely from the horror. It may take ten years to rebuild the city when they are sure where it can be done with some security of solid foundation. A city with a downtown centre that has been closed off now for almost a year. It is known as THE RED ZONE where no one can enter.

Earlier this year we invited our network of agents to support our appeal for funds to make a difference in the future, especially for the port town of Lyttelton. We had a wonderful response and were proud to present, on behalf of all those who donated funds, a wide range of medical equipment for the St John Ambulance base in Lyttelton.

Many seafarers will have fond memories of calling at this port that lies to the east of the major city of Christchurch in the South Island of New Zealand. A port famous in the 50’s to 70’s for vessels loading reefer produce for Europe, Japan and Canada - mainly carcass lamb and some cheese and butter. Lyttelton famous too for having a small population served by six very traditional “pubs”. Some seafarers will recall their first stop ashore being at the closest pub 50 metres from the port gate or catching the wild-west type train through the tunnel to the city of Christchurch. Days when no overtime was worked and even the smell of rain caused the wharfies to stop work. Some even claimed a cigarette paper held out that could catch a spot of rain was sufficient proof for a rain stoppage.

Visiting Lyttelton at the end of July to present the range of equipment to the St John team was a moving experience. Three things will remain in my memory for ever:

Firstly the sight of the destruction of so many commercial buildings, shops, churches, houses and last not least every one of the six famous pubs have been destroyed. Three
churches are in ruins and even the hillside graveyards are flattened, roads are uneven and ‘dress of the day’ seems to be high visibility fluoro jackets. The wharf area is significantly impacted with movements both vertically and horizontally of more than a metre - derailing gantry cranes and destroying the apron areas. The only gain in terms of rebuilding is about twenty-nine hectares of approved reclamation of seabed to expand the port area and all to be built with rubble from demolished buildings of the region.

The second impression is simply about the attitude of the folks in the area. Not only have they had three major earthquakes with loss of lives, but they have had more than 8,000 aftershocks with not a day passing without at least one! Can you imagine how the people feel when the earth starts to tremble and roar? Is it a big one, should we rush outside, dive under the bed or just hold on and hope? Clearly there has been an immense impact on all of the population and counselling and medications are well needed. However, when you meet the people they remain resolute and positive even if nervous. What option do they have - 10,000 homes need to be demolished, sites are being graded for possible rebuilding and those still standing are graded into white, yellow and red stickered. A sticker of any colour means you are really without options as your property is impossible to sell - there are no buyers in this area any more! Just how do they get their minds around their plight?

Finally, the team at Order of St John, a voluntary organisation that thinks of others before themselves. They are dedicated to their task of helping in emergencies. When the second and most powerful earthquake struck causing the deaths of so many people the two Lyttelton ambulances were both in Christchurch. The roads home to Lyttelton were blocked with slips and rocks. All they had left in Lyttelton was a first response car and their private cars - supplies from the local chemist but none of their key emergency equipment.

Those who donated to our appeal can be proud that in future that will never be repeated as the Lyttelton St John now have almost all the medical gear they need to handle a crisis. Let’s all hope and pray they will never need it again to the same extent.

If you missed our appeal and still want to make a difference just send a message to general@nz.seatrade.com and we will manage the process happily and let you know what (you) can be bought.

On a lighter note: You know when you are from Christchurch because when there is an aftershock the family have a sweepstake about the level on the Richter scale! Christchurch people when they greet you don’t ask ‘how are you?’ they say ‘how is your house?’

Mike Evans
Seatrade New Zealand
Seatrade Reefer Chartering’s Legal Department is currently implementing its project plan “Lean, Mean and Street smart”. But is this possible? The legal profession is perceived more for being academic than lean and especially not for being street smart. The concept of lean, mean and street smart is streamlining processes and at the same time being aware of the reality of business.

Early 2011 Yntze Buitenwerf and Walter Wildoer saw an opportunity to carry out a review of the Legal Department in Antwerp. SRC Legal is responsible for handling claims, insurances and all general legal matters. Yntze and Walter wanted to ensure the department functions at its best, especially in view of the substantial industry changes over the last decade and more to come for the next decade. Hence SRC started its search for a consultant to initiate the project.

I remember what I thought when I received the project brief from Robert Hall, an interim consultancy. I was impressed and excited to note that Seatrade was certainly progressive in how they perceive the value of legal. Seatrade is the only shipping company I am aware of that has carried out such a project. I was determined to get the three-month project as it was certainly an exciting challenge. I prepared a project plan and presentation prior to the first meeting with Seatrade.

The project started in March 2011 as a three-month review with the legal team of Antwerp consisting of five people. The team was under pressure from the day-to-day work as well as being asked to take part in the project analysis. My study reviewed in detail both internal as well as external processes and partners. Tasks, roles and responsibilities, legal risk, general risk management and IT were all investigated in detail.

The study revealed that SRC Legal has a professional legal department which interacts with other departments and partners as and when required (graph 1). It also revealed that a more integrated approach both internally and externally would add more value to the organisation and stakeholders (graph 2).

I converted my findings into a broader business plan that is in line with Seatrade’s strategic goals. The management took the decision to implement the plan so all hands on deck and legal went into overdrive with implementation as from June 2011. It was time to communicate to all what we could offer, and to start with, presentations about our “new” legal team were made to all our colleagues in the Antwerp office.

What did we tell them? The presentation revealed the new department will be sectioned into individual areas of excellence. Yuliya Dementyeva and Anne Magnus will concentrate on cargo claims handling which forms the majority of resource within the department. Yuliya held a short presentation on cargo claims process and areas that assist in smooth handling of cargo claims. Anne spoke about arrest issues which can arise without notice in certain jurisdictions as a result of cargo claims of previous owners of the vessel.

Sylvie De Smet’s role area of excellence is Legal Counsel. Sylvie will concentrate on compliance, contractual risk management and other general legal issues. Sylvie presented her areas of responsibility as well as legal projects.

Elke Hertogs’s area of excellence is insurance combined with cargo claims. Elke explained various insurance purchased by the
pool and the owners. She also presented cargo insurance as an added value service for Seatrade’s clients.

Sandra Debosschere presented her role as Administration and Information Desk of the legal department in Antwerp.

In order to ensure that the department is functioning lean, mean and street smart and taking into account future industry changes the legal department takes a proactive approach. As with most other organisations there is the perception that legal is only an “Emergency Room - ER” and contacting us means there is some issue that needs resolving quickly. Legal Antwerp is much more than that; it is also a wellness centre. We want to provide you with the best service and advice before “urgency” kicks in. That is where we want to be proactive.

In addition to the proactive approach there are certain process changes so that there is consistency and a lean approach to handling claims. This is internally as well as externally. Surveyors need to follow the Seatrade template so that reports can be analysed quickly and efficiently. The legal department has also changed the processes with their pool insurance company Charterama with additional authority ensuring quicker service capability as well as decreasing workload. Our long-term insurance partners need to be closer to Seatrade ensuring the needs of both parties are fulfilled.

SRC Legal Antwerp aims to minimise the use of lawyers. Generally all legal and claims departments take the academic legal approach rather than the street smart approach. It is my belief that as soon as lawyers are involved the only winner is the lawyer.

Seatrade’s approach will be to take a more pragmatic approach to claims handling. This does not involve arbitration or mediation but the approach that all parties whether it is receivers, owners or insurance companies need to work together for the most pragmatic solution (graph 2).

There are a very small number of cases where litigation is necessary. In order to ensure a lean process Seatrade has devised processes for their lawyers to follow so that all matters are reviewed at an early stage. This will certainly reduce the cases that go on for years and minimising legal costs for all parties.

Seatrade takes the 360 Quality process very seriously and legal works in conjunction with the Quality Manager to ensure lessons learnt are converted into quality processes further reducing the risk of such incidents.

The legal dream team is looking forward to all the changes this industry is likely to bring to the legal department. We would be most appreciative to have feedback on how we can add more value to all parties that are a part of Seatrade’s success.

Sauril Thakar
Seatrade Antwerp

The Legal Dream Team l.t.r. Sylvie De Smet, Sandra Debosschere, Yuliya Dementyeva, Anne Magnus and Elke Hertogs

The title explained

Lean
A lean organization understands customer value and focuses its key processes to continuously increase it. The ultimate goal is to provide perfect value to the customer through a perfect value creation process that has zero waste.

Mean
In slang or informal use mean is defined as having to do with someone or something that is very good. [Ed. So, not intended to be interpreted as stingy!]
Accomplished with great skill; deft; hard to compete with.

Street smart
Street smart refers to things learnt outside formal education or books. A person who has a lot of common sense and knows what’s going on in the world.
Having practical rather than merely theoretical knowledge, such as what is learned on the work floor rather than in the classroom.
I’ve never had a problem considering myself a liberal. Yeah, I know the word “liberal” is considered a curse to many these days - which brings me to the point of this story. I might be showing my age, but I remember a time when cursing actually used to be taboo and could have real consequences if hurled in the wrong direction. I’m talking about a time well before the “bird” or an f-bomb were nothing more than fodder for a humorous t-shirt or lyrics in a pop song.

I’ve been on this planet a long time and have long forgotten more than I’ll ever know. However, I have absolute recall of the first time I said the dreaded “f” word in front of my mother. I was 13. It was summer break and I was working as a junior counselor at a day camp. The word “work” is used loosely in this context, as most of the day was spent playing wiffle ball with 7-year-olds and chasing after the girl junior counselors. Anyway, I digress. So I’m on the bus heading home and this new girl starts picking a fight with me over seat choice. I mainly choose to ignore her - growing up with three sisters allowed me to develop a very keen defense mechanism for tuning out the language too salty, they would bleep out the subversive stuff.

Big effing deal, you’re probably thinking to yourself. That’s exactly my point. I remember visiting a candy shop on one of my first trips to Europe. This was a very innocent looking, neighborhood shop. I wandered the place looking for something unique to bring home for the kids. As usual, I’m fairly oblivious to the music playing around me. It’s that typical techno/Euro/disco drone that makes you involuntarily bop your head. There are lots of moms in the shop with bright-faced kids in tow. A cute young girl of maybe four and her mother are happily singing along to the tune. Suddenly it dawns on me that the entire chorus is nothing but the “f” word chanted repeatedly. WTF? I think to myself. Do these people really know the word “liberal” is considered a curse to many these days - which brings me to the point of this story. I might be showing my age, but I remember a time when cursing actually used to be taboo and could have real consequences if hurled in the wrong direction. I’m talking about a time well before the “bird” or an f-bomb were nothing more than fodder for a humorous t-shirt or lyrics in a pop song.

Of course this country has made an art of dancing around the actual freakin’, frickin’, flippin’, motherf***ing expletives. As in any culture, we have our more colorful expressions. These tend to be regional and change over time.

A few years back I was in South Florida with a Dutch colleague and another American. The other American was driving the rental car and while backing out of a parking space, he bumped fenders with a car pulling out of a spot across the way. The other driver and passenger burst out of their car (one considerably more expensive than our cheap rental) and came - verbal guns blazing - after my fellow countryman. The two were mother and twenty-something son who were obvious New York transplants. The mother let loose with a tirade of expletives, but the cherry on the sundae was when she called our driver a “douchebag”. The son then continued to berate our driver with “do, do, do, douchebags”, as they exchanged insurance information. The Dutch guy and I could hardly keep ourselves from falling over with laughter. It was like watching your aunt and nephew acting out a scene from “Goodfellas”. By the way, in case you are unfamiliar with the term douchebag, Wikipedia defines it as: a pejorative term in slang use, similar to, but arguably less harsh than, a**hole. Who would have figured that there is such a defined a hierarchy in cursing?

The American comedian, George Carlin, became famous for a 1972 monologue called “Seven Words You Can Never Say on Television.” In those days, Carlin actually faced arrest for performing the monologue in public in some parts of the USA. If any of these words did manage to slip past a censor during a live broadcast, the television station would be subject to major fines and potential loss of their broadcast license. If the censors deemed the language too salty, they would bleep out the subversive stuff.

Today, virtually all seven words can be heard on television in some form or fashion. A façade of propriety does remain in place, as some are still only allowed at certain times or in certain context. Tune into any of the many reality shows broadcast during prime-time evening hours though and half of the dialogue is bleeped over. Of course we can all lip read, so bleeps are nothing more than window dressing.

Cursing has become ubiquitous. The horse is long out the barn door. Top name musical artists write songs with that pesky “f” word blatantly in the title. Hell (there I go with the damned blasphemy again),
R&B artist Cee-Lo hit number one on most world pop charts earlier this year with a song simply titled, “F**k You.” Sure, the commercial radio stations in this country still play the clean versions, but streaming radio stations and digital downloads make the hardcore version easily available to even the most virgin of ears. That song should make for interesting elevator music years from now.

I’ve had satellite radio in my cars for the past 10-12 years and most of the stations play the uncensored versions of a song. I rarely sheltered my kids from this, as I figured that they would hear the same language in school or on cable TV - plus, I figured it was the liberal thing to do. Admittedly, I do feel a bit awkward when they start singing along. The truth is that they’ve often heard worse at home. My wife can have a real potty mouth. When the mood strikes her, she has never hesitated to let loose with a string of f-bombs - and no, I did not marry that girl from the bus.

Today’s kids have no sense of what these words really mean. It’s nothing but slang to them. The “bad” words simply don’t have the sting they used to have. It’s difficult to have even a casual conversation with anyone under the age of 30 that doesn’t include at least a few f-bombs and other well placed expletives. It’s plainly a part of their vernacular. Of course, that doesn’t mean it doesn’t have consequences.

I recently had the family out to dinner with my parents. My kids are engaged in their normal conversation with my mother, when my older daughter casually drops an f-bomb. It was innocent enough. She was simply relating that some concert was effing awesome. My mother turns to me, but doesn’t say word. It’s simply that damned glare again. Curses, foiled by a bloody woman once again!

Howard Posner
Seatrade USA
Games & Puzzle

Send in & win

Trivia

Did you read this Simply Seatrade?
1. When did the branch office of Seatrade in Antwerp open?
2. Where was the latest addition to Seatrade’s network opened?
3. Which is the most straightforward and most effective measure to reduce CO₂ emissions in shipping?

Crack the code (Sudoku)

This puzzle is played over a 9x9 grid, in each row there are 9 slots, some of them are empty and need to be filled. Fill in the grid so that every row, every column and every 3x3 box contains the digits 1 through 9. The number should appear only once in a row, column or box. Below you find two Sudoku puzzles. In each of the below Sudoku puzzles three slots are coloured. When you have found the numbers in any of these puzzles, you will have three-digit codes (composed by the numbers in the coloured slots, starting top left and moving horizontally line-by-line ending bottom right). Send us either one, two or all codes, and you might be the lucky winner of an exclusive Seatrade watch!

Join the competition: Send us the Codes and/or the answers to the Trivia by either E-mail or post, and try to win one of three Seatrade watches! Deadline for your response is 7 November 2011. The names of the winners will be published in the next issue of Simply Seatrade.

The answers of the puzzle and trivia in the April 2011 issue were:

Puzzle: easy code = 285 / hard code = 923 / very hard code: 976
Trivia: 1) 1951; 2) 5; 3) Valparaiso

Thanks for all the entries! The winners this time are Jarek Cisek (puzzle - easy), Steven Spliethoff (puzzle - hard), Puthenparampil Kailasan Shibu, deck cadet mv Ivory Ace (puzzle - very hard) and Capt. JRC Trimañez, mv Agalahas Stream (trivia). They will all receive a beautiful Seatrade watch. The lucky winner of the iPod Nano is Jan Bijl. Congratulations!

Send us your response to this issue’s puzzles and win yourself!

E-mail: simply-seatrade@seatrade.com
Address: Seatrade Reefer Chartering NV, Attn.: Editorial Team “Simply Seatrade”, PO Box 10.012, 2030 Antwerp 3, Belgium

Send us your response to this issue’s puzzles and win a beautiful Seatrade watch, which is exclusive to winners of the puzzles in Simply Seatrade! Now you will have a double chance of winning: Out of all correct entries we will also draw a winner of an iPod Nano!
## FLEETLIST

### Vessels operated by Seatrade Reefer Chartering N.V.

<table>
<thead>
<tr>
<th>Vessel</th>
<th>CBft</th>
<th>Sqm</th>
<th>Built</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltic Klipper</td>
<td>661,636</td>
<td>7,118</td>
<td>2010</td>
</tr>
<tr>
<td>Atlantic Klipper</td>
<td>661,530</td>
<td>7,118</td>
<td>2011</td>
</tr>
<tr>
<td>Lombok Strat</td>
<td>626,011</td>
<td>7,341</td>
<td>2002</td>
</tr>
<tr>
<td>Luzon Strait</td>
<td>626,011</td>
<td>7,341</td>
<td>2002</td>
</tr>
<tr>
<td>Atlantic Reefer</td>
<td>600,558</td>
<td>6,870</td>
<td>1998</td>
</tr>
<tr>
<td>Pacific Reefer</td>
<td>600,202</td>
<td>6,869</td>
<td>1999</td>
</tr>
<tr>
<td>Hansa Stockholm</td>
<td>590,654</td>
<td>6,678</td>
<td>1991</td>
</tr>
<tr>
<td>Hansa Lübeck</td>
<td>590,654</td>
<td>6,678</td>
<td>1990</td>
</tr>
<tr>
<td>Hansa Visby</td>
<td>587,974</td>
<td>6,653</td>
<td>1989</td>
</tr>
<tr>
<td>Hansa Bremen</td>
<td>587,974</td>
<td>6,653</td>
<td>1989</td>
</tr>
<tr>
<td>Royal Klipper</td>
<td>580,754</td>
<td>6,613</td>
<td>2000</td>
</tr>
<tr>
<td>Comoros Stream</td>
<td>580,754</td>
<td>6,613</td>
<td>2000</td>
</tr>
<tr>
<td>Polarstream</td>
<td>564,280</td>
<td>6,495</td>
<td>1999</td>
</tr>
<tr>
<td>Polairght</td>
<td>564,160</td>
<td>6,493</td>
<td>1998</td>
</tr>
<tr>
<td>Elsebeth</td>
<td>549,326</td>
<td>6,226</td>
<td>1998</td>
</tr>
<tr>
<td>Emerald</td>
<td>548,718</td>
<td>6,244</td>
<td>2000</td>
</tr>
<tr>
<td>Elvira</td>
<td>548,666</td>
<td>6,244</td>
<td>2000</td>
</tr>
<tr>
<td>Esmeralda</td>
<td>548,643</td>
<td>6,243</td>
<td>1999</td>
</tr>
<tr>
<td>Pacific Mermaid</td>
<td>540,572</td>
<td>6,075</td>
<td>1992</td>
</tr>
<tr>
<td>Atlantic Mermaid</td>
<td>540,026</td>
<td>6,066</td>
<td>1992</td>
</tr>
<tr>
<td>Tasman Mermaid</td>
<td>539,670</td>
<td>6,068</td>
<td>1993</td>
</tr>
<tr>
<td>Caribbean Mermaid</td>
<td>539,648</td>
<td>6,068</td>
<td>1993</td>
</tr>
<tr>
<td>Coral Mermaid</td>
<td>539,634</td>
<td>6,066</td>
<td>1992</td>
</tr>
<tr>
<td>Timor Stream</td>
<td>535,112</td>
<td>6,004</td>
<td>1998</td>
</tr>
<tr>
<td>Agulhas Stream</td>
<td>535,109</td>
<td>6,004</td>
<td>1998</td>
</tr>
<tr>
<td>Benguela Stream</td>
<td>535,109</td>
<td>6,004</td>
<td>1998</td>
</tr>
<tr>
<td>Klipper Stream</td>
<td>535,109</td>
<td>6,004</td>
<td>1998</td>
</tr>
<tr>
<td>Discovery Bay</td>
<td>534,246</td>
<td>5,922</td>
<td>1997</td>
</tr>
<tr>
<td>Southern Bay</td>
<td>535,093</td>
<td>5,924</td>
<td>1997</td>
</tr>
<tr>
<td>Eastern Bay</td>
<td>533,899</td>
<td>5,915</td>
<td>1997</td>
</tr>
<tr>
<td>Hope Bay</td>
<td>531,764</td>
<td>5,939</td>
<td>1996</td>
</tr>
<tr>
<td>Mexican Bay</td>
<td>532,061</td>
<td>6,351</td>
<td>1994</td>
</tr>
<tr>
<td>Fortuna Bay</td>
<td>532,061</td>
<td>6,351</td>
<td>1993</td>
</tr>
<tr>
<td>Ivory Ace</td>
<td>527,511</td>
<td>5,861</td>
<td>1990</td>
</tr>
<tr>
<td>Eagle Bay</td>
<td>527,422</td>
<td>5,853</td>
<td>1992</td>
</tr>
<tr>
<td>Condor Bay</td>
<td>527,401</td>
<td>5,856</td>
<td>1990</td>
</tr>
<tr>
<td>Buzzard Bay</td>
<td>526,909</td>
<td>5,852</td>
<td>1992</td>
</tr>
<tr>
<td>Hawk Bay</td>
<td>526,764</td>
<td>5,851</td>
<td>1992</td>
</tr>
<tr>
<td>Falcon Bay</td>
<td>523,925</td>
<td>5,839</td>
<td>1993</td>
</tr>
<tr>
<td>Frio Hellenic</td>
<td>499,546</td>
<td>5,989</td>
<td>1999</td>
</tr>
<tr>
<td>Atlantic Acanthus</td>
<td>489,951</td>
<td>5,799</td>
<td>1999</td>
</tr>
<tr>
<td>Santa Catharina</td>
<td>463,986</td>
<td>5,140</td>
<td>2000</td>
</tr>
<tr>
<td>Santa Maria</td>
<td>463,963</td>
<td>5,140</td>
<td>1999</td>
</tr>
<tr>
<td>Santa Lucia</td>
<td>463,652</td>
<td>5,140</td>
<td>1999</td>
</tr>
<tr>
<td>Cold Stream</td>
<td>456,785</td>
<td>5,214</td>
<td>1997</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vessel</th>
<th>CBft</th>
<th>Sqm</th>
<th>Built</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Bear</td>
<td>466,871</td>
<td>5,543</td>
<td>1984</td>
</tr>
<tr>
<td>Spring Panda</td>
<td>461,816</td>
<td>5,534</td>
<td>1984</td>
</tr>
<tr>
<td>Spring Bok</td>
<td>461,106</td>
<td>5,535</td>
<td>1984</td>
</tr>
<tr>
<td>Spring Bob</td>
<td>460,895</td>
<td>5,540</td>
<td>1984</td>
</tr>
<tr>
<td>Spring Dragon</td>
<td>454,207</td>
<td>5,414</td>
<td>1984</td>
</tr>
<tr>
<td>Spring Deli</td>
<td>453,088</td>
<td>5,410</td>
<td>1984</td>
</tr>
<tr>
<td>Asian Cosmos</td>
<td>373,827</td>
<td>4,231</td>
<td>1998</td>
</tr>
<tr>
<td>Tama Hope</td>
<td>350,922</td>
<td>3,802</td>
<td>1986</td>
</tr>
<tr>
<td>Tama Star</td>
<td>350,922</td>
<td>3,802</td>
<td>1987</td>
</tr>
<tr>
<td>White Dolphin</td>
<td>300,996</td>
<td>3,282</td>
<td>1988</td>
</tr>
<tr>
<td>Nova Florida</td>
<td>298,320</td>
<td>3,512</td>
<td>1989</td>
</tr>
<tr>
<td>Damaco Francia</td>
<td>298,217</td>
<td>3,514</td>
<td>1989</td>
</tr>
<tr>
<td>Nova Frisia</td>
<td>296,338</td>
<td>3,161</td>
<td>1987</td>
</tr>
<tr>
<td>Breiz Klipper</td>
<td>265,246</td>
<td>3,144</td>
<td>1991</td>
</tr>
<tr>
<td>Holland Klipper</td>
<td>261,262</td>
<td>2,961</td>
<td>1989</td>
</tr>
<tr>
<td>Sierra Laurel</td>
<td>260,050</td>
<td>2,925</td>
<td>1997</td>
</tr>
<tr>
<td>Sierra Leyre</td>
<td>260,050</td>
<td>2,925</td>
<td>1997</td>
</tr>
<tr>
<td>Sierra Loba</td>
<td>260,050</td>
<td>2,925</td>
<td>1997</td>
</tr>
<tr>
<td>Sierra Lara</td>
<td>260,050</td>
<td>2,925</td>
<td>1996</td>
</tr>
<tr>
<td>Nova Zeelandia</td>
<td>238,985</td>
<td>2,684</td>
<td>1986</td>
</tr>
<tr>
<td>New Takatsuki</td>
<td>237,136</td>
<td>2,552</td>
<td>1991</td>
</tr>
<tr>
<td>Nova Bretagne</td>
<td>236,869</td>
<td>2,535</td>
<td>1990</td>
</tr>
<tr>
<td>Coppername</td>
<td>212,102</td>
<td>2,453</td>
<td>1990</td>
</tr>
<tr>
<td>Antilla</td>
<td>199,618</td>
<td>2,213</td>
<td>1990</td>
</tr>
<tr>
<td>Aruba</td>
<td>199,618</td>
<td>2,213</td>
<td>1990</td>
</tr>
<tr>
<td>New Hayatski</td>
<td>192,443</td>
<td>2,298</td>
<td>1990</td>
</tr>
</tbody>
</table>

### Non-Pool vessels managed by Seatrade Groningen B.V.

#### -Reefers-: Vessel

<table>
<thead>
<tr>
<th>CBft</th>
<th>Sqm</th>
<th>Built</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cala Pino</td>
<td>720,000</td>
<td>7,781</td>
</tr>
<tr>
<td>Cala Pula</td>
<td>720,000</td>
<td>7,781</td>
</tr>
<tr>
<td>Cala Palma</td>
<td>720,000</td>
<td>7,781</td>
</tr>
<tr>
<td>Cala Pedra</td>
<td>720,000</td>
<td>7,781</td>
</tr>
<tr>
<td>Joint Frost</td>
<td>139,335</td>
<td>998</td>
</tr>
</tbody>
</table>

*Status 23 August 2010

*operated in the Hamburg Reefer Pool

*Pool entry expected within the next month

all particulars believed to be correct but not guaranteed
Looking East

Seatrade sets up office in China

Once the dust had settled after all the festivities surrounding the 60th anniversary and summer celebrations, Seatrade was pleased to announce the opening of an office in Shanghai, China.

In one of the upcoming issues we will let you know how our man on the spot, Samad Khan who will be well known to many of our readers, has been getting on. His first impression when he arrived there was that a lot had changed in this city, and country, since his last visit some three years ago.

China facts

- The country’s official name is People’s Republic of China
- With a population of 1,339,724,852, it is number 1 in the world
- The total land area is 9,596,961 sq km, making it the fourth largest country in the world
- 14 countries and four seas border the nation, with Mount Everest on the border with Nepal the world’s tallest peak
- The climate is extremely varied: sub-arctic in the north and tropical in the south
- The Han Chinese is the largest majority group in the country with 91.5%; there are 55 official minorities
- The official language is Mandarin Chinese, with 206 others spoken as well
- With 23,019,148 inhabitants Shanghai is the most populated city in the country, and one of the biggest in the world

Seatrade sets up office in China

We are pleased to announce the opening of Seatrade’s office in Shanghai, the company’s first office in China. The set up of this office is in line with Seatrade’s strategy to extend its diversified trade network in the Asian market.

The new office will house a growing team of staff, with a particular focus on refrigerated services for food and beverages entering and exiting China. Seatrade China will work with sub-agents in various Chinese ports to access domestic markets.

Seatrade’s new Shanghai office is part of a worldwide network of offices which are located in major ports and cities in the international industry. This new step underlines Seatrade’s commitment to the global refrigerated market, being a leadership position in the worldwide shipping industry.

The China operation will be headed by Samad Khan, who has been actively involved in the Seatrade network for over 10 years.

We look forward to an exciting year ahead developing new relationships.

Seatrade sets up office in China

Simply Seatrade is the corporate magazine of the Seatrade group of companies, published in April, August and November.