FROM THE EDITORS

Welcome back to another exciting edition of Simply Seatrade. A lot has changed since you last visited with us and we're happy to update you right here on these pages. The launch of our Blue Stream service was fast and furious, as the company entered head-first into a 100% specialised reefer container service. Let us take you on a tour with the StreamLines’ team through Central America, introduce you to the Blue Stream agent in Honduras, visit a new terminal in Aruba, explore Africa's booming future and celebrate our designation as Friend of the Sea. Oh and it's our birthday, as Seatrade is celebrating a happy 65th. The family continues to grow. We hope you enjoy all of this and our regular features.
‘Commit to safety conscious and environmentally friendly practices’ is the first pillar of the Seatrade Standard. This pillar accentuates our commitment to act responsibly in our interrelation with the environment as a whole. Besides complying with all regular environmental criteria, Seatrade can pride itself on playing a pioneering role in the consideration for its surroundings in more than one way.

Recently, Friend of the Sea, a non-profit, non-governmental organisation (NGO), of which the mission is the conservation of the marine habitat, launched a new international certification for sustainable shipping. GreenSea and Seatrade vessels were the first to be found compliant with the legislation related to sustainable fishery. Seatrade became a certified friend of the sea!

‘Eco-design’, ‘energy friendly’ or ‘efficient’ are just a few expressions intrinsic to our newbuilding programme. Through hull optimisation of our specialised reefer container vessels, the highest energy efficiency is obtained, adding a touch of green to the Seatrade Colour Class. The four freezers will operate their reefer plants on a natural refrigerant. And imagine this: the Juice Express, even though twice as big as predecessor Joint Frost, will be twice as efficient, using the same amount of fuel for double the amount of transported cargo at the same speed.

Leaving aside practical solutions, Seatrade’s Fast Direct Dedicated concept incorporates an important contribution to minimise wastage and maximise social responsibility. Smaller carbon footprint, less food miles and reduced loss, lead to a more responsible exploitation of crops and thus better sustainability. Seatrade being in increased control of the entire supply chain, from grower to end consumer, will also help to reduce environmental impact.

Equally as important as environmentally friendly, is a friendly environment, which brings us to the human element in shipping.

The interaction between crews, office staff (all with different nationalities and background) and the communication between ship and shore, hang by harmony. A unique MLDP 2.0 training-course broadly focussing on improving mutual understanding, kicked off in Vladivostok. The computerised Human Element in Shipping Simulation (HEISS) constitutes the new basis for the training and is providing better and more ‘hands’ on training models, where real-time situations and processes play an important part.

Globally, we see a vast expansion of our widespread network giving a friendly, local approach to a global business. Central America and more specifically its fruit and vegetable gardens and logistic opportunities of the Caribbean are explored. Closely related is the expansion of StreamLines that offers weekly sailings between Europe, the Caribbean, Central America and the USA with fast specialised, full container ships on a strict schedule. In pursuit of further sustainable economic development, we continue to rely on the cooperation with new or existing associates on site.

We retain a sharp focus on delivering to our customers the services they expect from us whilst meeting today’s ecologic standards. In this way, we contribute to a green and clean future for this generation and the next, just because that’s what friends are for!

The Management
Last 16 April at 17:58, Ecuador was roughly shaken out of its relaxed Saturday afternoon, by an earthquake of magnitude 7.8 on the Richter scale and with its epicentre 10kms below the earth’s surface under the small towns of Pedernales and Muisne in the province of Manabi, best known for the port city of Manta. The earthquake caused havoc and devastation all over the country, but worst hit the province of Manabi. The tremor lasted for about 55 long seconds, which is quite long when one is in fear of what will come next while buildings are coming down left, right, and centre.

Over 700 persons lost their lives, while two months on there are still some recovering from their injuries and some are even still missing. Thousands of families lost their homes and their place of work.

Apart from the loss of life and the physical injuries, this natural disaster hit in a relatively humble area where society works so hard to keep up with the advances of now-a-days developing Ecuador. Humble hard working people, who with little income managed to proudly build their brick wall houses, some even with a second floor, lost everything in 55 devastating seconds.

Much can be written about the event, but pictures say more than words.

The country responded with heart-warming solidarity and so did the global society - when day-light came with the realisation of the devastation and hearing the cries of sadness and desperation, all over the country initiatives were undertaken to help the
people of Manabi with goods, medication and whatever else was immediately needed. Within a day, convoys with aid goods were underway to the devastated province.

Now, a few months after the disaster, reconstruction is underway in the most affected places, but still so much is needed. The government tries with extra budgets and with re-direction of priorities of civil works to advance quickly. Also still lots of help and support by international aid organisations is arriving from all over the world.

We of Seatrade Ecuador have been supporting with frequent supply of everyday goods which are distributed by aid-organisations to the people in the affected areas. Water and food aid will be needed for a long time to come, as many people lost their jobs and have no way of providing for themselves.

At this stage, apart from continuing with frequent supply of consumer goods, we believe that we can best support Manabi with constructive and lasting help. Seatrade Ecuador is preparing an aid project for Manabi, details of which will be circulated soon in order to give those interested in our network the opportunity to support our relief efforts.

What this terrible natural disaster demonstrated is that the worst thinkable circumstances generate heart-warming solidarity, support and care from all over the world and that even the most hurt people get back on their feet and find the energy and motivation to reconstruct what was damaged for a better future.

Ivo Ravelli
Seatrade Ecuador
In each Simply Seatrade we present a vessel managed by any of the pool members; the ship’s particulars and the present crew will be introduced. This issue we visit mv Agulhas Stream, managed by Reederei Triton, Leer.

MEET THE CREW
We asked each of the crew these 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?

1. I was born and raised on the Island of Panay. My hometown is Pavia, a town about 10 kilometres north of Iloilo City. Due to its flat terrain and two rivers, the main source of income was farming until the 1990’s. Due to its strategic location near an airport and seaports, about half of Pavia has been converted from an agricultural area to a bustling town of housing subdivisions, commercial establishments, industrial and manufacturing firms after it was made the Regional Agro-Industrial Centre for Western Visayas. Pavia is also the home of Santa Monica Parish Church, a century-old church built by the Spanish Augustinian Fathers around 1862. The interior and exterior walls of this Romanesque-Byzantine church are made entirely of red-bricks, making it the only one existing on the island of Panay. It is said that the structure was copied from a church in Pavia, Italy. The two festivals celebrated in Pavia attract local and foreign visitors and tourists. The Carabao-

2. I started sailing in July 1979 as an Apprentice Mate on board a domestic passenger-cargo vessel owned and operated by Negros Navigation Company. My first Seatrade vessel was Celtic Ice mid 1999 when I signed on as Chief Officer. About four months later, I was promoted to Master on the same vessel.

3. I treat every ship that I am assigned to as my home away from home. Amongst Seatrade/Triton vessels, Celtic Ice will never be forgotten because she was my “home” longer than others, having served at least six contracts on each. Coincidentally, Santa Catharina was under Geest Line charter during the time of my command. She was replaced by Agulhas Stream in the beginning of 2008 and still serving under the Geest Line charter, up to the present.

4. The financial gain is reasonable and provides comfort, food, shelter, health care, security and pleasure to the family. My job becomes more agreeable if during an ocean passage the sea is calm, the wind is light and the swell is low and we reached our destination safely, on time and in the most economical way. Thence in port, if I have the opportunity to go ashore and do some shopping or visit the city or the tourist attraction of the local port, then this becomes a priceless bonus, perks of the job.

Jose Ramonete
C. Trimañez
Master

Carroza (race of water buffalo) is held every third day of May and the Tigakaralag (Halloween) held every end of October.

Jose Ramonete
C. Trimañez
Master
5. My favourite port is St George’s in Grenada. The port is sheltered; the water is deep enough, clean and has a minimal tidal range. The port is situated in the centre of the Bay. Commercial and shopping areas including restaurants are less than 10 minutes’ walk from the gangway. The cruise ship terminal has free wi-fi hence I can communicate with my family, my relatives and friends via cyberspace. Grenada has many tourist attractions other than its pristine beaches.

6. From the young once to the young ones, my advice is: dedication as is as important as discipline and determination in whatever rank or capacity we are in. Learn and study the trade. If you are aiming for a target, go for the bull’s eye. Remember, education has no age limit and learning is infinite. In general, our life on earth is not always difficult, neither is it always easy but only when we have goals and ambitions to pursue thence we can realise that life is worth living after all.

1. I was born in one of the most beautiful cities in the Philippines, in Iloilo City, the City of Love. It is located on the Island of Panay, famous for her “Dinagyang Festival, Jeepneys, and mouth watering local delicacies.

2. Beginning of spring 1999 as a cadet on Seatrade’s Atlantic Ice.

3. All the vessels I have joined: I love being at sea.

4. Exploring all over the world seeing other cultures.

5. Different places, different faces, different wonders; but still there’s no place like your own so I pick Davao.

6. We all started at nothing, we encountered a lot of hardships. What matters most is attitude. Don’t forget to pray, stay safe and healthy, not only physically but likewise mentally and emotionally.

1. I come from Silay City, Negros Occidental, the so-called “Paris of Negros”. This place is quiet, simple and beautiful to live in. It has many beautiful ancestral houses from previous generations making it one of the beautiful cities in Negros Occidental.

2. I began my sea-faring career with Seatrade in 2010 as Deck Cadet onboard Tama Hope.

3. Of course the Agulhas Stream! This is my second time on board this vessel and because of this trade I get the chance to visit the ever beautiful islands in the Caribbean and also one of its perks is that there is a reception of internet signal every other week where I can communicate with my loved ones at home plus internet connection, so a win-win situation despite the hardship of being on board far from loved ones.

4. The opportunity to travel around the world and see God’s beautiful creations for free.

5. My favourite port would be Auckland because of the simplicity of the place alone. Seems like a quiet and peaceful place to live in.

6. Never ever give up. Always strive hard. Do your best and God will do the rest.

IN THE PICTURE

AGULHAS STREAM

1. I come from the northern part of Iloilo, Philippines. I grew up in the small town of San Rafael, but the population has continued to grow and eventually rose as expected. Eighty-five kilometres from the province capital. Experience the one and half kilometres of zigzag roads beside high mountains before getting to the town centre. Farming is the main source of income which suits the organic-rich soil. Vast areas of rice fields, sugarcane, corn and root crops colour the surface. Readers will no doubt agree, it’s a good place to live.

2. I started sailing in 2009. My first vessel was Tasman Mermaid as a Deck Cadet. A good experience that enhanced my theoretical knowledge into practice, a good balance between theory and practice. It broadened my education of marine application with respect to navigation and seamanship.

3. Atlantic Klipper, the newest among Seatrade managed vessels. As a first Officer-trainee served this newly built ship, I learned a lot with the modern equipment onboard. Navigation becomes more interesting with the newer technology available on this ship.

4. I like my job as navigating officer. Planning the vessel’s intended track efficiently and safely to the destination. Keeping charts and publications up to date. Even a single number you missed, it could affect the ship’s seaworthiness.

5. My favourite port is Papeete. A quiet port to dock. Relaxing views of mountains of wooded plateau, bluish water, tropical temperatures, nice people to mingle with and numbers of canoes that colour the shore. I would describe it “a handmade landscape”.

6. My advice to the young seafarer is to have a 3D personality. First, DEDICATION to achieve your goal, pursue what you have planned. Second, DISCIPLINE yourself at any reason to conquer success. Lastly, DETERMINATION to stay on the right track you chose.

1. I come from Eastern Visayas, the island of Bohol, best tourist destination where Chocolate Hills and tarsiers (the smallest marsupial species) can be found. There are also many beautiful beaches on Bohol.

2. I started sailing on Seatrade vessels in 1995.

3. Comoros Stream.

4. To work as a team.

5. Caribbean ports because they have the same weather as in the Philippines.

6. Always think safety.
1. I was born in Pateros, Rizal, a place where the famous food called "Balut" can be found. But I grew up in Fort Bonifacio, Makati City, a city divided into numerous barangays and the residences of active military personnel during the 1970’s. Presently living in Cainta, Rizal. Not much of a famous landmark in our place except that our home is only a few minutes drive from other nearby cities where big malls and fancy restaurants can be found.

2. I started sailing in 1981 as Engine Cadet on board a tanker vessel manned by Career Philippines Shipmanagement. My first vessel with Seatrade was Baltic Ice in 1994 as Second Engineer.

3. Nothing specific. New contract, new vessel assignment, different ships particulars and different experiences. But one thing within my heart and mind is to thank our Creator for His divine protection and guidance while on board. And at the end of my contract, it is a great worth, still being healthy for the next employment.

4. What you are paid while keeping you super busy in port. Very challenging. And being a leader is about being humble, being able to share our experiences to inspire others especially the young generation of seafarers whom I sailed with.

5. New Zealand's ports because all ports are very quite, very clean and very peaceful and to mention, the beauty of nature. In addition, New Zealand is one of the safest and best countries in the world to live. One of the reasons why all of my children are now living in and love New Zealand.

6. Safety first, stay healthy, be good, be strong and be smart enough to handle responsibilities. Believe in yourself. Love your job and always bear in mind that our job is our bread and butter. Continuously learn new things. Enjoy every minute of your journey in life. The road to success needs hard work and patience. And lastly, be a successful seafarer not only to aim for your own dreams but also to think about the future of your love ones.

1. I come from the province of Occidental Mindoro located about 100 miles south of Manila. All the towns are along the beach, so fish is abundant. It is an agricultural province and rice plantations start just outside my fence.

2. I started sailing in 1982 as wiper on a CSM vessel manned by Career Philippines. Sometime in the 90’s I joined my first ship with Seatrade onboard the reefer ship Tinganes as oiler. Then I was promoted to Junior Engineer on the Casablanca in 1997. My first vessel as 2nd Engineer was onboard Prince of Waves.

3. My favourite ship in Seatrade is Casablanca. It was a mini reefer ship and we were only three in the engine room. She was very clean and well-maintained.

4. I want overhauling jobs, it keeps me busy and time passes very quickly.

5. My favourite port is Davao: I can always call my family at a reasonable price and they can visit me sometimes.

6. What I like most about my job as 4th Engineer is that I get to work with the heart of the ship, the generators. What I like most of my job as 4th Engineer is that I get to work with the heart of the ship, the generators. The road to success needs hard work and patience. And lastly, be a successful seafarer not only to aim for your own dreams but also to think about the future of your love ones.
1. I come from Western Visayas. My hometown is Calinog, province of Iloilo. It is one of the cleanest and greenest town in the Philippines.

2. I started sailing in 2010 as Engine Cadet and my first assigned vessel in Seatrade/Triton was the Agulhas Stream.

3. My favourite Seatrade/Triton vessel is mv Comoros Stream because she is beautiful and a very clean ship.

4. To see different places around the world, different people, their culture, tradition and belief.

5. My favourite port is Davao because it's the cleanest, safest and peaceful city to live in thanks to the local government implementing rules and regulations beyond the city limits. There's no place like Davao, Philippines.

6. My advice to young seafarers: study hard, work hard, be friendly, use your skills and technique on your job. Open your mind, arms and heart to new things. Discipline yourself, stay focussed, unlock your dreams, passion, motivation, potential, knowledge and experience.

1. I come from Upper Lodiong, Tambulig, Zamboanga Del Sur, part of Mindanao. It is also called the Land of Promise.

2. I started sailing in general, in June 2012 and started sailing on Seatrade managed vessels in June 2013 onboard the Polarlight.

3. My favourite Seatrade/Triton vessel is mv Baltic Klipper because she has a very good stability during bad weather and she was only five years old at that time.

4. Every job is a new challenge for me and it will develop my personality and skills every day.

5. I don't have a favourite port because The Philippines will always be my favourite place and that is my family name.

6. Work hard and save money for the future, because it is very hard to earn money and waste it for nothing just for the golden memory... hehe

1. I'm from the province of Batangas where you can find beautiful beaches in the southern part of Manila. It is a 2-hour drive from Manila.

2. I started working on vessels in 1991 on a different kind of ship. I started in Seatrade in 1999.

3. I like the Prince of Seas because it can challenge your knowledge, ability of work while doing your assigned job.

4. I like most aspects of my job, because it has given me the opportunity to serve and show the people who hired me to this job.

5. I like the ports of Japan, because you can see their kindness, and the culture of the Japanese people.

6. My advice is to show your ability to your superior and be friendly to anyone.

1. I come from Camarines Sur, City of Naga, the capital of the Bicol region. I was born and raised there. There are many scenic places that have to be seen there like the Mayon Volcano, famous for its perfect cone. There are also virgin islands that one can experience island-hopping. Also there are hot and cold springs. It is just beautiful nature if you see them all.

2. I started my seafaring journey in 2011 as Engine Cadet with Triton onboard mv Santa Lucia under Career Philippines Shipmanagement Inc. That was my first experience onboard a vessel.

3. My favourite vessel in Triton is mv Comoros Stream because we sailed in the Philippines. It is a good ship. I liked the voyages. No bad weather at all.

4. What I like most in my job is having a precious salary; at the same time it is my passion to work on ships, especially overhauling machineries. Lastly to travel around the world and to see the creation of our creator Lord Jesus.

5. My favourite port is Davao because I can contact my family at low cost. Also, sometimes my family can visit me there, so they know what job I have.

6. My advice to young seafarers is: Be yourself. Love your work as you love yourself. Be strong and courageous to your Faith. Conquer your limitations, always aim high. God says I will never leave you and never abandon you.

1. I come from a small village in the province of Albay Philippines. People in my town are living in peaceful and harmonious relation with each other. My village is only 20 kilometres from the red zone of an active volcano, Mount Mayon. One can recognize this volcano for its near perfect ice cream cone shape turned upside down.

Not to mention the perfect landscape of rice fields altogether. My village is also not far from the shoreline where fresh water and salt water meet.

2. I started sailing when I was 27 years old. I have joined four famous passenger ships, two with Princess Cruise Line and two with Norwegian Cruise Line. I started sailing with Seatrade in 2009 onboard mv Holland Klipper where I spent 11 months and 25 days onboard. It was an experienced for me as she was only 3,999 gross tonnes as compared to the huge cruise liners that I had sailed on.

3. My favourite Seatrade/Triton vessel is mv Holland Klipper. First impression lasts forever. I have so many memories of HER that I can tell stories to my grandchildren one day.

For me as Cook, I like my job and IM LOVIN IT! Because it motivates me every time the crew appreciates and recognises my work. I may not be perfect but I am trying the best I can to provide meals with a balanced diet for my fellow crew members.

5. I'm not so picky about ports or where the ship might be calling. I love shopping. Any port that has duty free or shopping mall + free Wi-Fi will be OK.

6. To young seafarers out there. We seafarers, we are one of the contributors to build a nation's economy to another. We are the ones who connect one country to another, and we are the ones who can build a better future across the globe. So young seafarer's don't just LOOK to the HORIZON, pirates might be behind you! Sailors, Sail on, Sail on by.
1. I come from the town of Carmen, province of Bohol. There are many amazing and exciting things to see in my place. One of the favourite tourist destinations is known as Chocolate Hills. It is about 5 miles from the town proper. It consists of more than a thousand hills and was created by nature. Aside from that there are many places that are attractive tourist destination in this island.

2. I started my career as seafarer in 2004; then I began sailing on Seatrade vessels. Since 2009 as a wiper.

3. My favourite vessel is mv Agulhas Stream because she is not sailing longer than eight days at sea. There are many ports in the Caribbean where I can communicate with my family, my friends in easy and cheap ways through the internet.

4. For me, I like machining job because when I focus myself on that job, time will pass quickly.

5. My favourite port is Wilmington in Delaware because it felt so relaxing during shore leave. Then I can go to the different shopping centres to purchase what I need.

6. My heartfelt advice to the young seafarer is to be honest, be respectful even if others are not, and study continuously.

1. I'm from Barangay (village) Cantandoy in Palompon province of Leyte, the place where peaceful and lively people live. Our house is surrounded by big trees and near the ocean where a lot of delicious fish is found.

2. It was 2014 when I first joined a ship and her name was mv Whitney Bay, managed by Seatrade.

3. mv Agulhas Stream is my favourite vessel since she has more automated systems than the previous ship that I worked on. Also because of her short sailing times which within nine days you can already communicate with your family through mobile phones.

4. To travel to different countries and feel the snow shower.

5. My favourite port is Portsmouth since the ship stays there longer and that gives me the time to go ashore for shopping and to make data connection.

6. The young seafarers should strive hard and keep on learning new things, then set a goal and never give up even if you fail, because you don't learn if you don't make mistakes.

1. I was born in the province of Leyte but I grew up in Manila. Manila is a busy place where you can find lots of beautiful establishments that are very alluring especially at night along the Manila Bay. While in Leyte, in our barrio called Tagbubunga is where you can find peace and comfort. The cozy atmosphere of nature there caught my heart, which is why I decided to pursue my studies there. The ways of living of the people there are very simple and quiet. There's no place like home!

2. This is just my first time to sail and I just started last November 2015.

3. So far, mv Agulhas Stream is my favourite vessel because here's where I started my career as a seafarer and the first will be a very special one. The great moments that we shared here for sure will not be forgotten.

4. What I love the most about my job as a future navigator is that I am able to visit different countries and meet different people because ever since I was a child, it's really been my dream to travel around the world. Moreover, it is very challenging and exciting to explore and see the extraordinary beauty of our Mother Gaia.

5. My favourite port so far is the Port of Bridgetown, Barbados. The breathtaking view of the white sandy beach there is such a remarkable experience. It is a Paradise!

6. To my fellow young seafarers, just continue to pursue your dreams no matter what. Use your skills and knowledge to achieve your goals and be conscious always about the risks onboard. Always keep in mind “Safety First”.

1. I was born in Bacolod City, Negros Occidental located in Western Visayas in the Philippines. I have good things to tell about the place where I come from. We celebrate Maskara Festival here, where people wear a smiling mask to tell others we can still smile despite the problems that we are facing. We Bacolodnans love to play basketball and football. Bacolod City is the capital city of Negros Occidental and we have great places to go if you are in Bacolod.

2. I started my journey as a seafarer when I joined mv Agulhas Stream as engine cadet 24 August 2015.

3. My favourite Triton/Seatrade vessel is the Agulhas Stream due to the fact that this is my first vessel only. She is beautiful. We encounter few problems here.

4. What I like about my job is that I am learning many things regarding my profession with the guidance of my crew mates and my Senior Officers. Their guidance in helping me during overhauling activities makes me feel great because I have the passion about the career I chose.

5. My favourite port is Portsmouth in the United Kingdom because they have a good climate there. Also the city is clean and the people are nice. The city is close to the port so we enjoy going ashore for shopping and other needs.

6. My advice to my fellow young seafarers is that they must be well disciplined and honest to your fellow crew members. Also you must study and work hard when you go onboard.
"The decision to inaugurate a new liner service employing full container vessels was probably the fastest decision StreamLines has ever made." Such was the comment from Pablo Gonzalez, General Manager of StreamLines, when sitting down for a recent interview with Simply Seatrade. Pablo had just returned from a Central American promotional tour for the new service. You can still see the excitement in his eyes, the feedback he received from existing and potential customers was definitely worth the country hopping from Panama to Honduras to Guatemala and to El Salvador.

"In December 2015 it became clear to us that an existing service - operated for many years together with partners - was going to end. We needed a new plan to service our dedicated customers who were loading export cargo to the French West Indies with us," Pablo continued. He went on to explain that the StreamLines team sat together in December to come up with a plan on how to best service all the existing export customers immediately and into the future. As Pablo points out, one of the words in Seatrade's FDD mantra is "dedicated" and yes, StreamLines is a dedicated company appreciating loyalty and long term partnerships. As all Seatrade reefer vessels were actively committed to trades, there was not enough available tonnage to immediately start a new service. So StreamLines, being the dedicated container operator within the Seatrade group of companies, started to re-apply the original plan of when StreamLines was launched in 2008.

In the summer of 2016, Seatrade will take delivery of its first container vessel newbuilding. "By launching a container vessel service, we are a bit ahead of schedule. In the end, however, the concept was not new. The same would have happened in January 2017, with our own newbuildings anyway." The "Blue Stream" name was given to the service during a team meeting and it fits in line with the new container vessels that have been branded the Colour Class."
Very quickly, numbers were crunched, export volumes evaluated, container vessel time charter rates and bunker consumptions checked. What would the bunker price do in the future? Which eastbound loading ports would be best for perishable cargoes? “In the end, we believe that we have put together a liner service with a port rotation that serves both our old export customers (for the French West Indies) as well as new customers in Central America who we have not been able to serve in the past.” Pablo says that it is not only the fruit that attracted them to Central America, but also vegetables like snow peas and sweet potatoes as well as coffee and nuts - commodities that have not been traditionally carried on board of Seatrade’s reefer vessels.

As pointed out by Rolando Solis, Commercial Manager for reefer cargo ex Central America, “At the same time, this was a marathon - as we were running analyses for around a year - and also a 100-meter sprint. Only a brief few weeks passed between the decision to go ahead, until we had the service up and running.”

The connection to Port Canaveral as last port in the vessel rotation, gives the Blue Stream service opportunities to offer the USA as destination for cargo from Central America. In addition to servicing American export cargo destined to Europe, the Blue Stream service brings weekly arrivals of pineapples, melons, bananas, mangoes, vegetables and plants from Guatemala, Honduras and Costa Rica - plus being able to service product out of Nicaragua, El Salvador and Panama.

“Fast” and “direct” are the other components of Seatrade’s FDD slogan. StreamLines is known for its fast transit times and direct sailings. Pablo advises that StreamLines is neither keen on transhipments nor on too many ports in the loop that increase transit days, risk the cold chain or jeopardize the berthing windows booked in the ports. Presently, the Blue Stream service runs with five container vessels of between 1300 and 1700 TEU and a minimum of 250 reefer plugs.

The employed vessels are time chartered by StreamLines and owned by different shipping companies. This provides flexibility to increase vessel size and reefer container capacity, as needed in the future. The service is run independently, which means that no
other shipping company can book slots on the vessels, make use of our reefer plugs, or influence the rotation. It is a StreamLines operation, run by teams in Europe, the Caribbean and the Americas that have already developed something unique, just like the other liner services operated by the Group. At press time, two Seatrade-owned vessels, the Magellan Strait and Messina Strait, were being slotted into the service - complimenting the chartered tonnage.

"During our road show in Honduras, it became very clear that we absolutely did the right thing. One of our melon customers was unable to attend the event in person, but insisted on giving a Skype presentation to show his fellow (future) co-loaders why they needed to support StreamLines and this service", Rolando said. "This is the best feedback any of the team could get. Not only the agents in the ports in Honduras, Guatemala, Costa Rica and the USA, but also the teams in Europe and of course on the Caribbean islands." It’s StreamLines’ philosophy that a liner service only works once the operational and commercial teams on both sides are fully invested. The number of export containers loaded in Rotterdam and Radicatel increases every week, which in return means that the teams in Philipsburg, Fort de France and Pointe à Pitre get more and more containers on their plate that require logistical follow up both for the full load inbound and the empty load back again on the next vessel.

The first vessel of the Blue Stream service loaded in Rotterdam and Radicatel in week 1, 2016. The number of empty reefers that needed to be positioned was incredible, but definitely a huge challenge that the team of Seatrade Rotterdam was happy to accept. Menno van Gorcum, Seatrade Rotterdam, was the first one to proudly share pictures of the first vessel in port. In fact, one of the first challenges the teams had to tackle was to supply containers to all loading ports, a task which was deftly pulled off and has grown to a fleet in excess of 1,000 boxes - most of them brand new.

"There is always room for improvement. We are already bringing more and more clients, and also carry cargo by truck from South West Mexico, Nicaragua and El Salvador to our load ports and the volumes can for sure be increased. During our Central America tour we already received commitments for 2017, but there is more potential. Our sales teams basically only started selling the service when it was already running. They are now catching up, making completely new contacts and reviving old leads. They are working in the field for 2017, since many dry and reefer cargo accounts mainly work on annual contracts and we were too late for the tenders.

More and more accounts join our westbound service or increase their volume, because we can now offer more space and more destinations. And the fruit, vegetable, coffee and dry cargo eastbound accounts are happy to switch to StreamLines. Decreasing transit times and therefore increasing shelf life is the clue. Yes, we are looking forward to further enhance this service and I would like to thank all teams involved for their time, efforts and dedication to make this work. It was a quick jump start but we all together turned it into a smooth operation.

The Blue Stream service sails on a weekly schedule with fixed days in port, carrying year-round and seasonal cargo, as well as dry cargo in boxes, multi-purpose cargo, boats, IMO and project cargo on flat racks. Ports of calls include Rotterdam, Tilbury, Radicatel, Pointe à Pitre, Fort de France and Philipsburg on the westbound leg and Puerto Limón, Puerto Barrios, Puerto Cortés, Port Canaveral, Rotterdam and Tilbury on the eastbound voyage. Transshipment connections ex Rotterdam include destinations in the Middle East, the Iberian Peninsula and St. Petersburg in Russia while many other Caribbean destinations are reached via the island of St Martin.

When asked about the future of the service, Pablo starts to smile yet again...

Mareike Hilbig
Seatrade Hamburg
If you find yourself in need of a conversation starter or want to challenge your friends and colleagues, you can ask them the following simple questions.

What will be the mostly widely used language in the world by the year 2050?

Invariable, you’ll get a half dozen or more incorrect answers, before someone finally and frustratingly stumbles upon the correct answer. The natural inclination would be to shout out confidently, “Chinese” or “Spanish.” When these guesses fail, next will come a guess of Arabic, Hindi, Portuguese, Russian and even a half-hearted guess at, “English?”

While few will get it on the first guess, the correct reply is French. Many will argue that this can’t be correct. C’est impossible! Today, France ranks number nine on the world language list - lagging beyond the seven aforementioned languages plus Bengali.

How is it then possible that French will vault to the number one position in a mere 34 years - barely a single generation? Those around the world, who don’t have an intimate connection to French-speakers, will simply assume that the use of French is limited to France (where its purity is highly guarded and prized), parts of Belgium and Canada and a handful of former colonies in the Caribbean and Africa. Ah yes, but many of those former colonies have grown into massive population centers.

The language projections come courtesy of a recent study by investment bank, Natixis. Their study projects that French will be spoken by 750 million people by 2050, compared to 220 million people in 2010. Currently 3 percent of the world’s population speaks French, which in an official language in 32 countries. The Natixis study project that French will be spoken by 8 percent of the world by 2050. Most people who speak French do not live in France and are not French nationals. Critics say the Natixis study is misleading, as it counts all those inhabitants of French-speaking countries.

Growth Brings Challenge and Opportunity

Only time will tell if French does rise to become THE world language. What is not being disputed by anyone is a 2015 United Nations report which projects that global population will rise to more than 9.7 billion by 2050, up from just over 7.3 billion today. According to the UN, more than half of the gains by 2050 will come from Africa. According to the report, the continent will add 1.3 billion over the next few decades - roughly equivalent to the current population of China. Of the 32 countries that have French as an official language, more than 20 are in Africa.

By 2050, 1 in 4 people on Earth will be African. With much of the rest of the world projected to show modest growth or even shrink, Africa and Asia (adding a projected 900 million by 2050) will continue to show dramatic growth in population. By 2050, nine countries are expected to account for half of the world’s population growth and they’re almost all in Africa or Asia: India, Nigeria, Pakistan, Democratic Republic of Congo, Ethiopia, Tanzania, Indonesia and Uganda are expected to grow the most, roughly in that order. If you’re curious, the only country in the top nine located outside Africa or Asia is the United States, which in terms of gains is predicated to sit between Tanzania and Indonesia.

By 2050, Africa’s population is expected to double to 2.5 billion. About 400 million of these people will live in Nigeria. John Wilmoth, Director, United Nations population division recently put into perspective his opinion of how the population boom will change Africa:

“The statistics give you a certain perspective on the world. You see these grand trends of history through demographics, birth and death and when people become married and when they move. There’s been a substantial reduction in the death rate in Africa, like in other parts of the world, and this is good news in many ways - children survive in much greater numbers to adulthood and adults survive to old age.

However, what is preventing the kind of movement in a similar direction to what’s happening in the rest of the world is our continued levels of high fertility. You always have three things...
together: you have high fertility, rapid growth and young populations.

Currently in Africa we estimate that 41% of the population is under the age 15. This is a very high fraction. Another 19% are between ages 15 and 24. So if you add those two together you've got three-fifths of the population that is under the age of 25.

We really need political will at the highest levels paying attention to this issue because it really will affect the ability of those countries to raise the standard of living for their populations, and it will have long-term implications for the well-being of that part and the rest of the world as well."

As so elegantly stated, the growth in population will come with tremendous challenges. In one camp, Africa has its proponents. From that perspective, Africa is rising, emerging and on the move and Africa's population growth could spell opportunity. In the other camp, analysts tracking African demographics lament the lack of substantive drop in fertility in east, west and central Africa. These observers apprehensively speak of Africa's future infrastructure needs, where the prospects of supporting massive populations look grim.

As is often the case, neither side is entirely right or wrong. Africa's most daunting problem is also an enormous opportunity. Navigating Africa's population boom is not going to be easy, but it's also not impossible.

Whether that's a good thing or a bad thing depends on the creation of a framework for employing Africa's youthful population. Can Africa have an inclusive economy that caters for this rising and energetic young demography? It's important to note that many parts of the world will be struggling with the opposite problem as compared with that faced by Africa. The global median age will rise between now and 2050, and in many countries, the number of dependents (people younger than 15 or older than 65) per worker is expected to rise dramatically. In contrast, large African nations like Nigeria, Kenya, and South Africa join India as countries that will see a drop in the per capita number of dependents. That expanding African labor force is good, as long as there are jobs.

International investors looking into Africa and extracting its resources are overlooking the huge consumer base sitting in Africa. Telecommunications is an example of what happens when that consumer base is not overlooked: the telecommunications sector has displayed very aggressive market penetration in both urban and rural settings, and in response, Africans have shown themselves willing to consume.

Mobile phones prove that Africans can afford to spend if products are made available and if products are made useful. Investors should think about not only tapping into Africa's natural resources, but also adding value to those resources domestically. Such a forward-thinking perspective on Africa's burgeoning consumer class will have resounding investment consequences.
Framing Africa's population growth with these considerations, we find that with employment, the right education system, and private sector recognition of Africa's market potential, concerns about Africa's population growth can be tempered.

Unfortunately, all this takes a proactive, long-term commitment on the part of both the public and private sectors.

Feeding a Growing World
To meet the world's food needs, the Food and Agricultural Organization (FAO) projects that food and feed production will need to increase by 70 percent by 2050. Baseline projections of the FAO indicate that the world should be able to meet the food and feed demand in 2050. It can be done with realistic rates of land use, water use and yield increases although there will be challenges along the way. However, researchers at the University of Minnesota project that food demand will double by 2050.

In addition to population growth, food needs will rise due to the increasing incomes of people in developing countries as they move from low income into the middle class. As incomes increase, people tend to eat fewer grains and increase their consumption of meat and high value foods. As Gross National Income per capita increases, meat consumption also increases. This transition requires higher levels of resource use. It takes multiple pounds of grain to produce a pound of meat.

Currently, about half of the world's population lives in rural areas and the other half lives in urban areas. Over the next forty years there will be a large movement from rural to urban. By 2050 over 70 percent of the world's population is expected to live in urban areas. This increase in urbanization will mean a change in lifestyles and consumption patterns for a large number of people.
When urbanization is combined with rising incomes, there will be a further diversification of diets resulting in less consumption of grains and other staples and more consumption of meat, dairy products, vegetables, fruits and fish. There will also be an increase in the demand for semi-processed and ready to eat foods.

While other regions have reached the limits to agricultural yield per hectare of land, Africa can substantially increase yields with currently available technology. In certain parts of Africa, farmer yields remain as low as 1-1.5 tons per hectare, compared to potential yields of 3.5 tons per hectare in other regions of the world. That current underperformance translates into future opportunity.

A considerable amount of food is wasted along the food chain from growing to consumption. Estimates vary as to the amount that is wasted but 30 percent appears to be a reasonable estimate. In low-income countries there is waste along the entire food chain but primarily in the storage of the production after harvest. This is caused by poor post-harvest infrastructure and technology. Examples include losses from spillage, drying, contamination and consumption by pests.

Food waste can be reduced in low-income countries by utilizing existing technologies to minimize waste from storage and transportation. In addition, investments in new technology that are appropriate for the food chain in the country would be beneficial. Also, better use of information technology such as mobile phones could help improve the flow of market information allowing producers to make better decisions.

More than 30 percent of all food produced in the world for human consumption every year gets lost or wasted, and saving just a quarter of that food would allow us to feed an added 870 million hungry people. Where in the value chain is food wasted? In medium- and high-income countries, quality standards that over-emphasize food’s appearance and consumer decisions to buy more food contribute heavily to massive food waste. In contrast, food loss in Africa occurs almost entirely in the production and distribution stages, leading experts to call for investment in infrastructure, transportation, packaging facilities and processing in the developing world to fight food loss.

Countries with large areas of arable land relative to the size of their population tend to have the most food security. The amount of arable land per person is highest in Oceania, North America and Europe. However, this is not where population will be increasing over the next forty years. North Americas’ population is expected to grow by only 4 percent and Europe’s population is expected to actually decrease by 1 percent. Half of the population growth is expected to occur in Sub-Saharan Africa where arable land per person is currently only three-quarters of an acre. Assuming arable land area does not change, the land area per capita will drop to half of an acre by 2050. Asia’s population is expected to grow by 41 percent with arable land currently only one-third of an acre. The larger population will decrease per capita land area to less than a quarter of an acre by 2050. So countries in these regions will need to either
substantially increase their agricultural productivity or import a larger portion of their food needs.

It is not uncommon for countries to impose restrictions like export taxes or export embargoes on agricultural commodities sold to other countries. Restrictions become increasingly common when world shortages and high prices appear. These policies are meant to discourage exports and keep food within the country for domestic consumers. Essentially, the restriction means that our citizens eat first. If there is anything left over, your citizens can have some.

A prominent example is Argentina, a large producer of agricultural commodities such as soybeans. Argentina imposed a significant increase in their export tax in 2008. The decision led to riots and demonstrations by Argentina’s farmers while limiting inputs to other countries.

The long-term implications of export restrictions are negative to the world’s consumers and world agriculture. It distorts trade in agriculture commodities at the precise time when there should be no distortion. It greatly increases the vulnerability of poor countries that are net food importers. It penalizes long-term agricultural development and growth in exporting countries.

There are many moving parts in determining the world’s ability to feed over nine billion people by 2050. How these parts unfold will determine whether we are successful in meeting the needs of a growing population. However, we are not helpless bystanders of this unfolding story. We have the ability to influence the outcome through investment in education, agricultural production and infrastructure.

Africa’s Growing Role as a Food Exporter

Compared to other global regions, Africa’s potential for sheer expansion of cultivated land is huge. Some 60 percent of Earth’s uncultivated land is located in Africa. That translates into 600 million hectares. While not all potential farmland should be converted given environmental and commercial considerations, the opportunity for sustainable expansion does exist. As the efficiency of land use increases through yields, less land will be needed for farms in the future.

While analysts are concerned about global population growth, signs of progress in food security persist. In Africa, with continued
efforts in increasing yields, reducing waste and efficiently using land, the continent’s agricultural potential will be part of the solution to feeding more than 9 billion people by 2050.

**Africa’s Infrastructure Challenges**

Compared with other regions, African countries have a low stock of infrastructure, particularly in energy and transportation; the potential for information and communication technologies (ICT) has not been fully harnessed. This pronounced infrastructure deficit, coupled with burdensome trade regulations, has raised the cost of doing business and constrained domestic productivity. It also presents a critical bottleneck to regional integration. Today, African countries are among the least competitive economies in the world.

According to the Africa Competitiveness Report 2013, African economies can begin the process of deep integration if their infrastructure networks are designed in such a way as to link production centers and distribution hubs across the continent. Such infrastructure will enable Africa to compete effectively, tap into regional markets, and benefit from globalization through investment and trade. Achieving this calls for an efficient and secure national and cross-border infrastructure as well as a coherent system of regulation for business transactions.

Only 30 percent of Africa’s population has access to electricity, compared with 70 percent to 90 percent in other regions of the world. Furthermore, road access in Africa is limited to about 34 percent of the population, compared with 50 percent in other parts of the developing world. Although considerable progress has been made in ICT, as evidenced by the tremendous increase in mobile telephone connections over the past decade, Africa started from a low base and its Internet penetration rate is only about 6 percent, compared with an average of 40 percent elsewhere.

The continent’s 15 landlocked countries face particular challenges in exporting and importing goods because of the lack of multimodal infrastructure. And many African ports have serious capacity problems that are accentuated by an ineffective inland transport system. Inefficiencies at African ports lead to slow processing times and result in higher charges than those of comparators.

Effective modes of transport - quality roads, railroads, air transport and ports - enable entrepreneurs to get their goods and services to market in a secure and timely manner, facilitate the movement of workers to the workplace, and encourage foreign direct investment. Economies also depend on electricity supplies that are free from interruptions and shortages so businesses and factories can work unimpeded. In addition, a solid and extensive telecommunication network allows for a rapid and free flow of information, which increases overall economic efficiency by ensuring that businesses can communicate and make timely decisions, taking into account all available relevant information.

Since the mid-1990s, general and containerized cargo passing through Africa’s ports has tripled in volume. Further growth will require additional investments however, as port efficiency and performance remain well below international standards. Even though ports have been largely deregulated, many African countries maintain high port tariffs that discourage traffic and increase costs. Other operational and regulatory bottlenecks also slow traffic through Africa’s ports. Many are not large enough to attract direct calls from international shipping lines, underscoring the importance of developing regional transshipment hubs. Policy solutions include adopting a landlord port system that embodies international best practices.
It is an often overlooked fact, but only about 30 percent of African roads are paved, and 50 percent remain in “poor condition,” according to the United Nations Economic Commission for Africa. It is this reality that makes shipping cement from Shanghai to the shores of Djibouti about 60 percent cheaper than shipping from Ethiopia’s capital Addis Ababa to neighboring Djibouti by road. This statistic does not indicate better things for ports. The same UN report estimates that Africa’s ports productivity is mere 30 percent of the international norm. This is logistics in Africa.

Sub-Saharan African trade volumes are expected to quadruple by 2030, according to a Frost & Sullivan report, increasing from 102.6 million tons in 2009 to 384.6 million tons by 2030. Intra-regional trade volumes, according to the same report, will grow just under 345 percent in the same period. In 2010, however, Africa’s intra-trade only accounted for about 10 percent of its total trade, according to a report by the Brookings Africa Growth Initiative, compared to 17 percent in developing Asia and 60 percent in the European Union. In 2010, however, Africa’s intra-trade only accounted for about 10 percent of its total trade, according to a report by the Brookings Africa Growth Initiative, compared to 17 percent in developing Asia and 60 percent in the European Union. Simply put, Africa exports relatively cheaper unprocessed (and often raw) materials to the world’s developed economies, and largely imports more expensive finished goods from the same countries.

The effects of these numbers cannot be ignored. A recent survey by ECA International placed Angola’s capital Luanda as Africa’s most expensive city (yet again) and second most expensive for expatriates globally. It would be unfair to ignore the effect of currency appreciation in Angola due to a commodity boom, but the lack of internally processed goods and transport are the greater culprits in the equation, similarly pushing other African cities - Juba (4), Brazzaville (13) and Libreville (17) - up the list of expensive cities. The consumer is not the only one suffering.

It takes nearly double the amount of days and more than 10 times the price to move a 40-foot container from Kenya’s second largest city, Mombasa, to Rwanda’s capital Kigali, than it is to move the same container from Shanghai to Mombasa, according to a local shipper in Kigali. An observer to our discussion says that may be an exaggeration, but not by much. These transport costs and delays - irrespective of the debate of how ‘extreme’ the numbers may be - perplex the most financed and prepared business manager. Shipping costs that average USD 1,974 per container are high compared to the median estimate of USD 732 for Asian countries, according to the consultancy firm KPMG. Lead times are more than double in sub-Saharan Africa at 30 days, compared to 13 days in developed nations.

Moving agriculture products from Ghana’s capital Accra to Burkina Faso’s capital Ouagadougou is a messy constellation of customs and bad roads that sees transports costs range from 3 to 4 times that seen in Europe. Conflict in Mali only further enriched those transporting products from Dakar in Senegal, to Bamako in Mali in 2012, with some producers in Senegal claiming transport costs jumped as high as 50 to 60 percent. In Tanzania, according to a local trader, outsourced transport costs can add 15 percent to the price of meat and, in certain instances, north of 20 percent to certain home and personal care products.
Central Africa generally sees the worse effects from transport costs. Impassable roads and dilapidated transport facilities disconnect countries such as the Democratic of the Congo (DRC). The goods traded with the DRC on its eastern coast by Burundi traders can, at times, bear little resemblance to goods traded in Kinshasa from neighboring Angola and the Republic of the Congo.

High custom fees and periodical bribe demands undercut African logistics. The port in Durban, South Africa - sub-Saharan Africa’s busiest port - charges double the global average to dock a ship, ensuring its place as the most expensive major port in the world. The costs due to business delays further aggravate the situation. Delays can be up to three times as long in sub-Saharan Africa compared with other global regions. A spat earlier last year between Ethiopia and Djibouti over custom fees delayed certain goods beyond four months at the port, frustrating local producers and reducing potential revenues up to 20 percent for certain companies. Greater capacity and private investment cannot change this factor.

The continent requires increased government efforts in boosting economies of scale and lowering production costs in order to realize growth potential. Certain countries, including Rwanda and Mauritius, are examples of best efforts in Africa with their decreased costs and vastly improved road networks over the last five years. Despite the national achievements in these and other countries, the intra-trade links remain relatively underdeveloped.

The transfer of goods, technology and knowledge still flounder on the continent as leaders struggle to find ways to share. Tower and network sharing bewildered the African mobile industry (and still does in specific pockets on the continent). But large economic gains and spill-over benefits have drastically changed the perspective of telecom operators and government officials on the continent. A similar transition is very much possible for the logistics sector. Developing specific corridors and special economic zones has proved successful in Ethiopia and Mozambique. Tanzania is also seeing great benefits under these schemes.

In conclusion, Africa’s projected growth in population and underutilized agricultural resources present tremendous opportunity for further trade in perishables on the continent. Huge investment will have to be made in infrastructure - both land and sea across the continent, to provide African exporters access to markets around the world. At the same time, the booming population is expected to create opportunity for a larger middle class society to blossom across the region - assuming governments and private groups invest wisely in education and the aforementioned infrastructure - the result of which will be a growing demand on the continent for higher-value foodstuffs. The end result of which means an even greater demand for efficient transport of perishables worldwide well into mid Century.

Howard Posner
Seatrade USA
In continuation of the previous stories about MLDP/HEISS (Management Leadership Development Programme and Human Element in Shipping Simulation) we are pleased to report on our latest experience. We are now ready to roll out the programme!

Why do we conduct MLDP 2?
Leading seafarers onboard in a continuously changing environment is the key success factor for well performing vessels. In an intercultural environment with a lot of rules and regulations, tough schedules and possible risk of life and cargo, analyzing and taking the abilities of all crew members into account within the scope of an effective communication strategy is of utmost importance.

The aim of the programme is to provide knowledge and ability to create a 'Shared Mental Model' onboard as well as to apply effective leadership and communication interventions, putting the Seatrade standard values into practice.

A lot of time, effort and research have been spent in order to develop MLDP 2/HEISS. The programme in Vladivostok was to some extend special, as it was the final ‘expert workshop’ of the new programme. Following the principle that participants are actively involved in the whole process, the aim was that the participants work together with the facilitation team on improving the ‘Human Element In Shipping Simulation’, and providing feedback about the ‘Seatrade Standard Familiarization’, the ‘English Language Programme’ and the application of the ‘Predictive Index Analysis’.

How did we approach this MLDP?
The core of the programme is the computer-based simulation of the ‘Human Element in Shipping’. Business simulations are seen as 'flight simulators for managers’. The approach is built on the common practice in safety critical industries like the military, aviation and shipping, simulating a possible reality as risk-free learning environment.

Within the ‘Management Leadership Development Programme’ the focus is on making the course event-oriented, not theory-oriented by enabling participants to take actions and get direct feedback from simulation, other participants and facilitator(s). Therefore assignments, simulation, related theory and reflection need to be balanced. The set-up is interactive and participant-driven in order to create an environment where participants experience the content individually and with their teams.

What was the structure of the MLDP?
The 4-day programme took place 16-19 May 2016, starting every day at 09:00 until 17:00. Every day of the programme was very intense, highly interactive and mostly conducted by the participants. The facilitator only empowered them with brief inputs concerning the theory related to the different phases, and moderated the debriefings and discussions after team assignments or phases of the simulation.

The group consisted of 24 participants, most of them Russian seafarers (Captains, Chief Officers, Chief Engineers and First Engineers) but also Dutch and Belgian office staff was part of the expert team. The highly motivated participants experienced a simulated possible reality onboard, with themselves in the role of "fleet committee", consulting the newly signed-on captain how he could form the crew into a high-performing team and turn the company's values into action.

Day 1

The first day started with the introduction programme, in order to clarify expectations and objectives. Furthermore, in order to have everyone on the same level, the Seatrade Standard was refreshed and the background of the Human Element in Shipping explained. After setting these basics the participants were divided into groups of six. During this workshop a new approach was tested by putting persons of the same rank together in one team in order to enhance exchange of experience and prevent a hierarchical group composition like onboard. Next participants were introduced to the topic of Human Element as well as leadership and teamwork, before starting to familiarize with the HEISS software and the virtual crew onboard.

In the afternoon the groups were facing their first decision round with the focus on creating safety awareness. After being informed about the interventions available in this phase of the simulation, each group went working in their own room, where they decided within their team which interventions to take, in which order and
who of the crew to involve. Five interventions could be chosen and entered in the computer-based simulation, influencing either positively or negatively each crew member’s level of safety awareness. All four groups made decisions based on rational inquiry and intuition within their team, presented their results, analyzed and got feedback from the other participants during the reflection rounds.

At the end of the day each group was asked to produce a 2-minute ‘Barefoot Video’, covering one of the topics discussed today, such as Human Element of Safety Awareness and interpret and visualize it in their own creative way.

A dinner with the entire group was a nice ending to the first day of a very promising HEISS training.

Day 2
The day started with the presentation of the ‘Barefoot Videos’, which provided a smooth start into the second day of HEISS training. The next phase, focusing on improving communication was introduced with information about intercultural communication and group dynamics. Thereafter the groups stepped into the next decision phase, considering the onboard situation as described in the scenarios handed out before each round. Looking at informal social structures and networks onboard, the participants were challenged to find the appropriate interventions for their crew. The presentations and discussions in the plenum gave each participant the possibility to reflect upon what they had experienced during the simulation.

The main focus of the third simulation phase was on increasing responsibility, meaning the individual’s responsibility for one’s actions. This strongly depends on a person’s individual motivation and needs. In order to get hold of the complex topic of behavioural analysis the ‘Predictive Index’ was introduced. Everyone had conducted a PI test beforehand and was now curious to learn what it was actually all about. For the facilitation team this was very valuable, as so-called ‘Group Analytics’ were made in advance, which showed the average group pattern and therefore provided basis to prepare according to the group’s needs.

Behavioural analysis was addressed in theory as well as in simulation, whereby every virtual ‘seafarer’ had his own Predictive Index analysis and also partly reacted based on this pattern. This enabled participants to directly apply this part of the theory to the ‘simulated’ practice.

Finally, everybody received a report with his personal Predictive Index analysis at the end of the second day, after addressing the general theory and before applying behavioural analysis in the simulation. This enabled the participants to reflect first on their own behaviour, learn about the terminology used in the report and gain confidence in the validity of the instrument, before applying it for their own decision-making and leadership within the simulation.

The combination of all instruments applied, the highly interactive approach and not only being exposed to ‘team development’ as training content but also experiencing it individually and within their teams, led to a very open and trustful learning atmosphere during the whole event.

Day 2 was rounded up by an outdoor team event called ‘Black Hole Game’ that made the participants learn and experience leadership and teamwork, assertiveness and communication.

Afterwards the teams were again asked to prepare short ‘Barefoot Videos’ for the next day about the topics of the day.
Day 3
The videos prepared by the participants the night before again provided a nice start into the third day. With the newly gained knowledge about behavioural analysis and Predictive Index the groups went into decision round three, working on the improvement of the crew's responsibility and considering the PIs included in the profiles. Results were again shared, discussed and reflected upon, showing great interest and commitment from participants' side.

In the afternoon the next stage 'Performance' was approached by introducing the concept of 'Shared Mental Model'. With the insight gained, the participants worked through phase four of the simulation and contributed to an interactive discussion with a lot of input from practical experience.

In order to provide a proper follow up and long lasting learning effect of the MLDP/HEISS programme, each participant had to fill out a so-called 'Turning Learning into Action-Plan' (TLA). The form was explained and handed out; this in order for the participants to have enough time to think about their learning points. Later that day the participants were again given the task to create a short 'Barefoot Video' with their teams about a topic of their choice.

The entire group joined an outdoor team event in the evening at the seaside. They received instructions and training on how to row in Dragon Boats in order to prepare for a race. Every participant gave 100% of energy and commitment and it resulted in a great competition with amazing team spirit. The perfect ending of this intense and successful day was provided in form of a barbeque at the seaside, good atmosphere, nice talks and a beautiful sunset.

Day 4
The last day of the MLDP/HEISS programme started with the surprise 'Barefoot Videos' and revealed a lot of creativity and talent in visualizing the contents of the last days. Afterwards the participants were given time to fill in the TLA forms, a learning agreement between the participants and the company about follow-up activities.

In the fifth and final stage of the simulation 'Continuity' the participants worked on establishing a Safety Culture among the crew by maintaining the 'Shared Mental Model' and the company standards. This was again presented with all participants and led to a very constructive and fruitful discussion.

Afterwards there was time for some wrap-up and course feedback and of course the handover of the well-deserved certificates.

To sum it up with the words of the participants the 'simulation, as proved during the exercises, is a very good tool to create a constructive discussion' and the course was on a 'high standard', had a 'good atmosphere' and 'open communication'.

Katharina Laube
Triton, Leer
on behalf of the HEISS team: Iris Tuinder, Roman Heil and Kor Wormmeester
In December 2015, Central Naviera de Honduras, S.A. (CENAVEH) became the official representative of StreamLines NV, the shipping line that in January 2016 launched its Blue Stream Service that provides a premium service connecting Puerto Cortes, Honduras with Port Canaveral in the state of Florida, USA and various ports in Northern Europe, including Rotterdam in the Netherlands and Tilbury in the United Kingdom, with unparalleled transit times that will certainly benefit many exporters in our country.

CENAVEH, formed in 1999, and based in San Pedro Sula, Honduras, has a team of seven people that on a daily basis handle all commercial, operational and administrative tasks inherent to a shipping agency. CENAVEH is part of a larger regional organization that has been operating in all Central American countries/ports, including Honduras, since 1993 representing various major shipping lines. In Honduras the company has represented an Argentinean shipping line called Maruba, which operated in Honduras until 2007, and also StreamLines NV in 2009 when it was briefly operating in our country. In 2015 the company was re-activated to provide service once again for StreamLines and will do so with a very experienced commercial and operational team that used to service the now-defunct Europe West Indies Lines (EWL) with an affiliate company, Agencia Transportes Maritimos (ATRAMAR). This team has an extensive knowledge of all commercial accounts that today require service to the main trade lanes offered by the Blue Stream Service, but will also explore the new opportunities the service offers such as connecting services to St Petersburg, Russia with very fast transit times.

The CENAVEH agreement with StreamLines calls for our company to provide general agency services that include sales/commercial activities, trucking and M&R vendor coordination while the port services required for the service will be performed by our affiliate company Operadores Navieros, S.A. (ONASA) which has offices in all major ports of Honduras, including Puerto Cortes, and in most border locations throughout our country. ONASA has an extensive list of clients, including Norton Lilly, Hamburg Süd, APL, MSC and CMA CGM to which they provide a variety of port and custom broker services. The CENAVEH/ONASA team is experienced in handling reefer and dry cargo through excellent customer relations with major importers/exporters that channel their products in the Blue Stream Service trade lane.

Honduras offers the Blue Stream Service many export cargo opportunities since it has sizable seasonal and year round exports of bananas, coffee (largest coffee producer in Central America), honeydew melons, watermelons, frozen shrimps, vegetables, textile waste and plastic scrap which are destined to both the American and European markets. The unique characteristics of the Blue Stream Service offered by StreamLines will benefit these exporters and the country in general, since it provides a faster transit time than the competition, with no transshipments, which ensures that the quality of Honduran export products does not suffer while it is transported to their final markets.

To conclude, we welcome StreamLines NV to Honduras and the northern Central America region and are thankful for the opportunity CENAVEH/ONASA has been granted to assist this prestigious shipping line in their expansion plans into the region which we feel certain will be a complete success since it offers a premium service in terms of transit time with no transshipment that no other shipping line can rival. We encourage the extensive StreamLines agency network to contact us if you need our assistance with any client or shipment involving Honduras.

Roberto Bobadilla
CENAVEH
James and Lisa
Son of Claudia Glaser of Seatrade Rotterdam

Bart
Grandson of Kor Wormmeester, Crewing Manager of Seatrade/Triton

Janno, Anneke and Corinna
Triplets! Children of Maike Tamoschat-Manssen of Insurance/Claims-Department at Triton. Born 20 November 2015: Janno (1,315g), Anneke (1,420g) and Corinna (1,260g). The picture shows them on 8 June 2016: Janno (6,400g), Anneke (5,500g) and Corinna (4,850g). The three grow, thrive and are healthy. Same applies to the parents, who are doing a perfect job with three babies at once!

While on holiday Ian Jenner, one of our customers on the NZ service, came across these vessels awaiting transit in Panama. Thanks, Ian!

Twins! Son and daughter of Hans Boone, Container Department at Seatrade Antwerp

Jesse
Grandson of Kor Wormmeester, Crewing Manager of Seatrade/Triton
During a recent visit to the Dominican Republic Gert-Jan Speld of Seatrade Antwerp paid a visit to Captain Camstra, who enjoys his retirement on this beautiful Caribbean Island!

Seatrade turned 65 in March, which was celebrated around Seatrade’s network in various ways, with cake, wine, bubbles,...

Containers are loaded in many different, sometimes remote locations. So, how about this one: Agrofair loading a container in the Costa Rican jungle near the border with Panama for the BlueStream service to Tilbury.
Friend of the Sea has recently launched the new international certification for sustainable shipping. Two large global shipping companies, GreenSea and Seatrade, audited by the third party auditor BMT Surveys, were found compliant with the Friend of the Sea criteria and have achieved the certification.

"Merchant shipping is currently carrying more than 90% of international trade. Although some shipping companies have already implemented several strict sustainability measures, there are still many of them which don't even comply with the minimum requirements," explains Paolo Bray, Founder and Director of Friend of the Sea. "This is why an international certification for sustainable shipping such as Friend of the Sea - is fundamental for producers and retailers to easily select environmentally friendly shipping companies. This is even more important for companies which claim sustainability of their seafood's origin."

The Friend of the Sea certification criteria include pollution prevention, water and waste control, social accountability and sustainable seafood requirements.

GreenSea and Seatrade both have their operational offices in Antwerp, Belgium and carry frozen food products, including tuna and other seafood, around the world.

GreenSea's current fleet is composed of about 40 high-standard, small to middle-sized vessels with their own cargo gear and other handling equipment. All of the vessels have achieved the Friend of the Sea certification.

"Becoming a Friend of the Sea certified company is an important step forward for a dedicated shipping career like GreenSea," says Hans Mol, Managing Director of GreenSea Chartering. "We have always been committed to sustainability and this certification recognizes our efforts and long-term commitment to responsible shipping."

Seatrade, on the other hand, has a large fleet of around 100 specialised reefer vessels of various sizes; 16 of them have already achieved the certification.

"Seatrade has always promoted sustainable practices," says Michiel Schaap of Seatrade Reefer Chartering. "Thanks to the Friend of the Sea certification we can now show a further evidence of our commitment to responsible shipping to our international customers."

Watch the video of the new certification on YouTube: https://youtu.be/Ry40cvAjBCA
MORE INFORMATION

Friend of the Sea
Friend of the Sea is an international certification program for products from sustainable fisheries and aquaculture. Over 450 companies in more than 50 countries have relied on Friend of the Sea to assess the sustainability of their seafood origins. Audits, based on best and most updated available scientific data, are run by accredited independent certification bodies.
info@friendofthesea.org
www.friendofthesea.org

GreenSea
GreenSea is a shipping company that operates globally. Its large fleet of high-standards vessels ensures the efficient transfer of cargo and its delivery to different ports around the world. One of the most distinguishing characteristics of the company is its dedicated approach and human touch. GreenSea’s priority is to build strong relationships with its specialised clients and to offer the best service to all of them.
chartering@greensea.be
www.greensea.be

Seatrade
Seatrade is an international reefer shipping company. With over 65 years of experience, the company provides a comprehensive service worldwide, including full cargo monitoring throughout the process and full document handling. Reliability, innovation, quality and financial strength are the key success factors for the company, which offers year-round and seasonal services for all types of refrigerated cargoes.
mailbox@seatrade.com
www.seatrade.com

BMT Surveys
BMT Surveys is a large multi-disciplinary survey organization, with offices in London, Rotterdam, Antwerp, Amsterdam and Geneva, serving a broad range of customers in marine underwriting, shipping lines and liability insurers. The company, fully independent through its constitution as an employee benefit trust, employs 42 nautical, cargo and technical specialists, with a wide range of expertise and is active on a global scale. BMT Surveys is part of the BMT Group.
risk@bmtsurveys.com
www.bmtsurveys.com / www.bmt.org
After one of Seatrade Antwerp’s ship models was damaged on a road trip, we called on Bob De Bruycker to restore it to its former glory. A job well done, we asked Bob to assist us when we moved offices in Antwerp, and all ship models needed to be transplanted to a new display. Bob became a familiar face in the office and we are happy to share his story with you.

Born in 1931 I inherited the interest for sea and ships from my father, a gifted model ship builder and partner in Agence Maritime T. den Hartigh, situated at the Van Dijckkaai in Antwerp. They operated several coasters specialised in brick transport from Belgium to England. All ships sailed under Dutch flag but were named after Belgian provinces.

While I was studying Arts & Crafts, in 1946 I started to spend my summer holidays crewing on these Dutch coasters still sailing in convoys behind minesweepers, bringing bricks to London and UK east coast harbours; tramping with coal from Newcastle to Sweden, and return freight from Finland with sawn timber on deck.

The worst cargo was salted hides transhipped from ocean vessels: luckily a short trip to Rotterdam but the smell inside the accommodation was awful... It stayed in our clothes, so when going to a cinema it granted us with angry looks! As young boys my cousin and I, aged 14 and 15, had to abide by only one rule from my father: “jump ship in time to be in school at the end of the holidays.” We always had our bikes lashed somewhere in the hold.

These coasters had a crew of eight, mostly from Terneuzen, Flushing or from the red light area in Antwerp. The food was good especially when in the Baltic we could swap a bottle of Bols jenever for a full basket of fresh cod. “Stop engine, lifeboat down and row to the fisherman.” There was no radar in that time; the most modern navigational aid was a RDF finder. We had no depth sounder, used Walker log, sextant and tide charts.

Many times we came back from Dundee or Edinburgh biking with a Belgian flag well in view. In 1946-1949 without ration tickets you could not buy any food... So we had many teas and cookies from Belgian war brides hailing us in. Former army truck drivers also took us onboard for a ride. In that time sleeping bags did not exist, so many times we slept in the open. Proper food in a restaurant was always a cut in our budget.

We had a hell of a good time sailing those tired survivors of WW II, most of them built between 1928 and 1931. Most had sailed for the Admiralty and my first ship mv Westland survived the Normandy landing. In 1953 she went down with all souls in the terrible storm of 30 January 1953.

Living in Lagos, Nigeria in 1974
In 1955 I started dinghy sailing on Snype, and did a lot of restoration work on ship models of the National Maritime Museum. As an autodidact painter I won second price for Marine painting organised by the State River Pilots.

I continued painting and in 1968 - now sailing a 21-foot cabin sailing sloop - I was working for Combori in Nigeria for two years. When I came back from Nigeria with my wife Mabel, I worked for them in France for nine years. After some years we upgraded to a 26-foot ¼ ton cupper and did a lot of cruising; to South England; also as co-skipper, I did several non-stop rallies to Lisbon; passage from Nieuwpoort to Lisbon on a 40-foot ketch, in 8 days. The second year with the same result, but with bad weather in Biscay it took us 11 days.

In 1992 I became co-founder of The Belgian Marine Painters vzw, of which I am still president. I organised and participated in many exhibitions in Paris, Lisbon and Brussels. In 2000 I was honoured as "Official Painter of the Belgian Navy". In 2013 I was accepted as associated member of the Royal Belgian Marine Academy, for my presentation about 19th century marine painters in Belgium, and as much as possible I help the Mission to Seafarers and Mercy Ships Belgium.

Going for 85 my wife and grandchildren think that with my competitive spirit it is not safe to sail the seas any more... Since 1953 I have been a member of the Antwerp Model Yacht Club, and with model ships I still can get a feeling of sailing. An old A3-class model sailing ship Atchepou dated around 1950 with which I sailed the Belgian National "A" class championship in 1956 is now under restoration and will be returned to the Brussels Royal Yacht Club. Now I am busy to refit a Seatrade model recuperated from the office and modifying it to radio control. I aim to proudly compete her in the official International 1-metre Class. Maybe you will see "Seatrade" sailing on Antwerp's Linkeroever [left bank of the river Schelde] model sailing pond some day.

I was very happy to be involved with the new Seatrade model ship display, as I knew many of the "Frubel" reefers from my merchant navy time. Thank you for the opportunity!

Bob De Bruycker
www.marinepainter.be
“Same procedure as last year!”

For its 2017 desk calendar StreamLines will once again organise a photo competition giving everyone a new opportunity to participate and win a digital camera. Last year’s photo competition to fill the StreamLines desk calendar was a big success and many asked whether we would organize it again. Yes, we will!

The StreamLines calendar aims to portray the diversity of the company, its trades, agencies, crew and ports of calls. The theme will pay tribute to the multinational organization: “the city I live in and the ports we call - scenes from my country”. The jury is not looking for pictures showing port operations or the reefer and container vessels, but rather for life in the city or country you live in or where you are originally from.

The picture must have been taken by yourself or a family member; downloads from the Internet cannot be published due to copyrights. The winning picture will be printed on the cover of the calendar and the winner will be presented with a digital camera as reward. Last year we received about 300 photos from around the world; we hope to receive even more this year to prepare a unique 2017 desk calendar.

We invite all staff of the Seatrade group of companies, the crew on board of our ships, and our agency network to participate. Pictures can also be sent by direct family members. The results of the competition will be announced by 14 October 2016 and will be published in the next issue of Simply Seatrade.

Good luck!

Mareike Hilbig
Seatrade Hamburg

Deadline: Friday 16 September 2016
Email: photo@streamlinesnv.com
Size: 2480 x 1748 pixels at 300dpi
(high-resolution A5 size, landscape)
Quality: high-resolution
(camera usually better than smart phone pictures)
Format: landscape and colour
Seatrade's agent in Tahiti, SOTAMA, has a very clever employee. Not only does Mike Flohr do an excellent job of coordinating the port and stevedore operations of the Seatrade vessels that call at the port of Papeete every 10 days, but he is also excellent with his design ideas and house building!

Recently Mike has finished building a new house for his family in Papeete, from what started out as two secondhand Seatrade containers he purchased and ended with a three-bedroom home finished in craftsmanship style and certainly the envy of the neighbourhood!

Well done, Mike, on completing a fantastic project with a Seatrade touch!

Tim Evans
Seatrade New Zealand
Getting a service set up operationally from scratch takes a big effort, but filling the ship with paying cargo is another complex challenge. When the Blue Stream service went “live”, part of the agency network and customer base already existed. This was especially the case for the westbound service out of Europe to the Caribbean islands.

In Central America however, things were quite different; for years Seatrade Costa Rica was the only Seatrade office in the area, working mainly with clients from Costa Rica and around, but further north the Seatrade and StreamLines brands, even if known by some, were not on the radar of most exporters. In order to reach as many potential clients as possible, the Blue Stream road show was born.

On 5 April 2016 the road show kicked off in Honduras' capital Tegucigalpa with a business lunch at a local hotel. Organised by the agency team for Honduras CENAVEH together with the Federación de Agroexportadores de Honduras- FPX, around 20 very interested exporters attended the event. On behalf of StreamLines Messrs Pablo Gonzalez, Gert-Jan Speld, Rolando Solis and Enrique Harten gave presentations about the company and the Blue Stream service.

The next morning the same presentations were given over a breakfast event in San Pedro Sula, Honduras' second largest city. The entire team, as well as the management and the sales team of CENAVEH, explained to an audience of 26, the benefits of our FDD concept, bringing Honduran cargo with only 13 days' sea passage time to The Netherlands and 14 days to the UK. Not all exporters could attend in person, but thanks to modern telecommunications some of Honduras' most important exporters were able to attend virtually.

The road show was now going at full steam, and the StreamLines’ team packed once again their bags and promotional material for a next series of presentations: on 7 April the team hosted a working breakfast in Guatemala City. During this session 40 people from 33 different companies attended. Our Guatemalan agency NAVINTER in coordination with AGEXPORT (Asociación Guatemalteca de Exportadores) gave further background information on shipping with StreamLines out of Puerto Barrios. Some interviews were given by the StreamLines team to local newspapers and TV channels.

The marathon for this road show ended on 8 April in San Salvador, the capital of El Salvador. It looks like word was being spread around, as the audience kept growing. Over breakfast 60 people from 48 different companies attended StreamLines' presentations, assisted by our agents for El Salvador COIRSA and COEXPORT (Corporación de Exportadores de El Salvador).

In just four days StreamLines and its agents reached out to some 120 companies in three different countries. The results were visible very soon after the road show, as many of those who attended have decided to actually ship with StreamLines.

Pieter Hartog
Seatrade Costa Rica
In the local press the service was hailed for its fast transit times offering new opportunities for the country’s exporters.

Rolando Solis talking to the press in Guatemala.

Pablo Gonzalez explains how shipping by StreamLines makes a difference.

In the local press the service was hailed for its fast transit times offering new opportunities for the country’s exporters.
On 16 April 2016 Ecuador was hit by the first of a long series of earthquakes. With Ecuador being one of Seatrade’s main countries of activity, many friends, partners and customers checked regularly with our worldwide network on our local team, their families and the overall situation in the country.

One of the companies contacting Seatrade Hamburg was Pro Ecuador, the Ecuadorian trade and investment promotion organization located in Germany to promote local export and investments. The organization is run by the Ecuadorian ministry of foreign trade. All staff in Hamburg is Ecuadorian and therefore always in touch with families and friends in their home country.

When the first earthquake hit, Rosa Nelly Castro and Diana Garces contacted us asking for help to ship a container with relief goods to Guayaquil. The following weeks a project team consisting of Pro Ecuador and Seatrade/StreamLines, as well as the container leasing company, agent, trucking company, terminal and stevedores worked hard to collect and store goods, arrange the paperwork together with customs, stuff the container and load it on board.

On Friday 13 May, one 40’hc DV was stuffed at the terminal in Hamburg and loaded on board of mv Hellas Reefer on 18 May to arrive in Guayaquil some three weeks later.

On behalf of Pro Ecuador we would like to thank all parties involved.

Mareike Hilbig
Seatrade Hamburg

Photos courtesy of Diana Garces, Pro Ecuador
Puerto Cortés, Honduras was founded in 1524 by Gil González Dávila, a Spanish conquistador, that called it Villa de la Natividad de Nuestra Señora (now Cienaguita) and legend claims that when Hernan Cortés came in 1526, looking for González Dávila, Cortés ordered his horses be thrown overboard to stabilize his vessels during a fierce storm and thus the port was called, by Cortés, Puerto Caballos (Port of Horses). In 1536, a new town was formed near Laguna de Alvarado after a defeat of a native leader by Pedro de Alvarado. This town was attacked many times by pirates, including Christopher Newport, until the 18th century when a Spanish port was built in nearby Omoa. In 1869 the port’s name was changed to Puerto Cortés in honour of Hernan Cortés.

Puerto Cortés is the centre of commerce and transportation for Honduras and it is considered one of the most important ports in Central America. It is estimated that 85% of cargoes destined to/from Honduras arrive to/depart from this port. Also, it is considered the 36th port worldwide, in terms of volume, that exports cargo to the USA. It is currently administered by Operadora Portuaria Centroamericana (OPC), a local affiliate of ICTSI Group Company, under concession from the Government of Honduras. Its close proximity to San Pedro Sula, 58 kms from the port, makes it an ideal place for weekend visitors.

**TOURIST ATTRACTIONS**

**San Fernando de Omoa Fortress,** 18th century Spanish fortress built from 1756 to 1775 to protect against pirate attacks hoping to capture silver shipments originating from inland mines. The fort is well restored and is located 14 km from the port in the small town of Omoa. Small entrance fees apply. Suggest to hire a local tourist guide to get the best out of the visit and learn the fort’s rich history.
PORT TRAVEL GUIDE
Puerto Cortés, Honduras

Bajamar and Travesia, 20 minutes from the port you can find native “Garifuna” villages that are rich in history and are great culinary options. The beaches are excellent – whether for relaxing or swimming.

Laguna de Alvarado, if you enjoy bird watching and exploring tropical vegetation this is the place. It has breathtaking sunsets that will be the highlight in your daytrip. From the Malecón (jetty) at the north end of the bridge that crosses the ‘laguna’ you can take great pictures of the Cortés Bay and the port itself.

RESTAURANTS

Hotel Playa
Distance: 31.2 miles from centre of Puerto Cortés
Cost: medium
Payment: cash, credit cards

Restaurante El Delfín
Distance: 10-15 minutes from port, next to Laguna de Alvarado
Cost: low-medium
Payment: cash, credit cards

Villa del Sol Restaurant
Distance: 10-15 minutes from port, in Coca Cola beach
Cost: low-medium
Payment: cash, credit cards

ADVICE

The local currency is the Lempira; average conversion rate is Lempiras 23.00 = USD 1.00.
US dollars are widely accepted in local commerce and tourist places. We recommend that you seek guidance from the local port agent to ensure this trip is enjoyable to you.

Roberto Bobadilla
CENAVEH
In 1983 the Aruba stevedoring company commenced its cargo handling operations in Aruba’s main commercial port, which was situated just in front of downtown Oranjestad. As part of Aruba’s strategic plan it was decided to separate the cruise activities from the cargo handling activities in Oranjestad by constructing a new fully equipped and modernized multi cargo sea terminal in Barcadera, very close to the Reina Beatrix Airport.

While under construction, the Barcadera port welcomed its first vessel, mv Stanislav Yudin, a heavy lift crane vessel in March 2015, which was locally represented by Caribbean Port Agencies N.V. (part of the Dammers Group) for and on behalf of Seaway Heavy Lifting. To support the crane vessel and to aid to the mobilization in Aruba, three anchor handling tugs and two large barges were also moored alongside at the Barcadera terminal. All vessels were preparing to be deployed in the Perla field in Venezuela for installation of topsides and underwater works. During the 9-month project hundreds of crew changes and project support were performed from Aruba.

End of February this year, Barcadera port received its first Seatrade cargo vessel, the Swedish Reefer, also under the agency of Dammers Group. Barcadera port is an impressive sight, starting with the huge new Paceco STS gantry crane that stands high on the 300-meter long quay. At busy times, or during maintenance, its smaller (2-year old) Liebherr mobile “brother” assists the large crane. On the huge square, piles of containers are waiting for processing.

The 13-row wide crane has been built for the Barcadera terminal to a twin box boom type design, with an outreach of 39 meters and a 20-meter rail span. The maximum lift capacity is 40 tonnes under single lift spreader and up to 35 tonnes under the cargo beam. Furthermore the crane is equipped with state-of-the-art features including a high-quality AC control system, an ergonomic driver’s cabin, advanced position control systems and LED lighting, among others. At the design and construction stage, measures were taken to ensure best performance, sustainability and durability of the crane and its components, which will be exposed to Aruba’s corrosive high winds and extreme UV radiation during the crane’s expected 25-year life span. The crane is fully operational and a maximum of 20 containers per hour can be (un)loaded.

Barcadera is a modern and reliable port for the growing number of boxes loaded on the Seatrade vessels that call weekly at Aruba. Dammers is the proud agent of Seatrade on the ABC-islands (Aruba, Bonaire & Curaçao) and together we continue to grow volumes and develop new business.

Elisa Govers
Dammers Group
With the increasing number of containers in our fleet we have seen a logical increase in repair costs at our depots. In order to control these costs and at the same time ensure the quality of work at the depots we are now using an audit system built on 360 Quality principles. This method is based on a questionnaire and guidance notes that has been recently developed by the 360 Quality Association, which in the past has also made the 360 Quality audit method for vessels that is used by all main specialised reefer operators worldwide.

By using the same principles, depots are judged on durable repairs, proper and complete repair estimates, training of people, the way they handle pre-trip inspections (PTI) and other relevant factors. These activities are evaluated during the audit and registered in a scorecard which leads to a certain score. Activities are rated according their importance and the score leads to a passed or fail result for both the PTI-part and the repair-part.

Every year depots are audited, and actions resulting from these audits are followed up by the Maintenance & Repair (MNR) coordinator, with the help of local agents.

At the same time we press our depots to perform washing, repair and PTIs as quickly as possible to make sure we can use the containers again as soon as possible after discharge. Turnaround time of containers at depots has a huge impact on how many containers you need in a certain trade. Even if you can do with "only" 50 reefer containers less, you already save some USD 250,000 per year!

Focus on Speed and Quality goes hand in hand when it comes to FDD!

3 May 2016 the annual container depot audit was executed in Paita, Peru, as part of the annual performance check of their warehouses, estimates and container repairs. The audit started with checking several documents such as training and material certificates. A very important issue is the accuracy of the estimate. Non-repaired and repaired containers are inspected on missing damages in the estimate.

Seatrade demands the container depots create an estimate within 48 hours and this estimate must be complete. During the audit repaired containers are inspected on quality of welding, foaming, straightening as part of typical container depot processes. Workmanship and knowledge form the basics of a good quality repair.

After inserting all findings the scorecard showed that Ransa Comercial S.A. (Paita) had ‘Passed’, which makes it the first depot in the world to receive 360 Quality certification. Congratulations!

Gerben van Zwieten and Wout van Huijstee
Seatrade Antwerp
I live in a typical, middle-class American home, built circa 1990. This means vaulted ceiling (making it an annual high-wire act to change the smoke alarm battery and don’t even get me started about changing out light bulbs in ceiling fixtures), an open floor plan (meaning the bathroom is the only place to hold a private conversation) and cookie-cutter lots that have neighboring homes practically on top of each other (meaning you know when the neighbors are fighting or what they're having for dinner, if a window happens to be opened).

As is typical of this design, the master bedroom has one, large walk-in closet. I’ve never actually measured the thing. That would be impossible these days. As a rough guess, it’s about 4.5 square meters. One thing I do know for sure about that closet is that there is nothing in it that belongs to me. I have ZERO personal items in it - not a stitch of clothing, no shoes, no belt, not even a lost sock. I abandoned that storage option a long time ago.

While passing by the closet the other day, the door popped open as if calling out to me in pain. Actually it released that groaning sound - similar to the one your stomach makes, when you’ve undone the top button on your pants after eating a large, holiday meal. I’m of average height, but when that door popped open I could barely see a crack of space between the ceiling and the mountain of “stuff” in there.

I think there’s a light in there, but it’s been snuffed out by the growing mound. Needless to say, the mass was now in the process of making like the blob and forcing its way into the bedroom proper. I’m pretty sure there are Christmas and birthday gifts stuffed away in the far recesses of that closest, from decades past – one’s that were purchased long beforehand and never given away. I wouldn’t be surprised if an archaeological dig didn’t find the remains of a few long lost pets or door-to-door salesmen.

I’ll save the back story for another article, but I’m absolutely certain that the local malls send out missing persons reports, when my wife doesn’t visit at least once per week. At least you won’t be surprised, if you see me on a future episode of Hoarders. Or maybe a better option would be Intervention? I won’t even get started on the bathroom storage issues.

In addition to the closet, the master bedroom has two, large clothing dressers/wardrobes. Again, there is nothing of mine in any of those drawers or cabinets. Under the bed storage units are quite popular and we have those. My stuff has never found a way into any of those boxes. I tried to squeeze in a pair of slippers a few years back, but when I reached under looking for them the next morning they had gone missing. The wife claims she knew nothing about it. A week later, I found them under a pile of old newspapers in the garage.

With one daughter off living on her own and the other at university for 10 months out of year, there should be open closet space available in the rest of the house. Sadly, that is not the case. My clothing resides in the garage, as it has for the better part of the past 20 years. As sad as that sounds, the available space out there is being squeezed by more of the wife’s overflow. I am giving serious consideration to using the car for clothing storage, but I’m afraid I’ll end up getting towed as a vagrant living out of the aforementioned vehicle.

The office isn’t much kinder to me. We had to add staff recently and guess who got bumped? I had to give up my desk and got pushed into the back of the office. I’m not even allowed a respectable chair, as I now work at a standing desk. Instead of a chair, I get a leaning stool. It can best be described as some kind of ergonomic torture device. Getting on it is akin to trying to mount a moving horse. They claim it’s better for your health, but my lower back can attest otherwise. With no desk, that means no storage. If my stuff isn’t stored on the computer, it has to fit in a briefcase.

It shouldn’t surprise anyone that I like to travel. It gives me the sensation that I actually have my own space. I’m free to fill a hotel closet and dresser with my own belongings. I’m free to use the desk and chair and can even fit my own toiletries on the bathroom countertop. It’s a brief respite from the cramped, over-crowded existence I face at home and in the office.

We are considering further staff additions and I figure by this time next year, I’ll be perched outside the window sill, like a cat. Although I think cats have a better deal. At least they get their own litterbox.

Howard Posner
Seatrade USA
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!

TRIVIA
Did you read this Simply Seatrade?
1. What does HEISS stand for?
2. Which continent presents tremendous opportunity for further trade in perishables?
3. Which country was hit hard by an earthquake in April 2016?

JOIN THE COMPETITION:
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 10 November 2016. The names of the winners will be published in the next issue of Simply Seatrade.

E-mail: simply-seatrade@seatrade.com

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. Out of all correct entries we will also draw a winner of an iPod Nano!

The answers of the puzzle and trivia in issue 02/2015 were:
Puzzle: easy code = 221 / hard code = 156 / very hard code: 112
Trivia: 1) Seatrade Orange; 2) 11 vessels on order; 3) By ship or airplane

Thanks for all the entries! The winners this time are Mario Creyne, BNFW Zeebrugge (puzzle - easy), 3/E Virgilio Magante, mv Polarlight (puzzle - hard), Anna Zaal (puzzle - very hard) and C/O Leonid Gardei, mv Luzon Strait (trivia). They will all receive a beautiful Seatrade watch. The lucky winner of the iPod Nano is 2/O Dimitri Ananenko, mv Baltic Klipper. Congratulations!
## FLEETLIST

### Operated by Seatrade Reefer Chartering

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<th>name</th>
<th>cbft</th>
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<td>Southern Bay</td>
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### Operated by StreamLines

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<td>Georgia Trader</td>
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### Operated by GreenSea Chartering

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<td>Asian Cosmos</td>
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<td>Prince of Seas</td>
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<td>Cool Expreso</td>
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<td>Nova Stellia</td>
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<td>Nova Florida</td>
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### Non-Pool vessels managed by Seatrade Groningen B.V.

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<td>Cala Pula</td>
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#### -Tankers-

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#### -Newbuildings-

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<td>Seatrade Red</td>
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<td>Orange Storm</td>
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Status June 2016

all particulars believed to be correct but not guaranteed