



For professionals in shipping and logistics

world

No.1 Jan 2010

Cracking the GNA Code

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**GAC Office
Solutions launched**

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**Northern-most
base opens**

page 18



The Power of Partners

Despite what some moralists say, our fate is rarely of our own making. Whether we rise or fall depends as much on our colleagues, cohorts and partners as it does on our own good efforts. So it is in global business where we often make commitments to customers but must rely on our partners to fulfill them.

In GAC we have GNAs – Global Network Agents. These are companies or corporations which work closely with us, to ensure we can offer consistent, quality service worldwide. Mostly, our GNAs partner with us on ship agency business. Increasingly, they are also working with us in Logistics and Marine services too. Indeed, some have actually become GAC Group companies. Such is the way of the world in the early 21st century, where being able to operate globally is becoming increasingly important, if you're serious about your business. We decipher our unique GNA code beginning on page 10.

Partners and Polar Bears

Speaking of partners, we have recently forged an alliance with Pole Position, the main maritime and expedition support provider on the island of Spitsbergen. That's in the Svalbard archipelago halfway between the top of Norway and the North Pole. Why have we ventured so far north? That's where our customers are heading. As the ice continues to melt and the Arctic Ocean becomes a trade route, we're in

position to support our customers from Day One. Our northern partners also offer some interesting value-added services, including "polar bear protection". Find out what that means on page 18.

West Africa growth

Our long time customer, NYK, has launched a direct container service from Asia to West Africa and we're supporting the new venture in Nigeria. It's part of our continued focus on developing our services in this part of the world. We already provide shipping, logistics, manning and offshore marine services and we have now stationed one of our top liner people in Lagos to drive this business. See page 7.

Medevacs, Meridians and Machines

Elsewhere in this edition, you can read about our colleagues in Angola rising to a rescue challenge (page 14). Our Insight section offers some thoughts on the importance of maritime forecasting in shipping today (page 4) and we highlight two of the specialised logistics operations

GAC manages through the stories on the Bahrain Airshow and the Citroën C-Métisse concept car.

Greetings Reader!

It's also time to greet you officially as your new editor. My thanks to Lars Peter Heisselberg for his nine years in the chair. He has left me with a hard act to follow but I gladly take up the challenge to ensure our readers are kept informed.

I wish you the best of fortune for the coming year and if you have time, would be glad to hear from you on any matter related to this magazine.

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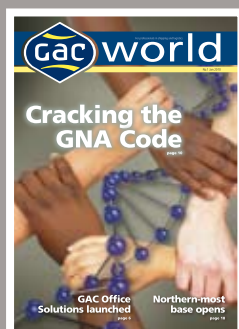
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Back copies of GAC World are available for download at www.gacworld.com. Click on 'News' and then on 'GAC World magazine'.



LEAD



Cracking The GNA Code

At any moment of the day, GAC and its Global Network Agents (GNAs) are managing port calls round the world.

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REGULAR FEATURES



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Big task brings broad Texas smiles

It was a big job in every sense - four liftboats, each weighing more than 800 tons, had to be loaded onto a semi-submersible heavy lift vessel.

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Lives Saved in Angola operation

Two mariners who took ill as their vessel headed down Africa's west coast owe their lives to GAC Angola.

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GAC starts a learning garden

Primary school children in Shanghai are getting an education they otherwise couldn't afford, at the GAC Hope School.

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A large red and white cargo ship is sailing on a choppy sea under a cloudy sky. The ship has multiple yellow cranes and a blue funnel. The water is dark with white foam from the waves. A large red diagonal banner is overlaid on the bottom right of the image.

Forewarned: The role of maritime forecasting in modern shipping

Foul weather is bad news for shipping. It can cost time, money and lives. Once mariners used drifting seaweed or the flight of sea birds to predict what they were sailing into. These days, it's much more scientific.

In 2007, GAC and The Swedish Meteorological and Hydrographical Institute formed GAC-SMHI Weather Solutions. Marine Meteorologist and Global Product Manager for GAC-SMHI, Lennart Cederberg considers the role of maritime weather forecasting for the modern shipping industry.



“ There are some who consider the science of weather forecasting to be simply educated guesswork. But without that ‘guesswork’, ships and crew would face much greater risks of damage, delays – even death.

An analysis of major cargo claims from 1996 to 2000, conducted by P&I Club GARD, reveals that 27% of all claims were the result of heavy weather, accounting for losses totalling a staggering US\$ 16 million. And when you consider the added costs of delays and fuel the figures can be astronomical. Studies show that using a qualified weather routing service can reduce fuel bills by 5-10%. So much for guesswork.

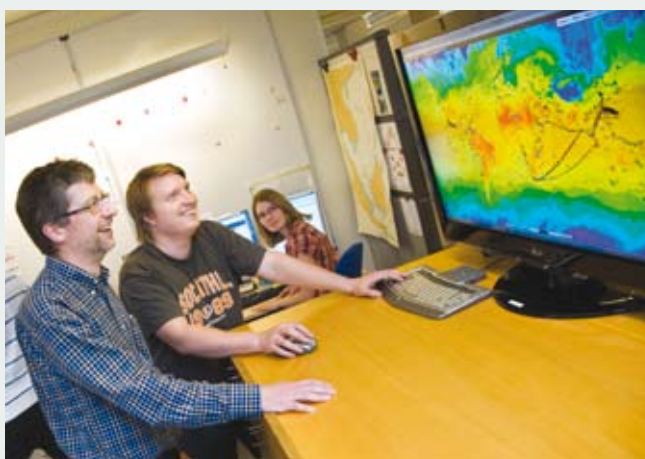
97% accurate

It's true that in many places around the world, it's still difficult to predict local showers much in advance. However, it is actually much easier to predict something like the track of a storm across the ocean, especially when armed with data about sea currents, salinity, temperature, air pressure, and satellite readings – provided you have the expertise to interpret that information.

Most people are unaware of the massive developments made in weather forecasting over the past decade or so. Accuracy of three-day forecasts has improved from about 70% in the early 1980s to about 97% today. And since observations from polar orbiting satellites were implemented in the 1990s, the forecast quality is just as good in both the southern and northern hemispheres.

Reliability

Reliability is key. When a ship captain considers the weather, he is looking to plan a voyage that saves life, cargo, fuel, time and money.



It is crucial that he can trust the information he receives. For that reason, we at GAC-SMHI Weather Solutions provide a certainty indication with our forecasts. When the forecast is certain, the Captain is able to plan his route with less margin for error and a much greater chance of arriving at his final destination safely, on time and on budget.

On modern vessels with fewer personnel, the crew is often so busy with other aspects of their voyage that there is a chance that the weather en route might be overlooked. That is, until Mother Nature delivers a sharp reminder as the ship sails into severe conditions (by which time it's too late).

That is why it's so important to provide the Captain with user-friendly, onboard tools to minimise that risk and enable him to plan the optimum route according to the weather.

Skilled staff, expert solutions

Sweden has been a maritime country since the Viking times and it is therefore no surprise that this part of the world is considered the birthplace of marine meteorological science.

SMHI started weather routing services in the early 1980s and in those

days the service was very primitive. Paper and pencil were the primary tools and telex the means to send forecasts to ship captains. Weather data on southern hemisphere voyages was weak and 3-5 day forecast reliability poor. Today we confidently provide 10-day forecasts. Our service is based on advanced software onboard the vessel in combination

with skilled marine meteorologists ashore.

SMHI's own specialised software, Fleetweb, lets vessel operators view the entire dialogue between our MET OPS team and the Master of the ship, giving them control of the performance of their entire fleet in an intuitive and graphically comprehensive way. It also gives the ship operator a better understanding of what's happened at sea, the current status and what is expected to happen along the remaining voyage.

Understanding

Despite the technological advances, our philosophy remains the same today as it has always been – we are there for the Master, wherever he goes.

We don't leave him alone with a stand-alone system, and we make sure that our marine meteorologists fully understand what's important for each individual Master, ship and voyage. That is the key to vessel operators reaping the full benefits of marine routing and weathering the storms of modern shipping.



For more information about GAC SMHI Weather Solutions contact us at smhi@gacworld.com

... Outsource your back office!

GAC brings Swiss Post Solutions to Middle East



GAC Solutions has entered into a strategic partnership with document management specialist Swiss Post Solutions to bring its core document services and solutions to the Middle East.

Under the name GAC Office Solutions – Powered by Swiss Post Solutions, the alliance combines GAC's logistics resources, brand name and market strength in the Middle East with the technical excellence in document outsourcing of Swiss Post Solutions, a leading provider of document management solutions for blue chip companies.

The result is a suite of services including: mailroom operations; digital mailroom services; mail screening & security; plus print room, archive record & third party supplier management.

Security & efficiency

Clients can take advantage of Swiss Post Solutions' 16 years of experience, specially-designed technology suite, and database to enable them to measure mailroom performance. They will also have access to a set of document scanning and processing services covering invoices, claims, credit card applications, order forms, cheques and Human Resources records.

The GAC Office Solutions package also offers the recently-launched IncaMail, which allows Microsoft Outlook users to send confidential and registered e-mails. In combination, the service portfolio allows clients to manage their back office functions and customer interaction more securely and efficiently, creating clear business advantages.

Streamlined administration, trusted provider

GAC Office Solutions offers new document management options for existing GAC clients and contacts like ports, airports and airlines. Christer Sjödooff, Group Vice President of GAC Solutions, is confident that it is an ideal complement to GAC Logistics' established expertise in office moves, courier and warehousing.

"Many companies we work with have document-heavy operations," he adds. "This new alliance offers them solutions to streamline their administration from a provider they trust, based on their experience of other GAC services."

"GAC Office Solutions enables us to offer clients based in the Middle East value-added services to help trim costs, enhance productivity and improve information management. Moving forward, we anticipate further synergy to offer complementary services from GAC's established logistics portfolio such as removals, freight forwarding, records retention and storage services."

Strategic expansion

Markus J Becker, CEO of Swiss Post Document Solutions, says the new Middle East operation represents an important strategic expansion for his company, which is already well established in Europe and the USA.

"This new venture with GAC is the result of months of hard work and represents a fantastic opportunity for us to enhance our international reach," he adds. "We believe we can help customers significantly improve the way they process and manage their information across all areas of the business, to lift performance and profitability."

"We aim to become the leading provider of outsourced mailroom and document management solutions in the Middle East."

For further information contact: swisspostsolutions@gacworld.com

Strategic partnerships to provide solutions

GAC Office Solutions – Powered by Swiss Post Solutions is the latest specialist service launched under the GAC Solutions umbrella. GAC Solutions seeks to meet the needs of its international clients through strategic tie-ups that match GAC's commercial skills and customer base with the technical expertise and services of specialist partners.

For more information about partnership opportunities with GAC Solutions contact christer.sjodoff@gacworld.com

Major logistics job set for take off in Bahrain



GAC has been named as the Official Freight Forwarder and Lift Contractor for the inaugural Bahrain International Air Show 2010.

GAC Bahrain secured management of the supply chain for the show, to be held under Royal patronage at the Sakhir Airbase in Bahrain from 21 to 23 January.

As part of its logistics service package, GAC Bahrain will handle more than 300 metric tonnes of cargo by air and some 500 TEUs by sea. The team will also oversee transportation and equipment hire at the location.

MD Peter Gronberg says the company's long experience in the country,

dating back to the late 1950s, means it is well equipped to meet the challenges of the project.

GAC will use its Logistics Centre at Muharraq which is the first in Bahrain to offer multi-modal options under one roof. The facility provides 24-hour customs clearance operations on site.

NYK chooses GAC as partner in Nigeria

NYK, one of the world's leading transportation companies, has chosen GAC to help it build a strong market presence in Nigeria.

In September, senior NYK and GAC managers gathered in Lagos with local Government representatives, customers and officials to launch the twice-monthly direct liner service, one of the very few from Asia.

NYK has been a GAC customer in the Middle East for more than 50 years. This latest development brings to Lagos Richard Mallen, one of GAC's most experienced liner people. As General Manager for Liner Services, Richard will be responsible for all of GAC Nigeria's liner business.



Right people, right attitude

"There are plenty of opportunities and plenty of challenges for NYK's venture in West Africa," he says. "Our task, quite simply, is to give them the best possible service no matter the conditions. We have to ensure NYK vessels get to their berth

quickly, are efficiently discharged and sent on their way. Then we must handle all the complex documentation that is needed for their containers to be released to the local importers and returned to the port.

"Commercially, we have to market NYK's service to local importers to build volumes and feed sales leads to the NYK sales organisation in Asia. Wherever possible, we will also locate return cargoes for the Far East.

"Nigeria is a place where much can be done with the right people and the right attitude. We have recruited a strong local team to deliver our side of the relationship and I am confident that we can grow this business smoothly over coming months and years."

GAC has operated in Nigeria since 1978, providing extensive shipping, logistics, marine and manning services.



Big task brings broad Texas smiles

It was a big task in every sense: four liftboats, each weighing more than 800 metric tonnes, had to be loaded on to a semi-submersible heavy cargo vessel for a trip from Texas across the Atlantic to Nigeria.

It was also a first for GAC USA's Freeport branch which was appointed by NMA Maritime & Offshore Contractors Inc. to coordinate the operation. But, says Branch Manager Linda Hooser, everything went smoothly for the monster lift – thanks to great cooperation with the port and

Cosco Shipping, the owners of the heavy-lift vessel.

Loading the liftboats by crane on to a conventional heavy-lift ship was not an option as no ship was big enough to load all four boats at once. So, a semi-submersible ship was used. Cradles were built on the deck of the 156 metre-long M.V. Kang Sheng Kou before it was submerged and the boats carefully manoeuvred into place. Once the ship was de-ballasted the boats were secured to their cradles. Job done, bon voyage!

All smiles after the successful completion of the operation: Nancy Stephens from the Port of Freeport; Mr. X.M. Wu of Cosco; Peter Hooser of the Port of Freeport; GAC Freeport's Linda Hooser; and the agent Karyl Reames.

What is... ..a liftboat?

Liftboats are the workhorses of the world's offshore fleet. Around the world, some 235 of them act as trucks, carrying all equipment necessary for a huge range of offshore projects. Not to be confused with conventional jackup drilling rigs, liftboats are self-elevating, self-propelled vessels with multi-purpose open deck space and at least one crane. They have the capability of rapidly raising their hulls clear of the water on their own legs to provide a stable platform from which maintenance and construction work may be conducted.

Jobs they are used for include crane operations, pipe-laying, diver support platforms, workover and coiled tubing rigs, temporary housing for construction and service crews, and much more. The list of uses is limited only by the vision of the operators and demands of the market.

Handle With Care! Luxury yacht gets the GAC treatment at Pascagoula

When a luxury yacht was sold to a new owner in the UAE, GAC Pascagoula in the state of Mississippi took charge of getting her onboard the ship that would take her to her new home.

The arrival of the 145 foot motor yacht at the port caused quite a stir, according to Boarding Agent Bridget Shannon. She and her colleague Rex Cunningham took the opportunity to admire the sleek lines of the 230 ton craft as she was lifted and placed on the deck of the waiting ship, the MV Ellensburg, for the voyage to Jebel Ali.



Mon Dieu! A Citroën Moment



Ronnie Soon likes power and performance. He got his latest thrill from an advanced French beauty.

As Events & Sports Logistics Manager – Asia, Ronnie was in charge of the delivery of a Citroën C-Métisse to its show stand in Singapore as part of a month-long promotion.

Ronnie knows his thoroughbred vehicles having handled F1 race cars, a Rolls Royce Phantom and World Rally Championship race cars. But the C-Métisse presented some special challenges.

Packed and strapped

Working with Laurent Paternoster of GEFECO France, Ronnie and his team firstly shipped the carefully-stowed car from France to Singapore. Then, a dedicated car carrier transported her from warehouse to showroom.

As all vehicles are strictly controlled in Singapore, an ATA Carnet (car passport) had to be arranged to enable its temporary import without facing huge tax bills.

The Citroën C-Métisse

Unveiled at the 2006 Paris Motor Show, the Citroën C-Métisse (Mongrel in French) is made of lightweight carbon fibre.

- Engine: 2.7 l V6 diesel with 208 hp (155 kW) on the front axle and a 20 hp (15 kW) electric motor on the rear axle.
- 0-100 km/h: 6.2 s
- Top speed: 250 km/h (155 mph)
- Fuel consumption: 6.5 litres per 100 kilometres

At low speeds the car can operate solely on electric power resulting in zero emissions. Inside, the roof console features a 'contact' and 'start' button giving the sensation of being in a fighter jet.

Super-cool

Ronnie says: "Getting this super-cool concept car to the warehouse caused quite a stir in the streets of Singapore. Drivers slowed down to have a good look, and we got many envious stares. That's understandable, as she's one of a kind and as impressive as she is valuable."

Cracking the GNA Code

- **Altamira Terminal, Mexico:** An LNG tanker prepares to deliver a cargo of Liquefied Natural Gas. Agent: GAC-Tomas Ruiz.
- **Mombasa, Kenya:** A Ro-Ro vessel docks at the port to unload cars from the Far East. Agent: GAC-Seaforth.
- **Tarragona, Spain:** A cargo of steel products has arrived from Korea. Agent: GAC-Aarus.
- **Port Klang, Malaysia:** A bulk carrier prepares to berth and load with timber bound for Europe. Agent: GAC-Kudrat Maritime.

Ships and their agents never sleep. So, at any moment in the 24-hour day, GAC and its Global Network Agents (GNAs) are managing port calls. The GNA network has grown and matured in a few short years to become a world-spanning provider of total port coverage, emphasising efficiency and safety. One of the architects and drivers of GAC's GNA business model was Group Vice President, Americas, Lars Heisselberg. Here, he reflects on the progress since the first GNA alliance agreement was signed in 2003.



In the Panama Canal, GAC works with GNA Wilford McKay.

“ Back in 2002, GAC formulated its five-year strategic plan - ‘Vision X – Global Reach’ – which contained the clear goal of becoming a truly global organisation.

World domination is not simple, however. Time and financial constraints meant we couldn’t set up GAC-owned offices everywhere we needed to cover. In some places, local conditions also made it difficult. And so, the non-exclusive GNA concept was born. Not only did it allow us to extend our global reach, it also put us in an ideal position to bid for local, regional or global business.

Another driver was increasing demand for global or single-source suppliers as more and more customers sought to reduce costs and simplify administration.

Now in Bangladesh

Today, we are much closer to our global reach goal with GNAs in place in 29 countries around the world complementing our own offices in dozens more. And the network is steadily growing, regardless of fluctuations in the global economy.

The latest addition is GAC-Uni-Global in Bangladesh. Uni-Global Business Ltd has a reputation for professionalism, expertise and efficiency – precisely the qualities we look for in a GNA.

Secret of success

Our GNA network has succeeded because it has been built on long-term relationships with valued partners – a cornerstone of the GAC heritage.

Another important element of that heritage is that we listen to our customers. Indeed, several of our GNAs were introduced to us by our clients. Is there any better way?

Of course, a candidate must still be carefully evaluated on their strategic importance to us and on their performance, market reputation and adherence to GAC’s Health, Safety, Security and Environment code. On the soft side, we place great emphasis on personal compatibility. As with any relationship, if the chemistry doesn’t fizz, there’s no deal.

Once a GNA is appointed, they have to maintain agreed standards and are periodically audited by our Global Hub Services department to ensure compliance.

Advantages

So, why would our customers go to a GAC GNA rather than dealing directly with the local company?

The answer is simple. The GNA combines all the advantages of GAC’s global reach and resources with the experience and contacts of the local agency.

Customers can tap into our network at any port worldwide, safe in the knowledge that funds are secure and that local people are on top of all the varied details needed to expedite a port call. The GNA model also brings down costs by simplifying administration for the customer.

For the GNAs themselves, they become part of the GAC family, able to bid for new business and diversify their revenue streams.

In exchange for meeting the high service standards that GAC demands, they expand their customer base and gain access to GAC’s international sales & account management teams, as well as our support infrastructure, PR and marketing resources.

Everyone wins

It may be a cliché, but the GNA concept has proven a real winner for everyone involved. We gain, our GNA partners do too, and – most importantly – our clients reap considerable benefits.

Feedback has been very good. Although we deal with ships and ports, ours is a “people” business. For personal or professional reasons, some clients may prefer to use another agent in a certain port. We understand and respect that – and that is why the GNA and third party port agent contracts are non-exclusive.

Growing community

The GNA Code has come a long way since we first came up with it. It has taken us to hard-to-reach places, and offered the GAC guarantee of excellence to more customers than ever before.

But we’re not done yet. The past six months alone has seen the addition of two new members of the GNA community, and you can be sure that there will be more to come.



Keys in the worldwide GNA code

Glossary

GNA

Global Network Agent – A non-exclusive arrangement that brings together the local expertise of a recognised agent in a location where GAC Shipping does not have an office, with the Group's global reach and resources, to ensure true global reach, simplified administration and guaranteed quality ship agency services for principals.

Global Agency Network

GAC Shipping's worldwide network of GNAs, covers:

- **Americas** (Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Panama, Peru, Trinidad & Tobago, Uruguay and Venezuela);
- **Africa** (Benin, Cameroon, Congo, Democratic Republic of Congo, Gabon, Guinea, Ivory Coast, Kenya, Mauritania, Senegal, Tanzania and Togo);
- **Europe** (Italy, Spain and Ukraine);
- **Indian Sub-continent** (Bangladesh); and
- **Far East** (Republic of Korea and Malaysia).

***Countries and regions not covered by the agency network are handled by GAC owned local operations.*

Global Hub Services

GAC's Hub organisation - made up of four regional Hub Agency Centres in Houston, London, Dubai and Singapore – plus the Global Disbursement Centre and the "GACShip" support team in Dubai. These hubs work with GAC, GNAs and other associated agencies to ensure consistent, reliable ship agency and complementary services at ports around the world.

GAC-Ultramar Network

Coverage: Argentina, Chile, Colombia, Ecuador, Peru & Uruguay

GNA contract signed: 2004

The Ultramar Network is a regional provider of integrated ship agency and related services in Latin America, including specially designed value-added services for the Onshore/Offshore Oil & Gas industry. Find out more at www.gacworld.com/argentina, www.gacworld.com/chile, www.gacworld.com/colombia, www.gacworld.com/ecuador, www.gacworld.com/peru & www.gacworld.com/uruguay

GAC-Wilson Sons

Coverage: Brazil

GNA contract signed: 2004

Wilson Sons has 17 offices around the country, covering 45 Brazilian ports and handling more than 5,000 calls per year. The company is listed in the Brazilian and London stock exchanges and works extensively in Ship Agency, Towage, Container Terminals, Logistics, Offshore Logistics and Shipyard support. For more information, go to www.gacworld.com/brazil

GAC-Tomas Ruiz

Coverage: Mexico

GNA contract signed: 2008

Since 1909, Tomas Ruiz has provided ship agency services, coordinated from their main office in Coatzacoalcos Port, Veracruz. It also provides additional services and assistance in working with the Mexican authorities and maritime and business communities. For more go to www.gacworld.com/mexico

GAC-Wilford McKay

Coverage: Panama

GNA contract signed: 2004

Established in 1914, Wilford & McKay provides transit services from its bases at both ends of the Panama Canal, as well as full ship agency and other marine services at other key ports. It also offers a range of solutions covering overdrift vessels, anchor changes, repairs, etc. Learn more at www.gacworld.com/panama



GAC-Alstons

Coverage: Trinidad & Tobago, and ports throughout the West Indies.

GNA contract signed: 2007

Alstons Shipping Ltd. is a division of Ansa McAl Ltd., which was founded in 1905. As well as ship agency, Alstons provide bunkering, repairs, and stevedoring services, throughout the West Indies. For further information go to www.gacworld.com/trinidad-tobago

GAC-Vensport

Coverage: Venezuela

GNA contract signed: 2004

Established in 1974, Vensport has offices at all Venezuela's main petroleum terminals providing 24-hour agency services. Learn more at www.gacworld.com/venezuela



GAC-GETMA

Coverage: Benin, Cameroon, Congo, Democratic Republic of Congo, Gabon, Guinea, Ivory Coast, Mauritania, Senegal & Togo

GNA contract signed: 2008

GETMA stands for Groupement d'Entreprises de Transport Maritime et A'riens, and was founded in 1978 by the DAHER Group. It operates in most West African ports, providing international transport services including shipping agency, stevedoring, freight clearance & forwarding and warehousing. For more, go to www.gacworld.com/benin, www.gacworld.com/cameroon, www.gacworld.com/congo, www.gacworld.com/dr-congo, www.gacworld.com/gabon, www.gacworld.com/guinea, www.gacworld.com/ivorycoast, www.gacworld.com/mauritania, www.gacworld.com/senegal & www.gacworld.com/togo

GAC-Seaforth

Coverage: Kenya & Tanzania

GNA covered: 2004

Seaforth also provides logistics services in Kenya, Tanzania, Uganda and southern Sudan, working with several GAC logistics operations. Learn more at www.gacworld.com/kenya & www.gacworld.com/tanzania

GAC-Agora

Coverage: Italy

GNA contract signed: 2009

Established in 2006, Agorà Worldwide Shipping Agencies provides shipping services at all Italian ports and offshore terminals. Learn me at www.gacworld.com/italy

GAC-Aarus

Coverage: Spain

GNA contract signed: 2006

Aarus serves ports throughout Spain and its dependencies, as well as in Gibraltar and North Africa. For further information, go to www.gacworld.com/spain

GAC-Maxmarin

Coverage: Ukraine

GNA contract signed: 2008

Maxmarin LLC provides all agency and support services to all types of vessels calling at Ukrainian ports in the Black Sea, Sea of Azov and Ukrainian rivers. It also provides tailored services to oil majors and the fertilizer industry at terminals in Odessa and Yuzhny. For more, go to www.gacworld.com/ukraine



GAC-Uni-Global

Coverage: Bangladesh

GNA contract signed: 2009

Headquartered in the capital, Dhaka, and with branch offices at the key ports of Chittagong and Mongla, Uni-Global is able to handle all types of vessels at Bangladeshi ports. Learn more at www.gacworld.com/bangladesh

GAC-Unipros

Coverage: Republic of Korea

GNA contract signed: 2003

Established in 1975, Unipros Marine is headquartered in Seoul with branch offices at the major ports of Pusan, Inchon, Pyeongtaek and Ulsan. Other ports throughout South Korea are covered by its sub-agents. For further details, go to www.gacworld.com/korea

GAC-Kudrat Maritime

Coverage: Malaysia

GNA contract signed: 2003

Kudrat Maritime operates out of ten offices at major ports nationwide. It also covers offshore terminals and provides brokerage, freight forwarding, warehousing, dry-dock servicing, lay-ups and other marine-related services. Learn more at www.gacworld.com/malaysia

The Evolution of a GNA

When GAC signs a GNA alliance agreement, it sometimes marks the beginning of something far larger.

Lars Heisselberg says each new GNA contract is like an engagement... which may lead to marriage.

Several companies that started off as GNAs – Rice, Unruh, Reynolds (USA); Ole R. Olsen (Norway); and OBC (UK, Netherlands and USA) – are now part of the GAC Group. And while the GNA concept initially focuses on shipping, there have been occasions when GNA partners have been appointed agents for GAC Logistics too.

Progress unstoppable



Peter Cole, Managing Director of GAC-OBC, says: "When OBC began talks with GAC, the initial concept was discussed between a few senior managers.

"As more colleagues from both sides became involved and opinions were canvassed from our customer and supplier base, a very positive feeling developed and the bandwagon really started to roll. Progress became virtually unstoppable as ideas, experiences, friendships and opportunities developed.

Firm foundations

"Having worked as a GNA with GAC certainly laid firm foundations for our admission to full Group membership. Based on that, the future looks good as our business continues to grow strongly across our joint customer base and service activities."



Lives Saved in Angola operation

Two mariners were taken critically ill as their vessel headed down Africa's west coast bound for South Africa. The men owe their lives to GAC's Angola team. Operations Manager Francois Traversa chronicles what happened.

10:10 HRS - 1 September: We receive notification from Bright Ocean Company that they want to reroute one of their vessels to Luanda. A crew member is very sick.

11:50 to 12:50 HRS: We attempt to locate the vessel's exact position and identify actions to be taken.

12:58 HRS: Bright Ocean advises that their crewman "is now almost dying... has a problem in his chest and breathing". The situation is critical but we have poor information about the vessel's location and her ETA and minimal description of symptoms.

13:10 HRS: Phone contact is made with SOS International for the medical evacuation after we establish the vessel's expected arrival at Luanda at 23:00.

13:37 HRS: Details of the crewman's symptoms are received and forwarded to SOS International.



14:15 HRS: We receive contact details, enabling us to communicate directly with the ship's Master. SOS International also establishes direct diagnostic communication. Meanwhile, the ETA is postponed to 06:00 on 2 September.

It's up to us to come up with local solutions. We liaise with the P&I Club representative to get the necessary special authorisations to enable the vessel to be the first one served by launch on 2 September - no simple matter in light of Angola's many regulations and heavy port congestion (nearly 60 vessels lying in Luanda's anchorage). We also make the necessary arrangements with the P&I Club, doctor and agents to ensure a smooth transfer.

05:30 to 08:30 HRS - 2 September:

Everyone ready and waiting for the vessel's arrival, but she is not here. At 06:30am the doctor leaves - he has more important things to do. A flurry of activity follows as we seek an alternative medical solution. By 08:30am an ambulance and doctor from Clinica Girassol are alongside.

09:00 HRS: A launch is arranged, with medical staff on board. They are alongside the vessel by 09.25HRS.

09:30 HRS: The doctor boards the vessel, advising everyone to wear masks, as contagious disease is suspected.

09:34 HRS: It emerges that there is not just one patient, but two. They are both in a bad way.

10:00 HRS: The two sick men are carefully disembarked. By 11:00, they are ashore and on their way to the hospital.

15:30 HRS: The vessel continues on her way minus the two sick crew but in accordance with international safety regulations. The rest of the crew will disembark in South Africa to go back home.

Saved!

As it turned out, the two sick crew men were not victims of a contagious disease. One had suffered a severe drop in his blood sugar which caused breathing problems and a near coma state. The doctor said that if his transfer had been delayed, he might not have made it. After treatment at hospital, his blood sugar levels were restored and he made a quick recovery. The second patient had contracted a potentially fatal falciparum malaria infection but prompt medical treatment kept him out of danger.



Q & A:

Peter Orange

- Born:** 30 August 1964 in Sydney, Australia
- Family:** Married to Heather. Father to Christopher, 12, and nine-year-old Zara.
- Before GAC:** Left Australia in 1991, to travel, ending up in the UK. Worked in Cargo Sales for BMI (British Midland) in Heathrow, then as Cargo Manager for Emirates in Manchester.
- Joined GAC:** In July 1998 as Sales Manager – Freight Services with GAC Dubai. Held dual role as Airfreight Manager & Sales Manager before becoming Regional Logistics Manager for the Middle East, still based in Dubai. Moved to Asia in early 2007, now based in Kuala Lumpur, Malaysia, as Regional Manager – Freight Sales, covering the Asia Pacific and Indian Subcontinent.

What led you to a career in logistics?

A strong interest in transportation, the attraction of a sector where every day is different, and the desire to work with customers to find solutions.

It's been said that GAC is a pioneer in the sea-air concept. How so? And have we retained our competitive edge?

GAC was at the forefront in the development of sea-air business, which combines the economy of sea transportation with the timeliness of air movement. Back in the mid-1980s, GAC saw the opportunity to use excess outbound capacity from Dubai to

Europe and, thanks to excellent relationships with the port & airport authorities, smoothed the way to start the service.

Being a pioneer in the field had many advantages. It also gave our competition something to emulate as they followed suit. Today, there are many more players in the market but there is also much more business than there was 25 years ago.

What measurable benefits can shippers expect from taking the sea-air route?

A saving of at least one-third in the overall transit time compared to an all-water service via Dubai, or by two-thirds

via Singapore or Seoul, combined with a cost saving of 40% compared to an all-air service from Asia to Europe.

Which industries would most benefit from using Sea Air and why?

The fashion garments and accessories industry leaps to mind. These sectors have products with tight use-by dates but are also very price-conscious, highlighting the need for an economic transportation price tag.

However, other industries such as electronics like LCD panels and computer peripherals can also reap considerable benefits.

What has been the impact of the current economic downturn on sea-air freight?

The downturn brought huge cutbacks in orders and production in Asia, drying up volumes for all modes of transport. Some cargoes originally planned to move via sea/air were switched to airfreight as carriers clambered to fill empty planes from Asia. This enabled importers to maintain smaller inventories and have replenishments flown in at short notice without the high cost. Other customers sought to cut costs by slowing down their supply chains and switching to purely sea routes.

However, these effects are temporary. As the market begins to pick up and demand rises, I believe we will see a return to the benefits of sea/air services.

What are GAC's plans to further develop our sea-air expertise?

We are looking to markets beyond our traditional areas, such as Eastern Europe, the East Mediterranean and parts of Africa. We are constantly educating our offices and partners so they can sell the benefits of the service to their customers.

What do you see as the biggest challenge facing the sector in 2010?

Probably the biggest challenge we face right now is the reduction in capacity. On one hand, this drives up freight prices. And on the other, it affects business margins which means customers will begin to 'shop around' more.

New, faster ships will mean shorter ocean transit times to Dubai, reducing the overall sea/air transit time. This could bring a further shift from direct airfreight to sea/air.

Why were Dubai and Singapore selected as the consolidation locations? Do you foresee any other emerging locations?

Historically, Dubai had a lot of excess capacity moving back to Europe. It is still a net importer with planes coming in full

and going out light (cargo-wise), so it makes sense to use that capacity. Port and airport authorities in Dubai have taken a forward-looking approach to encouraging this business.

Singapore also works well as a consolidation hub, thanks to its strategic position in south-east Asia and good infrastructure.

Korea has played a similar role with cargo from North Asia, and, in the Middle East, when Qatar's new airport & port come online, it could develop in the same way that Dubai has.

Do you see major differences between your generation of logistics men & women and 'Generation Y' colleagues born after 1981? What can the two generations learn from each other?

The willingness and ability to embrace new technology is vital to our business. Younger colleagues have grown up with computers as a fact of life, and are completely comfortable with new technology. When I started in business, fax machines were pretty new and the telex widely used - today, they are almost obsolete. We have had to adapt to the new reality to make dealings more efficient and streamlined, and our younger colleagues can help us do so.

My generation learned the long way of career advancement, working through the different parts of a business. Today it is more of an 'instant' world - people want things now, and are less willing to spend time learning or biding their time waiting to progress. There's nothing wrong with ambition, but the time taken to gain experience and grow is paid back many times over.

My experience from more than 20 years in the business in markets from Australia to UK, Middle East and Asia, has taught me that business is approached in different ways in certain places. One thing that is constant, wherever you go and from generation to generation, is the importance of good Customer Relations Management.

What's the future outlook for sea-air freight?

The future is bright. As the global economy begins to recover and demand rises, this niche business will get back to where it was and continue to grow. There is a long-term future - both in traditional Western European markets and in developing markets in places like Africa and Eastern Europe.

Maiden Japan?



When the MV Aurora Island made her maiden voyage from Oita in Japan to the Middle East, NSGAC Abu Dhabi was on hand to mark the occasion. Capt. Ingemar Porathe, Business Manager - Shipping, presented her master Capt. Yuan Ming Wang with a commemorative certificate.

Iino Kaiun Kaisha acted as the vessel's disponent owner and Key Marine acted as operator for this voyage. The vessel unloaded steel products in Abu Dhabi before proceeding to Dammam in Saudi Arabia.

Marine Lift to Brazil Growth Strategy



Plans to expand operations in Brazil's offshore sector gathered momentum in 2009 with the appointment of Capt. Robert Olsson as Marine Representative at GAC Brazil.

Based in Rio de Janeiro, Capt. Olsson is responsible for driving growth in the company's shipping, marine and oil & gas services.

"This appointment is part of our strategy to strengthen our presence in Brazil," says Lars Heisselberg, Group Vice

President, Americas. "Robert's maritime industry knowledge and his expertise will be extremely valuable to our clients in the region."

Previously Robert was General Manager, Shipping at GAC USA. Now he is facing a different set of challenges.

"Establishing ourselves within the Marine sector in Brazil is a natural step for GAC, given our long experience in this field," he says. "Brazil is now one of the most active energy sectors in the world and its potential is boundless. In the long term I would expect GAC to become a strong player in this market."



Looking to the future across the frigid expanses of Spitsbergen.

GAC-Pole Position (78° 13'N, 15° 35'E)

On the island of Spitsbergen in the Svalbard archipelago halfway between mainland Norway and the North Pole, GAC has established its latest base. In September last year, GAC formed an alliance with local company, Pole-Position Spitsbergen AS, to ensure service delivery in the Arctic Ocean and all the way to the North Pole.

Dutch explorer Willem Barentz discovered the island while searching for the Northern Sea Route in 1596, and named it after its bleak terrain (Spitsbergen means “jagged peaks”).

Offshore support

A core reason for heading north is to ensure GAC is in place and ready to serve the needs of the offshore energy sector as it migrates into higher latitudes. This has been spurred in part by the retreating Arctic ice shelf.

Multi-tasking

When working in such a remote location you need to multi-task. In addition to a range of ship agency and logistics solutions, GAC-Pole Position also provides services hard to find anywhere else, such as:

- Arctic tourism freight logistics - ships and cargo planes bring in snowmobiles, tented camps, extreme weather clothing and other equipment. These are cleared and prepared by GAC-Pole Position,



GAC-ORO Norway's Ahmet Ozsoy shakes hands with Terje Aunevik, MD of Pole-Position Spitsbergen, to seal the alliance deal.



It is estimated that there are between 2,000 and 5,000 polar bears on the island.

which also provides extras such as expedition guides and field chefs.

- North Pole expedition support - providing a complete package for clients wanting to reach the top of the world by helicopter, ski or dog sled.
- Measures to protect crews of vessels berthing outside of the island's settlements from polar bears.
- An ice-drifting base at 89 degrees north - for transfers, provisions, terminal services, etc.

GAC-Pole-Position also handles services on all flights in and out of the archipelago through a contract with the Norwegian Airport Authority, Avinor.



Flights are handled under a contract with the Norwegian Airport Authority

GAC starts a 'Green Bamboo' learning garden

Primary school kids are getting an education they otherwise could not afford through GAC Shanghai's launch of the GAC Hope School. The Shanghai team has joined with the local Longnan School to create the 'Green Bamboo' scheme. This will give a basic education to children from rural areas whose parents work in the city.

The first three-year programme focuses on investing in the youngsters and regularly interacting with them. As part of the company's sponsorship, GAC volunteers will help arrange special days devoted to games, environmental education and hygiene.

First shoots

Witnessed by local TV and newspapers, GAC Shanghai planted its first bamboo shoots by presenting 37 students with a starter pack containing books and stationery.



Simon Xu, GAC Shanghai's General Manager, Freight Services, says: "GAC Shanghai has experienced unprecedented growth since its inception. That is due in part to the support of the community. We want to give something back – and the GAC Hope School is a long-term and sustainable contribution to tomorrow's leaders."

