

GACWORLD

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SETTING SAIL....



Competitive yacht racing demands individual skill and intensive teamwork – both onboard and ashore. Everything and everyone must be in the right place at the right time. The costs involved in just getting to the starting gun in elite racing events are high. It's a team game and the best teams win, not the best boats.

Team GAC Pindar is a marriage of true minds committed to the waves. However, it's more than just a brand-waving exercise. While that's good and positive, especially as the Pindar team has a strong winning record, the engagement of GAC in professional yachting is as much about service and support for the whole industry as it is about winning races. Knowledge and a reputation for getting the job done lie at the core of GAC's service offering to bluewater sailors and their sailing craft. Our cover story starts on page 10.

Go North...

People on another planet may not be aware of global warming and the consequent thinning of our northern icecap. Those of us living on Planet Earth, however, know all about it and we are watching closely as the ice melts and the Arctic Ocean opens up to exploration and resource development.

Already there has been some political jousting going on as countries with Arctic interests vie for position. One of the countries involved is Norway. Norway has had a long and strong engagement with the Arctic and with offshore energy development. The Managing Director

of GAC Norway, Ahmet Özsoy offers a guide on page 6 to what's happening up north and what's to come.

Go global...

The English language can be a real pain. These days, the tongue of Shakespeare and Jane Austen and Ernest Hemingway is also the tongue of everybody else. In our business it is spoken broadly and loudly by Greeks, Ghanaians, Chinese, Chileans, Dutchmen and Danes, Egyptians and Eskimos, Indians and Icelanders and, occasionally, by Americans, Canadians and the English themselves.

No matter where you live and work, English is the global language of business and speaking it effectively is everybody's challenge. The GAC Corporate Academy has done the research on what's the best online method for getting down and getting functional with English. The report is on, like, page 17 – or whatever.

Business at large

Speaking of Shakespeare, I can say confidently that he never went to Gazli. But GAC has. Quite a trip it was, from several starting points, but the end result was the safe delivery of a lot of heavy powergen equipment, deep into the heart of Uzbekistan (see page 20).

Recently we expanded the relationship with our long-time South American partners, Ultramar. The combined forces of our two groups are aiming to set new standards in logistics and transport services to oil and gas customers from Mexico to Cape Horn (see page 9).

It's also time to welcome the team from Elnet Maritime in The Bahamas who

have joined us to form GAC-Elnet and offer quality agency services in a location of growing strategic importance.

And in Sri Lanka we have concluded a contract to support the country's first venture into offshore energy exploration (page 14) while in India we have launched a much-needed cargo consolidation service from Asia (page 4).

The sea has its seasons

Much of what we do and much of what our readers do involves the sea. We may for instance be using Weather Routing to slide around a big North Atlantic storm, berthing a tanker at a Black Sea terminal or getting our box loaded in Shanghai and discharged in Lagos. Whether we ride the waves in a double-hulled leviathan made of steel or in a whisp of kevlar and titanium balanced lightly on a keel, we are all subject to the sea and its seasons. Respect is required for the world's wide waters to be sure, and also for those who journey on them.

Neil Godfrey

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This year, the GAC logo is flying at world class sailing events as Team GAC Pindar strives for top race results. But it's not just about racing...

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GACWORLD

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Want the contact details for a GAC office or staff member?
Please visit the Contact section of www.gac.com

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

TANKER IN THE ROADS

Outside the Russian Black Sea port of Novorossiysk, a tanker is moored and loading crude from one of three oil terminals. Oil is piped to the terminals from as far away as Kazakhstan.

In Novorossiysk (Russian: Новороссийск) the GAC team of 23, headed by Michael Khmelkov, provides ship agency and crewing services. One of the team, Boarding Officer Denis Korotkikh, took this photo on a clear day. This is not so common. The port is known to Masters worldwide for the strong, biting winds that blast down from the Russian interior and make berthing treacherous at times (see inset).

GAC Novorossiysk celebrated its 10th birthday in June this year. **GW**



NEW CONSOLIDATION SERVICE FOR FAR EAST-INDIA

GAC Logistics India has boosted inter-regional trade connections with its launch of CONSOL, a direct import consolidation service for shipments from the Far East.

The weekly service moves cargo from Shanghai, Shenzhen and Ningbo in mainland China, plus Hong Kong and Singapore, directly to the western Indian port of Nhava Sheva. This avoids having to use Singapore as a trans-shipment hub.

CONSOL is headed by Godfrey Franklin, GAC India's Sales Manager, Imports.

Growing trade

The service capitalises on the growing importance of India as a market for Far East products and the ever-rising demand for quicker delivery and competitive rates.

"Customers who use CONSOL can expect their shipments to arrive from the China mainland in 15 days, compared to 22-25 days when sent via Singapore," says Gracías Thevar, GAC India's Country Manager – Logistics. **GW**

GOLIATH COMES TO ROSYTH

Cool handling and perfect timing were needed to sail the Goliath (a crane) beneath the Forth (a bridge) on its way to Rosyth (a shipyard). But under the care of GAC Shipping UK's Leith office, the heavyweight arrived safely.

Carrying it was the 'Zhen Hua 13'. At nearly 45,000 DWT it is one of the biggest vessels able to pass beneath the Forth Bridge – and then only at the lowest of low tides.

The crane, which weighs nearly 3 million kg, is being used to build the UK Royal Navy's new aircraft carriers, 'HMS Queen Elizabeth' and 'HMS Prince of Wales'. The carriers will be the biggest and most powerful warships ever built for the Royal Navy. **GW**



NEWS BEAT >

**RE-LOCATED**

GAC Shanghai, to new premises, marking the company's 9th year of operation in the city and its continuing presence in the Chinese market. A Feng Shui master had helped select the new offices as well as the moving date to make it as auspicious as possible for the company's longevity and prosperity. The red ribbon at the new premises was cut by Managing Director Claus Schensema.

HIGH FLYING

Asian kiteboarders at the Kiteboarding Tour Asia (KTA) event at Pranburi, Thailand, thanks to support from GAC. GAC Thailand sponsored Narapichit 'Yo' Pudla who came second in the Course Racing section while third place in the Freestyle section went to Toto, who is sponsored by GAC Philippines.

**SIGNED 1**

Rising golf star Chris Wood, as the latest addition to GAC's team of brand ambassadors. The 23-year-old English player burst onto the scene with a top four finish at the 2009 British Open Championship, which secured him a spot in the 2010 Masters Tournament, and went on to clinch the European Tour's 2009 Rookie of the Year honours.

**SIGNED 2**

An exclusive sponsorship deal between GAC Qatar and the country's three-time field hockey champions, the Wanderers Hockey Club from the start of the new hockey season. It is the second year that GAC Qatar has sponsored the reigning champions. Since its establishment in the 1970s, the club has grown to be a winner of both the National title of Qatar and prestigious regional titles in Bahrain.

REACHING OUT

GAC Oman, to students at Muscat's Sultan Qaboos University, when the company participated in the second Logistics Companies Forum to be held on campus. The Forum gave GAC the chance to present its range of shipping, logistics and marine services and solutions to the students.

OPENED

GAC Turkey's new non-bonded warehouse on the European side of Istanbul, just 10 km from the city's major port and 20 km from Istanbul Ataturk Airport. The 3,000 sqm warehouse is equipped to handle varied import and export cargoes.

ARCTIC ENERGY



by **Ahmet Özsoy**,
Managing Director
GAC Norway

When the late writer and management consultant Peter Drucker said “the best way to predict the future is to create it”, Norway took it to heart.

In the early 1960s, the Norwegian Government astutely staked its claim in the North Sea by proclaiming sovereignty over the Norwegian Continental Shelf. As the owner of any potential natural resources there, the State alone could award licenses for exploration and production. Late in 1963, the first companies were duly licensed.

Six years later, Norway's oil adventure really began with the Ekofisk discovery. Since then, petroleum has been the major contributor to the country's economy, has helped finance its welfare state and created the world's second-biggest sovereign wealth fund totaling more than USD 500 billion in 2010.

Today, there are more than 50 fields in production on the Norwegian Continental Shelf. Since operations started, the industry has generated revenue in excess of 8,000 billion Kronor (more than USD 1,460 billion)



at current values. In 2010, the petroleum sector represented 20% of Norway's gross national product, and accounted for a quarter of total state income.

Untapped

And yet, despite more than 40 years of production, only around 40% of total estimated reserves have been recovered. So it is not surprising that energy-related investments show no sign of letting up in the Arctic Ocean. Jan Mayen Island – halfway between mainland Norway and Spitsbergen – is being opened up for surveying and mapping, for which the Government has released 180 million

Kronor (about USD 33 million). Significant oil and gas extraction is expected from new Arctic fields, raising demand for specialist ice-going offshore vessels and specially-trained crews.

The area could hold as much as 25% of the world's unconfirmed oil & gas reserves and significant mineral resources. And with the gradual retreat of the Arctic iceshelf, more and more of those resources will become accessible.

Safe bet

With oil prices fluctuating wildly in recent years, in part due to political and social unrest in other oil & gas producing regions, Arctic energy looks like a safe bet.

It is in an area with strong infrastructure and both geological and political stability. The economic frameworks and mechanisms are well established to facilitate investment and commercial activities.

Development of the oil & gas resources in the Barents Sea has enormous potential which, if managed properly, will profoundly change the region, economically, geo-politically and environmentally. This is especially so after the agreement last year between Norway and Russia on a clear border between each country's area of operations.



Constructing a LNG plant within the Arctic Circle presents special challenges including freezing temperatures, biting winds, heavy snow and the necessity to halt outside works from November until April.



The catch

So, what's the catch?

Anyone running the Arctic Ocean energy race has to comply with stringent measures to protect the marine environment whilst developing and recovering the treasures of the deep. While Norway is keen to take full advantage of its resources, its High North policy puts a premium on the environment.

Another consideration is the challenge of operating in harsh conditions. The Arctic can be beautiful but also deeply inhospitable - and that presents special challenges. It's not just dealing with the practicalities of operating at -20°C, there's also the windchill factor, the 6 months of winter darkness and even the occasional polar bear to deal with! It is not a working environment suited to everyone.

Looking north

GAC started looking north during the late 1990s and set up its first Norwegian office in 2006. A year later, it signed a deal with energy group Statoil as a contracted service provider at its LNG plant on Melkøya, near Hammerfest in the Arctic north.

Last year, the world's biggest seismic survey company, WesternGeco, appointed GAC to provide ship agency, marine logistics, freight forwarding and related

services to support its North Sea and Arctic operations. GAC Norway is also working with TransAtlantic under an agency agreement that brings together two companies with plans for Arctic expansion.

Today, GAC Norway runs a network of shipping and logistics offices stretching from Kirkenes down to Fredrikstad and from Jan Mayen up to Spitsbergen. We take care of 1,500 tanker and seismic vessel calls per year and not surprisingly our logistics operations focus on marine spares, shipping oil & gas sector equipment into Norway, and handling

export project cargoes from Norwegian manufacturers. The company is also providing an increasing level of support services in Greenland waters.

The frozen North is set to play a key role in fuelling the world – and smart players are helping to create that future. It is not for the unwilling or the faint-hearted but anyone who has looked at the night sky in the Arctic winter and seen the Aurora Borealis dancing and weaving before their eyes, knows that this is a place of untold beauty – and wealth. [GW](#)

GML NETWORK HUMS TO AID STRICKEN VESSEL

Creative thinking and cool coordination between GAC people on two continents helped save a vessel from costly delays outside the port of New Orleans.

It started on a Wednesday morning in March shortly after the ship left port bound for South America. Her rudder failed and refused to move from 'Hard to Starboard'. The culprit breakage was a flexible coupling which could not be repaired and so had to be replaced.

Fortunately, a new part was available. Unfortunately, it was on the other side of the Atlantic - in Rijeka, Croatia. And Wednesday morning in Louisiana is Wednesday afternoon in Rijeka.

Moreover, the supplier could only confirm readiness for Thursday afternoon, after Croatian Customs closed for the day. If sent by courier or airfreight, the 4kg part would arrive at the earliest on the Monday leaving the vessel idle for four days at considerable cost to her Greek owners.

At this point, her owners called Harris Theodorakis, Operations Manager at the GAC Marine Logistics (GML) East Mediterranean

Coordination Centre in Piraeus.

Harris suggested the part be hand-carried from Croatia to New Orleans. Brilliant! But as the details were being ironed out, another problem arose. Croatian Nationals need a visa for travel to the USA and it was too late to get one.

Pulling strings

That's when Harris and his colleagues really started shaking the network around the GAC world. A vehicle was arranged and the driver collected the part in Rijeka and drove it 700km straight to Frankfurt, where GML's German representative collected it and caught a flight to Houston on Friday morning (Thursday night in Houston!).

Meanwhile, GAC Energy & Marine Services people in Houston had arranged clearance and were standing by to collect the part off the flight. It was handed to GEMS Customer Care



Specialist Danni Evans (above) who flew to New Orleans on Friday afternoon.

There, local colleagues had a launch standing by to take her to the ship and she handed over the vital spare to the Master on Friday evening.

Added value

Harris says: "Our solution required an urgent plan of action, efficient coordination and a good dose of professional goodwill, as it involved three people, one dedicated vehicle, two flights and a local motor launch.

"Not only was it rewarding to do the seemingly impossible and assist a vessel in need, it confirmed our faith in the power and potential of GML to give added value to the services it provides." **GW**

WELCOMING THE SEASON WITH A 'CELEBRATION'

When the cruise liner 'Thomson Celebration' called at the Eastern Crete port of Aghios Nikolaos on 25 March, it helped mark both Greek Independence Day and the start of the 2011 Summer Cruise Season.

GAC Greece was responsible for handling the ship and her 1,200 passengers during the port call. Onshore, the passengers

were greeted by the local Mayor, Dimitris Kounenakis, and other dignitaries, against a backdrop of Greek flags waving in the brisk spring breeze.

The cruise sector is important to the Greek tourism industry, which is itself one of the mainstays of the country's economy. GAC has already started to receive cruise vessel bookings for 2012. **GW**



GAC & ULTRAMAR COMBINE SERVICES FOR LATIN AMERICAN OIL, GAS AND MINING

GAC Energy & Marine Services LLC (GEMS) and Ultramar Logistics (U-LOG) will offer integrated logistics solutions to the oil & gas and mining sectors in a collaboration covering Mexico and South America.

Carlos Arrieta, President of GEMS, says: "We now have the right combination to provide a total logistics solution."

"Ultramar Logistics is a leading service provider for the energy sector from ports to sites across Latin America. Its local expertise, coupled with GAC's global network and GEMS' extensive service portfolio, will provide great support for the industry regionally and beyond."

The South American oil & gas and mining sectors are attracting considerable international investment. The World Bank estimates spending will approach USD 22 billion over the next five years.

Carlos Baez, Regional CEO of U-LOG, says the partnership with GEMS is a natural development flowing from the seven-year alliance between GAC and Ultramar covering shipping agency services.

"With this partnership, GEMS and U-LOG will provide clients with a uniquely flexible and efficient service to meet all their international transport and logistics needs in Latin America, and throughout GAC's global network," he says. **GW**

AUSTRALIA WADES INTO HELP FLOOD RECOVERY

When the worst floods in a century hit the Australian state of Queensland earlier this year, GAC Australia stepped into the relief effort – free of charge.

The company acted as agents and coordinated with local authorities for the "SE Pacifica's" call at Sydney to load relief supplies before sailing to Townsville. This was one of the few ports that was open to traffic following the floods and had access to inland areas.

"At their peak, the floodwaters covered an area larger than France and Germany combined," says Gareth Long, GAC Australia's Commercial Manager. "The floods caused unprecedented damage to the Australian economy, reportedly as much as 13 billion dollars. In light of this, we decided not to charge for our services. Likewise, towage provider PB Towage serviced the vessel at a reduced rate as their contribution to the relief effort." **GW**



INTERNATIONAL MOVING'S NEW MOVES

Moving house is widely accepted as one of life's most fretful events - and when you're relocating to another country, the anxiety trebles. So GAC International Moving has moved to cut the stress of relocating your stuff with its new inter-active website.

At www.moving.gac.com, visitors can view GAC Moving's service portfolio, locate details of its network in the Middle East, request a quotation, contact the moving team, read customer testimonials and catch up with 'the latest' in the Mover Blog.

Product Manager Klaus Holmager says: "The new site represents the latest stage in our 30-year evolution as a specialist mover. It underlines our recognition and understanding that when we move someone's belongings, it is much more than just a shipment – it is their life."

Check it out. **GW**



OPEN WATER

GAC NAILS ITS COLOURS TO THE MAST

Competitive bluewater sailing demands stamina, teamwork and a willingness to endure tough conditions - the same qualities that are needed to shine in business. Little wonder that the ocean wave is the natural habitat of many a GAC World reader. This year, the GAC logo is flying around the globe at world class sailing events as Team GAC Pindar strives for top race results.

For the yachting and marine leisure industry, the arrival of GAC on the scene is, however, not only about racing. GAC's worldwide network of logistics and shipping operations means it will be addressing many of the needs of the yachting industry including:

- physical movement of yachts (including new builds)
- yacht/port agency
- delivery of spare parts
- bunker supplies
- weather routing
- maritime security services

GAC's blend of global reach, integrated services and a single contact point for yacht operators, event organisers, competitors and pleasure sailors makes GAC stand out from the crowd.

"GAC has been in the shipping business for more than 50 years, so our formal entry into the global yacht racing scene feels natural," says Bill Hill, Group Vice President - Commercial.

Learning the ropes

Little of what has happened to date was 'on the radar' in 2009 when GAC got a call from Team Pindar's boss, Andrew Pindar OBE. He needed a logistics provider to move two 60-foot Volvo Ocean racing yachts to Bahrain for the 'Sail Bahrain' sailing academy he was setting up.

GAC handled the transportation from Southampton in the UK. Upon arrival in Bahrain, the local GAC team helped the Pindar crew prepare the yachts - putting the 10 ton keels back in place, rigging the 27-metre masts and arranging registration and sailing permits with the local Coast Guard.

A seed was sown.

Testing the waters

In 2010 GAC and Team Pindar took a further step towards a sailing partnership with a joint entry in the Extreme Sailing Series, racing in two races.

Peter Grönberg, Team GAC Pindar's Project Director, says: "It was a successful debut for Team GAC Pindar - competing



with some of the world's top sailors, winning a few races and learning an enormous amount about the importance of efficient logistics in competitive sailing.

"Without good planning and seamless teamwork, no yacht would ever get past the starting line."

Later that year, Team GAC Pindar's captain Ian Williams and his crew won seven races in the first phase of the World Cup in Sweden. In the observer position onboard was GAC's Group President, Lars Säfverström.

Team GAC Pindar is now competing in the Extreme Sailing Series 2011 around the world. It is also involved in the challenge to win the World Match Racing Tour, hoping to bring Ian Williams and crew a third world championship.

Serving sail

The GAC brand is becoming familiar to the marine leisure and racing community and awareness of its wide range of shipping, logistics and marine services and solutions is growing.

"We can tap our extensive local

know-how and resources at international yachting venues to help keep the wind in the sails of yachts, wherever they go," says Grönberg.

"Logistics movements for international yachting events are complex and there is great demand for fast-track specialists to supply replacement parts. International yachting requires a globally-competent logistics partner with significant sector knowledge.

"Over the years, we have served many sailing customers by moving their yachts – but now with our entry into competitive sailing, we have gained the insight and understanding needed to take our services to another level."

One name, many services

The GAC Group provides a broad sweep of services for sailors, yacht and boat builders, equipment manufacturers, yacht owners, race coordinators, event managers, marina operators - even real estate developers. Services include weather routing, door-to-deck spares delivery, protective services when passing



through piracy-risk waters and the supply of marine fuels and lubricants to yachts and ancillary craft (see story page 13).

For more about Team GAC Pindar, contact Peter Grönberg at peter.gronberg@gac.com or follow us on Facebook at www.facebook.com/teamgacpindar. **GW**



PINDAR – GAC – PSP

GAC, Team Pindar and leading marine logistics company Premier Shipping & Packing (PSP), have formed a partnership with the aim of becoming the world's premier provider of logistics and transportation services for professional yacht racing teams and individuals.

Combined strengths

Established in 1998 and based in Southampton, at the heart of British yachting, PSP specialises in the movement worldwide of sail and motor yachts of all types and sizes.

Its experience, expertise and knowledge of race logistics marry powerfully with Pindar's strong position in international competitive yachting and GAC's global shipping and logistics know-how.

Formidable force

Says Frank Dixie, Managing Director of PSP: "The strength and experience of all three companies will create a formidable force within the market.

"We are already in talks with potential customers and expect to see a great demand for this service."

The power of three

"Individually, each brand is a leader," says Capt. Peter Grönberg, Project Director of Team GAC Pindar. "But by coming together we are using the power of three

to provide the sector-specific knowledge, contacts, global reach and expertise in time-sensitive logistics that a thriving competitive yachting sector demands."

Pride

Founder and Principal of Team Pindar, Andrew Pindar OBE, says he is very excited to be working with GAC and PSP to continue and develop Team GAC Pindar's active participation in the world of sailing: "Throughout our 30-year history we have enjoyed the diversity of this fabulous sport, sponsoring sailors in dinghies on lakes to yachts on the oceans, carrying our name and logo around the world no fewer than six times.

"This year, our participation in the Extreme Sailing Series and the World Match Racing Tour builds on our pedigree and promotes our new business venture in yacht and boat logistics. I couldn't be more proud of this partnership as it brings together the skills of PSP, the scope, scale and strength of GAC and the great sailors who carry the name of Team Pindar." **GW**



DIRECT FUELING FOR SUPERYACHTS

GAC Bunker Fuels (GAC BF) has appointed Murray Bishop to bring new focus to the supply of marine fuels to the superyacht sector.



Yachts have specific requirements for fuels and lubricants, both in terms of the logistics to deliver them and the specifications of the product supplied. As Yacht Fuels Trading Manager, Bishop will ensure the reliable supply of quality marine fuel and lubricants direct to superyachts and their ancillary craft worldwide. He brings more than a decade of experience in the international bunkers market to GACBF's well-established global team.

"GAC's global network gives us direct access to local supply markets unrivalled by any other company in the superyacht fueling market today," he says. "That gives us a strategic advantage, both in sourcing the best quality product at the best price and in ensuring that supplies are delivered smoothly."

Anthony Mollet, GAC Bunker Fuels' Managing Director, adds: "We have a long history of arranging fuel supplies to superyachts in the Red Sea, Middle East, Indian Subcontinent, Caribbean, Europe and the Far East. That experience, combined with the large portfolio of additional services the GAC Group can provide to superyachts, their owners and crews, led us to enter this important niche market directly." **GW**



NEXT STOP: GLOBAL NETWORK REACHES THE CARIBBEAN



GAC's global shipping network has expanded further with the signing of an alliance with Bahamian agency, Elnet Maritime Co. Ltd., to form GAC-Elnet.

Elnet was formed by shipping veteran Elbert 'Ellie' Hepburn in 2008 to provide agency services to Principals with vessels calling at Bahaman ports.

Customer-driven growth

Elnet was the natural choice for GAC when it looked to expand in response to client needs, in particular oil majors operating and using the country's terminals and refineries.

"Throughout its history, GAC's growth has been opportunistic and customer-driven – and this latest move into The Bahamas is another example of that," says Lars Heisselberg, GAC's Group Vice President for the Americas.

"The professionalism and performance of Elnet Maritime make it an ideal match with the values of GAC. Expansion in the Caribbean makes strong business sense and Elnet Maritime is the ideal partner to help make that happen." **GW**

LOGISTICS CONTRACT FOR OIL FIELD UPGRADE

Tatweer Petroleum has appointed GAC Bahrain as official logistics provider for a project to boost production at the country's main oil field.

The project will use the latest recovery technology to more than double the production capacity of the Bahrain oil field over the next 20 years. The three-year logistics contract covers all origin and destination services as well as international freight traffic management.

"This is the biggest single contract ever won by GAC Bahrain, so this is exciting news for us," says Nirmalan Thangiah, GAC Bahrain's Commercial Manager.

"Not only will we play a key part in boosting the country's oil production, but with more than 20,000 shipments per year expected for this project, we believe this will help open up further opportunities." **GW**

LANKAN OIL & GAS DEAL SEALED

Cairn Lanka (Pvt) Ltd. has contracted GAC Sri Lanka to support offshore exploration by providing shore base management and other services.

Cairn Lanka is part of the Cairn Energy Group which has made more than 40 discoveries in South Asia and developed oil fields in India, Bangladesh and Greenland. Its exploration of the Cauvery Basin, in the Gulf of Mannar, marks its first foray into Sri Lankan waters. The Cauvery Bay block is the first to be awarded by the Sri Lankan government, with nine more blocks to be assigned.

Unique combination

GAC Sri Lanka will manage agency and related services for vessels involved in the two-year project. Additionally, it will provide Cairn Lanka with:

- trailers and low beds for transportation
- crane and lifting equipment
- material management
- inventory control
- personnel placement
- offices for the Cairn operational team
- ship agency, bunker fuels and other shipping support services

Dedicated base

Preethilal Fernando, GAC Sri Lanka's Director/CEO, says the deal will demand a combination of shipping, logistics and marine expertise, which GAC is perfectly positioned to deliver. "It includes the establishment of a dedicated base at Colombo port with covered warehouse facilities, 23,000 sqm of pipe yard and open storage outside the port." **GW**

TRUCK FLEET ROLLS FOR DESERT OIL OPS

When Global Oil Industries needed to deliver more than 1,500 tonnes of base oil to its storage plant in Jordan, it asked GAC.

Not only did GAC Jordan take care of the agency needs of the tanker that brought the oil to Aqaba port, the team also cleared the fuel and arranged for a fleet of 47 tanker trucks to deliver it to the Jordanian Free Zone 440 km away. As a result of the successful operation, GAC Jordan now expects to handle more shipments for Global Oil. **GW**

OMANI PELLET PROJECT AIMING FOR 9 MILLION TONNES

Brazilian resource giant Vale has almost finished building a big iron ore pelletizing plant and logistics centre at the Omani port of Sohar. GAC's been helping.

The world's second largest mining company and biggest iron ore pellet producer expects to produce 9 million metric tonnes of pellets per year at the new Sohar plant once it is fully operational.

Diverse expertise

In 2009, GAC Oman's credentials as a leader in containerised, break bulk, heavy lift and project cargo handling, led to its appointment as the logistics services provider for the USD 1.3 billion Sohar project and as Vale's preferred agent at the port. By project's end, GAC will have handled about 260,000 metric tonnes of freight for the project.

It has also handled the first shipment of iron ore (140,000+ mt) at the end of a voyage (14,000+ km) by the vessel MV 'Ore Moatize' from Tubarão in Brazil. The ship was too big to berth and discharge at existing facilities at Sohar, so a transhipper was assigned to transfer the cargo from the mothership to Vale's hoppers ashore. The operation took 13 days.

Challenging

Patrik Halldén, GAC Oman's General Manager, says the company's 40 years experience in solving client issues and problems led to a successful outcome.

"We are privileged to have supported Vale in Oman from Day One," he says, "and we go the extra mile to find solutions to every operational issue."

"This and our constant efforts to build and sustain effective teams and a strong spirit has helped to build a good rapport with our client, looking towards a long-term association." **GW**

HOT WHEELS MAKE IT TO DOHA AT&T WILLIAMS SHOW CAR HITS STARTING LINE IN TIME FOR UK TRADE VISIT

Fast work by GAC Logistics staff helped get a replica high performance race car on show for a UK trade delegation's visit to the Williams Technology Centre in Qatar.

The car also needed a special plinth to show off its sleek lines and special equipment to lift it into place. Among the viewers was UK Trade & Investment Minister Lord Green and managers from leading UK companies.

It was the latest in a series of urgent jobs performed by GAC for AT&T Williams. In November, GAC UK's Kirsty Green helped get AT&T Williams' F1 driver Nico Hulkenberg to pole position at the Brazilian Grand Prix by hand-delivering a crucial piece of IT hardware. **GW**

Q&A WITH STUART BOWIE GAC GROUP SALES DIRECTOR



Briefly explain your role as GAC Group Sales Director.

The primary purpose of any sales person is to generate income. Sales managers must ensure we have the right people, training, tools and focus to generate enough profitable business and achieve our income goals. It is my job in conjunction with the Regional VPs and Neil Godfrey (Group Sales Director, Shipping) to ensure these elements are in place and that we get maximum value for our investment.

What do you believe are your most important professional qualities?

It would be illuminating to see yourself as others do. Calm and logical perhaps? I am very competitive. I favour persuasion and usually get my own way.

Working in three regions has given me experience and insight into different business cultures and how to get things done in different parts of the world. It is also good to have worked in operational, sales and management roles in both logistics and shipping over the years.

What are the challenges you face in managing (and motivating) a team of sales professionals remotely?

It's easier to communicate and motivate face to face. Some colleagues work well on their own but others need constant direction. It is important to ensure that any sales person expected to work remotely is the kind of person able to manage themselves. It is vital to have the right people for the right roles – and I think we are getting there.

What makes a good sales person?

A good sales person needs to be a good listener, able to overcome obstacles – someone who listens to the customer, focuses on their agenda, finds out what they need and comes up with a mutually beneficial solution.

Selling is far from easy and it often requires great tenacity and creativity to meet a customer's needs. An effective sales person may have to overcome external or internal hurdles to win or retain business. Experience and people skills are also very important – after all, why would anyone want to see an unfriendly sales person?

What makes a good GAC sales person?

We often think of GAC as a big family, as most of us spend more time with colleagues than we do with our relatives.

A sales person who has developed good contacts within the GAC organisation knows who to go to when a problem or obstacle arises. The so-called 'GAC Spirit' is important to everyone in the Group but it is absolutely crucial for sales people – those friendships help avoid misunderstandings and enable us to find solutions for our customers.

How has the recent financial crisis affected the way in which GAC's sales team approaches or deals with potential clients?

Cost awareness has certainly increased and we must meet the challenges, but at the same time many of our rivals have cut back on sales resources. These two factors mean that many customers who previously weren't looking to change may have altered their position. Doors that were once closed are now open. It's a great opportunity to expand our customer base.

What are you doing to improve the way GAC salespeople work? And how will customers benefit?

Even the most natural sales person can benefit from training and structure. We have recently launched a three-step sales training package in conjunction with the GAC Corporate Academy, providing new skills and new tools to make our sales people more effective. These courses share a common theme – placing the customer's agenda at the heart of everything we do.

How do you relax at the end of a working day?

I hate the gym and would much rather cook a nice meal, as long as I have a nice glass of something in my hand.

Born: 1963 in Gourrock, Scotland

Family: Married to Gina

Before GAC: Before joining GAC, worked for SeaLand Services in Jeddah. Prior to that, Liner Agencies UK and Scottish Express International in Glasgow.

Joined GAC: In 1993, as Sales Manager for GAC Dubai, later as Business Manager, Freight Services. Then served as Regional Logistics Manager – Middle East, and General Manager of GAC sister-company CargoGulf Services. In June 2004, appointed Managing Director of GAC Hong Kong, before relocating to GAC Logistics UK in July 2008, as Managing Director. Appointed GAC Group Sales Director in 2010.

You were previously a successful company manager for GAC in Hong Kong and the UK. What's different about being in Corporate HQ?

As a Company Manager, you are used to making decisions and living with the consequences. In my support role at HQ, I have to be aligned with numerous colleagues and try to achieve consensus. It's not an easy transition, but having some of those colleagues in the same building certainly helps.

Customers easily understand GAC's Logistics, Shipping and Marine services, but how do you communicate GAC Solutions?

We have dedicated expert sales resources for GAC Solutions, just as we do for most other GAC products. We expect colleagues to have a working knowledge of all our products and to use their customer relationships to the maximum benefit of the group.

You and your wife Gina have lived and worked in the Middle East, Asia and Europe. What's good about each of these locations?

In total, we have spent 17 years in the Middle East but Dubai today is very different to Riyadh in 1988. In some ways we miss the older, friendlier times... discomforts and all.

Hong Kong was totally different. The life, the business, the culture... we couldn't get enough of it.

Manchester was a pleasant surprise. We were not looking forward to the cold and wet but we really enjoyed our time there.

All three locations brought challenges, but if you can't make the effort to find the positive in new postings you should stay at home.

What's on your iPod?

One of the great things about the internet is that you can easily find obscure songs from your youth that would otherwise be impossible to source. I have just added some tracks from Kevin Coyne, The Modern Lovers and The Blue Nile. **GW**

MINDING YOUR LANGUAGE

GAC CORPORATE ACADEMY'S SEARCH FOR THE RIGHT ENGLISH LEARNING TOOL

The Irish playwright George Bernard Shaw once described Britain and the USA as two countries 'divided by a common language'. These days, the whole world can lay claim to that definition.

The Economist magazine suggested in an article that English was one of the easiest languages to speak badly – and praised the Dutch for having a higher standard of English usage than the English people themselves. As the Americans often say: "Go figure!" In business, the English language is the glue that seals deals and sustains relationships. The need for an effective means of learning good, clear English has never been grater, er... greater.

The GAC Corporate Academy (GCA) began its search for a suitable online English learning programme in 2008, finally selecting the Global English Programme (www.globalenglish.com). The Academy ran a trial in 2009 and then released the programme to GAC staff worldwide in 2010. It was an immediate success and has continued to win approval from participants – and their colleagues, customers and bosses.

"Among the many advantages of the Global English programme is its flexibility," says the GCA's Programme Manager Sherol Fernandes. "It offers learning opportunities from beginner to advanced levels with a wide range of learning tools and support."

The programme's features include:

- In-built tools to help improve pronunciation such as 'Hear it' or 'Text-to-Speech' where participants can record their voices and improve their accents.
- Culture notes that give specific information about how to do business in a culturally-appropriate way, from presentations to meeting etiquette, for every major country that GAC does business with.
- A 'Mobile Learning' feature that allows participants to download podcasts onto their mp3 players for learning on the go.
- Live online classes led by a teacher that allow students to practice their skills in a supportive environment.
- Around 1400 hours of content covering everything from grammar to dialects.

The course is organised so that it complements normal business activity over a whole year, building the participants' skills as they work.

"Participants are assessed and placed in a group with similar skills and the course allows them to study at their own pace," says Fernandes. "It includes lessons and activities based around reading, writing, speaking and listening, as well as more specialised skills like Business English, vocabulary and accent neutralisation."

The challenge with many online courses is to deliver content that keeps participants engaged while constantly building up their skills. GAC participants were surveyed at

the end of 2010 and a hefty 93% of them rated the Global English course as either 'satisfactory' or 'very satisfactory'. Such numbers are not often achieved in online learning. Such is the demand for Global English among GAC staff that three separate course intakes are being offered during 2011.

Jan Farnelid, GAC's Vice President Human Resources and Chairman of the GAC Corporate Academy, believes the programme has an important role in "ensuring the future success of GAC in the global marketplace".

"GAC has customers and colleagues stationed all over the world and this makes English a fundamental enabler of success," he says. "In a service industry like ours, a good command of English is as important to our customers as our IT systems and service innovations."

Readers interested in more information on GAC's use of the Global English Programme can contact Sherol Fernandes at sherol.fernandes@gac.com. **GW**



GAC PAKISTAN

When GAC Pakistan started in Karachi in 1984, it had seven staff and handled two ships in its first year. 27 years later, it is one of country's top providers in shipping and logistics. Last year, the company's numbers included:

- 300 port calls
- more than three million MT of chemicals & petroleum products
- more than 640,000 MT of dry cargo imports
- 85,000 MT of dry cargo exports.

One of the keys to GAC Pakistan's success is that it is the only company in the country's agency and logistics sector, which does not limit itself to a particular commodity or trade.

Service range

The company employs over 100 people nationwide. It matches its shipping expertise with a wide range of logistics services and during 2010 handled 598 sea freight jobs and 154 air freight shipments. A country-wide network of logistics offices helps deliver a dependable and comprehensive service. That combination of shipping and logistics offerings gives Principals a 'total solution' in both the international and domestic markets, and including services for transit cargoes.

Strong crew

Managing Director Capt. Abid Mukhtar says that although the challenges GAC Pakistan faces have been made bigger by devastating floods, internal political unrest and the global recession in shipping, his strong crew has the resilience and determination required to serve all customer needs effectively. **GW**



Shipping Boarding team – Front row (left to right):

Iqrar Hussain, Arshad Ali and Mohammad Nawaz.

Back row (left to right):

Quresh Aziz, Manzar Hassan and Mohammad Sami Ahmed.



Logistics team – Front row (left to right):

Masood Baig and Capt. Abid Mukhtar Ahmed.

Back row (left to right):

Richard Vaz, Mohammad Akram Shaikh, Faqeera Jiva, Amir Hussain and Mohammad Arif.



Management team – (left to right):

Syed Shahid Azhar (Manager, Quality), Syed Mohammad Shad (General Manager, Shipping Services), Shafiq-ur-Rahman (General Manager Finance/Corporate/Quality), Managing Director Capt.

Abid Mukhtar Ahmed, Hamid Ali Zaidi (General Manager, HR/Admin/IT) and Masood Baig (Manager, Freight).



APPOINTMENTS



SAILING BY...

Clients of GAC Qatar were treated to a day on the waves recently, that included sailing lessons and a race at The Regatta Academy in Doha. The Regatta Academy offers instruction to adults and children, plus corporate team building and leadership courses. For the past eight years it has been supported by GAC Qatar, including the sponsorship of a fleet of sails for the youth sailing teams. **GW**

Looking for contact details?

Contact details for many GAC staff are listed in our website www.gac.com

Just type in the surname of the person you are looking for in the Name Search field in the "Contact" section of the site.

GAC HOUSTON, USA

**Tim Karl**

Marketing Manager, Shipping for North America.

Previously: Business Manager Shipping & BP Hub Manager at GAC Shipping (USA) Inc. in Houston

**Dana Meeks**

BP Hub Manager, Americas

Previously: Senior BP Hub Coordinator at GAC Shipping (USA) Inc., Houston

GAC OMAN

**Jayaram Sethuraman**

Manager, Finance

Previously: Accounts Manager

**Khalifa Al Thani**

Manager, HR & Administration

Previously: Personnel Manager

GAC NIGERIA

**Herman Venter**

Shipping Manager (Non-Liner)

Previously: Shipping Manager with a prominent regional agency company in the Middle East

GAC SAN RAMON, USA

**Chris Steibelt**

Key Account Manager, Chevron Shipping Company, San Ramon, USA

Previously: Managing Director, GAC Marine Logistics (GML) based in Dubai

GAC BUNKER FUELS, SINGAPORE

**Steven Chen**

Bunker Trader

Previously: General Manager, Asia for an international marine fuels trading house

GAC MARINE LOGISTICS HQ, DUBAI

**Jan Kielmann**

Managing Director

Previously: General Manager, Logistics, GAC Dubai

NSGAC ABU DHABI

**Per Johannisson**

Business Manager

Previously: General Manager, Shipping Services, GAC Nigeria

GAC FUJAIRAH

**Ingemar Porathe**

General Manager

Previously: Business Manager, Shipping, NSGAC, Abu Dhabi

GAC ALGERIA

**Capt. Baki Bouyahiaoui**

General Manager

Previously: Deputy General Manager under Håkan Granander

GAC BUNKER FUELS, LONDON

**Murray Bishop**

Yacht Fuels Trading Manager

Previously: Fuel Trader with a specialist yacht fuels company



FIVE-NATION EFFORT SENDS TURBINES INTO UZBEKISTAN

It took three months, a sea-canal-river voyage, three truck fleets and total coordination between GAC people in five countries. The result: three gas turbines and their accessories safely delivered from Italy and China to the remote Uzbekistan village of Gazli.

The equipment will power a compressor station on the 8,000km Asia Trans Gas pipeline running from Turkmenistan to China. The operation involved GAC people in Russia, Kazakhstan, Turkmenistan, China and Dubai. Its success has led to a second appointment.

From Italy...

GAC Russia chartered the "Sormovskiy 3063" sea/river vessel to carry three 58-ton gas turbines, three 83-ton compressors and other accessories from Marina di Carrara to the Black Sea, through the Volga-Don Canal to the Caspian Sea, discharging at Turkmenbashi, Turkmenistan.

From China...

Meanwhile, a GAC China team was loading 33 trucks at eight locations in Western China, which then travelled more than 5,000km to the border with Kazakhstan.

From Kazakhstan...

Because Chinese trucks are not permitted on Kazakh soil, GAC Kazakhstan was waiting at the border to trans-ship the freight to a local fleet which carried on to the final destination.

From Turkmenistan...

GAC also mobilised modular trailers from Turkey to rendezvous at Turkmenbashi and carry the Sormovskiy 3063's turbines and compressors onward. A separate fleet of standard trucks was also arranged to carry in-gauge freight.

There were six vessels ahead of the "Sormovskiy" when she arrived at the port but thanks to GAC Turkmenistan's excellent local contacts, she was alongside less than six hours later.

...and to Uzbekistan

Road haulage permits were needed to carry the heavy gear across Turkmenistan to the Uzbekistan border and on to the final destination. Meanwhile GAC Kazakhstan liaised with the destination agent in Uzbekistan for the final site survey.

The total operation was overseen by Matthew Towse, GAC's Regional Logistics Manager for the Caspian & Central Asia. Email him with enquiries or for more information at matthew.towse@gac.com. **GW**

