

# GACWORLD

JAN  
MAR  
2012



wherever you go

5

Faster, Easier, Friendlier:  
New GACship Launched

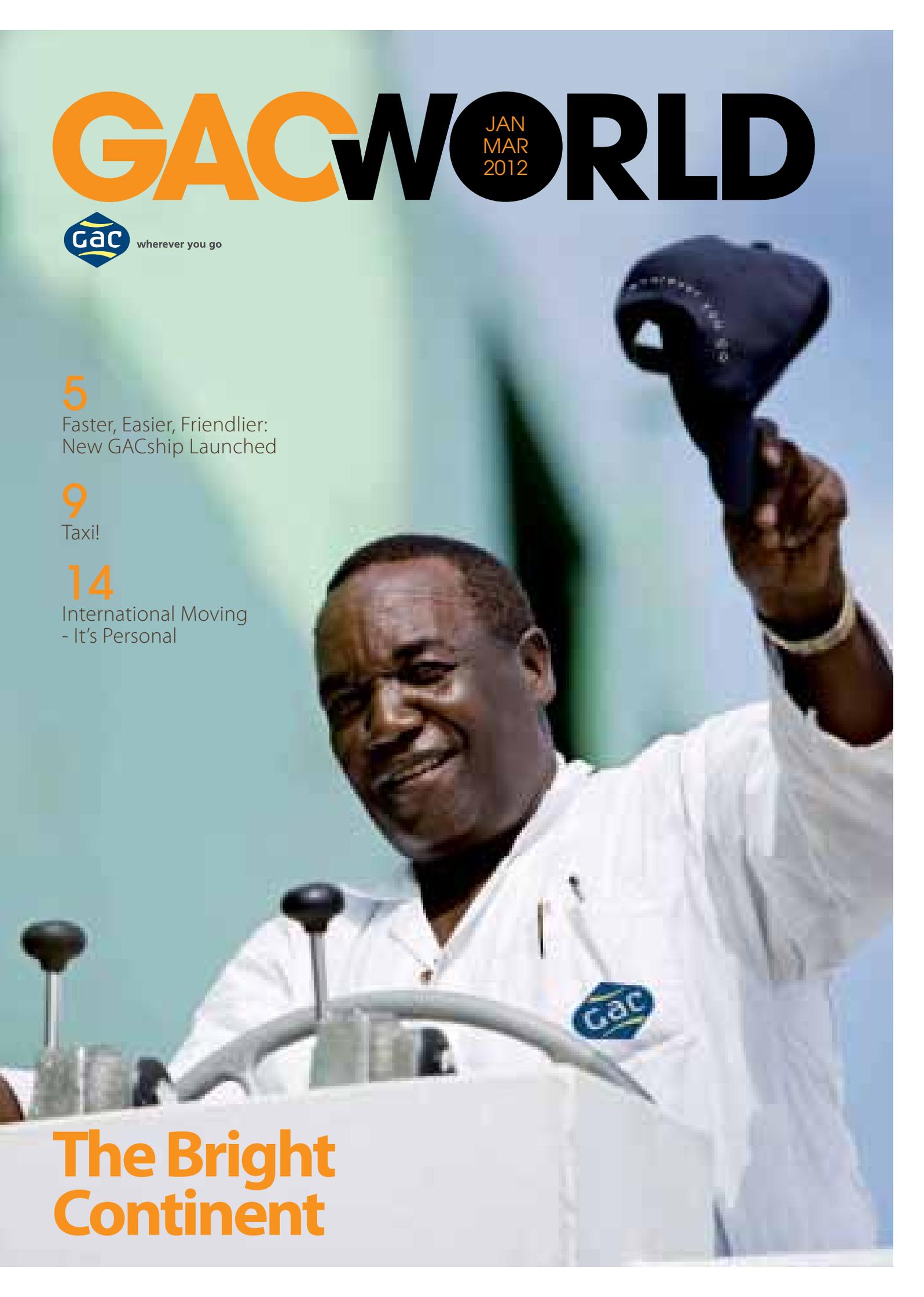
9

Taxi!

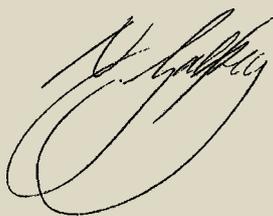
14

International Moving  
- It's Personal

## The Bright Continent



# AN AFRICAN SAFARI...



**Neil Godfrey**  
Editor  
neil.godfrey@gac.com

During the 1800s, there were many romantic opinions about Africa, held mainly by Europeans. It was the 'Dark Continent', the 'Heart of Darkness', the home of 'King Solomon's Mines'. Such views have persisted until today but interestingly, they are not held by Africans themselves. They are far more positive and practical in their thoughts about the place they call home.

Wisdom would suggest that people interested in doing business in Africa these days should pay less attention to the romantic myths of the continent and spend more time listening to the locals. GAC does just that and our report on developments in what we call 'The Bright Continent' starts on page 10.

### **I'm moved!**

Anyone who has ever pulled up their roots and replanted themselves in another country, or even in another street, knows that it can be a stressful business. It's one thing to send a cargo or consignment around the world. It's quite another to put all your personal belongings into boxes and send them away.

People like Klaus Holmager, who make a living by looking after the movement of household goods, know how personal such a business is and how emotional the experience can be. Klaus puts his 'personal' stamp on GAC's International Moving business on page 14.

### **Whose world is it?**

Business is no longer 'a man's world'. Those days are long gone even if one or two old school guys haven't yet caught up with the times. GAC's Shipping Marketing Manager in Greece, Maria Angelidou, attended the Women's International Shipping and Trading Association (WISTA) conference in Stockholm in September. Her report on the changing face of shipping and transportation is on pages 4 and 5.

Another woman making waves is Joanne Kelleher at GAC Training and Service Solutions, our joint venture with the National Maritime College of Ireland. Joanne shares her thoughts on training, safety and the wider world on page 16.

### **Taxi from Shanghai**

The London taxicab is as British as it gets. It's a symbol of transportation from a gentler age. Interestingly though, the parts that make up a London taxi are now made in China. GAC ships the bits over to England where they get assembled and sometimes even re-exported as finished vehicles. The whole process is time-driven and highly sensitive. Worth thinking about next time you're in a cab. See page 9.

### **In the age of aid**

As you read this, people are starving in the Horn of Africa. Famine is not a new experience in that part of the world but the suffering is fresh and real. Helping to relieve that suffering is GAC's Humanitarian Aid Team. The team comprises top professionals from shipping and logistics ready to drop everything to bring expert knowledge and operational 'can-do' to the task of feeding the starving and saving lives. Their story is on page 6.

### **And finally**

Down at the southern tip of Africa lies Cape Town, definitely one of the most visually stunning cityscapes in the world. Out in the harbour lie many vessels and rigs. The piracy problems up in the Gulf of Aden mean more traffic taking the long way to Europe around the Cape of Good Hope. So often in Africa the pains of one region are the seeds of opportunity in another. It's a continent that will be more in focus as this century progresses. Happy reading!

# 10-15



## LEAD

**10 Africa: Everything at once**  
It is easy to be wrong about Africa. Erland Ebbersten, GAC's Group Vice President - Africa, Russia and Central Asia, challenges some of the clichés of the continent.

## GAC WRAP

**06** GAC Humanitarian Aid Team set up

**07** New head for Health and Safety

**08** Big moves

**15** Juicy business in South Africa

# 16

**Q&A with  
Joanne Kelleher**  
Marketing  
Executive with  
GTSS, Ireland



## INSIGHT

**04** **Women's business**  
Female numbers are going up in shipping and their voices are getting stronger

**17** Sponsorship news

**18** Commemorating 26 years of service

**20** GAC steers tall ship on its commemorative voyage

# GACWORLD

## EDITORIAL INFORMATION

**Editor**  
Neil Godfrey, GAC Shipping (UK) Ltd, London UK

**Editorial Team**  
Greg Newbold and Amanda Millen

**Art & Production**  
Lancer Design Pte Ltd, Singapore

**Correspondence to**  
Amanda Millen

**Email**  
gacworld@gac.com

Information quoted in this publication has been obtained from several sources. Whilst every care has been taken to ensure that details are correct, GAC cannot provide guarantees thereof.

Material in this publication may be freely quoted, provided the source is clearly identified. GAC World is printed on environmentally-friendly manufactured paper.

**Contacting GAC**  
Want the contact details for a GAC office or staff member?  
Please visit the Contact section of [www.gac.com](http://www.gac.com)

Back copies of GAC World are available for download at [www.gac.com](http://www.gac.com).  
Click on 'News' and then on 'GAC World magazine'.

# WOMEN'S BUSINESS

## FEMALE NUMBERS ARE GOING UP IN SHIPPING AND THEIR VOICES ARE GETTING STRONGER



by **Maria Angelidou**,  
GAC's Marketing Manager for Greece

Maria Angelidou, GAC's Marketing Manager for Greece, reports from the 2011 Annual Conference of the Women's International Shipping & Trading Association (WISTA) in Stockholm.

When you're in a room with 220 dynamic female shipping professionals from 28 countries, the old cliché that ours is a male-dominated industry sounds rather outdated.

Thanks to WISTA, a non-profit organisation that has been bringing together female shipping professionals for more than three decades, our voice is now stronger than ever before.

### **The female perspective**

While the idea that shipping is dominated by men still persists, only a naive business leader would ignore the growing role played by professional women.

For some time now, we have been working side-by-side with our male counterparts and every year sees more bright young ladies joining the industry (most remain shore-based; women still represent just 1% of the global sea-going community).

The female perspective can offer a fresh approach to old problems – and the Stockholm Conference gave us a forum to share experiences and ideas and look for creative ways to tackle key issues. One of the loudest demands at the conference was for an outspoken



Sweden's capital was the venue of WISTA's 2011 Annual Conference.

female maritime network to continue that conversation and maintain the strength and presence of women's voices in shipping.

Despite the cloud of gloom created by international financial woes, this year's Conference – for which GAC was a lead sponsor – was an upbeat affair, focusing on the main theme of 'Leadership – Opportunities for the Future'.

### Growing presence

International expansion is a key goal for WISTA. This year saw more delegates than ever before, including new associates from Belgium, Ireland and Peru. Further, the size of the African contingent reflected the growing number of women being hired in the continent's maritime sector (see cover story pages 10-13). Mfon Ekong Usoro, former president of WISTA Nigeria, was named 'Personality of The Year' in recognition of her contribution to the shipping community in West Africa.

### Men allowed

Not all the voices at WISTA 2011 were female.

GAC Group President, Lars Säfverström, delivered a Keynote Address, speaking on entrepreneurship and sustainable growth and highlighted the need to make strategic decisions, learn from mistakes, understand weaknesses and respond successfully.

Efthimios Mitropoulos, Secretary General of the International Maritime Organisation, told the audience of his organisation's Strategic Plan to strengthen the role of women in the maritime sector.

### Say yes!

One of WISTA's key goals for the future is to see more women in top management positions at shipping companies. To do so, women must overcome negative conditioning that can undermine their confidence and ability to grasp opportunities and use their skills to influence strategic decisions.

Leadership trainer and business consultant Mervi Kartunnen urged female professionals to treat their fears as challenges and to "Say yes!" The secret to success, she said, lay in the ability to act both as a leader and a team player. **GW**

## FASTER, EASIER, FRIENDLIER: NEW GACSHIP HARNESSES TECHNOLOGY FOR A BETTER USER EXPERIENCE

The GACship Development Team has released a new version of its hub operations software, offering a better experience for customers, agents and staff.

The new version is built on the success of GACship II, which has been used to streamline port calls and hub operations for more than five years.

### Optimised

"GACship II proved its worth for all users, without any major issues," says Gustav Eriksson, IT Project Manager – GAC Global Hub Services. "But things can always be improved and when the GAC Group decided to change its technical platform, we saw an opportunity to take GACship to the next level.

"The focus for the new version has been usability and speed. General processes have not been changed significantly as they have served us well and have been constantly upgraded over the years. Instead, we rose to the challenge to optimise functionality, make the application simpler and the user's life easier."

Peter Österman, GAC's Director of Global Hub Services, says the latest GACship makes GAC's service offering to hub clients more flexible than ever before, as customers can create and personalise their own interfaces.

### Development

The software's development was guided by an in-house project group with input from customers and agents. The first version of GACship was launched in 2001 and underwent a thorough upgrade in 2005. Its latest incarnation uses Microsoft Silverlight, a web application framework that delivers a rich web experience and allows GACship to work, no matter which browser or operating system is used. New features include:

- User-friendly layout
- Information displayed in grids to enable users to sort data
- Copy-paste functionality allowing users to copy information directly into other documents
- Graphical KPIs (Key Performance Indicators)
- Multiple job access enabling users to work on several jobs at once.

For more information about GACship, contact Gustav Eriksson at [gustav.eriksson@gac.com](mailto:gustav.eriksson@gac.com) **GW**

### HUMANITARIAN AID I TEAM SET UP TO PROVIDE GLOBAL SERVICES FOR AID AGENCIES

The GAC Group has formed a dedicated team to support humanitarian aid efforts around the world.

The GAC Humanitarian Aid Team (GHAT) brings together a group of GAC's top shipping and logistics professionals to serve this important sector.

GAC has been delivering humanitarian aid throughout its history. In the past decade, the company has supported the work of organisations such as the United Nations World Food Programme (WFP), Rebuilding Iraq and leading British aid NGOs.

The formation of GHAT ensures there is a unified global response to meet the unique challenges of getting food and supplies into countries afflicted by humanitarian crises and natural disasters.

Led by Patrik Halldén, who is also GAC's Key Account Manager for the WFP, the seven-strong team has combined expertise in aid operations spanning Europe, Africa, the Middle East all the way through to the Indian Subcontinent, Asia and South America.

#### The difference it makes

GHAT uses the GAC global network, local contacts and the Group's diverse portfolio of services to reach difficult locations and tailor solutions for individual operations. Services for the humanitarian aid sector include chartering, freight forwarding, customs clearance, warehousing & distribution, ship agency, canal transits, P&I representation, project logistics and more.

"Today's humanitarian aid business is more complex than ever before, with sourcing from multiple origins and challenging destinations," says Halldén.

"Our aim is to build a credible and useful role globally, working with aid agencies and their partners – both to their benefit and to those they seek to serve. Together, we help ensure that the much-needed aid reaches the right people, at the right place and on time." **GW**



## SHANGHAI HOSTS WORLD TITLES: GAC HANDLES THE VISION

More than 2,200 swimmers, divers and water polo players from 181 countries gathered in Shanghai last July for the 14th FINA World Championships. GAC made sure folks back home could watch all the action.

GAC UK was appointed to transport nearly nine tonnes of broadcast equipment to several Shanghai venues.

The team at Heathrow Airport worked a long nightshift to ensure the freight was security checked by x-ray, cleared and packed on specially-built pallets

for the flight to Shanghai. All paperwork was translated into Mandarin to guarantee smooth handling at destination.

Once in Shanghai, Robert Cotton, GAC Logistics UK's Key Account Manager – Sports Logistics, and Tyrone Liu of GAC Events China coordinated the delivery and set-up at the International Broadcast Centre and other event venues. When the games ended, GAC teams in China and UK again liaised to ensure the safe return of the equipment to the UK. **GW**

# NEW HEAD FOR HEALTH AND SAFETY



**Constantin Draghici**  
GAC's new Group Health, Safety, Security and Environment Manager

Constantin Draghici is the Group's new Health, Safety, Security and Environment Manager, tasked with driving awareness and consistent implementation of best practices throughout the GAC world.

Constantin has a wealth of hands-on experience having served onboard vessels as a deck officer and chief officer before coming ashore to work as a Safety Engineer and HSE Coordinator.

In 2007 he was appointed HSSE Manager with GAC Turkmenistan. In June 2011 he was made Regional Quality Assurance/HSE Manager for Africa, Russia and Central Asia – a position which he continues to hold in parallel with his new Group duties.

### Defining safety

"There are many different definitions of 'safety culture' but the one that resonates

best with me is: 'how we act when nobody is watching,'" he says. "That applies to everyone in the organisation. It relies on the leadership and commitment of managers, resourcing of health and safety infrastructure, work patterns, setting targets and the means to measure and monitor results.

"GAC Group Management is acutely HSSE-conscious and I believe they have the will, vision and leadership to help enforce the very highest levels of HSSE compliance in everything we do." **GW**

## HUMANITARIAN AID II BEATING THE CLOCK TO HELP THE HUNGRY

When food for 200,000 families had to be delivered to East Africa, the United Nations' World Food Programme (WFP) turned to GAC Pakistan.

As famine began to bite hard in the Horn of Africa, 15,000 MT of High Energy Biscuits and another 1,500 MT of Wheat Soya Blend were sent in to Berbera in Somalia and Kenya's main port, Mombasa, in four shipments.

GAC Pakistan provided the full logistics package including loading, unloading, terminal-to-terminal transportation, customs clearance and sea freight.

### No time to waste

With human lives at stake, GAC Pakistan's Freight and Logistics Manager Masood Baig and his team had less than four days to arrange each shipment, after receiving the necessary approvals and documentation.

Karachi, where WFP's warehouse is located, was being lashed by monsoon rains so extra waterproofing was needed to protect the freight along with extra labourers to ensure the tight deadlines were met.

GAC also arranged with the authorities for the issue of the needed documentation including the 'National Disaster Management Authority', without which no aid cargo can be exported.

The first shipment of 89 containers was ready to go to Mombasa in just two days and the remaining three shipments were dispatched in three or four days each.

### WFP response

Clara Silva, WFP - HQ Shipping Officer, says: "We are glad that we chose to partner GAC for this project. Thanks to the dedication and hard work of the team in Pakistan, WFP was able to provide relief to needy families within the shortest possible time."

Capt. Abid Mukhtar Ahmed, GAC Pakistan's Managing Director, adds: "Throughout its history, GAC has been offering logistics services for humanitarian operations. This has given our team the knowledge and experience it takes to deliver aid – even to the most challenging of destinations." **GW**



# BIG MOVES



## QATAR TEAM SIGNS OFF WITH NO TIME LOST

The USD 19 billion Qatargas 3 4 project – a joint venture between Qatar Petroleum, Qatar Gas, Royal Dutch Shell Group, Conoco Philips and Mitsui Corporation – is one of the biggest developments of its kind.

Since 2006, GAC Qatar has supported upstream logistics for the drilling of 55 wells, providing services including base construction, heavy lifting, road transport, forklift operations, oversized cargo handling, vessel loading and helicopter coordination.

To thank the GAC team for their contribution, QG 3 4 Chief Operating Officer Robert G. Flesher presented the team with Certificates of Appreciation and commemorative plaques at a ceremony at GAC's Al Khor logistics base.

Deri Morgan, GAC Qatar's Manager Oil and Gas Solutions, says: "This was a big operation for us with many challenges from initial ground-up construction of a 60,000 sqm logistics facility to delivering drilling equipment port side. Completing such an operation without any lost time is a great endorsement of our efforts to maintain the safety of our employees and colleagues.

"It would not have been possible without the guidance of Qatar Shell and Qatar Gas personnel and the dedication of our own Oil and Gas Team."

## CHINA TO UAE

GAC Dubai secured the job of moving a six-metre high, 184 metric tonne tub collar destined for use as the foundation of a crane in Sharjah, UAE. Meanwhile in China, Penglai Jutal Offshore Engineering appointed GAC China to supervise the tub collar's loading for the voyage to the Gulf.

With the tides right and all formalites completed in advance, the tub collar was loaded on to the MV Svenja, which boasts its own 2,000-ton capacity lifting gear.

At the destination port, the heavyweight collar was discharged with ease under the joint scrutiny of staff from GAC Sharjah and GAC Dubai.





## TAIWAN TO HOUSTON

It took a fleet of forklifts and cranes, 47 trailers, 16 trucks, hours of careful planning and the expertise of a dedicated GAC team. But it all came together when GAC Taiwan safely delivered almost 800 tons of turbine and generator parts for shipping to the USA.

Wood Group appointed GAC Taiwan to transport the vital gear about 500 km from Bade City to Kaoshiung Port. The appointment followed a slightly smaller 'big move' for the firm in 2009.



## DISCHARGED IN KUWAIT

Two Rail Mounted Gantry Cranes (RMGCs) and six Rubber Tire Gantry Cranes (RTGCs) were brought in on board the 152-metre self-propelled barge, the M/V Dong Bang Giant No.3, and GAC Kuwait was appointed as vessel agent.

The operation involved coordinating arrival dates with berth readiness, arranging special permits and crew clearances, taking care of legal matters, and providing supplies and logistics support. **GW**



## TAXI! FROM CHINA TO UK

The London Taxi is as British as the Bowler Hat even though its parts have been sourced in China since 2009. The London Taxi Company relies on GAC to get components to the UK for assembly in a strictly just-in-time operation.

### Working relationship

The two companies have established a good relationship, working together to move complete vehicles from the UK and China to various locations around the world.

Under the current contract, GAC liaises with more than 30 vendors in China to collate and ship about 800 items to the UK for each vehicle, at a rate of about 40 taxis per week. GAC teams in Shanghai and London have so far overseen the delivery of parts for about 1,700 taxis in Completely-Knocked-Down (CKD) form. That amounts to almost 1,500 TEUs since the start of the project in June 2010.

### Track and trace

For the trip from Shanghai to Felixstowe in the UK, a track and trace system is used to keep tabs on all shipments, giving visibility and facilitating forward planning.

Once the parts arrive in the UK, GAC unloads, clears and delivers them to its warehouse before they go to The London Taxi Company factory in Coventry as required by its production schedule.

### Careful planning, robust result

Jon Tucker, GAC Logistics UK's National Manager – Sales Support, says: "GAC Offices in the UK and China worked closely with The London Taxi Company to understand their requirements and provide the best solution in terms of price and service.

"Through our careful planning and examination of this project we have developed a robust timetable of deliveries to ensure that the production line can run continuously.

"As a result, lead times have been reduced by 20% since the start of the project and costs have also been driven down." **GW**



by **Erland Ebbersten**  
Group Vice President  
Africa, Russia & Central Asia

# AFRICA

## EVERYTHING AT ONCE

It is easy to be wrong about Africa. You might, for example, think the uprisings in the north or the famine and fighting in the Horn of Africa represent a model and a pattern for the continent.

But a quick glance elsewhere reveals thriving democracies electing and disposing of presidents without a whimper, an unfettered press freely reporting on events, trade lanes expanding, economies growing, green revolutions blooming, women's rights increasing and on and on.

Across Africa, and from north to south, it's all happening at once. Graduates return from study at Harvard, Oxford or the Sorbonne to home towns where slavery is still practiced. The sheer range of activities, attitudes and potential in Africa is mind-blowing and worthy both of our respect and our closer observation.

### **There is no Africa**

Many years ago, I asked an African colleague what it felt like 'to be African'. He said he didn't know. He said he knew what it was like to be a Fulani and a citizen of Mauritania, but Africa? He wasn't sure what the word truly meant.

This is hardly surprising. The word 'Africa' is derived from Latin. And most of what people have thought about Africa until now has come from the European perspective.

But that is changing. People from the 53 countries that make up the continent and its islands are finding their voice – and they're using it to make firm statements about their intentions both for the present and for the future. After 300 years of colonial rule and 50 years of post-colonial turmoil, African people are taking charge of their own affairs more directly, more effectively and more peacefully.

GDP growth is up in many places. Direct foreign investment was less than USD 500 million in 1970, reaching USD 9 billion in 1997, 18 billion in 2004 and hit 88 billion in 2008.

### **The China Syndrome**

The reasons for this growth are several. Education and skill levels have risen steadily. African countries have become calmer and more economically stable. Growth elsewhere has fueled demand for commodities. And China has linked its destiny firmly with that of many resource-rich, food-rich countries from north to south, east to west.

The Chinese have taken a pragmatic view. Business deals are about commodities and foreign exchange. Thorny issues of human rights and other freedoms are largely ignored. This will not last. China has intentions of becoming a major power and an influence in world affairs. Eventually it will have to take a stand on the thorny issues as well – both at home and abroad. But for now, its purse is open, and its deals are generous. Other countries, particularly those who used to call themselves 'donor countries' are paying close attention. What was once called the 'dark continent' is looking bright indeed (see pages 12-13).

### **The GAC strategy**

GAC began working in Africa from the early 1960s. Our core bases today are in Egypt, South Africa, Nigeria and Angola. We have newer operations in Algeria, Mozambique and the Republic of Congo, and a developing presence in Benin,



## BOTTLENECKS & BORDERS: WHAT YOU NEED TO KNOW WHEN MOVING GOODS WITHIN AFRICA

Cameroon, the Democratic Republic of Congo, Gabon, Ghana, Guinea, Ivory Coast, Kenya, Mauritania, Senegal, Tanzania and Togo.

Our aim is to go where our customers need us. We rarely go into a country 'on spec'. Our strategy has always been pinned to the concrete needs of customers who need a job done, and done well. That is our strength. We're sticking to it.

### Enter SOGAT

One sector holding our attention is Oil and Gas. GAC has had much experience supporting O&G operators and our SOGAT (Strategic Oil & Gas Team) is providing hands-on local expertise to exploration, production, and distribution companies in countries south of the Sahara.

Amid all the growth and energy being generated around the African continent, it is true to say that infrastructure, particularly roads, ranges from poor to woefully absent. In such circumstances, good local knowledge and a high degree of mental toughness are required. GAC folk have been around long enough to have both.

### Consider Ayo



In Lagos, Ayo Popoola works as GAC's Shipping Operations Manager. At night he studies to improve his English. During the day he pushes his team to maintain GAC service standards. He combines a strong work ethic with an equally strong

commitment to family and faith. He's not a new phenomenon in Nigeria. People like Ayo have always been around. The only difference is that these days, they're more visible and much more involved in the running of their countries and the businesses located there. Expect this trend to continue. **GW**

The need for a transportation network to reach the rich resources of Africa was recognised back in the 19<sup>th</sup> century when the British first planned the Cairo-to-Cape Town railway linking the ports along its eastern coast. 200 years later, the discussions continue as congestion and delays create bottlenecks in the flow of trade.

The transportation infrastructure that Africa inherited from the days of colonial rule was far from integrated. Many countries' road and rail links were developed without thought of connecting to their neighbours. Railway track sizes varied from one country to another and roads simply avoided borders where there were conflicts. All this, coupled with decades of neglect, led to many of the existing networks falling into disrepair.

Today, the demand for Africa's natural resources is driving massive direct investment in transport infrastructure. Even so, problems persist and those aiming to do business in the continent must be well prepared.

### Obstacles

Landlocked countries rely on their neighbours for access to international markets. Every day that it takes for their products to reach their market, or for products to reach them, adds to the cost. In many Central African countries, transportation represents 70% of the final price of a product. So, removing or avoiding the obstacles that slow down the process of getting goods from A to B is essential for development.

The flow of trade with Africa's landlocked nations is interrupted by a range of obstacles. At ports they



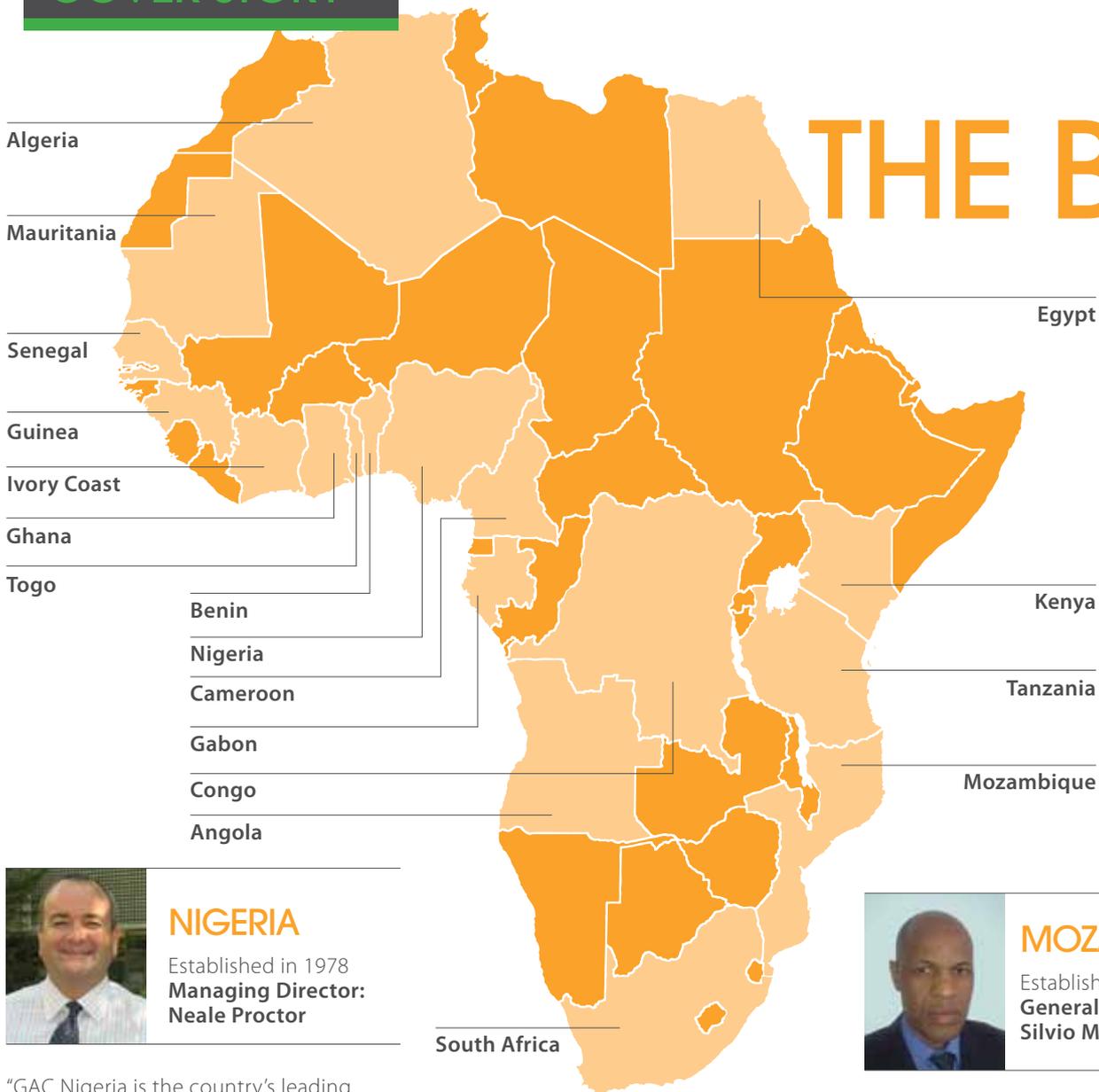
by **Laurance Langdon**,  
GAC Group Project Logistics  
Manager based in South Africa

include low or changing drafts, shortage of space, lack of port equipment and suitable trucks, and a choking bureaucracy involved in obtaining permits or police escorts. At borders, more red tape for customs formalities, differences in rail gauges and languages, and weigh bridge discrepancies add to the headaches.

It takes patience, skill and strong local knowledge to avoid having cargo sitting idle for weeks doing nothing but incurring costs. GAC company managers in Africa emphasise the importance of choosing the right partner when moving goods there. It's the first and best step towards understanding the challenges and finding the best solution to keep transportation costs from spiralling out of control.

*[This article is based on a speech Laurance gave at the Break Bulk Africa Congress in Bremen, Germany, in November 2011. For more information about moving goods in Africa, contact him at [laurance.langdon@gac.com](mailto:laurance.langdon@gac.com)] **GW***

# THE BRIG



## NIGERIA

Established in 1978  
**Managing Director:**  
**Neale Proctor**

"GAC Nigeria is the country's leading provider of shipping, logistics and manning services, with a finger on the business pulse of Western Africa.

"Since the company opened for business more than 30 years ago, constant investment has laid the foundations for growth. As a result, GAC Nigeria can be relied on for support at all times. Thanks to excellent relations with Government entities and dependable support service providers, we can propose ethically-compliant and value-for-money solutions.

"From our round-the-clock head office in Lagos and offices at all major ports, terminals and airports, GAC Nigeria provides a 'one-stop shop' for customers. Whether it be our 'meet & greet' service at the airport, accommodation at the secure GAC Guesthouse in Lagos, or offshore transfers from the GAC jetty in Apapa, customers are assured of a safe and warm welcome. 99% of the company's 915 employees (225 onshore and 690 marine) are Nigerian.

"Our strong commitment to HSSE means GAC Nigeria can ensure that doing business here is trouble-free."

South Africa



## ALGERIA

Established in 2008  
**General Manager:**  
**Abdelbaki Bouyahiaoui**

"Algeria is a big exporter of oil and gas, and GAC has established itself as one of its top three ship agents handling tankers. We are strong also in handling bulk imports, and we act as neutral de-consolidator for many NVOCC operators in Europe and America.

"The challenges are considerable. Investors face strict regulations and considerable bureaucracy. Port operations are made more difficult by the monopoly of public operators and stevedores. However, GAC Algeria has performed several 'miracles' in reducing delays for ships.

"The dominant mood at GAC Algeria is one of optimism coupled with a desire to play a role in the development of the country."



## MOZAMBIQUE

Established in 2008  
**General Manager:**  
**Silvio Mabunda**

"Although GAC Mozambique is a relative newcomer in Africa, its workforce represents three decades of shipping and logistics experience, and our staff enjoy good relationships with port authorities and industry players here. From our offices in the ports of Maputo, Beira and Nacala, we offer a world-class service to a diverse range of principals.

"Significant coal exports are shipped from Mozambique and we are seeing ever more international companies investing in inland mines and infrastructure to secure supply lines. Volumes of other commodities such as bulk minerals for export and automobiles for import or transit through the country en route for other African destinations are expected to grow in the next 5-10 years.

"We are actively involved with several companies investing in Mozambique, helping them with the initial research and groundwork. For project logistics, we are supported by GAC's Group Project Logistics Manager, Laurance Langdon, and colleagues at GAC South Africa."

# HT CONTINENT



## ANGOLA

Established in 1998  
**General Manager :**  
**Gerrit Laubscher**

"GAC Angola was set up to provide ship agency services to tanker principals and soon became the country's leading crude tanker agent. The company combines the frontline know-how of local staff at offices in Cabinda, Soyo, Luanda and Lobito, with the global expertise of expatriate managers. More than 90% of the staff are Angolan.

"Today, GAC Angola is also a major service provider to the dry cargo sector and automotive shipping lines, and we have a dedicated logistics unit focusing on the needs of the energy sector.

"With national growth outstripping international trends, Angola is a key market for GAC's integrated shipping, logistics and marine services. We believe that by applying a fresh approach to doing business in Africa, we can contribute to the development of new service standards in the region."



## EGYPT

Established in 1995  
**Managing Director:**  
**Capt. Mohammed Badawi**

"GAC Egypt started operations in 1996 with three staff in Alexandria. When ship agency activities were privatised two years later, we were well placed to obtain the first batch of agency licenses covering all Egyptian ports. By 2010 we were handling nearly 900 port calls a year.

"Suez Canal transits represent an important part of our business. We are the country's leading agency for Canal transits, managing about 50% more than our closest competitor. Our bunker trading and broking services are also recognised as one of the best options for bunker supplies for vessels at Egyptian ports.

"Logistics operations have grown significantly and today we are involved in project logistics, clearing and forwarding, trucking and warehousing.

"We are also involved in shipbuilding. In 2008 we launched Africa's first Double-Hull twin screw Fueloil/ Gasoil barge, and two new crew supply boats are now under construction.

"GAC Egypt's reputation has been built on the commitment of our 257 staff members who have spared no effort in getting us to where we are today."



## SOUTH AFRICA

GAC Shipping  
 established in 1998  
**Managing Director :**  
**David Hitchman**

"With offices at all major South African ports, GAC Shipping provides the entire country and neighbouring Namibia with a full range of ship agency services. Our management team represents 120 years of wide-ranging operational experience at South African ports.

"Cape Town is a key port for the energy and repair industries and we have represented several clients on major projects here. Mossel Bay, Port Elizabeth and Walvis Bay are also covered by our Cape Town staff. At Saldanha Bay, our team represents local shippers and clients focusing on the export of iron ore, steel coils and mineral sands. And at the world's largest coal terminal at Richards Bay, GAC Shipping South Africa is the preferred agent for many long standing clients. We also have a strong team at Durban, a major Africa hub where we handle all manner of general cargo, vessel repairs, bulk cargoes and tankers. Our Durban office also covers the port of East London."



## SOUTH AFRICA

GAC Laser International  
 Logistics established in 2007  
**Managing Director:**  
**Simon Hayes**

"Jointly owned and managed by Laser International Logistics (founded in 1929) and GAC, GAC Laser International Logistics facilitates international import/export trade by air and sea. From offices at every major South African port and city, we offer services including warehousing, transport brokerage, project management, customs clearance, ship spares logistics and risk management of products through customs formalities.

"We focus on niche markets, such as the movement of bulk minerals, and provide a range of value-added services including handling of hazardous cargo, explosives and dangerous goods, aircraft/vessel charters and multi-modal transport.

"GAC Laser International Logistics is particularly strong in the movement of cargo into neighbouring countries and other parts of sub-Saharan Africa."

## NETWORK PARTNERS

Throughout Africa, Global Network Agency (GNA) partners have joined with GAC to provide continental coverage. Countries where such GNA arrangements are in place include: Benin, Cameroon, the Democratic Republic of Congo, Gabon, Guinea, Ivory Coast, Mauritania, Senegal and Togo.

In Kenya and Tanzania, GAC and the Seaforth Shipping Group work together as GAC-Seaforth to provide port, shipping and logistics services to all kinds of vessels calling at the countries' ports.

Seaforth Director James Knight says: "We believe in building long-term relationships with our principals. We strive for clear communication in all areas. Customer care and extensive market knowledge are the backbone of our services." **GW**

## INTERNATIONAL MOVING

WHEN IT'S ABOUT PEOPLE, IT'S NOT ABOUT CARGO. IT'S ABOUT TRUST



by  
**Klaus Holmager**  
Regional Manager -  
International Moving



I run a service for GAC which often involves a lot of tears. People who have to move themselves and their personal belongings around the world can feel a range of emotions. Sadness is only one possibility.

The stresses involved in uprooting your home and moving elsewhere are many and affect the whole family.

People trust us to transport the physical stuff of their lives to a new location. We know that we are packing up more than just personal belongings. We're packing up all the feelings and memories they contain, so we make sure we do it in a very personal way. Part of the service we provide is to help our customers handle the stress. We achieve this through taking time to understand what aspects of the move are of most concern to them and how best we can take the worry out of the relocation.

### The power of partners

Since our beginnings back in the 1970s we have established close working relationships with movers across the world. We don't believe in 'one size fits all'. We match our partner agents to the specific needs of our customers. One priority is to source partners right in the location where our customers want their effects either delivered or packed because local knowledge goes hand in hand with personal care.

### The service

Where you move, and how you move, varies from place to place. We specialise in moves in and out of the Middle East Gulf. Again, we don't try to be a 'one size fits all' kind of service provider because the needs of customers are simply too personal for that. To get the mix right we

offer the following:

- Pre-move Surveys
- Domestic Moves
- International Moves (FCL, LCL, Air-Freight, Land Transportation & Groupage Services)
- Short & Long Term Storage
- Insurance

Our services are often determined by the special needs of customers but there are no "hidden charges". Our packing teams really understand that you don't get second chances in this business. We have to get it right every single time we knock on a customer's door.

### It's about what goes into the box – not how many boxes

We have learnt over the years to visit our customers and do free 'pre-move' surveys to make sure we understand everything that our customers want. It's not enough to know that it's a two-bedroom apartment. We need to know what makes this customer unique. That in turn determines how we do the job.

### Web-enabled for better service

Customers are often busy and that only adds to the stress when it comes to moving. Our job, quite simply is to lower the stress level by raising the standard of care. One way we do this is through our website [www.moving.gac.com](http://www.moving.gac.com).

Here, customers can:

- Find their nearest GAC Moving office and who they need to talk to
- See how we do our job and what other customers think about us
- Order a pre-move survey

- Solve problems and get answers through our live chat function

### FIDI-certified

FIDI is the Brussels-based organisation that sets and audits standards in the international moving industry worldwide.

GAC's offices are certified at FIDI's highest level of compliance and each office undergoes regular FIDI audits in order to maintain our high standing in the industry. Equally we only work with FIDI-certified partners or with those who have earned our trust over many years.

### Academy support

We train ourselves under the FIDI banner through courses like Essential International Moving, Masters in International Moving, and Leaders in International Moving. We also put our people through FIDI's range of online courses too.

But more than that, we take time to cover the little things that often make a big difference.

For example we use the GAC Corporate Academy to train our people to speak better English, to become more computer literate and to understand, practice and build effective customer relationships.

### It's about people

Are we perfect? No. But we will never stop trying to be. That's because for me, it really is personal.

Contact Klaus at [klaus.holmager@gac.com](mailto:klaus.holmager@gac.com)  
GAC International Moving offices: Dubai, Abu Dhabi, Qatar, Kuwait, Bahrain, Oman, Sharjah, Ras Al Khaimah, Jordan, Yemen and starting up in Saudi Arabia, India and Sri Lanka. **GW**

## THE BIG SQUEEZE: JUICY BUSINESS IN SOUTH AFRICA



GAC Laser International Logistics' team in Durban have been getting fruity this year.

For the six months of the South African harvest, the team packed and shipped 880 40-foot containers of citrus fruit for export. That amounted to 17,600 pallets with approximately 18,400 tons of lemons, grapefruit and oranges going into reefer containers.



The main client was Go Reefers, a global perishable logistics provider that sought a partnership with GAC because their own cold store facilities could not accommodate the harvest volumes. Go Reefers' ambient team and personnel from the Perishable Products Export Control Board (PPECB) were based at GAC Laser's facility to ensure full compliance with all regulations to maintain the integrity of the fruit throughout the handling, storage and packing process. **GW**

## MILEY BRINGS HER GYPSY HEART TO MANILA – GAC HANDLES HER GEAR

Neither popstar Miley Cyrus nor her fans wanted to be kept waiting so the delivery of essential equipment for her sell-out concert in Manila was all about timing.

11 tonnes of airfreight for the show, part of Cyrus's "Gypsy Heart" tour, were cleared upon arrival from Los Angeles. The gear then went on to trucks for delivery to the SM Mall of Asia Concert Grounds. To ensure that the operation went without a single note of discord all necessary documentation was prepared in advance. The GAC Philippines team also had advice from Tjenti Chong of GAC Events – GAC's entertainment logistics company based in Singapore.

After Miley sang her final encore and thousands of happy fans started for home, the GAC Philippines team swung into action again. In three hours they packed up and delivered the equipment back to the airport for a flight to Sydney and the next concert of the tour. **GW**

## MEETING THE WILDERNESS CHALLENGE FOR A GOOD CAUSE

Eight GAC UK men have raised GBP 5,000 for the Sailors' Society by putting their best feet (and arms, and shoulders) forward in the 2010 Wilderness Challenge.

The two GAC teams – Neil Godfrey, Peter Smith, Mark Berry and Anthony Roshier from London, and Aberdeen's Iain Davies, Matthew Cox, Jonathan Rushforth and Richard Smith – joined others from the shipping industry to be tested on a rugged course in the wilds of the Cairngorm region of Scotland.

In a single day, they completed a 50km cycle ride through the Rothiemurchus Forest and made the 810 metre ascent of the Meall a Bhuachaille mountain by foot. They should also have canoed 3km across Loch Morlich, but high winds led to early capsizes and the canoe section being called off for safety reasons.

In total, the Wilderness Challenge raised GBP 90,000 for the Sailors' Society fund to support seafarers around the world. **GW**



GAC men from London and Aberdeen (in blue jerseys) accepted on the Wilderness Challenge.



## Q&A WITH JOANNE KELLEHER

MARKETING EXECUTIVE WITH GTSS, IRELAND

**Born:** 1984 in Cork, Ireland

**Family:** Youngest of a family of ten.

**Before GAC:** Joined the National Maritime College of Ireland (NMCI) as Programme Executive for the Commercial Division, after graduating from University with a BSc Degree in **Government & Public Policy**.

**Joined GAC:** In 2010, when GAC Training & Service Solutions was formed as a joint venture between GAC and the NMCI. Now the Marketing Executive for GTSS responsible for marketing and promoting training courses for the maritime, transport and commodity sectors.

### What do you consider the three most important aspects of marine training?

Three fundamental aspects run throughout all the GTSS courses, namely:

- Enabling safe operation for the benefit of the crew, the environment and the bottom line
- Providing the understanding and expertise to adhere to all applicable legislation and regulations
- High quality training for sea-going and shore-based staff. GTSS aims to bridge the knowledge gap between ship and shore-based staff by providing training courses that give insight into the skills and knowledge required by colleagues performing different roles.

### What impact has the global economic downturn had on the vocational training sector?

It's true that training budgets can be one of the first casualties in some organisations during a downturn. However, training is always a priority for leading companies who understand the importance and

commercial benefits of empowering staff to work to the best of their abilities. These are the companies that GTSS considers first and foremost in the design of its courses.

### It seems like every month brings new and ever-more stringent regulations governing the maritime industry. How can shipping professionals stay up-to-date and informed?

Safety regulations in the maritime industry are constantly being improved. This is imperative and a great reflection of how the industry views the importance of safety training for the modern-day maritime professional. At GTSS, we keep ourselves informed of these industry changes and tailor our courses accordingly.

### What's involved in developing courses for GTSS?

We offer a broad range of courses including LNG, Oil Tanker Operations, Dry Cargo & Chartering, Ship to Ship (STS) Transfer Simulation, Seismic Replenishment-At-Sea (RAS) Simulation, Bunkers, Oil & Shipping Operations. Each course is designed by experts so that it resonates with the needs of participants working in that area. Courses are also tailored to reflect the requirements and specifications of individual companies.

### Who are the experts you mention?

Our course designers and lecturers have firstly a deep knowledge of their industry sector and secondly great skill in passing on that knowledge. They include:

- **Howard Candelet**, with more than 40 years experience at the top of the LNG industry.
- **Capt. Stephen Gyi**, another with 40 years of experience in the oil and gas sectors, most recently at LNG import and export terminals.
- **Jeffrey Blum**, former Chairman of the London Branch of the Institute of Chartered Shipbrokers, Fellow of the Chartered Institute of Arbitrators and Visiting Professor at the World Maritime University.
- **David Atkins**, a 30-year industry veteran with wide-ranging experience in procurement, logistics, operations, pricing, demurrage and claims.
- **Clive Hotham**, a seafarer of 31 years, with 15 years as Master of many vessels ranging in size and type.

- **Robin Meech**, a renowned lecturer in bunkering issues and co-author of "Outlook for Marine Bunkers and Fuel Oil to 2025".

### How good are the facilities at NMCI?

The NMCI was built during the boom in Ireland so no expense was spared when equipping the college with the most advanced facilities. We deliver practical, innovative and technologically advanced training through new teaching methods such as workshops, graphics and our world-class marine simulator suite.

Also we're located in Cork which is just an hour from London Heathrow. This means these outstanding facilities are easily reached and a stay in Cork itself is an experience to be treasured.

### So NMCI brings the facilities to the partnership. What does GAC bring?

The extensive knowledge and the worldwide appeal of the GAC brand is a valuable asset for the NMCI. We can leverage that expertise and wealth of contacts that GAC has in over 1,000 locations around the globe, to open doors. It is the combination of GAC's global presence with world leading facilities that sets GTSS apart.

### What is your professional mantra, the phrase you say to yourself over and over when times get tough?

During tough economic times like this, I constantly encourage myself to stay positive. I believe that positive things happen to positive people.

I have full confidence in what I am marketing; peace of mind for the employer and career advancement opportunities for the employee.

### As a woman in a male-dominated industry, what personal and professional qualities do you bring to your role?

I'm fully aware that being a female within the maritime industry has its challenges, but this is the 21<sup>st</sup> century and year-on-year the industry is changing and progressing. Ireland, where I am based, is a very progressive country where for the past 21 years we have had strong female presidents and it's not unusual for women to lead large organisations. **GW**



## ASCOT ACES PLAY THE GAC GAME

Another UK football team is sporting the GAC logo this season. The players from the Ascot Aces Under-15s team have been kitted out with playing strip and training attire, thanks to their local GAC office and the Group's dry bulk chartering and ship operating arm, Brobulk Ltd.

The youngsters are part of Ascot United FC, one of the largest amateur clubs in the UK with 58 teams made up of footballers from the age of five and up. **GW**



## BACKING TOMORROW'S DESIGN CHAMPIONS

When Team RedShift entered the 'F1 in Schools' technology challenge, it did so with the backing of the GAC Group.

'F1 in Schools' challenged teams to design and build a scale model of a futuristic, compressed-air powered F1 car using computer-aided design and manufacturing techniques. When built, the cars were raced on a special 20-metre track to find the fastest model.

Team RedShift, made up of student engineers and designers from Dubai College, was commended by the judges for its superb rear wing design, earning the 'Best Innovative Thinking Award' supported by Lotus Renault GP.

The team, comprising four Year 12 students – Shounak Das, Dominic Palubiski, Rahul Dugarwal and Mustafa Shaikh – represented the United Arab Emirates alongside 22 other teams from 17 countries at the grand finale of the challenge in Kuala Lumpur, Malaysia, in September.

"These dynamic young students did the UAE proud in Malaysia," says Bill Hill, GAC Group Vice President - Commercial. "We are proud to play our part in facilitating the development of a strong knowledge base in the region, as well as helping to forge and strengthen our links with local communities." **GW**



## SUPPORTING PRESTON REED'S FRETTED MAGIC

He's been hailed as the man who reinvented acoustic guitar music. In a career now spanning four decades, Preston Reed has been recognised as one of the world's greatest guitarists and musical innovators.

GAC supported Preston's US tour covering his key expenses, most importantly his excess baggage bill. When you tour with at least four high-priced guitars, the baggage bill is never small.

Lars Heisselberg, GAC's Group Vice President – Americas, says: "Music is an extension of our usual brand-building platform to widen the GAC global brand visibility and relevance to customers, partners, suppliers and employees. Like our business, music is universal and transcends borders."

"Our support shows that GAC recognises artistic skill, dedication, quality and a willingness to work outside the normal grooves. Preston's music is a unique blend of creativity and precision – exactly what our customers look for in a shipping and logistics supplier."

### Well matched

For Preston, the sponsorship meant more time to focus on the music and less time lost in hassling with the logistics. "To have those essential costs covered by GAC made this a viable tour cost-wise," he says.

"As a company, GAC is known for the innovative, integrated problem-solving they provide for their global customers. Those same descriptive terms, innovation and integration, have been used again and again to describe my musical approach. In the oddest way, we are a match."

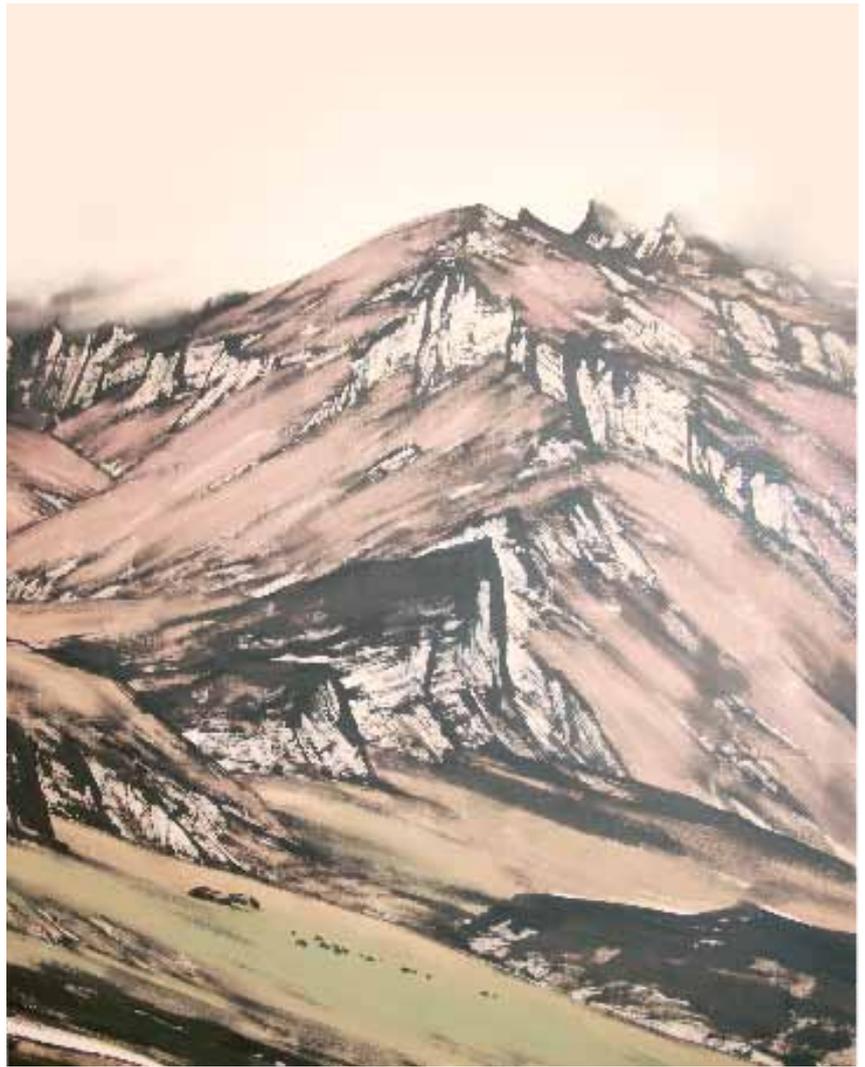
For more about Preston, check out his blog at <http://fretgenie.wordpress.com/>

For a sample of his music, go to <http://www.youtube.com/watch?v=yngmsRU6MbNE> **GW**

# ARTFULLY HANDLED

Chinese paintings worth about RMB 1.5 million were packed and sent by GAC China for a major exhibition at The Louvre in Paris during the northern summer.

The Jinling Art Exhibition featured the works of 56 renowned Chinese artists including Deng Tao, whose 'Tableland Mountains' is pictured here. The GAC China team shipped the art from Nanjing to Paris and then shipped it back again once the exhibition ended. **GW**



## COMMEMORATING 26 YEARS OF SERVICE

For more than a quarter of a century, GAC USA (formerly Rice Unruh Reynolds) has been entrusted with the handling of Independent Container Line's port calls for its weekly service from the US East Coast and Northern Europe.

The maiden call of its latest newbuilding, the MV Independent Voyager, at Penn Terminal at Chester, Pennsylvania, was no exception. To mark the occasion, GAC Port Manager Capt. Kubilay Ulucan presented a commemorative plaque to the ship's Master, Capt. Hans J. Langer, and Chief Engineer Thomas Kupper. **GW**

# BLOOD DONATIONS SAVE STRICKEN CREWMAN

A crew member on the Ensco 94 Rig off Bahrain suddenly became sick and needed help. He got it and a whole lot more.

GAC Bahrain was alerted to his condition in the early hours of the morning and immediately arranged for him to be brought ashore and examined at the ASRY clinic. The severity of his condition meant he then had to be transferred to the nearby King Hamad Hospital. GAC arranged the ambulance.

### Blood match

Doctors there determined that the patient had two stomach ulcers and due to blood loss, needed a transfusion.

The search started for donors with a matching blood type. Four were found in GAC. Anu Prabhakar, Abdu Navas, Hari Krishnan and Layla Mohsen rolled up their sleeves and helped save the man's life.

### Thankful homecoming

Following his transfusion and further treatment over four days, the crewman was discharged from hospital and GAC arranged his repatriation.

Once he arrived back in his homeland, India, he called the team in Bahrain to tell them he had arrived safely and to thank them for all their help in his time of need. **GW**

## APPOINTMENTS

### GAC BAHRAIN



**Harisankar Menon**  
Business Manager &  
Regional Operations  
Manager, Navy Business  
(dual roles)  
Previously:  
Operations Manager

### GAC AMERICAS HUB AGENCY CENTRE, HOUSTON



**Jessy Karam-Castillo**  
Hub Business Manager  
Previously:  
Senior Hub Coordinator

### GAC BUNKER FUELS, DUBAI



**Martyn McMahon**  
Senior Bunker Trader  
Previously:  
Bunker Trader with GAC  
Bunker Fuels in the UK

### GAC SINGAPORE



**Winston Low**  
Head, Oil & Gas – Project  
Previously:  
Senior Manager/Operations  
& Sales Support Projects  
– Oil & Gas with Schenker  
Singapore

### GAC BRAZIL, MACAÉ



**Valdecia Pires**  
Key Account Coordinator  
Previously:  
Operations at  
GAC Rio de Janeiro

### GAC BRAZIL, RIO DE JANEIRO



**Monica Chaves**  
Oil & Gas and Logistics  
Manager  
Previously:  
Logistics Sales manager -  
GAC Rio de Janeiro

### GAC QATAR



**Deri Morgan**  
Business Manager,  
Oil & Gas Solutions  
Previously:  
Manager,  
Oil & Gas Solutions

### Looking for contact details?

Contact details for many GAC staff are listed in our website [www.gac.com](http://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.



## PALLADA AHOY!

### GAC PORT-ON-DEMAND STEERS TRAINING TALL SHIP ON ITS COMMEMORATIVE VOYAGE

When the tall ship STS Pallada set out on a voyage to mark the 270<sup>th</sup> anniversary of Russia's first settlements in North America and the 50<sup>th</sup> anniversary of cosmonaut Yuri Gagarin's first space flight, GAC's Port-on-Demand (POD) service handled her at every port of call.

The 358-foot Russian frigate, which is used to train navy cadets, was taken care of by GAC offices or sub-agents under the POD umbrella in Alaska, Canada, down the US west coast and then to Honolulu and Tokyo.

#### **Diplomatic clearance**

The Pallada's commemorative voyage was coordinated by Keane Nyo, based in

GAC's Singapore office, who says: "As the STS Pallada is not engaged in commercial activity and has diplomatic clearance, requirements varied from port to port. That meant at every port of call, the agent had to pay particular attention to make sure everything went smoothly. We have the advantage of working with our own offices, and good agents at ports where GAC is not represented, as well as

excellent relations with local authorities and suppliers.

"Most cities were delighted to welcome STS Pallada and in some cases, the authorities waived docking dues and suppliers gave discounts for provisions and services during the ship's stay in port."

#### **New tall ship call**

In San Francisco, GAC's Port Manager Ian Meadows and his team arranged for 80 of the cadets to be taken to Fort Ross, California, which was the western-most point of the Russian Empire 200 years ago. Meanwhile, GAC contacts helped obtain discounts for the ship for pilotage, tugs and crew transportation on land.

The local team did such a good job of controlling costs that it was appointed to handle the port call of the Maritime State University of Vladivostok's tall ship "Nadezhda" less than two months later. **GW**