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# GACWORLD



Delivering your strategy.

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Mid-Atlantic mission  
accomplished

## Lessons in learning



# Know what to know...



**O**ur Group Vice President of Human Resources, Patrik Halldén, says training and development “have a huge impact on productivity and profitability” and a well-trained and continually upskilled workforce “increases staff retention rates, reducing the considerable cost of staff turnover”.

GAC World’s cover story is devoted to corporate learning and how it influences company performance, staff retention and customer satisfaction. For company boards and managers everywhere it comes down to the decision whether to pay the price of education or pay the price of ignorance. One of these is an investment; the other is always a cost. See page 12.

## Ice and Gas

Up above Norway in the Barents Sea, a vital exchange takes place regularly. Russian icebreaking gas tankers sidle up to smaller feeder vessels to transfer gas that then goes to receiving ports in Europe. Meanwhile, the icebreakers return to their home port for another load. It’s a vital supply line for a vital product. See opposite.

## No port, no problem

Ascension Island lies in the mid-Atlantic. It has an air force base and one of the longest runways in the world. However there is no port, no pier and no berths. For Per Thörnblom, our Project Logistics Manager, solutions were needed at all points to get three barges loaded, stowed and sent to Ascension for offloading into the surrounding waters. See page 23 for how he did it.

## The IT story

Talking about information technology can end up making you the most boring person in the room. The language is dense with complex terms and arcane sayings. But this is changing. As our tech becomes more integrated into our daily lives, we are bringing a human dimension to the IT conversation. GAC’s Group President, Bengt Ekstrand, reflects on what this all means in our Insight column on page 8. Well worth a look.

## Are you into gamification?

Kids love games. Adults do too. It was only a matter of time before games became a formal corporate learning tool. They are now part of a more sophisticated learning environment which favours storytelling, turning students into teachers, and doing it all on the run via smartphones (see page 14). The world of corporate e-learning is embracing broad avenues to give managers and staff the knowledge and tools needed for business and life success. As with many other things in life, it’s about the journey, not the destination.

## Stuart Bowie

Editor

# From Russia with Gas



Photo courtesy of Markus Tufteland

**A** fjord near the Norwegian Arctic port of Honningsveg is the cool centre of operations for the ship-to-ship (STS) transfer of LNG from the Novatek plant on Siberia's Yamal Peninsula.

In a six-month project that started in January 2019, three purpose-built LNG carriers with icebreaker capabilities are plying the Northern Sea Route to deliver the gas to the fjord. There, they are met by conventional carriers that take the cargo to receiving ports.

GAC is providing ship agency for the vessels both in Norway and at the port of origin, Sabetta, where GAC Russia

handles all agency matters for Yamal LNG. GAC Norway was brought on board as the local agent in Honningsveg to handle agency and owner's matters such as crew changes and delivery of stores on behalf of Yamal.

## Breaking the ice

The LNG Carriers meet in Kystverket, an area off Honningsveg designated for STS operations by the Norwegian Coastal Administration.

GAC Norway's Ole Fredrik Torpe says that due to the limited number of LNG vessels with icebreaking capabilities, it was decided to transfer the cargo to conventional LNG carriers once they had cleared the area that could be ice-bound.

"It makes perfect sense, both operationally and in terms of costs, to use the icebreakers in their 'natural habitat' and then transfer the cargo for the final leg of their journey."

## Cross-borders

At the originating end of the supply chain, GAC Russia's Andrey Demyanyuk and his team take care of in-port activities.

It's an excellent example of teamwork, Andrey says: "It is thanks to our ability to work across borders with our brothers and sisters in the GAC family that we can ensure seamless handling from start to finish." **GW**



# GAC sets up operations at Khalifa Industrial Zone Abu Dhabi



Samir Chaturvedi, KIZAD CEO, and Göran Eriksson, GAC Abu Dhabi's Managing Director, sign the agreement.

**G**AC has opened a warehouse and open yard in Khalifa Industrial Zone Abu Dhabi (KIZAD), the Middle East's largest.

The new GAC Abu Dhabi facility serves a wide range of sectors including oil and gas, manufacturing, construction, FMCG, household effects, and specialist equipment. GAC has been in Abu Dhabi since 1967 and today has facilities at Sila, Ruwais, Mussafah, Mina Zayed and Abu Dhabi International Airport.

## Major hub

"GAC has been actively serving ship owners and operators at Khalifa Port for many years. Abu Dhabi is increasingly becoming a global hub for logistics and

shipping and so it is only natural that a player of GAC's scale and reputation would be looking to expand its presence in the Emirate," says Samir Chaturvedi, KIZAD CEO. "By joining the thriving KIZAD community, GAC becomes the latest major enterprise to realise the impact that the strategic location and exceptional infrastructure and support offered by our zone can have on their business.

"A firm such as GAC needs excellent access to transport infrastructure, including connectivity by road, sea and air, as well as flexibility to accommodate its growing warehouse needs, all of which they have found at KIZAD, and we are looking forward to helping them expand their business in Abu Dhabi even more."

## Gateway

GAC Abu Dhabi's Managing Director, Göran Eriksson, adds: "Khalifa Port is an essential gateway to Abu Dhabi. Setting up operations at KIZAD gives us the advantage of being close to the state-of-the-art port, enabling greater operational efficiency for both GAC and our customers."

GAC joins other international logistics and shipping companies at KIZAD. Part of its rapid development is KIZAD Logistics City, recently launched in response to the needs of distributors, manufacturers, shippers and logistics companies in the region. The new hub is adjacent to Khalifa Port, one of the fastest growing ports in the world, close to major UAE airports, and seamlessly connected by uncongested highways to Abu Dhabi, Dubai and into Saudi Arabia. **GW**

## Norway opens Arctic Circle branch

Growing interest in year-round Arctic cruises has prompted GAC Norway to open up in Tromsø.

Sitting 300km above the Arctic Circle, Tromsø is the largest urban centre in Northern Norway and serves as a portal to the Arctic. It is a popular port of call for cruise vessels, including those offering winter tours to treat passengers to spectacular views of the Northern Lights (Aurora Borealis). Tromsø is also growing in importance as a base port for the oil & gas and offshore industries.

In the past two years, GAC has seen a significant increase in activity at the port, following the signing of two new cruise contracts. In 2018, the company handled about 50 calls at the port through a local partner. With that figure expected to double in the coming 2-3 years, it was decided to establish GAC's own presence there.

The office opened in January 2019, in a new building that forms part of the Siva Innovation Centre near Tromsø's Breivika Cruise Port. It provides a direct link to the full range of shipping, logistics and cruise support services provided by GAC Norway.

At the helm is Regional Manager Henning Kjøs Lien, who joined GAC after working in Arctic logistics in Svalbard. He says: "The spectrum of GAC services and experience the new office will offer represents an essential addition to the Arctic area." **GW**

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*The port of Tromsø by Svein-Magne Tunli - tunliweb.no – <https://commons.wikimedia.org/w/index.php?curid=56130460>*



## South American reach expands to Uruguay

Growing demand from the offshore oil & gas industry has prompted GAC to open an office in Uruguay. The opening continues the Group's expansion in Middle and South America which in 2018 included GAC Brazil's new office in Fortaleza and the establishment of GAC Panama.

Uruguay is a small country strategically positioned along the northern shore of the Rio de la Plata, between Argentina and Brazil. Bob Bandos, GAC Group Vice President – Americas, says: "With the opening of GAC Uruguay, we are better positioned on South America's eastern seaboard to serve our customers and prospects and to meet the demands of overseas customers."

Based in the port of Montevideo, GAC Uruguay offers a full range of ship agency services with particular focus on the growing offshore oil & gas and product tanker sectors. **GW**





## Full support in Russia's Far East

**G**AC Russia's Agency Manager Yuriy Savinov and his team at Sakalin have bid farewell to the Chinese drilling platform *Hai Yang Shui You 982* after a six month stay.

The 18,000 DWT Mobile Offshore Drilling Unit was engaged in Russian waters as part of the 'Gazpromneft-Sakhalin' project.

Throughout the platform's engagement, Yuriy and his Russian Far East colleagues provided husbandry support that included crew changes, equipment supplies, and arranging a professional dive team to install anchors and prepare the rig for her passage home to China. **GW**

## Serving Sri Lanka's biggest seismic survey

**T**he largest 2D seismic survey project ever to be conducted in Sri Lankan waters is underway with GAC providing ship agency and husbandry support.

Seismic data is being collected in the first step of a joint study between Total and Petroleum Resources Development of Sri Lanka to seek out oil reserves in the country's territorial waters. The work is focusing on blocks off the country's east and west coasts.

GAC Sri Lanka has been appointed as exclusive agent for the project, providing husbandry services for the *BGP Pioneer* and two support vessels. The arrangement covers inward/outward clearances, supplies, provisions, bunkers, freshwater, visa assistance, crew changes, logistics services and liaison with government bodies when permits are required.

GAC Sri Lanka's chase vessels *GAC Ship III* and *Johanna*, as well as a third chartered vessel are on call round the clock to ensure that no fishing is being carried out in the survey area. They are also charged with removing any debris, including fishing nets that could obstruct the path of the survey vessel. **GW**

### Sand mining

In a separate project, GAC Sri Lanka is also taking care of the husbandry needs of a Rohde Nielsen A/S dredger assigned to mine and stockpile a total of 4.2 million m<sup>3</sup> of sand needed for highway construction.

The mining is being carried out at Muthurajawela, north of Sri Lanka's capital Colombo. GAC handles crew changes, spare parts clearance, provisions and stores, sludge and garbage removal and statutory clearances, as well as the logistics for the mining equipment, including project cargo clearance, transport and storage at the Spectra Logistics facility.



## Sealed

**G**AC Singapore has appointed DM SEA Logistics to provide launch services for its customers. Signatories to the Memorandum of Understanding were Managing Director Henrik Althén (second from right) and DM SEA Logistics' Managing Director Eugene Tho (second from left), pictured with GAC's Group Vice President for Asia Pacific & Indian Subcontinent Lars Bergström (far right) and Schulte Group's Finance Director, Mayank Somani (far left). **GW**



# Big answer to urgent shipment

One of Norway's biggest seismic companies needed to send 69 pieces of special kit to the United Arab Emirates in a hurry. GAC Norway chose to think big to get the job done.

At nearly 3 metres, the shipment was too tall for a commercial cargo flight, so the GAC team went with the world's biggest long range cargo aircraft, an AN124-100.

The AN124 landed at Stavanger, Norway's southern energy hub, and was loaded in just four and a half hours. To avoid going over the aircraft's maximum payload of 109 tons, another six tons of cargo was sent by normal airfreight. **GW**

## About the AN-124:



Serial ramp freighter – world's biggest

Number built:

**56**



Wingspan the width of a football pitch



Tail as tall as a 7-storey building



Twice as long as a standard Airbus 320

Maximum Take-Off Weight of almost

**400 tons**



Big enough to fit a B737 aeroplane inside – excluding wings



Each of its four engines has

**50,000 HP**

in take-off mode





# Before you get to the tech...

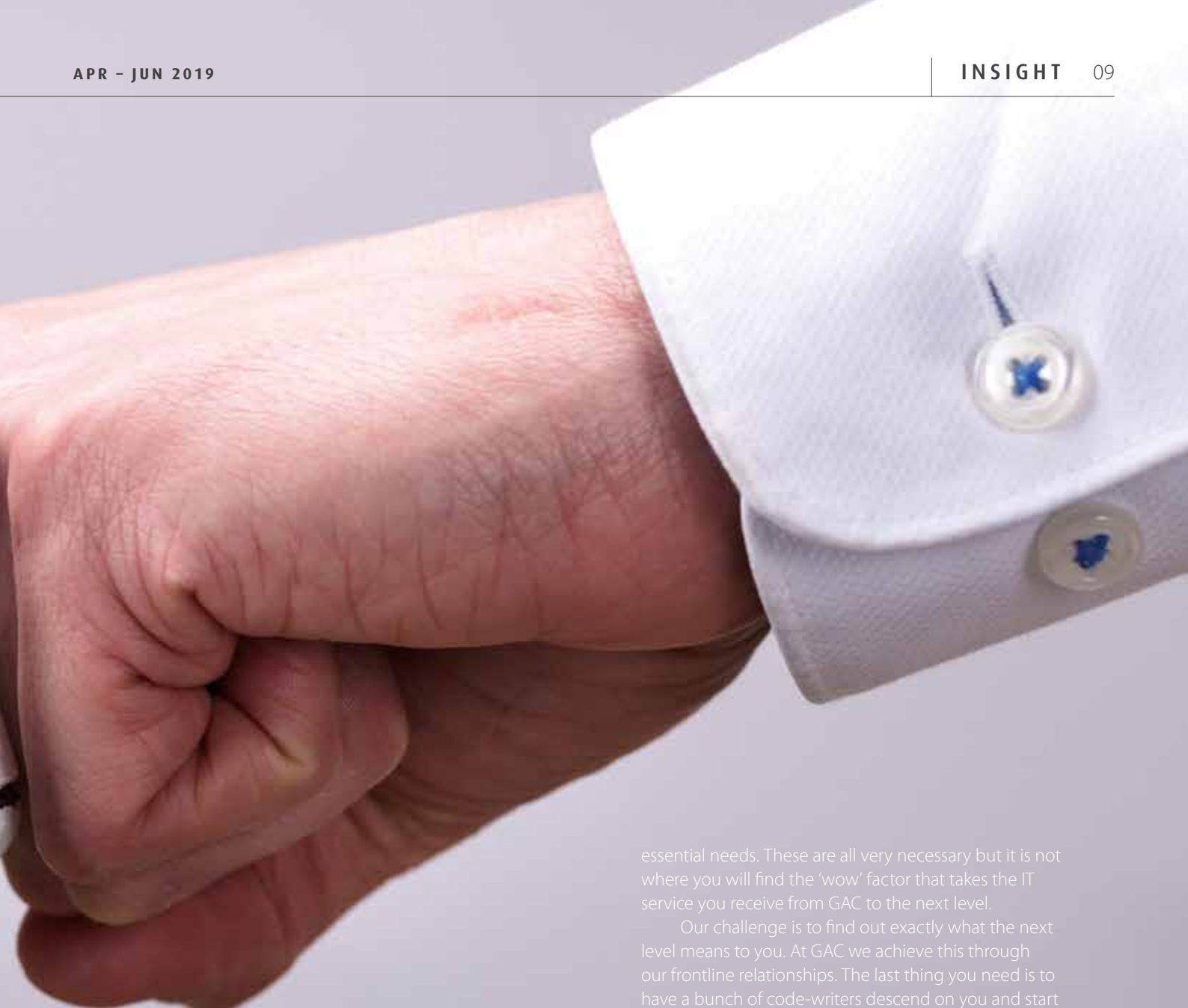
...the GAC approach to developing Information  
and Communication apps and platforms



**Bengt Ekstrand,**  
GAC Group President

**W**e've all seen those Hollywood movies where one company hotshot says to another: "get your people to call my people and we'll work something out..." These days, our tech is doing a lot of the calling. Indeed if our tech cannot call your tech, we will struggle to work anything out.

Yet even while our apps and platforms roll ever onwards, the important discussions are still between your people and my people. We need to hear firsthand how our tech can best serve your needs. We need to listen to you directly to understand your hopes and expectations, your operational concerns and what keeps you awake at night. Only then can we move to tech solutions.



### The New Normal

Digital technology is steadily losing its shine as a source of awe and wonder. The 'Gee-Whiz' factor shrinks daily as we work our way through our endless downloads, updates and reboots. It is becoming a normal part of daily life. You and I have teams of digital mechanics to fix, maintain, upgrade, develop new parts as needed, and advise us when it's time to ditch our current model and get a new one. This is all vitally important but can only be executed after there's been a thorough human conversation.

### The process

When it comes to IT, we know your basic needs: you want our tech to integrate smoothly with your tech so information, waybills, invoices, receipts, updates, schedules, reconciliations, etc flow swiftly, automatically and sensibly between our respective applications. We know that accuracy and timeliness are two of your

essential needs. These are all very necessary but it is not where you will find the 'wow' factor that takes the IT service you receive from GAC to the next level.

Our challenge is to find out exactly what the next level means to you. At GAC we achieve this through our frontline relationships. The last thing you need is to have a bunch of code-writers descend on you and start peppering you with questions about your APIs, your ABCs and your XYZs. Importantly, the language of your Blue Sky IT dreams has to be yours, not ours, and definitely not geek-speak.

So it is then that our company managers, commercial managers, operations managers, boarding officers and customs clearance agents listen and pass on to our IT developers what's needed in the field. Through IT councils, the simple language of customer needs and blue sky dreams is translated into the ones and zeros of a digital solution.

It's a busy process. GAC's IT managers are currently working through about 60 separate projects covering everything from supplier invoicing to systems integration, security, transparency and the kitchen sink. It is easy to get distracted and overwhelmed by all the technical wordage that goes with each project. The point to remember is that the start of every one of these projects is a conversation with a customer. You.

You can expect to be having human conversations with us at GAC for a long time. They are the secret sauce for building IT apps and platforms that work for both of us. **GW**

# Group IT and Corporate Academy honoured in CIO 100 Awards

**G**AC's Group-wide initiative to raise awareness of threats to cyber security has earned it recognition in the CIO 100 Awards for 2019. Hosted by Tahawultech.com and Computer News Middle East magazine, the fifth annual awards honoured the top 100 C-level IT leaders from across the region, including GAC's CIO Martin Wallgren.

## Smart solution

The Group was selected for the mandatory worldwide Cyber Security Awareness course conducted through the GAC Corporate Academy last year. It tackled the threat and impact of cyber crime on the shipping and logistics industries, and outlined smart technical solutions and practices to stay ahead of the criminals.

A series of short movies under the slogan 'Think Before You Click' created an easy-to-follow and engaging programme covering scam emails, social engineering, smart and secure



*Robbie Naden, GAC's Group IT Infrastructure & Operations Manager, accepted the award at the ceremony held in Dubai.*

passwords, identity and personal information theft, the risks of social media, and more.

## Result

More than 4,000 GAC employees worldwide were invited to take the course and after just six weeks, 94% had completed it and provided positive feedback.

"The direct result was that we succeeded in giving our staff greater awareness and we lowered the risk for our company," says Martin. "This project has a high business value that mitigates risk and protects our customers' data." **GW**

# Awards hat trick for GAC Sri Lanka



**G**AC Marine Services Pvt. Limited, part of the GAC Group of companies in Sri Lanka, took home three titles at Sri Lanka's National Business Excellence Awards 2018.

The company won the Bronze Award for Overall Excellence, the 'Shipping and Shipping-related Services' title and 'Large Sector' category for companies with over 1,000 full-time employees or an annual revenue of more than LKR 1 billion. It is the first shipping and logistics services provider ever to win the Overall Excellence Award.

## Highest recognition

"Winning the Bronze award for Overall Excellence is a significant achievement for GAC, placing us in the top three of all participating companies," says Mahesh Kurukulasuriya, Managing Director of GAC Sri Lanka.

"This is the highest recognition that we have received since starting operations in 1991. The support from everyone in the GAC and McLaren Groups has steered the company towards better performance year after year. We will continue to place more emphasis on innovation and training, as it is only through continual learning that we can achieve consistent growth and progress." **GW**

# Maritime Services title at Lloyd's List SAMEA Awards

The GAC Group has yet another addition to its trophy collection after winning the Maritime Services Award at the Lloyd's List South Asia, Middle East and Africa (SAMEA) Awards 2018.

It honours GAC's ongoing commitment to the industry and to the raising of ship management standards. The judges took into account the Group's global presence and strong standing in the region as well as its breadth of services, investments in IT capabilities and Health, Safety, Security and Environmental (HSSE). **GW**

*Meena Mathews, Regional Manager P&I – Middle East Region, receives the Maritime Services Award at the Lloyd's List South Asia, Middle East and Africa Awards 2018*



## Excellence rewarded

Meena Mathews took to podium again, this time to accept the Women Professional Excellence for P&I Claims Management title in the Golden Shield Excellence Awards 2018.



*Meena received her award from H.E. Fareed Lutfi, The Secretary General, Emirates Insurance Association & The Secretary General, Gulf Insurance Association and Sohan Roy, Founder Chairman & CEO, Aries Group.*

A maritime and insurance industry veteran of more than a quarter of a century, Meena was selected from a strong field of finalists by a jury of insurance specialists. She works closely with local authorities on maritime transport matters for the benefit of the UAE's shipping community, ship owners and P&I Clubs.

"Meena is highly regarded as one of the Middle East's most experienced P&I specialists and she is a valuable asset to GAC," says GAC Group Vice President for the Middle East, Fredrik Nyström. "This well-deserved award is a real testament to her hard work, achievements and contributions to the regional maritime industry."

The Golden Shield Excellence Awards are organised by Biz Events Management, a subsidiary of Aries Group of Companies, in conjunction with InsureTek Middle East 2018. **GW**

## Chennai Logistics Leadership Award

GAC India was one of four logistics service providers to be recognised by the annual Chennai Logistics Leadership Awards 2018.

The Award was presented to Captain Srinivasan Sethumadhavan, GAC India's Chennai Branch Manager and General Manager for Shipping Services, who says: "This recognises our contributions towards booming sectors such as industrial, automotive and retail in the region. We are excited about the opportunities that changes to India's logistics industry will bring. GAC Chennai is well positioned to meet the anticipated growth in demand that will arise from infrastructure developments and private and public investments." **GW**



# What we've learned about learning

You have probably heard the argument that goes like this:  
 “Why should I bother with corporate learning? We invest money to train our people then someone else – maybe a competitor – enjoys the benefits when they move on.”



**Sherol Fernandes,**  
GAC Corporate Academy

**T**his point of view echoed through many offices for much of the last century and is still heard in some board rooms. Yet smart companies these days have recognised that corporate programmes are a way to hold on to their best people. GAC Corporate Academy's **Sherol Fernandes** (pictured) explores the corporate learning landscape further.

Corporate learning provides the opportunity to fill in the gaps or add new skillsets to the foundational learning we receive in school, college or on the job. It allows companies and organisations to:

- upskill their workers (rather than find new ones),
- respond to changes in markets and technologies with training, and
- ensure their workforce is prepared and resilient in the face of a volatile and changing environment.

More importantly, particularly for our millennial workforce, investing in the learning and development of employees shows them that they matter and that their professional and personal growth is valued by the company. This is not just a touchy-feely HR thing. It goes directly to the heart of a company's performance and the bottom line. Indeed, consultancy heavyweight, Price Waterhouse Coopers did a global survey of millennials which found that two key factors in staff retention were opportunities for career progression and excellent training and development programmes.



See [www.pwc.com/gx/en/services/people-organisation/publications/workforce-of-the-future.html](http://www.pwc.com/gx/en/services/people-organisation/publications/workforce-of-the-future.html)



### The Learning Curve

So it's reasonable to conclude that training and development have a huge impact on the productivity and profitability of a company. A well-trained and continually upskilled workforce tends to stick around thereby reducing the considerable costs of staff turnover and recruitment. Corporate learning has a positive impact on the bottom line and the overall feeling of fulfillment an employee has with their job.

Since 2007 GAC has been on a corporate learning journey. The GAC Corporate Academy (GCA) was launched in that year and has evolved over time to meet the ever-changing skill demands of our customers and of our employees worldwide.

### Onboarding

Having our own learning academy has allowed us to acquire the necessary knowhow to deliver courses and programmes for our people as well as for our customers' people where needed.

Every newcomer to GAC has a full orientation programme that gets them onboard with our history, culture, attitudes, values and processes. The programme also plugs them into a network of colleagues and co-learners from around the globe, connecting us from the very beginning. In an age where networking and communication are essential parts of business success, this is a big plus.

### Mandatory

We also have the ability to develop courses that address GAC's strategic goals directly. For example, Compliance and Ethics, HSSE and Cyber-security are core elements in GAC's

operating manifesto and we have mandatory courses for each of these. It means that our people are able to sing the same song and share the same language and attitudes on matters that are important to our customers and thus to GAC's continued business success.

### Ladders for Leaders

How do you nurture and keep your talented staff? We've found that being an organisation that champions learning is one way. The academy's Leadership Development Programme (LDP) provides a pathway for talent and ambition to flourish within the company. It ensures we have the management and leadership skills needed to make smarter decisions in a changing world.

### The Customer Connection

Continual training and the ability to develop bespoke courses benefits our customers, particularly those operating in niche markets with complex requirements. Where the GCA has partnered with key customers to develop customised courses for their unique needs, the outcomes have rewarded both our customers and our people.

For example, the HOYER Operations course was developed for GAC employees in order to manage the HOYER business, acting as a value-added service to our HOYER customers. Similarly, employees working with ENSCO do the GACfreight ENSCO course in order to ensure operational efficiency and consistency in our dealings with this customer. Shell and Chevron have their HSSE policies incorporated into our HSSE course that all employees must take.



HOYER



ENSCO

For more information, visit [www.hoyer-group.com](http://www.hoyer-group.com) and [www.enscoplc.com](http://www.enscoplc.com)



Corporate learning is a means to fulfill the demands and aspirations of many groups and individuals. Customers get better services from trained employees. Employees get better satisfaction and more rewards from their improved capabilities. Managers get a better night's sleep knowing their people have the smarts and the technical skills to handle the business.

While corporate learning cannot solve all problems for all circumstances, it is a major advance on corporate ignorance and a cure for those who want to keep hold of their talent be it young or old. **GW**

# New trends in learning

An article published by the **Association for Talent Development** ([www.td.org](http://www.td.org)) identifies seven new trends in Corporate education. E-learning is not among them. Once a trend, it is now the norm.

## Storytelling:

Narratives stimulate creativity in students, while transmitting information. The story should reflect the key lessons to be learned.

## Mobile Learning:

By 2025, millennials will make up 75% of the global workforce. They have grown up with mobile phones, laptops, and social media – which they expect to use in their work. Mobile learning offers convenience, privacy and flexibility, and can be combined with microlearning with small daily training sessions, like watching a short video or activities that take just a few minutes.

## Customised Training:

Customisation optimises learning to help each employee. Survey team members' skills to outline specific learning paths for each individual. Customisation gives professionals autonomy, so they can seek courses consistent with their career plan.

## Gamification:

Games can make learning a lighter, more involved process without losing focus on results. Companies may create or adapt games according to their needs. One example is a game that challenges employees to identify potential HSSE risks. Gamification can also be incorporated into face-to-face training.

## Hybrid Learning:

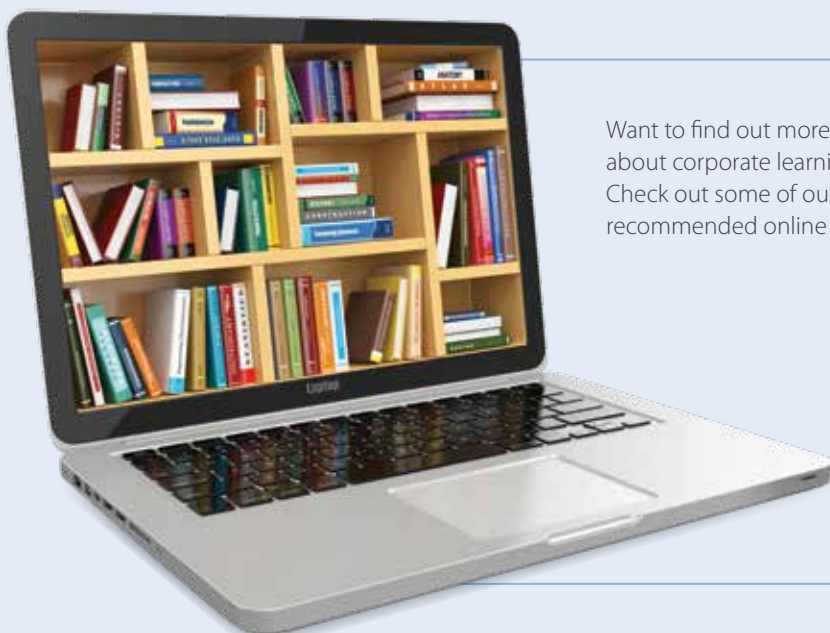
What if the students were also learning resources? In hybrid learning, students receive class material in advance (perhaps by mobile phone) and study it to share what they've learned with their classmates. It makes the learning environment more balanced while stimulating professional autonomy. Exchange of knowledge and experiences between colleagues strengthens team spirit and improves the work environment.

## Continuous (Nonstop) Learning:

Nonstop education proposes continuously maintaining qualifications for work. Employees receive internal training and seek qualification in external institutions, whilst keeping their eyes open for fresh content on the Internet, whether on specialised websites or in social media.

## Learning Alchemy:

We have access to huge quantities of information. The problem lies in the difficulty in separating interesting content from what is not relevant. To transform data into real learning, it has to be selected and analysed. Learning alchemy may be the solution. Appointed 'alchemists' filter and curate content to transmit to employees. In turn, employees should be encouraged to practice learning alchemy and autonomously seek new information and share what they've learned.



Want to find out more about corporate learning? Check out some of our recommended online reads:

7 Foundation Skills Development Mistakes To Avoid In Corporate Training: <https://bit.ly/2GE4FVw>

Watch Out, Corporate Learning: Here Comes Disruption: <https://bit.ly/217Pu9i>

eLearning Trends 2019: From The Trenches: <https://bit.ly/2UZWM0z>

7 Trends Changing the Corporate Training Landscape: <https://bit.ly/2WXa5Av>

Making Learning "Real" With Augmented Reality: <https://bit.ly/2TO6Tou>

Adapting the Training Function to the Complexity of Today's Business Environment: <https://bit.ly/2AsXF9b>

# Leading Welsh food & drink distributor signs logistics alliance

South Wales' largest bespoke temperature-controlled storage and distribution company, the Wild Water Group, has appointed GAC as its international freight forwarding partner.

The Wild Water Group serves the food & drink sector, which has been identified by the Welsh Government as a key economic driver of the regional economy. In 2017, exports from Wales in the sector grew 20%, compared to a 9.5% increase for the UK as a whole over the same period.

## Reach and resources

Under the alliance agreement, GAC provides a range of freight forwarding services and uses its international reach, resources and experience to help the Wild Water Group pursue international import and export opportunities for its customers. As part of its expansion plan, the Wild Water Group has purchased a 130,000 ft<sup>2</sup> storage and distribution facility in Aberbargoed, with the support of the Welsh Government.

"The next logical step was to align ourselves with a worldwide logistics company with the expertise to complement our long term business objectives," says Wild Water Group Managing Director Ken Rattenbury. "GAC has that pedigree and we are excited to have signed a deal with such a prestigious global company."

The Wild Water Group already packs containers for customers and exports them as far afield as Japan and New Zealand, or across the channel to Europe. Its partnership with GAC opens up close associations with major air carriers such as Qatar Airways that have seen the potential of Cardiff International Airport as a passenger and freight hub. It also gives the Wild Water Group the opportunity to link up with other cold store operators worldwide with whom they could negotiate reciprocal trade agreements.

## Recipe for success

Peter Orange, GAC's Group Marketing Manager – Logistics, adds: "The combination of Wild Water Group's local infrastructure, the GAC Group's global reach and the specialist knowledge of GAC UK's Time Critical Services arm is a recipe for success. Clients benefit from longstanding, strong alliances with major air and ocean carriers as well as access to our global multimodal network and associated cost savings. Our Authorised Economic Operator (AEO) accreditation confirms we have what it takes to provide fast, efficient customs and documentary support."

The partnership provides end-to-end cold chain services around the clock, initially focusing on the Middle East, where GAC has been active for more than 60 years and has developed extensive logistics resources including ambient and cold chain warehouses. **GW**



From left: Peter Orange & Mark Horton (GAC), Ken Rattenbury & Nigel Payne (WWG) and Mike Millar (GAC) together with 1.5 million turkeys in Wild Water Group's cold storage and distribution facility in Cardiff Docks.

# New ads deliver stronger innovation message



**Esther Oon-Bybjerg,**  
Group Corporate  
Communications Director



A perfect soufflé, a hand-fed bird, a wolf pack, a flawless gem and a smart squirrel are among the visual drivers of GAC's latest series of ads promoting our integrated shipping, logistics and marine services.

They continue the theme of stepping away from visual stereotypes of ships and ports etc to capture something closer to the soul of the company.

"GAC is a company that champions innovation and bespoke solutions," says Group President Bengt Ekstrand, "and each of these ads tells a story of how determined we are to set global standards for service performance in our areas of operation."

#### **Standing out or outstanding**

GAC began the revamp of its brand image in January 2018. Esther Oon-Bybjerg, Group Corporate

Communications Director, says the quirky visuals have proved effective in making GAC and its services stand out from the crowd.

"The ads were developed to tell our customers and our staff that you cannot expect to win business by delivering stock standard solutions," she says. "In this latest phase we continue to use incongruous images to deliver our message. We show that GAC does not follow the pack, but leads, and that we are ready to step beyond the expected to serve our customers.

"Customers have welcomed our approach to the ads and appreciated the messages they contain."

### Blue View

Alisdair Pettigrew, Managing Director of Maritime consultancy BLUE Communications, says the GAC ad campaign celebrates the Group's willingness to look beyond 'business as usual' to resolve the many operational challenges that customers face.

"The #GACdares campaign speaks to the Group's commitment to championing innovation in order to fulfil its brand promise of delivering customers' strategies," he says.

### The other audience

The campaign message has also registered within GAC companies worldwide, showing managers and staff a version of themselves that has not traditionally been part of their company image.

**Göran Eriksson**, Managing Director of GAC Abu Dhabi, had initial reservations when the GAC brand was revamped last year.

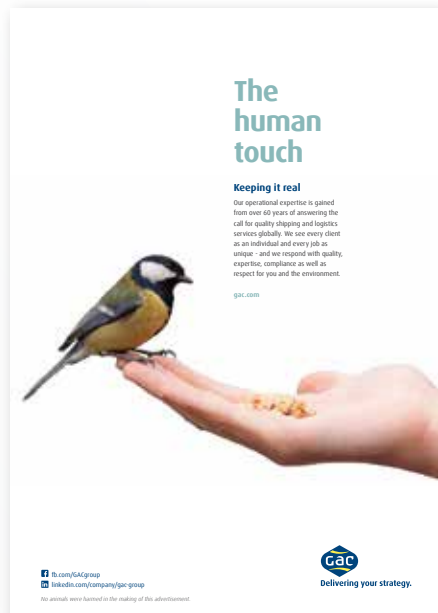
"It took some time for me to get used to the new style. In our business, we are so used to seeing ships and trucks, etc," he says.

"But this latest batch really delivers our core message. One of GAC's greatest selling points is the fact that we are well established (52 years and counting in Abu Dhabi) and the 'strong roots' ad perfectly captures our long-term commitment and the depth of local knowledge.

"Then there is 'The ring that matters most'. This is close to my heart. From my time at sea, I know that every spare part is the most important in the world! A broken O-ring can stop a vessel, which may result in serious financial impact for thousands of cargo receivers. The ring ad shows that we truly understand what our customers need. I also like the 'human touch' ad. It says it all - every client is an individual and every job is unique. Full stop."

GAC UK's **Herman Jorgensen** liked the lighter tone adopted for the ads: "It's great that we show a sense of humour and don't take ourselves too seriously - even while we take what we do for our customers very seriously.

"Campaigns like this underline the importance of going beyond conventional solutions to deliver what our customers need. We want to be unique, not part of a flock. Creativity and imagination are what our industry needs now and for the years to come." **GW**



**The human touch**

**Keeping it real**  
Our operational expertise is gained from over 60 years of answering the call for quality shipping and logistics services globally. We see every client as an individual and every job as unique - and we respond with quality, expertise, compliance as well as respect for you and the environment.

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No animals were harmed in the making of this advertisement.

**GAC**  
Delivering your strategy.



**Your business, our territory**

**Trust our instinct**  
Wolves know a lot about cooperation, teamwork and the lie of the land. So do we. After more than 60 years in shipping and logistics, you could say it's in our DNA, part of who we are. So when the competition is snapping at your heels, put the call out for a service provider who is sure-footed, keen-eyed, honest, ethical and powered by endless stamina. We'll help you stay ahead of the pack.

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**GAC**  
Delivering your strategy.



**The ring that matters most**

**From our hands to yours**  
Whether it's a tiny O-ring or a giant propeller, you need a partner with the skills and know-how to deliver your critical spares and marine parts on time, anywhere in the world. If you pay the question, we guarantee we'll say yes!

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HS  
Cen

# Road safety tops Chairman's Awards for HSSE Excellence 2018



**Björn Engblom,**  
Group Executive Chairman

Road safety took the front seat in GAC's Chairman's Awards for HSSE Excellence 2018. For the first time in the six-year history of the Awards, the top prize was shared by two companies that have taken concrete steps to reduce the risk of traffic accidents.

From the 28 entries received, the initiatives introduced by GAC Dubai and GAC Saudi Arabia to reduce vehicle accidents stood out, earning them the joint top spot. Both companies received a trophy and USD 7,500 that will be donated to a charity of their choice.

GAC Dubai installed a Vehicle Monitoring System (VMS) in 74 of its vehicles. In Saudi Arabia, the GAC fleet was completely renewed and VMS installed, driver training given, and monitoring and measurements introduced.

The third prize, in the form of a medal and USD 2,500 charity donation, went to GAC Bahrain for its programme to select and vet sub-contracted drivers through specially tailored HSSE training.

## Strong message

The founder of the awards, Group Executive Chairman Björn Engblom, says: "The importance of road safety cannot be overstated – especially for an organisation of GAC's standing. By introducing these new measures, the winning companies send a strong message to the drivers of our trucks, vans, lorries and other vehicles, as well as the wider community, about how seriously we view such matters. That message is backed up by real, tangible measures which we are confident will boost our Group's already impressive safety record."

## Special mentions

The awards also made special commendations to:

- **GAC Thoresen Logistics Limited, Thailand**, for installing a distilled water generator for forklift batteries to control distilled water quality for less and reduce hazards associated with manual handling.
- **GAC Services (UK) Ltd** for removing single use plastic cups and sharing reusable plastic water bottles throughout its operations in a bid to reduce plastic consumption.
- **PT. GAC Samudera Logistics, Indonesia**, for its key management system to eliminate the risk of sudden vehicle movements of trucks while parked in the loading bay.
- **GAC Shipping (USA) Inc.** for conducting gangway and portable stairway safety training for boarding agents to remind them how to address the risks when boarding a vessel. **GW**

## One year injury free

**G**AC Qatar's 150-strong Contract Logistics team has something to celebrate: a year without a lost time injury. The milestone is the result of the team's focus on health and safety and was marked with a celebratory lunch. **GW**



## Less paper, more trees



**G**AC UK has planted 85 trees across the country, equivalent to the amount of paper used by all 19 branches during 2018. The trees are part of its standing contribution to the environment and sustainable development.

The company introduced the PaperCut system a few years ago to control and reduce its paper usage. Before the system was activated, GAC UK offices used the equivalent of about 180 trees per year. That figure has steadily dropped since then, with last year's total being half that of 2017.

The tree planting initiative takes a step further, with GAC UK working with Carbon Footprint to plant trees equivalent to their paper usage to offset carbon dioxide emissions, help prevent climate change and create space for wildlife.

One tree represents 1 tCO<sub>2</sub>e (tonnes of CO<sub>2</sub> emitted), calculated by multiplying emissions by their 100-year global warming potential. So the trees planted by GAC UK represent 85 tCO<sub>2</sub>e. Further, each tree can absorb up to 48 pounds of carbon dioxide per year and can sequester 1 ton of carbon dioxide by the time it reaches 40 years old. **GW**

# 85

trees planted across the country

# 50%

reduction in paper usage across UK offices in 2018 compared to 2017



For more information about the tree planting project, go to <https://www.carbonfootprint.com/plantingtrees.html>

## Saying no to plastic



**M**aria and Elena from GAC Cyprus sip on some refreshing drinks, safe in the knowledge that they are not adding to plastic pollution. The company has banned plastic straws and replaced them with paper ones which are recyclable or biodegradable. It's more expensive but it's a price the company is happy to pay in its effort to reduce single use plastic.

**GW**



# Supporting Row4Ocean's trans-Atlantic and marine preservation efforts



For more information, visit  
[www.row4ocean.com](http://www.row4ocean.com)



Loading of the 'Year of Zayed' boat in Dubai

While rowing 2,300 Nautical Miles across the Atlantic from Dakar in Senegal to Paramaribo in Suriname, the crew of trimaran 'Year of Zayed' raised awareness about ocean pollution by collecting daily water samples and sending them for analysis back in Dubai. Along the route, they broke four world records: the first multihull to row across the Trade Winds 2 route continent to continent; the first to cross the Atlantic under 27 days; the fastest Atlantic crossing with an average speed over 3.7 knots; and most consecutive days rowing more than 100 nautical miles a day.

## Support

GAC supported the Dubai-based syndicate Row4Ocean's effort with freight services before and after the ocean crossing.

Row4Ocean is the initiative of Patrick Bol, syndicate owner and skipper rower of 'Year of Zayed', in collaboration with DP World.

## Message

Stuart Bowie, GAC Group Vice President – Commercial, says Row4Ocean's environmental message was the key factor in the decision to support the initiative: "The oceans and seas are GAC's lifeblood, so we are always looking for ways to promote the preservation of the marine environment. That's why we were very keen to support Row4Ocean." **GW**

# 2,300

Nautical Miles across the Atlantic

# >3.7 knots

Average speed

# 4

World records

# New name in Shanghai

**M**ore than a decade on from its establishment, GAC Forwarding & Shipping (Shanghai) Ltd. has changed its name to GAC (Shanghai) Ltd.

Managing Director Simon Xu says the renaming comes after the company has established a firm position in the country's competitive shipping and logistics sectors and its name change rides the wave of a rising demand for ship agency and logistics services.

"Over the years, our range of services has evolved to meet the changing needs of our customers," he adds. "Our new name better reflects the extensive scope of services we offer today, which extends beyond shipping and forwarding.

"The restructuring of the Chinese economy and the rebalancing of its foreign trade in the coming years, along with the enhanced transport connectivity brought about by the Belt and Road Initiative, will present a plethora of opportunities for service providers like GAC, who can efficiently and effectively integrate both shipping and logistics services." **GW**

GAC China was established in 2006. From the main office in Shanghai, it has extended its reach to branch offices in Beijing, Tianjin, Qingdao, Chengdu and Xiamen. Today, GAC China offers a comprehensive range of services that includes ship agency, freight services, project logistics, warehousing & distribution, land transportation and supply chain management.



# Hands-on help for Sulawesi quake and tsunami victims

A team from PT. Andhika GAC led by MD Francois Traversa visited the Duyu Camp in Palu, Sulawesi to distribute rice, canned food and other staples to the victims of the devastating earthquake and tsunami that hit Sulawesi in September 2018.

GAC staff raised more than USD15,000 and are working with local humanitarian organisation, Aksi Cepat Tanggap (ACT), to help feed 626 families that lost their homes and are currently staying in ACT's integrated community shelters across the region. **GW**



## Appointments



Kosala Wijesinghe



Tomasz Sabatowicz



Rajesh Chamarthi



Diana Manoj



K.J. Lim



Kumar Ganesan



Shanaka Fernando



Madhu Vallur



Paul Young



Marc Nordblad

### GAC Angola

#### Kosala Wijesinghe

Company Manager  
Previously: Business Manager, Shipping, at GAC Oman

### GAC Poland

#### Tomasz Sabatowicz

Company Manager  
Previously: Business Development Manager

### GAC Sharjah

#### Rajesh Chamarthi

Logistics Manager  
Previously: Assistant Logistics Manager

### Diana Manoj

Business Development Manager – Logistics Services  
Previously: Sales Manager – Logistics Services.

### GAC South Korea

#### K.J. Lim

Senior Marketing Manager  
Previously: Korean Representative – Middle East Region

### GAC Saudi Arabia

#### Kumar Ganesan

Company Manager  
Previously: Company Manager at GAC Angola

### Group Oil & Gas

#### Shanaka Fernando

Business Development Manager (O&G) for North America, based in Houston  
Previously: Business Development Manager (O&G) for Middle East

### Madhu Vallur

Business Development Manager (O&G) for Middle East, based in Dubai  
Previously: Business Development Manager (O&G) for Europe

### Paul Young

Business Development Manager (O&G) for Europe, based in Aberdeen  
Previously: Global Supply Chain Manager with M2 Subsea.

### Marc Nordblad

Operational Support Manager (O&G) for Middle East, based in Dubai  
Previously: Management consultant for GAC North America

# Mid-Atlantic mission accomplished

**D**orset ship builders Manor Marine needed to send three 26-ton barges to Ascension Island in the South Atlantic. GAC UK made it happen.

The remote island lies about 1,600km west of Africa and 2,250km east of Brazil. GAC's Group Project Logistics Manager Per Thörnblom put together a proposal which would load the barges on to a heavy lift vessel at the company's home port of Portland instead of having to transport them first to Southampton.

The barges left Portland in late November and arrived offshore Ascension Island's capital, Georgetown a month later.

As Georgetown does not have a port, the barges were discharged into the sea at anchorage. Ascension Island often has a swell of several metres, making opening the ship's hatches in such conditions dangerous. Per Thörnblom's solution was to load and lash the barges to the deck of the vessel.

A large number of D-rings were welded onto the deck to accommodate the extra lashings needed to secure the barges in the rough winter conditions at the start of the voyage in the North Atlantic.

The discharge operation was completed glitch-free in just six hours. **GW**



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### Contacting GAC

Want the contact details for a GAC office or staff member?

Please visit the GAC Worldwide section of [www.gac.com](http://www.gac.com)

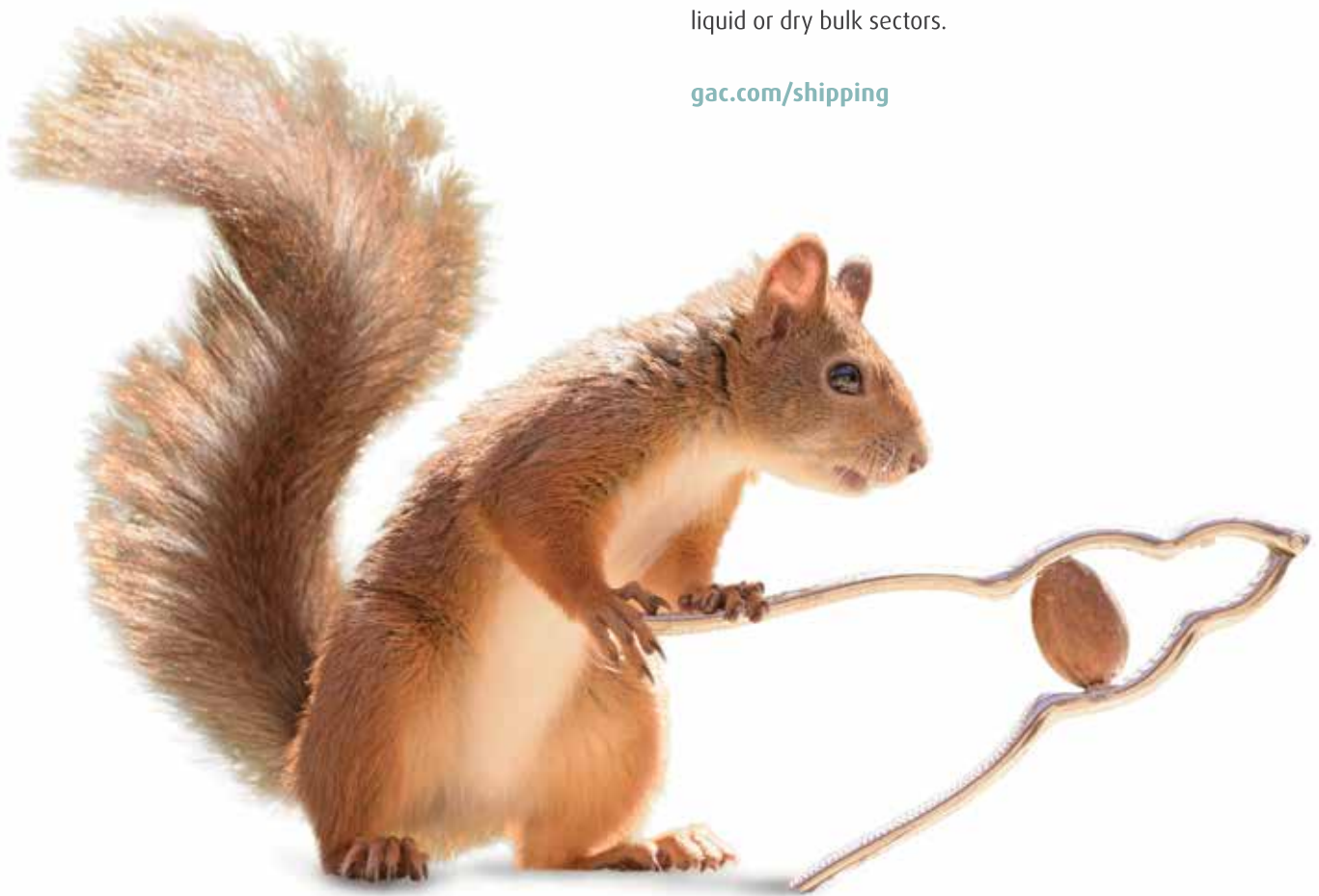
Back copies of GAC World are available for download at [www.gac.com/magazine](http://www.gac.com/magazine).

# Tough nut to crack?

## We've got the teeth for it

GAC's integrated shipping services don't just help you get the job done; our continuous investment in new services and technologies gives you a pivotal edge whether you're in liner, cruise, liquid or dry bulk sectors.

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*No animals were harmed in the making of this advertisement.*



**Delivering your strategy.**