FROM THE EDITORS

Spring has just arrived here in the Northern Hemisphere. As nature outside bombards us with colours, we bring you a variety of news from the Seatrade network. The World Cup was a while ago, but at the time at least half the teams had avid supporters from Seatrade. We have attended several fairs around the world. New ships built under the watchful eye of our site-teams in China have been delivered. Two captains who have sailed the same ships on the same service for over 20 years reflect on the changes, and new offices were added to the Seatrade global network. Learning on the job and development of skills and knowledge are focus points in two articles, and now we also want to know what you think of our magazine.

For 56 issues we have brought you a mix of news from the fleet, the offices, the network. We have written about cargoes, agents we work with, ports we call at, topics of general shipping interest, and some not at all shipping related. It has been fun to produce this magazine, but not always easy to gather the content and send it at regular intervals. We can -in typical shipping fashion- continue doing this ‘just because we have always done it this way’, or we can consider the options and check out alternatives. And, as we do produce this magazine for your, our readers, we should at least ask for your opinion. Check out page 11 for more information.

Ideas, comments and input can be sent to: Seatrade Reefer Chartering N.V. Attn.: Editorial Team “Simply Seatrade” E-mail simply-seatrade@seatrade.com Website www.seatrade.com · Antwerp www.seatrade.nl · Groningen www.reedereitriton.de · Leer

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COLOFON

Editorial Team
Mareike Kaulvers, Fiona Schimmel, Yntze Buitenwerf, Philip Gray, Pieter Hartog, Howard Posner and Kor Wormmeester

Layout and Creation
Drukkerij Steylaerts

Simply Seatrade has been realised thanks to the efforts of various contributors.

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'Where tradition meets tomorrow' is the heading of the article about our mv Orange Spirit that you will find later in this magazine. The Orange Spirit is a brand-new ship living up to the requirements of tomorrow with the proven features of today. Extended to the international stage, the future holds a lot in store for us. At the time of writing, Brexit, (Pan)american politics, East West relations and the attention to climate and health are high on the global agenda and will surely have their economic and social effects on the world. Thankfully, experience teaches us that we can always rely on certain solid foundations that will re-establish balance.

A similar balance is essential in social life and within our company. Just recently, a 'Meet and Greet' was organized onboard mv Seatrade Green in Rotterdam. With the Dutch weather cooperating in a way not thought possible, our valued customers had the opportunity to visit one of the latest additions to the fleet. Most notable, besides the ship’s contemporary design and Seatrade heart, was the professional crew. A healthy mix of young, in-house educated officers who passed through all the ranks in the Seatrade environment and senior colleagues with a wealth of experience: a future-proof concept that we aim for on our entire fleet and an important boost for our in-house training and education activities.

In February, Captain Gregory Sevilla, became the new Managing Director of our Avior office in the Philippines; Avior being one of our main providers of seafarers for Seatrade. Not only leading him to sea but also to a number of our offices, Captain Sevilla is another example of a successful pupil of the Seatrade school.

From a commercial angle we can conclude that 2018 was just a perfect storm, which is a meagre comfort for both the specialised reefer industry and the container lines, which struggled with each other to secure cargo volumes. The mood has been a sharp contrast considering that the seaborne perishable market has kept on growing since the beginning of the century. The world population has increased from 5.8 billion people in 2000 to an estimated 7.8 billion plus in 2018. It is forecasted that this number will increase to 9.7 billion by 2050. This increase will have a direct effect on the worldwide perishable reefer demand.

Despite the present specialised reefer tonnage providing just 5-6% of the overall total refrigerated capacity, it accounts for roughly 20% of the total seaborne perishable reefer cargo movements.

Worldwide port logistics have become an industry changer for the specialised reefer fleet. Most of the banana multinationals are changing their mode of transport from traditional reefer vessel to specialised reefer container vessels. Keeping strict control over their produce, on the basis of the FDD concept, is essential for the quality and freshness of their perishables.

It is clear that the introduction of Specialized Reefer Container Vessels, such as the Seatrade Green, has heralded a third mode of transport for seaborne perishables. This mode has gained momentum and will become a serious player going forward.

Meanwhile we are experiencing healthier market conditions compared to 2018 and we expect these conditions to stabilize going forward.

One of tomorrow’s major challenges will be the upcoming change in fuel legislation. As of 1 January 2020 no HSFO (High Sulphur Fuel Oil) can be used any longer and as of 1 March of that year, it will no longer be allowed to have high sulphur fuel onboard. Our shipmanagement branch has meanwhile started preparations to see our vessels timely changing over to compliant fuels. An effort that will require tight cooperation between the offices and the ships.

As briefly touched upon, the attention for ‘health’ is soaring. In our shipmanagement office most of the staff took part in a Fit Test, a voluntary health check carried out by health and safety service Human Capital Care, who will also assist with follow-up if desired. The first results are already visible: an increasing number of colleagues is now cycling to work, taking the stairs or going out for a bit of fresh air.

Going forward we believe that by taking these initiatives in combination with adjusting to the new logistic realities we will collectively strengthen our brand, widen our customer base and increase the scale and efficiency of our logistics network.

The Management
A few days after a sun-drenched naming ceremony in Zhongshan, China, mv Orange Spirit set off for her maiden voyage with destination West-Africa, sailing wonderfully and performing well. Built at Guangxin Shipbuilding & Heavy Industry in China, the fishing support vessel is the first delivery of the Orange family, which further accommodates mv Orange Sea, mv Orange Stream, and mv Orange Strait.

At first glance, the Orange Spirit reminds us of the conventional reefer of the early days. The days that our letterheads still carried the tagline ‘owners and managers of refrigerated vessels’, the days of the traditional reefer trade. And rightly so. Some features (cargo gear!) that proved their value to this date remain, as does the focus on frozen and refrigerated commodities. Taking a closer look, we see a top of the line design holding a long recipe of novelties. Seatrade’s Newbuilding Department and Groot Ship Design have set out to create the best, future proof, fishing support vessel to date. Specialists from the fleet were deeply involved in the design and engineering process. This cooperation was highly valued and contributed to a better understanding between operations and engineering.

Mv Orange Spirit was built as per the latest environmental and operational specifications to trade with fish in bulk - packed or palletized - potatoes and citrus. The vessel is designed as a high volume freezer (300,000 cbft) with limited draught and is equipped with loading booms to allow her performing cargo operations at sea. These transhipment operations, the loading and discharging of multiple fishing vessels at or close to the fishing grounds, will result in less down time and higher efficiency.

The reefer plant features ammonia/brine chillers as per the highest environmental standards. The four similar cargo holds are fully equipped with aluminium gratings and conditioned by a natural gas reefer plant. This decreases pollution yet improves efficiency. The units are completely separate from the cargo holds, eliminating any threat of contamination of the cargo.
Extensive hull tank tests resulted in an economical hull design in optimum relation with the vessel’s propulsion line. The Orange Spirit is equipped with a two-stroke main engine meeting the highest efficiency standards. The vessel follows the latest EU sanitary and hygiene rules and holds a green passport.

Main particulars

Length: 115 m  
Breadth: 18 m  
Speed: 14.5 knots  
Draft design: 6.30 m  
Deadweight: 7,500 mt.  
Cargo Gear: The vessel is equipped with derricks able to operate a cargo load of SWL 7,0mt with a reach of 18 m.

Combining the best of the partnership between GreenSea Chartering, for commercial operations, and Seatrade Groningen for technical ship management, mv Orange Spirit and her sisters will be well taken care of. Check out our social media channels for updates on these graceful and innovative ships designed with just a hint of yesterday and the taste of tomorrow.

Mark Jansen & Danielle van der Eide  
Seatrade Groningen
16 of 32 countries playing the FIFA World Cup 2018 in Russia were represented within the Seatrade agency network and its partners. This number does not only show the diverse geographical spread of our offices, it also implies that a lot of football was discussed in June and July within Seatrade.

Let us not talk about the disappointing performance of the German team our colleagues of Triton supported and let us better not mention the non-performance of the Dutch team Seatrade Groningen was supposed to root for.

We should focus on the Belgian team of Seatrade Antwerp who came so close to playing the finals. Or what about the skills of the Russian host? They managed to kick the Spanish team out, one of the favourites. Panama played the first football World Cup in its history and the English finally overcame their penalty trauma.

And yes, the French made it all the way to the top beating Croatia. Congratulations to our colleagues of Sea Shipping Services in Radicatel!

Mareike Kaulvers
Seatrade Hamburg
In each Simply Seatrade we present a vessel managed by any of the pool members; the ship’s particulars and the present crew will be introduced. This issue we turn to mv Sierra Leyre, managed by Seatrade Groningen, interviewed February 2019.

MEET THE CREW
We asked each of the crew these questions:
1. Where do you come from? Could you tell us a little bit about this place?
2. When did you start sailing in general and when did you start sailing on Seatrade managed vessels?
3. What is your favourite Seatrade/Triton vessel and why?
4. What do you like most about your job?
5. What is your favourite port and why?
6. What is your advice to young seafarers?

Standing f.l.t.r.: C/E V. Gorelkin, C/O S. Balukov, Bosun F. Agrisola, 1/EO E. Vashchenko, AB D. Lanuza and Capt. A. Durkstra
Kneeling f.l.t.r.: Fitter A. Ryzhov, 3/EO A. Ilin, Oiler A. Baile, Cook D. Bernadas, 2/O D. Golikov and AB R. Fremista
**Arno Durkstra, Captain**

1. I was born in Rotterdam, at that time still the biggest port in the world. So, I did see shipping, sea and inland, from Day 1! Now I live 45 km north of Amsterdam in the low country, 2.5m below sea level; so I follow the climate discussions with great interest.

2. I started in 1970 sailing with the KNSM, at age 17, meaning my father had to countersign my first seaman's book, as I was not yet of legal age. I went to nautical college and started in 1976 with Dammers/Seatrade as 3/Off, and onwards with the company to date. But fear not; now close to retirement!

3. This is not easy to state, as most vessels do have their pros and cons. No absolute favourite, but fond memories to Normandic as for years she was my fixed vessel. Also the Spring Panda with nice living quarters and a pool, as well as the Benguela Stream: both of those in demanding banana contracts, but both very good and reliable vessels. Frankly, I believed the Springs would last until my retirement after the big midlife-upgrade on those, but it was, sadly, not to be.

4. As I am now in my very last contract, I can only state the favourite port as: "The Homeport"! No need to say more, I believe.

6. Listen to and observe older co-workers, of any rank. See what is good and what could be improved (if anything at all). Mistakes can/will be made, be open about those and (let all) learn also from those. Prioritize safety, take all classes and courses which are offered and/or available, stay alert and never stop the learning process. Also please remember: A day not laughed is a day not lived!

Final note, if I may: After so long sailing with all sorts of crews, I was Captain of complete Dutch crew, but also alone with complete Russian or Filipino crew and also with mixed crews; I would like to thank all of those crews for all the years of pleasant cooperation, support and friendship! I have tried to give it my best and surely you all did the same!

---

**Sergei Balikov, Chief Officer**

1. I was born in the city of Leningrad, but now I live in Kaliningrad. Kaliningrad is an ancient and very beautiful city. The city has preserved German architecture and many monuments. The region is rich in amber.

2. I started to sail after graduating from Baltic Marine Academy in 1996. I have been working for Seatrade since July 2008.

3. My favourite vessel is "Sierra Leyre", I'm on it second time. Vessel is in good condition.

4. I like everything in my job.

5. My favourite port is Cape Town in South Africa, a very beautiful place and comfortable climate.

6. I advise young seafarers to be a professional in their field, take care of their health and good luck.

---

**Dmitrii Golikov, Third Officer**

1. I was born in Kaliningrad, Russia. I still live there and I like it. Kaliningrad is the most western part of Russia. It is a former German city - Konigsberg, therefore this city is a mixture of old German and new Russian buildings.

2. I had my first sea-going experience in 2013 aboard the sailing training vessel "Kruzunshtern" when I was studying at the Baltic Fishing Fleet State Academy. I started my career on Seatrade managed vessels in 2018. My first vessel was Whitney Bay.

3. It is my second voyage with Seatrade vessels and I can not to say with certainty which one of two vessels is my favourite, because they are both have their advantages and disadvantages.

4. Opportunity to meet new people, to visit a lot of countries. And most importantly, working at sea as I do, is my favourite job.

5. My favourite port is Saint Petersburg. Why? There are a lot of reasons: This city is a part of my native country. Saint-Petersburg is a very famous city with friendly people. It is the "Cultural Capital" of Russia as we call it.

6. Love your job, but remember that the main thing in our profession is safety and therefore take care of yourself.
Victor Gorelkin, Chief Engineer
1. I am from Kaliningrad. Kaliningrad is one of the biggest cities in the west of Russia. Kaliningrad is a sea port and beautiful city.
3. Any vessel up to now.
4. This job is my profession. Also I have the possibility to visit many countries and meet different people.
5. I like the port of Kaliningrad. This is the place where I have been living all my life. It is also not only a sea port but also is my home.
6. The job at sea is a good but difficult profession. Try to gain much knowledge from your older colleagues. Be persistent in work and you will achieve success.

Evgenii Vashchenko, Second Engineer
1. I was born in USSR, in Leningrad, but now I live in Kaliningrad, Russia. It is not a big city on the Baltic Sea coast.
2. I started my seafaring career in rank of engine cadet on the study vessel “Kruzenshtern” in 2008. In 2012 I started sailing on Seatrade vessels. My first vessel in Seatrade was Sierra Merlot, in the rank of wiper.
3. Travel around the world. I get to see a lot of beautiful places, meet different people.
4. My favourite port is St. Petersburg, because this is my motherland and very beautiful city with very big history.
5. Safety first. Improve your skills. Love your job.

Alexander Ilin, Third Engineer
1. I was born in Kaliningrad, Russia. Kaliningrad is a very beautiful city, with many interesting places: museums, zoo, lakes, Baltic Sea etc.
2. I started my career on board study tall ship “Kruzenshtern” in 2009. My first contract in Seatrade was in 2016 on board of “Fuji Bay” in rank EROT.
3. My favourite ship is Sierra Leyre.
4. I like my job, because I can visit many countries and ports. Get to know the cultures of these countries and get a good salary.
5. My favourite port is Las Palmas, Spain. Because I visited this port a lot of times. Every weekend we were going to the beach, visited restaurants, played football and met interesting people.

Anatoly Ryzhov, Fitter
1. I was born in the USSR, in Samara in 1957. Samara is situated on the banks of the Volga River.
2. I started to sail in 1984, the name of my first ship was “Leningradskii Put”. My first contract in Seatrade was in 2008 onboard the Asiatic.
3. My favourite vessel is “Cold Stream”; because there are good conditions for my job, big work-shop and very good conditions for life.
4. I think this is a very interesting job, because I can visit many countries and get a good salary.
5. My favourite port is St. Petersburg, a very interesting city and very friendly people live here.
6. First of all health and good career.

Argie T. Baile, Oiler
1. I’m from Catanduanes, one of the small islands in the Philippines. It is an island province located in the Becol Region, of Luzon. Also Catanduanes is known as “Land of the howling winds”, because most of the typhoons brewed in the Pacific pass through.
2. Seatrade is my first company. I started sailing on Seatrade vessels in 2012, on the Nova Florida.
3. My two favourite vessels are Elvira and Regal Bay, because I gained more knowledge and experience on those vessels in my training period!
4. What I like most about my job is to travel the world for free and I can observe the beauty of each country. Also to experience different cultures and values of the people of those countries.
5. My favourites are Manta, Ecuador and Seychelles, because these ports are near the beach which we can visit for nice free times. Beaches are beautiful, as also the tourists will come to admire.
6. Just enjoy your job!
Deo M. Bernadas, Chief Cook
1. I come from Oriental Mindoro, Philippines, where I was born and have studied. My place has big farms with crops of rice and vegetables.
2. I started sailing in 2011 and since 2012 on Seatrade vessels.
3. My favourite is the Sierra L. type; because they have a wide storage space and well ventilated galleys -so nice to work there as a Cook.
4. The cooking, especially with different nationalities, like here with Dutch and Russians, I have learned to cook different meals when they teach me about the kinds of food used in their places.
5. My favourite place is Las Palmas, even though the goods are expensive, but that place is beautiful and good for vacations.
6. My advice to the sailors; to know first what life means on the ship, and be ready for it. If you have a dream in your life you must fulfil it, so you will not regret it later. Good luck and God bless.

Fernan J. Agrisola, Bosun
1. I come from the Philippines. I grew up and live in Makati with its commercial places.
2. I started sailing in year 1996. An LPG tanker was my first vessel. I started on Seatrade vessels in 2009.
3. I like all Seatrade vessels, because all Seatrade vessels have given me good working experiences; in every contract again.
4. Mostly I like my job, because with this job I can support my family in all their needs.
5. My favourite port is Port Vendres (France). It is very cool and pleasant place.
6. To young seafarers I strongly advise to become an officer someday and for the seafarers only to become ratings by loving and respecting your work and job. Because, if they do this - even hard times on board will easily pass by.

Rowell F. Fremista, A/B
1. I’m from Bicol. The Bicol region is the perfect place for you as it offers Sosogon, and Albay province and all its touristic spots. This is where the perfectly shaped Bulvisgan and Mayon volcanoes are. Bigol region is home to truly the most beautiful natural wonders of the country. Aside from this we have also delicious foods and delicacies. One of the famous dishes from Bigol is the Bigol Express.
2. I started sailing in 2009, on Maersk container vessels. After four years I tried to find a new company and with God’s help Seatrade hired me! I have seen how they take good care of the crewmembers, with good relations between crew, officers and the company. That is why I decided to stay with Seatrade, and I believe I will be successful in this company, too.
3. All vessels in Seatrade, as I believe I can handle it! The most important thing is the good relationship with my crew mates, because working on a ship is not an easy task. In my experience the most important is company support, of all kinds -no matter how minor; as all is valued and helpful.
4. When time permits we will surely go ashore, either day or night. The feeling of happiness disembarking the ship and going ashore is priceless! Firstly, we get to visit the famous wonders that were once only seen in magazines. We also meet different kind of people, of various nationalities and we become friends. Most of all; going ashore to our favourite places is like a dream come true. That is the wonder of being a seafarer, one can have a bunch of exciting stories to tell your friends and family when you return back home. This is why I like my job!
5. All ports, in general. Because I can access phone and internet to contact my friends and loved ones, after lonely days and sleepless nights.
6. First, make shipmates real mates; try to make friends with them. Keep yourself busy, we are professionals, so make sure you are on top of your game. Avoid focusing on loneliness, as you will be away from home for a while. Above all, always remember: Safety First, and prayer is the most powerful weapon!

Denver N. Lanuza, A/B
1. I come from a small town in San Vincente, Bato Cam. Sur, where I helped my parents to run several family ventures (like Pangit Factory - Lumpia Wrapper Factory - Bakery and Sari-sari Store) along with my two elder sisters.
2. I started sailing in 2008, on Maersk Line container ships and in 2015 I boarded my first Seatrade vessel, the Regal Bay.
3. The Sierra Leyre is my favourite so far, also as we spend longer time docked in the port, releasing me from the agony of enjoying my meals and rest, along with the waves. Plus we get to visit the locality, in our spare time, and enjoy its ambiance and tourist spots. Also crew and staff are very accommodating, friendly and treat each other like brothers and siblings!
4. I love my job because it comes with the perks and privileges of conquering the world for free and travelling without the hassle of securing permit documents prior entrance of countries.
5. Ports in America, they have captured my heart since I got to meet lots of Filipinos there and the locals are so nice and hospitable. I got to enjoy also some fine shopping spree and the goods are affordable.
6. To future seafarers, before deciding to embark make sure that you really love the job, so get to enjoy all pros and cons of being a seafarer. Again, life on a vessel was never a bed of roses and its petals come along with some thorns, which cannot be avoided. Enjoy every single moment on board and do your best! Lastly, save for your future and your family’s future!

At the gangway f.l.t.r. R. Fremista, D. Lanuza, F. Agrisola
In December 2000 the first issue of Simply Seatrade was printed, in which a mix of reefer shipping related articles, office and crewing news was brought to you. With the lay-out, content and level of articles changing over the years, we held on to the hard-copy, printed, magazine in an age that a lot of magazines and even newspapers transferred to a (strictly) digital version.

It’s not that we never considered going digital for Simply Seatrade, but we felt that a hard copy was more likely to be read, with a sandwich at lunchtime, on the train after work, in the privacy of your bathroom, and more likely to be shared with others in your company than a link that needed clicking on to, or a website that could be accessed for the latest information.

However, times change and ways to relay information are forever getting more advanced. Time for the Simply Seatrade editorial team to look at options and see what you, our readers, think of this publication and your ideas for the future of our magazine.

So, with this copy of Simply Seatrade you received a letter asking for your input:
1. Do you want to keep receiving Simply Seatrade?
2. Which statement comes closest to your preference for Simply Seatrade:
   a. I prefer reading a real, hard copy magazine (as-is)
   b. I like the current format, but save trees and send me a digital copy by e-mail (already available on Seatrade websites)
   c. I read my newspapers online, so can do the same for Simply Seatrade. Make it a web-based version!
   d. I would like more frequent news; it doesn’t need to fill an entire magazine. How about a blog?!
   e. … add your own statement please.
3. Any suggestions for content, frequency or other comments you may have.

If you did not receive a letter, but still would like to provide us with your input, please send us a message to simply-seatrade@seatrade.com with your answers to the above and your details, so we can keep you posted on any developments.

We have now filled 56 issues of Simply Seatrade with a huge variety of subjects and information. Will this be the last issue in this format? Thank you for helping us decide by giving us your input!

Fiona Schimmel
on behalf of the Editorial Team
Seatrade has been calling Colombian ports for at least 40 years, particularly the banana ports of Turbo and Santa Marta, but also Puerto Bolivar and Cartagena for either ammonium nitrate or CKD (Completely Knocked Down) cars. Traditionally the business was COA (Contract of Affreightment) basis which meant charter business, first cargo terms and not a great deal of further involvement.

Fast forward and the scene has somewhat changed. The business has evolved into a liner environment, but also the Colombian agricultural landscape has changed. In the past it was all about bananas, and although bananas are still the mainstay of Seatrade’s involvement in Colombia, the growth of other commodities which need FDD services has skyrocketed. With these elements in mind and the need to be closer to its customers and operations, Seatrade has decided to team up with Caribbsa and opened Seatrade Colombia.

Based in Bogota Seatrade Colombia (CarSea SAS) has been -since November 2018- taking care of all the growing business which Seatrade is involved in, in Colombia, two weekly calls at Turbo, two weekly calls at Santa Marta and a weekly call in Cartagena. Today all three Central American banana services of Seatrade are calling Colombia:
BlueStream: Cartagena and Santa Marta (Import/Export)
Caribanex: Turbo and Santa Marta (Export)
Zodiac: Turbo (Export)

The offices in Bogota and Santa Marta are manned by Mauricio Perdomo (Lawyer, 25 years experience in sales and marketing of reefer market and containerised management) with the assistance of Jenifer Fernandez (international business expert in operations, 10 years experience), Sandra Gonzalez (expert in documentation and Colombian customs regulations, 10 years experience), Roque Rosero (accounting and administration, 30 years experience as tax administrator) and Lorena Quilindo (international business economist, expert in shipping customer services, 21 years experience). It is a committed team, the one of Seatrade Colombia: Committed with their principal’s policies and goals, they ‘breathe cool air, in a fast, direct and dedicated way’.

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March 2019, Leer: Atria Learning and Development conducted a workshop at MARIKO GmbH to introduce their new project "Shaping New Horizons", a transformation board game for the maritime industry. This new game builds on the success of the game "Battle of Disruption", which was played effectively 75 times in 2018.

The game was presented to a diverse audience including people from three different shipping companies, students from the International Business School in Groningen as well as professionals from the maritime faculty and the maritime competence centre MARIKO. Divided into four teams, the participants took part in the game consisting of elements such as videos and quizzes, but also guided discussions and personal reflections.

Shaping New Horizons is an interactive serious game introducing potential transformation drivers in the maritime industry using real-life examples already happening. It encourages the participants to engage with the topic of digital transformation in their own context.

A game that is shaping the future
Engagement - Learning - Action

PHASE 1: ENGAGEMENT
- Using gamification to understand what factors are transforming the industry right now
- 30 trends with current examples of disrupting business solutions including Condition Based Maintenance, Blockchain, Augmented Reality and Artificial Intelligence are discovered by the audience
- Ensuring game flow by grouping those 30 drivers into seven maritime metaphors

seven memorable metaphors to internalise each transforming driver
PHASE 2: LEARNING
Exchanging ideas and personal views within the group led to heated discussions and
- established a shared language
- raised awareness of companywide developments for addressing current issues in the maritime industry
- set an atmosphere in which change is accepted as a constant: a non-judgemental appreciation of different opinions

PHASE 3: RELEVANCE → ACTION
With the acquired knowledge and exchanged perspectives, the audience established a shared commitment to engage with their colleagues in order to explore what is most urgent for their company’s future actions.

After a full day of engaging in maritime future, the delegates were more than satisfied with the result of the game and provided rich feedback how it can be lifted to the next level! Learning is always multidirectional...

“It was full of excitement, learning and discovery of new, transformative ways within the maritime industry. I must say that I now have a better understanding of what is happening in my own industry. Much of what I learned today I didn’t know before”.

This board game is a new tool developed by Atria Learning and Development with the goal to support maritime businesses by engaging with their employees.
Seacat Line is a USA Federal Maritime Commission (FMC) registered common carrier ocean vessel service operating in a closed loop between Costa Rica’s East Coast and Tampa, Florida. The line offers service for refrigerated and dry containers, rolling stock and high/heavy cargo on a regular schedule. The service operates with a single vessel, the mv Juice Express, plying the waters between Tampa and Puerto Moin/Limon, Costa Rica every 14 days.

That’s a very simple and basic explanation of Seacat Line. The history behind the service is much richer and deeper - as is the unique vessel and the relationship of the various parties involved in supporting and managing this operation.

The seeds of the service date back to the mid-1990s, when Seatrade entered into a long-term agreement with the management of Tampa Juice Services. Tampa Juice, through its Costa Rican affiliate, Ticofrut, established orange juice production capacity in Costa Rica and through investment in Costa Rican and later Nicaraguan orange juice groves, processing and storage facilities. The company had a valuable commodity that needed a creative transport solution to reach markets in Florida. While many may think it odd that Florida would need to import orange juice, the unique qualities of Costa Rican orange juice provide ideal blending properties that allow Florida orange juice processors and packers to manufacture the iconic bright orange colour and consistent taste sought in the marketplace.

Tampa Juice took the next step in establishing their foothold into the Florida market, by constructing refrigerated, bulk storage (tank farm) capacity to receive bulk orange juice directly from vessels calling at the port of Tampa. The missing piece for Tampa Juice was finding the right vessel partner who could provide them with a dedicated service for many years. Brazil’s major orange juice processors/exporters had learned the value of bulk transport for their product and Tampa Juice invested in the capacity to deliver on a similar platform.

After some period of discussion, Seatrade offered mv Joint Frost as a perfect vehicle for such a service. While the ship was already nearly 20 years old, she had a unique construction that suited this project perfectly. The ship, in fact, had originally been constructed as a small containership. The original owners went bankrupt before she left the yard and she was purchased by Seatrade and converted into a reefer ship. With her tall decks, designed for container intake, she was employed in frozen fish trades for much of her early life.

Utilizing the ship’s refrigeration system, a racking system was constructed to support individual 20 tanks that were connected through a central piping system and the vessel was installed with a pumping system that allowed for quick intake and offload of the bulk juice. Computer controls were installed on deck of the vessel and the ship’s crew quickly learned how to fine-tune the process.

The initial configuration of tanks provided space for carriage of breakbulk, rolling stock and container cargo. And so, in 1997, Seacat was launched as a brand of Seatrade. The Seacat name derives from the acronym SEAtrade Central America Tampa service. This author does take credit for coining that name. When the service started, with her 11 container slots, it represented the largest container line calling at the port of Tampa.

Through her history, tanks were added to increase bulk juice capacity. While there were structural changes in the management of the service over the intervening 20 years, the Joint Frost
continued to sail between Tampa and Costa Rica carrying bulk orange juice, container and breakbulk cargo. She often performed upwards of 20 voyages per year. The Seacat name ceased being used some time into the first four or five years of service. Throughout much of her 20-year history, two captains, Sergei Bilenko and Igor Dudkin, were at the helm of the Joint Frost. These captains served ship and the various partners with a dedication to maintaining a highly functional and efficient ship. Dodging several hurricanes, along the way.

As with all things, age eventually caught up with the Joint Frost. The partners had long considered what would come after the Joint Frost, knowing that she could not continue forever. While she continued to operate flawlessly right up till the end, the costs associated with extending the inspections, licenses and insurance for a ship of that age together with the anticipated growth in volume of orange juice concentrate and single-strength juice coming from Costa Rica, had the partners weighing replacement options over the course of several years. The redesign of existing ships was considered against new construction. Considerations were made for design, capacity, flexibility and fuel efficiency. In the end, decision was made for new building.

This new lady would have a different design in terms of juice carriage and capacity - utilizing larger, horizontal tanks - along with improved fuel efficiency and streamlined design, greater general cargo/container capacity and a heavy lift crane that provided even more flexibility when dealing with port and berth congestion. And so was born mv Juice Express.

With the anticipated employment of the Juice Express in second half 2018, the Seacat name was resurrected. Seacat NV was registered with the FMC as the VOCC and the Seacat Line name registered as the trade name for the service.

In late November of 2018, the Joint Frost made her last call into Tampa and sailed off into the sunset having served all as the splendid lady she was. As the Joint Frost departed, the Juice Express was well into starting her dedicated service between Costa Rica and Tampa. Making use of the new Port Logistics Refrigerated Services (PLRS) cold storage and terminal at the port of Tampa for general cargo operations, the service has quickly won favour with importers of fresh pineapple and is regularly running at full capacity northbound on her fortnightly schedule. With the unique mix of cargoes north and south, captain and crew are quickly learning how to maximize vessel intake and shorten transit time.

Joining PLRS as a new player to this trade has been Seatrade Costa Rica, who serves as agents for the Seacat Line service, along with several other Seatrade/Streamlines services in Costa Rica. Seatrade USA/NAGA has served as Tampa agents since the initial Seacat Line service in 1998 and we are happy to report that captains Bilenko and Dudkin continue to serve as masters of the Juice Express. Tampa and Costa Rica-based NVOCC Altamar Shipping were important partners on the Joint Frost throughout her time of service and continue to partner with us on the Juice Express.

Howard Posner
Seatrade USA
My name is Sergei Bilenko, and it is and has been my pleasure to serve as captain on both the Juice Express and previously on the Joint Frost. I have been asked to compare the two for you, our readers of Simply Seatrade.

First of all I would like to introduce the second names of these beautiful ships: mv Joint Frost we used to call Lovely Lady, and mv Juice Express we call Golden Lady.

Both vessels we like very much for their specific trade between Tampa (Florida), USA and Moin, Costa Rica with orange concentrate in bulk, and general cargo in both directions.

As you may know the Juice Express is a daughter of the Joint Frost and all what you may see, read, and know about the Juice Express came after a long life of the Joint Frost.

One of the most capable cranes in the company is on board the Juice Express and what we could only dream of during our general cargo operations in Moin when on board Joint Frost. We are now able to load and discharge almost any type of cargo with our own crane without any restrictions by weight and size. It is a very powerful and modern crane which makes the design of the vessel something special.
Most of the differences between the two vessels are in their design. The modern design of the Juice Express and especially her bow allowed us to safely, and lets say comfortably, pass a very big storm without deviation from our course in the Pacific Ocean on the way from the shipyard in China to Panama. Something that I could not say about the Joint Frost. In 1998 on the way to Europe in ballast we had to change our course up to 30 degrees to prevent pounding of the vessel.

The biggest differences between both vessels are the cargo capacities for juice and general cargo. With only 16.5 meters or 54 feet length’ difference the Juice Express is able to take 1.5 times more FCOJ and almost 3.5 times more general cargo than the Joint Frost. Thanks to the special arrangements on deck we are able to use the entire width of the vessel to store six containers in a row on deck and five in the hold. It makes the Juice Express look like a real modern container ship. A lot of lashing points, with the possibility to load 20’, 40’, and 45’ high cube containers in three tiers on deck, buses, cars, trailers of any size are more than welcome on board to be safely transported to their destination. All this was realised due to the ballast capacity on board which makes that the Juice Express does not have the stability issues of the Joint Frost.

A special word need to be said about the juice tanks and juice system. On board of Joint Frost we were able to load only FCOJ (frozen concentrated orange juice in bulk) but on board of Juice Express we are able to load FCOJ and NFC (not from concentrate) juice. The special design of the manifold allows us to load different products with separate lines in order not to mix the cargoes. The number of tanks and their sizes are state-of-the-art and latest in technology including automatic tank and juice system equipments which makes it easy to wash the system and do it much faster and safer.

Then there is the nitrogen generator on board of the Juice Express, which produces its own nitrogen we use for filling the tanks after discharging the juice, which we could not do on board the Joint Frost where we had to connect a hose in Tampa and load nitrogen from ashore. All that innovation regarding the juice system and its design allows us to discharge the juice with a rate of 120 metric tons an hour, monitoring the functioning of the two pumps from the cargo control room. This we could not do on board Joint Frost, where one of the crew members had to regularly go to the hold to check the pumps operational condition.

The bow thruster is something special we were all dreaming about on board the Joint Frost. We had to use our anchors for safe docking, and save expenses as it has a heavy impact on operational costs of the vessel. Tampa pilots call such use of the anchor for docking a ‘poor Captain’s tug’. Nevertheless, after more than 20 years on board of Joint Frost using the anchor for docking we now have a reliable and very powerful bow thruster on board the Juice Express, which helps us to dock and undock more safely and reduce costs on tugs.

On the navigation bridge, equipment wise there is no comparison. When I first saw the bridge on Juice Express I said it was the Space Shuttle bridge as there are all tools necessary for safe navigation and operation of the vessel, including electronic charts, ARPA, GMDSS and other necessary PC. Besides the high tech equipment also the bridge design itself is completely different. On the bridge of the Juice Express you are able to see almost all around the vessel from one point. Remote control boxes with all necessary tools make docking and undocking more safe.

On board the Juice Express we use ammonia for cooling the cargo holds instead of freon on the Joint Frost, which make it more environmentally friendly.

Some words about the engine room equipment: Modern and developed. What makes the biggest difference between both vessels is a shaft generator to allow us to save a lot of fuel to produce the power for more than 40 reefer containers on board from Costa Rica.

For our own safety there are modern free-fall and rescue boats on board the Juice Express.

Last but not least there is internet on board of Juice Express. No more pre-paid phone cards in Tampa or expensive phone calls from the satellite phone. Just any iPhone or smart phone and you are able to connect to your loved ones any time and any place of the world.

Capt. Sergei Bilenko
Master mv Juice Express
My name is Igor Dudkin and my first acquaintance with Seatrade and one of her numerous vessels happened in July 1997 when I got a chance to join the Joint Frost in the rank of chief mate. She had just delivered a parcel of frozen meat to Russia’s St. Petersburg. She was nicely painted in company colours, looked fresh and well-maintained yet her age was already advanced (18 years).

**Joint Frost**

Along with that there were certain surprises in her design - abnormally (for reefer vessels) her big cargo hatch covers, and the reefer plant installation (side disposition). Later on I learned her keel had been laid at a Norwegian yard as a container feeder, when following that customer’s bankruptcy the new owner decided to convert her to a conventional reefer ship. Her remarkable features - accommodation, every cabin with a bathroom section, recreation room, and decoration materials for those days’ standards looked to be a winning combination.

Her trading area was mostly between continental European ports and Africa. Complicated memories come to mind for that period of time - huge cargo hatches opening full hold squares, resulting in frozen cargoes immediately starting to defrost. Then about a year later - apparently by reason of less efficient operational results - the question had arisen: what next?

One magic idea had popped up in the minds of some guys at the office, which made that the future for the Joint Frost would take a sharp turn, and her life extension was predetermined. That perfect idea was to convert this regular reefer vessel into a juice tanker. I guess the container foundations in her holds were remembered, which turned out to be very suitable for the installation of juice tanks. When I next joined the vessel, she was just brought in her new trade carrying orange juice between Costa Rica and Florida.

Absolutely new holds installation, new cargo, and new challenges concerning the working process and procedures.

And that was the time when the first computer, a cargo computer with juice operation software, appeared on board, with instructions from the office that it should be used for nothing except cargo matters. How we were dreaming to load it with some bureaucratic jobs like the crew lists, and other port documents which were normally prepared on the type writer. Once a big investigation was undertaken, when the second mate secretly loaded a few documents for printing. We were all ‘rookies’ with little computer knowledge. How we were scared of mistakenly pushing the wrong buttons, being unsure how to revert back to the initial screens. All was there: pumps’ operations, valves opening and closing, data monitoring. A couple of years were needed before we could use the system like experts, with all its features and glitches - it wasn’t perfect, learning all its aspects on the run, making mistakes as not much was written in handbooks.

By the end of Joint Frost’s lifespan, I noticed how much the bureaucratic load demanded of our time and space. When I first came aboard the Joint Frost she had two shelves with folders on the bridge; by the end of her life, the amount had tripled despite being the same crew, carrying the same cargo, in the same period of time, with the same speed. Of course all that paperwork concerned risk prevention, controlling practices and responsibility.

Once, being alongside at Tampa there was a racoon that during night hours came to our gangway looking for tasty presents and was pleased with apples and fish heads. Then, a couple of days later, the vessel was ordered to shift to the yard. We started preparations and found him in our life boat. What a surprise, the ladder leading there was vertical... how could he get in? We learned racoons’ fingers allow them to catch ladder steps like...
humans. We realised we could have serious problems with the US authorities once the animal was found on board. The poor racoon couldn’t understand why yesterday he was met with such hospitality but today he was chased by a crowd... In the end the animal was disembarked, yet with certain losses to us, as one AB got bitten. It cost him a series of rabies prevention injections.

All those 20 years of vessel’s operation were completed with meeting nice people who left unforgettable, good memories: Tampa Juice, Seatrade USA, TicoFrut. Of course a very special role belongs to the Seatrade Management team from whom we always got powerful support and advice.

**Juice Express**

Long awaited, nice and modern to a high degree, equipped with the latest nautical achievements, a ship with big potential for her commercial activity. Her juice carrying capabilities were expanded to not only carry frozen concentrate, but also fresh non-frozen products. Her powerful crane (capacity 60 tonnes) is impressive, alike her container carrying capabilities as well.

The first juice operations showed how perfectly designed the system was, yet some equipment’s fine tuning was still needed. There are hundreds of data transmitters and sensors all working in a closed circle. Software design engineers created the system in such safe manner that some locking alarms had forced us to worry and spent certain time to fix it.

With the big cargo crane we have lots of container handling capacity, but the task to load her fully is not that easy. When we were reaching a limit point, we experienced large inclining moments with quite a list. Lots of puzzling options were checked, yet many of them just theoretically, hoping it worked as calculated, as any new operations were first done. A close eye on the stevedore’s crane operator, watch on gangway and ship’s mooring lines every aspect must be under control when a ship starts listing to such degree.

New ship capabilities, and new operational tasks resulted in lots of questions and options from the operations department to make the vessel’s trade profitable. And that was particularly actual during the non-juice season (from the end of September until January). Even bunkering was shifted from Tampa to Cristobal for cost effectiveness.

The ship’s bow thruster brought us quite a relief during berth approaches and departures. No more anchor dragging, the procedure we used on Joint Frost looking for every chance to get rid of tug assistance.

Juice Express’ bow shape, a remarkable one, which I guess you all have seen on the pictures, shows an undisputable advantage on rough seas, though its ‘rudder response’ at low speed was expected to be more effective.

For me, the best place on the ship is the bridge. Well-equipped, a fantastic data monitoring system, large windows, comfortable armchairs, lots of air. Day or night, any time; you may want to stay there forever.

Remains me to wish our new ship Juice Express to achieve a lot of success and safe voyages, proudly continuing the valuable heritage left by her unforgettable predecessor mv Joint Frost.

*Capt. Igor Dudkin*
*Master mv Juice Express*
NEW CREW

Lisa
granddaughter of Mr Sadaya Ohno, Toei Shipping (Japan)

Noor
daughter of Sara Choukri, OSD department of Seatrade Antwerp

Brandon
son of Roel Bakels, Chief Officer

David
son of Joao Barata, SH Pratt Group (United Kingdom)

Floortje

Yana
granddaughter of Annick Baeck, OSD department of Seatrade Antwerp
Recently an article appeared on Pieter Hartog of Seatrade Costa Rica and one of the contributing editors of this magazine, in Primeur, explaining about the more relaxed way of life in Costa Rica. Primeur is the Dutch leading magazine for the Fruit and Vegetable sector.

Pieter Hartog on ‘Pura Vida’ in Costa Rica

“Hier is hier een vrolijke chaotische boel”

Pieter Hartog was al werkzaam bij Seatrade toen hij met zijn vrouw en kinderen het klimaat in Midden-Amerika in 2008 ontdekken. Tussen voedselrestaureren en de bouwsector zocht hij even een nieuwe uitdaging. Eindelijk, een werkgelegenheid in San Rafael de Escazú. Vanuit daar wordt een regionaal verzorgingsbedrijf afgehandeld. “Ik had al nagedacht over Mexico, maar toen hadden ze er al iets voor me. Ik kieze voor Costa Rica omdat ik van het land die we nauwelijks of nooit hebben gehoord en de klanten. Het merendeel van onze klanten zijn restaurants en particulieren.”

Bij Seatrade had hij al veel zaken op zijn naam staan. “Ik ben altijd op zoek naar nieuwe diensten en weet dat wij iets kunnen bijdragen aan het leven van de klanten. Wij geven een beter service dan de meeste andere vissers. We werken veel met groenten en fruit en dat is iets wat ik graag wil doen.”

Een jaar later keerde Hartog terug naar Nederland. “Ik kwam terug omdat ik de Nederlandse omgeving vanuit Costa Rica beter wilde begrijpen. Ik wilde de Nederlandse omgeving begrijpen en de klanten beter begrijpen.”

Hartog was al werkzaam bij Seatrade toen hij met zijn vrouw en kinderen het klimaat in Midden-Amerika in 2008 ontdekken. Tussen voedselrestaureren en de bouwsector zocht hij even een nieuwe uitdaging. Eindelijk, een werkgelegenheid in San Rafael de Escazú. Vanuit daar wordt een regionaal verzorgingsbedrijf afgehandeld. “Ik had al nagedacht over Mexico, maar toen hadden ze er al iets voor me. Ik kieze voor Costa Rica omdat ik van het land die we nauwelijks of nooit hebben gehoord en de klanten. Het merendeel van onze klanten zijn restaurants en particulieren.”

Heat and Control is de toonaangevende Turnkey leverancier van complete verwerkings- en verpakkingssystemen voor industrie en diensten. Met productielocaties en verkopkantoren over de hele wereld ondersteunt Heat and Control producenten met jarenlange distributie, verpakken en inspectie van al uw aardappelproducten. Evolueer uw productielijn met de oplossingen van Heat and Control en verkrijg kwalitatief hoogwaardige chips, friet, gecoate friet, aardappelspecialiteiten en andere aardappelproducten. Heat and Control heeft een diepe kennis van het aardappelverwerkingssector en biedt de meest innovatieve oplossingen aan om uw productielijn te verbeteren. Let op, vooral als er sprake is van kleine tot medium grote bedrijven.

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info@heatandcontrol.com
7/11/2018   10:49:03 AM
It is time to update you about the progress, developments and so on of the English language training and Spot on learning, which we have written about before. The English test forms part of the application process at Seatrade's crewing agents. Applicants with a far below par score will not make the cut. Also officers and crew that are already part of the company are tested, with everyone getting a two-year period to improve their level. Improving knowledge and fluency is a continuous process though, which especially for officers forms part of their promotion process.

In the period 1 February 2016 to 10 October 2018, the total of registered participants was 1326. Of these registered participants 164 were registered as an Applicant and 1162 registrations could follow the General Communication program.

**Applicants**

Test scores were registered for 82 applicants. After the Level Test, 60 applicants scored below their required level and 22 above. This means that 73% did not meet the required level.

**General Communication**

In total there were 1162 registered participants. For 1027 persons the required level and the Level Test scores are known. 608 participants scored below their required level and 419 above. This means that 59% did not meet their required level and will start the General English course. 41% of the participants started straight away the special Cargo & Cargo Handling course.

Of the 608 participants who did not reach their required level, 269 were eligible for the General Communication course (26.2%) and 339 were eligible for the Acceleration program (33.0%). 173 of these 608 participants have performed a Level Up Test. 58 participants achieved the required level and 115 not yet. This means that 66.5% did not reach the required level after the Level Test. However, it is clear that the gap between the current English level and the required level is getting smaller after studying and performing a Level Up Test. So, in general, the level of English has improved.

By means of a Level Test, it is determined whether the participant has achieved the required level. The bar graph shows how often a CEFR Level is scored on the Level Test. Immediately visible:
1. B1 is most often scored on a Level Test
2. While C1 is a relatively frequently used required level, this level is scored least.

**How many CEFR Levels are the participants from their required level?**

For the answer to this question a division was made of the difference between required level and the Level Test score. This data was available for 1027 participants.

18 participants are exactly at their required level: These participants have 0 points to bridge. The bars to the left are participants that still have to bridge points and to the right the numbers of participants who have a higher CEFR Level than required.

**Follow-up steps after a Level Test**

Per function group, a required level has been established. The score of the Level Test determines the follow-up of the online learning program.

- **Required level achieved** Cargo & Cargo Handling course
- **Required level not achieved with 1 CEFR Level difference** General Communication course
- **Required level not achieved with > 1 CEFR Level** Acceleration program

At Seatrade the distribution is as follows:

<table>
<thead>
<tr>
<th>Required Level Achieved</th>
<th>Cargo &amp; Cargo Handling course</th>
<th>General Communication course</th>
<th>Acceleration program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of participants below required level: 608</td>
<td>Total number of participants below required level: 608</td>
<td>Total number of participants below required level: 608</td>
<td>Total number of participants below required level: 608</td>
</tr>
</tbody>
</table>

In short: Of all participants who are registered for General Communication, 33% are eligible for the Acceleration program, 26.2% for the General Communication course and 40.8% start with the Cargo & Cargo Handling course.

**Results Level Up Test for Acceleration and General Communication participants**

After the course a Level Up Test has to be done by the 608 participants who scored below their required level. 173 participants completed a Level Up Test. 26 participants made two attempts, one participant made three attempts and one participant made four attempts.
Of the 173 participants, 58 achieved their required level after the Level Up Test. 115 have to continue in the program. This means that 66.5% did not reach their required level after the Level Up Test.

The bar chart shows the gap to be bridged before the Level Up Test (LUT) and after the Level Up Test. All Level Up Test attempts are included in the chart (total 208). If a participant twice executed a Level Up Test, the gap to be bridged is also displayed twice.

The bar chart shows the gap to be bridged before the Level Up Test (LUT) and after the Level Up Test. All Level Up Test attempts are included in the chart (total 208). If a participant twice executed a Level Up Test, the gap to be bridged is also displayed twice.

The Acceleration program
The Acceleration program is made available for participants who have to bridge two or more CEFR Levels. As mentioned before, 33% of all applications are eligible for this program; 339 participants of the total 1027.

The Acceleration program consists of: the General Communication course, teacher support and additional learning material.

Results Level Up Test for Acceleration participants
Since the Acceleration program did not start simultaneously in all locations we can only show data of 100 participants. Of the 100 Acceleration participants, 21 have performed a Level Up Test. One participant has managed to score one level higher than required.

The gap between the current English level and the required level is getting smaller and smaller. Where one first had to bridge four CEFR Levels, this quickly drops to three or even two CEFR Levels.

Cargo & Cargo Handling course
The Cargo & Cargo Handling course is made available to participants who have reached their required level. This totals 479 participants, of whom 419 obtained the required level immediately after the Level Test and 58 obtained the necessary level after the Level Up Test. In total, 404 participants have started the Cargo & Cargo Handling Course in the period. This difference can be due to e.g. participants boarding a ship after the Level Up Test, and in the beginning the participants with required level A2 did not yet start with the Cargo & Cargo Handling course.

Of the 404 participants who were registered for the Cargo & Cargo Handling Course, a total of 276 participants actually completed the Cargo & Cargo Handling Test. This difference can be due to the fact that a person boarded a ship before the course was completed (total of 101 participants) or left the service.

Success rates vary considerably. It is difficult to draw a meaningful conclusion from the data relating to the Cargo & Cargo Handling Test. The numbers of registrations are very diverse. This can be explained by the fact that one agency focuses more on officers and another more on ratings. Also some groups of participants have more time to study than others.

The good news is that on average 54% succeeded. To increase this percentage, we have increased the study load for the Cargo & Cargo Handling course. For example, until recently, it was not necessary to select additional sentences or words during studying. Thus, 4-5 words were required to quiz and 4-5 sentences required to speak. Now all sentences (+/- 12 per video) and +/- 30 words per video are required.

All in all, it should be clear that we are committed to continue our efforts to enable all crewmembers to reach the required level for their position. The promotion to different level/ranks will depend on the reached level and efforts. It is each individual's own responsibility to work on this. We will continue to provide all means necessary, and are happy to see that so many use the possibility and have success in this development!

Communication is more than just language: It is absolutely fundamental for the Seatrade Standard, and means life-long learning!

To be continued.

Spot On Learning
&
Kor Wormmeester
Seatrade/Triton
Global Fishery Forum and Seafood Expo, Russia  
13-15 September 2018

GreenSea and Seatrade Baltic participated for the second time in the annual Russian Fish Expo in Saint Petersburg. The fair is the most important event for the Russian fishing industry and was very well attended by industry stakeholders and provided an excellent network opportunity to show that GreenSea is fully dedicated and will continue to serve the Russian fishing industry.

Niels van Belzen  
GreenSea

PMA Fresh Summit, USA  
18-20 October 2018

Stefanie and Howard of Seatrade USA attended the PMA in Orlando, Florida supported by Gerald Munjanganja of StreamLines Antwerp. During the show the trio focused their efforts on the juice and sweet potatoes accounts sailing on our USEC to Europe services.

Gerald Munjanganja  
StreamLines

Fruit Attraction, Spain  
23-25 October 2018

2018 marked the second year Seatrade and StreamLines had their own stand at Fruit Attraction in Madrid. The Spanish show is gaining importance, the list of exhibitors gets longer and the timing at the end of the year is favourable for the conclusion of annual contracts. Together with colleagues from the Costa Rican, Colombian, German and Spanish offices, the teams of Seatrade and StreamLines succeeded to meet many long-term customers, expand the network and discuss the coming year. A big thank-you to the team of Hispafrio for organizing the booth!

Mareike Hilbig  
Seatrade Hamburg

AEBE Foro Internacional del Banana, Ecuador  
23-25 October 2018

Seatrade’s Ecuador team attended the XV International Banana Conference 2018 this past October where we met with our customers. They all attended our booth and we spent a lot of time with many of our partners, while we also shared great moments with the Seatrade Antwerp team during these three days. Indeed this year there was more interaction and activity than during the previous conference.

Nelly Rivera San Lucas  
Seatrade Ecuador
WorldFood Moscow, Russia
17-20 September 2018

Starting from the year 2010 undersigned had the honour as well as the pleasure to attend WorldFood Moscow as part of the Seatrade and StreamLines delegation. All these years the event took place at the Expocentre fairgrounds located next to the Moscow City business centre, at walking distance from the House of the Russian Government and within easy reach from the major sightseeing points of the Russian capital. Visitors of WorldFood have been enjoying the stunning views of the Moskva river and Moscow city skyscrapers when arriving at the exhibition.

In late September Moscow welcomed us - all participants of the food (in our case fruit) trade: exporters from all over the world, Russian fruit importers, supermarkets, service providers and last but not the least shipping companies. The exhibition was held for four busy days enabling the parties to finalise financial results of the fruit trades, meet new partners and discuss the beginning of the new fruit season after the quiet summer months. The shipping community was speculating about the new 2020 IMO regulations and its effect on the year contracts for 2019.

In 2019 WorldFood will change its comfortable location and take place in the less spectacular suburbs of Moscow, far away from the city centre. However, the Seatrade and StreamLines team, specialists of fast, direct and dedicated logistics are not afraid of any challenges. We wish you a successful year and see you soon again in Moscow, right after the summer break in 2019.

Katherine Korzh
Seatrade Hamburg

Fruit Logistica, Germany
6-8 February 2019

Our first trade show of 2019 took place in Berlin. In February Fruit Logistica attracted over 78,000 visitors from around the world discussing the production, export, transport, import and processing of fresh produce. Seatrade, StreamLines and GreenSea were present with big international teams to welcome visitors at the 360 Quality stand. As every year the happy hour on Wednesday attracted many old friends looking forward to sharing their current views on the reefer business.

Mareike Hilbig
Seatrade Hamburg
These are extremely divisive times. Brexit or no Brexit. Trade war or free trade. China and Canada (of all countries - perhaps amongst the most polite people in the world) are waging a diplomatic war. Some see refugees fleeing danger in search of a safe home, while others see dangerous illegal aliens. Build a wall or don't build a wall. If the USA government is still shut down by the time you read this, it will have been more than two months and that will certainly be a catastrophe for many American families and institutions. Some see this as a non-issue, while others are ready to take to the streets in protest.

Regardless of the side you take in these and the multitude of other debates roiling the world, at the end of the day there are truly only two kinds of people occupying this globe. This is cut and dried, without dispute.

You are either a normal, rational, right-minded person who is comfortable with a handful of unread notifications on your phone or you're a raving lunatic who has no qualms about looking down at a phone screen that looks more like the high score on a pinball machine. My wife, of course, falls into the latter category.

If you follow this space regularly, you will know that we’ve already established that the woman clearly shows hoarding tendencies and thinks money magically appears in the bank account - regardless of how much shopping is being done. As a side note, she is eligible to retire at the end of this school year -she’s been a teacher for some 30 years - and the prospect of her having even more free time is honestly quite frightening. If you see me working part-time as an Uber driver, remember that tips are welcomed.

Beyond the aforementioned “issues”, the lady seems oblivious to the fact that her mailbox is screaming “PLEASE, FOR THE LOVE OF GOD, HELP ME!” every time she looks down at her home screen. I’m not talking about a few dozen or even a few hundred unread mails. I’m talking thousands. As of last Sunday morning, the tally had reached a jaw-dropping 79,022. I offer photo evidence proving this is not an exaggeration.

How it’s gotten this far is simply beyond comprehension and the total has grown exponentially. It’s not as if this hasn’t been pointed out to her. The kids regularly chide her about this, but for a long time she claimed it wasn’t a concern to her. Her job requires almost zero email contact and personal email communications from a friend or family member are few and far between. I would guess that at least 95% of the mail received is from a retailer of some form or fashion and the balance is Facebook notifications - which, in itself, is well, nothing but redundant - considering that the woman can spend hours on Facebook. I mean, it’s not as if she needs to be reminded to check Facebook.

The excessive mail thing did finally become an issue recently, when the wife noticed that she was getting back-up error messages on her phone and was unable to upgrade to the latest OS version. Don’t get the idea that she understands any of this. The phone was set to do regular back-ups and to upload the new operating system, when available. Tech is also something that seems to be a mystery to the lady.

Last year we bought an Alexa for the house. She only knows how to do one thing with the Alexa, ask for the weather forecast. Now every morning she turns on the TV to one of the local news broadcasts. She hates the news and argues back at every story. When I ask why she bothers to put the TV on, she says it’s to check the weather. I ask why that’s necessary, if Alexa is providing that information. She tells me she doesn’t trust Alexa. She’s “read stories about Alexa on Facebook . . .”

Our cable TV bill was getting outrageously expensive having to pay for all the premium content channels, so last year I added a Roku streaming device. Now we can watch streaming content on demand. The wife gets angry all the time telling me she wants to watch a series on Netflix or HBO, but I cancelled those channels. I remind her she can watch via the Roku. The process to access is quite simple. I’ve shown her at least two dozen times. She doesn’t remember. I’ve written down the three-step process and taped it to the back of the Roku remote. Again, she complains she can’t watch her shows. I ask why she simply doesn’t follow the instructions on the back of the remote? She tells me that she has to flip the remote over to read the directions and then loses her place when she flips back - three steps, that’s it (feel free to insert your own head smack here).
So, circling back to the mail issue and the problems it’s causing on her phone. I check it out and explain that she simply has too many mails that are eating up way too much cloud space. She doesn’t fully comprehend this, since she will tell you she has no music and very few photos on the phone. I explain to her that if an average email is 250 kilobytes, that means that she is retaining some 25 million kilobytes of data or 25 gigabytes. Throw in a few hundred large mails in that 79,000+ and we’re talking easily upwards of 30 GB. I might as well have been explaining quantum physics. I explained that would be equivalent to storing more than 8000 pictures. Some hint of acknowledgement flickers on her face.

I tell her that she needs to delete mails. As anyone with an iPhone knows, there is no quick and elegant way to batch delete mails from Apple’s mail app. She deletes a few dozen, but that’s like using an eye dropper to empty an ocean. I tell her she needs to cut flow by unsubscribing from most senders. That gets us nowhere.

Finally, last Sunday I decided to tackle the beast. I sat down behind the home computer and logged into my wife’s email account. I figured this would take 15-20 minutes maximum. Up until now I’ve left one tantalizing morsel from this story. My wife still uses an AOL email account. Yes, that still does exist. We occasionally see a small service provider who clings to this relic of the Pleistocene era, but it long ago stopped being a common sight and is likely only kept alive by legacy users who refuse to give up their first and maybe only email account. For those who are too young to remember AOL, it can be credited with perhaps launching the very social interactivity that later spawned things like Facebook and Twitter and the rest. The ubiquitous AOL software disks were part of the standard package on any home computer purchase through much of the late ’80s. Those were the days of dial-up modems. That sweet screech of code that allowed your home computer to magically connect to the world, while your housemate would be screaming that you’ve disconnected their phone call – yes people even talked on the phone back then. And of course, who could forget that wonderous “You’ve got mail” we all anxiously awaited upon establishing connection to the world of AOL.

It had been many years since I had logged into an AOL mail account. I acclimated myself to their current interface and clicked on the “new mail” icon opening the hundreds of pages listing the tens of thousands of mails. Easy, I thought, I should simply be able to delete all mails received before a selected date. Nope. I tried the select all option, but that kept crashing the system. My guess is that those 79,000+ mails must make up a healthy percentage of AOL’s email storage capacity and the system was refusing to give up its legs. I figured I could isolate from a specific sender and then click on select all from that sender and attempt to delete. Nope, not so fast. The system kept giving me error messages and then appeared to put back entire pages of mails that had been deleted.

This now became a challenge and I was determined to slay the beast. I soon found out that even though a sort by sender and a “select all” followed by hitting the delete icon was confirming upwards of 1000 mails being deleted, these were only the most recent 1000 from that sender each time done until finally reaching the bedrock. As I dug deeper into the abyss, I found that there were mails in this very inbox dating back as early as 2004. I found myself on a wonderous journey - a true archeological dig of the US retail industry and of the history of email marketing. Some of these companies were sending multiple daily mails for years - adding up to thousands of messages. Very few old-timers seemed to have survived the full 15 years.

Nearly four hours into the project, I was ready to tap out. I had cherry-picked the easiest senders who I knew would bear fruit and allow me to delete chunks of thousands and then hundreds of mails. I whittled the list down to below 20,000 but was now down to those obscure senders who may have been very short-lived or even one-timers. The select all and delete option still not working, I gave up. A valiant effort, but perhaps one in vain.

I told my wife she was on her own and urged her to delete mails after she read them, unsubscribe from senders and stop giving away her email address. A lot of brick and mortar stores ask for your email address, when you make a purchase. My standard reply is “no, I already get enough mail.” The wife tells me that’s rude. I’m hoping she’s learned that lesson, but I would venture to guess otherwise. I had a look at her mailbox about 4 days later and the count is up by another 487. At 120 mails per day, she’ll be back upwards of 60,000 in a year’s time.

Howard Posner
Seatrade USA
JOIN THE COMPETITION:
Send us the codes and/or the answers to the trivia by E-mail, and try to win one of four Seatrade watches, or even an iPod!

CRACK THE CODE (SUDOKU)
This puzzle is played over a 9x9 grid, in each row there are 9 slots, some of them are empty and need to be filled. Fill in the grid so that every row, every column and every 3x3 box contains the digits 1 through 9. The number should appear only once in a row, column or box. Below you find two Sudoku puzzles. In each of the below Sudoku puzzles three slots are coloured. When you have found the numbers in any of these puzzles, you will have three-digit codes (composed by the numbers in the coloured slots, starting top left and moving horizontally line-by-line ending bottom right). Send us either one, two or all codes, and you might be the lucky winner of an exclusive Seatrade watch!

TRIVIA
Did you read this Simply Seatrade?
1. When was the original Seacat Line launched?
2. What is the name of the company’s first fishing support vessel recently delivered in China?
3. What second name is mentioned for the Juice Express?

E-mail: simply-seatrade@seatrade.com

Send us your response to this issue’s puzzles and win a beautiful Seatrade watch, which is exclusive to winners of the puzzles in Simply Seatrade. Out of all correct entries we will also draw a winner of an iPod! Deadline for your response is 1 November 2019. The names of the winners will be published in the next issue of Simply Seatrade.

The answers of the puzzle and trivia in issue 01/2018 were:
Puzzle: easy code = 821 / hard code = 883 / very hard code: 233
Trivia: 1) About 130kms; 2) Nicolas Appert; 3) 1 April 2018

We received a lot of correct responses; thank you for participating!
The winners are R. Magbanua, CPT Fortuna Bay (puzzle - easy), E. Salubon, ABOT Everest Bay (puzzle – hard), Maksim Misiukevich, C/O Crown Emma (puzzle - very hard) and N. Ahon, BSN Coppenname (trivia). They will all receive a beautiful Seatrade watch. The lucky winner of the iPod is Ruslan Kotov, C/O Seatrade Orange. Congratulations!

PUZZLE PAGE
Send in & win

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### Fleetlist

#### Operated by Seatrade Reefer Chartering

- **Reefer vessels**

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<th>Name</th>
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<th>Sqm</th>
<th>Built</th>
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<td>Nederland Reefer</td>
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<td>Autumn Wave</td>
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<td>Luzon Strait</td>
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#### Operated by GreenSea Chartering

- **Reefer vessels**

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<td>Orange Spirit</td>
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#### Non-Pool vessels managed by Seatrade Groningen B.V.

- **Reefers**

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<td>Cala Pula</td>
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<td>1999/2006</td>
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<td>Cala Palma</td>
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<td>Cala Pedra</td>
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<td>7,781</td>
<td>2000/2007</td>
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- **Juice tankers**

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- **Newbuildings**

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- **Specialised reefer container vessels**

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### Status March 2019

All particulars believed to be correct but not guaranteed
SIMPLY SEATRADE IS THE CORPORATE MAGAZINE OF THE SEATRADE GROUP OF COMPANIES, PUBLISHED TWICE A YEAR