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FROM THE EDITORS

Change is afoot, on the pages of this issue of Simply Seatrade. That change comes in many forms and fashions. Our colleagues in Groningen, Peru and Costa Rica have undergone office relocations or redecoration. We have a new presence and introduce a new colleague in China. We experienced an exciting visit from the Chilean president and our agency network had its first official gathering under the SeaRed flag in sunny Panama.

While we are on the subject of travel, we will explore King’s Day traditions in Peru and Costa Rica. We will take you to Hamburg’s fruit terminal and take a tour of Valparaiso. We also explore the real-life back story behind Robinson Crusoe, that famous, fictitious traveller.

We welcome you to sit back and enjoy this offering. We are sure you will find the content to be entertaining and enlightening. Don’t worry, we have not changed any of the regular features you enjoy.
Make a difference

What an exciting year it has been so far! Encouraged by appropriate market rates, consistent fleet utilisation and growing acknowledgment of our FDD concept, 2015 offered the right set of tools to give further shape to our vision and commitment to the industry. It is good to see that customers continue to support our palette of 360 Quality, Fast, Direct and Dedicated services and the ongoing ambition to stimulate a market for sustainable transportation and minimum food waste.

Our pledge to the industry is reflected in Seatrade embarking on the biggest fleet expansion and fleet renewal programme in the company’s history.

The programme involves six firm and six optional orders of 2,200 TEU high spec specialised reefer container ships. The vessels have been designed to perform according the latest environmental and economical standards whilst their trading characteristics run parallel to modern specialised reefer vessels. The first four vessels are presently under construction at the Yangfan Shipyard in Zhoushan, China.

The building process is closely monitored by permanent Seatrade representation at the Chinese building site and frequent visits by office staff. The delivery of the vessels have been scheduled as from early 2016 onwards. Check out periodical updates on our website (www.seatrade.nl).

Simultaneously with our new building programme in the large segment we will commence a fleet renewal project in the handy-size segment. The magic number under discussion is eight. These vessels of 300,000 cubic feet are ideal for the transportation of frozen fish and squid and will be amongst the most efficient in the world while complying with strict controlling and monitoring rules, and regulations as laid out by Regional Fishery Management Organisations, fishery partnership agreements and coastal state requirement.

Seatrade is innovating, renovating and renewing in more than one way. After 27 years in the mirror-glass building next to the Hoornse Diep, our shipmanagement branch in Groningen moved office. Within three months’ time, an existing office at the Leonard Springerlaan 17 was stripped, rebuilt and modernised in accordance with our wishes. The result: a modern, cost-efficient working place where open spaces and glass walls enhance direct communication and transparency. Our commercial branch in Antwerp keeps pace: a new passage to an above lying floor will mean some serious demolition work as well! To be continued.

The aforementioned steps in our revitalization programme reflect our pledge to keep investing in our products and services in order to keep offering our customers the best. Jointly, these constructive efforts pave the way forward. With a strong focus on human element and the dedication of our commercial, operational and technical business units and crews, we aim to make a difference as a company. The roadmap for the future has been laid out. We will keep moving fast, direct and dedicated towards a new era in the existence of our company. Trust you will join us!

The Management
Seatrade’s network organisation met in Panama the weekend of 7-8 March 2015. The object was to align all the network offices into the motto “Net @ Work”. Panama was chosen as a location for various reasons: easy access from nearly anywhere in the world, halfway point of the Americas and somewhat of a compromise for those coming from China, South Africa and New Zealand. In addition it was a good opportunity for many to visit for the first time the Panama Canal, one of those shipping lanes we take for granted but may have never seen in real life!

Each office had the opportunity of showcasing their own local organisation to the other network members, explain the way each work and find synergies in each other’s counter-season, organisational skills, branding, and much more.

It was also nicely timed that Mark Jansen and Jarek Cisek of Seatrade Groningen managed a technical stop-over in Panama to explain to the wider audience in great detail and from the “horses mouth” the newbuilding programme coded “Project Kiwi”, the new specialised reefer container ships under construction in Zhoushan, China.

Everyone also could meet Mr Ralph Zhou, the newest Seatrade representative, based in Shanghai, China.

The Net @ Work aligned itself on many issues including Corporate Social Responsibility, business diversification, how to handle the Seatrade brand, process standardisation and preparation handling the new ships that are due to come in 2016.

A visit to the Panama Canal was organised for Monday morning, with a train ride on the Panama Canal Railway to Colon, on the Atlantic side and thereafter a visit to the Miraflores locks and the visitor’s centre.

We would like to thank to all those 26 people who participated and their valuable input which will bring forward a stronger, leaner and better organisation.

Philip Gray
Seatrade Antwerp
Seatrade enters into a Strategic Cooperation Agreement with ICBC Financial Leasing to extend their present Fleet Expansion Plan.

Seatrade is pleased to have taken a next step in their fleet enhancement plan with the ordering of another series of high-specification FDD container reefer vessel of 2,200 TEU. The vessels are of an eco design and are equipped with a high reefer capacity that equates to approximately 14,000 pallets. The vessels are scheduled for delivered from the Yangfan Group’s facility in Zhoushan, China as from January 2017.

These specialised reefer container vessels will be employed in current and newly developed trades and will form an integrated part of the FDD (Fast, Direct & Dedicated) concept developed by Seatrade in recent years.

“Consistent with Seatrade’s long-term strategy of controlled capacity growth over time they have been seeking opportunities to increase their fleet with possible strategic alliances. We are therefore excited having entered into a Strategic Cooperation Agreement with ICBC Financial Leasing”, CEO Yntze Buitenwerf says.

The signing of this agreement took place at the beautiful location of Hertoginnedal in Brussels on 29 June, witnessed by both the Prime Minister of China and the Prime Minister of Belgium.

The new agreement will build further on the close cooperation already established between ICBCL and Seatrade and provide a fundament for the financing of Seatrade’s 20-20 expansion programme in the years to come.

ICBC was named the “Global Bank of the Year” by The Banker, ranked first place among the Top 1000 World Banks by The Banker and the largest enterprise in the world among the Global 2000 listed by the US magazine Forbes for the second year in succession.

Seatrade is honoured to be able to work closely with the world’s largest banking group, not only for financing purposes, but also for new interesting commercial trade ventures in China.
There are two Robinson Crusoe’s: a Chilean and an English one. Both bear Dutch traces. Read on and discover the full story!

Chile, meaning in the indigenous Aymara language “the end of the world”, wanted to promote tourism during the second half of the 20th century. The Juan Fernández islands, named after the Spanish seafarer who discovered the islands in 1574, had to be taken out of their isolation.

Back in 1966 the Chilean government had the bright idea to change the name of the Juan Fernández archipelago, located 650 kilometres off the Chilean mainland. It was known in Chile that the Scottish sailor Alexander Selkirk had spent some time on the island “Isla más a Tierra” of the Juan Fernández islands during the early 18th century. According to rumours, Selkirk would have been the model for the world famous character of Robinson Crusoe, as depicted in the book “The life and wonderful adventures of Robinson Crusoe”, written in 1719 by the Englishman Daniel Defoe.

To attract tourists from across the globe, the Chilean government renamed two of the three islands. The island “Más a Tierra”, where Alexander Selkirk spent four years and four months, was renamed into “Robinson Crusoe”. The smaller island “Más Afuera” - which was never visited by the Scottish sailor - received his name: “Alexander Selkirk”. The third island, Santa Catalina, maintained its original name: you do not change islands named after catholic saints that easily, least of all in - at that time - very conservative catholic Chile.

The island Robinson Crusoe was visited during the Spanish colonial era by Dutch seafarers. Jacob Le Maire called the deserted island late February 1615, and left early March of that same year, when he departed for Dutch East-India (nowadays Indonesia). Jacob Roggeveen, who discovered Easter Island on 5 April 1722, visited Robinson Crusoe Island late 1721. This island which he pretended to use as a base to discover “Terra Australis”, was then only inhabited by goats.

The Scottish sailor Alexander Selkirk was left behind on the island in September 1704 on orders of the English captain and buccaneer William Dampiere, after a resounding fight between Selkirk and one of the ship’s officers.

Hot headed Selkirk, who was begging to stay on board, was left behind with a rifle, ammunition, a couple of books, navigational instruments and some supplies. Four years and four months later, Selkirk was rescued on 31 January 1709 by the same William Dampiere, then serving as chief mate on the English raider “Duke” under the command of Captain Woodes Rogers.
Alexander Selkirk, who Daniel Defoe met personally, made a comprehensive report of his adventures - but you will not find anything of that in the famous book on Robinson Crusoe. In reality Daniel Defoe copied most of the adventures of Robinson Crusoe from the Dutch book "Beschrijving van het Machtige Koninkrijk Krinke Kesmes" ("Description of the Mighty Kingdom Krinke Kesmes"), written by Dutch author Hendrik Smeets, surgeon and barber from the city of Zwolle. The contents of this book are totally fictional. The book was published in 1708 by Nicolaas ten Hoorn, publisher in Amsterdam. Daniel Defoe must have read this book: he was a fluent Dutch speaker, as he had been a secret agent for Dutch Stadtholder William III, from 1689 until 1702 also King of England.

The adventures of Robinson Crusoe - a totally fictional person - never could have occurred on this island off the Chilean coast. The landscape and the environment are totally different from those depicted in the book. The Indian "Friday", who was washed ashore on the island after a persecution by cannibals, could impossibly have come from one of the neighbouring islands or from the Chilean mainland.

The literary gifted spy Daniel Defoe documented himself very well before he wrote his book on Robinson Crusoe. He had read many books and reports about the conquest of the Caribbean region by Spanish and English explorers, before he published his book when he was sixty years of age. While in The Netherlands, he had listened to many stories of sailors from the province of Zeeland, who were frequent visitors of the Caribbean.

The character of Friday definitely can be traced back to an indigenous tribesman of the Tainos, persecuted by members of the Carib tribe. The Caribs were a cannibalistic tribe from present Venezuela, terrorising the Caribbean region. Friday washed ashore on the island where Robinson Crusoe would have "really" lived. Following descriptions of the landscapes and fauna in the book of Defoe this must have been the island of Tobago. Tobago was also known as Nieuw Walcheren ("New Walcheren"), a colony managed by seafarers from Zeeland between 1654 and 1678.

Peter Hattink
translated from Dutch by Pieter Hartog
IN THE PICTURE
PACIFIC MERMAID

SHIPS PARTICULARS
PACIFIC MERMAID

Call sign: A8JJ5
Flag: Liberia
Home port: Monrovia
LOA: 141.80m
Beam: 22.80m
Keel laid: 11 September 1991
Delivered: 28 February 1992
Built at: Imabari Zosen Co. Ltd. Japan

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?

1. My home city is Vladivostok. City of sea, fog, bridges and a big fortification that protected the city in the past; a multinational population and a great, brave history. City of endless autumn.
2. My first company was FESCO and my first ship was Klara Cetkin. I joined Seatrade in September 2001 on board my Nova Cura.
3. My favourite vessel is any well maintained vessel where I can smoothly do my job.
4. It sometimes gives the opportunity to visit a nice country and places that are very hard to reach such as Christmas Island, Seychelles, etc.
5. Any port with predictable authorities, generally smooth cargo operations and understandable agents.
6. Always keep studying, ask questions and when in any doubt report to your Senior Officer or Master/Chief Engineer and think safety.

1. I am from Vladivostok. This is the biggest port in the far east of Russia.
3. I do not have a favourite vessel: All vessels have their strong and weak points.
4. I like visiting various ports and countries.
5. Vladivostok, because it is my home.
6. Think before doing something and always improve professional skills.

1. Aleksandr Klementev
Master

2. Alexey Rodionov
Chief Officer

In each Simply Seatrade we present a vessel managed by one of the pool members; the ship's particulars and the present crew will be introduced. This issue we visit mv Pacific Mermaid, managed by Reederei Triton, Leer.
1. I was born and grew up in Vladivostok. For me this is one of the most beautiful cities in the world. Vladivostok is a Hero city and has a great history. Also it is one of the biggest sea ports in far eastern Russia. The shores of the city are washed from three sides by the Pacific Ocean and Japan Sea and there is a very big and beautiful Golden Horn Bay stretching across the whole city. Two years ago two very beautiful bridges were built. One is the Golden Bridge - through the Golden Horn Bay and another is the Russian Bridge which connects the city with the Russian Island. Russian Bridge is recorded in the Guinness Book of Records as the biggest pendant bridge in the world and I’m so happy to see this bridge from my balcony.

2. My first lady was a Seatrade managed vessel, the Nova Flandria in 2006. It was my first seagoing practice as a Deck Cadet and I spent six good months of getting basic training and experience. Also I celebrated my 17th birthday there and met many good people with some of whom I still am friends.

3. Of course my favourite is mv Baltic Klipper. The vessel is new, big and beautiful. The navigation bridge is equipped with the ECDIS system. Also all other equipment is modern, so every navigation watch becomes very interesting, as is all the work in general.

4. It’s hard to say. Everything is interesting and in practice it’s better not to divide, and just do everything like it’s your favourite.

5. Every place I’ve been is beautiful in itself. Aruba, Curacao, Saint Petersburg, Havana, Hamburg, Genova, New Orleans, Philadelphia, Gdansk, Buenos Aires, Odessa, Kaliningrad and so on. I think it is impossible to choose only one!

6. Be respectful with your seniors and don’t hesitate to show interest in studying. At first it is very important to learn what is wrong and what is right. And of course do not forget that our job is very dangerous and you should always keep “Safety First” in mind whenever and whatever you do.

1. I am from Artem, a small former miner’s town 40kms from Vladivostok. Artem in located in a valley, surrounded by tree covered hills. A beautiful bay is only 16 kms away.


3. My favourite vessel is Caribbean Mermaid. She is well-maintained and in good operating condition.

4. I like my job, because vessel machinery operation is a very interesting and well paid job.

5. Vladivostok. It is near my home.

6. Don’t be lazy. A contract seems shorter if you are busy with a useful job.

1. I am from Vladivostok. It is not so big, but a well known place in Russia. Vladivostok, at the end of The Great Trans--Siberian Railway. We have one of the biggest bridges in Europe over the Golden Horn Bay. There are many wonderful islands and lagoons around our town. Only two cities in Russia have a cable railway: Sochi and Vladivostok. Come to Vladivostok and you will see many interesting things: tigers and bears in Safari Park, lotus lakes, etc.

2. I started sailing in 1981 and for Seatrade in May 2004 as wiper on my Spring Deli.

3. All Seatrade/Triton vessels are good and interesting, but for me, I prefer Bay-type ships.

4. I like to practise with some machinery parts and devises, maintenance and do it better. I like to keep all machinery in the engine room in good working condition. I find satisfaction in my job.

5. Of course, Vladivostok. I was born here, met my love here, most of my friends live here. And it’s really true, when people say: “East or West, home is best”.

6. You are just beginning your career. Your seafarer’s life is like an open book and you have to fill in the pages of this book with important things, like good knowledge of your profession, work with your heart, be honest, have full understanding of your job. And if you want to achieve something, work hard for it. Good luck and bon voyage!
1. I am from Fokino, a small town not far from Vladivostok. It is a very beautiful and quiet town surrounded by thick forest. It is the best place in the world for me.
3. My favourite ship is Bay Phoenix, because on that vessel I started working as an engineer.
4. I like my job because it is a very interesting and responsible job, and it gives me a chance to see the world.
5. Vladivostok, because it is my home port.
6. Don’t forget: SAFETY FIRST!

Igor Kashtanov
3rd Engine Officer

1. I am from Vladivostok. It is a very beautiful place.
2. I start sailing in 1984 and on Seatrade/Triton vessels since 2007.
3. The Cloudy Bay, because it was my first vessel in Seatrade.
4. I like my salary.
5. My favorite port is Los Angeles; the best place for rest.
6. Safety first!!!

Larisa Kildyushova
Cook

1. I am from Polillio Island. Polillio is known for its coconuts and great beaches. The place is also rich in fish especially tuna.
2. I started sailing in 2005. I started sailing on Seatrade vessels in 2008. My first ship was the Southern Bay.
3. It doesn’t matter what Seatrade vessel I work on. All Seatrade/Triton vessels are my favourite as it provides me income to support the needs of my family.
4. I like my job because it has a good salary while at same time I travel the world for free and meet different nationalities.
5. Any port in America because I can buy different gadgets at a cheaper price. It has also a cheaper rate in calling and has free WiFi.
6. Always have a presence of mind and have a “safety” mentality.

Eugene A. Escareses
Able-Bodied seaman

1. I am from San Isidro, a small town in the province of Leyte. It is a nice and peaceful place where the primary livelihood of the people is farming and fishing.
2. Actually, this my first time to sail the wide oceans on a Seatrade managed vessel as an Engine Cadet. I joined the ship in October 2014.
3. As a first timer to work onboard, Pacific Mermaid is my favourite vessel because my journey of being a seafarer started here.
4. The thing I like most in my job is when we are working on the machineries because I can learn and gain good experience as a cadet. Secondly I like my job, because I can go to any place and country and meet other nationalities.
5. The port of Philadelphia, because we can go ashore and buy food, clothes, and also gadgets at cheaper prices and it is a beautiful and peaceful place.
6. My advice to my fellow young seafarers, is to always think safety first before commencing work; study regularly; work hard; be patient and always pray and be thankful to God for what He has given to us. God bless!

Jovien Jack Contridas,
Engine Cadet

1. I am from Dapitan City, province of Zamboanga del Norte where our national hero Dr. Jose Rizal was exiled. You can also find the beautiful resort “Dakak Beach Resort” here, which is a famous beach resort.
2. I started my seafaring career in 2009 on a container vessel. This is my first contract here.
3. I have no favourite Seatrade vessel. The most important thing is I have a job and earn money to support the needs of my family.
4. To see the world for free, meet different nationalities and to learn how to speak different languages.
5. All US ports because I can buy goods for a cheaper price and they have cheaper internet.

Vincent May A. Verano
Able-Bodied seaman

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Eugene A. Escareses
Able-Bodied seaman
1. I come from Trece Martires City, Cavite. Also known as the “City of Sampaguita”.
2. I started my seafaring career in 2010 on a bulk carrier. This is my first contract with Seatrade.
3. For now, mv Pacific Mermaid is my favourite, because this is my first vessel here.
4. What I like about my job is to travel around the world for free, and also the salary is good to support the needs of my family.
5. All ports that we can go ashore are all my favourite, because we have a chance to relax for awhile.
6. Just pursue your dreams and be true to your fellow seafarers and also to yourself. Whatever things you had in your life, always keep your feet on the ground. Safety first...always believe and pray to our Creator.

1. I come from Dumangas, Iloilo. Dumangas is located south of Iloilo known for its resourceful amount of fish which is celebrated as Pahaw-as festival. Living in my hometown is simple but the moments I’ve spent are very meaningful to me since this is the place where I meet most of the people in my life.
2. I started my sea-going career on November 2014 on board Pacific Mermaid.
3. Since this is my first voyage, my favourite ship would be Pacific Mermaid because this is where I learned the art of seafaring. It has made me a better person as well. This ship has been the witness to my struggles, hardships and how I overcome each and every part of it which made me of who I am today.
4. What I like most about seafaring is that there is endless learning. You don’t know what to expect, but you have to be prepared for it. You have to think in advance about every task you do. This profession also develops a person to be strong, not just physically but mentally as well.
5. Every port has its own beauty. But for me personally, I choose Puerto Bolivar because it somehow reminds me of the country I come from. The people are friendly and the temperature is similar.
6. To be thirsty for knowledge and trust your teammates for every task requires teamwork to be done safely and successfully. Engage the mind before the hands. And the most important thing is that you know how to deal with your crewmates. You should know how to fit in the group.

1. I am from Vladivostok. It is very nice place.
2. I start sailing in 2010 in Seatrade. My first ship was Summer Phoenix, a good ship
3. My favourite vessel is the Mermaid class.
4. I like my job because I like the sea, and I like to visit the countries of the world.
5. My favourite port is Puerto Bolivar. It is the best place.
6. I recommend to young seafarers to study, study and again study. And always to remember safety first.
1. I come from one of the small Barangay of Matag-ob which is Brgy. Bulak in the province of Leyte. This place is not so popular like other places but a little bit historical because clashes between opposing forces (chaos era) long time ago took place here. However, you can see lots of exotic flowers and wild animal species here.

2. I started sailing in 2011 in one of the nice Seatrade ships, mv Nova Florida.

3. Among all the Seatrade ships I have been so far, my favourite was mv Fortuna Bay, simply because I learned a lot on that ship, especially from my mentor and senior engineers for they shared their knowledge to every individual who was willing to learn.

4. Well, I like it most when we are dismantling, overhauling and repairing machineries because it offers a challenge to my mind, also when I take some electrical and electronic works specifically fault finding. And of course because I can go to different places where I will meet different people and cultures.

5. All ports that belong to our own home land are my favourite, because a true feeling of happiness is there: You are just a few steps closer to your family and to your love ones.

6. Always be cautious about safety during work; respect all other crew on board; learn from your mistakes because sometimes we can only learn from our own mistakes, and most of all never forget about God for He is your ultimate weapon and defence in any situation. Always pray and God bless.

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1. My birthplace is Cabanatuan City, Nueva Ecija. A small town northwest of Manila. The place is surrounded by green fields. Rice is very important in this province.

2. I started sailing in 2012, and with Seatrade in 2014. My first vessel was Cala Palma.

3. My favourite Seatrade vessel is Pacific Mermaid because it has a good voyage. The route Ecuador to Mediterranean fits me well.

4. I like my job because it is very challenging, for everyday there is a new task to be done. There is mechanics maintenance and I learn from it.

5. My favourite port is Puerto Bolivar, Ecuador because the place has very friendly people and I can buy different things at a cheaper price.

A few days before the international fair Fruit Logistica takes place in Berlin, many representatives of the worldwide Seatrade network make their way to Europe, sometimes stopping off in Hamburg on their way to Berlin.

This year, it was Seatrade Hamburg’s pleasure to welcome Jean-Yves and Paulette Depreux of Seatrade France, Pieter Hartog and Jose Abel Chavarria of Seatrade Costa Rica, as well as the president of the Association of Banana Exporters of Ecuador (AEBE), Jorge Alex Serrano Aguilar and his wife Paola in Hamburg.

The schedule of Seatrade’s Rayo service matched our arrangements perfectly. The visit of the HHLA fruit terminal Tuesday 3 February coincided with the discharging operations of the Swedish Reefer. The vessel had loaded in Puerto Bolivar, Guayaquil and Paita and had discharged in Dover before arriving in Germany on Monday night. The vessel discharged 35 reefer containers, 157,662 banana boxes and 594 pallets of bananas.

At 09:00 we were to meet the managing director of the terminal, Mr. Axel Hoeckrich, at his quayside office. We left our meeting place in time to drive with two cars to the O’Swaldkai, pass the gates with visitor badges and safety vests and meet Mr. Hoeckrich in the meeting room for a short company and terminal introduction.

The HHLA (Hamburger Hafen und Logistik AG) terminal at the O’Swaldkai is a multi-purpose terminal with Hamburg’s only fruit terminal located on it. 51% of the terminal is owned by HHLA, while 49% is owned by Sea-invest (owners of amongst others Belgian New Fruit Wharf in Antwerp and Zeebrugge). One gantry and two mobile cranes are available. The fruit terminal has a handling capacity of about 350 pallets per hour, while 650 pallets per hour can be discharged.

Back in 2007, five specialised reefer vessels were alongside in Hamburg every week. Today, in 2015, the Seatrade Rayo service vessels are the only specialised reefers calling Hamburg. The Maersk Ecubex service calls the same terminal to strip reefer containers and store the cargo. As Mr. Hoeckrich explained, the fruit volumes handled will increase this year, although the number of calls will remain the same. In addition to the vessels that call the terminal directly, the crew at HHLA also deals with many reefer containers that are discharged at other terminals in the port. Those are stripped at the HHLA fruit premises and the cargo is then stored and handled at O’Swaldkai.

After the detailed explanations we made our way to the quayside to observe the discharge operations of the Swedish Reefer. Due to the low temperatures - later that day it even started snowing lightly - we retreated quickly into the cold store to watch pallets arriving by forklifts, being lifted on plastic pallets and then disappearing on computer-controlled conveyor belts in the cold storage before they were “spilled out” at the other end to be loaded into the correct truck.

The movements and whereabouts of every single pallet are tracked with the help of bar codes and an advanced software system. When the truck driver announces himself at the gate of the terminal, the computer knows exactly which pallets are supposed to be loaded in this particular truck. The truck arrives to one of the ramps and the so called “ballerinas” produce the correct pallets.

During our visit we also had the chance to visit the quality department. Two gentlemen randomly check single banana boxes and note greenness, length, number of bananas, shape, spots and marks as well as the weight of the carton. The carton that was inspected while we were present was fine. In the same area of the cold store also the pallets for repair arrive; however, while we were there, no pallet arrived.

Later we were driven back by shuttle bus to the gate, exchanged our badges for our passports, handed back our vests and returned to the city. That same evening the group would continue to Berlin and meet again at the 360 Quality stand the next day.

We would like to thank Mr Hoeckrich for the time he took to present the company and to show our group the fruit terminal.

Mareike Hilbig
Seatrade Hamburg
Back on 14 December 2014, Turbaduana, Seatrade’s port agents in Turbo (Colombia) received a request from the local health organization. The health authorities for the Colombian department of Antioquia wanted to carry out a “Simulacro de ESPII – Emergencia de Salud Pública de Importancia Internacional” – or in English: a simulation of a PHEII – Public Health Emergency of International Importance.

The Colombian authorities had a particular ship in mind: Seatrade’s mv Discovery Bay. With the ship due to arrive in Turbo on 17 December, the authorities requested permission to have five staff of regional television stations “Teleantioquia” and “Telemedellin”, as well as four actors and two evaluators boarding the vessel.

The request of coordinator Mr Duban Pájaro Cantillo was relayed by Turbaduana’s German Toro to Hans Boone of Seatrade Antwerp. In order to participate in the exercise, the ship had to arrive slightly earlier than scheduled, while Master and owners needed to grant permission for the simulation. Don’t forget that apart from television crews, actors, and evaluators we also would have ambulance teams, doctors and many other shore personnel boarding the ship while at anchor in the Gulf of Urabá. The officers and crew of the Discovery Bay would also have to participate in this exercise, whilst part of the superstructure would serve as the setting for this very complex simulation.

Valuable lessons were learned - while on board our crews do a lot of emergency exercises, doing this jointly with shore organizations is rather rare. Thus the exercise was not only a great opportunity to test the local emergency services, but also to see how Seatrade staff interacts in such cases.

After several hours the exercise was concluded and the evaluators’ job started. Two days later, the Colombian authorities issued a press release.

The exercise had clearly shown the Colombians where their deficiencies were - which was the first priority in order to see in which areas the local health organizations would have to rectify and solve problems. Doing such exercises alongside in a normal port is already complex, doing this at anchor in the middle of the Gulf of Urabá, where the shortest boat ride ashore takes at least an hour, made this a very challenging experience for all participants.
Antioquia prepares for an eventual case of cholera in Urabá

With cholera cases in countries like Haiti and Dominican Republic on the rise, and the possibility that the disease could enter Colombia somewhere along the Caribbean coast, the departmental health administration carried out a port health simulation, in preparation for an eventual case of cholera in December 2014.

“In Colombia there are no known cholera cases, but the fact that the disease is present in Caribbean nations constitutes a risk, while also an epidemiological alert was issued – with ships loading bananas here and also calling ports in countries where cholera is present, there is always the possibility that a crew member becomes infected”, explained Raúl Alberto Rojo, director Risk Management of the Departmental Health Organization for the department of Antioquia.

The purpose of this simulation organized by the health organization was to observe the response time and capacity in case cholera is detected, the interaction with other health organizations as well as the General Maritime Directorate – DIMAR, customs agencies, port operators, migration offices, and other governmental bodies. Also observed were hygienic measures, personal protection, transfer of a patient to the local hospital of Turbo, the response capacity of this hospital, as well as the onward transport of a seriously ill patient to a larger hospital with more facilities.

The simulation clearly detected deficiencies in communication procedures, reaction times, personal protection for health workers, as well as the lack of a specialised launch which could serve as an ambulance. Thus the simulation served as an indicator in which areas rectifications and improvements have to be made. When a real cholera case is detected, there should be an adequate response capacity, explained Mr Rojo.

The entire simulation was also recorded on video, which will serve as didactic material - in this way the Department of Antioquia will be better prepared with the appropriate means in place in case a real case of cholera would enter Colombia through the Urabá region.

*Government of Antioquia*  
*Communications Office*  
*Medellín, 19 December 2014*
Effective 6 April 2015 Ralph Zhou assumed the role of representative for Seatrade in China.

Ralph has a Bachelor of Business Administration with a Major in Logistics Management with Shanghai Jiao Tong University, is married and will soon be a father for the first time.

Previously Ralph was with NYK Logistics and CSAV Group (China), and was ready to accept Seatrade’s challenge to represent us in this big and diverse country.

With its 1.35 billion inhabitants and a growing middle class China’s appetite for imported goods, and particularly foodstuff, is growing fast:

According to Chinese customs data, in 2014 the value of the total amount of fruit imported amounted to USD 4.3 billion, an increase of 26.24% compared to 2013. In value, the ranking is led by Thailand with shipments worth USD 1.028 billion (representing 23.8% of the total), Chilean exports ranked second worth USD 776 million (18%); Vietnam was next with USD 682 million (15.8%), followed by the Philippines with USD 607 million (14%), and the United States with USD 253 million (5.86%). These five countries accounted for 77.5% of the total Chinese imports.

With its vast coastline China is also keen on seafood, something that Seatrade knows well and has been involved in transporting to and from the country for many years. So this will be a key area of development.

Some of the specifics of the tasks and development ahead:

- Asia - Europe - Caribbean container service by StreamLines
- Ecuador - China bananas import
- Other inbound fruit cargoes from South America
- Frozen fish/squid import
- Specific support to Seatrade Groningen’s new building department

Ralph’s motto is: To create a working culture together with our customers, allowing us to design and manage efficient shipping distribution systems according to their needs and requirements.

One of the development areas in which Ralph is involved is the StreamLines business to the Caribbean, where UBI Logistics will be providing booking, commercial and supporting services to StreamLines.

We wish Ralph success with this exciting challenge!

Philip Gray
Seatrade Antwerp

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Top 10 origin of Chinese fruit imports by value
OFFICE MOVES

There is a change in the air at Seatrade. The innovation does not stop at ship’s level; also the offices are getting a major overhaul. In Groningen, Hamburg and Lima they have recently moved to different locations; in San José and Tampa offices were refurbished, and Antwerp will partially move to a different floor in Atlantic House once major works starting after the summer holidays are completed. A full report on that will follow in the next Simply Seatrade.

San José, Costa Rica

Back in 2009 - before Seatrade Costa Rica SA was even officially open for business - we already had obtained the office space in Escazú and fully furnished it. When we started in October 2010 it was just three staff in an office which had a lavish seven workstations and a decent size meeting room, including a somewhat oversized front desk. Over the years our number of staff has grown and so has the need to store more archives. At the same time we realized that the front desk could be downsized and should be incorporated inside the rest of the office.

After some quick drawings and ideas works started late January. Three tedious weeks later we had knocked down several walls, moved the meeting room and front desk, added tons of storage space and two more desks. Simultaneously we upgraded our computer hardware. All desks and chairs were overhauled so that we now work in a better distributed office, ready to take on the challenge for more work and the possibility to accommodate more staff.

Pieter Hartog
Seatrade Costa Rica

Employees enjoy the spacious feeling of the redesigned office
Groningen, the Netherlands

“May 1 we will be relocating to a new office. A modern location accommodating all facilities which we need to serve our customers even better.” This is how we announced the relocation of our shipmanagement unit in Groningen. An announcement that for many of us was coupled with mixed feelings. A feeling of nostalgia to part with the characteristic mirror glass building after 27 years of loyal service. But at the same time a feeling of enthusiasm because of the prospects of a modern working place with a fresh interior.

Under the guidance of a dedicated office move team, we managed to move office in less than three months. Including the ‘things on the side’ such as arranging for cleaning facilities, redelivery of the old office, adjusting the website, letterheads and business cards, and so forth. It goes without saying that we could not have made this happen without the support of all office staff and the understanding of visitors (who sometimes had to meet in messy, noisy rooms equipped with only a minimum of facilities). Although it took some working through the weekend, on Monday 4 May we were proud to officially open the doors at Leonard Springerlaan 17 to our staff and the first customers shortly thereafter.

Our office became how we envisaged it: modern with an open, transparent structure and all facilities directly at hand (ring road Groningen, hotel and railway station). A serviceable location!

With a bit of fine-tuning ongoing, we would like to thank everyone involved for their effort during the move and for their patience with the initial hick-ups in the new office. The new, unfamiliar, phone system, the change of set-up in mail sending and visitor reception were only a few of the challenges that we dealt with. Ready for the future, we conclude with the final words in our moving announcement: “hope to see you soon”!

Danielle van der Eide
Seatrade Groningen

NEW ADDRESS:
Seatrade Groningen B.V.
Leonard Springerlaan 17
9727 KB Groningen
The Netherlands

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E-mail: info@seatrade.nl
When Seatrade’s Rayo Service started to call weekly at Paita at the beginning of 2012, the team of Seatrade Peru was proud to be the “new kid on the block” of the Seatrade network. By now we can say that we are no longer the new kid on the block as more new Seatrade offices have been opening around the world.

Since 2012 we have experienced a considerable growth in one of the most dynamic economies of South America, where the perishable exporting business fits perfectly with our FDD service from Paita to North Europe.

As a result of our growth last year we took the very important decision to invest in real estate in Peru, so this year we bought our new office in San Isidro, Lima. Part of a dream is thus materialized, but a big part of the dream is still there: We look forward to continue our contribution to the development of Peruvian exports and the expansion of Seatrade’s activities worldwide.

As Seatrade Peru we take this opportunity to thank all those who have entrusted their precious cargoes to us and everyone else who participated in us achieving our goals.

Juan Pulgar
Seatrade Peru

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AnkaSea SAC
Trading as Seatrade Peru
Calle German Schreiber N°184 - Oficina 301
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As we find ourselves in an ever evolving industry that often requires us to put on new hats, it's important to take a step back and understand the choices the average cargo shipper faces when selecting transport options available to him.

It’s an often-times confusing world even to those of us who do these things on a daily basis. Further complicating things is a working life that’s full of acronyms. These are the abbreviations that allow us to short-cut lengthy names or expressions - like industry catch phrases and buzzwords. The shipping world is full of them. From the simple bill of lading (BL) to the ubiquitous Statement of Facts (SOF) and Notice of Readiness (NOR). Vessel chartering and the requisite Charter Party is ripe with acronyms that read like a doctor’s prescription to the uninitiated. For now we will leave behind that confusing world and focus our attention more on the basic cargo shipper looking to move relatively small volumes of goods.

Today, shippers are faced with a myriad of options when it comes to how their cargo is booked and eventually carried. That shipper, by the way, comes with his own acronym - BCO or Beneficial Cargo Owner. A BCO can be defined as an importer that takes control of his cargo at the point of entry and does not utilize a third party source. This means that a BCO is a company with enough importing clout, bringing in enough freight to negotiate contracts directly with a VOCC. Typically, most BCO's expect to import at least 100 TEU's (yet another acronym that means Twenty-foot Equivalent Unit). The easiest examples of BCO's are your large retailers like Walmart.

And that VOCC acronym, that stands for a Vessel Operating Common Carrier. These are the owners/operators of ships. Companies such as Seatrade, GreenSea and container lines such as Hapag Lloyd, CMA-CGM or Maersk. For trade involving the USA, the FMC (Federal Maritime Commission) further defines a VOCC as having the following characteristics:

• Holds itself out to the general public to provide transportation by water of passengers or cargo between the United States and a foreign country for compensation;
• Assumes responsibility for the transportation from the port or point of receipt to the port or point of destination;
• Uses, for all or part of that transportation, a vessel operating between a port in the United States and a port in a foreign country.

When a small company decides to become a direct importer, they may of course contact a VOCC directly. However, if they do not expect to import a significant volume of freight, the VOCC will charge the publicly filed full-tariff price for that commodity. A tariff being defined in this case as a table of charges. It’s a fact that most of the freight charges for shipments into the USA and worldwide are priced at significantly less than full-tariff rate. There are some simple, if harsh reasons for this. First, more volume means bigger discounts. But also, VOCC's want to limit the number of people/companies/entities contacting them. They simply do not have the capacity to handle phone calls or answer emails from all importers. It's the same if you were to buy direct from a manufacturer. It can be done, but typically they do not have the time to speak to everyone.

So, if that small company intends to import and does not expect the amount of volume described above, what are its options? To find the most cost-effective shipping options, they will need to form a relationship with a Freight Forwarder that either has access to an NVOCC, or is an NVOCC. In other words, a Freight Forwarder can be an NVOCC (a.k.a. NVO), or Non-Vessel Operating Common Carrier, but many are not. Both are essentially third party logistics providers (a.k.a. 3PL). The difference between the two can be explained thusly:

"The definition and act of a Freight Forwarder and NVOCC is described by government of various countries differently. The legal obligations to government, clients and public vary from country to country for an NVOCC and a Freight Forwarder.

A Non Vessel Operating Common Carrier is a cargo consolidator who does not own any vessel, but acts as a carrier legally by accepting required responsibilities of a carrier who issues his own bill of lading (or airway bill), which is called House bill of lading under sea shipment and House airway bill under air shipment. Activities between an NVOCC and a Freight Forwarder are similar to each other except some differences. An NVOCC need not be an agent or partner of a Freight Forwarding company, whereas a Freight Forwarding company can act as a partner or agent for an NVOCC.

Basically speaking, NVOCC acts as 'carrier to shipper' and 'shipper to carrier'.

NVOCC can own and operate their own or leased containers. NVOCC acts as a virtual carrier and accepts all liabilities of a carrier legally, in certain areas of operation."
An NVOCC is able to take the clout of its many customers and negotiate with the VOCC’s for better pricing. It can work with these shipping lines by bringing estimates to the table of expected freight volume for certain lanes and gain tariff relief (discounts). As Thomas Cook states in his book, Mastering Import & Export Management, “the NVOCC becomes like a buying cooperative or purchasing group that works on the concept of clout in negotiation. The clients of the NVOCC benefit as the membership grows and the management becomes stronger.”

Statistics show that as a percentage of imports, NVOCC’s are playing a greater role. This could be the result of Internet commerce in which there are more and more importers that are bringing in significant volume, but still not enough to negotiate directly with the VOCC’s.

So what does this mean essentially for a new importer? In a nutshell, if you work with a Freight Forwarder that is not an NVOCC, they will need to access one that is. And that means you are probably not getting the best pricing and/or service. A Freight Forwarder that is not an NVOCC becomes an additional middle person in your supply chain, taking the rate that the NVOCC gives them and marking it up. Interestingly, per FMC regulations, they are not allowed to increase the ocean freight rate supplied to them by an NVOCC, but must add an additional line item, accessorial fee or handling charge to the rate they give to their customer.

But perhaps even more important than pricing, is the service that the shipper will receive. If the Freight Forwarder is not an NVOCC, the importer, does not really know who is handling and/or controlling their freight. They will likely have less visibility when attempting to track a shipment. To understand a bit further the differences have been described as follows:

The essential difference is how they act in relation to the cargo. An NVOCC acts as the carrier of the cargo being sent. In comparison, a Freight Forwarder doesn’t act as a carrier. A Freight Forwarder only acts in the behalf of the owner of the cargo to facilitate the passage of the cargo from the point of origin to the destination. They contract with carriers to pick the cargo up, board it on a ship or a plane, then another carrier to pick it up at the (air)port; along with the entailing paperwork and documentation.

Freight Forwarders do not issue bills of lading but NVOCC’s do. A bill of lading is also known as a contract of carriage and is a legal document that binds both parties to the terms agreed upon. A bill of lading is important as it holds the NVOCC liable if and when the cargo becomes lost or damaged while in transit where compensation is often necessary. A Freight Forwarder does not issue a bill of lading, so it is not liable for any damage or loss suffered while the cargo is in transit. It is the Freight Forwarder’s job, however, to get the bill of lading from the carriers that it is contracting. The liabilities of the Freight Forwarder only extend over possible errors on their part like incorrect or incomplete paperwork.

In summary:
- An NVOCC acts as the carrier while a Freight Forwarder does not;
- An NVOCC issues a bill of lading while a Freight Forwarder does not;
- An NVOCC is responsible for loss or damage while a Freight Forwarder is not.
There are advantages to working with an NVOCC in today’s volatile shipping environment. In the past, a company would sign a freight contract and for six months their rates would be fixed, so there would be no need to make changes whatsoever; rate levels would be steady, and since the commitment was made with more rightly forecasted amounts, space wouldn’t be a big issue. After the last crisis though, industry experts saw that signing contracts might not be the most competitive way to do business. The main reason being that the rates you sign for have no guarantee to get you on the vessel. Once the vessels are full, in order to get the space you need, you will pay extra to your contracted carriers. The same thing applies for the other carriers. The tough part is that those changes happen so fast that if you work with a couple of carriers and you don’t have any other carrier options (not mentioning NVOCC), then you can end up paying marginally high amounts, because everybody’s priority is their own clients.

On the other hand, when the market is down, it’s down for everyone; competition is open. The market has free falls and rates could change literally every 3-4 days. In this high-paced environment there is often no way to keep your contract updated. So you might end up paying higher than market price for two weeks until your contracted rates are revised and up to date.

An NVOCC provides additional options to shippers - particularly in volatile markets. Every carrier has different surplus and deficit areas that get more marginal in slow seasons. On the transpacific trade, as an example, there are more than 15 carriers. On the transpacific import trade, the top 50 NVOCCs have an estimated average of 8-9 contracts with shipping lines. They commit major volumes to those carriers. So by working with only two NVOCCs with whom you do not need to even make a commitment, you will have access to the updated, competitive rate levels not only with 1-2 carriers but with all carriers in the world’s largest trade. Since you do not have a commitment you can also check your options at all times. Another way to look at it is that each carrier has a single sailing per week on one trade lane. You have pending orders in China/India, and with the last crisis you are working with less and less inventory. While this is the case, how can you survive with one sailing per week? NVOCC’s can provide you 6-7 different sailings on a single trade lane.

One additional important factor should not be forgotten when looking at the difference between a pure NVOCC and a Freight Forwarder: Freight Forwarders do not sell rates (at least not good ones). There is more fierce competition among forwarders than the carriers. There are more than 1500 Freight Forwarders only in New York. With this kind of competition they have to make sure that they are also adding value besides offering competitive rates. That’s why you can see huge investments by freight forwarding companies into IT/communication systems, customer service trainings, niche and general logistics services not only in their domestic markets but around the world.

The process, paperwork, and regulations involved in international trade may seem intimidating. That’s really what a Freight Forwarder is for. To comply with export documentation and shipping requirements, many exporters utilise a Freight Forwarder to act as their shipping agent. The forwarder advises and assists clients on how to move goods most efficiently from one destination to another. A forwarder’s extensive knowledge of documentation requirements, regulations, transportation costs and banking practices can ease the exporting process for many companies.

The Seatrade group of companies and affiliated daughter companies and agencies have evolved over the years to include NVO and forwarding activities. StreamLines, which joined the Seatrade fold in 2008, operates exclusively as an NVO on a number of established trade lanes. Recently, Seatrade USA received approval from the FMC to become a licensed OTI (Ocean Transport Intermediary). The FMC uses the OTI designation to describe forwarding and NVO activities under USA regulations. Those operations are expected to ramp up in the coming months.

Howard Posner
Seatrade USA
During the first beautiful early summer days of the year, our agents and colleagues from all offices concerned with the Caribs/Rayo trade flocked to Antwerp for the first trade specific agency workshop focusing on this intense trade. Visitors from the Dominican Republic, Curacao, Aruba, Ecuador, Peru, United Kingdom, Germany and the Netherlands came to Belgium to spend three days informing, analyzing and brainstorming over issues particular to the Caribbean and Rayo business.

This Seatrade service has been running weekly, every week, uninterrupted since the summer of 1999, and has since then clocked up almost 800 voyages and must have moved in excess of 200 million boxes of bananas across the Atlantic over all those years. Many vessels of the Seatrade fleet have worked this route and many vessel crews will be familiar with this part of our business.

After a short look at the past, many hours were dedicated in tense and challenging debates to shape the future of the service. Our very special thanks go out to all participants for their valuable contributions and presentations. Everybody left with more knowledge and deeply committed to maintain and improve our service for the next 15 years to come.

Eik Schuster
Seatrade Antwerp
For the first time Seatrade and StreamLines attended the Antwerp conference/trade fair Breakbulk with a stand of their own. The stand, decked out with photos and maps showing the companies’ activities, was well attended during the two-day fair. If you missed us there, come back next year!

Counting down the hours before the start of the fair, most of the artwork is up on the walls.

Not two but three Seatrade vessels at Victoria, Seychelles on 1 November 2014. Can you spot the third one?

Photo received courtesy of Hennie Petersen

On Thursday 28 May the annual football tournament organised by TAL International took place in the Antwerp area. The Seatrade team played very well reaching the finals and ending as second best team of the tournament. Congratulations!

Arturo, son of Raul Escobar, Global Reefers (Chile)

Laura, daughter of Dominik Jeschabek, IT department of Reederei Triton (Germany)

Jose Tomas, son of Jorge Darrouy, Global Reefers (Chile)

Laura

Jose Tomas

Arturo

NEW CREW
Sometimes we are reminded that the world is really small...
Imagine you used to work as an engineer on specialised reefer vessels operating in the Seatrade Pool and are now doing some voluntary work and travelling in Belize. You stay overnight at a hostel in Dangriga, where this photograph has a prominent spot on the wall...

According the owner of the hostel it had been a very special occasion in the port of Dangriga when two Seatrade vessels had simultaneously been loading orange juice concentrate (c. 1980), thus warranting a place of honour on the wall, above the sign of the local, treasured beer.

Thank you, Dick van Harn, for sending us this photograph!

For the tenth year running the specialised reefer players had their own stand in Berlin at the international trade show Fruit Logistica. With its 28 co-exhibitors the 360 Quality stand promoting FDD was well visited throughout the three days of the fair. We will be back in Berlin 3-5 February 2016!

For more information on 360 Quality check out www.360quality.org.

Just before his official start as Seatrade’s representative in China, Ralph Zhou tied the knot with Mandy. Congratulations and welcome to the Seatrade family!
As part of Mrs Michelle Bachelet’s North American tour, the State of Delaware and the Port of Wilmington welcomed the Chilean delegation on Tuesday 20 January 2015. The port receives close to 200,000 pallets of Chilean fruit annually carried by Trans Global Shipping, on board Seatrade vessels.

Global Reefers’ MD, Francisco Labarca travelled with the Chilean delegation, which also included Ronald Bown, the president of ASOEX, the Chilean fresh fruit exporters association and Jose Miguel Fernandez of exporter Subsole.

Captain Iakovlev, master of the Messina Strait which was undergoing cargo discharge at the time, explained the side-loading system of the vessel to Mrs Bachelet, whilst the crew on board waved and were also greeted by the President.

The day ended with a reception hosted by the Chilean & American Chamber of Commerce (of which Seatrade USA is an active member), in honour of the President and in celebration of the strong business and friendship ties existing between Chile and the community around the Delaware River.

Several people from the Seatrade and Triton offices were in attendance.
VALPARAÍSO, CHILE
33°03'47"S 71°38'22"W

Located in central Chile, nicknamed “the Jewel of the Pacific,” Valparaíso or just “Valpo” as known by locals and visitors, is one of the largest ports in Chile and the leading Chilean general cargo port regarding foreign trade.

Although tourism is an important source of income for the city of Valparaíso, the port activities have a remarkable significance not only for Valparaíso but for the whole country. Vessels from all over the world call at Valparaíso and the main imports by volume are raw materials for the manufacturing industry, chemicals and minerals. On the other hand, the most significant exports are fruit, food, agricultural and seafood products, and copper.

It is well known that the port of Valparaíso is well organized, which allows it to work fluidly in each of its terminals, optimizing the traffic flows within the port. Likewise, the port of Valparaíso has the most up-to-date port information system technology for cargo management. Also, this port is free of pollution caused by bulk cargo.

As this beautiful port is located in a zone with high growth in terms of population and economic development, visitors can have access to almost all facilities and buildings of the city in just a few minutes from the port. Bars, museums, restaurants, banks and shops can be easily found by walking just a few steps and the full coloured houses atop the hills of Valparaíso can be watched from everywhere. In 2003, UNESCO declared the city of Valparaíso as a World Heritage Site thanks to its vast cultural heritage and rich history. This recognition has made the city even more attractive for visitors and tourists who travel from different parts of the globe to see the heritage that European immigrants brought with them as the European-style homes that remain even today.

As the citizens of Valparaíso are very used to visitors from different cultures throughout the year, they will always be happy, friendly and willing to assist tourists when it comes to guidance or directions to a specific place or spot. The Plaza Sotomayor (Sotomayor Square) is a common landmark as well as a good starting point for visitors to begin to discover the endless lovely features of Valparaíso. The square is located in front of Muelle Prat (Prat Dock), about 4 minutes walking from berth 6 of the port.

Casablanca Valley Tour
You can’t leave Chile without visiting the wine producing valley of Casablanca. This nice tour includes a visit to two vineyards in the morning with tastings and gourmet lunch, and a third visit to another vineyard in the afternoon. Your sommelier guide will tell you all you have to know about the valley, visiting the vineyards and why locals as well as visitors define Casablanca as the home of Sauvignon Blanc, Chardonnay and Pinot Noir, among others. Departure: The operator’s private transportation will pick you up at 09:30 from Valparaíso. You need a five days anticipating reservation. Distance: Casablanca, 30 minutes from Valparaíso by car. Duration: 10 hours (drop off at 19:30 at Valparaíso). Cost: USD 170

Mario A. Aguayo Escudero
NFI Freight Forwarder
Carle & Cía

EXCURSIONS

Harbour Boat Tours
Getting a sea-level view on a boat will allow you to appreciate the beautiful colourful hills of Valparaíso, passing alongside giant cruise vessels or naval battleships, spotting sea lions in the harbour while a guide tells you about the history of Valparaíso Bay. A safe, relaxing and entertaining experience that will help visitors to have some insights into the port of Valparaíso.
MUSEUMS

La Sebastiana, One of the most spectacular views of Valparaíso is seen from La Sebastiana, one of the three houses of the Chilean Novel Prize-winning poet, Pablo Neruda. Neruda used to spend his New Year’s holidays at La Sebastiana to watch the fireworks and also to get inspiration for his works. The house has an audio guide tour system available in English, French, Portuguese and Spanish included in the admission price.

Location: Ricardo de Ferrari 692 street, Valparaíso
Distance: 5 minutes by taxi from Plaza Sotomayor (Sotomayor Square)
Hours: From Tuesday to Sunday 10:30 to 18:00 (Mondays closed)
Admission: USD 5. No need for reservation.

Geo-Mer Museum, Within the Palacio Lyon, it is one of the few buildings that still remains standing after the devastating earthquake of 1906. Within this museum you will find stuffed animals from each region of Chile, a pre-Columbian mummy, and tools and belongings from pre-Hispanic people in Chile.

Location: Condell 1546, Valparaíso.
Distance: 3 minutes by bus from berth 6 or Plaza Sotomayor or 25 minutes by foot.
Hours: From Tuesday to Saturday, 10:00 to 13:00 and 15:00 to 18:00.
Admission: Free

RESTAURANTS

Caleta El Membrillo, Av. Altamirano 1569, El Puerto, Valparaiso
Open: Monday to Thursday 12:00-18:00 / Friday to Saturday 12:00-23:00
Distance: 5 minutes by bus from port or 20 minutes by foot.
Cost: cheap to medium
Payment: cash and credit card (Visa, Mastercard and American Express)
WIFI: not available
Specialty: shrimps, fried fish and shellfish.

Le Filou de Montpellier, Av. Almirante Montt 382, Cerro Alegre, Valparaiso
Open: Tuesday to Sunday 13:00-20:00
Distance: 7 minutes by taxi from port or 25 minutes by foot
Cost: cheap to medium
Payment: cash and credit card (Visa, Mastercard and American Express)
WIFI: available
Specialty: rabbit stew, beef bourguignon and sauce-laced fish.

Abtao Restaurant, Abtao 550, Cerro Concepción, Valparaiso
Open: Monday to Sunday 11:00-00:00
Distance: 9 minutes by taxi from port or 30 minutes by foot
Cost: medium to high
Payment: cash and credit card (Visa, Mastercard and American Express)
WIFI: available
Specialty: shellfish, fettuccini, raw and flavoured fish.

Casino Social J Cruz, Condell 1466, Valparaiso
Open: Monday to Sunday 11:00-22:00
Distance: 4 minutes by bus or taxi from port or 15 minutes by foot
Cost: cheap to medium
Payment: cash and credit card (Visa, Mastercard and American Express)
WIFI: not available
Specialty: chorrillanas (fried potatoes, onion, eggs, meat and chicken).

Café Turri, Templeman 146, Cerro Concepción, Valparaiso
Open: Tuesday to Sunday 13:00-20:00
Distance: 7 minutes by taxi from port or 30 minutes on foot
Cost: medium to high
Payment: cash and credit card (Visa, Mastercard and American Express)
WIFI: available
Specialty: steamed mussels, avocado stuffed with shrimp and pisco sour.

ADVICE

Avoid walking alone in isolated passageways, especially if carrying valuables or a lot of cash. As Valparaíso is continuously visited by foreigners, a great number of people in the city are able to communicate in basic English, so do not hesitate to ask people whenever you are in doubt.
The Seatrade Reefer Pool Meeting of Members was for the second consecutive year held in the port of Rotterdam. This time the Members assembled on 21 May on board of a former flagship of the Holland America Line: the 1959-built steamship “Rotterdam” which was originally used for transatlantic crossings and cruises. Since 2010 the 228-metre long ss “Rotterdam” has been in use as a hotel and congress centre in the city it was named after.

The event started with an aperitif on the sunny aft deck of ss “Rotterdam”. Then the Members crossed the river Maas by tender to head for dinner which was served in the fish restaurant “Zeezout”.

The next day it was time for the real work: the Meeting of Members itself. The Members boarded a considerably older former steamer, the 40-metre long “Hydrograaf”, built in 1910.

During the Meeting of Members Mr Michael Karayiannis of Roswell Navigation was thanked for his contribution as member of the Pool’s Advisory Board. Mr Gregory de Ruiter from MPC was re-elected as Advisory Board member.

A tour through the port of Rotterdam brought the “Hydrograaf” along a Seatrade Pool vessel in operation: the Magellan Strait was loading general cargo for Paramaribo at JC Meijers. Unfortunately the tour did not last into the evening, so the Members missed the arrival of mv Nederland Reefer that is operated in the Pool’s Rayo service.

Michiel Schaap
Seatrade Antwerp
San José, Costa Rica

It has become a tradition by now: each year the Dutch Embassy in Costa Rica asks - mostly Dutch - companies to co-sponsor the cocktail and party celebrating King’s Day. As for previous years, Seatrade Costa Rica on behalf of Seatrade participated in the sponsorship. For the second consecutive year the event was held at Hotel Crowne Plaza Corobici in San José.

With over 600 persons attending, Seatrade’s logo omni-present, and a Seatrade stand manned by Oldemar Chaves and Yesenia Smith of our Escazú office it became a memorable night. Needless to say that typical Dutch treats like salted herring, Gouda cheese, rookworst (smoked sausage) and bitterballen (deep-fried meat croquettes) were in big demand.

Pieter Hartog
Seatrade Costa Rica
Lima, Peru

It has become a tradition; Seatrade Peru once again sponsored the Bicicletada Pedalea Naranja Vive Verde held on 26 April in Lima. The cycling event starts at Plaza Grau in Miraflores and passes through some parts of Barranco as a part of the circuit.

Dutch ambassador Mr Johan L. C. van der Werff and his team gave the start to this bike ride through the districts of Miraflores and Barranco. At the end of the ride, back at Plaza Grau, the participants could enjoy a tasting of typical Dutch dishes and entertainment was provided in the form of traditional Dutch games such as sjoelen, spijkerpoepen, blikgooien, klompenrace, klompenspel, zaklopen, and changing into klederdracht, the traditional dress of old.

A most enjoyable time for the whole family!

In the evening of the 27th, the actual King’s Day in The Netherlands, Monica Torres, my wife Sally and I attended a reception at the residence of Ambassador Van der Werff, to celebrate King’s Day (the Dutch National Day). We spent a very nice time with several important contacts from the Dutch Embassy. Peruvian authorities also attended the event, as well as delegates from the embassies of Bolivia, Ecuador, USA and Russia.

Juan Pulgar
Seatrade Peru
For 23 years a group of golf enthusiasts from the reefer industry has been meeting up for an annual golf tournament. This year's event was organised by Monaco Shipping and held on the beautiful Monaco Golf course in the mountains above the city.

A total of 18 golf enthusiasts from the industry came to play for the Challenge Cup which in the end went to Bruce Nisbet of Oceanic Navigation Ltd, Auckland who scored an astonishing 37 points on this hilly narrow course. Second came Jørgen Dannesboe of Maestro Reefers followed by Espen Harr (ex Klaveness). The Seatrade participants ended up in 8th (Jörg Radtke), 12th (Michiel Schaap) and 16th (Alex van Drimmelen).

But how did this event come to life?

In 1992 Tony Wyatt and Nick Lynch of Ocean Reefer Services and Anton Robertson as well as Jörg Radtke of then Serva Ship, Isle of Man had the idea to start a reefer golf society with a core group from the industry. Said and done! Anton (Robbie) and Jörg started organizing and invited a group of 14 golfers to the inauguration event on the Isle of Man. The first tournament was played on the Ramsey Golf course. A Trophy, sponsored by Klaveness, became the event’s challenge cup and Alf Thomasen of Klaveness was the first winner.

A lot of people have and will say why is there such an event. I can only say that over the years it has been proven a very relaxed way of meeting customers and competitors of the industry in a very relaxed way and many relationships have been strengthened and new one have been formed. Even business has been done on the course or after the game at the 19th hole.

One memorable event was the one in Norway. Robbie and Jörg, at the time looking after the shipment of the deciduous fruit for Capefruit, all of a sudden had a need for tonnage. As basically all the owners and brokers were at the event fixtures could very easily be done and within a very short time some 4/5 vessels were fixed over a couple of beers. What better way of doing business could there be?!

We are all hoping that this event will continue and are looking forward to the 24th event, wherever this will be held.

Jörg Radtke  
Seatrade Hamburg
If you're a regular reader of this column, you already know about my disdain for change. More specifically, the kind of change that jangles and weighs down one's pocket - the loose kind. Of course and as is wont in the confounding English language, words can often have multiple meanings. Change in itself can define many things and convey variable meanings.

Politicians love the word. They claim to be “agents of change” or declare that “it's time for a change.” In 2008, Barrack Obama was elected president of the USA campaigning heavily on the populace’s desire for change - something fresh, something different. The outcome, well that's up to personal interpretation and the history books. People much wiser than I have opined on the notion of change. Gandhi said, “Be the change that you wish to see in the world.” Tolstoy said, “Everyone thinks of changing the world, but no one thinks of changing himself.” And who could forget the famous Scorpions ode to glasnost, “Wind of Change” and their sweet, sweet early 90's hairstyles and fashion. Over the years, I’ve run across more than a few Germans who still haven’t given up their love of leather pants or mullets.

Me, I not real big on change. I can take it or leave it. I’m mostly a creature of habit - of the status quo. I’ve had the same job for 17 years; I’ve lived in the same house for 25 years and I’ve been married to the same woman for nearly 32 years. I’m sure I still have a few pairs of socks that have been around for at least as long.

Change is something I don’t typically go looking for, but it has a way of finding me at often the most inopportune times. Just when you think everything is going smoothly, bam - it slaps you right across the face. It’s that, “we have a problem” moment I’ve mentioned in a previous article. Whether that slap in the face comes courtesy of the travel gods, an ill-timed phone call, illness, accident or a surprise visitor, it’s never something you can prepare for fully. The best laid plans... after all.

My doctors have long suggested that I reduce my stress level. They like to tell you that it's not good for the heart. That's always easy for them to say – there's no risk of a malpractice suit by giving the same advice I can get from the local barkeep or a box of herbal tea. Reducing stress means avoiding sudden and unexpected change. We all know how that goes. After all, I do have two daughters - one who recently informed me she would be attending a university located in a different state. This, after I spent the past 18 years paying towards a college fund that would have covered 100% of in-state tuition. This out-of-state university was kind enough to pay my daughter’s college fees, but 200% of the tuition cost. A university education in the USA is not inexpensive. A four-year degree can run upwards of USD 200,000. Of course, she also intended to continue on to graduate school and eventually a doctorate. There goes Plan A and the retirement fund. I figure that I’ll now be working at least until I’m 107.

This year - which is barely halfway over - has already brought multiple changes that have tested those stress levels and I’m not even talking about on the home front. We had nearly a 50% staff turn-over in the office. Now don’t get the wrong idea, we are only about nine people to start with, so this isn’t some massive purge. In retrospect, most of that turn-over was long due and probably (OK, not probably but more like definitely) didn’t happen sooner due to my disdain for change. Change is complicated. There are potential legal considerations, potential ugly confrontations and potential hurt feelings. While these changes were long justified, they didn’t exactly all happen as scheduled - resulting in added stress (again confirming the link between change and stress).

We have needed to change our email server for years. Running the 2003 version of anything computer-related in 2015 doesn’t quite work. It’s like those Germans and their leather pants. We bit the proverbial bullet and bought the new hardware and software in December, but put off change until the end of high season. We didn’t want to risk being without mail for more than a day or two. More than a month into the switch and we continue to have “issues”. When our trusty (you can insert a high level of sarcasm here) IT guy flipped the switch, 17 years’ worth of contacts disappeared from my computer and then I literally watched them evaporate from my iPhone and iPad. So much for the security here) IT guy flipped the switch, 17 years’ worth of contacts disappeared from my computer and then I literally watched them evaporate from my iPhone and iPad. So much for the security of the cloud. That flipping of the switch also found us on email blacklists a couple of times and created an entire new set of remote access challenges. Once again, change = stress.

As body builders and fitness experts like to say, “No pain, no gain.” Change certainly has brought a high degree of pain and frustration (and yes, stress), there are times when you just have to go with the proverbial flow. 2015 is definitely proving to be the year of change. For me, though, I prefer to go a bit further back in the musical encyclopedia for inspiration and quote Gloria Gaynor circa 1978, “I Will Survive.” Anyway, I look better in bell bottoms and platform shoes than leather pants, and I still had hair in '78.

Howard Posner
Seatrade USA
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. Which street did the Seatrade Groningen office move to?
2. What Caribbean island must have been the setting for Robinson Crusoe?
3. Which Seatrade vessel participated in the health scare simulation in Colombia?

JOIN THE COMPETITION:
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! Deadline for your response is 1 November 2014. The names of the winners will be published in the next issue of Simply Seatrade.

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 Nano!

We did not receive one single response to the puzzle and trivia in issue 02/2014. Our IT department could not trace any problems, so our sincere apologies if you did send something.

In view of the limited response in recent issues we are considering dropping the puzzle page in future. So, if you want to keep it in, send us your massive response please!
## FLEETLIST

Vessels operated by Seatrade Reefer Chartering

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<td>Aruba</td>
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<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Cala Pino</td>
<td>720,000</td>
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</tr>
<tr>
<td>Cala Pula</td>
<td>720,000</td>
<td>7,781</td>
</tr>
<tr>
<td>Cala Palma</td>
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<td>Cala Pedra</td>
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<tr>
<td>Joint Frost</td>
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<td>998</td>
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<th>Name</th>
<th>TEU</th>
<th>Plugs</th>
<th>Delivery</th>
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<td>Seatrade Red</td>
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<td>Seatrade Gold</td>
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</table>

Status July 2015
* operating in the GreenSea Pool
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