FROM THE EDITORS

It’s the end of the world as we know it and we’re feeling just fine.

If you follow the news, there are a lot of changes afoot in both the industry and in the world in general. We don’t wait for the news, we make it. Herewith we report on our continued evolution, as we feature THE container, we update you on the newbuilding programmes and name giving ceremonies and update you on where we promote the fast, direct and dedicated concept across brands and modes. We haven’t lost focus on our roots, as we explore the life of a banana and explore the HEISS learning and development programme. Oh and the regular stuff is there, as well.

It’s the end of the world as we know it and whatever comes next, the Editorial team wishes you a safe, happy and healthy 2017!
As we approach the end of another year, we tend to reflect on what we have achieved and the challenges we faced, both personally and professionally. Simultaneously we look forward what the New Year has in store.

There are many milestones to mention but let’s start with our 65th anniversary. A respectable age within a maritime world that is made up of extremes: unpredictable markets; political instability around the world, economical growth; climatic variability and change; new competing start-ups while other companies disappear, etcetera. Seatrade has throughout this era remained a company with a long-term view and our customers and business relations are related to us based on trust and a hands-on performance-focussed mentality.

There is probably no industry that has as many customs and traditions that are still maintained to this day. The long-standing use of placing a coin under the ship’s mast for the bringing of luck is still relevant as we have witnessed during the keel laying ceremonies of our reefer container ships and the Juice Express. A set of two coins (in this case euro and yuan) placed between copper sheets, is attached to a dock block by eight nails to be hammered down by a representative of the parties involved.

The naming ceremonies of Seatrade Orange, Red and White are also not very different from those held in the old times: the godmother christens the ship by breaking a bottle of champagne over the bow whilst naming it aloud and blessing the ship and its crew.

Many of our seafarers experienced first hand the historic initiation rite that commemorates a sailor’s first crossing of the equator by appearing before King Neptune. Fortunately, some more gruesome ‘traditions’ like keelhauling have disappeared altogether...

Nautical terminology that originates from the great age of sailing ships still seeps through our modern day language. ‘High and dry’, ‘shipshape’, ‘full steam ahead’, ‘smooth sailing’, ‘know the ropes’ and funny words like ‘poopdeck’, ‘scuttlebutt’ (gossip) and ‘snotty’ (naval midshipman) might have contributed to giving the shipping world just that hint of ‘old’ to pass off as conventional.

There would be no advancement though if at Seatrade we would not blend these traditional practices with a progressive and innovative mindset. Reading like an adventure story, the past 65 years show that Seatrade has just that: from one small office in the city of Groningen to 33 different locations covering five continents of the world; from traditional coasters to the latest design reefer container ships and the development of a high-end juice tanker and freezer vessels; from the triple-S policy to the Seatrade Standard. Driven by our company-wide Fast Direct Dedicated strategy, new values and customs continue to be developed, which we can build on for years to come.

We want to thank all who have shaped our company over the past 65 years and ‘showed us the ropes’. One of the lessons we learned is that progress and innovation can go hand in hand with upholding old values. Going forward our company will be reshaped to the new realities of the fast changing world. The success of the future is in our collective hands through dedication, hard work, perseverance and obviously fitting investments and strategies.

In the future we will for sure be challenged, but as often said, ‘Life is either a daring adventure or nothing at all’. Let’s always remember what we do we do together and together we are Seatrade! We wish you a prosperous and safe passage into the New Year!

The Management
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 visit mv Prince of Waves, managed by Reederei Triton, Leer.

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. I was born in Vladivostok. That is a city and the administrative, cultural and tourist capital of Primorsky Krai, Russia, located at the head of the Golden Horn Bay not far from Russia’s borders with China and North Korea. The city is the home port of the Russian Pacific Fleet and the largest Russian port on the Pacific Ocean. In this place I began my career as a seaman like everyone in my family.

2. In 1987 I started sailing as an officer on reefer vessels belonging to largest Far-East reefer company. Since 2004 sailing on Seatrade vessels.

3. I do not have favourite vessels. All vessels are good. And all of them demand qualified personnel and care.

4. The status, respect and financial independence.

5. My favourite port is Algeciras, because a port stay there is very short as a rule. I love being at sea.

6. Discipline, responsibility, training, and tolerance are the main components of your prosperous work at sea. I wish all seafarers success in their hard but interesting job.
1. I am from Vladivostok, the biggest port of Russia’s Far East.
3. I do not have a favourite vessel: all vessels have their strong and weak points.
4. I like to visit various ports and countries in the world.
5. Vladivostok because it is my home!
6. Think before you do something and always improve your professional skills.

1. I come from Vladivostok, Russia. Vladivostok is very beautiful place; it was a closed port until 1991. Now Vladivostok is a tourist city. Every two months Vladivostok is visited by cruise liners e.g. Diamond Princess or Sapphire Princess. From an economic standpoint Vladivostok is a very convenient port for trading with Asian ports. Now Vladivostok has big prospects for the future.
2. I started sailing in 2006, during my education at university. My first vessel was a sailing vessel “Pallada”. On Seatrade vessels I started sailing in 2011 as ABOT. My first vessel was Atlantic Mermaid.
3. My favourite vessel is Baltic Klipper. She is a comparatively young vessel and well equipped in navigation equipment. On this vessel I gained big skills and knowledge.
4. In my job I like most of all unpredictable voyages and visiting a new country.
5. My favourite port is Singapore, with its strict law. Therefore it became very clean and a prosperous city.
6. All the time follow the Seatrade Standard’s “6 C”.

1. I was born in Siberia in Novosibirsk city. Siberia is on of the largest and richest regions of Russia and I think in the world. Siberia has huge mineral and forest reserves. One of the largest centres of science of Russia is in Novosibirsk.
2. I started to work at sea in January 1990 in Vladivostok. My first vessel was a rescue ship of one of the big shipping company in the Soviet Union (Vostok Ryb Kholod Flot). Cloudy Bay in 2005 was my first vessel in Seatrade. I continued to work on Cloudy Bay for four contracts. That was really “the school of Seatrade” for me.
3. I have no favourite vessel. Each vessel is a part of my life, my maritime life. I try to treat every vessel like my favourite vessel.
4. I like to restore functionality and workability of broken or dead mechanisms, systems and equipment. And I enjoy it if I can do it.
5. In the beginning of working life I liked to come to different ports, in different countries. Each port had a feature, a history. Now as chief engineer I feel free only at sea.
6. If you perform work to perfection it will turn out well; if you perform only to satisfaction it will turn out badly. Try to do all to perfection. Always think about safety on board a vessel, both on the job, and during rest. Remember, your relatives and friends wait for you ashore.

1. I am from Vladivostok. It is very beautiful place and it is biggest port in the Far East.
2. I started sailing in 2003 on the sailing ship “Pallada” as a cadet. In Seatrade I started sailing in 2011 as EROT on mv Caribbean Mermaid.
3. No favourite vessel, all the same.
4. I like my job: it is very interesting, responsible job and every time I study something new for more experience.
5. My favourite port is of course Vladivostok.
6. Safety first, work hard.
1. I was born in Spassk-Dal'niy, a city located near Lake Hanka. Now I live in Nakhodka, a sea port in the far east of Russia. It is a beautiful, young city with inimitable nature and friendly people.

2. I started sailing in the rank of motorman in 1993 at Primorsk Shipping Company. My first vessel in Seatrade was mv Nova Flandria in 2009.

3. I don’t have a favourite vessel. I think it depends on the crew you are working with.

4. I like everything in my job: sharing my experience with other crew, finding the right solution and best result are a pleasure the job gives me. Also visiting different ports gives us the possibility to see the real world and people in it.

5. Nakhodka, because my family and my home are there. Also St. Petersburg, the cultural capital of Russia.

6. Try to know more about your profession and continue to update your own knowledge. Don’t forget Safety First.

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1. I am from Pagadian City, Zamboanga del Sur, the city of rice and seafood farms in Mindanao, Philippines.

2. I started sailing in 1999, on Seatrade vessels in 2012.

3. I don’t have a favourite vessel.

4. I love maintenance jobs.

5. Japan, because people are very kind and they work with proper safety.

6. Always think about your safety - all the time when you are at work - and study hard.

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1. I come from Bato Camarines Sur in the Bicol region. Our province is known for the Penafrañcia festival, and my home town is known for the famous Pansit Bato.

2. I started sailing in 2007 on a container and bulk carrier, on Seatrade managed vessels in 2015.

3. I don’t have a favourite vessel, for me the important thing is that I have a job that will support the needs of my family.

4. To travel around the world; the salary is good; and meet friends with different nationalities.

5. Any convenient port, where I can relax and go ashore.

6. Strive for the best, don’t forget to pray for your safety, and always think positive.
1. I am from Vladivostok, a beautiful city and big port.
2. Since 1987 and started sailing on Seatrade vessels in 2010.
3. Buzzard Bay, because she has big and comfortable cabins.
4. Visit any country and meet different people.
5. Vladivostok, because it is my motherland.
6. Perform orders from your superior officers and improve your skills.

1. I am from Cabatuan, Ilo Ilo, Philippines. This place is beautiful since the opening of the international airport.
3. My favourite vessel is Magellan Strait: good accommodation and cabins for crew.
4. I like my job in the engine room, performing engine watch duties at sea, and in port assisting the overhauling of machinery.
5. My favourite port is Philippines, because it’s my home.
6. Work and study hard, always pray to God and safety first.

1. I am from Zhukov City in the Kaluga region. It is located to the south of Moscow.
2. I started sailing in 1987 in FESCO. In 2001 I joined Seatrade. First vessel was the Westertill.
3. I do not have a favourite vessel. All vessels are made from metal.
4. I like this job, because it gives me a chance to see different countries and cities.
5. My favourite port is Vladivostok. I have lived the best years of my life there.
6. Always think safety.

1. Santa Barbara is a very peaceful place in Ilo Ilo, Philippines.
2. From 1997 until present this is my second time on a Seatrade vessel.
3. Any vessel.
4. To earn money and to support my family.
5. Any port.

1. Vladivostok, just a city in the far east of Russia.
2. I started sailing in 2012, for Seatrade in 2015.
3. Water Phoenix.
4. I like my profession.

1. I am from Nakhodka City, Primorsky region. This is a small city with good ecology and traffic.
3. Prince of Waves is my second ship.
4. My job is very difficult, but I think I like it.
5. I was in just one port - Mersin. Good price and shopping.
6. Good luck.
1. I come from Villaba, Leyte, Philippines, but I was born in Palompon, Leyte, a neighboring town. It is in between the ocean and mountains, where people can fish and farm. This place has a lot of mountains which are also full of crops like coconut, mango, banana etc.

2. I started to sail here in Seatrade as part of a cadet programme on 19 August 2012.

3. Of course my favourite vessel is Fortuna Bay, because that was my first vessel here. I like this ship because this is where I learned a lot of things, not only about my job or my profession but I also learned there how to handle fear, boredom, homesickness, seasickness and especially how to deal with other crew members.

4. What I like the most of my job is that this is a very challenging profession. It makes me sweat at work which is good for my health and especially it makes me think every time I do some things.

5. My favourite port is Davao, because of course this is my country and it feels good when you are in your place. I can also ask my family to visit me on the ship and it’s really quite refreshing when I meet them as I experienced before when I was on mv Elsebeth.

6. For the young seafarers, do your best in performing your job, study very well and you will reach what you are aiming for. Wish you all good luck and have a safe voyage, future deck officers and engine officers.

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1. I come from Ormoc City, Philippines. It is located in the eastern part of our country, where so many typhoons pass each year. Our city is one of the most progressive cities in our region.

2. I started sailing as an Engine Cadet on the Seatrade managed vessel mv Elsebeth in 2014.

3. My favourite vessel is mv Elsebeth, because I started my career as a seafarer on this ship and I have so many unforgettable and happy memories of this vessel.

4. The thing that I like the most about my job is that it is very challenging, especially in maintenance and repair. I can learn new things each and every day. Also I can visit other countries for free.

5. My favourite port is Davao, because it is one of the safest cities in the world that you can visit.

6. My advice to young and aspiring seafarers out there is “Be inspired, plan your journey and sail towards your dreams”.

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1. I am from Manila, the capital city of the Philippines, where everything is there and beautiful places to enjoy.

2. I started sailing in 2005 on Princess Cruises’ passenger ships and on Seatrade managed vessels in 2009, on Polar Stream as Chief cook.

3. I don’t have a favourite vessel as long as there is unity, cooperation and respect for everybody the ship is happy and good.

4. I like my job because I can travel around the world for free and meet different people.

5. Any port as long I can go shore and be safe.

6. Work safely always and keep humble to everybody. Be a good sailor and person. God bless all of us.
Unless you're completely oblivious to the hints and teases that have come from the pages of recent issues of this publication and from recent reports in industry news outlets, there's no secret that Seatrade is in the middle of a major metamorphosis. Evolution is upon us. To paraphrase a famous quote, we have found the enemy and we are them. Or the more fitting quote might be, *if you can't beat them, join them... but just make sure you do it better.*

For the many of us who have cut our teeth in the reefer industry wholly committed to first breakbulk, then palletized and for much of the past decade - specialised shipping, we have remained steadfast in our conviction that we can and do offer better, more attentive and faster service - fully cognisant that the cargo we are carrying is losing value with each passing day within the transport chain.

Economies of scale have changed dramatically in the shipping world. Bankruptcies and consolidation are the topic of discussion from board room to engine room, across the globe. Carriers are under significant pressure to produce positive financial results against shrinking rates and heightened competition. At the same time, reefer cargo consumption and related demand continues to grow exponentially with increased population and buying power. The developed world has an insatiable appetite for variety year-round. The developing world has found a viable source of income in food production and export. The variable of load and discharge port combinations tied to the perishables trade complicates the traditional focus on single shipper/receiver channel models.

What to do then but to embrace the changes and the challenges. Evolution comes to Seatrade in the form of the container and more specifically in the model of specially built, highly eco-friendly and fully dedicated vessels. The mode may change, but the dedication remains firmly to offering the concept of fast, direct and dedicated and always respecting what's inside of the box.

In January of 2016, Seatrade's daughter company, StreamLines, launched the first fully-containerised service - covering 10 countries in two continents - with a five-vessel rotation heavy on reefer slots. Entering its second year of operation, the Blue Stream service remains dedicated to perishable shippers in Central America, the USA and Europe and has quickly garnered a reputation for high levels of service and efficiency.

In first quarter 2017, Seatrade will launch the first 100% container service operated under the Seatrade banner, employing the first four of the new Colour Class vessels. The service will convert an existing specialised service between New Zealand and Europe to a 100% container platform. The new service will combine New Zealand, Peru, the USA and Europe on a year-round schedule that will involve a total of eight vessels and an enhanced container fleet that includes the deployment of 6000 state-of-the-art high-cube refrigerated containers - including some 1500 offering controlled atmosphere. With a focus on transit time and dedicated ports, Seatrade takes the container model and marries it with the fast, direct and dedicated concept to offer shippers a bespoke service.

Seatrade fully expects to convert the balance of the current liner services to the container platform, in the coming years. The specialised mode, of course, will remain a viable option for seasonal and spot trades, for many years to come.

While Seatrade's embrace of the container is a relatively recent phenomenon, the container concept is hardly a new one. In fact, the history of the ubiquitous shipping container dates back some 60 years.
The Birth of the Box

If we were able to time travel back to a typically bustling cargo port in 1956, we would find ourselves surrounded by a menagerie of cargo types - bags, barrels, crates and even loose items that required the handling of very large numbers of dockworkers. More specifically, if we found ourselves on the docks of the port of Newark, New Jersey (USA) on 26 April 1956, we would be able to witness a bit of shipping history. Docked alongside the myriad general cargo ships that day, was what looked like a World War II era oil tanker. Painted on its side are the words SS Ideal X.

That ship was owned by Malcolm McLean. At the time, the man had very little practical experience in ocean shipping. In 1934, McLean saved up money from his job pumping gas, bought a truck and with his siblings founded the McLean Trucking Co.

He built the company up into the largest trucking fleet in the Southern USA and the fifth largest trucking company in the United States. As he considered moving cargo from his trucks onto ships, McLean saw the inefficiencies of break bulk loading and wasted cargo space that would be created by lifting and carrying entire trucks - wheels and all - on ships. After observing the slow and inefficient process for 20 years, he finally decided to develop his own standardised way of loading cargo from trucks onto ships and into warehouses.

In the early 1950's McLean began his own "container concept" however his final design was not patented until 1956. His concept was shipping containers that could be removed from the chasses of trucks, loaded onto ships and then put back onto the chasses of trucks or on trailers and continue to be transported to final destination. Similar ideas had been tried in different parts of the world throughout history, but never as successfully as Malcolm McLean's design.

Because federal laws in the 1950s prohibited trucking companies from also owning shipping lines, McLean sold his trucking company in 1955 for USD 25 million and purchased the Pan-Atlantic Tanker Company and the Gulf Florida Terminal Company. Pan-Atlantic owned a number of old and rusted tankers. He then repaired and converted them to accommodate his very new containerised shipping concept. On 26 April 1956, intermodal cargo transportation was being pioneered as the SS Ideal X carried 58 35-foot shipping containers from Port Newark, New Jersey to the Port of Houston, Texas, where the containers were loaded onto trucks.

He later re-named the new shipping company Sea-Land Shipping. With this new shipping company, he could now experiment with better ways to more efficiently load and unload trucks and ships.

After many experiments, his final design is what we know now as the ISO container... super strong, uniform design, theft resistant, stackable, easy to load, unload, truck, rail, ship and certainly storable.

In the late 1960's Sea-Land got some large boosts from the US government and US military. These boosts were strategic to the success of ISO containers in three important areas:
1) International traffic and acceptance;
2) Global standardisation policies by ISO, IMO and the United Nations;
3) Economic strength and stability. The US military was 40% of Sea-Land’s revenue during the years of 1968-69 just from shipping to Vietnam alone. This 40% did not include shipment to any of the other US facilities globally.

McLean and Sea-Land were able to finally standardise the container concept in the early 70’s. Very soon after that, his containerisation concept was globally accepted in a joint convention by the International Maritime Organization (IMO) and the United Nations.

Because containers were so much faster and organised to load-unload, the cost of loading freight was reduced by more than 90%. Thus, the cost of products sold and bought were reduced greatly because of the invention and standardisation of the ISO shipping container. Back in 1956, longshoremen hand-loading a ship cost an average of USD 5.85 per ton. Shipping containers brought the cost all the way down to USD 0.16 per ton. The shipping container invention of Malcolm McLean has certainly changed the world and thus, it has changed the lives of nearly every human on the planet. There were many who had similar concepts previously, but McLean was simply the guy who, with the push of the US military, really made the standardised container concept spread globally.

Keeping It Cool
There are around 6,000 cargo vessels out on the ocean right now, carrying 20,000,000 shipping containers, which are delivering most of the products you see around you. And among all the containers are a special subset of temperature-controlled units known in the global cargo industry as reefer containers.

70% of what we eat passes through the global cold chain, a series of artificially-cooled spaces, which is where the reefer comes into play.

For dry goods (those needing no refrigeration) the original design of the standard shipping container made transport easier right from its start. For goods needing temperature-controlled environments, the situation was more complex, as early refrigerated containers yielded mixed results.

No one knew why some shipments of perishable goods made it through to their destination port unscathed, while other shipments were partially or entirely rotted, or, conversely, frozen solid. Companies would pack tons of produce into refrigerated containers, send them on their way, and effectively hope for the best.

A refrigerated shipping container used to be like a scientific black box, where only inputs and outputs were observed. Shipping companies made efforts to tweak temperatures and rearrange goods inside the container, but ports on the receiving end still opened containers full of frozen or spoiled fruits and vegetables. The reefer needed some additional analysis, and shipping companies needed some way to keep tabs on goods in transit.

Thus, before it was cool to convert cargo containers into habitable architecture, some scientists created their own mobile laboratory inside a shipping container. This research lab had to be transported alongside cargo-filled containers as they made their way through the supply chain, from train to truck to ship. Installing the lab within a container was a natural choice.

The name Barbara Pratt may be familiar to anyone who has spent any time following the development of reefer container transport and trade. Barbara has been head of Reefer Services for Maersk for more than two decades, but in the 1970s she was a recent college graduate commissioned by General Foods to study container refrigeration. For seven years, she travelled with a 40-foot converted steel box workspace that contained a giant computer, as well as a shower, microwave, bunk beds and, of course, a refrigerator.

The container lab connected to the other cargo containers on the ship with 150 sensors on the ends salt-resistant cables. These cables connected to the giant computer and monitored temperature, humidity levels, and gas concentrations of the goods in transit.

On ships, Pratt and her colleagues would stay in crew quarters, but they would cycle through the lab regularly, sometimes sleeping in their container alongside the computer.
As it turns out, a good reefer doesn’t just keep a consistent temperature, it also regulates airflow and controls internal atmosphere. The results of Pratt’s research impacted every aspect of shipping by reefer container, from how goods are packed to how cool air is pumped into containers.

The industry has continued to evolve in the decades since Pratt’s stint cruising the world on cargo vessels, and many innovations have grown out of her work. In today’s high-tech containers, the process of ripening fruit can now be slowed down or sped up, timed to coincide with the dates on which produce will hit the supermarket shelves. Even fragile goods (like fish and flowers) are regularly sent inside these precisely-controlled reefers.

There is no doubt that containers have revolutionised the way we ship and consume goods around the world. While locavores may lament the globalisation of food and associated environmental implications, the global shipping industry encourages us to eat more healthily. In many climates, fresh fruit and vegetables would not be available year-round without the artificial cryosphere: the vast global networks of refrigerated shipping and storage spaces. For better or for worse, reefers are an integral part of our modern existence.

Meanwhile, for some containers, shipping is still not quite the end of the story. The globally-standardised shipping module has inspired some fresh architectural applications, and reefers in particular are ideal candidates for adaptive reuse, as they are already insulated and designed around airflow.

Steel containers, while robustly constructed, are inevitably damaged and even slightly defective units are generally removed from the supply chain. Containers also tend to pile up in places with more imports than exports, (aka the West) so it’s often easier for companies to offload old containers locally than to ship them back empty.

As a result, industrious individuals and professionals have converted surplus containers to homes, offices, schools, and more. In turn, ancillary industries have sprouted to support this movement, supplying standardised ways to connect containers with utilities and otherwise modify them for alternative uses.

The Fairland was the first container ship to call Rotterdam, now one of the largest container-handling ports in the world, in 1966.
The Ubiquity of the Container
Since the standardisation and certification of the ISO container in 1972, the global transportation industry has responded rapidly to this invention and the world entrepreneurs also began to find more uses for this “super box” and not just for shipping.

The new ISO container was so well designed and engineered that it can hold tons of cargo inside and easily withstand the weight of 8 to 10 more fully loaded containers on top of it. ISO containers are the strongest mobile or stationary “mass produced” modular structures in the world.

Containers are built to be durable since they can be exposed to all possible conditions, from tropical to sub-arctic. They are also subject to potential damage when loaded, unloaded, transhipped or carried. Additionally, what a container carries could also be damaging to its structure with spills and shocks. The lifespan of a dry container ranges between 10 and 15 years, depending on its level of usage and the conditions it has been exposed to. A well-maintained container not exposed to harsh conditions can even have a lifespan up to 20 years, but this is uncommon. Still a container can spend on average upwards of 50% of its lifespan either idle or being repositioned while empty. Growing trade imbalances can have a notable impact as more containers will spend additional time idle or being repositioned. Upwards of 25% of all the containers carried by maritime transportation are empties.

At the world’s ports, rows of stacks of shipping containers in an array of colours create a rich metallic vibrancy. On construction sites, they are used as storage boxes. They can be seen lying prone and rusting in abandoned plots. They perch on the back of trucks speeding down the motorway. On flatbed cars they trundle through railway stations, box upon box upon box.

For the casual observer, they may offer a source of wonderment and aesthetic joy at their geometric simplicity. The geographer David Harvey has argued that these objects play a critical role in the changing nature of our cities, our politics, our labour, as well as our shopping habits. Without the container, cities like the Port of London would not have changed in such a dramatic manner. Harvey calls this process deindustrialisation, the removal of a region’s heavy industry. Likewise, without container and deindustrialisation, the availability of cheap imports from China and other emerging economies would not have been possible.

Such claims might seem somewhat farfetched given the apparent simplicity of the shipping container: a standardised steel box in lengths of 20, and 40 feet by approximately 8 feet square. But consider the number of these boxes circulating the globe (let alone those lying abandoned in yards): in early 2011 there was a global fleet of nearly 5,000 container ships each carrying roughly 14 million containers. We take shipping container for granted precisely because of the sheer quantity of them moving around us.
They are so common as to disappear. And as with similar objects, it's only when things go wrong that we begin to recognize their presence.

One such incident occurred on 18 January 2007 when the container ship MSC Napoli was damaged in a storm off the south coast of England. The ship, capable of holding more than 4,000 containers, was towed towards a safe harbour. However, fearing it would break up authorities beached the vessel in sheltered waters. Of the 2,318 containers on board, fifty were washed up on beaches along the coast. The sight of overturned automobiles, bumper packs of diapers lying strewn next to dog food, or tins of spaghetti nestled alongside boxes of expensive French perfume alerted the British public to the contents of these containers. This surreal juxtaposition of goods that had previously been neatly hidden behind metal shrouds sparked a momentary media interest in the logistics of how these products arrive in our retail spaces. It also seemed to trigger a primordial spirit of looting, as some Britons were seen wheeling off expensive motorcycles under cover of darkness.

The shipping container has been associated with other forms of illegality, both in reality and fiction. The Port of Baltimore was the backdrop for season two of The Wire, and there viewers bore witness to Port Security Office Beadie Russell's macabre discovery. Her interest triggered by the sight of a damaged security seal on the container doors, she manoeuvred the handles. The door slowly opened, and we, the viewers, were permitted entry into a space that is typically sealed tight. Russell navigated her way through an assortment of packaged computer equipment. This darkened, windowless space, led her to a horrific discovery: in a partitioned section of the shipping container she discovered a pile of dead bodies, suffocated by lack of air.

Reality turns out to be starker than fiction. Containers are often used for illicit practices such as human trafficking, narcotics and tobacco smuggling, and as hopeful holds for stowaways hoping to breach national borders. Their ubiquitous, taken-for-granted nature has meant that containers are often the vehicle of choice used by smuggling gangs. In December 2001, thirteen Kurds were ushered into a supposedly sealed shipping container at the Port of Zeebrugge in Belgium by a smuggling gang. Having made their way through Europe via different routes, the group had each paid approximately GBP 5,000 to travel onto the United Kingdom. But nine of the thirteen Kurds would die from suffocation en route.

Of course, these illicit uses never occurred to the industrious inventors of the 1950s who initially developed the idea for a sealed container that could move goods door-to-door. In fact, one of the recognised advantages of the nascent designs for these early containers was the potential reduction in import/export theft by dockworkers.

From the nascent designs of the 1950s, through the roll-out phase of the 1960s, to the standardisation of the 1970s, the container became central to the burgeoning growth of consumer capitalism, particularly the move of manufacturing to traditionally peripheral economies. The shipping container models the fundamentals of late capitalism even as it facilitates it: a standardised, reproducible structure that looks and functions the same everywhere.

But just as much as it has amplified the practice of consumer capitalism, the shipping container also underwrote an aesthetic of capitalism as well. The geometric simplicity of the container's design echoed the uniformity of high modernist architecture of the '50s and '60s, including the serial arrangement of tract housing, or in the standardised, modular architectural designs of Buckminster Fuller and Le Corbusier. What better way to fill the rows and rows of housing blocks in a booming suburbia than with baubles and gizmos delivered by rows and rows of shipping containers on a nearby dockyard? While dreams of affordable mass-produced housing may not have come to fruition, in a strange twist of fate shipping containers have become relatively commonplace as architectural forms: from individual living units such as those refurbished by the Atira Women's Resource Society in Vancouver, to office complexes like Container City in London.

In 1987, Philip Clark filed the first patent to build a home using repurposed shipping containers. Although patents for building had been filed since the mid-1960s, this was the first for residential purposes. With eco-friendly construction solutions becoming a status symbol as well as an environmental achievement, container repurposing has become a multi-billion dollar business that offers solutions for housing, retail shopping, education and more.

A simple metal box. It's not an object that immediately strikes one as radical or even revolutionary. But without it we would not have the huge changes to maritime cities. Without it, the massive reductions in maritime labour would not have happened. Without it, we would not have the consumer logic of late capitalism, the ready availability of cheap, throwaway goods.

It's What's Inside the Box that Matters

With more than half a century of experience in transporting reefers across the globe, Seatrade has earned the confidence and admiration of shippers worldwide. Always an innovator, the company has continued to be an industry leader in the transport of perishables. The change in platform to containers doesn't change Seatrade's philosophy or respect for the cargo. The focus remains on providing service that is fast, direct and dedicated. We are focused on what's inside the box.

Howard Posner
Seatrade USA
On 11 June friends of the Port of Tauranga participated in its annual charity fishing competition in remembrance of a past employee.

It was an early start for the Seatrade New Zealand team with Rachel, Andre, Lisa (photo), and Shona all up at dawn and out on their allocated boats. Lisa is no stranger to the competition having taken part in the last four years and always coming away with a prize.

2016 was no exception and fishing on the same boat as Leonard Sampson (Port of Tauranga) and Mike Knowles (Zespri), her 4.48kgs trevally won her first place and a nice new fishing rod and reel as a prize!

Andre, Rachel, and Shona also had good catches and plenty of fish for dinner... but no prizes. Overall a great day out on the water, and Seatrade was very well represented!

Tim Evans
Seatrade New Zealand
When Michaela Buitenwerf and Mareike Hilbig were asked to be the godmothers of the first Colour-class vessels, to be called “Seatrade Orange” and “Seatrade Red”, they did not hesitate to accept the honour.

In August, a small group of Seatrade representatives flew into Shanghai and travelled on to Zhoushan where the Yangfan Shipyard is located. The naming ceremony took place on 19 August in bright sunshine and under blue skies at the premises of the yard, right in front of the bows of the two specialised reefer container vessels.

The evening before the ceremony, Seatrade invited representatives of the yard, the partnering banks as well as staff from the yard and employees of Seatrade Groningen to a gala dinner at the Sheraton Hotel in Zhoushan. During an extensive dinner with various traditional Chinese dishes, all guests had the opportunity to toast to the two newbuildings with Seatrade’s CEO Yntze Buitenwerf and Yangfan Group’s president Zhonghai Tao.

The next morning, the group of guests went on a bus to drive to the ferry station where a boat had to be boarded. The Yangfan Shipyard is located on an island and can only be visited by ferry. After a cool air-conditioned ride the guests were welcomed in the sun by music and dancing dragons at the yard. While walking on the red carpet that was laid out from stern to bow of the Seatrade Orange, all visitors were decorated with a small flower bouquet and greeted the crew around Captain Erwin Reiche and Chief Engineer Rene Duvalois.

Gathering in the shade on a podium, it was Mrs Michaela Buitenwerf’s honour to christen the first vessel after all other speeches had finished. Looking towards the future of the vessel, the voyages it will sail and the cargo it will carry, she ended with the following words:
“I now christen the Seatrade Orange. May God help you prosper and hold safe your crew and cargo while sailing the oceans. May you bring fullness and life wherever you go. Always have sufficient water under your keel and be a happy ship for the customers, owners and crew aboard or ashore.”

Shortly after, she cut the ribbon and the bottle of champagne burst.

Then it was Mareike Hilbig’s turn to christen the Seatrade Red. After a short digression into the Chinese meaning of the colour red, it was time to break the bottle at the bow of the Seatrade Red. Following words were used to send the vessel and crew off:

“I herewith name you Seatrade Red and wish you and your crew safe and fortunate voyages, luck and happiness.”

After a guided tour on board of the vessel, including both engine room and bridge, the group returned to the hotel and set down for a traditional Chinese luncheon, organized by the Yangfan yard. Warm grateful words were spoken by Mr Zhonghai Tao, followed by various gift exchanges.

MV Seatrade Orange was delivered to Seatrade on 22 August while the Seatrade Red was delivered on 26 September.

Mareike Hilbig
Seatrade Hamburg
Throughout history sailing has been instrumental in the development of civilization, affording humanity greater mobility than travel over land. This is what drives us; continuous development!

In the early days it was merchants seeking expansion overseas. Over the ages shipping has gone through many changes, merchants stayed ashore and seafaring became a profession. Most significant have been the technological developments in ship building, propulsion and equipment, resulting in shipping being a modern, high-tech industry. In spite of the technical advancement, incidents and accidents happen and the human element is responsible for 80% of these.

The modern Seafarer requires development of hands, head and heart; various simulators are used to keep pace with the developments and to be prepared as realistically as possible.

Recently the human element in shipping became more in focus, especially after the Manila amendments of the STCW. We care for continuous development of our business and people, both ashore and at sea. We want to make a difference in shipping, and designed a simulation possibility for the human element, named HEISS (Human Element In Shipping Simulation).

Integrated in our Management and Leadership Development Programme (MLDP 2.0), the basis of HEISS is a cover story reflecting an authentic, real-life example, where a newly assigned captain is faced with a non-performing crew. Teams are formed and participants will have to agree on "interventions" as advice to the captain. This process is guided by the values of the Seatrade Standard in the crew's daily routines.

The scientifically based TOPSIM - HEISS programme visualises changes from ‘awareness’ to ‘performance’, effects of leadership actions, and sparks discussions, both individually and as a team. Personal objectives are set before the end of the course by every participant. Agreements in contract form are made and follow-up/coaching arranged once back in the "real life" situation. This we call "Turning Learning into Action" or TLA.

All in line with development of hands, head and heart.

Kor Wormmeester
Manager Crew Resource Management Seatrade/Triton
Learning activities for professionals: Success factors

What's the point of running learning and development programmes? That may seem like a dumb question but, often, the purpose of corporate learning -boosting productivity by developing people's competences- gets lost somewhere along the way. Using conventional approaches to training, an average of just 10-20% of learning makes it back into the workplace and contributes to better business outcome.

Next to individuals 'learning aptitude' which can be influenced by neither the participant himself nor the instructor, motivation and the chosen methodology are key success factors for adult learning. Even if we use TOPSIM-HEISS as example how these factors can be integrated in a hands on manner, following principles can add value to almost every learning activity for professionals.

Everyone involved in learning and development at Seatrade, either ashore or on board, is invited to cross-check his own training, coaching, mentoring, drill or feedback activities and to share best-practices with us!

Motivation to learn

Motivation plays a major role in the amount professionals learn and in the transfer into the workplace after a learning activity. However, it is certainly not about pushing someone to learn something. Motivation for professionals to learn means to create an environment, where professionals are treated as 'community of practice' and are exposed to value-adding learning activities.

So what motivates us to learn?

We should bear in mind that professionals do not participate in a learning activity just to acquire new knowledge, which is a major difference compared to students in school or at university.

Companies conduct learning and development programmes in order to achieve business improvements, and professionals participate in learning activities to be empowered to further develop crucial behavioural competences for their specific work challenges. Many learning activities fail due to five reasons: no ownership, wrong objectives, obsession with content, obsession with evaluation and because they are focused on acquiring knowledge instead of behavioural change.

Learning from these pitfalls,TOPSIM-HEISS offers the possibility to design activities which take Malcom Knowles main characteristics of adult learners into account:

1. Adults learn self-directed

   Adults want to be involved in the whole training process, and make choices themselves regarding relevance of the learning objectives.

   Facilitating a TOPSIM-HEISS course means exposing participants to a learning process integrating the complexity of leadership and the Human Element, and encouraging each participant to decide for himself in which area he would like to start further development at the workplace.

2. Learning activities should be problem-centred instead of content-centred

   Instead of focusing on theoretical models and as much learning content as possible, adult learning needs to focus on the problem at hand. Thereby participants can bring in already gained knowledge and relevant experience, share this with other participants and newly provided knowledge is directly transferred in a practice-oriented context.

Courses applying TOPSIM-HEISS are designed around the dynamic real-life situation of the cover story, where participants need to approach an on board leadership challenge with a virtual crew through the eyes of the captain.

3. Learning activities should be related to participants’ work challenges

   If it's clear that the learning activity supports the participants in solving real-life challenges and further developing their career-relevant competencies, they are likely to be engaged and inspired to turn learning experiences in actions at work.

TOPSIM-HEISS is designed based on events and situations which happened in reality, and it offers a wide range of competencies as described in the Personal Development System (PDS), such as communication, intercultural competencies or the creation of shared mental models.

4. Learning activities should allow to gather direct experience

   Simulation is a means to transfer acquired knowledge into a possible reality, which is well known and validated as highly effective in the maritime industry in the context of e.g. simulating bridges and engine rooms. However, trainings regarding the Human Element usually stop with discussing a case and a ' would do...' statement. This allows for sharing best-practices and having value-adding discussions, but it doesn't provide participants with a direct learning experience.

TOPSIM-HEISS does. By executing leadership interventions on behalf of the virtual HEISS-Captain, crew members' reactions are simulated and become tangible for the participants. To say it with the words of one participant: "You can even do wrong interventions, just to see how the reaction on the people will be. You would never do that in real life!"
**Methodology: Action-oriented learning**

Making the course around TOPSIM-HEISS problem-oriented, not theory-oriented enables participants to take actions and get direct feedback from simulation, other participants and facilitators. By balancing assignments, simulation, theory and reflection, participants experience a highly interactive and participant-driven course instead of a “class-room-seminar”.

In a recent article, our partners from Tata Interactive Systems have pointed out the benefits from action-oriented learning. Herewith, we would like to share the main-principles with you.

1. **The potential of action-oriented learning**
   
   Action-oriented learning can be seen as the application and combination of hands on elements in the learning environment. In particular, the learners’ increase in motivation is one of the main objectives of action-orientation. By facilitating behavioural changes, action-oriented learning fosters more sustainable and more effective learning outcomes in the targeted areas of behavioural change.

   Companies are using action-oriented elements especially in the area of on-the-job training in order to achieve more impactful learning experiences for employees as well as to increase their level of satisfaction, commitment and productivity during the learning process and beyond. The success of action-oriented learning is based on the natural interest humans have in solving challenging tasks, and to do that in a competitive environment. Hereby, a user-friendly and consistent implementation of key action-oriented elements is one of the most important factors of success. Due to its positive behavioural impacts, action-oriented learning has an enormous potential to enrich corporate trainings.

2. **TOPSIM-HEISS as an enabler for action-oriented learning**
   
   Aiming to enrich their training concepts, the use of task-oriented bridge or engine simulators is already a common approach in the maritime industry. The ‘Human Element In Shipping Simulation’ uses similar principles for its pedagogical value.

   A real-life, complex on board scenario with virtual crew provides a risk-free learning environment for challenging leadership tasks to be solved. HEISS makes sure that interdependencies are becoming transparent during the learning process. Predefined rules determine which decisions a team of participants can make and how those will affect the virtual HEISS-crew based on their current situation. The level of difficulty can be adjusted according to the individual needs of the participants. The real power of this learning and development concept is that behaviours are directly tackled, and knowledge is applied immediately in a memorable and emotion-triggering situation.

3. **Key elements of action-oriented learning and their implementation in TOPSIM-HEISS**
   
   The powerful effects of action-oriented learning can be summed up to five different element categories. All of these independently promote a thrill for the learning individual which results in the voluntary desire to improve the own performance. Therefore, the participants will repeat the action-oriented learning process over and over again.
4. TOPSIM-HEISS: Approved platform for action-oriented learning transfer

Roman Heil
Learning & Development Coordinator Seatrade/Triton

Max Monauni, Marie Guillet, Angela Feigl, Dominik Maier
Tata Interactive Systems
HEISS applied in a different setup
Accelerating 'bridge team building' and improving the effectiveness of bridge simulator courses for nautical students

Cooperation partner
The faculty of maritime studies at the University of Applied Sciences in Leer/Germany has a long tradition, founded 1854 as the ‘municipal school for navigation’. Leer is the second biggest ship management area in Germany after Hamburg, and nowadays the maritime faculty is a well-known educational institution equipped with leading technology such as bridge and engine room simulators.

Challenge
The challenge was to have a holistic module improving the students' leadership performance as ‘bridge management team’, thereby combining strengths of TOPSIM-HEISS as ‘desktop’ management simulation conducted in intensive 2.5 days, and the locally ‘fixed’ bridge simulator experienced by the students over 10 weeks in sessions of four hours.

Solution
After a first ship handling session in the bridge simulator and being introduced to their tasks for the next weeks, the ‘bridge management teams’ experience, within the TOPSIM-HEISS course, upcoming challenges like time pressure, complex decision-making, group dynamics and success factors for effective communication.

Additionally, students refresh already existing Human Element knowledge and transfer theoretical concepts in hands-on leadership interventions. Due to the simulated crew reaction after actions of the virtual HEISS-Captain, the complexity of on board leadership as well as the effects of specific leadership interventions become very tangible for the course participants.

Benefit
TOPSIM-HEISS accelerates the development process of the participants in their bridge management teams. As stated by one participant: "We as one team are now at a point where we probably would have been after 4-5 bridge simulator sessions."

Integrated at the beginning of the bridge simulator module, students directly benefit from team- and task-oriented decision-making, receive constructive feedback for their challenges in the near future and have earlier the capacity to deal with more difficult situations within the bridge simulator.

Furthermore, a valid and reliable environment for further scientific maritime research in the areas of for instance multi-level leadership, shared mental models, complex decision-making or behaviour-oriented training has been created.

Roman Heil, Learning & Development Coordinator Seatrade/Triton
Prof.Cpt. Rudolf Kreutzer, Maritime Faculty Leer
The crisp, sunny Sunday morning of 20 November greeted the maiden USA port call for the Seatrade Red at Port Canaveral, Florida.

The occasion was marked by a customary plaque ceremony. Left to right are Joe Cruise, Commercial Manager GT USA LLC, Howard Posner, General Manager Seatrade USA, Capt. S. Poryadin and Alberto Cabrera, Senior Director Cargo Sales Port Canaveral Authority.
Seatrade Peru has participated for the fourth time at the ExpoAlimentaria fair in Lima, Peru

ExpoAlimentaria 2016 took place 28-30 September at Jockey Plaza Convention Center in Lima Peru, with countries such as the Netherlands, Turkey, South Africa, Denmark, Italy, Japan, Indonesia, Poland, India, and some others participating with their own country pavilions.

More than 650 companies from Peru and around the world exhibited at the ExpoAlimentaria fair 2016, Lima, Peru

Purchasers from five continents arrived in Peru to establish commercial contacts with more than 650 national and international companies that exhibited the best of their exportable products. For Peru, the biggest delegations were from the regions of Lima, Callao, Lambayeque, Piura, La Libertad, San Martín, Cuzco, Ayacucho, Ancash and Arequipa.

ExpoAlimentaria is annually organized by ADEX, with the support of the Ministry of Production (Produce), Ministry of Agriculture and Irrigation (Minagri), Ministry of Foreign Trade and Tourism (Mincetur), Ministry of Foreign Affairs (RR.EE.) and PromPeru.

This year the Dutch stand was awarded Best Country Pavilion

Seatrade Peru participated again at this international fair as a part of the Dutch pavilion together with other Dutch companies such as Besseling Group, ABLD, VacQpack, Aweta, KLM Air France, Haluco, Desch Plantpak BV, Uni Freezing, Groen Agro Control, Kraaijeveld, F. Stoop BV, Fruitfactor BV and Stipt Trade Solutions.

As usual this international fair was a great opportunity for us to spend time with our customers discussing actual and new services.

Source: Adex and The Netherlands Embassy
compiled by Juan Pulgar
Seatrade Peru
The Produce Marketing Association (PMA's) Fresh Summit took place in Orlando, Florida in mid-October. The association's annual convention is the largest produce industry gathering in North America, bringing together some 25,000 visitors from across the globe.

The proximity of Orlando to Port Canaveral made it a good venue to promote StreamLines’ Blue Stream container service. The Seatrade group of companies was well represented at the show, with representatives from Seatrade, StreamLines and GreenSea, joined by colleagues from the UK, Peru, Costa Rica, Chile, and the United States - using the booth of the Port Canaveral Authority as a hub for meetings.

While the meetings were productive and resulted in a good amount of new business being concluded, the Seatrade/StreamLines/GreenSea assemblage made sure to take full advantage of the festive mode and American-style promotion.
Thursday 1 September 2016

With a snap of a pair of scissors the Ecuadorian Minister of Agriculture Lcdo. Javier Ponce cut the ribbon to symbolically open the new banana handling centre of ASO-Guabo.

ASO-Guabo is a cooperative of small producers in the El Oro province, producing top quality organic fair trade bananas since 1997, which are carried with Seatrade’s RAYO service from Puerto Bolivar to customer Agro-Fair in Europe.

Congratulations to the Officers and Crew of the Seatrade Orange: how smart they look at the vessel’s name giving ceremony!
Seatrade Antwerp’s Mustapha Maarouf visited New Zealand in May 2016 for discussions about the new ships and new service for the NZ liner trade in 2017. During his visit he toured the vessel loading facilities for kiwifruit in Tauranga hosted by Ian Mearns of Tauranga Kiwifruit Logistics Ltd.

f.l.t.r.: Andre Marygold (Seatrade NZ), Mustapha Maarouf (Seatrade Antwerp), Ian Mearns (Tauranga Kiwifruit Logistics), and Tim Evans (Seatrade NZ)

Seatrade’s sailing team won two prices at the annual Schiffahrtsregatta 2016. In their class #2 the “Louise” was first ship home and also sailed the fastest calculated time. This year Karl-Heinz Hilbig, Mareike Hilbig, Hrvoje Petrovic, Mark Jansen, Mads Ellefsen and Bero Vranic competed.

NatWest T20 Blast Cricket Competition on 30 June 2016, which was attended by several Seatrade and StreamLines colleagues as well as many of their customers in the UK, at the invitation of Port of Dover.

When you see this licence plate in front of you on the highways you’ll know we take the fast, direct and dedicated (FDD) mantra seriously and we can prove it, because we'll be in front of you getting there faster, more directly and with a dedication to service.
That’s what you could read in the previous issue of Simply Seatrade.

It is too early to call the photo competition for the desk calendar a tradition, but from the positive responses we have received, we may as well think about doing it one more time: All good things come in threes!

Similar to last year, hundreds of pictures were received after the official kick-off in the previous issue of Simply Seatrade and the email sent by StreamLines’ general manager Pablo Gonzalez. A small but dedicated jury team around Pablo, Katherine and Mareike (both of Seatrade Hamburg) looked at each photograph to decide whether it was going through to the next round or not.

Round after round photos advanced, judged for light, composition, colours, angles and motivation. Photos for the twelve months and the winner of the cover page were chosen in week 42. Afterwards the designers set to work and produced the desk calendar that will soon fall on your door mat, if it has not arrived yet.

This year’s winner of the photo competition is Chief Cook Doroteo of mv Emerald, who took the picture presented on the front page of the calendar in Auckland. The contagious smile of the crew member as well as the open arms which seem to embrace the world convinced the jury to pick this entry. First runner up is Antonio Gonzalez-Salvador of Hispafrío in Spain and his photograph of paella at the beach. Second runner up is Katarina Holtinger of Scandinavian Shipping & Logistics with her picture of the wintertime in Särö, Sweden.

We received a special entry by third engineer Joshua Jay Juaner who was sailing on board mv Emerald at the time. We would like to publish his picture here in the Simply Seatrade, not only because it is beautiful but mainly because it was sent to us with a heart-warming story.

Here is my photo entry for the StreamLines photo contest, the MACTAN CHANNEL. This photo represents the city where I was born and where I live. This is also the oldest port in the Philippines, as it’s been used ever since the Spanish colonial period. You can see on your right the main island of Cebu along which the Mactan Channel piers (terminals) are lined up until you reach the end of it, which is the heart of the city.

On your left is Mactan Island, the most historical island in the Philippines, where the Spaniards started colonizing the whole of the Philippines. It’s also the place where the famous navigator who first circumnavigated the world, Ferdinand Magellan, died when they tried to kill the leader of the tribe, Datu Lapu-Lapu. But now Mactan Island is famous around the world because of its beautiful beaches and resorts. One of the country’s best.

I’m proud to tell the story of my city. Thank you, Sir, for the opportunity that you gave to us. This might make our city/country also known wherever StreamLines reaches.

We would like to thank Joshua Jay Juaner and all other participants for sending us so many amazing photographs. We hope that the new 2017 desk calendar will bring joy to many desks and their users around the world.

Mareike Hilbig
Seatrade Hamburg
For more than 40 years Seatrade has been active in the fruit juice trades; apple and orange juice, the most traditional and popular, are a regular cargo on our specialised reefers and/or in containers. In addition we have been employing the Joint Frost for the carriage of bulk juice between Costa Rica and Florida for over 20 years.

The Juice Summit is an annual event that takes place in Antwerp in October and Seatrade was present at the latest edition to showcase the “Juice Express”, the ship that will replace the Joint Frost by mid 2017. Seatrade and Holvrieka, the company supplying the stainless steel tanks, aseptic systems, pumps, et cetera, hosted a stand and attracted attention from a wide audience of juice producers, traders and end users.

All the movers and shakers of the fruit juice world came to this highly specialised forum to discuss industry topics and future trends. They all had a chance to see and listen to the innovative features of this new ship, from the horse’s mouth, as Technical Director Vincent Peeters, Newbuilding Manager Jarek Cisek and Managing Director Mark Jansen attended the event. Our new ship features aseptic tanks for both frozen and fresh (not-from-concentrate) juice, and in addition container capacity for both reefer and dry containers on deck as well as in cargo hold number 3.
Over the past months a lot has happened at the various shipyards where Seatrade is building new vessels. An update from our Newbuilding department.

In short
We have a range of new building vessels in various stages of development and materialization. Two specialised reefer container vessels (Seatrade Orange and Seatrade Red) have already been delivered from Yangfan Group. Two more vessels (Seatrade White and Seatrade Blue) are planned to be delivered in mid December 2016 and January 2017. Simultaneously the Seatrade Green and Gold are under design optimisation and building process.

There are also developments at GSHI yard where the Plan Approval and Technical Agreements verification for the Juice Express and Freezer project is almost finalised.

On 31 October 2016 we witnessed the Juice Express' keel laying ceremony, which is the positioning of the first steel construction block in the Yard’s drydock. At the moment the Seatrade Site Team monitors a steady progress of production, based on the drawings available for both the Juice Express and the Freezers project.

Seatrade Colour Class
On 19 August 2016 the naming ceremonies for the Seatrade Orange and the Seatrade Red took place at Mayi Island (Yangfan Group). The ceremony was attended by Shareholders, Executive Board of Directors, Seatrade Senior Management, Seatrade Groningen Management and guests. The speeches were made by the President of Yangfan Group, Mr Tao Zhonghai, and CEO of Seatrade Group, Mr Yntze Buitenwerf.

Godmother Mrs Michaela Buitenwerf named the vessel Seatrade Orange and Godmother Ms Mareike Hilbig named the vessel Seatrade Red.

On 22 August Seatrade Orange was delivered by the Yangfan shipyard and sailed on the 23rd in the morning. On 26 September, Seatrade Red was delivered, leaving the yard two days later on the 28th. Both vessels are currently in operation: Seatrade Orange on charter to AEL and Seatrade Red is one of the vessels operating in StreamLines’ Blue Stream service.
Juice Express

On 30 June 2016 a ceremony took place at the Guangxin Shipbuilding & Heavy Industry Co., LTD to acknowledge the start of the newbuilding process of the Juice Express. During this ceremony all participants were warmly welcomed by Mr Chen, CEO of GSHI Shipyard. After that Mr Buitenwerf, CEO of Seatrade Group, wished a smooth construction and successful delivery of the first vessel for Seatrade at the GSHI shipyard. In culmination Mr Buitenwerf started the steel cutting machine.

On 31 October 2016 another milestone for the new building of the Juice Express at GSHI shipyard took place with the keel laying ceremony. The first construction block of the vessel was placed inside the GSHI Yard’s dry dock.

300,000 cubic feet handy-size reefer

Just like the Juice Express, the 300,000 cubic feet handy-size reefer project also is being built at the GSHI Yard. On 10 September 2016 the steel cutting ceremony took place for four freezer vessels attended by Seatrade Site Team Representatives and Mr Vincent Peeters, Technical Director of Seatrade Groningen.

The steel production process for the freezer project is still at a very early stage, based on approved production drawings. Design and layout details are ongoing including a joined review of 3D models.

Shortly we will see a significant acceleration of the production progress including delivery of equipment by manufacturers, based on the BV class approved drawings for Orange Strait and Orange Sun. The majority of the construction work for all four vessels, however, is planned for 2017.

Chief Engineer Keesjan Keus (temporary assistance of Newbuilding Department and assigned as C/E on board Seatrade Blue)
Captain Rob Schenkeveld (temporary assistance of Newbuilding Department and currently on leave before joining next vessel)
Bert de Boer (Project Manager)
Jarek Cisek (Head of Newbuilding Department)
Seatrade Groningen
StreamLines’ Blue Stream service was launched at the start of 2016 with the goal of further expanding StreamLines’ activities within Central America, the French West Indies, Caribbean and the USA. The service deepened StreamLines’ traditional ties by adding further direct connections from Europe into Fort de France in Martinique, Puerto Limón in Costa Rica, Puerto Cortés in Honduras, Puerto Barrios in Guatemala, and Port Canaveral in the USA.

The level of inspiration characterising the Blue Stream story would not have been attainable without the contribution and hard work of the Blue Stream agency network. The agency network ensured that StreamLines and its Blue Stream service were well represented at each of the ports it called at and the various other destinations it serves. The agents made it possible for the organisation to provide the much needed door-to-door services demanded by clients, in a most personable way.

Looking towards Blue Stream’s second year in service, it was imperative to build on the service’s achievements by holding the Blue Stream Trade Agency Meeting in Antwerp, 5-7 September 2016. The trade agency meeting brought the entire agency network together, under one roof, at the Hyllit Hotel thereby providing opportunities for the agents and principal to share notes and ideas on how to further improve. The meeting presented an opportunity for the network to further strengthen its teamwork and service to increase Blue Stream’s emphasis on its fast, direct and dedicated family-like way of doing business - elements that have differentiated StreamLines and Seatrade from its peers.

The experience and knowledge shared during the three-day meeting gave the organisation valuable insight and better understanding of the changing needs of our clients.

As the agents undoubtedly educated the company and network about the changing needs and demands of our clients, the meeting presented the organisation a means to better serve and efficiently meet the expectations of those customers. Ensuring our clients get the best service possible, StreamLines has developed additional feeder connections beyond to and from Ireland, Spain, Russia and Scandinavia.

Gerald Munjanganja
StreamLines
The wide open oceans can offer amazing views and phenomena... We received these photographs from Captain Cornelius Weichert of mv Coral Mermaid and he explained:

"Please find some pictures of the weather front passing mv Coral Mermaid on 14 June 2016.
A weather front passed in the North Atlantic, US East coast, approaching Fernandina Beach. When the cloud was passing we experienced 80 knots of wind, and thunder and lightning, but only for a short while. As it only lasted about half an hour, no sea was built up. It was quite impressive."
In the beginning, there is just a tiny little plant, growing together with some "siblings" at the foot of their Mother’s trunk.

At the discretion of a farm worker, who probably lived all his life amid banana plants, only one of the siblings gets selected to be the future mother plant which is expected to deliver a healthy bunch of bananas. From that "election moment," till the "delivery day" about 13 months will pass by, of which more or less 35 weeks are in the company of the mother plant, as if to learn how to produce a healthy bunch of bananas.

One of the most important parts in the development of a healthy bunch of bananas is the climate and as Ecuador is geographically located in the perfect spot for year-round favourable banana producing weather, the country produces the best quality bananas in the world. Proper fertilisation and disease prevention are of course no less important.

For the banana plant it boils down to "reach your beautiful green leaves as high as you can into the sky" and pray for Sigatoka to stay away... The much-mentioned "Black Sigatoka" is a mould that affects the banana leaf and can threaten the existence of a farm. As soon as Sigatoka is detected on a leaf, the only solution is to cut the leaf off the plant, but a banana plant has usually only 12 leaves which it needs to generate photo-synthesis for the development of the fruit.

Adulthood for the banana plant starts when "the mother" delivers her bunch and is chopped in pieces to serve her last purpose as organic soil-supplement to her offspring and the farm.

At about 40 weeks of age a banana plant produces one single flower which develops over a period of 12 weeks into a 40kgs weighing banana bunch.

Every day of every week of the year, banana workers armed with skimpy ladders and unscientifically invented measuring tools, enter the farm to roam each lot in search of harvestable fruit. They climb up to the bunches, measure the length and thickness of the banana fingers and decide then and there if the bunch is good for harvest.

On the shoulders of the workers, carefully handled, the banana bunch (also called the stem) is lowered from the crown of the plant and brought with a man-powered hanging rail-system to the packing station.

Every bunch is inspected by several experts and each finger is carefully checked and handled by many dedicated packing station workers, of which a large number are female, due to their soft touch and skills in selective detail.
A stem consists of several hands which are groups of banana fingers jointly attached to the core of the stem. When entering the packing station, the hands are taken off the stem and plunged into a basin of fresh water, with the purpose to stop the bleeding of latex. This is important as latex is not only very sticky (unpleasant to the touch) but also when dry it turns a brownish colour (un-attractive).

At the opposite side of the first water basin, the hands are cut into clusters which are smaller groups of fingers and immediately again placed into a second water basin as the cutting into clusters results again in bleeding (at the cut) which needs to be stopped as soon as possible.

From there, the bananas are weighed, cleaned, labelled and boxed all at the desired specifications of the buyers, far away in overseas markets. Nowadays, nothing is impossible... from whole hands to single finger packing in all sorts of specially designed boxes to comply with the markets’ needs and to trigger the buyers’ attention.

That is when the journey starts... placed on pallets and carried by typical banana trucks, the boxes are transported to the port, a trip that can take as much as 8-10 hours.

Many bananas are nowadays carried inside refrigerated containers, but still a large part travels the oceans to the markets by specialised reefer vessels.

In the ports the fruit is stuffed into containers or loaded into cargo holds of specialised reefer vessels. It is known to be important that the temperature of the fruit should be brought down to about 14 degrees as soon as possible, to prolong the shelf life of the fruit. At that temperature, the fruit is asleep and the ripening process is practically stopped completely.

For over 15 years Seatrade has been operating the RAYO Service, named after the speed of lightning (in Spanish rayo), from Ecuador to the United Kingdom and North Europe.

During four days, as the fruit reaches the port, it is immediately loaded into the refrigerated cargo-holds of the vessels, after which the cooling-down period starts. This is particularly practical for small farmers who need several days to harvest, pack and deliver their production to the port.

Skilful stevedores, with their electric pallet-jacks, manoeuvre the pallets loaded with 48 boxes (weighing about 1 metric ton each) into the stowage position for the three destinations of the vessel. As easy as the start of filling a cargo compartment might be, the closing into a ‘perfect cross stow’ is a real puzzle as cargo compartments are seldom exactly square and there are several pillars and other obstacles to be taken in consideration during the loading. Between the last pallets in the hatch opening, air-bags are placed, to tighten the stowage for safe carriage. Closing a cargo hold every time again gives the sensation of mission completed until the next.

After completing the under-deck cargo operation, the reefer containers with a variety of products are being loaded on deck (e.g. bananas, pineapples, papayas, plantains, flowers). As per the deck stowage plan, prepared by the captain and his officers, the containers are loaded in the designated locations, not only depending on the destination but also on weight and stability factors of the vessel.
The RAYO service is a dedicated fixed-day reefer liner service, connecting the ports of Puerto Bolivar, Guayaquil and Paita directly and in the fastest way with Dover, Hamburg and Rotterdam. This said, after loading the vessel, no time is spared to get underway to the destination ports. The Panama Canal is transited northbound every Tuesday, Dover is reached every Sunday, Hamburg is called every Tuesday and the vessel is in Rotterdam every Thursday... like clockwork!

During the ocean voyage, the crew reports the temperatures in the cargo holds and in the reefer containers on a daily basis to Seatrade’s operations department, where the operator analyzes and evaluates the information, while planning the several port operations.

The specialty of the RAYO service is that the cargo is being handled through specialised port terminals equipped with all that is required for handling fresh products. From the cargo hold into the cold store is a matter of minutes. Cargo can be inspected on arrival and if so desired can be dispatched by trucks shortly after discharge, but it is also possible to store the fruit for as long as necessary at the port premises and of course at the correct temperature.

Without any doubt, bananas travelling on the RAYO service reach their destination in optimum condition and when discharged from the vessel, the fruit is gently being woken up in preparation of the final stage of its cycle, which is to be distributed and ripened for final retail and consumption.

Ivo Ravelli
Seatrade Ecuador
OK, let’s get this out of the way. There’s no point dancing around the fact, so we might as well face the orange elephant in the room and have done with it right away. Yes, we recently had a presidential election and yes the results were surprising to many and shocking to some. As of this writing, there are still protests taking place in some American cities and people threatening to move to Canada or elsewhere. Time will only tell, but as Annie sings, the sun will come out tomorrow - assuming, of course, our new government doesn’t completely do away with the Environmental Protection Agency. At this stage, the Mexicans may decide to build that damned HUGE (and let me tell you, it will be the most beautiful, spectacular wall ever built in the history of wall building and I know about construction) just to keep the Americans out.

I actually chose to fly to Europe on Election Day. I figured that I could avoid the drama and wake up the next morning to find out what happened. But NOOOO, of course there had to be Wi-Fi on the plane and of course, half the flight had to be up and providing play-by-play analysis of the results - along with a few heated arguments. I had cast my vote by mail weeks earlier. A shrinking number of Americans actually vote on election day any more, as we have already been so berated by the constant onslaught of advertising and prognosticating that we hope doing the deed early will lessen the pain - unfortunately, it doesn’t work that way and it’s impossible to open your eyes without being assaulted by some form of advertising. I’m convinced they even managed to infiltrate the plumbing in my home - as each time I flushed the toilet, I could swear I heard a refrain of “lock her up.”

My younger daughter had the opportunity of voting in her first presidential election and wasn’t pleased with the results. She texted me the next day to apologize on behalf of her generation, as it seems that many of her mates hadn’t taken the process seriously. She informed me that in Florida, more than 15,000 had written in the name Harambe - you may have heard the story about this poor gorilla that was shot in an American zoo, when a child fell into its enclosure. She told me that Hennessey (the cognac, I assume) received a similar number of write in votes. Seeing how close the results were in some states, her frustration was warranted. The Harambe story was later debunked - or maybe not - as these days it’s virtually impossible to tell the difference between real and fake news. It will take weeks until all the votes are fully tabulated. According to the final tally for the 2012 president election - in which there were actually two viable candidates - some 120,000 write-in votes were cast nationwide. That’s a small percentage of the some 150 million votes cast. One could only assume with the choices given voters in 2016, those write in numbers soared - with likely many simply choosing “none of the above.”

In the two weeks I was abroad, I valiantly attempted to stay away from news coverage - but this was impossible. As was discussion of the results, with anyone who found out I was an American. Most of us live with constant connection to social media these days and after the election, it was quite evident who your friends and relatives had voted for. There was no dancing around their glee or consternation. By the time I got back, most postings had reverted back to pictures of what their kids were doing in school or what they ate for dessert.

There are a lot of theories as to what drove the results - was it the racist, white America reasserting itself after eight years under a black President? Was it the religious right concerned about the Supreme Court? Was it rural America concerned about jobs and security? Did Hillary simply manage to shoot herself in the foot too many times or did we simply all want the right to grab whatever woman’s body parts whenever we wanted? Who cares - other than the 24-hour news outlets who need to continue to feed the beast and create stories out of nothing - what's done is done and we will move on.

Depending on your perspective, we survived eight years of W without ever finding those weapons of mass destruction or we survived eight years under Obama's "socialist" regime. In the end, politicians will continue to be politicians and voters will continue to re-elect them or their kind. We are creatures of habit. People today are exposed to more information than any generation before them. We literally carry in the palm of our hands, access to an entire world's knowledge base. Yet at the same time, we are simply unable or unwilling to take the time to make informed decisions. In the end, the truth has simply become someone else’s opinion.

Why should we be different than the rest of the world? We all get the governments we deserve. We all complain about the government getting too involved in our lives, until there's a disaster and then we complain the government isn’t doing enough. Like anything else, you get what you pay for.

Though we’ve witnessed massive changes to our daily lives over the past 20 years, with the advent of mobile communication devices and the internet, the next 20 years promise to bring even more striking changes to the way we live, work and travel. Let’s hope our governments are up to the challenge or at least stay the hell out of the way.

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. What was the name of the ship carrying the first 35-foot shipping containers designed by Malcolm McLean?
2. How many flowers are there on a banana plant?
3. When did the keel laying ceremony of the Juice Express take place?

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, or even an iPod Nano!
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! Deadline for your response is 10 May 2017. The names of the winners will be published in the next issue of Simply Seatrade.

The answers of the puzzle and trivia in issue 01/2016 were:
Puzzle: easy code = 543 / hard code = 951 / very hard code: 517
Trivia: 1) Human Element In Shipping Simulation; 2) Africa; 3) Ecuador

EASY

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HARD

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VERY HARD

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</tbody>
</table>

We received a massive response this time; thank you so much!
The winners are Eric Jacobs, ENZA (puzzle - easy), Karalys Ayala Ávila, Caribós (puzzle - hard), Uli Bartels, mv Santa Lucia (puzzle - very hard) and C/O Mario S. Caine Jr., mv Santa Lucia (trivia). They will all receive a beautiful Seatrade watch. The lucky winner of the iPod Nano is 2/O Vasily Pigalev, mv Lagoon Phoenix. Congratulations!
## Fleet List

### Operated by Seatrade Reefer Chartering

<table>
<thead>
<tr>
<th>Name</th>
<th>Cbft</th>
<th>Sqm</th>
<th>Built</th>
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<tr>
<td>Baltic Klipper</td>
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<td>Swiss Reaver</td>
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<td>Italia Reefer</td>
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<td>Nederland Reefer</td>
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<td>Lombok Strait</td>
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<td>Luzon Strait</td>
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<td>Lady Korcula</td>
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<td>548,664</td>
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<tr>
<td>Esmeralda</td>
<td>548,643</td>
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<tr>
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<td>540,572</td>
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<td>540,026</td>
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<td>Tasman Mermaid</td>
<td>539,670</td>
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<tr>
<td>Caribbean Mermaid</td>
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<td>Coral Mermaid</td>
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<td>Eastern Bay</td>
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### Operated by Greensea Chartering

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<td>Asian Cosmos</td>
<td>373,827</td>
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<td>Prince of Seas</td>
<td>371,412</td>
<td>4,121</td>
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<td>Cool Express</td>
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<td>Breiz Klipper</td>
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<td>Sierra Lara</td>
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<td>Sierra Laurel</td>
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<td>Sierra Loba</td>
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<td>Coppenrude</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>7,781</td>
<td>1999/2006</td>
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<tr>
<td>Cala Palma</td>
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<td>7,781</td>
<td>2000/2007</td>
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<tr>
<td>Cala Pedra</td>
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<td>2000/2007</td>
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<tr>
<td>Joint Frost</td>
<td>139,335</td>
<td>998</td>
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#### -Tankers-

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<td>Lioba</td>
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<tr>
<td>Palma</td>
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### Non-Pool vessels operated by StreamLines

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<tr>
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### -Newbuildings-

<table>
<thead>
<tr>
<th>Name</th>
<th>TEU</th>
<th>Plugs</th>
<th>Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seatrade White</td>
<td>2,200</td>
<td>650</td>
<td>2016</td>
</tr>
<tr>
<td>Seatrade Blue</td>
<td>2,200</td>
<td>650</td>
<td>2017</td>
</tr>
<tr>
<td>Seatrade Green</td>
<td>2,200</td>
<td>770</td>
<td>2017</td>
</tr>
<tr>
<td>Seatrade Gold</td>
<td>2,200</td>
<td>770</td>
<td>2017</td>
</tr>
</tbody>
</table>

### -Specialised reefer container vessels-

<table>
<thead>
<tr>
<th>Name</th>
<th>TEU</th>
<th>Plugs</th>
<th>Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rickmers Malaysia</td>
<td>1,338</td>
<td>449</td>
<td>2009</td>
</tr>
<tr>
<td>Georgia Trader</td>
<td>2,127</td>
<td>400</td>
<td>2007</td>
</tr>
<tr>
<td>Max Wonder</td>
<td>1,341</td>
<td>449</td>
<td>2008</td>
</tr>
<tr>
<td>Nordsarena</td>
<td>2,500</td>
<td>530</td>
<td>2016</td>
</tr>
</tbody>
</table>

### Status November 2016

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