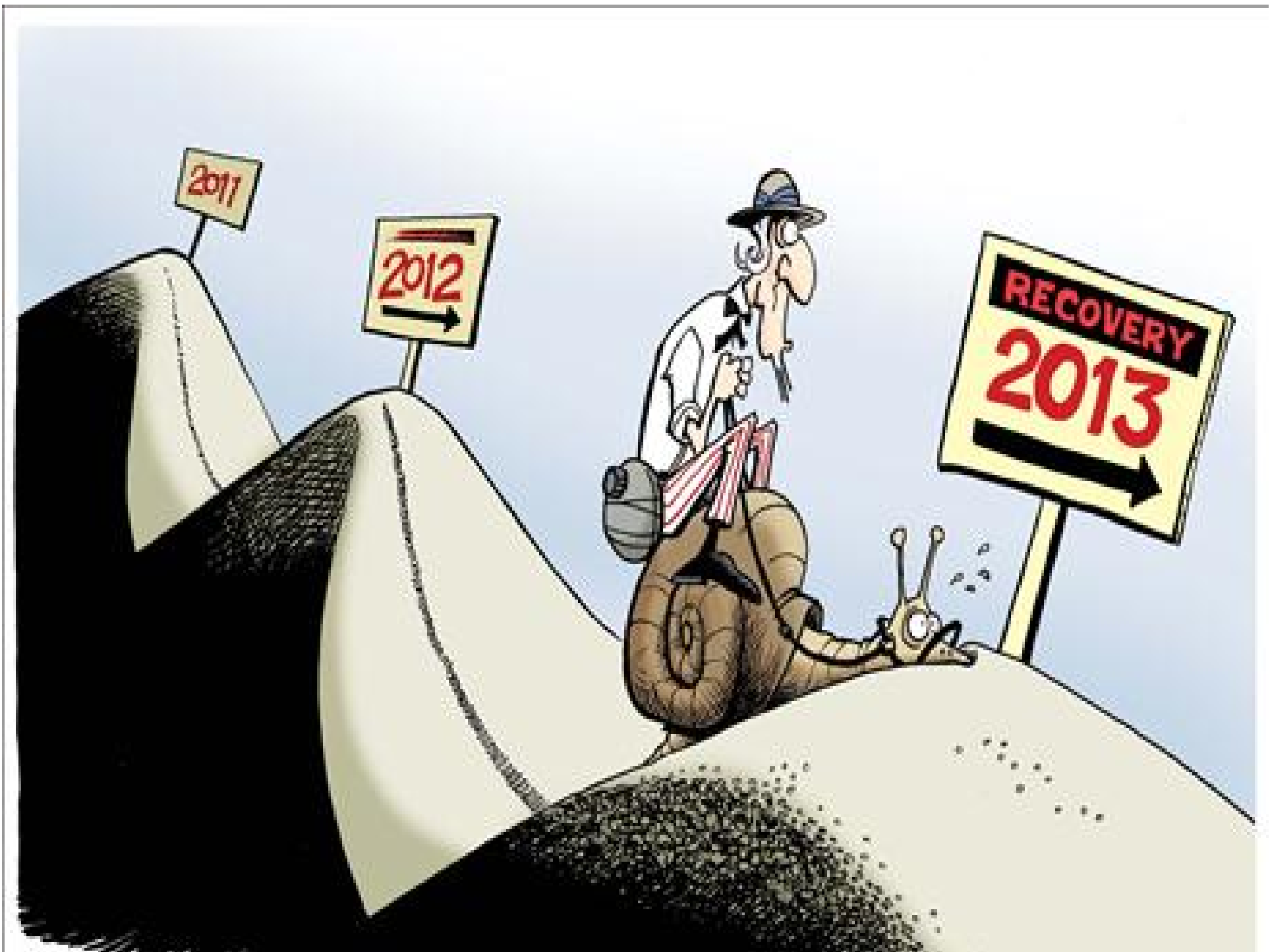




New Opportunities

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Short Sea, Environment & New Opportunities
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- Failures!
- Job losses!
- Worst recession in living memory!
- Banking crisis!
- Pension funds collapse!
- E.U. bails out ailing economies!
- Vessels being laid up!
- Closures!
- Is there no end?

A road sign with a downward-pointing arrow and the text "Double dip ahead". The sign is white with a black border and is mounted on a black post. The background of the image is a cloudy sky.

**Double dip
ahead**

Maybe we just end it all now!





When dark clouds loom overhead, just remember.....

Fortitude presents opportunities

Every cloud has a silver lining

Opportunities straight ahead

- * We need to focus on what we are good at.
- * Study what the market needs.
- * The market requires experts in their field.
- * Trained and experienced people who are good at what they do.
- * Licensing Agents would be a great step forward in recognising the profession.
- * We need to adapt to modern trends and be prepared for new developments.

Lets look at current market trends

- A recent Intra- North Europe container trades study showed;
- There are more than 160 services operated by 40 different shipping companies.
- Deploying a variety of vessels ranging from 100 to 3,400 TEU.
- Services through 130 ports in 19 countries.
- Serving 500 million people with frequencies between once & 12 times a month.
- Carrying an average of 175,000 TEU every week.
- These services offer nearly 1,000 sailings per week.
- Germany handles the largest number, with Baltic related business at 3.1 mil TEU
- Increasing trend to 45' high cubes to compete with 13.6 metre tilt-trailers.
- Industry facing the challenge of complying with the maximum sulphur content.
- Much evidence of new services planned as routes develop.

Further Market Opportunities

- We have recently shown the market opportunities in the Off Shore industry.
- The Oil, Gas, Wind Energy, Tidal and Wave energy areas continue to grow.
- If we take a look at the cruise markets, they also predict growth.
- The MPV fleet is also expanding in size and diversity.
- Heavy Lift, Multipurpose and Project carriers have expanding fleets.
- Current growth demand is outstripping fleet growth.
- The Geo-survey and Subsea markets expand as we continue to exploit our Oceans.

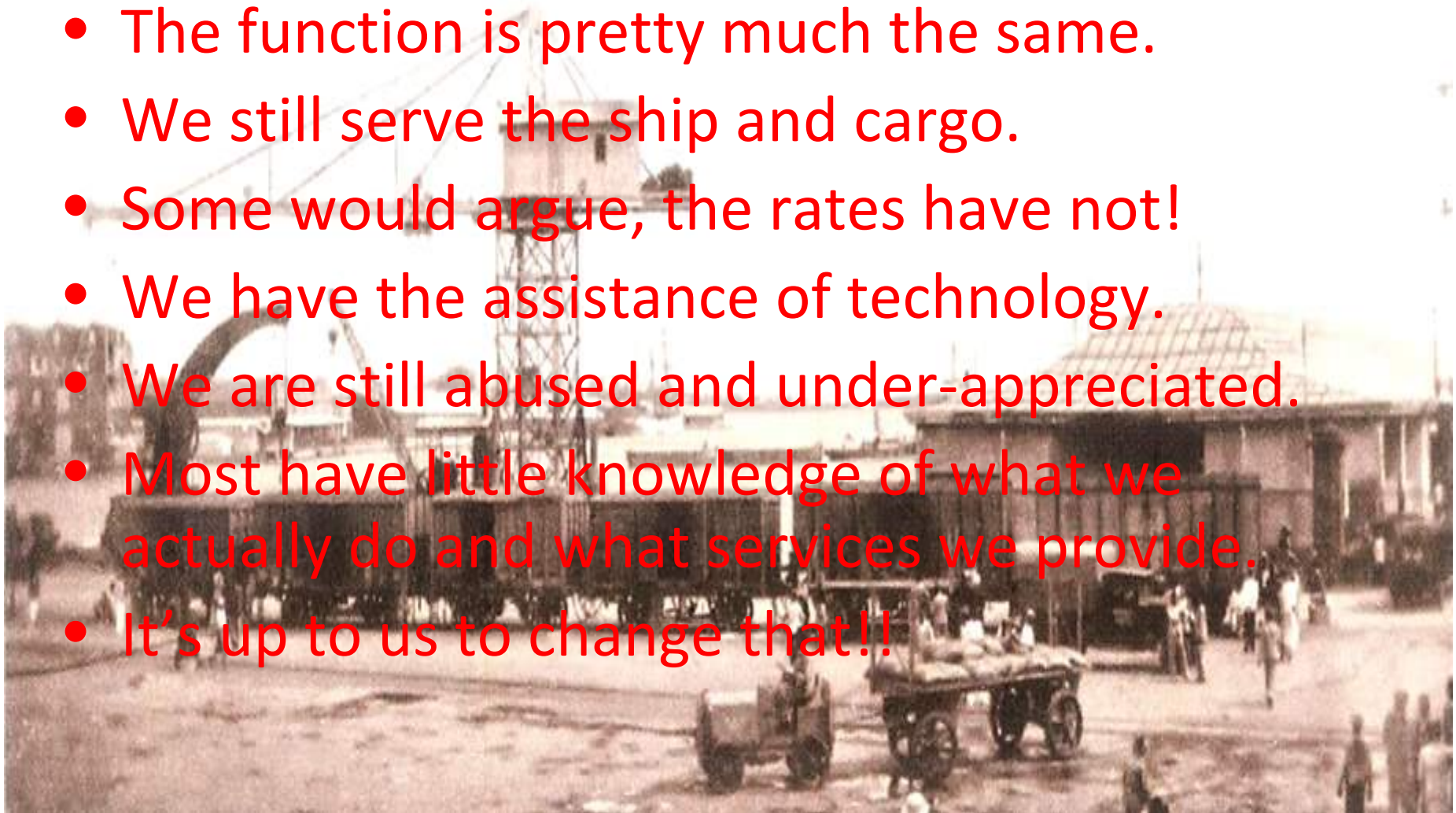
In conclusion

- We need to adopt an optimistic attitude.
- Be adaptable.
- Be professional.
- ECASBA should play a leading role.
- Let's make every effort to raise our profile.

Optimism

So what has changed for the Agent?

- The function is pretty much the same.
- We still serve the ship and cargo.
- Some would argue, the rates have not!
- We have the assistance of technology.
- We are still abused and under-appreciated.
- Most have little knowledge of what we actually do and what services we provide.
- It's up to us to change that!!



SHIPPING AGENT



What my friends think I do.



What my mom thinks I do.



What society thinks I do.



What my boss thinks I do.



What I think I do.



What I actually do.

If it were not for the agent...

The Ship Owner, Port Operator,
Stevedore, Customs, Immigration,
Freight Forwarder, Cargo Owner, Pilots,
Tugs, and all the others would not have
anyone to blame when it all goes
wrong!!

