

Notice anything different?

YOU KNOW THE SITUATION –

out of the blue someone slaps you with the question ‘notice anything different?’ Something is different, but you can’t quite put your finger on it.

That’s actually the key to evolving a brand – retaining your distinct character while adding elements that enhance your market position. This way your clients may notice a subtle difference, but it feels refined, targeted and not distracting. It’s still your brand, just dressed in a new suit.

At our publishing house, we’re undergoing a slight visual transformation to evolve our brand. To better reflect our growing international readership and advertisers, we had to put on our international hardhat, so to speak. This is no better illustrated than in our coverage of the developing port situation in Brazil (starting on pgs 18, 30 & 44). We reflect the breadth of the industry and draw global connections, so it’s relevant to you.

In light of our around-the-world scope, I’m curious – have you invested in your global brand? Our wide reach within the industry allows us to offer you a number of marketing opportunities and design services in that department. We’re more than a publisher. We help build international brands tailored to the ports and shipping world.

In the meantime, I wish you happy browsing or focused reading – I’m sure you’ll enjoy both. Please drop us a line to let us know how your experience was, since the work of evolving a brand is never finished.

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On the Cover

Her Royal Highness Princess Maxima of the Netherlands – and soon-to-be Queen – performed the official naming ceremony of the world's first direct-driven dual-fuel ice-class 1A LNG carrier, the gas tanker *Coral Energy*. This vessel marks a new era for LNG transport. PSI's Dennis Vinkoert attended the ship's christening and examines her innovations. Read more starting on pg 12.



At Yellow & Finch Publishers, owners of PSI, we circumnavigate the maritime world to bring you back the latest industry news. Find out what the 'Word on the Sea' is with John Gauldie.

Know the One About the Chicken?

Yellow & Finch's John Gauldie in Rotterdam

In January Ambassador of Norway to the Netherlands Anniken R. Krutnes hosted an LNG conference in Rotterdam, highlighting the huge potential for cooperation between the two countries. Despite growing (EU) political momentum to develop LNG bunkering infrastructure, ship owners are still wary of the 'future fuel' – leading to the oft-touted chicken and egg conundrum. The 'plumbers of small-scale LNG', **Shell's** subsidiary **Gasnor** already has the infrastructure for LNG bunkering. European Business Development Manager Aksel Skjervheim highlighted Gasnor's tankers (like **Anthony Veder's** Coral Methane) for North Sea and Baltic Sea supply from large-scale LNG terminals at Kollsnes and expected from Zeebrugge and Rotterdam's Gate Terminal.

Together, shipping companies have made about fifteen smaller LNG tankers available. "I recognise that there is a lot to be done, but a lot is already in place. You can't expect the chickens to do much more before the eggs [ship owners] come down from the fence. We need volumes."

Norway's **Liquiline** offers 'early bird' bunkering solutions, "something between the chicken and the egg", said Chief Executive Dag Lilletvedt. As well as semi-trailers and tank containers approved for road, rail and sea, Liquiline's turnkey solutions for small-scale LNG bunkering include unmanned stations – an

innovation that had many interested.

Nor Lines CEO Toralf Ekrheim joked, "I did have an omelet for breakfast, and now I am apparently an egg." He revealed that the Norwegian transportation provider is likely to operate its two **Rolls-Royce** designed LNG-powered Enviroship cargo vessels between Norway and Dutch port **Eemshaven**. The first of the vessels, under construction at the **Tsuji Heavy Industries** yard in Jiangsu, will enter service from October 2013. "[LNG's cost effectiveness] varies with the segments. For us, in liner short sea operation, LNG is a good option for the new future."

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For us, in liner short sea operations, LNG is a good option.

Ulstein International's Deputy Managing Director Dr. Per Olaf Brett warned against trying to dictate 'the future fuel' to the market. He highlighted that, besides LNG, a wide range of low-hanging fruit can reduce emissions – particularly slow-steaming and optimised cargo intake and arrival time. "I am absolutely certain that LNG is not the solution for all shipping, although it will be for some special segments like ferries."

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