



# Ferry Shipping Conference 16

*OnBoard*



**OPTIMISM AND GOOD  
TIMES CONTINUE**

# OPTIMISM IN THE AIR

TEXT: JÖRGEN PETTERSSON

PHOTOS: SHIPPAX, BRUCE PETER, JÖRGEN PETTERSSON

The passenger ferry- and ro-ro industry is simmering with optimism, something that is aptly illustrated by the fact that 404 delegates and 30 exhibitors participated in the 14th edition of the Ferry Shipping Conference (FSC). The conference took place in mid-April on board the SILJA SYMPHONY, en route between Stockholm and Helsinki. Not only does the number of conference delegates mark a new record: it also bodes well for the future.



**D**uring the intense days on board, over 40 different speakers shared their knowledge, experiences, and analyses. After the moderator Bo-Lennart Thorbjörnsson and Tallink Group's Chairman of the Management Board and CEO, Janek Stalmeister opened the conference in accordance with tradition, by ringing the ship's bell, the opening speech was held by the main sponsor: Anders Rundberg, managing director of Carus:

"It looks brighter in many ways, but we must never be complacent. It is important to continue to work to attract new customers on board, not just those that are recurring. The UK has been successful with joint ventures, such as the National Ferry Fortnight, when it comes to persuading travellers to opt for the ferry alternative. We ought to have something similar in the Baltic Sea as well."

Using the headline "Where is the industry now?", Bo-Lennart Thorbjörnsson went on to set the tone for the two days. He highlighted the fact that many of the world's shipping companies

reported very good results last year.

There are several reasons, but the most obvious one is that the markets are stronger: more purchasing power, low interest rates, trimmed organizations and a low bunker price. **There are many good reasons for optimism in the industry**, Bo-Lennart concluded.

## OF COURSE IT'S POSSIBLE TO MAKE MONEY IN SHIPPING

Even directors of shipping companies are increasingly positive about shipping and its potential.

"Of course it will be possible to make money in the future," says Tallink

Group's Chairman and CEO, Janek Stalmeister.

But then you have to be attentive when it comes to the wishes and requirements of the travellers.

The first item on the programme at the FSC was a panel with some of the industry's most influential leaders. Janek Stalmeister (Chairman of the Management Board and CEO of Tallink Group), Spiros Paschalis (CEO of Attica Group), Guido Grimaldi (Corporate Short Sea Shipping Commercial Director of the Grimaldi Group), Niclas Mårtensson (Deputy CEO of the Stena Line Group) and Jan Hanses (CEO of Viking Line)

*There are many good reasons for optimism in the industry, moderator Bo-Lennart concluded in his opening speech.*

*"There are still lots of opportunities to make money in shipping", said Janek Stalmeister, Tallink Grupp.*

*"It is important to continue to work to attract new customers on board, not just those that are recurring", said Anders Rundberg, CEO of Carus.*







*"Tomorrow's travellers have different expectations about us than what we have become accustomed to", said Spiros Paschalis, CEO at Attica Group.*

*Guido Grimaldi from the Grimaldi Group sees the positive trend at the moment as well, but also challenges in environmental rules, political challenges, terrorism and refugee crisis.*

*"When a system like UBER and Airbnb reaches the shipping industry it will clearly be a game changer", said Niclas Mårtensson from Stena Line Group.*

*"...we are also actively looking at the possibility of ordering new ships. I think it will be a reality within five or ten years", said Jan Hanses, Viking Line.*

started out with a brief analysis.

Stalmeister:

"There are still lots of opportunities to make money in shipping. We see, for example, more travellers from Asia and Latin America that discover the Baltic Sea. New times require new concepts on board. It is important to keep in constant contact with customers and ensure that we are constantly analysing their needs. Shopping behaviour has changed, and the passengers have different needs compared to before. On the risk side, we have the existing competition from low-cost airlines but also the thoughts and plans of Hyperloop, which challenges the entire industry, as well as greater geopolitical uncertainty."

Paschalis:

"Tomorrow's travellers have different expectations about us than what we have become accustomed to. We must be able to show social responsibility and greater transparency in what we do. It will come down to the Global Distribution System, where a single phone call will arrange everything for the customer. Passengers require internet access on board, plus constant entertainment and personal service. We must also remember that the low price of fuel will not last forever, so we cannot relax when it comes to continuing to streamline operations."

Grimaldi:

- I want to thank you for a fantastic

event. Shippax and the Ferry Shipping Conference is an important gathering for the entire industry, because even though we are at an upswing right now the future is always uncertain. The European shipping industry has environmental, political and strategic challenges to overcome. It may for example include terrorist threats and refugee crises that affect us all. With a close call we've managed to escape the new SECA regulations, thanks to the falling oil price, but it has also resulted in us seeing, for example in the Mediterranean, old ships, forty years of age, and more, picking the cherries. It does not benefit anyone. We still have twenty-five ships today and are optimistic about the future.







*"It is far from really good but the picture is improving", said Denise Baum from KfW IPEX-Bank about the European economic outlook.*



*José "Pepe" Rodríguez from Carus talked about the Spanish ferry and cruise market with passion and energy.*



*"Travelling there by sea is guaranteed to become as much as fifty percent cheaper than flying...", Bruce Nierenberg, Founder of United Caribbean Lines, said about the possibilities when Cuba opens up.*



*John Hemgård from Marioff talked about how to improve deck fire safety and their Hi-Fog water mist fire suppression system.*



*Luke Berry from HydrOcean talked about how their CFD system can help in designing more streamlined and efficient ships.*



*"...people love deals. Moreover, they are happy to exploit them", said Jan Erik Norli from Telenor Maritime.*



*Jonny Alexandersson from Callenberg Technology Group talked about energy efficiency and how their HVAC system can help improve that.*

Mårtensson:

*"When it comes to safety, we must never forget to practice and practice and yet again practice. It is only by doing this, and always following the rules, that we will avoid new, ill-conceived laws. We must also be proactive in the implementation of new directives. The next ballast rules are in themselves good for the environment but have peculiar consequences. Our ship traveling between Liverpool and Belfast (nationally) is not affected by the rules. The ship deployed between Liverpool and Dublin (international) must follow them. Despite the fact that the ships cross the same sea!"*

Hanses:

*"The ballast convention is a distraction."*

*"Our plan right now focuses on what needs to be done about 40 to 50 years from now", said Henrik Widerståhl, Port of Stockholm.*

*Håkan Jönsson from TTS Marine, presented their gangway system and the new successful installation at the Port of Värtan, Stockholm.*

*"...it produces less emissions, less noise and lower costs", said Ingemar Gustavsson from Processkontroll Elektriska AB about their shore based electrical power units.*

*Kristina Bjurström from Hogia talked about the importance of the whole chain in a booking system, from advance phone booking to set up road signs in the port.*





*"It is time for collaboration and partnership", said Janette Bell from P&O Ferries.*

*"Some places look like the ones where dogs lie down to die..." Dr. Bruce Peter from Glasgow School of Art, said about some of today's ferry interiors.*

*"The infrastructure on shore is insufficient", Henrik Tidblad concluded about some of today's container giants.*

*"Change the style more often and adapt the design to the customers", was Anders Ørgård Hansen from OSK-ShipTech A/S advice to increase sales.*

tion right now, as is the weak economy in Finland and in Russia. We also continue to discuss with the Finnish government about state aid, which is questioned at each new forming of Government. In order to be able to handle the customers' requirements when it comes to on board experiences, and because some of our ships are getting older, we are also actively looking at the possibility of ordering new ships. I think it will be a reality within five or ten years."

The panel discussion revolved around the many common challenges and opportunities of the industry.

"Eventually, it is possible to start traffic between the US and Cuba. When that happens, it will be extremely



*"Only 55 million Chinese have a passport...", said Fredrik Lindh from Generation Research.*

*"Is there sufficient digital capacity in the boardroom?", consultant John Crummie retorically asked.*

*Mika Koli from The Switch talked about their permanent magnet generator that can improve efficiency of the propulsion.*

*"The SECA regulations caused more shipments to be shifted to land...", said Staffan Herlin, Finnlines.*



interesting for the entire industry," said Guido Grimaldi.

"If Britain chooses to leave the EU after the referendum on 23 June, the only advantage will be that we can resume duty-free sales on board! I hope that this does not happen. In many other ways, there is a clear advantage in the EU keeping together," said Niclas Mårtensson.

"If we are about to order new ships? Well, at Viking Line we are a bit old-fashioned when it comes to the balance sheets. But we are investing heavily in the renovation of the existing vessels. I believe, however, that we will place a newbuilding order within the next five to ten years," said Jan Hanses.

"It's a balance act when buying new ships. The old vessels are the ones that we can make money from," added Mårtensson.

The issue of joint IT solutions sparked the interest of the panel. UBER is running taxis without having cars of their own. Airbnb is a world leader in overnight stays, but does not own hotels, and so on. Is it also time for the ferry business to seek similar partnerships? The question is not simple.

"We have invested millions in our own IT-systems. This is not something that we will throw away. Our customers are mostly local, and buy our brand. However, when it comes to Asian clients, for example, who do not know our circumstances, it could be an idea," Janek Stalmeister said.

"Internet bookings are clearly increasing, but the dynamics of the systems are still missing. In the future I think we need to find global systems for ferry journeys, much the same way as,





*"It is important to avoid digital fluff, it should be easy and fast", said Victor Velton from Versonix about Search Engine Marketing.*

*Tage Klockars from Wärtsilä talked about real-time data gathering and how that can help and improve the operation of a ship.*

*Sami Kanerva talked about ABB Marine's Dynamic AC system for variable speed power generation.*

*"A common rule is to overestimate what you have time to do within a year while underestimating what you can do in five years", said Koert Grever from IESE Business School.*

for example, can be seen in air transport," said Guido Grimaldi.

"When a system like UBER and Airbnb reaches the shipping industry it will clearly be a Game Changer," stressed Niclas Mårtensson.

The moderator, Bo-Lennart Thorbjörnsson, put a direct question concerning how shipping companies view the possibility to hedge fuel now that the price is affordable. There was no consensus.

"Yes, we have hedged the bunker in a conservative manner. Not as a financial instrument, but bought in advance. So far it hasn't been very successful," said Jan Hanses.

"Yes, we have hedged but if it's good or not, we will only know later," said Niclas Mårtensson.

"No, I know that some see it as part of the business but we don't. At the end of the day, it's all based on pure speculation. We are not interested in that," said Guido Grimaldi.

"To some extent, about twenty per cent," said Spiros Paschalis.

"We have locked a third of our purchases until the end of this year," said Janek Stalmeister.

## BETTER TIMES AHEAD FOR EUROPE

From the financial world came Denise Baum, Assistant Vice President at KfW IPEX-Bank GmbH in Germany. She provided a European outlook that largely looked decent – but did not lack challenges.

"The refugee crisis, volatility on the markets, and the new Cold War results in ANGST (a German expression for anxiety).

And as if that was not enough, the picture also includes the Brexit threat. It would be bad for Britain, Europe and the entire Western world," she said.

However, economic key indicators are pointing upwards for most European countries. There's a two percent GDP growth and declining unemployment rates, partly thanks to the structural reforms implemented in some of the countries previously in crisis.

"It is far from really good but the picture is improving. Increasing private purchasing power should lead to greater investments and more consumption," she summarised.

The worst affected countries, Greece, Spain, Portugal and Italy, have been working hard with their finances and are now finally on the right track.

## CUBA - LAND OF OPPORTUNITY

Bruce Nierenberg, Founder of United Caribbean Lines, delivered a speech filled with hope in regard with what happens the day that the traffic between the US and Cuba and Mexico opens up. For a number of reasons, a rush to the ports is to be expected. The US is the world's largest nation in terms of consumption, and Mexico is its second largest trading partner. In addition, the Caribbean is a part of the world that has been characterised by long-term political stability.

It is an understatement to refer to it as an opportunity: it is much more than that. Those who are first on the scene have the advantage when it comes to reaching a market of historic proportions. Cuba is the Caribbean's strongest economy and air travel is expensive.

"Travelling there by sea is guaranteed to become as much as fifty percent cheaper than flying and it will take a lot of capacity when Cuba is to be rebuilt," said Bruce Nierenberg.

Tourism in the Caribbean sees constant growth. Last year, the number of incoming travellers to Cuba increased by 17 per cent, half of all travellers are from the United States. Today, Cuba has eleven million inhabitants, and prior to the revolution in 1959, Cuba was number one for American tourists. In addition, there are two million Cubans in exile in the United States who look forward to facilitated travel between the countries.

US travel restrictions to Cuba are to disappear before the end of 2017. This is not wishful thinking, but probably reflecting reality; there are plenty of American companies that want to start investing in Cuba. The conditions are good. Cuba has five deep-sea ports as well as supporting infrastructure that is able to handle the first ferries that arrive.

## REACH CUSTOMERS WITH WIFI

In order to deliver what customers want in the future, WiFi and smart mobile phones are necessary tools. Jan Erik Norli, Chief Sales Officer Cruise & Ferry at Telenor Maritime, put forward a number of arguments as well as evidence concerning how to reach passengers.

"It's all about keeping track of where they are on board. When they pass by the store, we can reach them with a direct message," he exemplified.

Today, almost nothing is technically impossible that is commercially desirable. The background is that people



*John Roger Nesje from Rolls-Royce Marine presented their energy storage system for power and propulsion.*

*Magnus Ehrenberg from EHRENBORG kommunikation talked successful lobbying and how to reach out and influence politicians.*

*Apostolos Molindris and Maria Dede from Molindris & Associates talked about the design process behind FIOR DE LEVANTE.*

love deals. Moreover, they are happy to exploit them.

## MAJOR INVESTMENT FOR STOCKHOLM

The Ports of Stockholm is investing EUR 800-900 million in the three major port projects that will take the company as well as Sweden towards the future. Generally speaking, it is all about the upgrading of three different ports that belong to the company: Värtahamnen in Stockholm, where a state of the art terminal is being completed right now; Kapellskär, which is being expanded considerably; and Nynäshamn, where a completely new cargo port is built.

Henrik Widerståhl, Deputy Managing Director at the Ports of Stockholm, thus looks to the future with great confidence. The Ports of Stockholm is currently the fourth largest cargo port in Sweden. On the passenger side, Stockholm is by far the largest with 250 cruise ships visiting every year. This works strongly in Stockholm's favour, generating about EUR 550 million annually as well as creating 4,100 jobs. Shore based hotels are also winners: the cruise guests stand for 1,000 overnight stays or seven fully booked hotels per day. According to surveys, 95 per cent of the visitors are satisfied with their visit to Stockholm, and three out of four plan to return within five years. Still, the same basic rules as for many other infrastructure investments apply to ports as well: they will be there for a long time to come.

"Our plan right now focuses on what needs to be done about 40 to 50 years from now," says Henrik Widerståhl.

The business is still not completely

without risks. Stockholm is growing by 35,000 inhabitants per year, and the city is one of Europe's strongest growth areas. Neighbouring Helsinki is struggling harder, though.

"And the Russian market is unpredictable."

## ELECTRICITY FROM LAND CONNECTIONS

As part of the work towards a more sustainable society, as well as saving bunker, more and more operators are opting for cold ironing during their stays in port. Ingemar Gustavsson, Managing Director of Process Control Electric AB, which is behind eight shore based plants in Sweden and Norway and is the European leader in its segment. With an output of 10 MW, the largest plant is to be found in Ystad in southernmost Sweden. The output corresponds to about 1,000 electrically heated homes on a normal winter's day.

"And it produces less emissions, less noise and lower costs," says Gustavsson.

Considering the variations in oil price, the payback period on the investment is of course difficult to calculate. However, the savings are substantial and a facility that can be fitted in a twenty-foot container costs approximately EUR 500,000.

"No traffic interruptions are necessary. Installation takes place during operations."

## FINNLINES' VIEW OF THE FUTURE

Grimaldi owned Finnlines is one of Europe's largest shipping lines and closely follows the global trends in trade and economic cycles, something that has

never been easy. Marketing and sales manager Staffan Herlin highlights the slow recovery following the economic crisis in Europe and its effects on exports and imports.

"We see infrastructure changes that alter the balance of traffic. In Finland, we are back to 2009 figures and are seeing more imports than exports. We've only recouped a third of what we lost then. However, in Sweden and Germany it is very different," says Herlin.

In addition, there's the sanctions against Russia, which are also hitting the traffic, and the SECA regulations that could have been devastating.

"Fortunately, the decline in oil price played a positive role, which saved us."

The cargo routes are also changing. More and more goods is transported on wheels, e.g. on the Via Baltica, something that Finnlines can notice. The competition is, as always, about price.

"The SECA regulations caused more shipments to be shifted to land, where there are cheap drivers, cheap fuel and cheap trucks. If the price of shipping fuel had not dropped to the extent that it did, we would have suffered an enormous carbon footprint as a result of the traffic on the roads."

## THIS WILL HAPPEN IN 2025

In the passenger shipping sector it is important to know your travellers. Not just the travellers of today, but also the travellers of tomorrow – and ten years from now. Ferry investments are made for the long term, so it is important to make the right choices from the outset. Chief Commercial Officer at P&O Ferries, Janette Bell delivered a future trend





*Massimo Soprano from Spirit of Tasmania presented the refurbishment process of the ferries SPIRIT OF TASMANIA I & II.*



*Narve Mjøs from DNV GL talked about their programme to establish environmental friendly coastal shipping in Norway.*



*Ole-Kristian Sivertsen from EMC talked about the 4<sup>th</sup> industrial revolution and the ever more connected world and importance of staying in touch with that.*



*Martin Dorchester from David MacBrayne Group talked about the operation of CalMac and their importance to both the community and connecting the islands of Scotland.*



*Axel Meynköhn from Wyker Dampschiffs-Reederei talked about their new fleet and the objectives behind their modernization programme.*



*Kevin George from Red Funnel talked about the operation of their ferries to the Isle of Wight and the ongoing upgrades.*

report based on her current role and her background from Tesco and Procter & Gamble, two giant retail chains that constantly analyse their customers.

The trends are clear, according to Bell. It is about “wanting everything and immediately”, convenience and immediate delivery, clicks versus bricks, the new green reality and digital connectivity.

“Growth continues but the costs are being pushed down. Expectations for Just In Time (JIT) will be higher and travellers require increased sustainability,” says Janette Bell, whose recommendation was clear:

“It is time for collaboration and partnership.”

### “TOO MANY DEAD CORNERS”

Dr. Bruce Peter usually works at the Glasgow School of Art, but is also a true

ship enthusiast. He has just recently, after six years of work, put the finishing touches to a book about DFDS’ 150 years of history, due to be published this year. It is a magnificent work of 500 pages about the shipping company that has grown alongside with Denmark.

Dr. Peter is not completely satisfied with what he sees on board the ferries of today:

“There are too many dead corners. Some places look like the ones where dogs lie down to die... We should learn from the Apple Store, where every place breathes content. If we are to attract young people on board, we need to create more atmosphere and improved interior decoration,” he says.

There are exceptions, and Bruce Peter mentions SILJA SYMPHONY and SILJA SERENADE as good examples

with their large arcades midships.

“It creates a tremendous sense of generosity and it’s hard to find a place that doesn’t feel pleasant.”

Dr. Peter calls for more spas, health and sports. Tomorrow’s customer engages less in drinking contests, instead being more interested in wine.

“Consequently, it is not enough to open yet another game corner, which many today seem to believe is what young people want.”

### CONTAINER GIANTS TOO BIG

Today’s container giants have become too large. This is Henrik Tidblad’s conclusion as Commercial Fleet Director at DFDS.

“The infrastructure on shore is insufficient. Warehouses and parking garages are too small for the loads to be handled rationally. The roads to and from the ports are inadequate,” he says.

Tidblad also raises the question of the international refugee crisis as one of the industry’s challenges, as well as geopolitical developments in Europe and the world. All this uncertainty also creates new opportunities for those who embrace the digital opportunities in new technology.

“It could be a matter of remote-controlled vessels, optimized propulsion, more automation, cargo handling and so on.”

### UPGRADE VESSELS OFTEN

Managing Director Anders Ørgård Hansen from OSK-ShipTech A/S tried to predict the future when it comes to ro-pax traffic. As key factors, he mentioned the ability to deal with the new mobile technology, Facebook, social media and their relation to customers’ purchasing behaviour. He also called for quicker decisions when it comes to constantly upgrading the design board.

“Change the style more often and adapt the design to the customers. It increases sales,” recommends Anders Ørgård Hansen.

It is also very important that the shipping company’s management and board have both an insight and an interest in digital possibilities.

“Shipping is changing and it’s important to be a part of, as well as embracing, the new digital opportunities.”

### DUTY FREE TRADE CONTINUES TO INCREASE

Since the 1980s, the world’s duty-free trade, with a few exceptions due to cri-



ses, has increased. The trade is growing by seven per cent (roughly) annually, and the sales are around USD 65 billion. This is even more than the growth of the number of travellers in the world (+ 6 per cent annually). Still, there is room for even greater growth, according to Fredrik Lindh, Owner and CEO of Generation Research and has great insight in the statistics and the future.

"Today, only 55 million Chinese have a passport. There are 1.4 billion... When they all start travelling you can just imagine the potential," he says.

According to the forecasts, duty-free trade will reach USD 125 billion by the year 2025. The largest product segments are cosmetics, followed by wines and spirits and tobacco. Together they account for nearly 60 per cent of sales.

This kind of duty-free sales mostly takes place at airports. Ferries account for a mere 3.5 per cent of the world's duty free sales, according to Fredrik Lindh. The Nordic countries, however, are different. There, ferries account for about 40 per cent of all duty free sales. The trends in the Nordic countries are similar to those in the rest of the world. All travellers plan their purchases in advance and are also willing to pamper themselves.

"That fact requires communication before they come on board. When that happens, they have already made up their minds."

Also the price of the products obviously plays a role, and this is where the smartphones come into the picture. Twelve per cent of the passengers compare prices directly in their phones.

"Shopping is clearly a part of the travel experience."

### IS DIGITAL MARKETING UNDERSTOOD IN THE SHIPPING INDUSTRY?

The question about the approach of shipping companies to digital marketing is rhetorically asked by John Crummie, a consultant in the industry. He answers himself:

"It could be a lot better. 48 per cent of the travel industry describes itself as "fast followers" when it comes to digital technology. It takes advantage of the mainstream trends to avoid risks. That's why it can sometimes move a little too slowly."

Currently, some 80 per cent of European passengers make their travel bookings directly on the Internet. 89 per cent of all adults have a mobile

phone and 66 per cent of those phones are smartphones. The digital trend is unstoppable and, therefore, with the budding Internet of Things the number of opportunities will increase in the future. Among those who are traveling, it is even clearer. Nine out of ten carry a smartphone.

"Is there sufficient digital capacity in the boardroom? It is an important issue for the future," says John Crummie.

### THINK ABOUT SEARCH ENGINES

Victor Velton President at Versonix states that Search Engine Marketing is essential for success.

"A majority of people are using search engines to make purchasing decisions. Companies such as Google understand this and therefore make it more difficult and costly to reach customers."

"It is important to avoid digital fluff, it should be easy and fast."

### NEW COMPANIES COMING UP

Koert Grever from IESE Business School took on the challenge to inspire a new vision of the world. He brought up some examples of companies that in a short time changed the whole industry. UBER is the world's biggest taxi company but does not own a single car. Facebook is the world's largest media company, but produces no content. Alibaba is the world's largest retailer, but does not have a warehouse. Airbnb is the world's largest accommodation provider but does not own any real estate.

When this happens in the shipping industry all that currently is taken for granted, will change. Therefore, it is important to constantly monitor developments and act quickly.

"A common rule is to overestimate what you have time to do within a year while underestimating what you can do in five years," says Koert Grever.

### TOP TIPS FROM THE LOBBYIST

Although originally from Sweden, Magnus Ehrenberg is based in Germany and belongs to the conference's most frequent participants. That's not surprising. Lobbying requires contacts and lots of friends. His company, Ehrenberg Communications, is working with governments as well as companies – and everything in between. His message is clear: keep in constant contact with politicians if you want them to listen to your arguments.

What is a lobbyist? The lobbyist is

an influencer, trying to affect decisions that are favourable to their clients. Lobbyists can be individual citizens, organized interest groups, or businesses. Does lobbying work?, Magnus Ehrenberg asked and gives the answer by quoting Ann-Therese Enarsson who ran the campaign to ban smoking in bars and restaurants in Sweden in 2004:

"Before I started, I imagined bought people who ran in the corridors of Brussels. But the more I think about it, I realize that it is about pursuing an issue over a long period of time. The fact is, that a lobbyist can just be a committed enthusiast. It's exciting when you discover that individual people can actually make a difference."

Magnus Ehrenberg finally offers some things to consider when it comes to influencing:

- Focus on few and specific questions.
- Select a spokesperson.
- Find a strategic partner to raise your questions together.
- Be open and honest.
- Combine with efforts in social media.
- Find political ambassadors.
- Reach out before any problems occur.

### CAN THE FERRY INDUSTRY LEARN FROM THE AIRLINE INDUSTRY?

Peter Arvidsson from Stena Line Group was invited to speak about the similarities and differences between the ferry- and airline industry because of his current and past work experience from them both. Unfortunately Peter had to make a last minute cancellation, but Bo-Lennart and Philippe decided to take on the challenge of doing the presentation themselves. With the same basic business of transporting passengers and goods, there could possibly be a few important things to consider and learn. Questions were asked to the delegates in the auditorium why the airline industry only has a few aircraft builders with many common concepts and standards, while the ferry industry have hundreds. What could the advantages/disadvantages be? What should be standardized?

A debate started where many of the delegates pointed to the fact that so many ports and terminals differ from each other that a standardized ferry is impossible in that sense. If the ports and terminals aren't standardized, then the ferries themselves can't be. ■

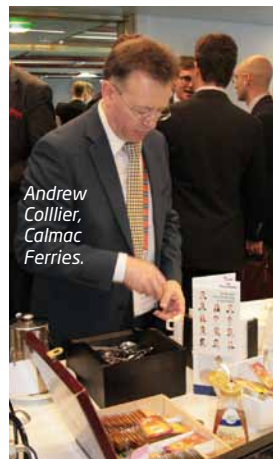




Welcome Coffee sponsored by Stena RoRo.



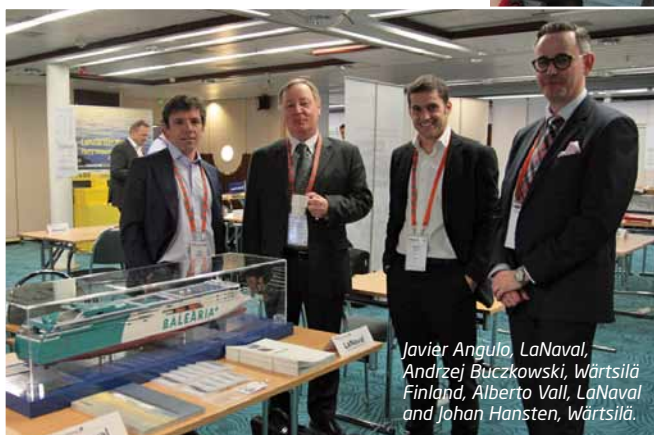
Ann-Sofie Forss, Stena RoRo and Ulf Sandevärn, Port of Karlshamn.



Andrew Collier, Calmac Ferries.



David Cannon, Calmac Ferries and David McGibbon, David MacBrayne Ltd, taking a coffee break.



Javier Angulo, LaNaval, Andrzej Buczkowski, Wärtsilä Finland, Alberto Vall, LaNaval and Johan Hansten, Wärtsilä.



Johan Stolpe and Merrilye Rigby from Hogia Ferry Systems.



Ulf Hagström from Viking Line.



Henrik Lindqvist, Satpoint and Torbjörn Johnsson, Telenor Satellite.



James Anderson and Andrew Crossan, Caledonian Maritime Assets, talking to Jane Jenkins, Lloyd's Register.



Tomasz Lamparski and Jakub Komers from Polferries listen to Mario d'Angelo from Versonix.



Marco Pavoncelli from E-Dea Transport Technology.



Joakim Dahlberg, Brax Shipping talking to Piotr Redmerski, Polferries.



Alan Klanac, Jadrolinija and Mike Shippax.



Spiros Paschalis and Kyriakos Mageiras from Attica Group. In the background Matteo Della Valle, GNV.



Ioannis Pagoulatos, LG Electronics talking with Frans Baud, KWSA.



Zeljko Horvat and Teuta Duletic from Brodosplit.



Processkontroll Elektriska; Ingemar Gustavsson, Bertil Carlberg and Leif Ohlsson.



Left: EMC; Brent Horwitz and Ian Maxson-Davies talking to the customers P&O; Ian Rabbidge and Stephen Weaver.



Telenor Maritime; Rune Eriksen and Jan Erik Norli.



Telenor Maritimes APP bar, show your app voucher and receive a drink. Free of charge!!!





Beer and wine before dinner for Morten Leknes, GlamoX, Steen Friis Hansen, OSK-Ship Tech, Thor Haabeth, Refit, Jerry Lindskog, Consilium, and Göran, Shippax.



St Peter Line's Sergey Kotenev and Brice Robinson, Brittany Ferries.



Bo-Gustav Donning and Björn Blomqvist from Eckerö Group.



From Ålandsbank; Johnny Rosenholm and Peter Winberg together with Bengt Lundberg, member of the board at Godby Shipping.



Shaking hands - finished deal? Joe Lindblom, Stena SeaLine and Marcus Höglom, ABB Marine & Ports.



Kjetil Andre Roed, Oslo Shipbrokers, Torbjörn Helmfrid and Martin Kärhage from Clarksons Platou.



Dan Mikkola, Godby Shipping and Helene Haaning, Maersk Broker.



Stefan Axberg, Navicon, Freddy Friberg and David Wendel from DNV GL.



Lunchtime - Lunch sponsored by Marioff.



Taking a break - Arkadiusz Skierkowski and Dariusz Czajkowski from Unity Line.



Olof Berndtsson, Stena RoRo, asks a question during the panel debate



Poul Bredesgaard, Navitaship and Tommaso Scolaro from Enrico Scolaro Shipbrokers.



Jan Nyholm, Reelika Murasko, Katrin Erit and Oskar Berndtsson, all from Euro Work.



Happy Hour sponsored by ABB Marine & Ports.



Björn Stenwall, Almaco and Johan Snellman, Meyer Turku.



Marcin Goldman, Euroafrica Shipping Lines and Daniel Mirecki, Navitaship.



Frøde Teigen, Fjord Line and Egil Monsen, Fosen Yard.



Bengt Sangberg, Bureau Veritas and HydroOcean, Luke Berry.



PDMS Compass; David Stickland and Derek Rae.





*We are all the winners!!!  
Shippax Awards!*



*FIOR DI LEVANTE - Levante Ferries; Maria Dede, Efstratios Apergis, Molindris Apostolos and Georgios Theodosis Maliouris.*



*SPIRIT OF TASMANIA - Bernard Dwyer, Massimo Soprano and Gary Oliver, Trimline.*



*LOIRE PRINCESSE - Hervé Germain, Neopolia, VIKING STAR - Giorgio Arena, Fincantieri and Alan Stewart, SMC Design.*



*ATLANTIC STAR - Finn Wollesen Petersen and Christian Damsgaard from KNUD E HANSEN, Guido Grimaldi, Grimaldi Group and China Shipbuildings' representative Minghua Cao.*



*STENA GERMANICA - Niclas Mårtensson, Stena Line Group.*



*AIDAaura and AIDAvita - Callenberg Technology Group; Jonny Alexandersson and Per-Erik Larsson, Carnival Maritimes' representative Sebastian Sala.*



*The Carus crew; Keith Sherwood, Jose Rodriguez, Tim Watson, Anders Rundberg, Yolanda Stewart, Simon Johnson and John Bertell.*



*Bo-Gustav Donning, Eckerö Group, Kari Granberg Viking Line, Marcus Höglom ABB, discussing newbuilding?*





Welcome drink, sponsored by Brax Shipping! Johan Brax, Lars Hallengren and Joakim Dahlberg invited all to the welcome drink Bloody Brax. Cheers all!



Table seating, Margus Hunt, Tallink Grupp looking for his place.



Christian Östman, Port of Stockholm and Stephen Weaver P & O Ferries enjoyed the dinner.



Mikael West NLC Ferry/Wasaline, Piotr Redmerski, Polferries, David Cannon, Calmac Ferries and Magnus Ehrenberg, EHREBERG Kommunikation.



Hi all and welcome to the dinner, sponsored by DNV GL, says Jan-Olof Grönhult and Freddy Friberg!!!



Cheers all says, David Reid, Andrew Crossan, Caledonian Maritime Assets, Ian Maxson-Davies and Brent Horwitz born from EMS and Patrick Brandt, FerryKnowHow.



Cezary Grzywacki TLS-Boca Systems, Dennis Niklasson from Gordion and Eva Donalds from Cainby.



Johan Hansten, Wärtsilä, Fredrik Erdmann from Wyker and John Hemgård, Marioff, H!!!!



Joachim Gosling, Meyer Werft and Marcus Höglom, ABB Marine & Ports - hand-shake again a new deal?



Having a great time during the dinner! Giammario Meloni, Wärtsilä, Ian Rabbidge, P&O, Sinead Butler, Red Bull, Øyvind Sundgot, Metizoft and Andrea Piccione from Volvo Penta.



Jonas Piskowski, Consilium, Thomas Michelsson, ABB, Niklas Ronnberg, Lloyd's Register and Ruben Wansik from STI Marine.



Trond Schistad, DNV GL, Johan Hellman, Deltamarin and Darrell Bryan, Interferry.



Finn Arne Rognstad, Rolls-Royce Marine and Bengt Sangberg, Bureau Veritas.



Girlpower! Sofia, Shippax, Marla Pinheiro, Atlanticoline and Amina Korlat, EHREBERG Kommunikation.



Björn Boström, Port of Ystad, Lars Hallengren, Brax Shipping, John Bertell, Carus and Preben Fanebust Michaelser, Telenor Maritime.



Henrik Widerståhl, Port of Stockholm, Håkan Enlund, RMC, Per-Erik Larsson, Callenberg Technology and Bertil Carlberg, Processkontroll.



Joao Ponte, Atlanticoline and Niclas Blomström, Hogia Ferry System.





Martin Andtfolk, WE Tech, Robert Ludvigsson, Bassoe Technology, Inger Johansson from Paf Casino, Kristian Vidfar from Xrusor and Arkadiusz Skierkowski, Unity Line.



Daniel Olsen, Eckerö Group, David Wendel, DNV GL, Javier Angulo, LaNaval, Frederic Pouget, Brittany Ferries and Erik Klöve, Barry Rogliano Salles.



Niclas Mårtensson, Stena Line Group, Håkan Jönsson, TTS Marine, Niklas Kärkinen, Rederi AB Eckerö, Matteo Della Valle, Grandi Navi Veloci, Ole-Kristian Sivertsen, EMC and Kevin George, Red Funnel.



Philippe, Shippax, Ann-Sofie Forss, Stena RoRo, Magnus Psilander, Grijne Shipbrokers and Alistair Eagles, Seatruck Ferries.



Sven Åsberg, ScanMarine and Alan Stewart, SMC had a great conference and dinner.

Breakfast sponsored by Versonix.

Peter Ståhlberg, NCLFerry / Wasaline.



Welcome back to the marine business again, Jörgen Warsell from Ehrenborg.



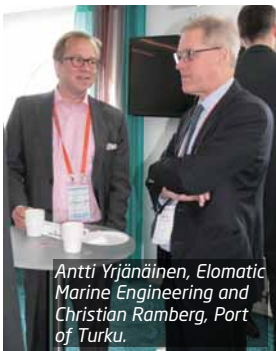
EHRENBORG Kommunikation - Henriette Kjaer, Amina Korlat and Magnus Ehrenborg.



IESE Business School Koert Grever giving a company presentation to a potential customer? Jan Schubert from Bomin Linde LNG.



Unity Line; Pawel Wojdalski and Jaroslaw Brenda.



Antti Yrjänäinen, Elomatic Marine Engineering and Christian Ramberg, Port of Turku.



C-Job Naval Architects - Jelle Grijpstra and Wietse Bandstra.



We Tech and The Switch; Martin Andtfolk, Mika Kolli with colleagues.



Dennis Niklasson from Gordian.



Austal - Mike Wake and Simon Smith.



Paul Griffin from Marine Atlantic taking a coffee break with Martin Dorchester from David Mac Brayne Group and Andrew Collier, Calmac Ferries.



Kevin Lyman from American Lines Inc. was looking for potential ferry operators to Cuba.



From KVSA Florian Vreeburg and Frans Baud, Marco Borea d'Olmo from VShips.





Robert Hilden from Marioff talking to Tomas Michelsson and Thomas Hackman at ABB Marine & Port's stand.



Mika Rytönen from Mikmek sharing stand with TLS-boca System Cezary Grzywacki.



Versonix: Victor Velton and Mario d'Angelo.



Port of Stockholm Henrik Widerståhl and Camilla Strümpel with all their colleagues happily showing the new ports facilities.



From Wyker Dampfschiffs-Reederei; Frederik Erdmann and Axel Meynköhn talking to Hanns Conzen, TT Line.



Cyril Jarnet Parimar Francharte and Oscar Anchér, Simsonship.



Flemming Nielsen, Viking Life Saving Equipment and Per Lindskov Rasmussen from Lindab, on sundeck taking some fresh air...



Steen Friis Hansen, Camilla Horn and Anders Ørgård Hansen now colleagues after OSK-Ship Tech's recent purchase of Steen Friis Design.



Yolanda Stewart, Carus and Donald Barnes from Marine Atlantic.



Tommy Fabijanovic, TTS Marine and Jakob Tolsgaard from Cavotec Moor Master.



Happy Hour sponsored by Wärtsilä.



Eva Mikkola-Karlström good looking and dressed up for dinner.



Hans-Juul Jacobsen, Saint-Gobain Marine Applications.



Incat; Leith Thompson, Karolyne Reynolds and Robert Clifford.



Pino Spadafora from Rina invites all to the dinner drink.



The winners of the Quiz with all the correct answers; Morten Larsen, Fjord Line (above) and Ulf Hannemann, Caterpillar Marine (right). Prize: a delegate fee to the next year's conference.



Ulf Hannemann (left) and Staffan Olsson, Caterpillar.



Janette Bell, P&O Ferries and Kristina Bjurström from Hogia.



Levante Ferries' stand.





Hartmut Puschmann, Moby Lines Europe, Alessandro Onorato, Onorato Armatori/Moby Lines, Pierre Mattei, Corsica Ferries, Janek Stalmeister, Tallink Grupp, Matteo Catani, GNV.

Matteo Della Valle and Irene Parmeggiani with colleagues from Grandi Navi Veloci, GNV.



"The Family Theodosios Maliouris" from Levante Ferries, the triplets Aikaterini, Anastasios and Athanasios, dad Georgios and mum Tereza and colleague Efstratios Apergis.



Carsten Wind, Ehrenborg, Ingrid Berezin, Port of Tallin, Christopher Thomassen, Stena line Group and Per Fredman, Port of Södertälje, says cheers to you on the other side of the table.



Cheers to you too on the other side of the table says Göran, Shippax, Jörgen Warsell, Ehrenborg and Lance Trengereid, Stena Line Group!!!



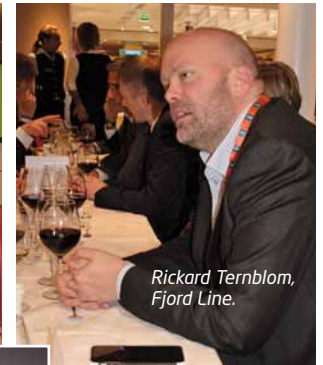
Elizabeth, Shippax, Toru Kitamura and Ryoichi Takei from Mitsubishi Heavy Industries looking at photos of a mutual good old friend.



Kenichi Takaira and Kazuma Nakamizo from Mitsubishi Heavy Industries enjoyed the dinner.



Hiroyuki Takeda, Mitsubishi Heavy Industries.



Rickard Ternblom, Fjord Line.



Jörgen Pettersson working "behind the scene" writing the article and putting the right sign to the speakers and handing over the speakers gifts.



Thank you all for conference says Philippe, Bo-Lennart, Janek Stalmeister, Tallink, Victor, Sofia, Elizabeth, Göran and Annika from the conference team!



See you all next year and welcome onboard La Suprema in sunny Italy, invites Matteo Catani, Grandi Navi Veloci, GNV.

**Thank you for this conference! See you next year!**

Last but not least, we would like to extend our sincere thanks to the sponsors of the event, including:

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