

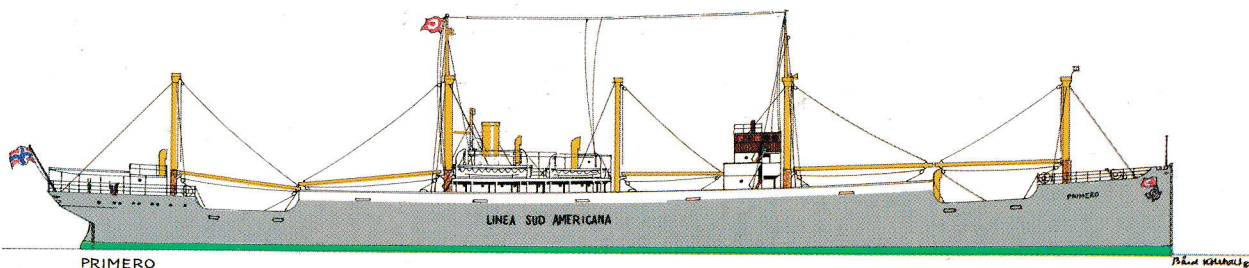
on line

with ivaran

No. 1/90



IVAR AN. CHRISTENSEN
FOUNDER OF THE COMPANY
BORN 29. JUNE 1868 · DIED 17. JAN. 1934



PRIMERO

FRANZ KRAHMER

Celebrating 65 years of service in the
North/South American trade

IVARAN
Lines

Editor's note

After five years of service, Mr. Olav G. Henriksen has asked to be relieved from the position as On Line editor. Assuming editorship for On Line's first publication in 1985, Mr. Henriksen's main objective was «keeping the company in better touch with its friends in the trade.» Not forgetting this objective IVARANS and the present editorial staff thanks Mr. Henriksen for a good job done, and wishes him furthered happiness and success in future endeavors.

Cordially yours,

Mark Fuhrmann
editor



A/S IVARANS REDERI

Vollsvn. 9-11
P.O.Box 175
N-1324 Lysaker, Norway
Telephone: (02) 59 93 10
Telex: 76727 IVARAN N
Telefax: (02) 53 17 60

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from the masthead

Dear friends,

I must admit that I'm proud of the position Ivaran Lines has in the liner trade between North and South America today. In particular, I'm proud of the fact that for 65 years, we have been able to remain, – and grow, – in this particular business, inspite of the numerous obstacles that Ivaran Lines over the years have been confronted with.

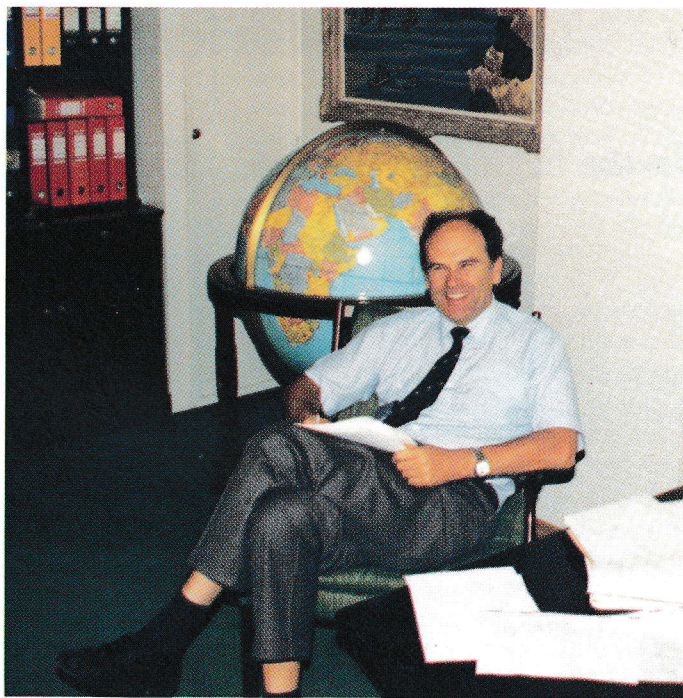
These obstacles sometimes came by destiny and fate; seldom by sheer, simple business competition. Mostly, the obstacles were in the shape of political actions and sanctions, introduced against us by politicians of the countries that we were serving, who claimed they were acting «in the best interests of the national economy» of their country.

In this scenario, for a long time, it was very difficult for a small, privately owned shipping company, whose national flag belonged on the other side of the globe, to defend its position, and continue to provide a transportation service between the two Americas. I believe that if it hadn't been for the fact that Ivaran Lines had the full support of its customers and users all through these struggles, we would have thrown in the towel early in the fight. Apparently, we must have been doing something right, because the import and export community in our trading area continued to ship by Ivaran Lines. Clearly, we must have been giving our customers something that the competition couldn't match!

So, I draw the conclusion that by providing the industry with a reliable, customer-oriented, first class transportation system, and by offering a shipping alternative that helped trade flourish, it was Ivaran Lines that was acting in the best interests of the national economy of the countries we were serving!

Of course, I never got a chance to discuss business with my uncle, Mr. Ivar Anton Christensen, the founder of A/S Ivarans Rederi. Therefore, I can't say that I know what motivated him to start a liner service between North and South America back in 1925. However, I'm pretty sure that he saw a potential and a great business opportunity in the trade between U.S.A. and Brazil, Uruguay and Argentina, and that his substantial investment in 3 brand-new liner ships, «Primero» (=First), «Segundo» (=Second) and «Tercero» (=Third), was a manifestation of the strong confidence that he had in these South American countries.

In continuance of this spirit, my company has over the years kept on investing in new ships, equipment, offices,



personnel, know-how, etc., with one business idea in mind: If you run an efficient enough operation, keeping always the customers' requirements in the foreground, then your customers will give you their full support, and thus create the economical foundation that you need.

Today, A/S IVARANS REDERI, the owners of Ivaran Lines, is a financially sound, modern, and by international standards medium-sized shipping company, with liner shipping as its prime business. We believe in utilizing the latest in new information technology in order to achieve increased over-all efficiency. We have a capable, highly experienced and motivated staff. Our officers and crew are knowledgeable and consciencious, and together with the network of highly qualified agents along the route, we are well prepared for the increased trading volumes that will no doubt be forthcoming in this trade.

Our recent contracting of 4 large containerships for delivery in 1991 and 1992 means increased capacity and improved service efficiency, and I am truly looking forward to meet the business challenges and opportunities that will come our way in the years ahead.

Dear friends: Thank you for your support!
and,
Ivaran Lines: Happy 65th Anniversary!

*Regards,
Erik Holter-Sørensen*

IVARAN history

A historical sketch of Ivaran Lines

In the beginning

Shipping has long traditions in Norway. With every major city in Norway accessible to the sea, it isn't so strange that a very high percentage of Norwegians have shipping in their blood. Coming from coastal towns, many have shipping related families, and as one Norwegian shipowner commented, «It was the automatic choice, what else is there?»

Traditionally speaking, Norway has produced some of the greatest seafarers the world has seen. The son of a steam ship owner, Ivar Anton («IVARAN.») Christensen was born on the 29th of June, 1868, in the coastal town of Mandal, southern Norway. As a young lad and in search of adventure, Ivar spent a short period at sea and during his twentieth year completed chief officer's exam and entered his fathers company.

After five years of working for his father's company, he decided to venture out on his own. In 1893 he established a shipbroking firm in Haugesund, Norway, and in 1902 he purchased S/S «Modesta,» a 650 dwt. vessel built in 1892. Only eleven years would pass before Mr. Ivar An. Christensen would be recognized as Hauge-sund's largest ship owner; managing a fleet of 11 vessels with a total tonnage of 17,225 dwt. In the spring of 1913, Mr. Christensen moved the shipping company to Kristiania (Oslo- as it came to renamed in the 1920's).

WORLD WARI

Colliding with World War I, Ivaran's expanding fleet and enterprise was hit hard. During 1914 - 1918, the company encountered the tragic loss of 9 seamen and 11 vessels with a total tonnage of 31,490 dwt.



Ivar An. Christensen (1868-1934).

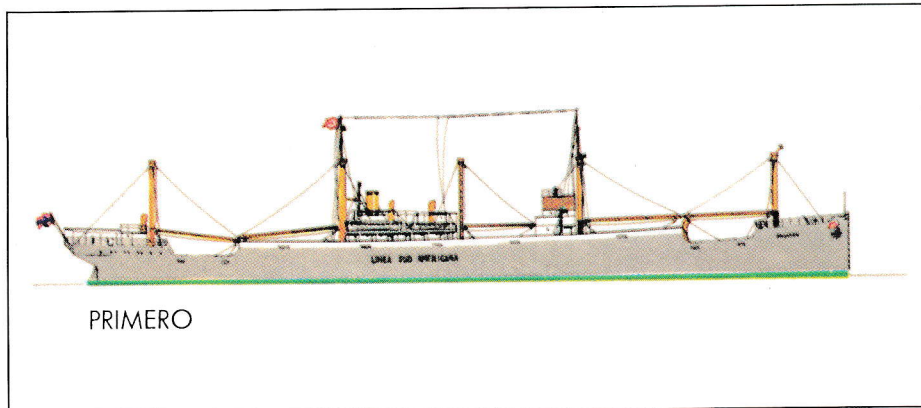
Experiencing tremendous setbacks, during and resulting from the war, Mr. Christensen encountered challenging years. Various plans to establish liner services in 1918 came to a crashing halt. Mr. Ivar An. Christensen on November 10, 1920, amalgamated the companies he had formed under the name $\frac{1}{2}$ IVARANS REDERI (IVARANS). With NOK 20,000,000 in

capital, 7 ships with a combined dwt of 34,950, and 3 newbuilding contracts, the new company showed a profit of NOK 7,113,000 during its first year of activity, but the aftermath of the war would produce difficult times.

A promising 1920 cooperation with American Metal Transport Company between Europe and USA ended due to the combination of sinking freight values and the impossible task of keeping a steamship on schedule over the North Atlantic. Even time charter arrangements with a Hamburg company proved to be disastrous; depressive post war times were not conducive to good results.

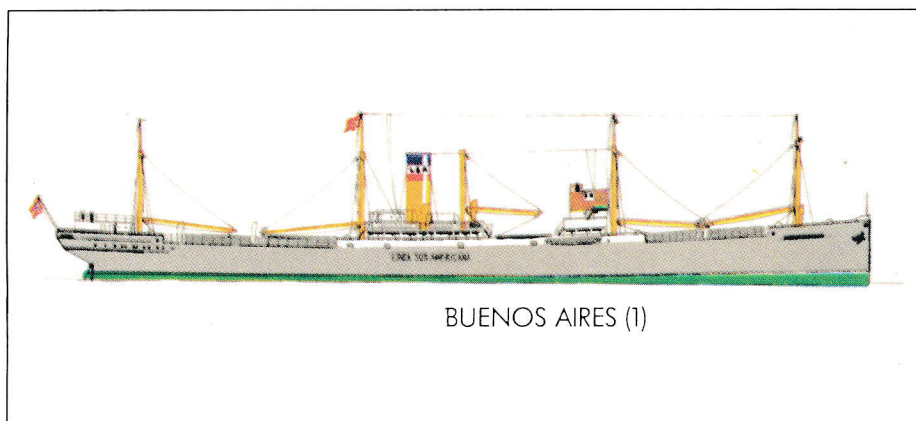
Mr. Ivar An. Christensen's strong interest and belief in the liner service, led to a joint venture with Garcia & Diaz in 1924, a New York shipping firm. Supplying tonnage in the «Linea Sud Americana,» Garcia & Diaz's liner service between the US and South America, Mr. Ivar An. Christensen ordered a series of newbuildings, each of 7,800 dwt. M/S «Primero» and «Segundo» were delivered July and September, 1925, while M/S «Tercero» later renamed «S. Cubano» took delivery in January 1926.

Thus began IVARANS involvement in the liner trade between the east



PRIMERO

M/S «PRIMERO» - 7,790 dwt. - built 1925. In service between New York and Buenos Aires.



BUENOS AIRES (I)

SHIP «BUENOS AIRES» – 8,000 dwt. – built 1928. Traded for IVARAN LINES from 1938–1947 and also commissioned for war duty in 1941.

coast of the United States and ports in Brazil, Uruguay and Argentina. The venture flourished and over the next 3 years an additional five IVARAN vessels were added.

THE DECADE BEFORE WORLD WAR II 1929 – 1939

Introducing the start of a world wide recession in 1929, New York's stock exchange came to a crashing halt. The depression effected every business sector, including shipping. Ending cooperation with Garzia & Diaz in 1931, IVARANS continued trade through a cooperation with New York agents, Moore & McCormack Inc., which operated a small line to South America. Composing a smaller pool of newer and larger vessels, the collaboration would profit during the world's economic decline.

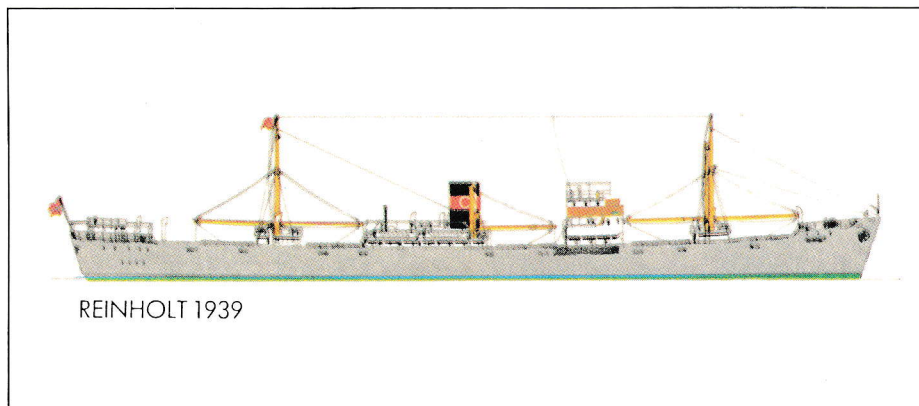
Prior to his 66th birthday, Mr. Ivar An. Christensen, on the 17th of January, 1934, died of pneumonia in Zurich, Switzerland. Company treasurer and secretary since 1924, Mr. Ivar An. Christensen's brother in law, Mr. Sverre Holter-Sorensen assumed full leadership responsibility.

A 1938 government subsidy restricting Moore McCormack's coactive involvement with a foreign company,

forced Ivarans to continue on their own. From then on the company used the trade name of IVARAN LINES and new agents were appointed. Stokard Shipping Co, Inc. were made U.S. general agents and the three motor vessels: «Argentino,» «Uruguay,» and «Paraguayo,» each 8,000 dwt., were given new names after the more important ports of call, «Buenos Aires,» «Montevideo» and «Santos.»

WORLD WAR II: 1939 – 1945

The second world war began September 9, 1939, and eight months later 55 vessels of the world's fleet had sunk consisting of 393 casualties. Resulting



REINHOLT 1939

M/S «REINHOLT» – 9,200 dwt. – built 1939. Sustained service for IVARAN LINES to South America during World War II.

from a tremendous loss of tonnage which needed to be replaced, many liner vessels were commissioned to war associated duties. All Norwegian ships came under the direction of the Norwegian Shipping and Trade Mission (Notraship) which designated the vessels to special war services for the allied countries. After negotiations with the British government in London, 1941, the three vessels of Ivaran Lines entered war service.

Utilizing «Reinholt» and «Saurholt,» two vessels from De La Rama Line; a conglomerate liner service between West/East Coast USA and Far East founded by Ivarans in 1936, Ivaran Lines sustained service between New York and Buenos Aires. But in the summer of 1942, both vessels were commissioned for warfare. Trying to maintain service to South America through their general agents in New York, Ivaran Lines managed to periodically relieve some of their vessels from military responsibility. But, it wasn't until 1943 that Ivaran Lines was able to place newly built «Edward Grieg» into liner service.

The war ended on May 8, 1945. Out of eleven ships operated by Ivaran and its affiliated companies, five had been sunk.

To be continued. . . .

IVARAN around the world

Ivaran gathers key personnel for sales seminar



Mariott's Hilton head resort: A beautiful setting for a successful Ivaran seminar.

Erik Holter-Sørensen: «The future of our liner services lies firmly in the hands of our marketing and sales organisations.»

Irrespective of how well your sales organisation functions, every now and then it is necessary to get all sales related personnel together, to compare notes and to discuss common problems, strategies, etc. And, not the least, it is vitally important for those in the field to get the latest input on central management's future policies, and to set a common course for future sales activities.

March 11th/14th, 76 IVARAN Sales, Marketing and Management personnel gathered at the beautiful Mariott's Hilton Head Resort at Hilton Head, S.C. for an IVARAN Sales Seminar. Attending were representatives from North American, Caribbean and Mexican agencies, plus the General Agents of North and South America. The IVARAN Headquarters in

Oslo were represented by Mr. Erik Holter-Sørensen, President and chief executive officer of IVARAN, together with the heads of the Liner Management.

IMPROVING OUR PRODUCT

In his welcoming speech, Mr. Jim Dechant, Executive Vice President of IVARAN's North American General Agency, Ivaran Agencies, Inc. of New York, set the motto for the seminar: «SALES '90», and his speech was followed up by Mr. Holter-Sørensen, who stressed that the future of our liner services lies firmly in the hands of our marketing and sales organisations, making a maximum effort to sell a product which we are constantly trying to improve.

Talking of 1989, Mr. Holter-Sørensen reported that the financial result of IVARAN LINES has been satisfactory, in spite of the economical

decline of Brazil and Argentina. However, in view of substantial investments the company is presently making in new ships, containers and other equipment, everyone has to work hard in the years to come, in order to increase IVARAN's market shares and the over-all economy.

Together with our associate, Mr. Claus-Peter Offen of Hamburg, Germany, IVARAN has recently ordered four large containerships for delivery in 1991 and 1992, and the entry of these new, substantially larger ships in the service will mean much increased cargo capacity.

INCREASED DEMAND

Brazil and Argentina are presently undergoing what can be described as an economical turmoil, but the President of IVARAN LINES felt confident that these problems, under the new Governments of both countries, would be brought under control, and the large potentials of these countries would blossom out into increased demand for first-class ocean transportation. With our present fleet renewal program, IVARAN LINES will be well equipped to stand out as the number one carrier in the trade between the two Americas, and Mr. Holter-Sørensen had no doubt that the total sum of knowledge, experience and expertise, combined with hard work by everyone concerned, would yield positive results for IVARAN and the shipping agencies representing the Line.

After Mr. Holter-Sørensen's keynote address, individual agencies presented their organisation to the seminar delegates, reporting on successes (and failures....) in their work, and on where more intensive efforts could be made. It was worth noting how professionally these presentations were made, and how, time and again, our agents gave proof of the fact we have



A very attentive audience during Barry Goldman's lecture on pricing.

Known – but we certainly appreciate being reminded of that «the agents of IVARAN LINES are the BEST in the Business!»

NOW IS THE TIME

The representatives of the South American agencies were able to give a complete up-date on the political and economical situation in their countries, and could confirm that 1989 probably had been one of the worst years in Brazil and Argentina's history. However, as one Brazilian representative put it, «now is the time for expansion and growth!» as he was certain that Brazil would eventually get back to the good times.

Of particular interest to everyone was the lecture given by our man in the Far East, Mr. Gavin Needes of C.F. Sharp, Hong Kong, on IVARAN's liner activities in Japan, Korea, Taiwan and Hong Kong. All of us



The social side of the seminar should not be under-estimated.

From left: Steve Hossa, Roland Grimmer, Atle Underthun, Dave Raber.

have had a certain idea of the liner service we are offering out of the Far East to South America, but it was really good to get a first-hand resume on what we are doing, how we are doing it, and what our goals are for further development in that trade.

CONSULTANTS AND ADVISORS

The sales person out in the field selling IVARAN's services, must be able to function also as our customer's consultant and advisor on the practical sides of ocean transportation. Therefore it was good to have present at the seminar specialists on the operational side of the business. Mr. Sam Martynovic, Vice President, Operations Dept.; Mr. Ralph Henninger, Vice President, Container Dept., and Mr. Cataldo Piccione, Assistant Vice President, Claims Dept., all three from Ivaran Agencies, Inc., New York. Valuable hints and instructions of how we can improve our product by reducing the possibility of damages, by careful handling of the cargo, were noted. And, if something should happen to the cargo, an important presentation, on how cargo claims should be handled to ensure the best service for the customers, was beneficial. As exhibited in the past and also intended for the future, increased emphasis on maintaining «product control» and «product improvement,» is one sure way to put the customer's needs and requirements foremost. A representative of an US East Coast Ivaran Agency said it simply: «The most important sales tool is Ivaran Lines' maintenance of a regular sailing schedule. This, along with a good and quick customer service, and a positive attitude from everyone concerned, will continue to help us maintain and improve Ivaran's market share.»

ONE-ON-ONE

At previous IVARAN seminars, and also this time, it has been the one-on-one discussions that created the greatest interest. With the delegates splitting into smaller groups, they were



«The River Plate Bicycle Racing Team».

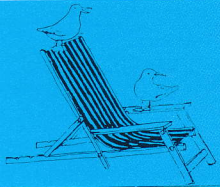
From left: Alejandro Rohr, Roland Grimmer, Mrs. A. Rohr, Jorge Martinez, Ruben Joras, Ricardo Bruto.

able to circulate among their colleagues from other regions of the IVARAN operations area. In this method, the agents discussed more in detail, particular business concerns with individual colleagues, and thereby, a deeper understanding and knowledge of each other was created.

While the seminar was lengthy and the meetings were sometimes long, the time schedule did allow for recreation and fun. The facilities of Marriott's Hilton Head Resort offered a large variety of outdoor activities, and while some of the participants chose to go for a bicycle ride along the beautiful beach, others assembled for five-a-side football match, or a mini tennis tournament.

And the golfers, well, they went golfing of course. During the match, some were apparently not so concerned with hitting the ball, as with trying to avoid trouble with one of the several alligator spectators! (no joking!)

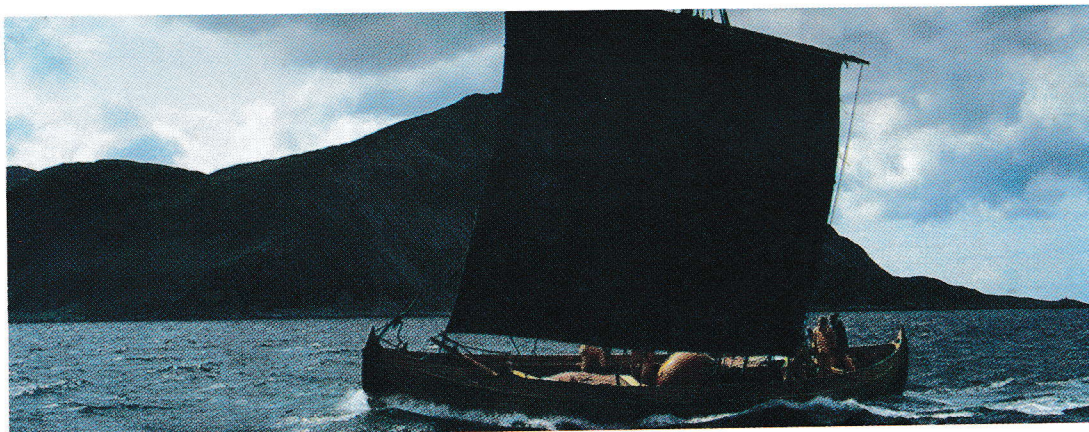
The setting for the seminar couldn't have been better, and those who had made all the practical arrangements and planning, deserve a lot of credit. In our rapid, changing business world, the need for information and communication between business partners is greater than ever. The Sales '90 seminar certainly went a long way to fill any information gaps that may have existed. Furthermore, at the end of the seminar, we all went away with renewed enthusiasm and «fighting spirit» for IVARAN LINES!



passenger platform

The Vikings built the worlds fastest ships

The Vikings were a hard breed. Vividly depicting the intensity of these northern warriors, the sagas are full of accounts of ships and daring sea-voyages. In fact, the great period known as the Viking Age would not have been possible without these ships.



Sailing the seas with the world's fastest boats, then

Recent discovery and excavation of several Viking ships, are of great importance to the knowledge of the Viking Age. From these ships we recognize the high standard of craftsmanship. The ships had to be strong and sufficiently sea-worthy to cross the North Sea, and as well, light. Light enough to carry or pull over long distances on land.

Rock carvings from the Bronze Age reveal similar ships, but it wasn't until the Iron Age that the highest stage of Viking Ship development was reached.

Even with today's technological

advantage in communication and vessel seaworthiness, crossing the North Sea is considered a hazardous risk. With historical literature as our foundation, it is common knowledge that the Vikings made such crossings to Iceland and Greenland, even reaching Newfoundland.

FROM WOOD TO FIBREGLASS

From wood to fibreglass, from wind to gas turbine engines, modern day Vikings are still trying to conquer the severity of the North Sea. The Surface Effect Ship (SES) is the latest in sea transportation.

Located on the jagged, wind blown coast of Norway, ship design and equipment company, Ulstein International ^{AS} are leaders in the SES (Surface Effect Ship) ship field. Seeking to develop the ultimate turbo-engine called the «EURODYN» by 1994, Ulstein expects high-speed catamarans will be transporting passengers at a speed of 50 knots. Weighing less than 700 kilos, the engine has less fuel consumption than any other turbine engine in its power range and will be virtually vibration free. It is said the SES vessel will compete with the local airlines.



Now, . . . maintaining the tradition with the new Surface Effect Ship.

Tourists invade Svalbard



Svalbard, accessible by boat or plane from Norway, borders of the North Pole.

would prefer that visitors sign up for package tours.

SOVIET SIGHT SEEING

After the Soviet town Barentsburg was opened in glasnost fashion to the outside world last year, day and overnight trips to the Russian mining community have become an attraction and top of the tourist's list of things to see.

Svalbard's unique surroundings have also begun to attract a growing number of conferences and seminars, including ones arranged for doctors, computer engineers and environmentalists.

For further information contact:

Svalbard Polar Travel A/s (SPOT)
9170 Longyearbyen
Norway

(Photos: By Ulf Prytz).



Spring, summer, fall – Svalbard, an unforgettable experience.

The Spitsbergen experience is almost unreal to the first-timer, a bit like a fairy tale. There is no place on earth you can go further north by scheduled airlines. Being in this environment smits a feeling of closeness to nature that within the frozen polar wilderness of mountains, mighty glaciers and icefilled fjords, contains a strange beauty and a feeling of intimacy. Those who have been there long back.

Spitsbergen is the main island belonging to Svalbard, a group of islands in the Arctic Ocean under Norwegian government control. In Longyearbyen, Spitsbergen's central town, more hotel bookings have been received in the first three months of 1990 than in all of 1989.

Tourism in this far northern outpost is not without problems. The fragile vegetation and the danger posed by hungry polar bears stipulate a high degree of control over tourist movements. Although solo excursions can be accommodated, tourist officials

The high cost of living – Norwegians are in good company

Norway is an expensive country, as tourists quickly discover when visiting there. But in this respect, the country is in good company. Several economically powerful nations actually have higher living expenses, with Japan lying at 48% and Finland 22% over Norwegian price levels. Swedes and Danes have to dig deeper into their pocketbooks than Norwegians, and the same applies to the people of Taiwan. The Swiss, however, have

the same living costs as Norwegians.

Nonetheless, there is no getting around the fact that goods are cheaper in most of the countries with which Norway trades. The French and West Germans pay USD 12.30 for items costing USD 10.75 for the same goods. Living costs, however, should not be confused with living standards, which are, among other things, dependent on wage levels.

Living Costs in Selected Countries, Norway = 100

Japan	148	Denmark	106	Austria	89	Canada	77
Finland	122	Taiwan	106	France	82	Hong Kong	76
Congo	121	Korea	104	West Germany	80		
USSR	114	Switzerland	100	Spain	80	USA	73
Sweden	106	China	100	Belgium	79	Greece	72

IVARAN around the world



*Ivaran does not
let the grass grow
under its' feet!*

lean cargo is discharged from the vessel, and put onboard one of the freight trains which depart daily for the Argentine city of Mendoza, at the foot of the Andes Mountains. At Mendoza, the containers are transferred to trucks that make the final journey into Chile, and IVARAN is accepting cargo for direct delivery at a number of destinations in that country.

TRANSIT TIME

The first vessel which brought in containers for Chilean destinations, was the M/S «SAN JUAN» berthing in Buenos Aires on May 7th with 4 x 20 feet containers onboard. The containers were promptly cleared through customs the same day, and actually loaded on railcars which left the port at

4 vessels serving the East Coast of United States, and 5 vessels serving the Gulf ports of United States and Mexico, all going to Buenos Aires. At Buenos Aires, the containerized Chi-

New trade lanes are constantly being analyzed, and the most recent area being served by IVARAN LINES is now CHILE from the U.S., Canada, Mexico and the Caribbean.

IVARAN LINES has served Brazil and the River Plate area since 1925, and any other destination within the South American continent which can be properly served from one of the Line's regular ports of call, is a natural goal for IVARAN LINES.

The new service got off the ground in April this year, and this is how it works: IVARAN LINES presently has



Transfer of containers from railcars to trucks at Mendoza Railway Station.

10 o'clock that evening, heading for Mendoza. The railcars arrived in Mendoza at noontime on May 9th, or only 46 hours after the vessel itself had berthed in Buenos Aires. From Mendoza there is a transit time of roughly 12 hours to Santiago, Chile. The total time required is therefore about 60 hours for delivery of containers from Buenos Aires to receivers in the Santiago area.

Mr. Andrew Robinson of Agencia Maritima Robinson, Buenos Aires, and Mr. Tom Mathern, Vice President Sales & Marketing, Ivaran Agencies, Inc., New York, made the trip to Chile on occasion of this first consignment, and reported afterwards that, «our new service has caught considerable interest to receivers in Chile.»

INDEPENDENT SERVICE— COMPETITIVE RATES

The service is an independent one, and Ivaran has filed its own tariff with the Federal Maritime Commission, as required by US law. Being an independent, Ivaran is able to quote quite competitive rates, fast and without delays.

The IVARAN agency network in the United States, Canada, Mexico and Caribbean are all fully qualified for handling shippers' and consignees' requests and requirements. Agencia Maritima Robinson in Buenos Aires, IVARAN LINES' General Agents for River Plate, play a major role in guaranteeing a swift and efficient transshipment system from the time the containers are discharged in the port of Buenos Aires, until the containers are delivered to the consignee at the final destination in Chile.

Ivaran Lines offer a very competitive service to its customers this way, and combined with the excellent agency set-up in Chile provided by Messrs. A.J. Broom & Cia. S.A.C. (225, Mac-Iver, Piso 10, P.O. Box 448, Santiago, Phone 396006, Tlx 240022 and Fax 335684), there is no reason why this service should not be a success.



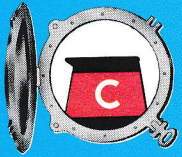
On the highway between Mendoza and the border to Chile.



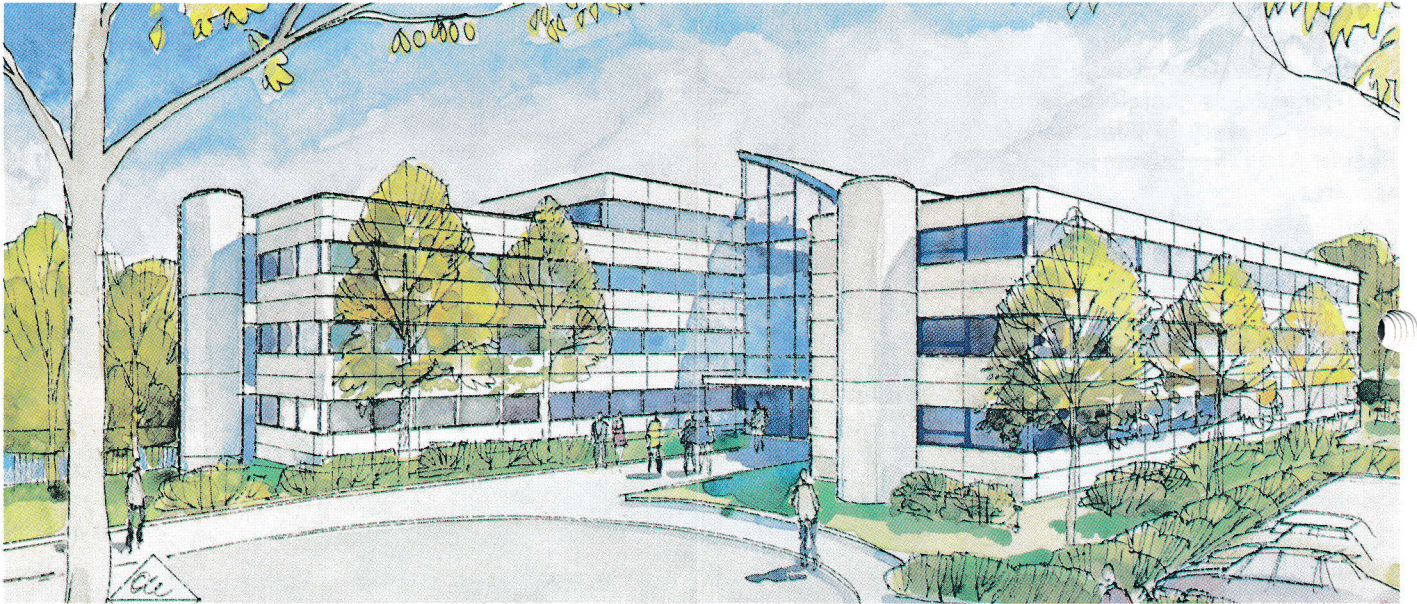
Customs at the Chilean border.



Tom Mathern Luis Garreaud (Broom) and Angulo (Segetrans) at Segetrans depot with one of their trucks in the background.



New Ivaran headquarters as from July 1990



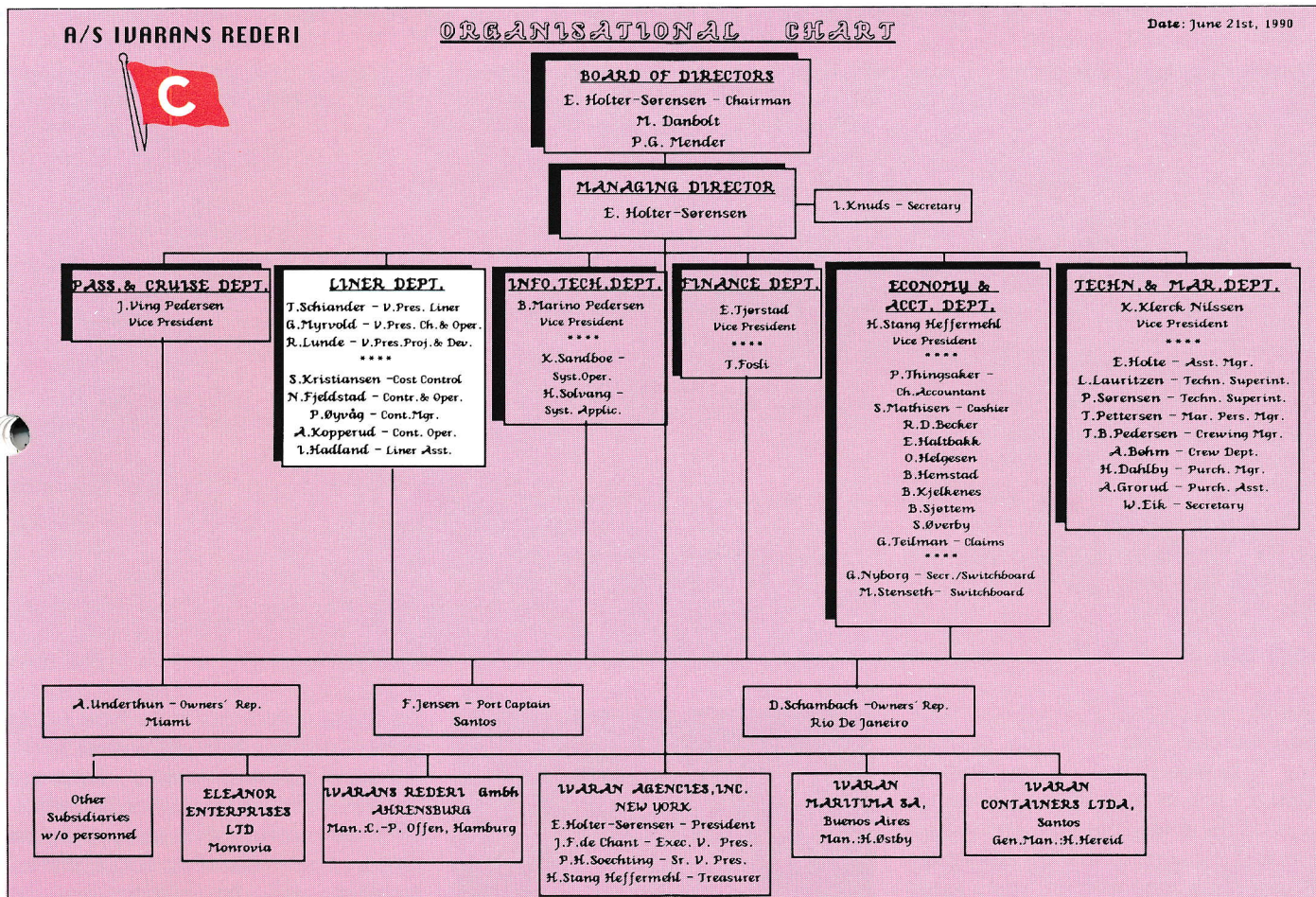
Architectural design of Parkbygg A – Ivaran's new headquarters.

With the new headquarters being described as elegant and contemporary, Ivarans is excited about their modern offices located in newly built office complex, Parkbygg A. Located just minutes from Oslo's airport and downtown, eight-thousand square metre Parkbygg A consists of 4 storeys and 2 underground parking lots. Purchasing 1,992.2 square metres and 67 parking stalls, Ivaran's relocation will take place in the beginning of July.

Please note the new address:
Vollsvn. 9-11
P.O.Box 175
N-1324 Lysaker, Norway

An aerial picture of the new headquarters – notice the close proximity of Fornebu, Oslo's airport in the top left hand corner.



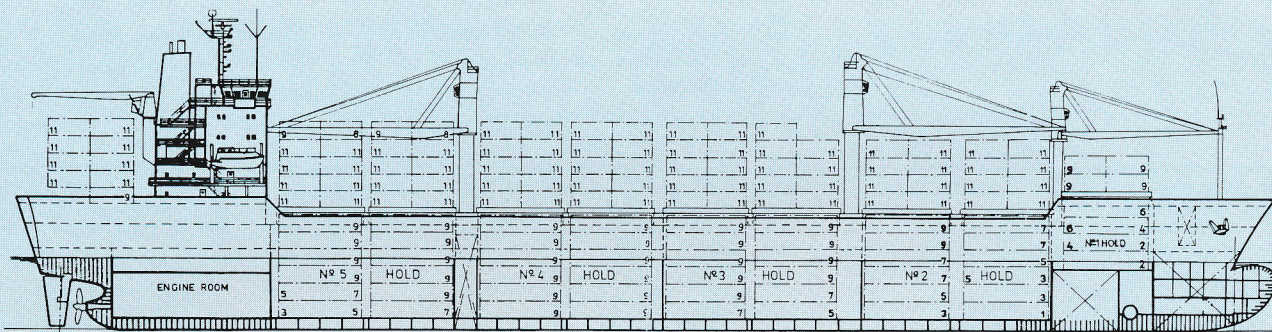


In this issue, ON LINE is starting a series of short introductions of the various departments and branches of the IVARAN organisation. Hopefully, this will enable you to know us a little bit better, and we begin by presenting the Liner Department at IVARAN LINE's Headquarters in Oslo:



From left to right:
 Gerd Myrvold, Svein Kristiansen,
 Roar Lunde, Ingrid Hadland, Anders
 Kopperud, Tollef Schiander, Per
 Oyvåg, Nils Fjeldstad.

4 newbuildings for IVARANS



IVARAN'S NEWBUILDINGS - MAIN PARTICULARS

Length overall	abt. 184 m	Deadweight	30,000
Breadth moulded	28.40 m	Accommodations	26
Draught	10.10 m	Main engine	MAN - B&W 7L60 MC

One of the highest standards a shipping company can set, is that of ordering a newbuilding. A newbuilding contract not only represents commitment to the trade, but also gives shippers and consignees the full advantage of modern transportation, once again sustaining future reliability.

Guaranteeing the best service and efficiency in liner operation, Ivaran Lines proudly presents their 4 identical newbuildings, that will be delivered from 2 West German yards during 1991 and 1992. These fully cellularized ships can briefly be described as follows: Abt. 30 000 tons deadweight, capacity for 1.732 TEUs. Equipped with 3 electro-hydraulic swinging cranes, manufactured by Orenstein & Koppel for efficient cargo handling. Service speed 19 knots; main engines being of MAN-B&W type. The ships are of more or less the same type and size as M/S «SANTA CATARINA», but with different type of cranes.

Thyssen Nordseewerke GmbH, Emden will deliver the first vessel in October 1991, then Flender Werft, Lübeck (now owned by Bremer Vulkan A.G. Schiffbau und Maschinenfabrik GmbH) will deliver the second



Karl Klerck Nilssen, Vice President Technical & Maritime Dept. A/s Ivarans Rederi.

in November 1991. Thereafter follows number 3 from Thyssen in March 1992, and finally the fourth, from Flender, in June 1992.

BUILDING WITH AN EXPECTATION

Retaining 100 percent ownership of FW 654 and TW 498, Ivaran Lines intends to replenish some of the small-

er and older vessels in the fleet. «The vessels are much larger,» said K.W. Klerck Nilssen, Ivaran's Maritime/Technical Department Vice President. «We are building with an expectation that trade will develop and a market increase will be evident in the 1990'ies.»

Newbuildings FW 653 and TW 497 will be owned by Reederei Claus-Peter Offen Hamburg, but long-term chartered to Ivaran Lines.

Waiting for the government to stabilize in Argentina and Brazil, Ivaran Lines postulate import policies will change. «With new presidents in both countries, we believe present restrictions will be lifted resulting in increased commercial activity in the import sector,» said Mr. Klerck Nilssen. «They will need our services.»

With the present lay-up rate less than 1 percent of the total fleet of 633 million deadweight tons, the world merchant fleet, generally speaking, is fully utilized. Surging optimism in international shipping is under way and Ivaran Lines, dedicated to modernization of its' fleet, will continue to be a stabilizing factor in the shipping service industry.

agents corner

It is quite clear, that **IVARAN LINES** wouldn't be the success that it is, if it wasn't for the tremendous job that our agents are doing for the line, customers and ships.

We are certain that our readers are

interested in getting to know more about the individual agencies that each form a vital link in the **IVARAN** agency network. With the aim of one **IVARAN** agency presenting itself in each issue of **ON LINE**, we start in this

issue with our southernmost General Agency: **Agency Maritima Robinson S.A.C.F. e I., of Buenos Aires, Argentina:**



AGENCIA MARITIMA
ROBINSON
S.A.C.F. e I.

25 DE MAYO 277 - 8° PISO - 1002 BUENOS AIRES - ARGENTINA

Agencia Maritima Robinson is a family business which was started in 1938 by Mr. Santiago Robinson, then continued by his son, George Robinson, and presently managed by his grandchildren Andrew and Alejandra Robinson.

Since the beginning, Agencia Maritima Robinson has been Ivaran Lines General Agents for the River Plate, overseeing the Sub-Agencies in Montevideo (Uruguay), in Asunción (Paraguay) and now also in Santiago as a result of Ivaran's new Chilean Service via landbrige from Buenos Aires.

Santiago Robinson started in shipping as a youth in Iquique (in the north of Chile), where the clipper ships would berth to load copper and nitrate. He moved to the United States in 1929 where he worked for Moore-McCormack and from there he was transferred to Buenos Aires where he finally settled with his family. He then decided to start on his own and the opportunity to do so was an offer to become General Agent for Ivaran Lines which he accepted on his birthday September 29th., 1938, during a visit to his friends, the Grieg family in Brazil. The Second World War years were difficult times and trade decreased in general. Apart from the normal perils of the sea, Ivaran vessels now had the threat of being sunk and some actually suffered this fate, Don Santiago, as he was known, provided assistance for which he was later given the Sankt Olav's Medaljen by the King of Norway. After the war, shipping flourished again with cargo moving mainly breakbulk and vessels remaining in port for several days. This gradually changed with the appearance of

containers which caused a revolution in ship-building and in port configuration all over the world.

WE HAVE KEPT ABREAST OF THE TIMES

Just as Don Santiago during his lifetime saw the evolution from clipper ships to full container vessels, so this Agency has seen change. During its almost 52 years of existence, many changes in maritime transport as well as in communications and in data transmission have taken place. By incorporating the necessary personnel and equipment, we have kept abreast of the times. Furthermore, in order to provide more services to customers and better trade in general, a sister company, Robinson Fletamentos S.A., was formed together with Ivaran and Lambert Bros. of London. But now it is wholly owned by the Robinson family. This company specializes in chartering, brokerage, sale and purchase and bunkering, having become world renown since its start in 1979. Its present director, Mr. Ricardo Cazou, is capably assisted by Alvaro Molina, Alex Mason, Maggy Mitchell and Lawrence Towers, all of them with vast experience in brokerage.

The export sales departement at Robinson is composed of Ricardo Bruto, Jorge Martinez, Cecilio Balmaceda and Guillermo Tassello and Roland Grimmer and Clara Tononi for imports. Together, they provide qualified assistance to clients on the best way to move their cargo and advice with any problems encountered. If the problem is a claim, Marta Castro is the

person to contact. Roberto Flores and his staff prepare shipping documents. Overseeing operations for Ivaran Lines are Mr. Mike Hamer and Mr. Arturo Kmit with their staff and as well, the Customs Department under Carlos Vazquez. Last but not least, all financial and accounting matters are supervised by Mr. Enzo Bottan supported by his staff.

Buenos Aires is gradually becoming a port handling mostly general cargo vessels, whereas large bulk carriers prefer to discharge or load at River Paraná ports or at deep water ports, such as Bahia Blanca in the South. Although this Agency has excellent sub-Agent in all Argentinean ports, last year it opened its own Agency at Campana in order to attend to the growing needs of eucalog exporters not only at this port but also at Ibicuy and Concepcion del Uruguay in the Mesopotamia.

The Agency's newest venture has been tourism and our travel Agency, Robinson Turismo, managed by Mr. Mogens Bahl and Mr. Gustavo Barreiro sells passages onboard vessels such as MS «AMERICANA» and airline tickets to all destinations. For those foreign tourists wishing to visit our country, Robinson Turismo can arrange tours to the many beautiful sights of Argentina or an enjoyable evening at a Tango Show.

Agencia Maritima Robinson does not have a motto but an appropriate one would be «We provide Service.» On the verge of the XXI Century, all the Robinson staff are looking forward to new challenges and means of improving what we offer, that is, our services.

Continued Environmental Concerns

– Thoughtful people realize that we are locked into a spiraling system of self-destruction. The more people there are, the more food we need, the more space we occupy, the more resources and consumer goods we wish to have and the more development that has to take place in order to employ and keep the extra population alive. This situation has not been brought about by malice or deliberate irresponsibility. Ironically, it is the result of the best possible intentions. To adapt an old saying, «the road to ruin is paved with good intentions.»

(– HRH Prince Philip, president, World Wide Fund for Nature.)

With hopes of unification to save our planet from future damage, the forces of: politicians, environmental groups, delegates from trade unions, research institutions, etc., are rallying together. Such was the case in the recent United Nations international conference – «Action for a Common Future,» held in Bergen, Norway.

Hoping to reverse the negative trend of continued global environmental

damage, the week long conference called for intensified action and agreed that concrete resolutions must soon be adopted if the present situation is to be altered.

THE AMAZON REGION: A CENTRAL ISSUE

A Central issue of the environmentalists is the development of the Amazon region. Already in 1989, in response to elevated international concern about the environmental damage to the Amazon region, President Sarney of Brazil had objected to «foreign interference» which was turning the Amazon into «a green Persian Gulf.» He insisted on Brazil's right to determine its own internal development.

Determining internal development was the issue when approximately 1,000 people, composed of Indian chiefs from 20 Amazon tribes, leaders of the rubber tappers union and a large white collar contingency, gathered for a five day conference in Altamira, Brazil, a small town on the river Xingu.

The February conference, coordinated by environmental organization Friends of the Earth and Chief Paulinho Payakan of the Kayap tribe, examined the possible threat to the Amazon region's environment and to its indigenous native population by a Brazilian state electric company.

Proposing to build a vast US 5,800 million hydroelectric dam on the Xingu river, there is fear that such an endeavour will devastate thousands of square kilometres of forest.

An estimated 200,000 sq.km of Brazilian forest per year, including 80,000 sq km of virgin forest, is needed to make way for such projects, as well as, mining and iron ore projects, cattle ranching, and highway construction.

Positive action has been taken by the Brazilian government as an estimated 40,000 gold diggers from the northern federal territory of Roraima were forced to evacuate. The survival of 9,000 Yanomami Indians was being severely threatened by the wide spread pollution of rivers by the mercury used in separating out the gold.

Restored diplomatic relations

Restoring broken bonds in Madrid, the Spanish capital, Argentina and the United Kingdom have signed an agreement to restore full diplomatic relations.

The UK Foreign Secretary Douglas Hurd hoped the February 14th, 1990 agreement would be a turning point leading to a «new relationship.» The

Malvinas (Falklands) war began in April 1982.

Believing the agreement will allow «large possibilities» in the European Communities and «eliminated for good the possibility of armed conflict.» Argentinian President Carlos Saul Menem, speaking in Buenos Aires, confirmed Argentina's claim

over the Malvinas would continue to be pushed in international forums.

NEW AMBASSADOR APPOINTED

The Argentinian Deputy Foreign Minister, Mario Campora, was named new ambassador to the UK and visa

restrictions, applied during the war by both countries, were now lifted.

The new measures provide for the lifting of the 150-mile exclusion zone around the Falkland Islands; enabling Argentinian warships and aircraft to come within 50 miles of the Falklands without prior permission.

Cooperation against drug trafficking, air and sea rescue, safety procedures and air/marine navigation were also established during the talks. The agreement also outlined a promotion

and protection pact to encourage investment in the Falklands, and negotiations on possible Anglo-Argentinian investment promotion and protection agreements.

Further talks to improve contacts between the mainland and the Falklands will be performed by a working group on South Atlantic affairs.

MIXED REACTIONS

Gerard Robson, a member of the Falkland Islands' Legislative Council, was

quoted in the Financial Times of Feb. 16 as stating that Falkland Islanders would not be «over-joyed» by the Madrid agreement but recognized that matters of defence and foreign affairs were the responsibility of the UK government.

This entire agreement would become an official document of the UN General Assembly.

Futuristic cruise ship

Helsinki, Finland – Diamond Cruise Ltd., a newly established Finnish company, will launch in spring 1992 the first luxury passenger ship application based upon a revolutionary design technology called SSC (Semi-Submersible Craft). Construction of the ship is being handled by the Rauma Yards OY, Rauma, Finland. It will be managed by Radisson Hotels International and owned by Diamond Cruise Ltd.

Accommodating a maximum of 354 passengers, the ship – which will be christened the SCC Radisson Diamond, will cater predominantly to conferences.

Initial plans call for the SSC Radisson Diamond to sail in the Caribbean during the winter season and other parts of the world during the remainder of the year, with passenger rates expected to be approximately US 600.00 per day per person.



SCC Radisson Diamond – 18,400 ton – 410 ft. long – 105 ft. wide with a draft of 23 – 26 feet.

Campora in London

Maria Campora (59), Argentina's new ambassador and the first since 1982, arrived in London, May 12th, 1990. With an impressive record of past foreign service in such countries as

Italy, USA, Holland, and India, he stated that «he intends to help restore the deep links between Argentina and England that have existed for over a century.»

Suffering Economy in Latin America

Stagflation is descriptive for most Latin American economies, stated an Oslo based research publication. Fearnley's Monthly. Research shows that while staggering hyperinflation, labour discipline and productivity are serious problems, it has been political instability that has made risk capital for investment the bottleneck in the struggle for economic growth. Hoping the situation can be reversed, a notable tendency towards integration of Latin America into the world economy has been seen.

The tendency for integration is based upon the potentially large market and the availability of raw materials in the region. Also, one by one the nations in the area experience what it takes to defeat eternal poverty, they acknowledge the existence of market forces and accept free enterprise and democracy as the basic tools on the road to recovery, reported the publication.

EQUIPPED FOR ANY TASK.

IVARAN LINES is committed to a significantly better quality of service than any of its competitors.

We have known, ever since the line started 65 years ago, that, to be able to do this, it was utterly essential to employ ships that are especially suited and equipped for this particular trade.

IVARAN LINES therefore continually reviews the ships in service to ensure that its fleet of liners is always fast, efficient and reliable, and able to meet the changing requirements in the trade.

Equally important is the fact that the officers and crews manning the IVARAN ships have wide experience, training and knowledge of their prime objective: to provide the safest and most reliable transport of your cargo.

The combination of professional seamanship and first-class vessels is a major element in the quality of service offered by IVARAN LINES.

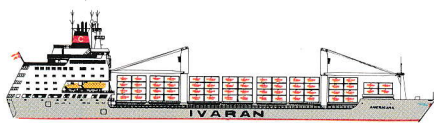
ALL-PURPOSE CONTAINER FLEET

To facilitate the efficient and careful handling and transportation of your cargo, IVARAN LINES has a wide range of equipment available: standard 20' and 40' containers, open tops, high cubes, 'hanging garment'-containers, flat racks and reefers.

Our fleet of cargo-carrying equipment is strategically positioned in centrally located depots throughout our trading area; at your disposal whenever you need it.

PASSENGERS

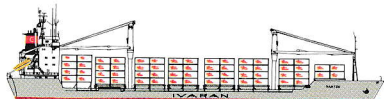
Another speciality for IVARAN LINES is that 3 of our vessels also carry passengers, offering first class accommodation for up to 80 passengers (M/V "AMERICANA").



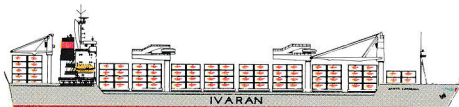
"AMERICANA" — Container-/passengervessel, built 1988. 19.818 dwt/1.120 TEUs (cellular) + 3 coiled/coated deep tanks for liquid cargo of 11.785 cbft each. Speed: about 19 knots. Accommodation for 80 passengers.



"SAN MARTIN" — Containervessel, built 1985. 19.898 dwt/1.272 TEUs (cellular). Speed: about 19 knots.



"SANTOS" — Containervessel, built 1985. 17.212 dwt/1.132 TEUs (cellular). Speed: about 17,5 knots.



"SANTA CATARINA" — Containervessel, built 1985. 28.941 dwt/1.732 TEUs. (cellular). Speed: about 19 knots.



"SAVANNAH" — Semi-containervessel, built 1984. 12.540 dwt/700 TEUs + 2 coiled/coated deep tanks for liquid cargo, of 11.300 cbft each. Speed: about 17 knots.



"SAN NICOLAS" — Semi-containervessel, built 1981. 14.450 dwt/958 TEUs. Speed: about 18 knots.



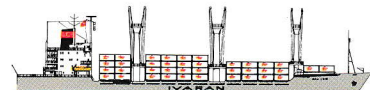
"SAN DIEGO" — Semi-containervessel, built 1980. 14.450 dwt/958 TEUs. Speed: about 18 knots.



"SAN PEDRO" — Semi-containervessel, built 1980. 14.450 dwt/958 TEUs. Speed: about 18 knots.



"SAN JUAN" — Semi-containervessel, built 1978. 14.450 dwt/958 TEUs. Speed: about 18 knots.



"SAN LUIS" — Semi-containervessel, built 1978. 12.430 dwt/672 TEUs. Speed: about 18 knots.

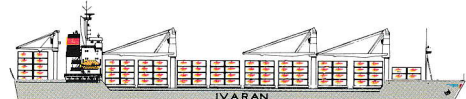


"SANTA FE" — Semi-containervessel, built 1978. 14.770 dwt/447 TEUs + 2 coiled/coated deep tanks for liquid cargo, of 11.410 cbft each. Speed: about 16,5 knots. Accommodation for 12 passengers.

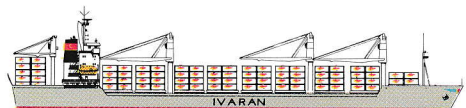


"SALVADOR" — Semi-containervessel, built 1978. 14.770 dwt/447 TEUs + 2 coiled/coated deep tanks for liquid cargo, of 11.410 cbft each. Speed: about 16,5 knots. Accommodation for 12 passengers.

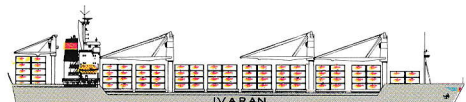
NEWBUILDINGS ON ORDER



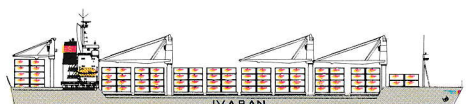
"TNSW 497" — Cellular Containervessel, delivery 10/1991. Abt. 30.000 dwt/1.732 TEUs. Speed: abt. 19 knots.



"FW 653" — Cellular Containervessel, delivery 11/1991. Abt. 30.000 dwt/1.732 TEUs. Speed: about 19 knots.



"TNSW 498" — Cellular Containervessel, delivery 3/1992. Abt. 30.000 dwt/1.732 TEUs. Speed: about 19 knots.



"FW 654" — Cellular Containervessel, delivery 6/1992. abt. 30.000 dwt/1.732 TEUs. Speed: about 19 knots.

FREQUENCY OF SERVICE — SHORT TRANSIT TIMES.



THE IVARAN CONCEPT:

TOTAL AND FREQUENT PORT COVERAGE

The schedules of IVARAN LINES are designed to give our clients complete and frequent port coverage, with shortest possible transit times.

GULF SERVICE

Our "Gulf Service" offers fortnightly sailings on the following itinerary:

- New Orleans
- Houston (transfer of cargo to/from US West Coast)
- Tampico
- Rio de Janeiro
- Santos
- Buenos Aires (transfer of cargo to/from Chile, Paraguay and Bolivia)
- Montevideo (transfer of cargo to/from Paraguay)
- Rio Grande do Sul
- Itajai
- Paranaguá

- Santos
- Salvador
- Recife
- Fortaleza
- Bridgetown (transfer of cargo to other Caribbean destinations)
- San Juan (transfer of cargo to other Caribbean destinations)
- Santo Domingo
- New Orleans
- Houston, etc.

EAST COAST SERVICE

Our service to/from US East Coast has sailings approximately every 11 days from the following ports:

- Norfolk
- Baltimore
- Philadelphia
- New York (transfer of cargo to/from Boston and Eastern Canada)
- Charleston
- Savannah (transfer of cargo to/from the Far East)
- Jacksonville
- Miami (transfer of cargo to/from Europe and the Caribbean)
- Rio de Janeiro
- Santos
- Buenos Aires (transfer of cargo to/from Chile, Paraguay and Bolivia)
- Montevideo (transfer of cargo to/from Paraguay)
- Rio Grande do Sul
- Itajai
- Paranaguá
- Santos
- Salvador
- Fortaleza
- Norfolk
- Baltimore, etc.

Ivaran Lines': 'Our agents – your guarantee'

U.S.A., CANADA, CARIBBEAN AND MEXICO:

General Agents: Ivaran Agencies Inc., New York, N.Y.
Atlanta, Ga.: Palmetto Shipping and Stevedoring Co. Inc.;
Baltimore, Md.: Stockard Shipping; *Boston, Mass.:* Patterson, Wylde & Co. Inc.; *Bridgetown:* Sea Freight Agencies (Barbados) Ltd.; *Charleston, S.C.:* Palmetto Shipping and Stevedoring Co., Inc.; *Charlotte, N.C.:* Palmetto Shipping and Stevedoring Co., Inc.; *Chicago, Ill.:* World Shipping Inc.; Chile Service only: Tricom Shipping Agencies, Inc.; *Cincinnati, Ohio:* World Shipping Inc.; *Cleveland, Ohio:* World Shipping Inc.; Chile service only: Williams, Dimond & Co.; *Curacao:* Dammers & Van der Heide Shipping & Trading (Antilles) Inc.; *Dearborn, Mich.:* World Shipping Inc.; *Houston, Texas:* Riise Shipping Inc.; *Jacksonville and Brunswick, Fla.:* Palmetto Shipping and Stevedoring Co., Inc.; *Kingston:* Jamaica Freight & Shipping Co. Ltd.; *Long Beach, Ca.:* Tricom Shipping Agencies Inc.; *Mexico City:* Transpac Representaciones Sa de CV.; *Miami, Fla.:* Farovi Shipping Corporation; Chile Service only: Navitran Corporation; *Mobile, Ala.:* Riise Shipping Inc.; *Montreal:* Seabridge International Shipping Inc.; *New Orleans, La.:* Riise Shipping Inc.; *Norfolk, Va.:* Capes Shipping Inc.; *Philadelphia, Pa.:* Stockard Shipping; *Pittsburgh, Pa.:* World Shipping Inc.; *Port-au-Prince:* Joseph Nadal & Company; *San Juan, P.R.:* Antilles Shipping Corp.; *San Francisco, Ca.:* Tricom Shipping Agencies Inc.; *Santo Domingo:* Maritima Dominicana SA; *Savannah, Ga.:* Palmetto Shipping and Stevedoring; *Seattle, Wa.:* Tricom Shipping Agencies Inc. Co., Inc.; *St. Louis, Mo.:* World Shipping Inc.; *Syracuse, N.Y.:* World Shipping Inc.; *Tampa, Fla.:* Eller Company, Inc.; *Tampico:* Transpac Representaciones Transpacificas SA de CV; *Toronto:* Seabridge International Shipping Inc.; *Veracruz:* Transpac Representaciones Transpacificas SA de CV; *Wilmington, N.C.:* Wilmington Shipping Company.

BRAZIL:

General Agents East Coast Service: Agencia de Vapores Grieg SA, Santos.

Belem: Transnav Transportes e Representacoes Ltda.;
Cabedelo: Agencia Ultramar Exportacao Ltda.; *Fortaleza:* Marnosa Navegacao Ltda.; *Ilheus:* Agencia Maritima Brandao Filhos, Ltd.; *Itajai:* NAVDE-Agenciamentos, Despachos, Embarques e Seguros Ltda.; *Itaquai:* Pedreiras Transportes do Maranhao Ltda.; *Joinville:* Agencia de Vapores Grieg S/A; *Natal:* Representacoes Ruy Paiva Ltda.; *Paranagua:* Agencia de Vapores Grieg SA; *Porto Alegre:* Cranston Woodhead S/A Maritima e Comercial; *Recife:* Agencia Nacional de Navegacao Ltda; *Rio Grande:* Cranston Woodhead Rio Grande do Sul Agenciamento Maritimo Ltda.; *Rio de Janeiro:* Agencia de Vapores Grieg S/A; *Salvador (Bahia):* Agencia Maritima Brandao Filhos Ltda.; *Santos:* Agencia de Vapores Grieg SA; *Sao Francisco do Sul:* Agencia de Vapores Grieg S.A.; *Sao Paulo:* Agencia de Vapores Grieg SA; *Vitoria:* Arens Langen Agencia Maritima SA.

General Agents Gulf Service: Transatlantic Carriers (Agenciamentos) Ltda., Santos

Belem: Transnav Transportes e Representacoes Ltda.;
Cabedelo: Agencia Ultramar Exportacao Ltda.; *Curitiba:* Agencia Maritima Transcar Ltda.; *Fortaleza:* Marnosa Navegacao Ltda.; *Ilheus:* Agencia Maritima Granel Ltda.; *Itajai:* NAVDE – Agenciamentos, Despachos, Embarques e Seguros Ltda.; *Itaquai:* Pedreiras Transportes de Maranhao Ltda.; *Natal:* Representacao Ruy Paiva Ltda.; *Paranagua:* Cranston Woodhead Paraná – Agenciamento Maritimo Ltda.; *Porto Alegre:* Cranston Woodhead S/A Maritima e Comercial; *Recife:* Agencia Nacional de Navegacao Ltda.; *Rio Grande:* Cranston Woodhead Rio Grande do Sul Agenciamento Maritimo Ltda.; *Rio de Janeiro:* Transatlantica de Afretamentos e Agenciamentos Ltda.; *Salvador (Bahia):* Agencia Maritima Granel Ltda.; *Santos:* Transatlantic Carriers (Agenciamentos) Ltda.; *Sao Francisco do Sul:* NAVDE-Agenciamentos, Despachos, Embarques e Seguros Ltda.; *Sao Paulo:* Transatlantic Carriers (Agenciamentos) Ltda.; *Vitoria:* Uniport Agencia Maritima Ltda.

ARGENTINA, URUGUAY, PARAGUAY, CHILE AND BOLIVIA:

General Agents: Agencia Maritima Robinson SACFeI, Buenos Aires.

Asuncion: Remar S.R.L.; *Buenos Aires:* Agencia Maritima Robinson SACFeI; *Montevideo:* Agencia Maritima Ernesto J. Rohr SA (*East Coast Service only*); *Agencia Maritima Schandy SA (Gulf Service only)*; *La Paz:* Anbol Ltda.; *Santiago:* A.J. Broom & Cia. S.A.C.

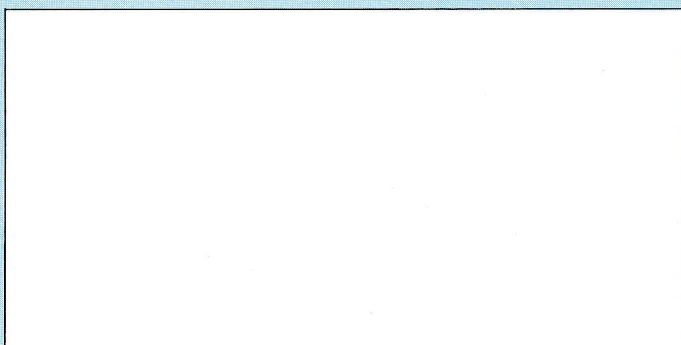
THE FAR EAST:

General Agents: C.F. Sharp & Co. (Hong Kong) Ltd., Hong Kong;

Osaka, Japan: Coral Shipping Co. Ltd.; *Seoul, Korea:* Dong Nam Shipping Co. Ltd.; *Taipei, Taiwan:* United Shipping Corporation.

EUROPE

Hamburg, W-Germany: Detjen Schiffahrtsagentur GmbH & Co.



– Your local agent –