

# on line

with ivaran

No. 2/92



«SANTA MONICA»

Your bridge across the seas...

**IVARAN**  
*Lines*



## EDITOR'S NOTE

This year's second edition of On Line is probably reaching your doorstep about the same time as summer vacation; the season most loved by children and sometimes most hated by parents.

Just the mention of summer vacation and my mind retreats into the memory mode. I could pick any year to give you my family's vacation scenerio. Most of the years were the same. But I vividly remember driving across the Canadian prairies, from Alberta to Quebec, to attend the world's fair at Montreal in 1967.

As usual, my father, the night before vacation, was up until two a.m. trying to pack the car, but by the crack of dawn we were on our way. One very low-riding car - carrying one sleepy father and mother, four sleepy children (my three sisters and I) suitcases and an army tent - heading east on TransCanada highway, highway #1.

The early departure was to "beat the rush" or "get a jump on the traffic," my father said. No cars were in sight, just the odd cow and passing graveyard. We travelled all day except for when, after a series of hair pulling fights between my sisters and I, my father forced us to jog behind the car for ten minutes.

It wasn't until 11:30 p.m., after driving through 30 prairie towns each with a population of 30, that my father located a grassy, very quiet spot to camp. Under the distant moon and high beams of our Chevrolet, we silently erected a patched, canvass army tent and tiredly crawled into our fresh cotton sheeted sleeping bags.

It was my sixteen year old sister, Miss Know-it-all, who first discovered our pleasant surroundings. She came running into the tent the next morning, yelling, "We've camped in the middle of a cemetary, Daddy. We're surrounded by white tombstones. Ukky!" For me, this was very exciting, better than an amusement park. I ran out to look at all the tombstones.

We dismantled the tent and packed in record time, but not soon enough to avoid odd farmers making odd gestures from their old Ford pick-up trucks loaded with pigs and chickens. I distinctly remember that my mother, during the whole packing process was nowhere to be found.

Later, after backing the car slowly out of town, we spotted her, walking beside the last of three green grain elevators. My father stopped and had, which I considered to be, a very short man to woman talk. She climbed into the car and rattled on about, embarassment, shock, stupidity and applying for a Canadian Camping membership. We sat motionless in the back seat. Though I didn't agree with her then, (I had a great time finding out who was the oldest in the graveyard) I did later on that evening. We spent that night and the rest of the vacation sleeping in double queen sized beds and suntanning beside crystal blue pools. It was a great summer vacation in 1967.

Cordially yours,

Mark Fuhrmann



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# from the masthead

## Dear Friends,

I feel honoured having been given this opportunity to address you all 'from the masthead'.

Being a newcomer to Ivaran Lines, I feel that I still can evaluate the Ivaran family with a fair degree of objectivity, though, I am pleased with what I have seen and experienced.

Ivaran Lines has, over the years, established an excellent reputation in the various markets the line is serving. This reputation has been gained over a multitude of years through hard, dedicated and professional work. Today, we benefit from this reputation. It is our challenge and obligation to live up to the high standards set by the Ivaran family over the last 67 years.

We operate in a very competitive and turbulent marketplace. Only the professional and cost efficient carriers will survive and prosper.

The owners of Ivaran have given us the best hardware within our trade lines and it is up to us, the software, to take advantage of our hardware and reputation to further develop our image as a customer service oriented organization.

Customer service, communication, product knowledge and quality assurance are key items to ensure success in the 90s. We have to stay at the forefront and constantly enhance and fine tune our service to customer requirements and market changes.

Staff training and staff motivation are a must to succeed. We are all key players and important factors in maintaining and improving the Ivaran image. A good, dedicated, reliable and professional organization is a must to reach personal and company goals.

Ivaran has had tremendous growth over the last years. We have entered new markets resulting in new possibilities and challenges. The growth has increased the workload for all of us and the pressure has been tackled through hard and dedicated work, a professional attitude and high spirits.

The entering of new markets and the increase in our cargo carrying capacity in existing trade lanes requires more cargo to fill our increased number of container slots. A major opportunity and challenge for the Ivaran team.

A professional and growing carrier requires a professional and well organized sales organization. Ivaran is in business to make money. Ivaran has a competitive service product and our sales approach is to highlight service and quality.



The Ivaran sales persons will have to control, manage and know the respective sales territories. The front line sales activity includes planning, preparation, evaluation and execution.

Our major goals are to maintain and increase market share from established accounts, sell and secure support from the competitors customers and to find and sell new, potential accounts in the territory.

Time is money. Time management is important. Every sales call must have a purpose. Therefore, the following questions must be addressed prior to any call.

1. Why do I visit this customer?
2. What do I know about this customer?
3. What is this customer's potential?
4. What is the Ivaran market share?
5. Who is the competition?
6. What do I want to achieve by this visit?

We can only raise our standards another notch and improve our image and performance by continuing to work hard, smart and diligently together. It is by maintaining close links of cooperation, motivating and communicating with others, that we strengthen the winning team, Ivaran!

Yours sincerely,  
Bjørn Tønsberg



# IVARAN around the world

## IVARAN'S EUROPE/SOUTH AMERICA SERVICE - UP AND RUNNING -

Ivaran's new Europe service is not a single standing department, but rather a new business module inside Ivaran's expanding liner department. The liner department has been presented in On Line before, but since the Europe service is fairly new to our readers, we would like to briefly introduce ourselves.

The Europe department's task is to run the new Europe/South America service on a profitable basis. To take care of this, the department's vice president, Roar Lunde is supported by an energetic staff comprising: Henning Faye-Schjøll - traffic manager, Cathrine Larsen - marketing and sales, Anders Kopperud - equipment

control and logistics and Gudbrand Fløtaker - cost controller.

The service has been in operation for three months and has proven to be a success. Owing to a heavy workload, the department is likely to expand in the near future.



*Ivaran's Europe department. From left to right: Henning Faye-Schjøll, Anders Kopperud, Cathrine Larsen, Roar Lunde, Gudbrand Fløtaker.*

### EUROPE SERVICE IVARAN AT TILBURY

Ivaran's Europe service continues to expand and as from 'Salvador's' voyage 92NB, Ivaran will start calling at Tilbury, UK. Most of the cargo going to and from the UK requires direct call and Ivaran has responded to this request. Ivaran will call at Tilbury on a regular basis together with four other ports in Europe. The new rotation will now be: Rotterdam, Tilbury, Hamburg, Bremen and Antwerp. Ivaran will maintain the frequency of 16 days, even when Tilbury is included.

### NEW AGENTS

In addition to a new port of call, Ivaran also has the pleasure of introducing new agents in Spain and Portugal, i.e. MacAndrews & Co. Ltd. in Bilbao and CSA in Lisboa. After having looked into these two countries, Ivaran found the time right to start working this market. The bilateral agreement between Brazil and Portugal is still in affect, but this is expected to cease when the European Community becomes reality in January 1993. The Spanish market and the trade between Portugal and Argentina is, however, workable as from now.



# IVARAN around the world

## IVARAN AGENTS ASSEMBLE IN OSLO



Ivaran's Europe/South America service is no longer a project, but an up-and-running liner service between North Europe and East Coast South America. Prior to deploying the first vessel, 'San Diego' in the new service on 18 March, Ivaran assembled its important agent network in Oslo to discuss vital business strategies and service guidelines.

Present at the Europe agents meeting, in addition to the principals in Oslo, were agents: Detjen/ Germany, van Doosselaere und Achten/The Netherlands, Bahr Behrend/UK, Scamar/France, Heitmann/Norway, Robinson/Argentina, Transcar/Brazil and Rohr/Uruguay.

In May, a similar agents meeting was conducted for newly appointed Nordic agents.

The meetings provided newly appointed agents with a general background about Ivarans and discussed practical and strategic matters involved with the new service.

All agents gave a brief presentation of their agency; activities and organization, and the market in general. It was of mutual benefit for all participants as each agent - whom many have worked with South America before - shared earlier experiences and explained how they planned to introduce the new service to their local markets.

Pricing was a chief topic during

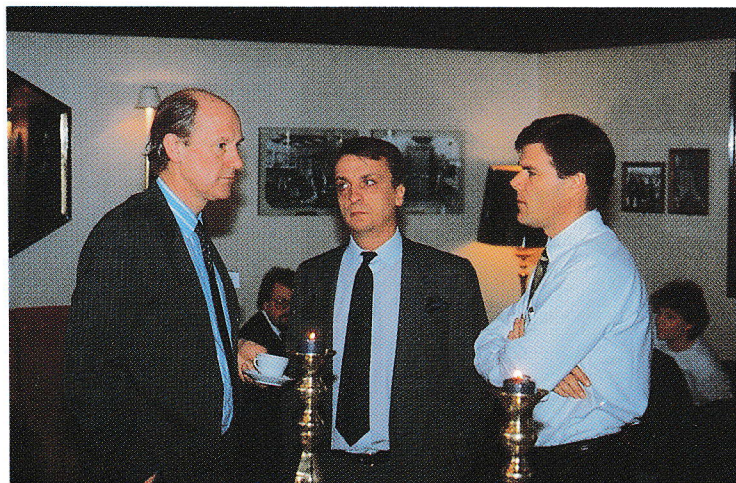
the meetings, substantial time was allocated for this. This important issue, the basis of operational strategy, was thoroughly discussed and valuable input by the agents helped establish a suitable pricing guideline policy.

In tough markets it's essential to know the competitors. Therefore, Ivarans gave a detailed overview of key competitors and a decision was made to try to keep all Ivaran agents updated on important market players and trends.

Other topics included at the meetings were: accounting, cost control, feeder service, booking procedures, documentation requirements, claims

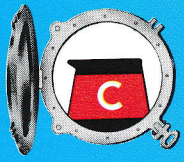
and container stock reporting. New subjects were entered into the agents manual.

In summary, the agents provided a wealth of valuable input, by presenting new ideas on how to tackle market challenges and difficult, long-standing issues. Once again the agents verified how important they are to the Ivaran organization. By putting our verbal hats together, sharing different views and experiences, Ivarans and business associates are creating a healthy business family that has all the opportunity to maintain present and guarantee future market success.



*Peter O. Copland (left) discussing the new service with Jean Claude Denier (center) and Didier Cotier (right).*





## «SANTA VICTORIA» JOINS THE CALIFORNIAN GIRLS

On the beautiful morning of 5 June, writes Ivarans' Tore Mengshoel, the fourth of Ivarans' larger 30,000 dwt cellularized vessels, 'Santa Victoria' was taken out from berth at Flender Werft, Luebeck, for her guest trip and subsequent at-sea-delivery to Ivaran Shipping A/S.

The many guests, ten from Ivarans in Oslo and five American colleagues, experienced fantastic weather, excellent catering and a pleasant voyage to Travemunde.

There were ample opportunities to examine the vessel from the bridge down to the engine room and the helpful, ever smiling officers and crew were always available to answer the numerous questions from the 'land crabs.'

Passing the Travemunde lighthouse, the vessel proceeded out on the Baltic Sea and shortly after was brought to a standstill for the commencement of the delivery ceremony.

Wolfgang Zehm of Flender Werft gave a short speech before delivering the vessel to Ivaran Shipping A/S's, Per Mender. Mr. Mender thanked the shipyard for its excellent work on the vessel and then formally delivered the ship into the secure and able hands of Captain Roy Jacobsen.

Following Captain Jacobsen's acceptance speech, the national anthems of Germany and Norway were played while lowering the shipyard's flag and hoisting Ivarans' flag.



*«Santa Victoria» – ready for service. She will be sailing under the name «Muscat Bay» during her first time charter.*

After the ceremony, the vessel, capable of 19,5 knots, speeded up for a further swing out to sea and then returned to Travemunde. Here, the well fed and slightly sunburned guests disembarked and were transported back to Luebeck, thus bringing a superb day and guest trip to an end.

We congratulate Ivaran Shipping

on the delivery of this beautiful vessel and wish the ship, ship's officers and crew the best for the future while sailing the seven seas.

May 'Santa Victoria' - renamed 'Muscat Bay' for her first time charter - have a long and prosperous life.



# IVARAN around the world

## THE VIKING SHIP «GAIA» MEETS IVARAN'S «AMERICANA»



Prior to fulfilling its timely mission, representing the rights of children and young people at the United Nations conference on environment and development in Rio de Janeiro, 'Gaia' - the exact replica of the largest Viking ship ever found in Norway, the Gokstad longship - visited Ivaran's 'Americana' on 16 May.

The passenger and crew response onboard the 'Americana' was enormous, stated ship's Captain Nielssen, who treated 'Gaia's' master, Ragnar Thorseth and crew, Norwegian digni-

tary Olav Gran and wife to a special 'Americana' luncheon.

'Gaia' left Norway on 17 May, 1991 to celebrate Leiv Eriksson's discovery of America and to promote the rights of children and youth established by the United Nations convention on the Rights of the Child and in the declaration and plan of action from the World Summit of Children in 1990.

The vessel sailed under Unicef's Keep the Promise Banner and visited several countries, gathering mes-

sages from children which it presented at the United Nations conference.

"It was an extremely proud moment for our Norwegian staff, which has been following the movements of the 'Gaia' for the past year," said Captain Nielssen. He said that all passengers, officers and crew expressed their admiration to Captain Thorseth and his crew for their courage, skill, seamanship and willingness to be ambassadors for the world's children.



*Ragnar Thorseth (seated to the left) on board «Americana» with Captain Nielssen.*



# IVARAN around the world

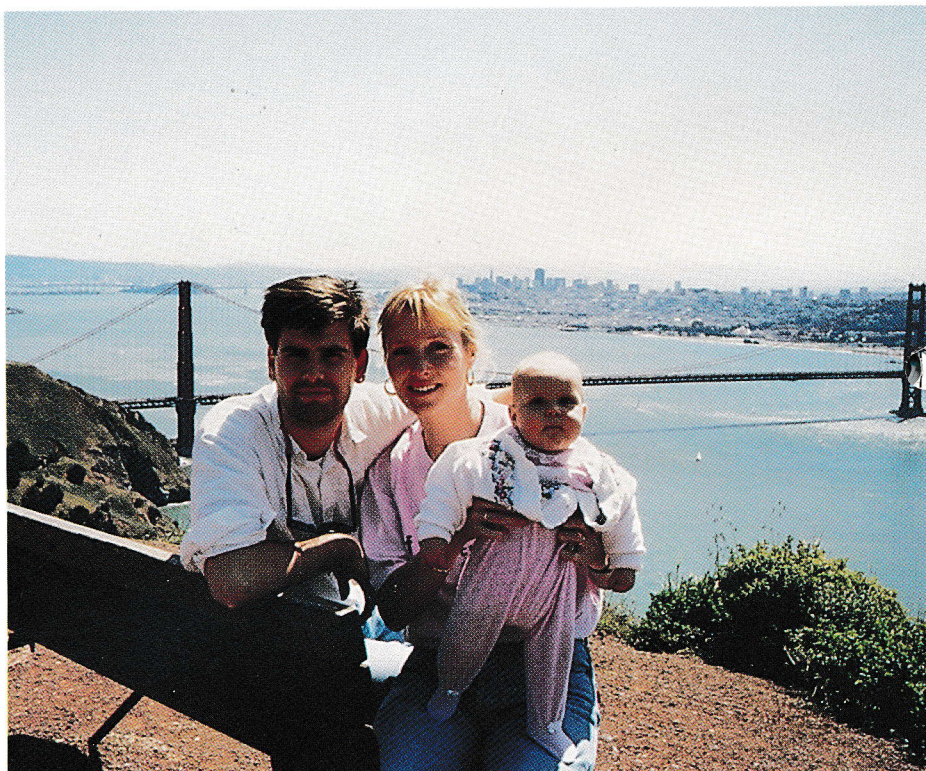
## GREETINGS FROM SAN FRANCISCO

Those of you that have been in the family for several decades may remember a small child, who every chance he got, followed along with his father whenever business was to be done with Ivaran in Norway. That little boy was me, Eirik Holter-Sørensen.

After graduating from law school in Norway in 1991, I accepted an offer from Graham & James to visit and train in their law firm for a period of 4 months. Graham & James is one of Ivaran's lawyers based on the US west coast at San Francisco, Palo Alto, Long Beach and Los Angeles. Well known for representing clients with multi-national business interests, Graham & James has specialized in matters related to the Pacific Rim longer than any other major U.S. law firm. Working with American lawyers gave me the opportunity to improve my knowledge of the laws governing U.S. trade, which, will hopefully help Ivaran continue to provide the best service to our clients.

Some of you may ask what a family member of Ivaran is doing on the west coast of America? Does Ivaran offer a service into the Pacific area? The answer is simple! A few years ago Ivaran added a land-bridge from Houston to the U.S. west coast, linking up its East Coast of South America service to the Pacific coast of North America. Ivaran is even offering an LCL service out of Oakland. Our agent is Tricom Shipping Agencies Inc., owned by Neptune Orient Lines based in Singapore. Tricom has increased its sales and marketing efforts to better penetrate the west coast and the Pacific northwest territories to gain a larger Ivaran share of the South American trade. There are dedicated Ivaran units in Tricom Long Beach, Oakland and Seattle offices to provide better services to the customers.

During 1991, Ivaran transported



*Erik Holter-Sørensen and family.*

southbound 1956 teus and northbound 1270 teus. The projected liftings for 1992 is to increase by at least 10% during the first and second quarter and by 20% for the third quarter, as that is the heaviest moving season.

My first memories of Ivaran go back twenty-five years, when I was just five years old. I can remember seeing Ivaran, the offices, crews and even being onboard Ivaran vessels in Sweden and Norway. I am therefore proud that Ivaran is again represented in Europe and by the response from shippers, we feel very much welcomed. Ivaran's challenge will be to provide the same service to Europe that Ivaran provides to the rest of its many friends. By carefully picking its European agents the task will be fulfilled from day one.

In 1985, I was fortunate to have

the opportunity of staying in South America for a period of six months. Here I gained many new friends and valuable experiences. Writing in On Line gave me the opportunity of sending warm regards to old and new friends among shippers, agents and employees. I am also very pleased with the contacts that I have made so far in North America and hope to make more contacts.

During the past 30 years there have been ups and downs for Ivaran and I have felt the majority of them. Today, I feel quite comfortable with the situation; new ships, good agents, hard working employees and shippers that make it feel like we are one big family.

Sincerely yours,  
Eirik Holter-Sørensen



## DETJEN SCHIFFAHRTSAGENTUR (GHBM & CO) HAMBURG BREMEN

In 1948 Mr. Friedrich A. Detjen became an established shipbroker and chartering agent in Hamburg, Germany and in just a few years expanded into ship owning and ship management.



In 1962, Detjen Schiffahrtsagentur (GmbH & Co) was founded as a liner agency - with offices in Hamburg and Bremen - representing prominent liner services. Through the years, the agency has gained experience in various trades, viz.: West Africa, East and South Africa, the Far East and South Pacific, the Middle East and East and United States, and Central and South America. With access to good connections in the export industry as well as to consignees, Detjen Schiffahrtsagentur looks forward to being available to further Ivaran's business links.

In its Hamburg and Bremen offices, Detjen Schiffahrtsagentur employs a staff of 45 members and utilizes sub-agents to cover the main industrial areas of Germany, known as the German Hinterland. On occasion, headoffice officials make personal visits to main customers in cities like, Dusseldorf, Frankfurt, Munich

and Stuttgart.

Detjen Schiffahrtsagentur's first connection with A/S Ivarans Rederi dates back to 1987 when Ivaran started to look into the possibility of commencing a liner service to the North European Continent. Since then, Detjen Schiffahrtsagentur has provided Ivarans with information and statistical material, finally resulting in its appointment as Ivaran's agent in Germany.

Close trade relations between Germany and South America date back to the beginning of the 19th century with a number of German companies establishing offices in South America. Since then, trade has flourished, of course occasionally interrupted by the economic and political difficulties of the past decades. Presently, Germany imports goods of various kinds from South



America with, coffee, tobacco, cocoa, textiles, paper products, chemicals, vehicles and parts, as the main import goods. Germany exports a whole range of industrial products, chiefly machinery, motor cars, chemicals, steel products and electrical equipment.

Ivaran's new service has been inaugurated in a most interesting

period. Trade barriers in South America are continuing to be lifted, having a beneficial effect on cargo volume handled by liner shipping. Furthermore, it is very important to see that flag discrimination is in the process of being abolished, thus enabling more lines to participate in the trade. Liberalisation will likewise mean increased competition not only from possible new liner companies but also by the established lines, whether conference or non-conference.

In this context, the unification of Germany - which has added 17 million more consumers to its population - will undoubtedly create positive effects as time passes.

Detjen Schiffahrtsagentur looks forward to a cordial and fruitful cooperation not only with staff members of A/S Ivarans Rederi in Oslo, but also with its agency colleagues all over the world. "We are confident that the new liner service will be a success since the same standard of quality will be shown which made Ivaran so successful in its other trades," states Detjen Schiffahrtsagentur.

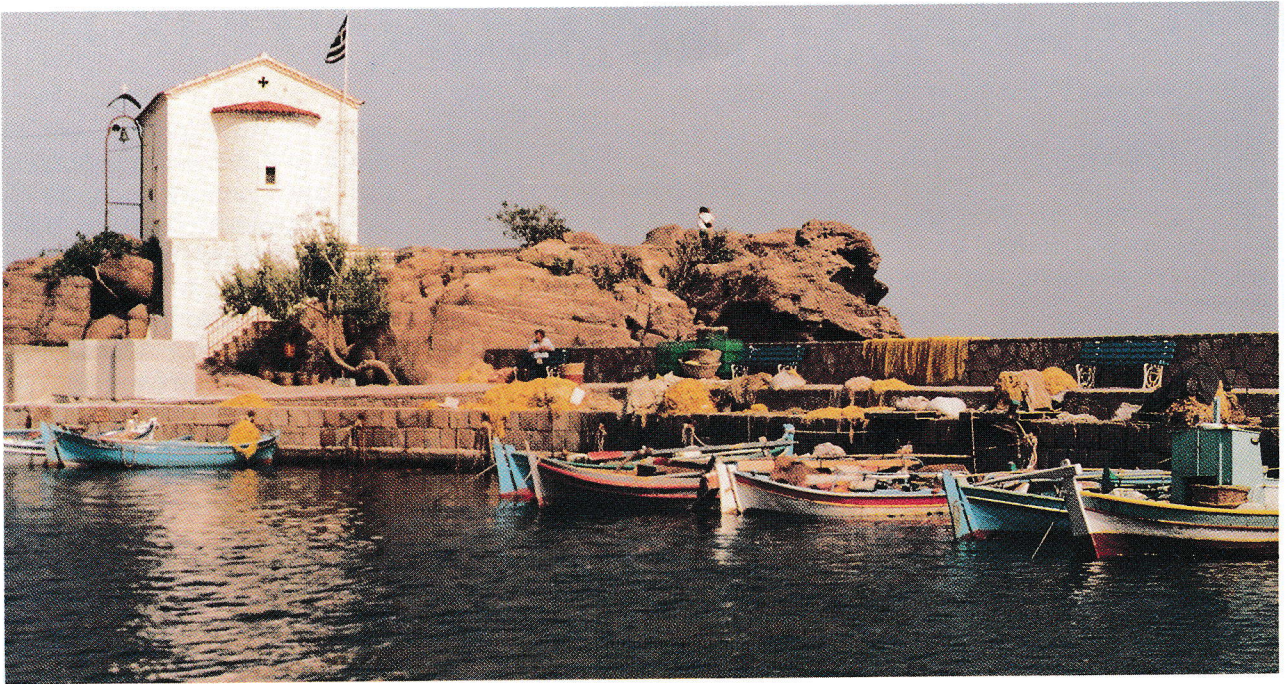






# passenger platform

## LESVOS - SILENTLY TUCKED AWAY IN NORTHERN GREECE

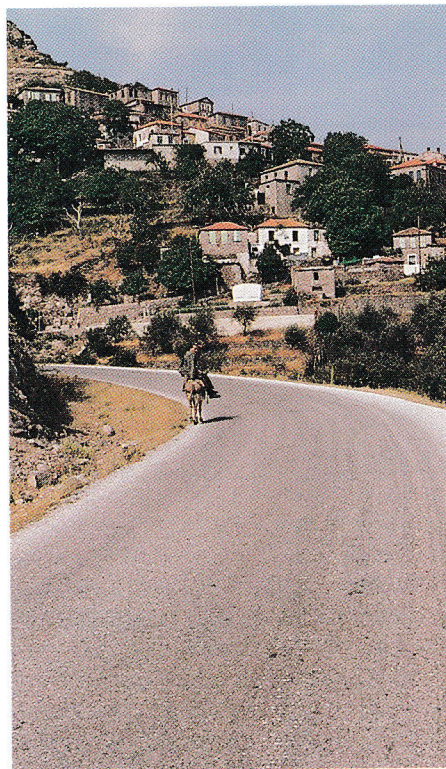


To the traveller keen on exchanging the undignified whiffs circling about lotion-battered, frizzly fried, prune dried tourists for natural sweet fragrances arising from the morning's fresh bread or newly unfolding flowers, the travel destination isn't difficult to determine.

Silently tucked away in northern Greece, is one of Europe's most secluded vacation hideaways, the island Lesvos; which the Turks, when ruling the island from 1462 - 1912, called the "the garden of the Empire". At Lesvos, where myth and history are still commonplace, the weary excursionist exchanges the rumble of charter planes - filled with more prunes - and nightclubs for cloister stillness, broken only by rhythmic waves greeting the sandy shoreline.

Unlike other Greek islands, Lesvos has kept her vintage identity, simplistic beauty and cultural expression, intact. Still unscathed by the tourist industry, village markets reflect unchanged traditions of bygone years. Old, crackly men perch upon weathered, outdoor stools, sip the famous 'ouzo' aperitif, while watching farmers and fishermen

scurry about, peddling an assortment of fresh fruits, vegetables and choice swordfish; or the best of the early



morning's catch.

The town of Mytilene, the capital of Lesvos, is 188 nautical miles from

Piraeus and can be reached by ferry in just 16 hours. The city is built upon a number of low hills and is home to one of the Mediterranean's largest castles, the Gattelusi palace. Called the Queens Tower by Mytilene residents, the castle is said to date back to the era of Justinian and representations of Roman gladiators, an eagle and horseshoes, are still vividly portrayed on the its ancient walls.

Each year, hundreds of international artists make their way to the picturesque town of Methymna, in northern Lesvos. Known for its famous Venitian Castle and poetic, romantic setting, the town offers a wide selection of hotels, bungalows and motels. Warm springs, just 5 kilometers north of the town, provide a natural spa experience while sunbathing on the shores of the blue Aegean Sea.

### Seaside inspiration

In east Lesvos, the seaside village of Skala Skamnias, renowned for its seafood restaurants and orchid rock gardens, is a welcome delight for lovers of natural beauty and peaceful surroundings. This village, just three km from the birthplace of the



# IVARAN SHIPPING A/S

*Mark Fuhrmann talks to Bjørn Rustad Nilssen; the man prepared to pull Ivaran Shipping AS through, what the shipping industry describes as, "a tough period in the dry bulk shipping sector."*



*Bjørn Rustad Nilssen*

The positioning of a new shipping company in today's dry bulk trade, where freight rates challenge break-even operation, might alarm the average shipping executive.

But Bjørn Rustad Nilssen, managing director of Ivaran Shipping, isn't the average shipping executive, nor is he alarmed. Educated as a lawyer with a track record of 17 years within oil and shipping markets; including petrochemical company Saga, Oslo based shipowning firm Fearnley & Eger and international shipping group Osco, Mr. Nilssen maintains that despite the industry's cyclic nature, Ivaran Shipping has the fibre to survive.

"After scrutinizing the shipping markets, the decision was clear. In the context of balance of tonnage, the

rate structure, cargo to be moved and the future economic development of key areas, such as Japan and western Europe, the most interesting shipping ventures were within the bulk sectors."

He also spoke of Ivaran Shipping's close shipping links to the markets, strong company solidity and operating philosophy, as key reasons guaranteeing the company a positive future.

Operation of the company's panamax and capesize bulkers is handled by TeamShip AS, an international dry bulk company equally owned by Smedvigs Tankrederi, NSV Invest and Ivaran Shipping. The objective of TeamShip is to be an operational unit of the shareholders in the panamax and capesize segments and to be actively involved in the business of chartering large dry bulk tonnage. The TeamShip fleet totals eight vessels.

Japan's reduction in steel production and large iron-ore supply are chief factors causing the present dip in the capesize market, but prospects of increased demolition of overaged tonnage, a relatively limited orderbook, and a healthy economic outlook for key dry bulk importing countries is cause for future optimism in both panamax and capesize sectors, said Mr. Nilssen.

Ivaran Shipping favours longterm charter contracts for its vessels, such as the t/c agreement with Navix/NYK for capesize vessel 'Venora,' fixed at \$18,600 per day until April 1993. But the company says it intends to utilize the spot market for panamax vessel 'San Margarita' until slumping t/c rates improve.

Two of Ivaran Shipping's three container vessels, 'Santa Fe,' 'Salvador' are on bareboat charter to Ivarans Rederi and positions the company strategically in international liner trades. The third container vessel, newly delivered 'Santa Victoria' has been placed in a pool, called Ivaran Lines K/S, along with her three sister ships, 'Santa Monica,' 'Santa Barbara,' and 'Santa Rosa.'

There is a healthy future for Ivaran liner services, believes Mr. Nilssen. He said: "The volume of cargo between the U.S. east coast/U.S. Gulf and the east coast of South America is increasing as Argentina and Brazil's trade policies, once hindering international competition, are now being abolished. Also, Ivaran's liner service to Europe has provided new business opportunities."

Further expanding Ivaran Shipping's international activities are shareholder positions in one handysize bulkers 'Virana' and one supply ship 'Strathfarrar,' but Mr Nilssen admitted the company was looking to sell all vessel shares to better accommodate company strategy.

Supporting the company's commitment to quality tonnage is its strong liquidity position. "Good liquidity enables first-class maintenance. That means, we don't postpone repairs, but operate an ongoing maintenance plan. As a consequence, we avoid large financial expenditures associated with dry docking," said Mr. Nilssen. He outlined increasing safety demands focused upon overaged and substandard tonnage as "making the prospects for Ivaran Shipping's first-rate tonnage very interesting."

Since its establishment, Ivaran Shipping -the merger between A/S Admiral Invest and Ivaran Shipping A/S which became effective 1 January 1991, has worked towards establishing sufficient flexibility and solidity.

"Our good cash position gives us market flexibility. We can immediately capitalize upon potential, lucrative market investments, if wished," stated Mr. Nilssen.

Its 8,400 shareholder base qualifies Ivaran Shipping for the main list of the Oslo Stock Exchange, but because of a low equity market surrounding the exchange, this avenue as a marketplace for the shareholders is being put on hold.

"We need to see a healthy equity market prior to being quoted on the stock exchange," said Mr. Nilssen.



# IVARAN around the world

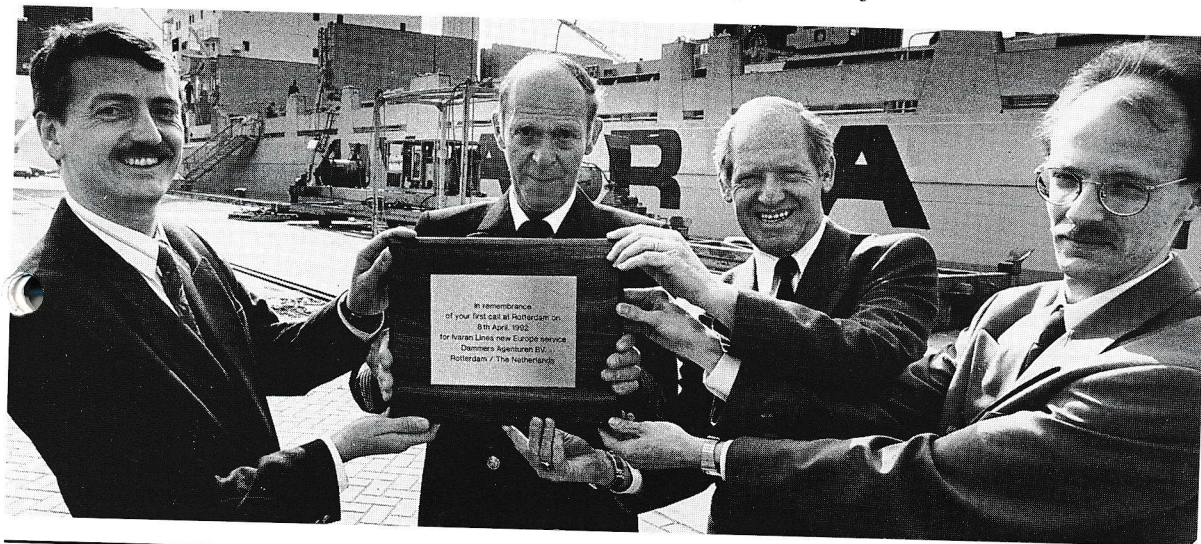
## SAN DIEGO - THE FIRST IVARAN VESSEL TO CALL AT EUROPE

Leaving Buenos Aires on 18 March, 'San Diego' worked her way up along the Brazilian coast before setting sail across the Atlantic to beco-

me the first Ivaran vessel to call at Europe.

Upon arrival in Rotterdam on 8 April, the ship's captain, T. Bjerme-

land received a plaque commemorating Ivaran's first call at Rotterdam from agents Dammers Agenturen bv.



*From left to right: Paul Smit - line manager, Captain T. Bjerme-land, T. van Tilborg - commercial manager and T. de Ronde - operational manager.*

## AIN'T WHAT SHE USED TO BE



San Nicolas isn't what she used to be. While making her first, one round-trip on the Europe service before returning back to her normal trade pattern in the Gulf service, she managed to change both flag and name. She is now San Nicolas X and registered in Cyprus.

## CONTINUED SUCCESS



Continued success of Ivaran's new service to Europe from South American ports has demanded the addition of a fourth ship; 14,450 dwt/958 teus, semi-container vessel 'San Nicolas X.' By joining the service's three ships, 'San Diego,' 'Salvador,' and 'Santa Fe,' 'San Nicolas X' will help increase port frequency from 16 days to 13 days.



## Safety in international shipping:

*a balancing act made difficult by opposing market variables*

Strained worldwide market economies, a shortage of qualified seafarers, reduced manning, and the extended useage of substandard tonnage, has launched international shipping into one of its most demanding periods of this century.

Despite some indications and hopes of recovery in shipping demand, today's shipping scene is a bleak scenerio characterized by aggressive competition, minimal returns on assets, complex often labyrinthine contractual agreements, over extended cost and time budgeting programmes. In the last two years, global shipping has strained to meet the challenges of thwartive unilateral shipping legislation.

Advocators of operations and quality assurance - aware that it could take years before rates improve and full prosperity returns to the shipping industry - fear that a prolonged depleted economic climate could severely effect safety at sea. In trying to determine an acceptable level of maritime safety, the industry faces a difficult balancing act between opposing market variables.

### TIGHTENED ECONOMIES

Modern communications and the integration of worldwide markets mean fewer and fewer shipping activities can escape world market pressures. Most notably during the last few months, the downturn in world economy has caused tumbling ship

values and a sharp decline in freight rates, especially in shipping sectors dependent upon trade to high consumerism markets and raw material reliant nations.

In low economic cycles, international businesses look for ways to cut costs and maintenance. Shipping is no different. Manning levels and training represent areas most often selected for both long and short term economies, but there is always a danger that prolonged application of such measures will erode standards of efficiency, safety and pollution prevention.

Competition is strongest in times of economic hardships and often leads to improvements in service, but also represents an additional threat to maritime safety. According to William O'Neil, secretary-general of the International Maritime Organisation, 'competition can strain the traditional checks and balances essential to the maintenance of safety standards'.

Cost-control strategy that eliminates management expertise at sea and on shore collides with statistics that state up to 80% of all ship casualties relate to human error. Shipowners not prepared to stand by long-term management principals in a short-term market downturn, pose a very serious threat to safe maritime operation.

In shipping, like all disciplines, safe practices have to be learnt and reinforced, this is the view of US Maritime Administrator, Captain Warren G. Leback. He said: "Once a company loses its commitment to safety standards, it loses the ability to contain risk. This important lesson is re-learned every time there is a marine disaster, but by that time it is too late. Penalties following avoidable accidents are becoming severe and claims for compensation can be crippling."

### CREW SHORTAGE & REDUCED MANNING

The seafarer is a vital link in the chain that provides overall safety at sea, but a chain is only as strong as its weakest link and the shortage of quality seafarers is threatening all aspects of international shipping.

The ISF/BIMCO study on the "Worldwide Demand and Supply of Seafarers" estimated the shortage of qualified seafarers worldwide to be some 50,000 officers based upon a demand of 450,000 officers.

The most dramatic message of this study, however, was that this deficit will increase in the next few years and continue to increase unless actions are taken to increase the worldwide production of officers, said Terje Gloersen, director of the Norwegian Shipowners' Association, while speaking in Bombay, India at a recruitment and training seminar.

The officer shortage will increase to 400,000 by the year 2000 and the present supply of seaman, some 240,000, would be converted to shortage of 350,000.

"The most important challenge for the owner is to develop a long-term personnel policy which defines the necessary plans through recruitment and training, of how to secure sufficient numbers of qualified officers in the years ahead," said Mr Gloersen.

The effects of shipowners initiating crew reductions to minimize costs have been disastrous as seen by the grounding of Exxon Valdez in Prince William Sound near Valdez, Alaska in March 1989. The vessel had been designed for a crew of 33 but under company policy had been reduced to 19.

"Again the human factor was playing havoc with maritime safety but who was to blame? Surely not the seafarer even if her media sought



# the shipping scene

to imply that the master of the Exxon Valdez had been under the influence of alcohol and that this had led directly to the grounding. Luckily, the US judiciary thought otherwise," said Ake Selander, assistant general secretary of the International Transport Worker's Federation.

Following field surveys on the status of crewing in tanker trade, the US Coastguard said that 'current vessel manning level.....simply may not be sufficient in all situations.' The survey further revealed that the biggest problem noted was crew fatigue due to reduced manning and demanding operating schedules and that the major effect of vessel automation seemed to be crew fatigue and neglected vessel maintenance due to reduced manning.

ITF voiced its support for new international regulation for working hours and manning during last year's safety at sea conference in Oslo. "A thorough examination of the various systems of seafarers recruitment is overdue. Why should the shipping industry not follow the example of the civil aviation and road transport industries?" stated Mr Selander.

Rapid advancement in ship technology is undermining maritime safety, maintains D.J. Harrod, master mariner senior lecturer at Australian Maritime College. "With the move toward ever reduced manning and the impact of more and more computer-based technology aboard ships, operators are spending more time monitoring a computer than looking after machinery or cargo. "

Reduced manning and the advent of automated, computer controlled systems on ships has changed the nature of ship operation. Fewer people are available for emergency responses and the operator is being distanced from ship operation. "It is necessary to take a long hard look at the level of safety training currently under offer. Unless each crew member has a clear understanding of the systems aboard, the possibility of accidents of the Three Mile Island type can occur," said Mr Harrod. The global transportation of goods

## SUBSTANDARD TONNAGE

would be substantially hindered if all veteran tonnage was taken out of service, thus reaffirming the many advantages of extending the life of long-serving, seasoned vessels. But the majority of old ships, combined with management cut-backs, do not measure up to increased market demands for environmental safety and better operation.

"Old ships are generally in worse condition than new ships, though there are very well maintained ships of 20 and 30 years, but the combination of old, poorly maintained ships and bad management is a threat to both crew and the environment," said Sven Ullring, president and chief executive officer of Det Norske Veritas.

DnV, which removed more than 200 vessels from its class in 1991, ascertains that future shipyard activity will be tied up in repairs and maintenance work on vessels which are more than 15 years of age and yard capacity will not be sufficient to produce as many new ships as demanded by the world fleet.

"The greatest challenge over the next few years will be to keep the best of the old ships in such good condition that they do not constitute any threat to the crew, the cargo or the environment, and that we make the quality requirements clear so that the worst vessels can no longer remain in service," declared Mr Ullring.

DnV reports that market variables, including the high turnover of used ships, resulting in rapid changes of ownership and poorer maintenance, little investment by shipowners in continued crew training and education and new tonnage, has put the shipping industry into a negative phase.

To succeed in the struggle against a decline in the quality of an ageing fleet is to concentrate more on safety management, both on land and on board ships, said the DnV president.

-by Mark Fuhrmann

## IVARANS FLEET RENEWAL PROGRAMME

The third new building in Ivarans' fleet renewal programme 'Santa Rosa' was handed over by shipyard, Thyssen Nordseewerke to Ivarans on 3 April at Emden.

The cellular container ship has a 1732 teu capacity and a service speed of 19 knots.

The vessel delivery was combined with a customer promotion campaign, involving approximately 100 customers, mainly Germans and Belgians connected to Ivarans' new Europe service.

Organizing the event was Hamburg agent Detjen Schiffahrtsagentur, who served refreshments including soup in a make shift 'beer tent' in one of the ship's open hatches.

A nice, sunny day and pleasant atmosphere created by the participating guests, including 17 people from Ivarans offices in Norway and USA, made the vessel's short excursion along the fjord a great success.

The guests enjoyed a guided tour of the vessel by the ship's professional crew members.

'Santa Rosa' will eventually join the US East Coast service after having waved her flag in Oriental waters for six or twelve months under charter to the United Arab Shipping Company.

'Santa Rosa' will be a significant player in the ever growing, efficient service between the two Americas.



# along the line...

## IN DEEP SYMPATHY

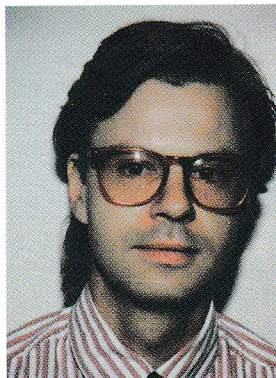
It was with great sorrow and sadness when we received the message that our friend William (Mike) Hamer passed away 4 April, 1992, at the age of 64 after a short period of illness. Mike worked as operations manager for Agencia Maritima Robinson in Buenos Aires. Known to all the Ivafran people travelling to Buenos Aires as well as people onboard our vessels, he became a dear friend and a rock of support in Buenos Aires.

We shall miss him.  
*Gerd*



## NEW EMPLOYEES

Oslo



Anders Kopperud:  
container  
control/logistics

New York



Gary Hurley:  
manager sales & marketing

## Happy Retirement

New York Ivaran Agencies' wishes its first retiree, Kathleen (Kathy) Giannatasio, a happy retirement.



Kathy being honored and presented with a retirement gift by Bjorn Tonsberg, executive vice president, during Ivaran Agencies' Christmas party.



## MORE EXPENSIVE WITH A BAD IMAGE

Shipowners most likely to encounter expensive litigation and claims in a major casualty are those lacking sufficient public relations and media response plans in their overall crisis management preparations.

According to Jesse Lewis, the managing director of Crisis Consultants Ltd, a shipping company's swift, responsible and sensitive response in a major casualty which has involved loss of life or pollution can minimise the negative consequences arising from adverse public

reaction.

He said: "If the company's (shipping) response is viewed as inadequate, ineffective and insensitive, or worse, non-existent, then public opinion will demand that the authorities react strongly, which might include criminal charges."

If the shipping company has projected a responsible image and acted quickly towards public concerns, the adverse public reaction may be controlled and expensive litigation and claims may be avoided.

Shipping companies adding media response plans to their comprehensive contingency preparations will have the capability to handle intense media attention and to protect company image.

For a passenger ship operator, a positive image is essential. For a tanker operator bad press could affect how charters perceive the company in this era of increased concern about the environment," said Mr. Lewis.

### GOLD FOUND IN THE RIVER PLATE

The recent discovery of Spanish ship 'El Preciado' by an Argentine-Uruguayan diving team dispels myths that sunken treasures are merely tales of history.

In 1792, pirates sunk the 50 m long El Preciado (which sailed twice a year to return tribute from South America to Spain) just 600 m off the Uruguayan coast some 13km east of Montevideo. At that time, the ship was believed to be carrying 47 tons of gold, 147 tons of silver and a 2 m high gold plated statue of the Virgin Mary.

Divers have recovered some 997 gold coins minted in Santiago de Chile between 1749 and 1760, eight gold ingots and silver coins inscribed with the head of King Ferdinand VI.

The total value of the cargo is estimated to be \$1.4 billion.

## GIBBONS BILL MEETS STRONG INTERNATIONAL OPPOSITION

USA's anti-shipbuilding subsidy measures has received strong opposition by European shipowners' associations, who describe the projected law as one-sided unilateralism that undermines the established international avenues intended to resolve global trade issues.

Arild Wegner of the Norwegian Shipowners' Association (NSA) says the Gibbons Bill portrays a crook and angel scenerio and is misleading.

He said: "The scope of direct and indirect subsidies to US shipbuilders through provisions in the Jones Act and the amount of naval contracts awarded exclusively to US shipyards is no less contrary to what is the general picture around the world."

NSA maintains that the Bill would lead to a further deterioration of quality tonnage in US trade.

"In our opinion, if the Bill is inacted there is an obvious danger that older vessels that fall outside the provisions of the government will be deployed in US trades. This is on collision course with US OPA 90 which declared objective was to enhance quality standards and encourage fleet renewal," said Mr. Wegner.

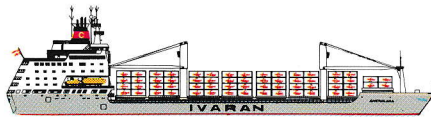
Trade to the US is vital to the Norwegian shipping industry as one-third of Norway's merchant fleet is directly or indirectly involved in the US market. NSA hoped that the US senate would analyse the situation rationally and urged the United States to put its weight behind binding international solutions rather than unilateral action.



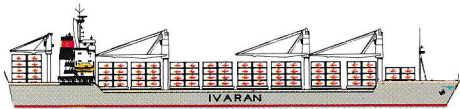
«Savannah» loading a carousel at Tampico.



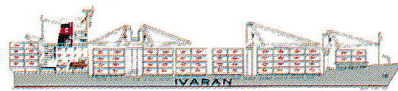
# THE IVARAN FLEET



"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. Accomodation for 80 passengers.



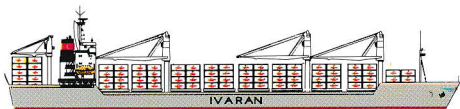
"SANTA VICTORIA" - Containervessel, built 1992. About 30.000 dwt/1.732 TEUs (cellular). Speed: about 19 knots.



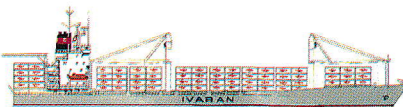
"SAVANNAH" - Semi-containervessel, built 1984. 13.800 dwt/958 TEUs + 2 coiled/coated deep tanks for liquid cargo, of 11.300 cbft each. Speed: about 17 knots.



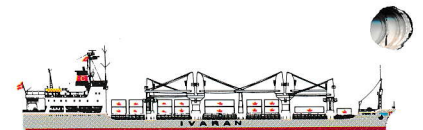
"SANTA FE" - Semi-containervessel, built 1978. 14.770 dwt/447 TEUs + 2 coiled/coated deep tanks for liquid cargo, of 11.410 cbft each. Speed: about 16,5 knots. Accomodation for 12 passengers.



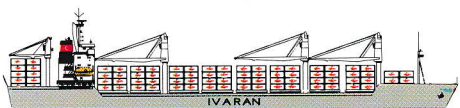
"SANTA ROSA" - Containervessel, built 1992. About 30.000 dwt/1.732 TEUs (cellular). Speed: about 19 knots.



"SAO PAULO" - Containervessel, built 1983. 19.700 dwt/1134 TEUs. Speed: about 17 knots.



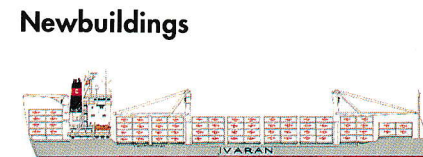
"SALVADOR" - Semi-containervessel, built 1978. 14.770 dwt/447 TEUs + 2 coiled/coated deep tanks for liquid cargo, of 11.410 cbft each. Speed: about 16,5 knots. Accomodation for 12 passengers.



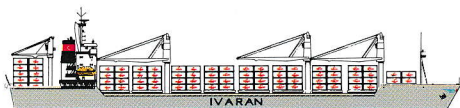
"SANTA MONICA" - Containervessel, built 1991. 30.010 dwt/1.732 TEUs (cellular). Speed: 19 knots.



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



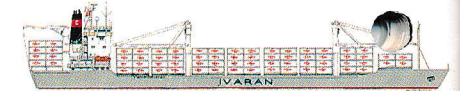
TNSW 501 - Containervessel, delivery 1993/94. About 20.000 dwt/1425 TEUs (cellular). Speed: about 19,5 knots.



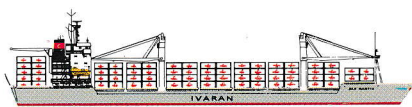
"SANTA BARBARA" - Containervessel, built 1991. 30.007 dwt/1.732 TEUs (cellular). Speed: 19 knots.



"SAN DIEGO" - Semi-containervessel, built 1980. 14.198 dwt/958 TEUs. Speed: about 18 knots.



TNSW 502 - Containervessel, delivery 1993/94. About 20.000 dwt/1425 TEUs (cellular). Speed: about 19,5 knots.



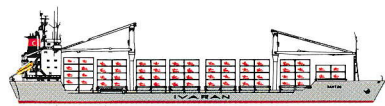
"SAN MARTIN" - Containervessel, built 1985. 19.898 dwt/1.192 TEUs (cellular). Speed: about 19 knots.



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



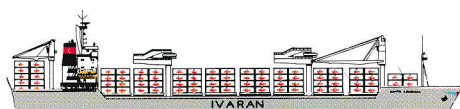
TNSW 503 - Containervessel, delivery 1993/94. About 20.000 dwt/1425 TEUs (cellular). Speed: about 19,5 knots.



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



"SAN JUAN" - Semi-containervessel, built 1978. 13.993 dwt/958 TEUs. Speed: about 18 knots.



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



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



TNSW 504 - Containervessel, delivery 1993/94. About 20.000 dwt/1425 TEUs (cellular). Speed: about 19,5 knots.

## Newbuildings



# FREQUENCY OF SERVICE – SHORT TRANSIT TIMES.



## GULF SERVICE:

Our Gulf Service offers weekly sailing to and from the following ports:

- New Orleans
- Houston (transfer of cargo to/from US West Coast)
- Tampico
- Veracruz
- 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
- Rio de Janeiro
- 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 USEC Service offers weekly sailings to and from the following ports:

- Norfolk
- Baltimore
- Philadelphia
- New York (transfer of cargo to/from the Far East)
- Savannah (transfer of cargo to/from the Caribbean)
- Jacksonville
- Miami (transfer of cargo to/from the Caribbean)
- Puerto Cabello (fortnightly)
- La Guairo (fortnightly)
- 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
- Imbitua
- Itajai
- Paranaguá
- Santos
- Rio de Janeiro
- Ilheus
- Salvador
- Recife
- Fortaleza
- Norfolk
- Baltimore, etc.

## SOUTH AMERICA/EUROPE SERVICE:

Our Europe Service offers bimonthly sailings to and from the following ports:

- Buenos Aires
- Montevideo
- Rio Grande
- Itajai
- Paranaguá
- Santos
- Ilheus/Salvador
- Rotterdam (transshipment to Ireland, France, Switzerland)
- Tilbury
- Hamburg (transshipment to/from Far East, Scandinavia, Finland)
- Bremen
- Antwerp (transshipment from Ireland, France, Switzerland)
- Rio de Janeiro
- Santos
- Buenos Aires, etc.



# Ivaran Lines: Our agents – your guarantee

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

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**General Agents: Ivaran Agencies Inc., New York, N.Y.**  
*Atlanta, Ga.:* Palmetto Shipping and Stevedoring Co. Inc.; *Baltimore, Md.:* Stockard Shipping; *Boston, Mass.:* Patterson, Wyld & Co. Inc.; *Bridgetown:* Sea Freight Agencies (Barbados) Ltd.; *Caracas:* Despachos Becoblohm C.A.; *Charleston, S.C.:* Palmetto Shipping and Stevedoring Co., Inc.; *Charlotte, N.C.:* Palmetto Shipping and Stevedoring Co., Inc.; *Chicago, N.C.:* World Shipping Inc.; *Chile Service only:* Tricom Shipping Agencies, Inc.; *Cincinnati, Ohio:* World Shipping Inc.; *Cleveland, Ohio:* World Shipping Inc.; *Curacaop:* 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., *La Gualira:* Becoblohm La Guaira C.A.; *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; *Puerto Cabello:* Becoblohm Puerto Cabello, C.A.; *San Juan, P.R.:* Antilles Shipping Corps.; *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.

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## BRAZIL:

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**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:* Bahiaship Agencia Maritima Ltda.; *Itajai:* NAVDE-Agenciamentos, Despachos, Embarques e Seguros Ltda.; *Joinville:* Agencia de Vapores Grieg A/S; *Natal:* Representacoes Ruy Paiva Ltda.; *Paranagua:* Agencia de Vapores Grieg SA; *Porto Alegre:* Cranston Woodhead A/S Maritima e Comercial; *Recife:* Agencia Continental de Navegacao Ltda.; *Rio Grande:* Cranston Woodhead Agenciamento Maritimo Ltda.; *Rio de Janeiro:* Agencia de Vapores Grieg A/S; *Salvador (Bahia):* Bahiaship Agencia Maritima Ltda.; *Santos:* Agencia de Vapores Grieg A.S.; *Sao Paulo:* Agencia de Vapores Grieg SA; *Vitoria:* Vitoria Aduaneira Ltda.

**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:* Bahiaship Agencia Maritima Ltda.; *Itajai:* NAVDE – Agenciamentos, Despachos, Embarques e Seguros Ltda.; *Itaquai:* Pedreiras Transportes de Maranhao Ltda.; *Natal:* Representacao Ruy Paiva Ltda.; *Paranagua:* Cranston Woodhead Agenciamento Maritimo Ltda.; *Alegre:* Cranston Woodhead Agenciamento Maritimo Ltda.; *Recife:* Agencia Continental de Navegacao Ltda.; *Rio Grande:* Cranston Woodhead Agenciamento Maritimo Ltda.; *Rio de Janeiro:* Transatlantica de Afretamentos e Agenciamentos Ltda.; *Salvador (Bahia):* Bahiaship Agencia Maritima Ltda.; *Santos:* Transatlantic Carriers (Agenciamentos) Ltda.; *Sao Francisco do Sul:* NAVDE-Agenciamentos, Despachos, Embarques e Seguros Ltda.; *Sao Paulo:* Transatlantic Carriers (Agenciamentos) Ltda.; *Vitoria:* Vitoria Aduaneira Ltda.

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## ARGENTINA, URUGUAY, PARAGUAY, CHILE AND BOLIVIA:

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**General Agents:** Agencia Maritima Robinson SACFeI, Buenos Aires.

*Asuncion:* Remar S.R.L.; Multimodal S.R.L. (Far East Service only); *Buenos Aires:* Agencia Maritima Robinson SACFeI; *Ciudad del Este:* Trape Transportes Rodoviaros Ltda. (Far East Service only); *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.

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## THE FAR EAST:

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**General Agents: Ivaran Agencies, (Far East) Ltd. Hong Kong:**

*Hong Kong:* Ben Line Agencies (Hong Kong) Ltd.; *Manila, Philippines:* Overseas Agency Services; *Osaka, Japan:* Ben Line Agencies (Singapore) Ptd Ltd.; *Taiwan:* United Shipping Corporation; *Tokyo, Japan:* Ben Line Agencies (Japan) Ltd.

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## EUROPE

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*BELGIUM:* van Doosselaere & Achten bvba, Antwerp; *DENMARK:* Transocean Shipping Agency A/S, Copenhagen; *FRANCE:* Scamar, Le Havre; *FINLAND:* Hanseatic Shipping AB, Helsinki; *GERMANY:* Detjen Schifffahrtsagentur GmbH & Co., Hamburg; *THE NETHERLANDS:* Dammers Agenturen bv, Rotterdam; *NORWAY:* Heitmann Shipping A.S., Oslo; *PORTUGAL:* CSA, Lisboa; *SPAIN:* MacAndrews & Co. Ltd., Bilbao; *SWEDEEN:* van Ommeren Shipping Agency AB, Gothenburg; *SWITZERLAND:* Thommen Intertrans AG, Basel *UK:* Bahr, Behrend & Co. Ltd., Liverpool