

# Hamburg:

# MORETHALUS A PORT OF CALL

James F. DeChant:

ROMANCE, RELATIONSHIPS AND RETIREMENT

# IVARAN LINES RICH MARITIME TRADITIONS

Headquarters in the north of Europe! You've got to be kidding? To those wondering why Ivaran headquarters are in Oslo, Norway...well, let this small editorial fill you in on some pertinent information. Norway is a country with rich maritime traditions and for 150 years, Norwegian shipping has been in the international top league, during crisis and boom, peace and war. Today, its shipowners control 10% of the world

fleet, classification society Det Norske Veritas classifies 15% of all ships worldwide, while Oslo Stock Exchange is the world's largest shipping bourse with 30% of major international shipowners listed on the exchange. The total stock market value of the 45 shipping and offshore companies listed on the Oslo Stock Exchange was approximately \$8,953m as of 31 August 1996. In addition, Norway commands 30% of the global ship insurance market. The value of Norway's maritime-industrial economy is around \$13,800m. In short, if you're in shipping, you cannot afford to ignore little Norway...way up there in the north.

Mark Fuhrmann editor

A question of romance: Now retiring, James F. DeChant, Ivaran Agencies first American employee, reminisces on his career in shipping

New faces in the Caribbean: A look at Alston's sales department

Hamburg: More than just a port of call

Hamburg: Long traditions in business

Discovering an Adventure: Ivaran's cruise-hearted passenger department

The Shipping Scene: Satellite communications provide vital safety link

Frequency of service

On Line with Ivaran is the in-house publication of Ivarans Rederi and is distributed to approx. 7,000 office and ship personnel, agents and clients of Ivarans. Ideas, contributions and letters for publication are welcome, but are subject to the approval of the editor. Opinions expressed in On Line with Ivaran may not necessarily reflect those of Ivarans Rederi. Publisher: Maritime Media Consultants, Kolbotnveien 25, 1410 Kolbotn, Norway. Editor: Mark Fuhrmann. © 1996 A/S Ivarans Rederi. Articles may be reproduced with prior permission.



# A QUESTION OF ROMANCE...

ow retiring, James F.
DeChant, Ivaran
Agencies first American employee, reminisces on
his career in shipping

On the off-chance that there is someone alive who remembers that the term "romance" still exists, I want to admit that my 43 years in the shipping industry are the result of that short-coming. Most everyone in the industry ultimately finds that this is what captured them and held them over the years. Some of us are/were dreamers and we gravitated to an industry with contacts to "far away places with strange sounding names", as stated on a record by Jo Stafford and

Paul Weston that was popular during my senior year of college. In 1953 when I was facing active duty in the Army Transportation Corps to fulfill my Military Obligation for an ROTC commission, a tour of then war-torn South Korea was my expected fulfillment of this dream, but it offered an opportunity to find out what the shipping industry was all about.

Some of us in this industry doubtless followed family traditions while others stumbled into clerical positions with a shipping company and became trapped. A few of us, mostly Europeans, Asians, or for that matter just about anyone not from the American Midwest, were lucky enough to receive formal training by the industry or in a maritime academy.

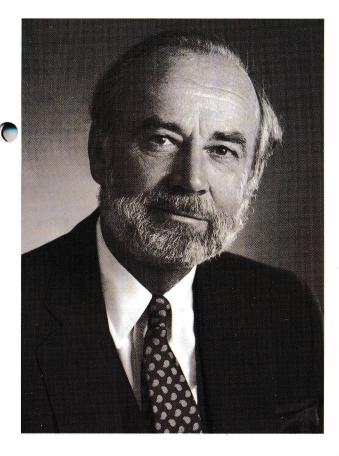
After I got a taste of shipping during

my stint in the Transportation Corps, not in Korea as I expected, but as Officer In Charge of the Great Lakes Outport. Somewhat grand title for a traffic co-ordinator/clerk responsible to move Military Defense Aid Pact cargo on the small 242 Ft. in length vessels that came into the Great Lakes before the St. Lawerence Seaway opened in 1958 - I was hopelessly enamored.

With the announcement of the St. Lawerence Seaway project and its potential to bring vessels as large as 750 Ft. in length drawing 25 Ft. of water from all over the world to Cleveland and Chicago, my fantasies began to achieve reality as worked as an asst. supt. of a stevedoring company in Cleveland, followed by 3 years in a training program and working in steamship sales. In 1959 I became operations manager for a small agency handling American Export Line ships for 18 months until cut backs found me looking for another position.

Romance still clouded my judgment when I interviewed for several openings, one of them being with a new line - Pan Atlantic Steamship Line - which was putting trucks and semi-trailers on the decks of ships to Puerto Rico instead of handling the cargo breakbulk. I passed on an opening in their second inland office in Chicago opting for an Asst. Mgr. job in Cleveland for a New York agency handling Hamburg-Amerika, North German Lloyd, Ernst Russ, Joint Great Lakes Service. They were the last major carrier to give up their Lakes service in 1976, but became deeply involved in container shipping off the East and Gulf Coasts to North Europe before this decision was made.

I learned the problems and benefits of containerization in the North Atlantic trades from 1967 on, when containers began moving and resulted in over tonnaging as well as cross trades competition. I brought this background with me



I'll remember the warm relationships built with just about all in the industry – James F. DeChant I LEARNED THE PROBLEMS AND BENEFITS OF CONTAINERIZATION IN THE NORTH ATLANTIC TRADES FROM 1967 ON ...I BROUGHT THIS BACKGROUND WITH ME WHEN I JOINED IVARAN AGENCIES AS THEIR FIRST AMERICAN EMPLOYEE IN JULY OF 1984.

when I joined Ivaran Agencies as their first American employee in July of 1984.

Ivaran's market, the East Coast of South America trade missed much of the confusion brought by containerization in other trade areas. In place of these problems, the South American and North American subsidized carriers enjoyed their flag restricted market preferences while the other 3rd flag carriers, some 6 in all when these restrictions came into being in 1966, slowly died and went out of business. Ivaran Lines alone opted to struggle and ultimately survived the excesses of this system through hard work and sheer perseverance.

With the end of the military dictatorships in Argentina and when Brasil's democracy brought on the rediscovery of the benefits of Free Trade to these areas, markets began to open to the world and flag restrictions began to disappear. This was the encouragement other 3rd flag lines were seeking and many major carriers again became involved in this marketplace, bringing with them all of the problems that accrue to the blessings of free trade, such as falling rates caused by over tonnaging while ports that had been stagnating under government control became overwhelmed by their own inefficiencies. These problems and opportunities continue to be addressed as I retired from Ivaran Agencies at the end of June 1996, after having served five years as executive vice president in New York and 7 years in various executive sales management positions.

Did I get "romance" during these 43 years in the shiping industry? In summary I must say, "Yes." Some of the following comments, may seem ironic, but all of them are sincere. I apologize

for any undue sarcasm as age ultimately colors ones perspective.

I recall a Mother's Day in 1964 not spent with my young family, but attending the Hamburg-Amerika Line vessel Weissenburg in Cleveland, her first port of call after rescuing 28 of 38 crewmen from a US owned steel-ore carrier after it was sunk by the Norwegian American Line vessel Topdahlsfjord, in dense fog one early morning in the Straits of Mackinac. With water temperature around 35 degrees Fahrenheit, the Master, Capt. Werner May, had only 25 to 30 minutes to position himself over the rapidly sinking vessel, get his lifeboats away, and pluck the crew from the water before hypothermia would take its toll. All but two who were rescued survived. They died along with 8 who went

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down with the vessel. After concluding 8 hours of questioning by the Coast Guard with no sleep before arrival in Cleveland, and several more formal hearings, I'm sure the Master must have been tempted to wonder if he did the right thing.

These feelings were subsequently mitigated when US Steel threw a party for the Weissenburg crew, giving them all engraved watches commemorating their rescueas well as checks. The Coast Guard awarded the Weissenburg their Gallant Ship Award.

There was the time I found myself driving through a blizzard in February of 1994 at 5:30 AM to get a 7:00 AM flight which left at 8:45, the last flight out of Newark Airport for over 24

hours. This capped a week of dodging this same storm and flight delays in the Midwest to get to New York for a day delayed sales meeting.

There was the "romance" of an early departure from my hotel in Quito, Bolivia to catch a 7:00 AM flight to Sao Paulo after a weekend of 3 sleepless nights caused by headaches from Ouitoís 8200 foot altitude.

I well remember the satisfaction of completing the move of the Agency's New York office from lower Manhattan to new quarters in Newport Financial Center in Jersey City in 1991, before returning to Cleveland, Ohio at the end of my 5 year contract as executive vice president of Ivaran Agencies Inc.

On a warm morning in March 1988 under lowering skies I acted as master of ceremonies for the christening of the M/V Americana, Ivaran Lines' container passenger vessel that was at the time unique and still is. We concluded the open air ceremonies, including the naming of the ship, and boarded her for a two day schedule of parties and introductions just as 2 solid days of rain began. Despite the rain they were great festivities.

In conclusion, I'll remember the warm relationships built with just about all in the industry, from the officers and crews of the vessels I worked, to the salesmen, shippers, consignees, forwarders, brokers, stevedores, Oslo headquarters colleagues, agents in North and South America, the Caribbean and Europe. It was truly an interesting career. Thanks again to all who played a part in it, especially Erik Holter-Sørensen Chairman of Ivaran Lines who expected much, but taught even more, and to my wife Alverda and to my family, for tolerating my absences from home with such grace, skill, and good humor. I hope to have the opportunity to make amends to them for these sins of omission.

Yours sincerely James F. Dechant

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# A BIG HEARTY THANKS FOR A JOB WELL DONE

n 28 June this year a fine young gentleman decided to retire after spending so many years with Ivaran.

The gentleman is James F. DeChant. In honor of his good work, there was a small get together at Ivaran Agencies in New York with cakes and speeches. Afterwards there was a private dinnerparty with good friends at the home of executive vice president Jens Dahl. As a small token of appreciation, Mr DeChant is receiving two books, "History of Norwegian Music" and "Edward Grieg" which we hope he will enjoy.

Best wishes for Jim and his wife Alverda in their well earned retirement.

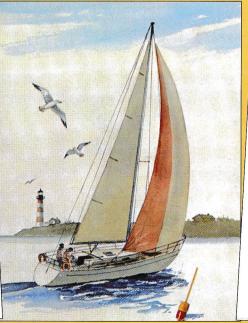
Best regards from all the members of the Ivaran family.





Scenes from retirement celebrations for James F. DeChant

Dear fens,
Many thanks to your and
Colherine for the excellent diamer
party alberted and of enjoyed
of your home frame 28. The
company was skieghtful and
the denner subtending friend
thanks for arranging the reception
at the office to allow time to say
forewell to the It my & staff
me also wish to approve our
gratitude for the danger and gifts
whered with the bale Managere
and louth American Agents at



the Mame Tertial Meeting fune 13 th.

It has been a pleasure worky with you the last two years.

Best loude for your success gaiding Iwaren agencie dury the challenging years wheel hencerely,

fin end alwerds

De Chant

# **ASPHALT-COWBOY AT SEA**

hat to do on a ship when the whistle breaks down and the spare parts are not available in the next port?

Here you see one solution! You go ashore and buy the biggest "truck horn" you can find and install it on deck. If anyone was in doubt whether the fine art of improvisation is still alive and well? Then this picture is...well, living proof.

Captain H. Eik, pictured on the 20,000 dwt San Antonio, shows their eminent back-up system.



# NEW FACES IN THE CARIBBEAN

e would like to welcome Alston Shipping, headed by Cedric Stone, back into the action and again representing Ivaran Lines in Trinidad & Tobago.

Trinidad, with a population of about 1,5 million people, is an 'energy' oriented island just off the northeast tip of South-America.

The driving force of the economy is petroleum and gasses which are found in abundance throughout the southern half of the island. Alston Shipping is part of the Ansa Mcal Group of companies which is involved in banking, insurance and a variety of industries in Trinidad.

Ivaran wishes Alston a successful return and great success repesenting Ivaran Lines service to Trinidad.



The Alston's sales department.
The back row from left to right
pictures: Nichole Modeste, Debbie
Duverney, Wendy Carter and
Leela Sookool.

The front from left to right: Leza Ila, Trevor Medina – sales manager, and Marilyn Walker. ompetitive cost advantages can be reaped by shipowners violating basic rules and standards of shipboard safety and environmental protection

Although most shipowners operate their vessels correctly, difficult economic circumstances have led some shipowners to take advantage of their freedom to set operating standards by failing to conform to rules and standards for shipboard safety and the protection of the marine environment.

representing only small savings to the shipowner. But financial implications can be much larger if, for example, the shipowner continues to keep a substandard vessel trading during the period before the deficiency is detected, while at the same time benefiting from the temporary cost savings of not undertaking the corrective upgrading.

The problems occur, in part, because flag state administrations frequently are not in position to fulfil their responsibility to implement international rules and standards. Furthermore, bodies in charge of ensuring and/or monitoring compliance (port state authorities, classification societies acting on behalf of flag states, chartering and marine insurance

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ges obtained from non-observance of international rules and standards. There is no single solution to prevent operation of substandard vessels.

# OBTAINING THE COMPETITIVE ADVANTAGE THE WRONG WAY

There is considerable scope for shipowners to determine the operating standards of their vessels and to deliberately avoid compliance with internationally agreed rules and standards. These shipowners may reap financial advantages that can amount to a substantial share of the running cost of a vessel.

Most non-compliance is minor,

interests and maritime unions) are not all equally diligent in monitoring and following up when non-observance of international rules and standards is detected.

Problems also arise because penalties applied to substandard vessel operations, if they exist at all, are relatively low compared to the economic advantaFlag states and classification societies acting on their behalf, insurers, charterers and other interested parties have responded by stepping up efforts to ensure shipowners' compliance with national and international maritime rules. In addition, the International Maritime Organisation has strengthened the obligations incumbent upon flag states, while port inspections have been improved through regional agreements in Europe, Asia and the Americas.

However, there must be further efforts to achieve further long lasting improvements in vessel operating standards by combating non-observance of the rules and standards. Preventive and remedial measures will be needed, as will-improved co-ordination by all those involved in international maritime transport.

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# HAMBURG: MORE THAN JUST A PORT OF CALL

ne of Ivaran's ports of call, Hamburg, straddling the river Elbe approximately 100 km from its estuary in the German Bight near Cuxhaven, is a beautiful Hanseatic city located in North Germany. It is an important business pivotal point between the North Sea and the Baltic Sea regions and close to the city.

The Hanseatic city of Hamburg is one of the sixteen German federal states. It is encircled by its neighbouring federal states of Schleswig-Holstein (north of the river Elbe) and Niedersachsen Lower Saxony (south of the river Elbe).

For a long time Hamburg was alone twinned with the french city of Marseille. In 1987 Hamburg became twinned with Dresden ("Elbeflorenz"). There followed further twinnings with St. Petersburg (Russia), Shanghai (China), Osaka (Japan), Leon (Nicaragua), Prag (Czech Republic) and Chicago (USA). The total area of greater Hamburg, including the German Bight islands of Neuwerk and Scharhörn, extends to over 755 km2 (of which circa 60 km2 is water surface).

The total population of Hamburg is around 1,6 million.

#### Flying Visit

For those with only a few hours stopover in Hamburg but who nevertheless wish to see the most important sights should avail themselves of an organised city sightseeing tour (a minimum of 1 hrs duration; e.g. with the "Hummelbahn") or a combined city/harbour sightseeing tour (about 2 hrs duration).

#### One Day Visit

Assuming the weather is fair one can explore the pulsing city centre on foot without undue exertion. Should that be too demanding one can naturally use the public transport network system (Omnibusse, U- und S-Bahnen)(buses, U-Bahn (Untergrund-Bahn=underground), and S-Bahn (Schnell-Bahn=local raietwork) or take a taxi.



Due to the lack of parking spaces it is not advisable to make a sightseeing tour of the city centre by car.

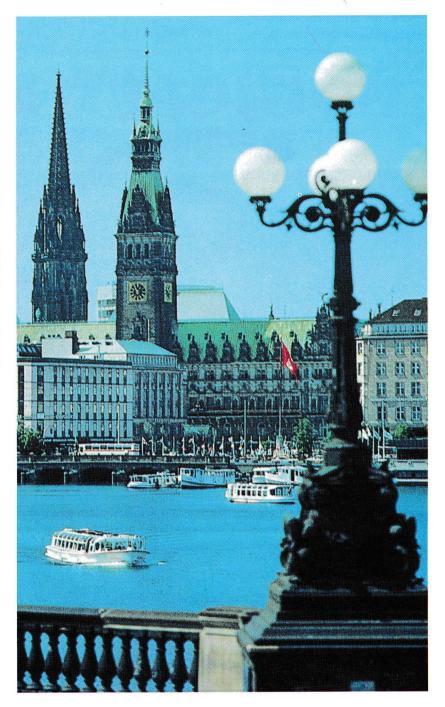
Taking as ones starting point the Hauptbahnhof (city centre railway station) with its recently restyled Wandehalle shopping archade, it is advantageous to make ones way along the bustling Mönckebergstraße or the parallel Spitalerstraße, wherby one passes close by the Jacobikirche and further on directly past the Petrikirch finally arriving at the expansive Rathausmarkt

The first two days should be mostly devoted to visiting the most significant sights in the city centre.

(square) with its monumental Rathaus an der Kleinen Alster (City Hall). From here it is only a short distance to the labyrinth of shopping archades and precincts (Passagen) that border on the area adjoining Gänsemarkt (market square).

Before or after a respite in the renowned Alsterpavillon cafe, on the no less renowned, Jungfernstieg, one may take a walk around the man-made Binnenalster lake with its high playing Alster fountain. In a quarter of an hour one reaches, according in which direction one circles the lake i.e. either via Neuen Jungfernstieg or Ballindamm, Lombardsbrücke from which ones attains the most famous view of the spired city centre. In the opposite, northerly, direction, on the other side of the Lombardsbrücke and Kennedybrücke stretches the broad basin of the manmade Außenalste lake.

Scenes of old Hamburg are mostly to be found south of City Hall. Behind the City Hall, to which the Stock Exchange



is directly attached, one comes across the winding many bridge-spanned Nikolaifleet (canal system). The ruin of the Nikolaikirch tower that stands, as a memorial to the Second World War, on Hopfenmarkt (Ost-West-Straße), the Katharinenkirche and the restored buildings on the historic Deichstraße (with thorougfare to the canal system) are the most important places of interest in this area of the city.

A little further and one arrives at the Binnenhafen (inner harbour) on whose opposite embankment one greets the first brick-fronted warehouses of the Speicherstadt (the largest bonded- warehouse area in the world). Progressing westwards along the promanade that fol-

Those that are looking for a more spicy night-life other than in St. Pauli, and with a more mixed clientel, can find it in St. Georg which lies behind the Hauptbahnhof (city centre railway station).

lows the rim of the Hafen (harbour) one passes the Überseebrücke and the Hafentor to the Landungsbrücken von St. Pauli from where one can simply observe the activity in the harbour or take a rewarding sightseeing tour of the harbour by boat.

After descending to look at the old

On a visit to the Museum für Hamburgische Geschichte (Museum of Hamburg History) which lies in the Großen Wallanlagen park one can deepen the impression one gained of Hamburg from the first day's sightseeing tour. From here a peaceful walk leads through the elongated Wallanlagen

resque Speicherstadt (bonded-warehouse district) within the Freihafen (Free

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#### **Three Day Stay**

After the first two days which were mostly devoted to visiting the most significant sights in the city centre on the third day one may venture a little further afield and for example see the magnificent Elbchaussee or the charming Elbuferweg. From Altona one can walk or cycle over Övelgönne (Museumshafen, Lotsenhäuschen) (pilot's houses) along the Elbuferweg, detouring to visit the Jenischpark with its Jenisch-Haus and Ernst-Barlach-Haus before continuing onto Blankenese. One may pause in one of the pubs on the Strandweg or in a restaurant, with a view of the river Elbe, on the Süllberg.

Especially popular with children is an excursion to Hagenbecks Tierpark in Stellingen, one of the best known Zoological Gardens.

It is well worth visiting the immense parklike Ohlsdorfer Friedhof (cemetery) with its impressive memorial areas and graves of once-famous people.

Bismarck fans can travel by S-Bahn (local rail) via Aumühle to Friedrichsruh in the Sachsenwald where there is the Bismarck-Museum and Bismarck-Mausoleum, as well as an interesting



Elbtunnel the stroll around the city centre culminates in a visit to the Michaeliskirche, the best known landmark in Hamburg, which is affectionately known as the "Michel". Its steeple (with stairs and lift) offers a magnificent prospect of the city and harbour. The historic Krameramtswohnungen (houses built for the widows of the Guild of Shopkeepers), which lie a little way off the square in front of the church, are worth a visit.

Those that have energy to spare may take a nocturnal stroll through the colourful amusement district of St. Pauli with its famous Reeperbahn (red-light area).

### Zwei Tage

After the full programme of the first day one may choose on the second day to visit one or more of the large museums or galleries. The Kunsthalle (Gallery of Fine Art) and the Museum für Kunst und Gewerbe (Museum of Arts and Crafts) are both situated close to the Hauptbahnhof (city centre railway station). Also closeby is the architecturally striking Kontorhausviertel (officeblock district) with its renowned Chilehaus.

(Planten un Blomen) which stretches along the western border of the city centre through the Alten Botanischen Garten (Botanische Gärten) (Old Botanic Garden) to the Planten un Blomen park, on whose edge the Fernsehturm (Television Tower) "Tele-Michel" towers imposingly. From the tower's observation platform (with lift) one enjoys a comprehensive panorama over the entire Hamburg municipal area.

Especially popular with children is an excursion to Hagenbecks Tierpark in Stellingen, one of the best known Zoological Gardens.

As an alternative to a walk through the public gardens one can take a delightful circular tour of the Binnenalster und Außenalster lakes (Alster) as well as through the idyllic canals that branch off from its edges on one of the squat "Alsterdampfer", or through the Fleete (canals) and pictu-

butterfly garden. The Bismarck-Denkmal (monument) presides over the Geest edge above the harbour.

Those that visit Hamburg over the weekend ought not to miss the traditional Fischmarkt (Fish Market) that takes place early every Sunday morning on the quay of St. Pauli in Altona.

# HAMBURG: A LONG TRADITION IN BUSINESS

rom its historical economic base in overseas trade Hamburg has
developed into one of
Germany's main sevice and
industrial cities. Today Stock
Exchange business, insurance, Banking and Savings
Institutes, shipping, the wholesale and retail trade, construction, as well as energy
supply, computer hardware
and software and the media
play a vital role in
Hamburg's economy.

With the fall of the "Iron Curtain" and the reunification of Germany, Hamburg once again has access to its eastern hinterland and has benefitted economically thereby. The city was only 20 km. from the former wall dividing the two Germanys. Hamburg's healthy economic life is reflected in its 90 foreign consulates; the largest number found within any city worldwide.

#### **Trade and Commerce**

Hamburg, with its modern harbour facilities, (a yearly turnover of 58 million tonnes) is "Germany's gateway to the world" and its biggest foreign trade and transit port. Hamburg trades with both the west and the former eastern block countries. Hamburg's overseas trade remains by far the most important branch of its foreign trade. Within Europe it trades with the EU countries as well as the former Warsaw-Pact countries and this long before the col-

lapse of the communist system. This latter trade will likely intensif. The 1665 established Chamber of Commerce has a membership today of 80,000 companies.

#### **Banks**

The first Clearing Bank in Germany was established as early as 1619 in Hamburg. The boom in overseas trade in the 19th, century lead to the founding of Commercial Banks and the establishment of numerous other financial institutions. Today approximately every fifth foreign bank in Germany has its main branch in Hamburg. The Hamburger Sparkasse (Savings Bank) is the largest of its kind in Germany.

#### **Stock Exchanges**

Hamburg's Stock Exchange is one of the oldest in the world i.e. established in 1558. Hamburg is the largest insurance market for ships-merchandise in Germany (in 1590 the first building and marine insurance contract was made).

#### Wholesale Markets

Hamburg has four wholesale markets: Livestock and Meat (the second largest meat market in Europe, Paris being the largest), Fruit and Vegetables (Europe's largest covered market), Flowers (the largest in North Germany) and Fish (in the distict of Altona, one of the biggest transit centres for fish, fish products and most importantly for frozen fish imports. It is the largest market for lobster, crab, oyster, mussel, eel and

It supplies the region around Hamburg and a catchment area between Denmark

salmon in Europe).

and the Netherlands. There is also extensive cultivation of fruit, vegetables, flowers and ornamental plants (prominently in the Vierlanden).

#### Industry

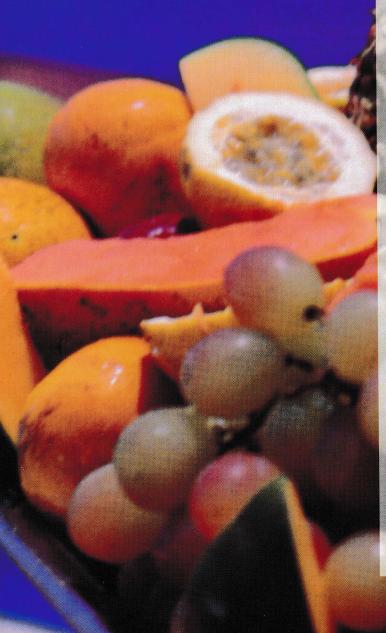
Three large branches of industry are represented in Hamburg: the finishing/processing of import goods, marine related industries, and consumer goods industries.

Branches of industry with high turnover are the petroleum industry (refineries; the first petroleum terminal came into operation in 1876), the electrical engineering industy, the chemical industry (mainly products for the consumer market), the metal industry (one of the largest copper foundries in the west), mechanical engineering, vegetable oils processing (for the manufacture of margarine etc.), ship-building, repairing and refitting (Blohm + Voss etc.), tea and coffee processing, the manufacture of pharmaceutical products, tobacco products, the aviation and aeronautics industries (Deutsche Airbus GmbH in Finkenwerde builds the large volume European Airbus, and Lufthansa has its technical base in Fühlsbüttel), the brewery industry and construction industry. Computing, foodstuffs and luxury goods are also significant.



Hamburg, with its modern harbour facilities, (a yearly turnover of 58 million tonnes) is "Germany's gateway to the world"

# SAILING SCHEDULE FOR ADVENTURE



## M/S 'AMERICANA'

Voyage 67 Leaving New Orleans o/a Nov. 04, 1996

68 Leaving New Orleans o/a Dec. 25, 1996

69 Leaving New Orleans o/a Feb. 12, 1997

# MIS 'SAN ANTONIO'

Voyage 21 Leaving New Orleans o/a Oct. 19, 1996

22 Leaving New Orleans o/a Des. 04, 1996

23 Leaving New Orleans o/a Jan. 21, 1997

Ivaran Agencies Inc.
Newport Financial Center
111 Pavonia Avenue
Jersey City, N.J. 07310 U.S.A.
Telex: 430238

Telephone: (1) 201-798-5656 Telefax: (1) 210-798-2233

# he primary function of the passenger department is to obtain passengers for Ivaran's two beautiful passenger-carrying vessels, the Americana and the San Antonio.

When the Americana entered into service in March 1988, it was a challenge to attract the regular crowd of cruise enthusiasts. Most travel agents, and others who read or heard that the Americana was a combined container/passenger vessel, automatically believed a series of misconceptions: The ship was dirty, she did not have the amenities of a large cruise ship, she would never arrive on time, bookings would be two years in advance, and agents would be paid a very low commission.

Since 1988, the passenger department has been working hard to present the true picture of cruising life on a passenger freighter. Through advertising, one-to-one public realtions, holding informative cruise seminars for travel agents and participating in industry trade shows, wrong perceptions are slowly being transformed into right perceptions. Hard work is paying off! During this past year, the passenger department

# DISCOVERING AN ADVENTURE

Professional service, professional ships, professional people! These are the key elements to a successful shipping business, especially in the cruise industry. Eva Hansen introduces Ivaran's cruise-hearted passenger department and its activities.

has witnessed a significant increase in bookings and the future for Ivaran's passanger freighters looks bright.

Ivaran's best promoters of the two vessels are the passengers themselves. Americana's repeat rate is some 30%, the highest in the industry, and new passengers are often friends of previous

Ivaran's best promoters are the passengers themselves.

passengers, who have passed on the right information: this type of cruise is a superb on-board experiences.

Passengers state (as we in the pas-

senger department agree to) that Ivaran ships provide quality on-board safety, give excellent service and personal passanger attention, and quarantee excellent accommodations and food. All these factors lead up to an experience of a lifetime - and that's hard to beat.

Perhaps the reaction of passangers can be shown by an excerpt from a letter which I recently received from someone who had sailed on the Americana for the first time. "Thank you for a wonderful experience, and please keep it up for those waiting to discover you."

Another couple who sailed north-bound from Buenos Aires to New Orleans contacted the passenger department and said, "We loved the *Americana* after our first sailing, but after a recent cruise on one of the new megaships, we really loved the *Americana!*" The couple further informed that they had told everyone they met on the megaship about Ivaran and the *Americana*. Ivaran has already been contacted by some of their fellow passengers.

During the past year, travel agents have been much more aggressive in booking the *Americana*. On voyage 66, sailing from New Orleans in September, we had our first large group booked, through the Smithsonian Institution.

With new competitive cruise fares, we expect to receive more increased bookings from United States, Canada, Australia, New Zealand and the United Kingdom. The passenger department team: Joan, Pat and I, feel that Ivaran's unique product is finally being discovered.

BON VOYAGE.



The passenger department (LtoR: Pat Henninger, Joan Danza and Eva Hansen) feels that Ivaran's unique cruise product is finally being discovered.

# SATELLITE COMMUNICATIONS PROVIDE VITAL SAFETY LINK

round the world, shipping companies are using satellite communications for a variety of applications, from speeding up time spent in port to sending a distress message. Satcom services are now more sharply in focus as ship operators face IMO requirements for a Global Maritime Distress and Safety System (GMDSS) to be implemented on all ships by 1999.

A data communications system works to the advantage of ship owners and managers in many ways - whether they are operating at sea, in coastal waters or on inland waterways.

Inmarsat, the international mobile satellite organization based in London, has been a major provider of satellite communication services to the global maritime industry since being established in 1979.

The Inmarsat-C text-messaging system can be used for a vessel to report its position to its shipping company, agent or anyone else who has to take decisions with regard to its whereabouts, repla-

Time spent in a port unloading and loading cargo is critical to the overall efficiency of a vessel. The larger it is, the more complex this operation tends to be. cing guesswork with accurate arrival times.

The flow of goods from one country to another can be made significantly more efficient by automating customs procedures. An Inmarsat-C terminal aboard a vessel permits the transfer of cargo manifests and other necessary customs documentation to obtain clearance for a cargo before the vessel carrying it crosses a national border.

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InmarsatC permits vessels to send and receive loading plans so that time spent in port is minimised, allowing more time to move cargo to its destination.

Most countries have regulations requiring that the position of hazardous cargo be reported regularly to authorities.

Linked to a global positioning system (GPS), Inmarsat-C makes it possible to automate this service. Furthermore, it enables authorities to poll vessels carrying hazardous cargoes so that their current positions can be known at any time.

An Inmarsat-C terminal can be linked or integrated with a wide variety of navigation systems to provide a highly reliable, round-the-clock global position-reporting capability.

Another application is service broadcasts and navigation notices. When groups of vessels need such information as the positions of obstructions, Inmarsat-C can act as a tool to broadcast that information. Shipping companies can also broadcast messages to their vessels as a group. Other data ideal for distribution by service broadcasts includes changes in customs procedures and port information.

Inmarsat-C is also used to inform ships on the ocean about stream patterns - to reroute tankers crossing the ocean to divert upstream rather than downstream,

ather than downstream,

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for example, in order to benefit in fuel consumption from the less strong stream

An important area of application for satcom is in helping to meet GMDSS requirements for an efficient search and rescue system, using both satellite and terrestrial radio communications, to improve maritime safety. Ships should be able to rapidly transmit a distress message to shore-based authorities so a coordinated search and rescue operation can be made with minimum delay.

More than 45,000 vessels worldwide will be required to upgrade their onboard communications systems to comply with GMDSS by the February 1 1999 deadline for implementation.

The satcoms element of GMDSS is provided by Inmarsat, and it is expected that most vessels will eventually switch to satcoms as an alternative to commercial HF radio.

The first mobile satcoms system to be introduced was Inmarsat-A, which can support two-way, high-quality direct-dial telephone, telex, facsimile, electronic mail and data communications.

Inmarsat-B is a recently introduced service designed to eventually replace the highly successful Inmarsat-A system, though the two services will continue to co-exist for many years.

B's full portfolio of services will eventually comprise automatic direct-dial telephone, telex, fax, data and high speed data. From the outset, Inmarsat-B was designed to comply with the requirements of GMDSS. There are presently nearly 2,500 commissioned Inmarsat-B terminals, of which some 1,300 are maritime installations.

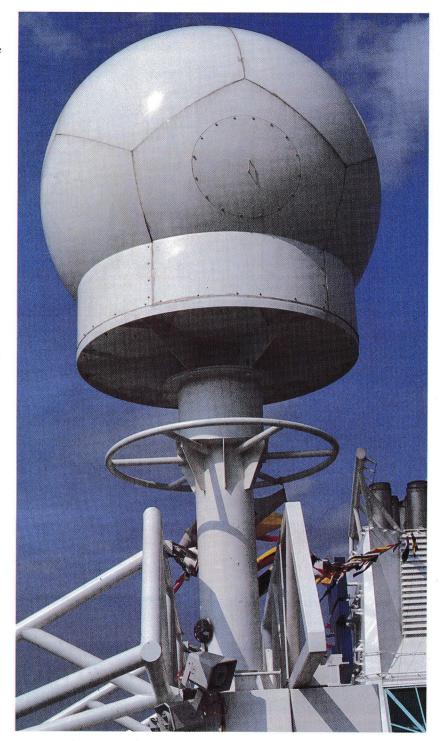
Ship Earth Stations (SESs), including multi-channel terminals, are now also available.

Rob Levey, maritime business planning manager at Inmarsat, expects many present Inmarsat-A users to switch to InmarsatB over the next 10 years. "In addition, the majority of new ships being launched are expected to install B. As a result, by the turn of the century, some 7,000 to 9,000 InmarsatB SESs are expected to have been installed on vessels," he says.

Inmarsat-M provides good quality all-digital voice telephony, data and low-speed facsimile services for land mobile and maritime applications.

The information superhighway, despite its name, is far from being land-based. If there is such a thing as the information supersearoute, it is powered by satellite communications.

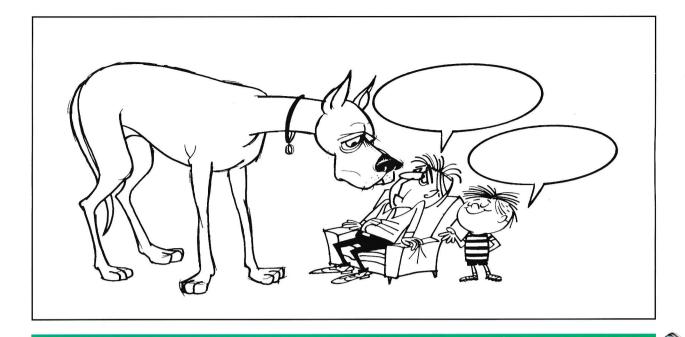
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This is acknowledged by a spokesman for Marinet, a Liverpool-based specialist in data communications and remote E-mail. A store-and-forward data transmission and messaging switching system, Marinet is specially designed and optimised for use over Inmarsat-A or M satellite voice circuits, primarily for maritime applications.

"Ships' operations are rapidly reaching the point where the use of information technology is a key factor in maintaining a competitive edge," says Alan Leach, sales manager for Marinet.

"The emerging demand for quality and cost-efficient satellite communications links with true global coverage are being met by Inmarsat partners in all these areas. Inmarsat and its service providers are the catalysts for enabling technology so that maritime companies can take advantage of new technologies and globally integrated communication networks and at ever lower cost."



A funny text for the above cartoon.

Send your reply to

The Editor, On Line, Ivarans Rederi, Vollsvn. 9-11 PBox 175,

1324 Lysaker, Norway

before December 1, 1996.

The winner will receive a collector's pin.

# and the winner is ...



On Line is sending Mr Dieter Schambach of Ivarans Rederi, Hamburg, a pin for his prize-winning caption.

EQUIPMENT	EQUIPMENT		INTERIOR DIMENSIONS		DOOR OPENING		CUBIC CAPACITY	PAYLOAD
20' DRY FREIGHT CONTAINER	IVARAN	L: 5.900 m W: 2.352 m H: 2.393 m	(19.35 ft) (7.71 ft) (7.80 ft)	W: 2.343 m H: 2.280 m	(7.64 ft) (7.48 ft)	2230 kgs 4920 lbs	33.2 cbm 1173 cu ft	21770 kg 47990 lbs
40' DRY FREIGHT CONTAINER	IVARAN	L: 12.034 m W: 2.352 m H: 2.395 m	(39.44 ft) (7.68 ft) (7.81 ft)	W: 2.343 m H: 2.280 m	(7.57 ft) (7.41 ft)	3800 kgs 8550 lbs	67.0 cbm 2394 cu ft	26600 kgs 58650 lbs
40'HIGH CUBE CONTAINER	IVARAN	L: 12.033 m W. 2.348 m H: 2.688 m	(39.42 ft) (7.75 ft) (8.83 ft)	W: 2.338 m H: 2.581 m	(7.66 ft) (8.42 ft)	3920 kgs 8543 lbs	76.2 cbm 2690 cu ft	26605 kgs 58657 lbs
20' REFRIGERATED CONTAINER	IVARAN	L: 5.450 m W: 2.285 m H: 2.260 m	(17.88 ft) (7.50 ft) (7.42 ft)	W. 2.220 m H: 2.255 m	(7.28 ft) (7.40 ft)	3200 kgs 7050 lbs	28.1 cbm 992.4 cu ft	21800 kgs 48060 lbs
40' REFRIGERATED CONTAINER	IVARAN	L: 11.600 m W: 2.286 m H: 2.241 m	(38.06 ft) (7.50 ft) (7.35 ft)	W: 2.288 H: 2.266	(7.51 ft) (7.43 ft)	4350 kgs 9590 lbs	56.77 cbm 2004 cu ft	28150 kgs 62060 lbs
20'FLAT RACK CONTAINER		L: 5.932 m W: 2.394 m H: 2.319 m	(19.19 ft) (7.31 ft) (7.04 ft)			2200 kgs 4850 lbs		27800 kgs 61290 lbs
40'FLAT RACK CONTAINER		L: 12.042 m W: 2.394 m H: 2.034 m	(39.52 ft) (6.95 ft) (6.43 ft)			4400 kgs 9700 lbs		40600 kgs 89507 lbs
20'OPEN TOP CONTAINER	IVARAN	L: 5.792 m W: 2.225 m H: 2.31 m	(19.32 ft) (7.61 ft) (7.57 ft)	W. 2.336 m H: 2.233 m	(7.51 ft) (7.51 ft)	2050 kgs 4519 lbs	32.1 cbm 1133 cu ft	21950 kgs 48390 lbs
40'OPEN TOP CONTAINER	IVARAN	L: 11.883 m W: 2.152 m H: 2.32 m	(39.56 ft) (7.64 ft) (7.61 ft)	W: 2.337 m H: 2.280 m	(7.61 ft) (7.51 ft)	3800 kgs 8377 lbs	66.6 cbm 2351 cu ft	27020 kgs 59567 lbs

There can be variances in the exact specifications of a particular container, depending upon make and serial production. In critical situations please consult your local Ivaran agent.

# NEW EMPLOYEES:



Carl Duppen liner department



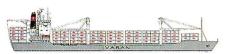
Kirsti Hansen freight collection



Nancy B. Fuller logistics manager South America



"AMERICANA" - Container-/passengervessel, built 1988. 19,818 dwt/1,120 TEUs (cellular) + 3 coiled/coated deeptanks for liquid cargo of 11,785 cbft each. Speed: about 19 knots. Accomodation for 80 passengers.



"SAN VICENTE" - Containervessel, built 1993. About 20,000 dwt/1,512 TEUs (cellular). Speed: about 20 knots.

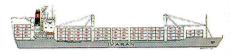
### Newbuildings



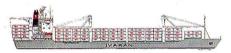
"SAN CRISTOBAL" - Containervessel, built 1995. About 20,000 dwt/1,512 TEUs (cellular). Speed: about 20 knots.



"SAN LORENZO" - Containervessel, built 1993. About 20,000 dwt/1,512 TEUs (cellular). Speed: about 20 knots.



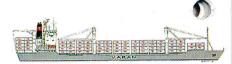
SAN FRANCISCO - Containervessel, delivery April 1996. About 20,000 dwt/1,512 TEUs (cellular). Speed: about 20 knots.



"SAN CLEMENTE" - Containervessel, built 1994. About 20,000 dwt/1,512 TEUs (cellular). Speed: about 20 knots.



"SANTA ROSA" - Containervessel, built 1992. About 30,000 dwt/1,732 TEUs (cellular). Speed: about 19.5 knots.



SAN FERNANDO - Containervessel, delivery August 1996. About 20,000 dwt/1,512 TEUs (cellular). Speed: about 20 knots.



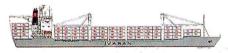
"SAN ANTONIO" - Containervessel, built 1994. About 20,000 dwt/1,512 TEUs (cellular). Speed: about 20 knots.



"SANTOS" - Containervessel, built 1985. 17,212 dwt/1,132 TEUs (cellular). Speed: about 17.5 knots.



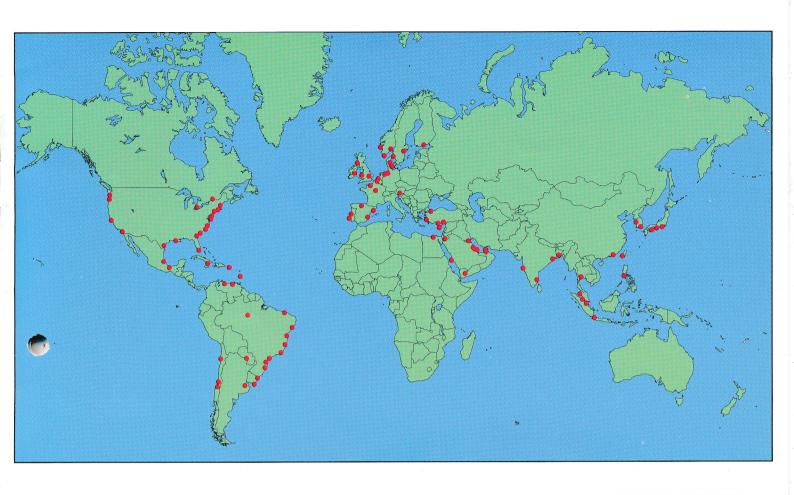
SAN FELIPE - Containervessel, delivery December 1996. About 20,000 dwt/ 1,512 TEUs (cellular). Speed: about 20 knots.



"SAN ISIDRO" - Containervessel, built 1993. About 20,000 dwt/1,512 TEUs (cellular). Speed: about 20 knots.



"SAO PAULO" - Containervessel, built 1983. 19,700 dwt/1,134 TEUs. Speed: about 17 knots.



### **GULF SERVICE**

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

> Veracruz Altamira New Orleans Houston (transfer of cargo to/from US West Coast)

- Puerto Cabello
- La Guaira Rio de Janeiro

Santos

Buenos Aires (transfer of cargo to/from Bolivia, Paraguay og Montevideo)

- Rio Grande do Sul (transfer of cargo to/from Buenos Aires/Itajai)
- Itajai
- Sao Francisco do Sul
- Paranagua Santos

Rio de Janeiro

- Vitoria
- Salvador Fortaleza
- Bridgetown (transfer of cargo to other Caribbean destinations)
- San Juan (transfer of cargo to other Caribbean destinations)
- Rio Haina Veracruz Altamira, etc.
- Bi-weekly sailings
- ••• Monthly sailings

### EAST COAST SERVICE

Our USEC Service offers weekly sailings to and from the following ports:

> Norfolk (transfer of cargo to/from Asia) Baltimore

Philadelphia

New York

Savannah (transfer of cargo to/from

the Caribbean and Asia)

Jacksonville

Miami (transfer of cargo to/from the

Caribbean and Asia)

Puerto Cabello

La Guaira

Rio de Janeiro

Santos

Buenos Aires (transfer of cargo

to/from Bolivia and Paraguay)

Montevideo (transfer of cargo

to/from Paraguay) Rio Grande do Sul

Itajai

Paranagua (via Itajai)

Santos

Rio de Janeiro

Baltimore, etc.

- Salvador
- Fortaleza Norfolk

Every other sailing

### **EUROPE SERVICE**

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

> Rotterdam (transfer of cargo to Switzerland, Portugal and Italy)

Felixstowe

Hamburg (transfer of cargo to/from Bremen, Scandinavia, Finland, Russia,

the Baltic and Asia)

Antwerp (transfer of cargo from Switzerland, Portugal and Italia and

to/from Ireland) Le Havre

- Bilbao (transfer of cargo to/from Portugal)
- Rio de Janeiro

Santos Buenos Aires (transfer of cargo to/from

Paraguay and to Brazilian outports) Montevideo (transfer of cargo to/from

Paraguay) Rio Grande do Sul

Itajai

- Paranagua Santos
- Rio de Janeiro
- Ilheus/Salvador
- Fortaleza Rotterdam Felixstowe, etc.

Bi-weekly sailings

••• Port called on inducement

### ASIA SERVICE

Our Asia Service offers sailings every 10 days to and from the following areas:

Japan

Korea

Taiwan

Hong Kong

China

Thailand Philippines

Singapore Malaysia

Indonesia

Vietnam

Sri Lanka

India

Pakistan

United Arab Emirates

Iran

Oman Oatar

Bahrain

Saudi Arabia

Kuwait

Rio de Janeiro

Santos

Buenos Aires (transfer of cargo to/from

Paraguay and Brazilian outports) Montevideo (transfer of cargo to/from

Paraguay)

Rio Grande

Paranagua

Rio de Janeiro

Ilheus/Salvador Recife

Vitoria

Fortaleza

La Guaira Puerto Cabello, etc

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Atlanta, Ga.(sales office): Ivaran Agencies, Inc.; Baltimore, Md.: Stockard Shipping; Boston, Ma: Moran Shipping agencies Inc.; Bridgetown: Sea Freight Agencies (Barbados) Ltd.; Caracas: Despachos Becoblohm C.A.; Charleston, S.C.: Carolina Shipping Company; Chicago, Il.: World Shipping Inc.; Cincinnati, Oh: World Shipping Inc.; Cleveland, Oh: World Shipping Inc.; Curacao: Dammers & Van der Heide Shipping & Trading (Antilles) Inc.; Dearborn, Mi: World Shipping Inc.; Georgetown, (Guyana): Guyana National Engineering Corp. Ltd.; Houston, Tx: Riise Shipping Inc.; Jacksonville, Fl: Carolina Shipping Company; Kingston: Jamaica Freight & Shipping Co. Ltd.; La Guaira: Servinave La Guaira, C.A.; Long Beach, Ca: Merit Steamship Agency Inc.; Mexico City: Transpac Representaciones Transpacificas SA de CV.; Miami, Fl: Ivaran Agencies 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 of Spain: Alstons Shipping Ltd.: Port-au-Prince: Joseph Nadal & Company; Portland, Or: Merit Steamship Agency Inc.; Puerto Cabello: Servinave Puerto Cabello, C.A.; Rio Haina: Maritima Dominicana SA; San Francisco, Ca: Merit Steamship Agency Inc.; San Juan: ScanAmericana Agencies Inc.; Savannah, Ga: Carolina Shipping Company; Seattle, Wa: Merit Steamship Agency Inc.; Syracuse, Ny: World Shipping Inc.; Tampa, Fl: Eller Company, Inc.; Tampico: Transpac Representaciones Transpacificas SA de CV; Toronto: Seabridge International Shipping Inc.; Valencia: Despachos Becoblohm Ofic. Valencia (DBB Val); Veracruz: Transpac Representaciones Transpacificas SA de CV; Wilmington, Nc: Wilmington Shipping Company.

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General Agents US Gulf and Europe Service: Transatlantic Carriers (Agenciamentos) Ltda., Santos.;

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Maritima Robinson SACFeI; *Campana*: Agencia Maritima Robinson SACFeI; *Ciudad del Estel Foz do Iguacu*: Trape Transportes Rodoviarios Ltda. (Asia Service only); *La Paz*: Anbol Ltda.; *Montevideo*: Agencia Maritima Ernesto J. Rohr SA; *Santiago*: A.J. Broom y Cia. S.A.C.

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October 1st, 1996 / pehs