

# INTERCONNECT

THE MAGAZINE FOR OUR CUSTOMERS

JUNE 2010



- › POAL Handles NZ's Biggest Container Ships
- › Hamburg Sud On Equipment & Capacity Management
- › McKay's & PIL - A long & Happy Relationship

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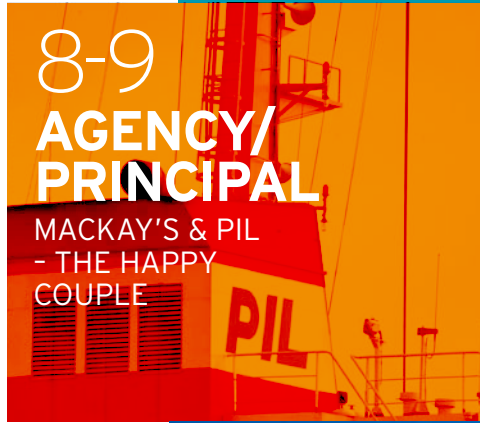
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# POAL FOCUS



GRANT JOREY  
GENERAL  
MANAGER POAL  
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THE FIRST QUARTER 2010 HAS BEEN A BUSY ONE FOR PORTS OF AUCKLAND AND FOR OUR SHIPPING LINE CUSTOMERS DURING A BUMPER PEAK EXPORT SEASON. WHILE THE CONSOLIDATION OF OUR CONTAINER OPERATIONS AT FERGUSSON CONTAINER TERMINAL HAS BEDDED DOWN WE HAVE EMBARKED ON A MAJOR PROJECT THAT INCLUDES THE DEMOLITION OF OUR BIGGEST SHED.

This will avail us with a significant 1.6ha in the key area of the currently located Pack Operation, the Empty Depot, Shuttle and the Rail Exchange areas. We are carefully considering future applications for this valuable space. The demolition means a move for the POAL Container Pack/Unpack Service which enables an upgrade in Pack's operation for greater efficiency and productivity. At this early stage of the project I can say that some of the newly available space will be repaved to accommodate a much expanded POAL Empty Depot operation. (See pgs 4 & 5).

## FIRST IN AUSTRALASIA

Meanwhile we are reaping the early benefits of our new Sattel container handling monitoring system. An Australasian first, this puts POAL far out in front of any other port in Australia or NZ. Designed to increase safe straddle carrier driving, to reduce driving accident damage and to improve productivity, Sattel has shaved a dramatic 78% off accident damage costs in the first eight months of its implementation at the Port.

Based on a Military GPS system DGPS, which uses many more satellites than standard GPS to deliver highly accurate positioning, Sattel has been installed into all POAL's mobile container handling equipment such as straddle carriers. Impact sensors have been attached in various positions on the POAL straddle fleet. If a straddle (or the cargo it's carrying) collides with anything - eg a container in the stack, that impact is recorded and reported.

Sattel records, monitors and reports information on a range of activities and performance which it transfers in real-time

across a wireless system to a dedicated server. With the focus on Safe Driving, Productive Driving and Equipment Care, Aggregate Reports are produced from the stored data. These chart performance and incident information and are used by Performance Coaches to review drivers' performance, accident incidence and damage and to help drivers with additional coaching where necessary, to improve safe driving skills, equipment care and productivity.

Productivity is important and that's all about such factors as driver route selection, navigation and driving technique. It is NOT about speed. Sattel does measure speed but we definitely don't want drivers driving faster! It also monitors fuel levels which enables POAL to immediately detect underperformance in equipment. This is not only environmentally beneficial but it also enables us to refuel equipment on a Just in Time basis rather than each machine

refuelling every day which was previous practice.

Since implementation, Sattel's success in improvement in equipment care has been phenomenal. Since August the cost of repairs arising from damage to equipment, straddles and containers, has plummeted. That's great for POAL and a very important outcome for our customers.

The monitoring of driver behaviour identifies the potential for risk well in advance of a possible accident. Enhancement in training practices and improvements in driver technique means Ports of Auckland straddle operations will also become safer as they become more productive.

And for the future - watch this space as we intend to fit Sattel technology into our cranes in the near future.



PERFORMANCE COACH MATT KNIGHT MONITORS THE SATTEL SYSTEM



# POAL HANDLES NZ'S BIGGEST EVER CONTAINER SHIPS



BERTHING THE OOCL NEW ZEALAND

**AS NEW ZEALAND'S LARGEST CONTAINER PORT, PORTS OF AUCKLAND IS PREPARED AND ON 'STAND-BY' TO HANDLE CONTAINERSHIPS UP TO 7,000 TEU. UNTIL RECENTLY, THE LARGEST CONTAINERSHIPS SERVING NZ WERE MAERSK'S 4,100 TEU VESSELS. LAST DECEMBER POAL WAS ABLE TO DEMONSTRATE ITS ABILITY TO ACCOMMODATE THE LARGER CONTAINER SHIPS WHEN IT BECAME ONE OF TWO NZ PORT CALLS FOR THE 5,042 TEU MAERSK DETROIT - THE LARGEST CONTAINER VESSEL EVER TO VISIT NZ.**

**Since then POAL has hosted a more frequent visitor. In April Auckland was the first NZ port call on the 4,578 TEU OOCL New Zealand's maiden voyage. Also introduced as an extra-loader during the peak export season, the 400 reefer plug OOCL New Zealand is part of the weekly NZX service to Malaysia and Singapore.**

Not only did the *OOCL New Zealand* enjoy problem-free arrival, berthing and container exchange on her first visit (and subsequent visits) but she did so in the company of the *Maersk Duffield* which joined her on the same berth. According to POAL Chief Pilot Nigel Meek, the entire process was trouble-free: "The *OOCL New Zealand* was the larger vessel but at 261 metres, she was in fact shorter than the 281 metre, 4,100 TEU *Maersk Duffield*. It was a busy night on 9th April. She joined the *Maersk Duffield* at Fergusson while we had another vessel berthed on the western side of the adjacent Freyberg Wharf. It required a bit of juggling up and down the berth to access all the cargo on the *OOCL New Zealand* but we did it without any problems."

NZ General Manager OOCL, Peter Sutherland, confirmed that the Line was

'very satisfied' with the exchange and with the berth window. "Everything held to schedule and went smoothly" he responded.

The arrival of these larger vessels supports the continued trend experienced at POAL where increased hubbing of international shipping services on Auckland is seeing fewer ship visits but with significantly bigger container exchanges. Over the last few years POAL has built on its natural advantages to prepare for the arrival of these larger container vessels. A naturally deep harbour and dredging of the commercial shipping lane in the Rangitoto Channel, caters for vessels up to 7,000 TEU. The port company also has consent to further deepen one of the ship berths at Fergusson to 15.5 metres. POAL Managing Director Jens Madsen says:

**"We have the Resource Consent which means that we are in position to move quickly to berth deepening when and if it's needed."**

## MAJOR UPGRADES FOR BOTH SEAPACK AND EMPTY DEPOT SERVICES

Ports of Auckland's specialised pack and unpack service now renamed SeaPACK, is on the move. Although not moving far from its current central location at POAL, Pack's new facility will bring better utilisation of space and efficiency improvements in the Unit's way of working, according to SeaPACK Manager Grange Pole. "The end result will be improved productivity and a more competitive SeaPACK product for our customers" he says.

## PACK E-NOTE

A major step towards improvements at SeaPACK was undertaken in May 2010 with the development of the Pack e-Note. This is an electronic, web-based e-Note enabling Pack customers to book a range of Pack services on the web.

**"The Pack e-Note will alleviate the need for fax bookings and totally upgrade the efficiency of our reservations and service booking system. This is part of our efficiency drive to prepare for anticipated volume growth for Pack"**

comments Grange Pole.

He explains that the Pack e-Note has been on trial since May and is now available for all SeaPACK customers. "It is a clear, concise and reliable format that enables much improved reporting as well as better planning and scheduling. It also gives

us all the information upfront with more transparency". He says that a growing number of SeaPACK's customers are working more closely to a Just-In-Time system which means their orders for the SeaPACK service, are being sent in much closer to vessel cut-off times. "That makes it imperative for us to get the pre-planning done and to get a much greater level of transparency in the information flow than the manual/fax system ever allowed."

## EMPTY DEPOT UPGRADE

Once SeaPACK has moved out of its present premises, that shed will be demolished and

repaired to provide a greatly expanded area to accommodate POAL's upgraded Empty Depot operation.

As Grange Pole explains, the move will enable major expansion of the Empty Depot service range including container wash, inspection, decontamination and pre-trip plus all the rail exchange and empty container exchange facilities. "It's going to enable total reorganisation to achieve greater efficiency and throughput. The Empty Depot is a vital element in POAL's service response to increased hubbing over Auckland and the demand for ever faster container turnaround."



GRANGE POLE

# FACE TO FACE:

# SIMON EDWARDS & ANDREAS BARTHEL HAMBURG SUD NZ

HAMBURG SUD HAS BEEN SAILING INTO THE PORTS OF AUCKLAND SINCE THE LINE PIONEERED CONTAINERISATION ON THE NZ TRADE IN THE EARLY 70S. IT IS THE PREDOMINANT CARRIER ON THE US/AUSTRALASIAN ROUTES AND HIGHLY RANKED ON THE NZ/NORTH AND EAST ASIA TRADE. THE GLOBAL ECONOMIC CRISIS OVER THE LAST 18 MONTHS, SAW THE INDUSTRY FACE COMBINED LOSSES OF OVER US\$20 BILLION.

In that environment in 2009 Hamburg Sud fared better than most shipping lines. Contributing to that performance was Hamburg Sud NZ, a major carrier in the NZ agricultural/perishable export sector.

Simon Edwards and Andreas Barthel are the two sides of the unusual and successful dual management structure of Hamburg Sud NZ where they share management as General Manager

Commercial and General Manager Finance, Logistics and Operations respectively.

Here they talk about Equipment and Capacity Management with particular focus on these applications during the recent 2010 peak agricultural and perishable export season.



Good capacity and equipment management has been vital for carriers during the recession. How has Hamburg Sud managed these disciplines over the last couple of years to achieve the 'right balance' in the NZ trade?

**SE:** Let's start with Equipment Management for which Hamburg Sud has a very good planning system. It starts with our zero-based sales budgeting programme in which our account managers world-wide budget every single

customer for volume, revenue and equipment requirements - from origin through load and discharge ports to final destination. This data in turn maps equipment flows globally for Hamburg Sud and identifies regions generating surpluses and, most importantly, those regions in deficit. That provides the ability to respond well in advance to expected shortages by planning our empty container repositioning programme and/or to target full-paying cargoes to balance up our equipment position. It really is an excellent programme. It's detail-intensive to start with but the rewards from an equipment supply perspective, make it very worthwhile. It's worked very well for us in New Zealand in assisting us with vital anticipation and planning for peak season demand, in particular for reefer boxes.

**AB:** Turning then to Capacity Management, this is obviously always important to all lines but no more so than in the last year or so when we, along with all other carriers, have faced rationalisation of our services through capacity reductions - either to match declining volumes on some trade lanes or to minimise losses associated with unacceptable system utilisation. For Hamburg Sud NZ, we've made significant

changes to our services to/from East Coast North America and on the North Asia service to offer a better match of cargo volumes and capacities.

**With those restrictions, anticipating increased capacity demand for the 2010 peak reefer season and planning for extra capacity must have presented challenges?**

**SE:** That's true however Hamburg Sud has traditionally proven willing to add capacity where needed. We ran an extra-loader programme to cater for peak perishable export demand last year. For 2010, we completed our planning early to the US East Coast, Caribbean and Europe where we offered three extra-loader voyages which we had exclusive use of. As it transpired our capacity planning and that of our partners in the North Asian service was accurate with a five sailing extra-loader programme via two Hamburg Sud-operated ships, covering peak demand March to May. Originally we'd planned for more in this market but in fact there was compression in the peak season in terms of both volume and duration. In reality we'd not have been able to run any more extra-loader capacity without it being loss-making. And of course it's not just the additional capacity: the extra-loader programme enables us to add ports that are not otherwise included on the rotation to

meet peak export demand for example, for the East Coast/Europe service we sent extra-loaders into Nelson to pick up apples. And on the Asia service we added Taiwan to the peak season extra-loader rotation. I can say that overall during the 2010 peak, we matched demand with supply as best we could without over-supplying extra-loaders.

**AB:** Of course there were hiccups - there isn't a carrier that won't have issues at any port round NZ during the peak season, however we've taken on board lessons learned from this past season - both what we did right and what we need to fix. All this will be taken into account when we start next month to review and plan for our shipping and capacity requirements for the 2011 peak export season.

**And do you think those capacity and equipment requirements will be met?**

**SE:** Although Hamburg Sud NZ is less than 10% of total Group throughput, we punch well above our weight when it comes to the agricultural and perishable export sectors where our Hamburg Sud NZ reefer volume ranks us second in the Hamburg Sud network. Obviously that lends some helpful clout in ensuring our reefer equipment and capacity requirements are recognised in forward planning!



THE CAP BIANCO ARRIVING AT FERGISSON CONTAINER TERMINAL



# THE POINT OF DIFFERENCE



CRAIG HARRIS & CAPTAIN ARUN JOSHI

THE FACT THAT MCKAY'S HAS SURVIVED WHILE OTHERS HAVE NOT, INDICATES FLEXIBILITY AND VERSATILITY ARE OTHER POINTS OF DIFFERENCE IN THE COMPANY'S BUSINESS ACUMEN ARMOURY.

WITH GLOBALISATION SPELLING THE DEMISE OF THE TRADITIONAL SHIPPING AGENT, THE NEW ZEALAND LEADER, MCKAY SHIPPING HAS HAD TO ADAPT TO SURVIVE. THIS IT HAS ACHIEVED IN A LONG AND HAPPY RELATIONSHIP WITH ASIAN REGIONAL HEAVYWEIGHT PACIFIC INTERNATIONAL LINES (PIL) FROM SINGAPORE AND IN THE FORMATION OF A NZ JOINT VENTURE WITH INCHCAPE SHIPPING, THE WORLD'S LARGEST GLOBAL SHIPS AGENCY.

Launched onto the New Zealand trade in 1995 by its nominated agent McKay Shipping, the privately owned Singaporean company PIL, is unique among major lines in NZ today for maintaining its 15 year relationship with ships agency McKay Shipping, while most other lines have established their own in-house ships agencies.

Founded in 1967, PIL now operates over 100 container ships and has diversified into logistics and container manufacture. Captain Arun Joshi, General Manager PIL NZ, confirms that throughout PIL's expansion, the Line has favoured using local agencies. "It has also invested in various agencies around the world either outright or in Joint Ventures." And so it was in line with standard practice that PIL in 2006, took up the 49% shareholding in McKay Shipping held for 33 years by an original shareholder in the agency, the conventional reefer ships company, J. Lauritzen of Copenhagen which was exiting the NZ market.

"That gave PIL the opportunity to buy 49%. It was a strategic step that reinforced PIL's sincerity and commitment to the NZ market where we now operate two 2,800 TEU ships in the South East Asia consortium" Captain Joshi comments.

Although the relationship structure changed from agency/principal to McKay/ PIL NZ Joint Venture, Captain Joshi (who at that time was PIL's NZ representative), says the working relationship didn't change. "McKay remains PIL's sole NZ agency providing all the agency services - sales, operations, logistics, office and administration support.

I would say our relationship has been strengthened by PIL's investment. McKay was a well established and respected brand as was PIL. The Joint Venture has gained equally high respect - it's a high quality joint brand that has cemented a strong foothold for PIL in NZ."

At McKay Shipping, Managing Director Craig Harris confirms that McKay and PIL 'are like family'. He says there is no secret ingredient to the success of the long relationship. "Firstly a good agency/principal relationship, like any good relationship, is based on trust - it is absolutely essential. Our point of difference here is that we are working with a family owned and controlled company and that's very different from working with a corporate. From PIL's founder and Chairman Y.C. Chang to his son, Managing Director, Tio Seong Seng, we have the continuity of those business contacts - the family doesn't change.

**"We have a very close, personal relationship with the PIL 'family'. We are closely involved in the thrust of the business, in their style of operating and working. We in turn become an extension of the family instead of just a branch office. That's our point of difference."**

## A MAJOR SHIFT

Craig Harris confirms that McKay's, like all agents, has been affected by globalisation of the shipping industry. "That's because conflict of interest has become an unavoidable issue for the agent with the expansive networks of the shipping lines today making it very hard to segment geographically and not get into conflict of interest. Once you move up the tree into the top 20 worldwide agency echelon, you'll find they are very restricted in taking on other Principals without getting into geographical conflict somewhere round the world."

He points to the disappearance - certainly in NZ - of all the big shipping agency names, Dalgety and Wrightson among them. "There are no traditional agencies left in NZ; basically they are all controlled fully or partly by the overseas Principal. The major shift has occurred over the last 15 years and the reason is purely and simply IT (Information Technology). It's all down to the shipping lines' IT systems and the confidentiality surrounding them. They don't want third parties tapping into that information or into their global systems and so it's expedient for the Lines with their new global IT systems, to own and operate their own agencies."

McKay's in 2008 saw the opportunity to adapt its operation to fit the changing environment. This came with Inchcape, the world's largest global ship agency company, which was considering entering the NZ market. "They were finding it hard to justify their own entry with NZ's multiple ports requiring an extensive national office network at all those ports. We were able to offer our NZ footprint - an established 35 year operation, a seven office NZ-wide network and non-liner business market share. It was a natural fit.

"They had a multi-million dollar IT system with global contracts attached - something we as a local agency couldn't achieve in our own right so, we split the McKay's non-liner and non-container business away and formed a Joint Venture with Inchcape. We bolted on our cruise ships and bulk carrier work with their tanker and other work to form ISS-McKay which handles all Inchcape's work in NZ and all McKay's non-liner work eg, the cruise ship sector which we do a lot of, tanker, bulk shipping including forestry." The end result is an ISS-McKay seven-office-NZ network making it of equal size now to McKay Shipping in NZ. Craig Harris is Managing Director of ISS-McKay.



SO MUCH OF WHAT WE BUY IN NEW ZEALAND TODAY IS MADE IN CHINA. SURPRISING THEN THAT CHINESE CARS HAVE ONLY JUST ARRIVED IN NZ CAR SHOWROOMS. THE LATEST IN A LONG LINE OF INTERNATIONALLY MANUFACTURED PASSENGER VEHICLE BRANDS TO GO ON SALE IN NZ IS GEELY, CHINA'S LARGEST INDEPENDENT AUTO MANUFACTURER WHICH DISCHARGED ITS FIRST SHIPMENT OF PASSENGER VEHICLES TO NZ AT PORTS OF AUCKLAND IN APRIL THIS YEAR.

# MADE IN CHINA

**From the start of its auto manufacturing business in 1997, Geely claims to 'have grown faster than any other company in the automotive industry in China which in 2009 overtook the USA to become the world's largest auto market with over 13 Million sales'.**

Supporting its claim of being the only Chinese car manufacturer to have developed its own range of engines, Geely now has eight series of engines between 1 and 1.8 litre capacity. Geely is headquartered in Hangzhou, the capital of Zhejiang province and operates six car-assembly and power-train manufacturing plants in China that are located in Lanzhou (Ganzu province), Linhai, Luqiao and Ningbo (all in Zhejiang province), Shanghai and Xiangtan (Hunan province). These facilities currently produce some 300,000 cars a year.

But the company's international headline-grabbing claim to fame came earlier this year in March when it paid out US1.8Billion for Volvo, the last of Ford's European premium brands. Describing the sale of the 'ailing Volvo to Geely, a Chinese upstart' the Economist magazine called this 'a marriage made in heaven'. It commented that for Geely, buying the loss-making Volvo, 'could help Geely's founder Li Shufu, the self-styled Henry Ford of China, to become a big international car maker'. The respected publication observed that while Geely is barely known outside China, it will learn from Volvo about how to run a global supply chain and an international dealer network.

Establishing the Company in New Zealand, Geely NZ General Manager Scott Billman has this year appointed seven dealers in Auckland,

North Harbour, Whangarei, Tauranga, Nelson, Christchurch and Invercargill in what he confirms will be a NZ network of up to 12 Geely dealerships before the end of 2010, providing sales, parts and service.

NZ's first new Chinese passenger vehicles are the Geely 1.5L MK Sedan and MK Hatch models. Some 45 of these cars were shipped into Ports of Auckland in March by ArmaCup Maritime. A further shipment of these models is due in Auckland anytime now. They are retailing at the low end of the new car market from NZ\$17,990. "In our early stages in NZ, we see huge potential in the used car market. During the recession over the last 18 months or so, NZ's used car supply has dwindled and the consumer has had limited choice. Geely is offering a new vehicle for a similar price to a used car, with a 36 month, 100,000kms factory backed-warranty and AA Roadside Assistance" says Scott Billman.

With the marked shift to smaller, lower fuel consumption cars, Geely's entry to the NZ market is timely. From the introductory 1.5 litre MK models, Billman says that later this year a smaller 1.3 litre Geely LC Hatch will hit NZ forecourts followed at the end of the year by the Geely EC7 1.8L Hatch and Sedan models. All shipments will be carried on ArmaCup and discharge at Ports of Auckland, the only NZ port being used for the Geely car import shipments. While Geely has already raised eyebrows with its prototype of the Geely GE Model, a high-end limo that looked remarkably like a Rolls Royce Phantom, it is now apparently looking at production of one of the world's tiniest cars. Dubbed the 'pint-sized econobox', the Geely iG concept was revealed at the recent Beijing Auto Show. Combining solar power with Micro power, the 70 horsepower, 1 litre unit with a single

Gull-wing door, looks set to displace the Indian-made Tata Nano as the world's cheapest car.

With 22 new models on show at last year's Shanghai Auto Expo and a goal of 412,000 unit sales this year, Geely is on the export expansion trail. New Zealand follows Eastern Europe and South Africa and Australia is next on the list. Couple that with Geely's plans to build a new manufacturing plant for Volvo in China and it looks likely that Geely manufactured vehicles will be muscling in to many more export markets before long.



**SCOTT BILLMAN (GEELY NZ) & CLIVE ADLAM (ARMACUP) INSPECT THE FIRST SHIPMENT OF GEELY CARS INTO NZ.**



# NEWS:

# ONE WEBSITE

**POAL IS PHASING OUT ITS AXIS INTERMODAL WEBSITE.**

**ALL BUSINESS WILL IN FUTURE BE CONDUCTED THROUGH THE WWW.POAL.CO.NZ WEBSITE.**

All customers are presently being advised and prepared for transfer. There will be a period of adjustment for everyone to get used to using InterACT, POAL's new single system electronic cargo management and information system.

## STRONG CUSTOMER SUPPORT FOR INTERACT

IN MARCH 2010 POAL INTRODUCED INTERACT, ITS NEW SINGLE SYSTEM ELECTRONIC CARGO MANAGEMENT AND INFORMATION SYSTEM. IN ITS DEVELOPMENT, POAL WORKED CLOSELY WITH CUSTOMERS IN A CONSULTATIVE BUSINESS REFERENCE GROUP TO ENSURE THAT INTERACT CLEARLY MEETS THE NEEDS OF PROVIDER AND CUSTOMERS.

POAL says the process was vital to the creation of InterACT and its final format as the most advanced and comprehensive electronic cargo management and information system of any NZ port company.

Richard Potton, Manager Sales, Marketing & Product Development, talks about the consultative process: "We had decided to consolidate our various online applications that were running over the Axis Intermodal website, into a single portal. We did not want to go to the market without first consulting our shipping line customers. From an initial general customer meeting, a smaller group agreed to form the InterACT Business Reference Group and to meet regularly going forward. We subsequently met every few months to bounce around new ideas and to discuss developments. We used the Group to test each stage of the InterACT development. We presented InterACT ideas and processes to the floor for discussion. With unanimous agreement and support, the idea or the proposed process, was taken away to be reworked. We found the Group extremely constructive and helpful and the process is certainly one we will repeat."

Members of the Business Reference Group were unanimous in their support of the consultative process. **Ray Chubb is Operations Manager for OOCL NZ.** He fully approved of POAL reaching out to the shipping community at large before the completion of InterACT: "It was great that they were prepared to get a good understanding of our requirements to ensure they were covered in InterACT. Basically, all the shipping lines' processes are much the same although there are variations in our individual systems and some lines have better levels of IT integration than others. InterACT has been written to encompass all the various processes and requirements for the different users which is excellent. Because of the consultative process everything we needed has been included."

On InterACT itself he says OOCL has it up and running 'without any issues at all'. "I judge it to be an extremely good system for all we stakeholders and certainly as a single system, it's gone a long way towards bridging the gaps in the multi-product system that existed previously. InterACT is an excellent base for further IT developments from POAL."

His views were echoed by others in the group including **Tony Moore, Port Operations Manager for Hapag-Lloyd in NZ.** "The collaborative process was great, they

brought everyone on-board so we were all 'in the picture'. We worked through all the development stages, looked at the concepts and POAL amended and adapted to suit our needs. The InterACT system itself is brilliant. In any comparison of NZ port websites POAL definitely has the most superior model. And what's great is that its structure leaves it open for further development and enhancements."

The process worked well for **David Park, Export Customer Services Manager at Maersk NZ:** "It stimulated good debate among the lines. It was a lively and useful exchange with lots of cross-referencing.

One specific area we looked at in an excellent robust process, was ensuring that within InterACT all the individual shipping lines' information was protected and not available for everyone to tap into. For us at Maersk information is paramount. When export containers arrive at a port, we need our information to be aligned with the port's information as early as possible and InterACT is enabling that. It means we can quickly identify any discrepancies and get them sorted."

At COSCO, Export Manager **Michael Liew** found the collaborative process very positive for both 'sides': "POAL listened to all our requirements and us to theirs".

**"In any comparison of NZ port websites POAL definitely has the most superior model".**



L-R: RICHARD POTTON (POAL), DAVID PARK (MAERSK), COLIN READ (POAL), LUCIA MARTINEZ (NYK), RAY CHUBB (OOCL), TONY MOORE (HAPAG-LLOYD), FINN JENSEN (POAL), BRUCE HUNTER (HAMBURG SUD).

## NEWS AND VIEWS ON NEW ZEALAND SHIPPING TRADES

**Recent shipping and related** appointments include **Reinhold Goeschl** who has been confirmed as the new Chief Executive Officer of Conlinxx. Conlinxx was established earlier this year to manage POAL's freight hub at Wiri in South Auckland and Reinhold has been leading the Conlinxx team since then. As well as providing storage, handling, track and trace services, Conlinxx operates truck shuttle and transportation to complement the recently opened rail link from the freight hub to the Auckland seaport.



REINHOLD GOESCHL

Conlinxx Chairman and POAL Managing Director **Jens Madsen** says he is delighted that Reinhold Goeschl has accepted the appointment. "Reinhold has been instrumental in establishing Conlinxx and with over 30 years' experience in the international transportation and logistics industry, he was a natural choice for the Chief Executive role" Mr Madsen said.

From his earliest career days with Schenker in Austria, the USA, Africa, New Zealand, Malaysia and Singapore, Reinhold Goeschl took up the position of Managing Director for international freight forwarder Bax Global in 2001. A merger

between Bax Global and Schenker saw him once more back at Schenker this time as Managing Director NZ. Since 2008 he has been consultant and business advisor specialising in General Business Support, Supply Chain Management and Global Market Development.

**Liz Bentley, the former CEO of Swire Group's Tasman Orient Line in NZ**, has been appointed CEO of Carpenters Shipping in NZ where she heads up that company's new liner service in NZ. She is joined by **Hans Corporaal** also formerly of Tasman Orient Line and previously with Hamburg Sud. He has been appointed General Manager Operations and Logistics for Carpenters along with **David Tierney**, Carpenters NZ new GM Finance, also previously with TOL NZ. Carpenters, a Malaysian company, has started a new service with a three of planned four vessel service calling Malaysia, Singapore, Ho Chi Minh, Hong Kong, PNG, Vanuatu, NZ and Australia.

**At COSCO NZ General Manager Mark Scott** has assumed the company directorship from former NZ COSCO chief **Stuart Ferguson** on



MARK SCOTT AND STUART FERGUSON

the completion of a two year succession plan. Stuart Ferguson now continues his 32 year association with COSCO, in an advisory capacity. He is also Chairman of UCL (United Containers Ltd).

**CMA CGM & ANL Agencies NZ** has announced the appointment of **Yuriy Shatura** as National Operations Manager based in Auckland. The former National Party Prime Minister **Jim Bolger** has been replaced as Chairman of KiwiRail by Wellington Company Director **John Spencer**. Long-standing Chief Commissioner for the Transport Accident Investigation Commission (TAIC), **Bill Jeffries** has also been replaced by **John Marshall QC**. At the NZ Transport Agency (NZTA), the former NZ Rugby Union Chief Executive **Chris Moller** has been appointed Chairman taking over from **Brian Roche** for a three year term.

**With Ports of Auckland as its only NZ call**, Partner Shipping's **NAPA** (North America Pacific) car, truck and heavy lift RoRo service has increased from monthly to a 20 day frequency and increased



SILVERSTONE EXPRESS AT PORTS OF AUCKLAND

capacity by over 30%. Represented in NZ by **Cargo Co-ordinators**, the service is currently operating three pure car and truck carriers and expects that a fourth vessel will be introduced later this year which will increase frequency to twice monthly.

**Norway's Wilh Wilhelmsen is splitting its** shipping and logistics activities from the rest of the group to create a new listed company to make it the only listed logistics and vehicle-carrying Ro Ro company in the world. The new company will be called **Wilh Wilhelsen ASA (WW ASA)**.

**Michael Hensley who was the winner of** the Ports of Auckland sponsored 2009 NZ CILT (Chartered Institute of Logistics & Transport) Young Achiever of the Year Award has now won the CILT International Young Achiever of the Year Award at the global Institute's Annual Conference



JENS MADSEN, MANAGING DIRECTOR PORTS OF AUCKLAND AND HON. NATHAN GUY PRESENT MICHAEL HENSLEY WITH THE CILT NZ YOUNG ACHIEVER AWARD 2009

in Malta recently. He currently works as Logistics Manager for UTI Forwarding in Auckland. The Award recognises outstanding achievement and contribution by young men and women under the age of 35 who work within transport and logistics. Part of the prize includes a bursary of UKP2000 for further research and/or travel on a transport or logistics project.

**NZ Pacific Business Council (NZPBC)** Chairman **Gilbert Ullrich**, the CEO of Ullrich Aluminium, recently awarded the NZPBC's annual Valedictory Award to **Tom McNicholl**, the founder of long-standing POAL customer Reef Shipping and the Reef Group which he established in 1968 with French business partner **Gaspard Ravell**. Honouring Pacific business pioneers, the Award recognises Reef's development from one vessel to a nine vessel fleet operating throughout the South Pacific. From its pioneering transportation of fuel to the Pacific Islands, today Reef Shipping provides a full range cargo service from FCL containers to break-bulk.

**Our apologies to Neville Kershaw, former** Operations Manager for Maersk NZ. In the March issue of Interconnect (pgs 4 & 15) we mistakenly described Neville as 'retired'. In fact he is busy consulting using his many years of experience in the NZ shipping industry and will be pleased to hear from companies requiring his expert assistance. Phone: (09) 421 0105, email: GreatSouthernShip@xtra.co.nz



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OOCL New Zealand berthed at Fergusson Container Terminal.

**On the cover:** The 4,578 TEU OOCL New Zealand on its maiden voyage to NZ earlier this year when its first call was to POAL where it shared the berth with the 4,100 TEU Maersk Duffield.

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