

# INTERCONNECT

THE MAGAZINE FOR OUR CUSTOMERS

MARCH 2010



Ports of Auckland

- > Conlinxx & New Rail Link
- > New Face at Maersk
- > New Look Swire Shipping

# CONTENTS

2-3  
POAL  
FOCUS

## 4-5 FACE TO FACE

STUART JENNINGS,  
THE NEW FACE OF  
OPERATIONS AT  
MAERSK NZ

8-9

## CONLINXX - THE LAUNCH OF A NEW JOINT VENTURE

POAL & NZL JOIN FORCES TO RUN THE WIRI  
FREIGHT HUB & ITS RAIL & ROAD SHUTTLES  
TO THE SEAPORT

## 10-11 THE RAIL EXCHANGE

12-13  
POAL  
NEWS

14-15  
MARKET  
ROUND UP

BACK  
PAGE  
DIRECTORY

# POAL FOCUS



WAYNE MILLS  
GENERAL  
MANAGER  
PORT SERVICES  
PORTS OF  
AUCKLAND

2009 WAS A CHALLENGING YEAR FOR US ALL. THE GLOBAL ECONOMIC RECESSION HAS REQUIRED BOTH THE PORT AND OUR CUSTOMERS TO RE-EXAMINE OUR BUSINESSES IN THE NEW ENVIRONMENT. WITHOUT TEMPTING FATE, I AM PLEASED TO SAY WE ARE NOW SEEING SOME POSITIVE SIGNS OF RECOVERY.

**Although vehicle imports and break-bulk volumes for the last six months of 2009 were down on the same period in 2008, volumes for 2010 are rising steadily. Forward cruise ship bookings have also recovered well and we are looking at a new record high of 73 vessel calls in 2010/11. At 438,438 TEU, container volumes across the port for the second half of 2009 were down 3.7% on 2008's record high of 455,083. It is however pleasing to note the full recovery of multicargo container volumes as at February 2010.**

We made some key appointments in Multi Cargo during the second half of 2009, with Andre Alekseev appointed as Operations Manager and Perry D'Souza, the Customer Service and Systems Support Manager. Both Andre and Perry are passionate about service and making a difference for our customers.



**ANDRE  
ALEKSEEV**

**PERRY  
D'SOUZA**

POAL is well-prepared for the trend to larger ships, with the Rangitoto Channel deepening now complete. We welcomed the largest container ship to call NZ, the 5,000 TEU *Maersk Detroit* in December last year, and I'm pleased to report that the marine and cargo handling components of the visit went very smoothly.

We also welcomed the new Seafuels bunker tanker *Awanuia* in August, ensuring the ongoing provision of bunkers to our shipping line customers. The *Awanuia* has been successfully shuttling between the Marsden Point refinery and the Port of Auckland, with the bunkering service proving extremely popular and above forecast. We also made our largest single delivery of fuel oil, providing 1,800 metric tonnes to the *Queen Mary 2* in March 2010.

Seafuels is currently supplying 180CST fuel oil to cruise ships and other commercial vessels. We hope to soon be the first New Zealand port (other than the Marsden Point refinery) to offer a 380CST fuel option to the port's customers.

In August 2009, POAL sold Queens Wharf to the Government and the Auckland Regional Council, and planning is well advanced for the handover on 1 April 2010. Dedicated vehicle storage areas are being provided at Southern Bledisloe Wharf, bananas will in future be handled at Jellicoe Wharf, and cruise ships will continue to use Princes and Queens Wharves as is current practice.

Golden Bay Cement opened a new service centre at Bledisloe Wharf in February 2009. The new centre more than doubles the storage and discharge capacity at their former Wynyard Quarter site ensuring an environmentally friendly long term solution for Auckland cement supply.

I'm pleased to report that Venus, POAL's computerised vehicle tracking system, has reduced vehicle-key allocation times from 24+ hours down to 12 hours. Venus uses barcode and wireless technology to track and trace vehicle movements within the Port. This increased productivity allows

transporters to move cars faster to end users and increases the productivity of wharf space. Venus also facilitates the monitoring of Customs requirements, and we are looking to incorporate similar functionality to support MAF obligations. We are also working with industry to assess how Venus may further assist with supply chain efficiency.

POAL Marine has recently introduced the Portable Pilot Unit (PPU), a carry-on navigation system that provides our pilots with a common user navigational interface that integrates real time ship and port data to provide the pilot with a complete picture of the environment that the ship is operating in. The unit was first trialled in a live environment on the *Maersk Detroit* and I am happy to say it was very successful.

**2010 is looking promising as the world markets stabilise. Thank you for your continued support during a trying 2009. We look forward to working with you in what we hope will be a bright 2010.**



# FACE TO FACE:

# STUART JENNINGS

## COUNTRY OPERATIONS MANAGER - MAERSK NZ



In December 2009 Stuart Jennings returned to his native New Zealand to replace Neville Kershaw upon his retirement as Country Operations Manager for Maersk NZ.

With his feet barely touching the ground under the new desk, he talks about his new job and the shipping career that led to it.

**SJ:** I moved from NZ to the UK with my parents in 1979 when I was nine years old. I joined P&O Containers in 1988 at Head Office in London where I worked in various positions in operations, trade management and commercial divisions for the next seven years. In 1995, a year before the P&O Containers merger with Nedlloyd to form P&O Nedlloyd (PONL), I got the opportunity

to transfer to NZ. I was on a two year placement but ended up staying for nine years working initially in Customer Services then in Trade Management and later in Operations.

What happened following the Nedlloyd merger process?

**SJ:** We piloted a new Global System in New Zealand and I ran that rollout programme. After that I moved back into Operations and then in 2004 I transferred to Rotterdam to work on the rollout of the same Global System in Europe. After that I looked after process standardisation for PONL in Europe.

Then Maersk bought PONL?

**SJ:** Correct. That all happened in 2006 when I remained in Rotterdam in a Customer Service role before transferring in 2008 to Maersk HQ in Copenhagen again in Customer Services with responsibility for global performance measures. At the end of 2009, the opportunity then came up for me to return to NZ in Operations. I welcomed that as I had always wanted to come back to NZ.

So after many years in Customer Service you moved back into Operations. Is there a reasonable level of interchange within divisions at Maersk?

**SJ:** I think in most shipping lines particularly at Head Office and perhaps at the major regional levels, people probably remain in the same functions but less so within the smaller country organisations where there's less opportunity to move ahead in a single function. I think it's a good thing as we need to understand the business as a whole and the best way to do that is to work in multiple functions. I don't think the shipping industry generally does enough of this - people tend to stick in eg, Operations or Sales etc.

What does your Country Operations Manager role entail?

**SJ:** Overall I am responsible for making sure the ships come and go according to our NZ trade schedule, that equipment is in the right place at the right time and prepared, and for haulage requirements. Some aspects are managed in Copenhagen such as equipment control and some aspects managed in Singapore but we keep our local control. We provide them with weekly and longer term forecasts based on our local market intelligence to influence equipment availability, scheduling, capacity, extra-loader programmes etc.

There've been a lot of changes for Maersk in NZ in the last couple of years. Will there be more in 2010?



**SJ:** There are no plans for any significant changes for Maersk's NZ operation this year. Our focus now is on improving the reliability of the service after a period of variation and change. While shipping volumes and rates remain depressed, Maersk's focus is on cost cutting. We are looking at the whole business, at efficiency, at doing things smarter and cheaper, at bunker savings - we've already implemented slow steaming to save fuel, reduce CO<sub>2</sub> emissions and improve on-time schedule performance.

How has the year started?

**SJ:** We've seen a rather unexpected increase in volume globally from December 2009 and that's continuing now in NZ. We put it down to inventory restocking and now we are in the peak export season in NZ. We'll be operating the extra-loader programme for apple exports over the next three months. We did it in 2009 and it was well received. It's a good way for us to service the additional peak season volume.

How have the recent Maersk freight rate increases on some trades been received?

**SJ:** The increases seem to be working in some trades but not in the more volatile trades. We are only starting to get back to break-even with rates still 7-8% lower than December 08 levels. New Zealand is a different market for Maersk globally as here we have more long term commitments with customers.

One of your key challenges this year?

**SJ:** Among challenges for us in NZ, is the lack of investment in infrastructure. That seriously impacts on our ability to offer services. We currently call at nine ports around NZ - that's a lot of ports and it's only because the infrastructure is not there to enable us to efficiently move large volumes of containers around the country any other way.

"OUR FOCUS NOW IS ON IMPROVING THE RELIABILITY OF THE SERVICE AFTER A PERIOD OF VARIATION AND CHANGE."



# FACE TO FACE:

# RANDY SELVARATNAM

## SWIRE SHIPPING NZ GENERAL MANAGER



In response to the prevailing weaknesses in the European and North American economies last year, Swire Shipping carried out a major restructuring of companies and operations. Withdrawing from some trades, shedding some staff, streamlining the organisation, the Company sought to refocus on its core Asia-Pacific trading area.

What happened first was the integration of Tasman Orient Line (TOL) (the strong New Zealand multi-purpose regional liner operation), with Swire Shipping, by parent China Navigation Co - CNCo. To do this CNCo had acquired the remaining 33% of TOL held by Ahrenkiel group.

However, Ahrenkiel retains its partnership in Quadrant Pacific, a NZ ships agency business set up with TOL in 1999 through a merger between Tasman Asia Line and NZ Orient Line (which was founded in 1989 by Christian Ahrenkiel). Meanwhile TOL's East South East Asia (ESEA) and North Asia trades have been combined with Swire Shipping NZ Ltd (SSNZ) - a major Ports of Auckland customer through its Auckland port calls on the ESEA, North Asia, TransTasman, Pacific Islands and PNG services.

**Randy Selvaratnam was appointed General Manager for Swire Shipping NZ in May 2009. He talks to Interconnect about the impact of the reorganisation on the SSNZ operation.**

First of all tell us about yourself and your background.

**RS:** I've been in shipping for 26 years starting in Melbourne with P&O Containers. After that I worked for Union Bulkships, Owens Cooltainer and FESCo Lines. My association with Swire Shipping started in 2004 when I joined Steamships Shipping (a Swire Group company) in Papua New Guinea to run its shipping agency business and I remained there for five years. PNG is a major trading destination for the

Swire Group. From a shipping point of view, it was our first service destination back in the 1950s and it is still a very important market for us today. In May 2009 I moved to NZ to take over the General Manager role for Quadrant Pacific and then became GM for SSNZ mid 2009.

How has the reorganisation impacted on the NZ operation?

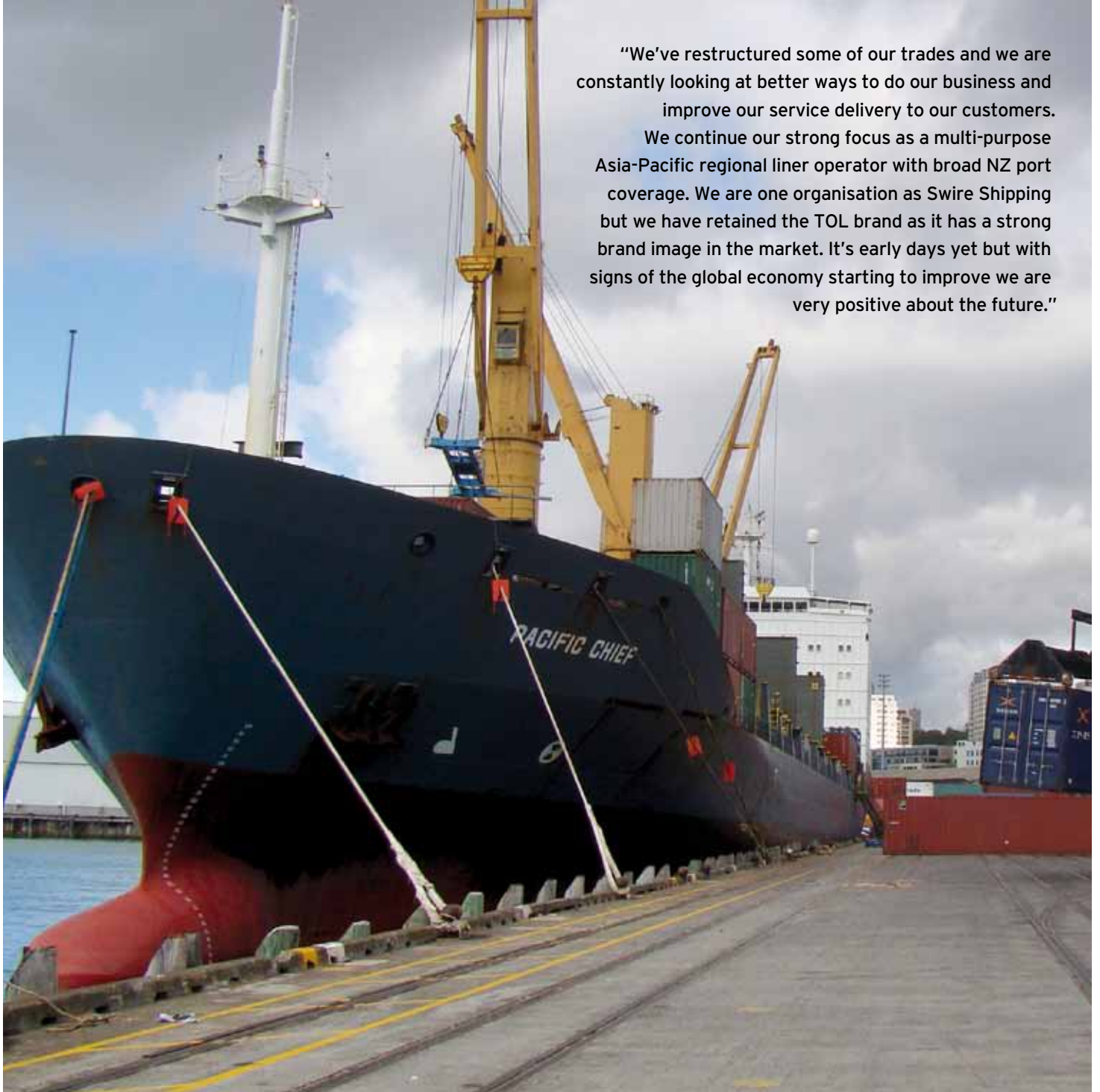
**RS:** With the reorganisation came the launch of the NZ subsidiary Swire Shipping NZ (SSNZ). This entity has assumed the trade management responsibility for the former TOL trades and Swire Shipping's TransTasman trade and the liner shipping agency functions carried out by Quadrant Pacific Agencies. SSNZ is headquartered in Auckland with a total staff of about 80 people around New Zealand where we have offices in Tauranga, Napier, Wellington, Nelson, Christchurch and Timaru.

So Swire Shipping has retrenched from Round The World services and global expansion to refocus on regional activities?

**RS:** Yes, we were expanding globally but we weren't immune to the international economic downturn. We realised we should focus on our core areas - our core business.

"We've restructured some of our trades and we are constantly looking at better ways to do our business and improve our service delivery to our customers.

We continue our strong focus as a multi-purpose Asia-Pacific regional liner operator with broad NZ port coverage. We are one organisation as Swire Shipping but we have retained the TOL brand as it has a strong brand image in the market. It's early days yet but with signs of the global economy starting to improve we are very positive about the future."



# POAL PUSHES BEYOND THE BOUNDARY

## A NEW JOINT VENTURE:

# CONLINXX

THE CULMINATION OF A DECADE OF PLANNING, CONSENT APPLICATIONS AND PROTRACTED NEGOTIATIONS, THE NEW RAIL EXCHANGE CONNECTING THE POAL INLAND PORT AT WIRI AND THE SEAPORT IS THE REALISATION OF A LONG HELD AMBITION.

POAL's Vision is to be the best port in Australasia with world class performance. The increased use of rail was always essential to the achievement of that Vision. Working to a strategy created to lift the proportion of POAL cargo carried by rail from 10% to 30% within a few years, Ports of Auckland sees rail driving further efficiencies in the supply chain by improving operational performance and profitability of the 6 year old Wiri Inland Port (IP). Initially served by a truck-based shuttle service, as of February this year, the Wiri IP is additionally served by a dedicated rail link with four shuttles a week Monday to Thursday. Each rail shuttle is comprised of 23 wagons with capacity for 46 TEU in each direction.

"This is all about unlocking the potential of Wiri Inland Port as a high performing freight hub for the benefit of the whole supply chain" explains Ports of Auckland Managing Director Jens Madsen.

POAL General Manager Sales and Marketing Craig Sain, says that with the introduction of the rail link, POAL recognised that in its evolution from Inland Port to Freight Hub, Wiri needed management by a business entity with the flexibility and dynamism to respond quickly to market needs. "We realised that to balance the requirements of road and rail, a Joint Venture partner was the most appropriate vehicle."

With a history of working together, NZL was a logical partner for POAL having established significant experience and capabilities through its existing Wiri IP InterPort road shuttle contract with the Port Company and having previously managed POAL's East Tamaki Inland Port. In addition to its core transport and logistics operations, NZL is also engaged in Joint Ventures with Fonterra in DTL (Dairy Transport Logistics) and with Carter Holt Harvey and its Lodestar export shipping operation. "In NZL then we have a very experienced partner and most importantly, we share the common goal to

drive supply chain efficiency," says Craig Sain.

NZL Group CEO Ken Harris responds that Conlinxx's primary role is as facilitator within the trucking and logistics sector. "Conlinxx's over-riding objective is to ensure that cargo handled through the Inland Port is carried in the most efficient way possible. Whether by truck or rail".

**"CONLINXX IS THE  
VEHICLE THAT WILL  
DELIVER THE BENEFITS  
TO THE MARKET"**

During this initial stage while advertising for a General Manager, Conlinxx is being headed up by former Schenker NZ Managing Director Reinhold Goeschl. POAL Managing Director Jens Madsen is Chairman of the Joint Venture company.

He describes Conlinxx as 'the opportunity for the Port Company to increase our exposure to the wider freight sector and to get a stronger freight presence in the hinterland.' "It's all about being innovative; about curtailing Supply Chain management costs and coming up with new logistics solutions," he says.



Closely linked to POAL's increased involvement in the Supply Chain, the new developments are a clear sign that the Port Company is moving beyond its traditional container terminal management and stevedoring realm and into activities outside the port boundary. "Our focus now is expanding to include not just the on-wharf operation but the cargo flows in and out of the port and how we can increase those cargo flows through the optimal use of our various intermodal options. We see that for the future, in order to engage with the entire Supply Chain, we need to work more closely with trucking companies and cargo owners as well as with our traditional shipping line customers."

#### **FROM INLAND PORT TO FREIGHT HUB**

For that reason the Inland Port will now be called POAL Wiri Freight Hub - a name that Craig Sain says more appropriately reflects the POAL Vision to increase freight hubbing at Wiri. "Rail is the catalyst for the change and Conlinxx is the vehicle that will deliver the benefits to the market."

He reports that from the start the rail shuttle achieved high utilisation in both directions. "We are therefore strongly motivated to

build up to two shuttles per day within six to 12 months as we build the volume of freight hubbing over Wiri. In addition to its management of the freight hub and the road and rail links, Conlinxx will continue with the current IP offering of door to door facilities working with trucking companies and cargo owners. We already offer an empty container

depot facility at Wiri and we are looking to engage with potential tenants in terms of other freight hub opportunities such as pack and unpack. The aim is to create a freight hub for the Auckland City region.

He reveals that Auckland City is only the start: the POAL Wiri Freight Hub is the model for further Inland Port freight hub expansion.



**A CONLINXX TRUCK DEMONSTRATES OPERATIONS AT THE WIRI FREIGHT HUB**

“We’ll be looking to see how the model evolves and whether it is something we can take beyond the Greater Auckland region to regions such as the North and Waikato. I can say we are confident that we have a strong model here for the future application of infrastructure facilities to support the Supply Chain.”



**THE FIRST CONTAINERS  
BEING DISCHARGED AT  
WIRI FREIGHT HUB.**



< **Jens Madsen**, Managing Director - Ports of Auckland; **Niksa Sardelic** - Beca; **Mark Seymour** - Brian Perry Civil; **Rt. Hon Jim Bolger**, Chairman - KiwiRail; **Matt Findlay** - Brian Perry Civil; **Rt Hon Steven Joyce**, Minister of Transport; **Alistair Kirk** - Ports of Auckland; **Paul Houston** - Brian Perry Civil; **Neil McKenzie** - Kiwirail Infrastructure at the official opening of the Wiri Freight Hub rail siding.

Guests arrive at the Ports of Auckland rail grid prior to boarding a train for Wiri >





# PORTS OF AUCKLAND ROUND THE BAYS

MORE THAN 70,000 PEOPLE PARTICIPATED IN THE INAUGURAL PORTS OF AUCKLAND ROUND THE BAYS ON SUNDAY 14TH MARCH. TO CELEBRATE THE NAMING RIGHTS SPONSORSHIP, PORTS OF AUCKLAND HOSTED THE 'SHIPPING LANE' AFTER THE FUN-RUN AT MADILLS FARM, KOHIMARAMA. POAL WOULD LIKE TO THANK THE FOLLOWING COMPANIES FOR PARTICIPATING IN THE 'SHIPPING LANE' AT PORTS OF AUCKLAND ROUND THE BAYS: PACIFIC DIRECT LINE, HAMBURG SUD, KUEHNE & NAGEL, OCEANBRIDGE, RELIANCE TRANSPORT, TAPPER TRANSPORT, WALLENIUS WILHELMSSEN LINES, FLIWAY, MCKAY AND KIWIRAIL. IT WAS GREAT SEE THE INDUSTRY TO COME TOGETHER IN ONE PLACE!



# NEWS:

A LEADING LIGHT IN THE INTERNATIONAL PORTS AND SHIPPING INDUSTRY FOR ITS GROUND-BREAKING ELECTRONIC CARGO MANAGEMENT AND INFORMATION SYSTEMS, POAL HAS NOW PUT ITS SUITE OF ELECTRONIC PRODUCTS UNDER ONE SYSTEM ON A SINGLE PLATFORM WITH ONE NAME



# INTERACT

POAL Marketing, Sales & Product Development Manager Richard Potton, says the new name 'signifies that we are interacting with all our supply chain stakeholders - shipping lines, cargo owners, freight forwarders, transport companies, rail and government agencies such as MAF and NZ Customs'.

**A single e-window, InterACT enables fast and real-time communication all along the container supply chain. The web based system will enable customers to:**

- Track & Trace containers: View the real-time status of all their containers.
- Set up Alerts for status changes: This way you are advised electronically when your import containers are ready for pick-up

**Pre-advise export arrivals: Create a pre-advise for a paperless process.**

- Request releases.
- Generate transport PIN numbers: Request a PIN for both export &

import containers, that enables the truck to pass through the auto-gate directly to the truck-grid where the straddle carrier loads/unloads the container.

- See the CEDO status of export containers.
- Remove containers under bond from the port to customers' CCA.
- View all vessels due, arrived and departed.
- Check export container delivery to port: see which containers have been delivered and how many have still not gated out.
- Check how many requests received and approved for late deliveries.
- See which containers have been delivered with discrepancies between booking information and arrival documentation: using InterACT customers are able to correct the inconsistencies.
- Identify any import containers still inter-terminal after the expiry of free time.
- Order services - the full range of services such as X-Rays, Washes, Weighing and Inter-Wharf Shuttle Transfers.

....And much more.





# WHO CAN USE INTERACT?

InterACT is available to any party in the Supply Chain that has registered with the Ports of Auckland and received a User ID and password. With the exception of shipping line customers who receive InterACT as part of their Contract, all users pay a monthly service fee.

The System may be accessed through standard browsers like Internet Explorer via links on the Ports of Auckland website ([www.poal.co.nz](http://www.poal.co.nz)) which will be the single InterACT web-based platform. POAL will be making InterACT presentations to customers throughout April to prepare them for the permanent closure of the Axis Intermodal website on 25 April 2010. InterACT will be officially launched on 31 March 2010.

According to Richard Potton, this is only the first stage of development for InterACT. "The System will continue to evolve with many exciting developments and enhancements in the pipeline. In the long term InterACT will be the central repository and source of information that will support POAL's expanding range of cargo management tools for shipping lines and the import and export communities," he says.

# DIRECT TRANSFER:

While many customers are using POAL InterACT for the electronic management of their Supply Chain, others are using their own systems. For these customers, POAL has created a series of EDI XML messages that enable a direct transfer of data between POAL's terminal system and the customer's electronic Supply Chain management system.

"This means that once a customer signs up for this EDI XML service, they are registered into the system. The process starts with POAL receiving an Alert in the form of a 'Register of Interest' in certain containers from a registered customer. This in turn triggers our system to send a container status report in XML format, every time something happens to that container and its status changes. Standard status changes triggering an Alert include container arrival at port, container loaded - or discharged, container to NZ Customs or MAF, container cleared by shipping line, container ready for delivery and anything else that changes the status of the container" explains Richard Potton, POAL Manager Sales, Marketing & Product Development.

**Customers wishing to register for the new EDI XML service may do so on the website at [www.poal.co.nz](http://www.poal.co.nz) as of 31 March 2010.**

# SIMON TAPPER

With the untimely death of Simon Tapper on 17 March 2010, NZ's transport and logistics industry lost one of its most respected industry leaders. After a period of ill health, Mr Tapper died too soon at just 55 years.

A shareholder and Director in the 26 year old Tapper Transport (TTL), Simon Tapper was a visionary whose inspiration was of great benefit to not only Tappers, but to the NZ transport and logistics industry as a whole.

At its Onehunga HQ in Auckland, Tappers 'mini-port' freight station of 200,000 sq ft, is Australasia's biggest. As NZ's largest wharf carrier, Tappers has had a strong working relationship with Ports of Auckland over nearly three decades. POAL Managing Director Jens Madsen said Mr Tapper's death was very sad news. "Simon has been a prime mover in logistics and transportation in NZ for many years. He was hugely respected, we had a close working relationship with him and he will be sorely missed," Mr Madsen said.

# STANDARD PRICE SCHEDULE

POAL's standard price schedule is available on the website where it may be accessed by service category for eg.; Stevedoring, Marine, Demurrage etc. The price schedule is at:

[http://www.poal.co.nz/shipping\\_cargo/price\\_schedule/](http://www.poal.co.nz/shipping_cargo/price_schedule/)



SIMON TAPPER

# MARKET ROUND UP:

## NEWS AND VIEWS ON NEW ZEALAND SHIPPING TRADES

**Recent shipping and related appointments** include a new management team at Swire Shipping NZ following the Line's 2009 reorganisation in Australasia. At the NZ SSNZ Head Office in Auckland, these appointments include new Trade Managers: **Mike Danen**, TransTasman; **David Knowles**, TransTasman Westbound; **Michael Bailey**, East SEA; **Scott Krantzcke**, North Asia Trade. At Maersk NZ, **Stuart Jennings** has returned from Europe to replace **Neville Kershaw** on his retirement, as NZ Operations Manager. **Willie van Heusden**, President of the NZ Customs Brokers & Freight Forwarders Federation (CBAFF), has been appointed Country Manager for Damco. Formerly General Manager Schenker NZ and more recently an independent Supply Chain Consultant, Willie van Heusden has 32 years experience in the logistics and freight forwarding industries. At KiwiRail, **Soren Low** has been appointed to the newly created position of KiwiRail Service Delivery National Manager. His responsibilities include customer transactions and service delivery across the rail network. His broad brief also includes overseeing the Auckland and Christchurch Customer Service Centres, the rail logistics functions of stow planning, locomotive planning, allocation and crew rostering as well as wagon and container management.

**Rod Grout the man who has championed** the interests of a NZ Shipping Industry for so long and pioneered many shipping industry reforms and national transport initiatives, is stepping down from his role as Chief Executive of Pacifica Shipping and the Pacifica Transport Group after 25 years in the job. He continues as a

Director of Pacifica's parent, the Skeggs Group and will carry out consultancy for Skeggs. Rod Grout has led Pacifica as a coastal operator since it started with one ship in 1985 on the Wellington-Lyttelton run. He was also a foundation member and major player in the NZ Shipping Federation and served as President of the Foundation for 12 years. Driving the change for coastal shipping, he has done battle with successive governments to try and achieve a level playing field for coastal shipping in its competition with other subsidised transport modes such as road and rail. In January this year he was awarded the ONZM (Officer of the Order of Merit) in the New Year Honours List, for services to transport and the maritime industry.



**A Knight in his home country of France**, the New Zealand domiciled co-founder of the shipping line Societe Francaise de Navigation (SOFRANA), **Msr Christian Jean-Louis**, was also recognised in NZ's New Year's Honours List with the appointment of MNZM (Member of the Order of Merit) for services to business and export. Now retired, Christian Jean-Louis came to NZ in 1961 and seven years later with a French business partner, he started SOFRANA with the *MS Moana*. Today the Line serves the Pacific with services between NZ - Papua New Guinea, The Solomon Islands

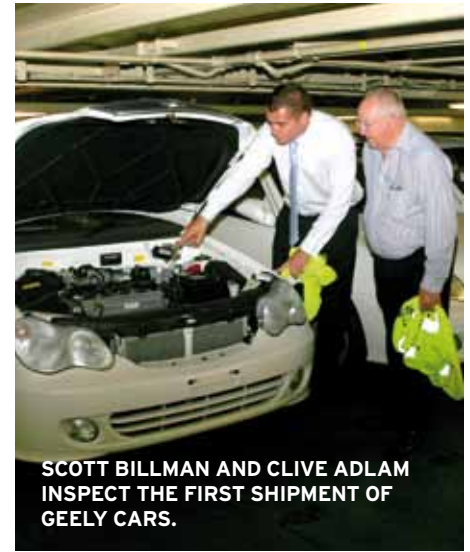
and Vanuatu; to New Caledonia and Fiji; to Tonga and the Samoas; to Wallis and Futuna Islands. Christian Jean-Louis also started the French NZ Business Council and was for 12 years, Honorary French Consul in Auckland. 15 years ago he was honoured by France with the title of Chevalier of the Order of Merit.

**Pacific Direct Line (PDL) has brought in a larger 13,000 tonne newbuild which retains the name of its predecessor - *Southern Lily*.** The company says the larger vessel will enable it to expand the capacity of the general cargo service between Auckland, Lyttelton, Tonga and Samoa.

**Vehicle carrier ArmaCup Maritime Services** which pioneered the Japan/ NZ trade for used cars in the 1980s, has brought in NZ's first shipment of Chinese

manufactured passenger vehicles for Geely NZ. The shipment unloaded at Ports of Auckland's multi-purpose facility at Captain Cook Wharf. Manufactured by Geely, China's largest independent auto-manufacturer, the first shipment includes 45 of Geely's first two models to come to NZ - the Geely MK Hatch and the Geely MK Sedan both of which are expected to retail for around NZ\$18-19,000. Geely NZ General Manager, Scott Billman says further shipments will continue throughout the year to the NZ market where Geely is currently appointing a dealership network.

At the 2009 Shanghai Motor Show, Geely unveiled prototypes for 22 new passenger car models to be developed and manufactured over 2010. Scott Billman expects at least two of those models to join the NZ range this year. A very high profile Chinese automobile brand, Geely is in the throes of finalising its acquisition of Volvo Car Corporation from Ford. ArmaCup was founded in 1984 by Auckland businessman



**SCOTT BILLMAN AND CLIVE ADLAM INSPECT THE FIRST SHIPMENT OF GEELY CARS.**

Mark Ching who in 2002 sold 50% of the company to major car carriers Wallenius Wilhelmsen Logistics (25%) and to EUKOR Car Carriers Inc (25%).



**THE NEW 13,000 TONNE, SOUTHERN LILY.**

# DIRECTORY

www.poal.co.nz

## Jens Madsen

Managing Director  
Ports of Auckland Limited  
DDI: 64 9 336 4884  
Mob: 021 921 353  
Fax: 64 9 3091375  
Email: madsenj@poal.co.nz

## Craig Sain

General Manager, Sales & Marketing  
DDI: 64 9 309 1263  
Mob: 021 934 452  
Fax: 64 9 309 1375  
Email: sainc@poal.co.nz

## Wayne Mills

General Manager, Port Services  
DDI: 64 9 309 1266  
Mob: 027 597 2390  
Fax: 64 9 309 1375  
Email: millsw@poal.co.nz

## Grant Jorey

General Manager,  
Axis Operations and Productivity  
DDI: 64 9 309 1264  
Mob: 021 843 860  
Fax: 64 9 309 1212  
Email: joreyg@poal.co.nz

## Jonathan Hulme

Manager, Stevedoring  
DDI: 64 9 309 1340  
Mob: 027 207 7032  
Fax: 64 9 367 5467  
Email: hulmej@poal.co.nz

## Richard Potton

Manager, Sales, Marketing  
& Product Development  
DDI: 64 9 309 1249  
Mob: 0274 484 473  
Fax: 64 9 309 1375  
Email: potttonr@poal.co.nz

## Yvonne Theuerkauf

Manager, Logistics  
DDI: 64 9 309 1369  
Mob: 027 476 0105  
Fax: 64 9 3091212  
Email: theuerkaufy@poal.co.nz

## Grange Pole

Manager,  
Axis Pack & Inland Ports  
DDI: 64 9 309 1217  
Mob: 027 4731 079  
Fax: 64 9 309 1375  
Email: poleg@poal.co.nz

## Jon Ward

Manager Operations Planning  
& Customer Services  
DDI: 64 9 309 1291  
Mob: 021 982 683  
Email: wardj@poal.co.nz



Lashing teams secure a yacht to the deck of the Hamburg Sud vessel *Cap Beatrice*.

**On the cover:** A new rail link was launched in February connecting the Ports of Auckland Freight Hub at Wiri with the seaport. Running the operation is the newly formed company Conlinxx, a Joint Venture between POAL and transport & Logistics specialist NZL Group.

Interconnect is the magazine of POAL,  
Sunderland Street, PO Box 1287, Auckland,  
New Zealand. Tel 64 9 309 1200.  
Fax 64 9 309 1212.  
www.poal.co.nz

Interconnect is published for customers of Ports of Auckland.

If you would like to receive a copy on a regular basis, please contact Richard Potton,  
tel 64 9 309 1249 or email potttonr@poal.co.nz with mail address details.

Editorial: Anne Hunter