

JULY-AUGUST 2019

Bi-monthly publication of CSS Group

LIGHTHOUSE

**SUPPLY CHAIN
MANAGEMENT AT
CSS GROUP**



**TOP CUSTOMER
AWARD**

CSS honored by CMA CGM

**STRATEGIC
ASSOCIATION**



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LIGHTHOUSE

CHAIRMAN'S MESSAGE



T S Kaladharan

No one can dispute the fact that our business sector is constantly and rapidly evolving. I am therefore particularly proud that, over the past twenty-five years, CSS has gained recognition as a global leader in international transport and logistics. We are honoured to have achieved this, even more so because it highlights our core belief of maintaining strong values of discipline

dedicated to providing high-quality service.

Growing businesses face many challenges and CSS is no exception. However as different opportunities and problems demand distinct solutions, one thing is for sure, such challenges provide development outcomes which should confirm that a business is on the right path for growth. Personally, I believe that, in this context, talent management strategy is one of the dominant prerequisites. It's a must for any growing business.

It's well known maxim that we are all happier when we feel we are able to achieve our best. This means placing the right people in the right place so they are able to utilise their maximum talent. Obviously there are many factors that influence this process. Nowadays, whilst the skills of 'Human Resources' have gained significance, CSS has endeavoured to inculcate their disciplines since our inauguration. The strategy of talent management is a process that cascades from the top to the bottom line. Meticulous understanding of each person's abilities is a must and it provides a linchpin for 'Human Resources'. This is something we have been doing, within CSS, for years. For some 'Human Resources' only recently came into prominence but, ensuring that the right people are in the right roles and have the right capabilities; has always been important for CSS. It's part of our characteristic spirit that has not only stood CSS in good stead but also will serve us well ahead for our future growth.



Lighthouse is produced by the CSS Group's Corporate Communications & Marketing Department
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 Printed at : Anaswara offset Pvt. Ltd.
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TOP CUSTOMER AWARD

CSS HONORED BY CMA CGM



The CSS Group received the Top Customer Award from CMA CGM in appreciation for their support in the year 2018. The award was handed over to Chandrakala (CK), CSS Group COO, NVOCC, at the CSS Group Regional Head Quarters in Jebel Ali on the 02nd May 2019.

The CMA CGM "Top Customer Award" was handed over by Anshika Bhatia, Asst. Trade Manager, Exports (Europe/ Med). Santosh Devasper, Commercial Manager and Pradeep Vallath, Manager Key Accounts/VIP Desk were also present

from CMA CGM during the occasion.

"CSS Group is honored to have been awarded with this recognition from CMA CGM, and we value this partnership. We have always ensured to maintain global standards in all our service parameters. Our relationship with CMA CGM over the years proved to be a progressive and mutually beneficial one," mentioned Chandrakala on the occasion. Rosh Manoli, General Manager Sales & marketing and Angeli Sudheer, Manager Pricing & Customer Service Desk, CSS Dubai were also present during the function.

Founded in Marseille in 1978 the CMA CGM Group is the third-largest container shipping company globally. Present in over 160 countries through 755 agencies, 750 warehouses and 110,000 employees and a diverse fleet of 509 vessels. CMA CGM serves 420 of the world's 521 commercial ports and operates on more than 200 shipping lines.

CSS Group with its large presence in the Middle East and South Asia, looks forward to seeing the relationship grow manifold, with CMA CGM in the years to come.

CSS - EMPLOYEE OF THE MONTH

APRIL 2019

FATHIMA SIDHIQUE- NVOCC Dept, awarded by Fida Asghar, Sales Manager, NVOCC, CSS Dubai.



STRATEGIC ASSOCIATION

CSS HOMEWARD BOUND JOIN HANDS WITH PEBA

CSS Homeward Bound



CSS Homeward Bound, the renowned packing and relocation company based in Dubai, announced its partnership with PEBA (Philippine Expats Basketball Association) on June 11th, 2019. The ten-month sponsorship deal with PEBA will give CSS access to more than five thousand of its members in the UAE. The marketing alliance is a strategic move undertaken by CSS Homeward Bound who have recently launched a marketing campaign targeting Overseas Filipino Workers in the UAE.

Dr. Britto Satheesh, GM of the CSS Homeward brand under the CSS Group said, "In recognition of the contribution of the Overseas Filipino Worker, we decided to create a special marketing offer on the Balikbayan Box for those who want to send back special items to their loved ones. This took a life of its own when we saw its success amongst our Filipino clientele prompting us to further our commitment to the Filipino community. PEBA is an ideal platform for CSS Homeward Bound to reach the 5000+ Filipino members that the organization holds."

In connection with the contract signing, Homeward Bound and PEBA had jointly organized a media launch at the "Somewhere Hotel" in Dubai on 11th June 2019, in which some of the



prominent names amongst the Media and social media influencers participated. During the event prizes were given out to influencers and vloggers who have been putting the event on live. A raffle draw was organized to fetch prize winners for 1 regular balikbayan box, 1 jumbo balikbayan box and 1 jumbo balikbayan box with free delivery and one LED TV.

Ajay Krishnan, COO of Freight Forwarding – CSS Group added, "Our foray into the Balikbayan space has been long coming. The association with PEBA is a significant boost to our efforts to add value to the OFW community here in the region, what we intend to do in the UAE is only the beginning of an



organized product that we will eventually roll out to the rest of the GCC origins."

PEBA (Philippine Expats Basketball Association), is currently the biggest and longest running basketball association in the United Arab Emirates due to its successful community support and various charity programs not only in Dubai but also in the Philippines. PEBA has initiated an all year-round sports plan for the region which has been designed to ensure that basketball, the most popular sport amongst Filipinos, continues to have an increase in its status and opportunities in the region.

TO SOUTH AMERICA FROM THE MIDDLE EAST

■ CSS PROJECTS TEAM MOVE MI-8 CHOPPER TO ITS DESTINATION

It was yet another feather on the cap of the CSS Dubai team when they successfully executed the shipment of Mi-8 chopper from the Middle East to South America, recently.

The whole process of transportation was done for the Mi-8 helicopter using modes of transport, which included Air, Land and Sea to get it to its final destination in South America. Mi-8 helicopters are medium twin-turbine helicopters with capabilities of passenger transportation and was airlifted from the origin point in the Middle East to DWC Airport via IL-76 aircraft. The fuselage and the tail rotor were dismantled and loaded on the aircraft using the onboard cranes and offloaded the same way once the aircraft arrived at DWC Airport.

“It was a meticulously planned and executed project from our side, and high expertise is needed for such movements. Every point of the move has to be carefully studied before preparing the blue print. Our prior experience mattered a lot in the successful execution of this job. Thanks to the team who took



part in this job” Commented Anita Jaikrishnan, Manager, Special Projects.

Once the fuselage and its dismantled parts were loaded on low bed trucks, it made its way to the CFS of CSS in Jebel Ali. The CSS crew was ready with all of the necessary equipment to cross load the unit onto a 40’ Flat Rack and other gear for the different parts of the helicopter, viz, the rotor blades, engines etc. The unit was then loaded onto a 40’ Flat Rack, after which, the professional lashing team got to work, securing the unit with belts and chains before finally giving it a proper wrapping with a reinforced tarpaulin before sending it off to the port.

RAMADAN AT CSS

A DONATION DRIVE WAS ORGANIZED FOR A COLLECTION OF MATERIALS FOR DISTRIBUTION

The holy month of Ramadan was well observed with some significant initiatives within the CSS Group. As usual, an Iftar party was organized for the staff at the Regional Headquarters in Jebel Ali wherein the participation was remarkable. Food packets were distributed amongst the staff and management during the function.

A donation drive was organized throughout the holy month, which was well received by the staff of the company. Boxes for collection of dress, shoes, toiletries, and snacks were kept at the

Headquarters, Homeward bound, and Abu Dhabi offices and the closed boxes after collection was handed over to the Red Crescent society for distribution. "Ramadan is a time of generosity and giving, and we wanted to allow the staff to have easy access to helping others by donating things that they no longer require or by purchasing new things." Mentioned Sasikala, Manager, Corporate communications, CSS Group.

The Management of CSS conveyed their Eid Al Fitr message to the staff members and well-wishers of the group company.



CELEBRATING INTERNATIONAL YOGA DAY

CSS GROUP ORGANIZES YOGA SESSION TO THEIR EMPLOYEES

CSS Group observed the International Yoga day by conducting a Yoga session led by Mr. Rohitaksha, Yoga master from Arya Yoga. The programme was organized at the CSS Head Quarters in Jebel Ali. Interested people from amongst the different departments of the company attended the session.

The United Arab Emirates celebrated the International Yoga day with various events across the country. Thousands of residents from the Indian community participated in yoga sessions at Umm Al Emarat Park in Abu Dhabi on Thursday evening to mark the 5th International Day of Yoga.

The Indian Embassy in Abu Dhabi



hosted Yoga Day celebrations at the park from 7pm onwards on Thursday evening. Shaikh Nahyan Bin Mubarak Al Nahyan, UAE Minister of Tolerance, inaugurated the event who was the chief guest at the function along with Charge d'Affaires of the mission, Smita Pant.

Yoga has been around for centuries (originating from India thousands of years ago) and is attributed to connecting the mind and soul. In the fast-paced world that we live in these days, more and more people are turning to yoga and meditation to clear the mind – plus it's a brilliant workout too.

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DURBAN



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ISTANBUL

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KABAYAN WEEKLY RE-LAUNCH

■ LIGHTHOUSE CHAT WITH DR. BRITTO SATHEESH, GM, CSS HOMEWARD BOUND



CSS Homeward Bound was present for the Kabayan Weekly re-launch held at “Somewhere Hotel” in Dubai which was on the 30th May 2019.

“It has been an absolute pleasure for CSS Homeward Bound management to be part of Kabayan weekly re-launch night. This event further enhances our growing partnership with PEBA. PEBA has a strong network with Kabayan weekly and the success stories of their official basketball games held for the Filipino community, are always worth a read in their weekly columns.” Mentioned Dr. Britto Satheesh, General Manager CSS Homeward Bound about the event

With their influence in Kabayan weekly and with the games PEBA organize, CSS is hoping to make Homeward Bound a household name amongst all Filipinos. This launch has certainly heightened Homeward Bound presence



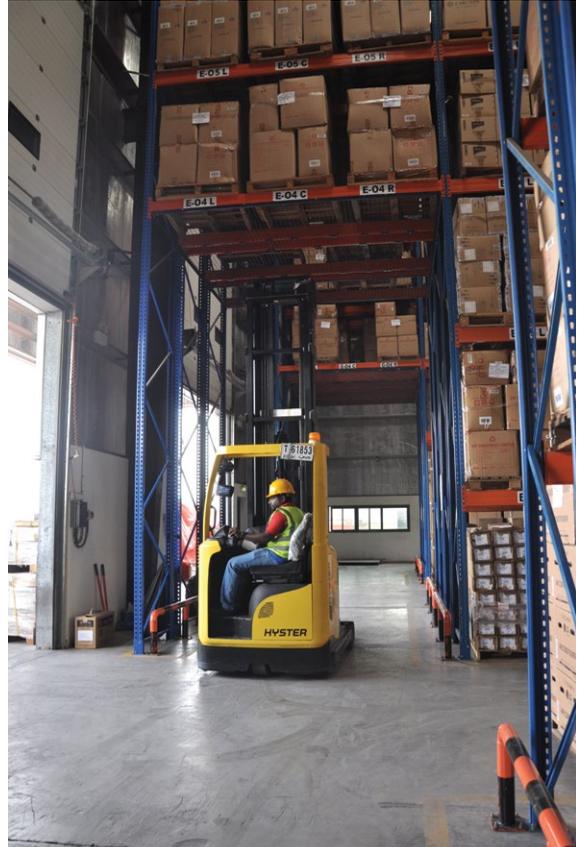
amongst the Filipino community.

Britto Continued, “Due to the presence of media influencers, media partners and above all having Hon. Mr. Paul Raymund P. Cortes, Philippines Consul General, Dubai certainly gave us that extra edge and the perfect kick start we needed for the launch of our balikbayan services. “

“The message from my team during that night to the audience was very simple, with balikbayan, we move your emotions and that bodes well with our HWB slogan, Moving Emotions. The prep talk and the little interactions with renowned influencers amongst Filipino people in the UAE was certainly an experience,” Concluded Britto.

SUPPLY CHAIN MANAGEMENT AT CSS GROUP

■ PROVIDING IMMACULATE SERVICES IN THE SCM INDUSTRY



It is no secret that the UAE is pacing ahead of the world to become one of the largest supply chain management industry with an exponential growth rate of 5.7%, as per Frost and Sullivan's studies revealed. This phenomenal growth attributes to the visionary governance of the ruling family, and the already announced significant events like the Expo 2020 falling ahead soon.

With one of the largest Supply Chain Management Facility in the UAE, Consolidated Shipping Services Group (CSS Group) caters to a multitude of clientele for the last Two decades in this market. **At this juncture, Lighthouse had a brief chat with Mr. Hareesh Haridas, the Manager of CSS Supply Chain Management in the UAE.**

"The Supply Chain Management

facility was vigorously enhanced to meet up with the market requirements in the UAE, two decades back and today we have more than 400,000 Square feet of closed storage facility including temperate controlled ones in the UAE. The open yard facility in Dubai and Sharjah itself is more than 200,000 Square feet." Mentioned Hareesh.

With its growing infrastructure, free zones and the locational advantages, UAE continues to be the most favored logistical hub for many multi-national companies. The much ambitious leadership of the country is gearing up to take the region from "Logistical Hub" to the "Supply Chain Nerve Centre" status and thereby change the entire outlook.

"As on now, CSS Group caters to many multi-national companies that include Electronics, Apparels,

Printers and copiers, Power tools, white goods etc. to name a few. We are expecting to cater to more segments and our greatest advantage is the large pool of professionals working with us" said Hareesh.

The associations and partnerships amongst industry fraternity like the SCLG, promote large events and networking opportunities in the region which is easily accessible to Five billion people within an eight-hour flying time to reach.

"Being a dedicated and professional entity providing first class services in an affordable manner, CSS Group strives to become the front runner in the Supply chain management industry. Our reputation of flawlessness for more than Two decades in the industry and with a global reach shall bring us greater rewards in the future" Concluded Hareesh.

DP WORLD TO OPERATE PORTS ALONG RUSSIA'S NORTHERN SEA ROUTE

■ DP WORLD TO RUN PORTS THAT RUSSIA PLANS TO BUILD ALONG THE NORTHERN SEA ROUTE IN THE ARCTIC TO SHORTEN SHIPPING TIMES BETWEEN THE EAST AND WEST.

موانئ دبي العالمية
DP WORLD



of the Northern Sea Route and the owner of the world's only nuclear icebreaking fleet. "Norilsk Nickel", whose production facilities are located in the Far North, have many years of experience and knowledge in the field of logistics passing through the NSR.

The company provides cargo transportation not only for its own needs, but is a key participant in the "northern delivery" in the Arctic region of the country. DP World is one of the world's largest and recognized global port operators and a leader in global digital supply chain solutions that specializes in freight logistics, terminal services and freight services.

His Excellency, Sultan Ahmed bin Sulayem said, "DP World is uniquely positioned to help drive the development of the NSR. We are excited about the possibilities and the benefits this will bring not only to the Russian economy, but to customers in Asia and Europe. Our expertise in developing new Ports, infrastructure and innovative new supply chain solutions, are key factors in our successes over the last few decades. We see enormous potential in NSR and look forward to creating new successes with our partners"

The parties agreed to establish a joint working group to conduct an analysis and prepare a feasibility study for the project within six months. Subject to this work being completed a next stage decision will be made on the further development of the project. "Norilsk Nickel is one of the pioneers in the development of the Arctic, a company with unique experience in operating the Northern Sea Route. We will share it for the further development of this unique route", noted Vladimir Potanin.

The Russian Direct Investment Fund - being an investment fund of the Russian Federation, investing together with foreign investors in Russian assets; ROSATOM - the infrastructure operator of the NSR; Norilsk Nickel - the world leader in the production of palladium and high-quality nickel, and DP World - one of the largest global port and logistics operators have agreed to jointly implement a project for the integrated development of the NSR.

The quadrilateral agreement of intent was signed on June 6, 2019 during the St. Petersburg International Economic Forum. The agreement outlines a comprehensive piece of work which will study of the most effective commercial options for the use of the Northern Sea Route. The parties intend to create a strategic partnership in the form of a joint venture for the development of transit cargo traffic through the NSR.

The key objective of the project is to increase the volume of freight traffic through the NSR and the Arctic zone of the Russian Federation. The document was signed by Dmitriyev Kirill Alexandrovich, Director General

of the RDPI Management Company, Vladimir Potanin, President of Norilsk Nickel, Alexey Likhachev, Director General of Rosatom, and His Excellency Sultan Ahmed Bin Sulayem, Chairman and CEO of DP World (DPW) For the first stage, the parties to the agreement will have to develop a strategy to increase the efficiency of the use of the NSR and to determine ways of developing transit traffic.

The focus will be on linear transportation of containers and other bulk cargo along the Northern Sea Route. It will be necessary to determine the amount of funding for the design and construction of an additional ice-class fleet and icebreakers, as well as the port infrastructure. A separate important area of work: ensuring industrial safety and environmental protection in the implementation of transportation along the NSR.

The project partners are all world-renowned experts in their field of competence. The Russian Direct Investment Fund has many significant opportunities to attract foreign capital in the largest investment projects in the Russian Federation. ROSATOM is the authorized infrastructure operator

SEE LIFE FROM A DIFFERENT ANGLE



FRANCOIS WOLBERG

Director
Global Textile Logistics (GTL)
C.H. Robinson

The business of freight forwarding is a truly international one. Not just do we ship goods from numerous countries, but our industry allows us to travel to new countries, embracing new cultures, and eating new types of food. Or sometimes we are at our desk interacting with colleagues from other places that we may not meet but whom we deal with on a regular basis. Our clients and colleagues are just as unique as the countries they are from, and it is important for us to know who they really are. The world is global, and it's increasingly harder to navigate. To help us, we need to look at things from a different angle.

Facebook, Instagram, Twitter, WhatsApp and all the available technologies have been fantastic at allowing us to be in contact with the world in an instant. We are emailing each other hundreds of times, talking to each other often on the phone during conference or individual calls, and exchanging many texts, but do we really know who is on the other side?

The interpersonal relationships we build with clients and colleagues is an

important one. In today's international work environment, this relationship building becomes more complex. Our clients and colleagues are unique and we need to recognize this and take time to learn about them. When talking to a colleague or client from another country, take a chance to ask how their daily commute is, how long it takes, which mode of transportation they are using, how challenging it might be. Ask them about their main holidays, their rituals, or anything you would like to know. Take the time to simply ask how are they doing today. Listen to their replies. These conversations written or spoken will help you to better understand the country and the people you are dealing with every single day and this effort will go a long way in building better relationships with each other.

If you travel to or even have meetings in your home country with people from Egypt or the Middle East in general you need to know you should not shake hands with a woman and you will often kiss a man on the cheek to say hello. Egyptians love to negotiate and a meeting can become very colorful as both parties try to get the best deal. If you are offered a drink you should never refuse; they are likely to be offended and you may lose the opportunity to close a deal. Do not show the bottom of your shoes when you sit down to talk to someone as it is a huge sign of disrespect. After the meeting, when your counterpart walks you to the door or the elevator, take this as a really good sign - it is one of respect and means the meeting went really well.

If you travel to India you will quickly learn that a meeting can take a long time as there is a ritual you must respect if you are looking to close the deal. Sometimes your first sight will be many pairs of shoes sitting outside an office. Do not ignore this, as it means the host wants you to take your shoes

off prior to coming in. It is a sign of respect based on his religious beliefs. Once in, it is common to make small talk. Then talk about what brings you there. Refreshments and snacks are next, and do not say no! Most of the time you will have to use your hands instead of utensils when you eat. Do not be offended, wash your hands and do the best you can. Finally the meeting will conclude resuming what was discussed and what action and follow up shall be taken. Follow this simple protocol and you are certain to be appreciated for it.

When dealing with people from France, be aware of a few things prior to engaging in a negotiation. French people in general have a tendency to say "no," right off the bat, requiring you to move the "no" to a "yes" if possible. You must prove yourself. Do not be discouraged and keep introducing your services and be passionate in what you believe. French and Europeans in general are very loyal so if you succeed to convince your eventual new customer or colleague you will keep him for a long time. Lunch is a religion in France so do not hesitate to invite your interlocutor. This gesture can go a long way to gain the respect of your future or current client.

Every country, region, and city in the world have their own traditions and rituals, and it is impossible to learn them all. But, it is important in our business to try to understand our clients and colleagues the best we can, as any effort you make will be noticed and appreciated. You will see your relationships and partnerships with your colleagues, vendors or customers strengthen. Be curious, ask questions, be respectful, be knowledgeable about your business, and educate yourself about them. **Knowing our clients and colleagues from a different angle is extremely important and you will be rewarded for trying more you can imagine.**

EVERY MAN DIES; BUT NOT EVERY MAN REALLY LIVES!

Mamta Rani
CSS Delhi

Before the battle of Stirling bridge (11th sept,1297), William Wallace, who was leading the Scots, gave a powerful speech to motivate his soldiers. A few words from his speech are as quoted below – “We all end up dead, it’s just a question of how and why. Every man dies, not every man really lives. I am William Wallace! And I see a whole army of my countrymen, here in defiance of tyranny. You’ve come to fight as free men.....and free men you are. What will you do with that freedom? Will you fight?”

As a matter of fact, these words demand attention by each one of us, as we are also supposed to fight at every moment in life, with challenges, problem, people around us, and also with ourselves! The point of concern in this 24x7 battle is- whether we end up dead or alive? Every time when allow negativity, fear, hatred,

jealousy, anger, greed etc. to take hold on us, we are rendered as dead! However, when we are brimming with positivity, enthusiasm, courage, confidence, etc. while combating such battles, we come out alive! Verily, in this choice lies our real freedom. Yes, we are the sole decision- makers for our lives, to choose life or death for our existence.

No one wants to be the person that dies without living. So, people must find something that gives their life meaning, whether it’s being a great friend, sibling, parent, grandparent, teacher, neighbor, etc. Once people have found something to live for, they’ll live better. If it’s not relationships as a central purpose, maybe its occupation or something that is outside work that makes a difference to others. The meaning of life is something people have



to decide for themselves.

That’s one facet regarding life, which focuses on our existence. However, there is another aspect as well, which is ingrained with our existence, and that is, growth. In this context, it is worth mentioning the words of Martin Luther, which he said aloud on April 9, 1967: “And there are three dimensions of any complete life.....length, breadth, and height.” Well, these dimensions primarily relate to our inner growth (as an

individual); our outer growth (success in the outside world); and our contribution towards the society on the path of awakening as shown by the enlightened Masters of the time.

Just give a pause to the crazy race that you are engaged in every moment of your life. Check, which dimension is missing from life. On a sincere contemplation, you will find that the fundamental and underlying commonality in all the three dimensions is “Soul-awakening.” Why? It is because when we are awake at the level of our soul, we are best able to understand and explore the real meaning of the three dimensions, i.e. developing as a ‘truly civilized, moral, and wise ‘being; aiming at success in a confident and prudent manner; and, cherishing the joy in the life of selfless service, rather than constricting it in the parenthesis of I, me and myself .



RENNEL ISLAND OIL SPILL AN OVERVIEW



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Rennell Island, one of the country's outlying islands in its southern Rennell and Bellona Province, is geographically remote with little infrastructure and few services. The Solomon Islands is part of the marine biodiversity-rich Coral Triangle and has one of the world's most important coral reef systems, home to 485 coral species and 1,019 fish species.

On February 5 2019, a Hong Kong-based bulk carrier, the MV Solomon Trader, ran aground off a remote island in the Solomon Islands. It spilled heavy fuel across coastal waters, beaches and a sensitive coral reef system not far from a UNESCO World Heritage Site., eventually spilling more than a hundred tonnes of heavy fuel oil into the ocean.

The country's president has described it as the worst man-made environmental disaster in recent times. Although the International salvage crews has now contained the oil spill, a massive clean up operation is still underway following which questions of liability and damages is also put forward. However, the scale of damage is still being reckoned. Scientists report that oil spills can kill fish and invertebrates directly, while toxic compounds can curtail coral growth and reproduction and diminish coral and fish biodiversity.

In the latest twist of events the Indonesian miner Bintan Mining Corporation, which chartered the stricken MV Solomon Trader, is suing the ship's owner King Trader Ltd. And says they were suing the shipping company as the charterer on behalf of the people of the island.

The Rennell islanders were having a hard time availing consumable water and has thence been relying on clean water shipments. The Solomon Islands Maritime Safety administration acting

director Jonah Mitau said the government is looking at changes to the Shipping Act following the incident. He said currently the laws only cover safety but will be extended to cover insurance and commercial responsibility for damages.

Reports suggested the damage is estimated to be over \$US50 million and the Solomon's caretaker Prime Minister Rick Hou has confirmed that a review of environmental and mining laws is needed to deal with such emergencies.

The World Heritage Centre is determined to support Solomon Islands and Australia in exploring all options to hold the responsible company, owners and insurers to account

What is an Oil spill? It is basically when large quantity of liquid petroleum hydrocarbon is released into the water bodies. Oil wastes that enter the ocean comes from various sources. These spills mainly occur due to human activities in coastal areas, shores and oceans, more specifically, the activities involving tankers carrying crude oil, drilling rigs, wells and offshore platforms. These oil spills have adverse ill effects on the ocean and the life in the ocean, which can last for decades.



The largest oil spill occurred in 1991, in Gulf of Mexico, in which around 240 million gallons of crude oil was spilled. The oil spilled in this accident went deep into the sea, burrowing up to 40cm in the sand and mudflats, it remains there to this day. This is only one example of how oil spills can be such a menace. In the year 2018 alone, six incidents of oil spill occurred, three large oil spills and three medium oil spills. The oil spill at Solomon Islands leaked 600 tonnes of heavy fuel oil, which implies that it is a medium oil spill. Even though it is a medium spill, it cannot be taken lightly, because it has occurred in one of the UNESCO World Heritage sites, which also happens to be the world's largest raised coral atoll. The spill is likely to cause long term significant damage to the coral reefs and the local ecosystem. When the corals come in contact with the oil, it can sometimes kill it directly or effect its reproduction and growth. The International Maritime Organisation is a United Nations specialised agency which focuses on the safety and security of shipping and the prevention of marine and atmospheric pollution by ships. IMO plays an important role in promoting the Sustainable Development Goals of the UN. The IMO regulates principles that can be used in situations like these.

WHO IS TOO PROFESSIONAL?

Recently we heard about someone, we'll call **Alex** for the purposes of this article, who was told by a successful chief executive, that they had been held back in the promotion stakes because they were seen as being 'too professional'. This tale prompted the Kaleidoscope team to consider what 'being professional' and 'too professional' was all about. Eventually we came to a conclusion, you might regard, as being one which is not generally considered.

We agreed that being professional at work is essential if you wish to be a success. Consequently, we first considered, from an employee's viewpoint, what 'being professional' might mean. Simply put the definition of 'professional' is actually a person who is engaged in a specific activity as a main paid occupation. However, being professional frequently means different things to each of us. For some it means having advanced qualifications, degrees or industry certification. For others it might mean doing a good job or being smartly dressed at work. Consequently, what is actually required to be professional can be difficult to pin down. On the flip side the requirements of a successful company, to portray themselves as being corporately professional, is well known. Such a company generates a perception of dependability, respectability, reliability, dedication and most importantly trust.

We soon realised that professionalism has two facets in the business world. There's one for the individual worker and another demanded by a company to achieve an overall corporate image. Both these distinct entities are clearly and closely inter-related. Without achieving a high standard in the former it becomes, more or less, impossible to attain the latter. Accordingly, we focused firstly on what a worker needs to do to be classed as professional.

'Professionalism' isn't about what you are wearing or the fact your hair is perfectly coiffed. Indeed, one leading UK executive, of a stock exchanged listed company, was known to chair meetings

wearing a cowboy hat with boots to match! Using big or posh words, when you talk, also has nothing to do with being professional. Indeed, an individual focusing on these issues may mean that they come

across as too professional. Interestingly we didn't believe this was the implication of the 'too professional' **accusation levelled at Alex**. Image, personality and a team spirit are important, particularly when working as a dedicated group. Nevertheless, an individual's professionalism will depend on how others assess them and not on their own judgement. Those believing they need to be somehow super professional could alienate them, as colleagues may feel that they cannot easily interact with them.

So, our bottom line is: -

Dress well so as to be comfortable.

Be yourself.

Make sure you enjoy your work.

Keep your qualifications to yourself because no one needs certificates waved in their faces.

But what drives an employee's environment? It's the need of a company to achieve a professional accolade in order to be successful. This is where, we believe Alex fell down. He failed to realise that, in focusing 100% on the needs of the company, he overlooked the different perceptions of professionalism amongst staff. Invariably a company sets out their objectives and targets on the basis that management are convinced they are credible and achievable. In doing so, they believe success will be assured as customers will appreciate dealing with a business that delivers.

But what happens when things don't progress as visualised? This is when the 'trouble-shooter' is often brought in to



identify the problems. **Over his career this is the position for which Alex was noted.** He was so professional, to a point, that all that mattered was focusing on what the company needed to achieve success. There's nothing wrong in this you might say, but do you recall the saying,

'No matter how qualified, a poor workman always blames their tools'?

Without occasional self-checking we may all fall into such a trap. When things go wrong, we mitigate our insufficiency by passing the blame to someone or something else. Alex's role as a trouble shooter was to get to the heart of a problem, identify where such instances were happening and determine a solution. In this context Alex was 'too professional' because it meant challenging others on their professionalism. This required a tricky balancing skill to keep everyone happy.

Alex's situation underscored the meaning of professionalism and its interplay between employee and company. This led us to conclude, rather uniquely it seems, that being professional means owning what you have done, by accepting full responsibility for your actions.

True professionals will never pass the buck!

In a similar way The Kaleidoscope team stand by our conclusion. So please feel free to offer your opinions if you wish. They will be welcome.

INBOUND

DUBAI

VESSEL	ALEXANDRIA	BAHRAIN	BANGKOK	BARCELONA	BREMEN	BUSAN	CHENNAI	CONSTANTA	DELHI	GENOA	GUANGZHOU	HONGKONG	ISTANBUL	KEELUNG	KOPER	NEW YORK	NHAVA SHEVA	NINGBO	QINGDAO	ROTTERDAM	SHANGHAI	SINGAPORE	SOUTHAMPTON	XIAMEN	XINGANG	JEBEL ALI	
WADI ALRAYAN	5-Jul																									25-Jul	
WADI ALRAYAN	13-Jul																										1-Aug
WADI ALRAYAN	20-Jul																										8-Aug
WADI ALRAYAN	27-Jul																										15-Aug
WADI ALRAYAN	3-Aug																										22-Aug
WADI ALRAYAN	10-Aug																										29-Aug
WADI ALRAYAN	17-Aug																										5-Sep
NORDWINTER		2-Jul																									4-Jul
NORDWINTER		8-Jul																									10-Jul
NORDWINTER		15-Jul																									17-Jul
NORDWINTER		22-Jul																									24-Jul
NORDWINTER		28-Jul																									30-Jul
NORDWINTER		4-Aug																									5-Aug
NORDWINTER		11-Aug																									12-Aug
SINAR BANDA			3-Jul																								26-Jul
SINAR BANDA			10-Jul																								2-Aug
SINAR BANDA			17-Jul																								9-Aug
SINAR BANDA			24-Jul																								15-Aug
SINAR BANDA			31-Jul																								22-Aug
SINAR BANDA			7-Aug																								29-Aug
SINAR BANDA			14-Aug																								5-Sep
MSC LIVORNO				1-Jul																							17-Jul
MSC ROSA				8-Jul																							24-Jul
MSC BAR				15-Jul																							31-Jul
MSC JOSSELINE				22-Jul																							7-Aug
MSC CAMILLE				29-Jul																							14-Aug
MSC TRIESTE				5-Aug																							21-Aug
MSC BEATRICE				12-Aug																							28-Aug
MAERSK GUATEMALA					2-Jul																						27-Jul
MAERSK GIBRALTAR					9-Jul																						3-Aug
MAERSK GUAYAGUIL					16-Jul																						10-Aug
MAERSK GENOA					23-Jul																						17-Aug
CAP SAN LAZARO					30-Jul																						24-Aug
CAP SAN VINCENT					6-Aug																						31-Aug
SAN CLEMENTE					13-Aug																						7-Sep
HYUNDAI DREAM						4-Jul																					28-Jul
HYUNDAI HOPE						11-Jul																					4-Aug
HYUNDAI HONOUR						18-Jul																					11-Aug
HYUNDAI RESPECT						25-Jul																					18-Aug
HYUNDAI DRIVE						1-Aug																					25-Aug
HYUNDAI PRIDE						8-Aug																					1-Sep
HMM PROMISE						15-Aug																					8-Sep
OEL SHRAVAN							4-Jul																				20-Jul
OEL SHRAVAN							11-Jul																				28-Jul
OEL SHRAVAN							18-Jul																				3-Aug
OEL SHRAVAN							25-Jul																				11-Aug
OEL SHRAVAN							1-Aug																				17-Aug
OEL SHRAVAN							8-Aug																				24-Aug
OEL SHRAVAN							15-Aug																				31-Aug
MAERSK KLAIPEDA								5-Jul																			25-Jul
MAERSK KALMAR								12-Jul																			1-Aug
MAERSK KYRENIA								19-Jul																			8-Aug
MAERSK KIMI								26-Jul																			15-Aug
SANTA CRUZ								2-Aug																			22-Aug
MAERSK KAMPALA								9-Aug																			29-Aug
MAERSK KIEL								16-Aug																			5-Sep
B.JANDINE									4-Jul																		10-Jul
MOL GLOBE									9-Jul																		18-Jul
MOL GATEWAY									15-Jul																		25-Jul
NORTHERN GENERAL									21-Jul																		25-Aug
OEL JUMERAH									28-Jul																		1-Aug
NORTHERN GENERAL									4-Aug																		8-Aug
MOL GATEWAY									11-Aug																		15-Aug
MAERSK SERANGOON										4-Jul																	19-Jul
NORTHERN MONUMENT										11-Jul																	26-Jul
MAERSK SEVANG										18-Jul																	2-Aug
MAERSK SEMBawang										25-Jul																	9-Aug
MAERSK KOTKA										1-Aug																	16-Aug
MAERSK SEBAROK										8-Aug																	23-Aug
MAERSK KARLSKRONA										15-Aug																	30-Aug
CMA CGM PEGASUS											2-Jul																17-Jul
CMA CGM LYRA											10-Jul																24-Jul
CSCI GLOBE											18-Jul																31-Jul
OOCL EGYPT											21-Jul																3-Aug
CSCI INDIAN OCEAN											1-Aug																14-Aug
COSCO SHIPPING PRICES											8-Aug																21-Aug
UNVIZAH											30-Aug																21-Sep
NYK DIANA												1-Jul															17-Jul
MOL EARNEST												8-Jul															24-Jul
SEASPAR EMERALD												15-Jul															31-Jul
NYK DEMETER												22-Jul															7-Aug
NYK DIANA												29-Jul															14-Aug
MOL EARNEST												5-Aug															21-Aug
SEASPAR EMERALD												11-Aug															28-Aug
XIN NING BO													5-Jul														23-Jul
AKVADA BRIDGE													12-Jul														30-Jul
AMOUJANI													19-Jul														6-Aug

ABOVE MENTIONED ARE TENTATIVE VESSELS AND ARE SUBJECT TO CHANGE. WE OFFER USA IMPORTS FROM CHARLESTON, HOUSTON, LOS ANGELES & NORFOLK WE ALSO OFFER IMPORTS FROM SHENZHEN, TIANJIN, KUWAIT & KARACHI

INBOUND

DUBAI

VESSEL	ALEXANDRIA	BAHRAIN	BANGKOK	BARCELONA	BREMEN	BUSAN	CHENNAI	CONSTANTA	DELHI	GENOA	GUANGZHOU	HONGKONG	ISTANBUL	KEELUNG	KOPER	NEW YORK	NHAVA SHEVA	NINGBO	QINGDAO	ROTTERDAM	SHANGHAI	SINGAPORE	SOUTHAMPTON	XIAMEN	XINGANG	JEBEL ALI	
XIN YAN TIAN													26-Jul													13-Aug	
CONTI PARIS													2-Aug														20-Aug
CMA CGM BERLIOZ													9-Aug														27-Aug
YM WREATH													17-Aug														4-Sep
HYUNDAI VICTORY														4-Jul													21-Jul
HYUNDAI DREAM														11-Jul													28-Jul
HYUNDAI HOPE														18-Jul													4-Aug
HYUNDAI HONOUR														25-Jul													11-Aug
HYUNDAI RESPECT														1-Aug													18-Aug
HYUNDAI DRIVE														8-Aug													25-Aug
HYUNDAI PRIDE														15-Aug													1-Sep
MAERSK HOUSTON															3-Jul												26-Jul
MAERSK HANGZHOU															10-Jul												2-Aug
MSC GENOA															17-Jul												9-Aug
MAERSK HAMBURG															24-Jul												16-Aug
MAERSK HAVANA															31-Jul												23-Aug
MAERSK HERRERA															7-Aug												30-Aug
MSC SONIA															14-Aug												6-Sep
MAERSK PITTSBURGH																29-Jun											27-Jul
MAERSK ATLANTA																6-Jul											3-Aug
MAERSK DETROIT																13-Jul											10-Aug
MAERSK HARTFORD																20-Jul											17-Aug
MAERSK COLUMBUS																27-Jul											24-Aug
MAERSK DENVER																3-Aug											31-Aug
MAERSK SENTOSA																10-Aug											7-Sep
XIAMEN																	2-Jul										5-Jul
OEL JUMERAH																	9-Jul										12-Jul
NOTHERN GENERAL																	16-Jul										19-Jul
BLANDINE																	23-Jul										26-Jul
XIAMEN																	30-Jul										3-Aug
OEL JUMERAH																	7-Aug										10-Aug
NOTHERN GENERAL																	14-Aug										17-Aug
CSCS ARCTIC OCEAN																		07-Jul									24-Jul
CSCS GLOBE																		14-Jul									31-Jul
COSCO SHIPPING PISCES																		21-Jul									7-Aug
COSCO SHIPPING HIMALAYAS																		28-Jul									14-Aug
CSCS ATLANTIC OCEAN																		04-Aug									21-Aug
COSCO SHIPPING SOLAR																		11-Aug									28-Aug
CSCS INDIAN OCEAN																		18-Aug									4-Sep
CMA CGM LYRA																		1-Jul									25-Jul
CMA CGM TUTICORIN																		8-Jul									1-Aug
APL SALALAH																		23-Jul									15-Aug
APL QINGDAO																		29-Jul									22-Aug
APL DUBLIN																			5-Aug								29-Aug
APL BARCELONA																		12-Aug									5-Sep
TO BE ADVISED																			19-Aug								12-Sep
MOL TREASURE																				9-Jul							24-Jul
MOL TRUTH																				15-Jul							31-Jul
MOL TRUST																				29-Jul							14-Aug
MOL TRADITION																				5-Aug							21-Aug
AL NEFUJ																				12-Aug							28-Aug
APL LE HAVRE																				15-Aug							5-Sep
NAVICOS UNISON																				22-Aug							12-Sep
CSCS ARCTIC OCEAN																					6-Jul						24-Jul
CSCS GLOBE																					13-Jul						31-Jul
COSCO SHIPPING PISCES																					20-Jul						7-Aug
COSCO SHIPPING HIMALAYAS																					27-Jul						14-Aug
CSCS ATLANTIC OCEAN																					3-Aug						21-Aug
COSCO SHIPPING SOLAR																					10-Aug						28-Aug
CSCS INDIAN OCEAN																					17-Aug						4-Sep
HMM PROMISE																						17-Aug					4-Sep
HYUNDAI VICTORY																							4-Jul				14-Jul
HYUNDAI DREAM																											21-Jul
HYUNDAI HOPE																											28-Jul
HYUNDAI HONOUR																											4-Aug
HYUNDAI RESPECT																											11-Aug
HYUNDAI DRIVE																											18-Aug
APL CHONGQING																											25-Aug
APL LE HAVRE																											2-Aug
NAVICOS UNISON																											11-Aug
SEASPARV YANGTZE																											18-Aug
XIN HONGKONG																											25-Aug
ATHENIAN																											1-Sep
CMA CGM MUMBAI																											8-Sep
YM COSMOS																											19-Jul
YM SUCCESS																											25-Jul
YM PLUM																											8-Aug
YM PINE																											15-Aug
YM GREEN																											22-Aug
YMCYPRESS																											29-Aug
YM COSMOS																											5-Sep
QING YUN HE																											2-Aug
TENG YUN HE																											13-Aug
QING YUN HE																											15-Aug
TENG YUN HE																											22-Aug
QING YUN HE																											29-Aug
TENG YUN HE																											5-Sep
QING YUN HE																											12-Sep

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OUTBOUND

DUBAI

VESSEL	JEBEL ALI	ABU DHABI	ALEXANDRIA	AQABA	BAHRAIN	BARCELONA	BERUT	CHENNAI	COCHIN	COLOMBO	DAMMAM	DAR ES SALAM	FELIXSTOWE	HAMBURG	JEDDAH	KARACHI	KUWAIT	MOMBASA	NEW YORK	NHAVA SHEVA	PORT LOUIS	RIYADH	ROTTERDAM	SHARJAH	SINGAPORE	SOHAR	UMM QASR	
OEL JUMEIRAH	6-Jul	7-Jul																										
NORTHERN GENERAL	12-Jul	13-Jul																										
OEL JUMEIRAH	18-Jul	19-Jul																										
NORTHERN GENERAL	24-Jul	25-Jul																										
OEL JUMEIRAH	30-Jul	1-Aug																										
NORTHERN GENERAL	6-Aug	7-Aug																										
OEL JUMEIRAH	12-Aug	13-Aug																										
NORTHERN GENERAL	18-Aug	19-Aug																										
MAERSK KIMI	1-Jul		17-Jul																									
SANTA CRUZ	8-Jul		24-Jul																									
MAERSK KAMPALA	15-Jul		31-Jul																									
MAERSK KIEL	22-Jul		7-Aug																									
MAERSK KITHIRA	29-Jul		14-Aug																									
MAERSK KLAIPEDA	5-Aug		21-Aug																									
MAERSK KALMAR	12-Aug		28-Aug																									
AMOLIANI	2-Jul			16-Jul																								
XIN YAN TIAN	9-Jul			23-Jul																								
CONTI PARIS	16-Jul			6-Aug																								
CMA CGM BERLIOZ	23-Jul			6-Aug																								
XIN NINGBO	30-Jul			20-Aug																								
AKINADABRIDGE	5-Aug			20-Aug																								
AMOLIANI	13-Aug			25-Aug																								
NORDWINTER	1-Jul				3-Jul																							
OEL JUMEIRAH	7-Jul			9-Jul																								
OEL JUMEIRAH	14-Jul			16-Jul																								
OEL JUMEIRAH	21-Jul			23-Jul																								
OEL JUMEIRAH	28-Jul			30-Jul																								
OEL JUMEIRAH	6-Aug			8-Aug																								
OEL JUMEIRAH	13-Aug			15-Aug																								
CMA CGM LAMARTINE	6-Jul					3-Aug																						
BERLIN EXPRESS	13-Jul					10-Aug																						
X-PRESS ANINAPURNA	20-Jul					17-Aug																						
XIN YAN TAI	27-Jul					24-Aug																						
MAYSSAN	3-Aug					31-Aug																						
CM ACGM RACINE	10-Aug					7-Sep																						
NINGBO EXPRESS	17-Aug					14-Sep																						
MAERSK KIMI	1-Jul						19-Jul																					
SANTA CRUZ	8-Jul						26-Jul																					
MAERSK KAMPALA	15-Jul						2-Aug																					
MAERSK KIEL	22-Jul						9-Aug																					
MAERSK KITHIRA	29-Jul						16-Aug																					
MAERSK KLAIPEDA	5-Aug						23-Aug																					
MAERSK KALMAR	12-Aug						30-Aug																					
ALS CLIVA	1-Jul							10-Jul																				
MOGRAL	8-Jul							18-Jul																				
EVER DELIGHT	15-Jul							25-Jul																				
VARADA	22-Jul							2-Aug																				
ALS CLIVA	29-Jul							9-Aug																				
MOGRAL	6-Aug							16-Aug																				
EVER DELIGHT	13-Aug							23-Aug																				
ALS CLIVA	1-Jul								5-Jul																			
MOGRAL	8-Jul								13-Jul																			
EVER DELIGHT	15-Jul								20-Jul																			
VARADA	22-Jul								27-Jul																			
ALS CLIVA	29-Jul								4-Aug																			
MOGRAL	6-Aug								11-Aug																			
EVER DELIGHT	13-Aug								18-Aug																			
MOGRAL	7-Jul									17-Jul																		
EVER DELIGHT	14-Jul									24-Jul																		
VARADA	21-Jul									31-Jul																		
ALS CLIVA	28-Jul									7-Aug																		
MOGRAL	4-Aug									14-Aug																		
EVER DELIGHT	11-Aug									21-Aug																		
VARADA	18-Aug									28-Aug																		
CSCC ATLANTIC OCEAN	5-Jul										8-Jul																	
COSCO SHIPPING SOLAR	12-Jul										15-Jul																	
CSCC INDIAN OCEAN	19-Jul										22-Jul																	
CSCC ARCTIC OCEAN	26-Jul										29-Jul																	
CSCC GLOBE	2-Aug										5-Aug																	
COSCO SHIPPING PISCES	9-Aug										12-Aug																	
SAFMARINE NGAMI	4-Jul											23-Jul																
ATLANTIC FLOSTIA	11-Jul											30-Jul																
MAERSK JALAN	18-Jul											6-Aug																
CAPE MALE	25-Jul											13-Aug																
SAFMARINE NGAMI	1-Aug											20-Aug																
SAFMARINE NYASSA	8-Aug											27-Aug																
HAPPY HELENA	15-Aug											3-Sep																

ABOVE MENTIONED ARE TENTATIVE VESSELS AND ARE SUBJECT TO CHANGE. ALSO HAVE DIRECT SERVICES TO ISTANBUL

OUTBOUND

DUBAI

VESSEL	JEBEL ALI	ABU DHABI	ALEXANDRIA	AQABA	BAHRAIN	BARCELONA	BERUT	CHENNAI	COCHIN	COLOMBO	DAMMAM	DAR ES SALAM	FELIXSTOWE	HAMBURG	JEDDAH	KARACHI	KUWAIT	MOMBASA	NEWYORK	NHAVA SHEVA	PORT LOUIS	RYADH	ROTTERDAM	SHARJAH	SINGAPORE	SOHAR	UMM QASR	
ATLANTIC FLOSTA	22-Aug											10-Sep																
CAP SAN LAZARO	8-Jul												2-Aug															
SAN CLEMENTE	14-Jul												9-Aug															
CAP SAN JUAN	21-Jul												16-Aug															
MAERSK GUATEMALA	28-Jul												23-Aug															
MAERSK GIBRALTAR	4-Aug												30-Aug															
MAERSK GUAYAGUIL	11-Aug												6-Sep															
MAERSK GENOVA	18-Aug												13-Sep															
CAP SAN LAZARO	8-Jul												6-Aug															
SAN CLEMENTE	14-Jul												13-Aug															
CAP SAN JUAN	21-Jul												20-Aug															
MAERSK GUATEMALA	28-Jul												27-Aug															
MAERSK GIBRALTAR	4-Aug												3-Sep															
MAERSK GUAYAGUIL	11-Aug												10-Sep															
MAERSK GENOVA	18-Aug												17-Sep															
AMOUJANI	2-Jul													7-Jul														
XIN YAN TIAN	9-Jul													14-Jul														
CONTI PARIS	16-Jul													21-Jul														
CMA CGM BERLIOZ	23-Jul													28-Jul														
XIN NINGBO	30-Jul													4-Aug														
AKINADA BRIDGE	6-Aug													11-Aug														
AMOUJANI	13-Aug													18-Aug														
IRENES RELIANCE	6-Jul														8-Jul													
BOIANY BAY	12-Jul														15-Jul													
IRENES RELIANCE	19-Jul														22-Jul													
BOIANY BAY	26-Jul														29-Jul													
IRENES RELIANCE	2-Aug														5-Aug													
BOIANY BAY	9-Aug														12-Aug													
IRENES RELIANCE	16-Aug														19-Aug													
MAERSK SARATOGA	2-Jul																3-Jul											
MAERSK SARATOGA	9-Jul																10-Jul											
MAERSK SARATOGA	16-Jul																17-Jul											
MAERSK SARATOGA	23-Jul																24-Jul											
MAERSK SARATOGA	30-Jul																31-Jul											
MAERSK SARATOGA	6-Aug																7-Aug											
MAERSK SARATOGA	13-Aug																14-Aug											
MAERSK SARATOGA	20-Aug																21-Aug											
RHL CALLIDIAS	5-Jul																	13-Jul										
LOUISE	12-Jul																	20-Jul										
EMIRATES ASANTE	19-Jul																	27-Jul										
BERMUDA	26-Jul																	3-Aug										
VIL DARDANELLES	2-Aug																	10-Aug										
RHL CALLIDIAS	9-Aug																	17-Aug										
LOUISE	16-Aug																	24-Aug										
MSC MATILDE	5-Jul																		31-Jul									
MSC PARIS	6-Jul																		31-Jul									
NORTHERN JULIE	13-Jul																		7-Aug									
MSC AJACCIO	19-Jul																		14-Aug									
MSC MAXINE	26-Jul																		21-Aug									
XIN SHANGHAI	2-Aug																		28-Aug									
MSC BEIJING	9-Aug																		4-Sep									
ALS FIDES	3-Jul																			10-Jul								
NAGOYA TOWER	10-Jul																			17-Jul								
ALS FIDES	17-Jul																			24-Jul								
NAGOYA TOWER	24-Jul																			31-Jul								
ALS FIDES	31-Jul																			7-Aug								
NAGOYA TOWER	7-Aug																			14-Aug								
ALS FIDES	14-Aug																			21-Aug								
BUXFAVOURITE	6-Jul																				6-Aug							
AS CYPRIA	14-Jul																				13-Aug							
BSL LIMASSOL	21-Jul																				20-Aug							
IRENES RHYTHM	28-Jul																				27-Aug							
MIAM TRADER	4-Aug																				3-Sep							
NORO	11-Aug																				10-Sep							
BUXFAVOURITE	18-Aug																				17-Sep							
CSC ATLANTIC OCEAN	5-Jul																					8-Jul						
COSCO SHIPPING SOLAR	12-Jul																					15-Jul						
CSC INDIAN OCEAN	19-Jul																					22-Jul						
CSC ARCTIC OCEAN	26-Jul																					29-Jul						
CSC GLOBE	2-Aug																					5-Aug						
CSC NEPTUNE	9-Aug																					12-Aug						
COSCO SHIPPING PRICES	10-Aug																					12-Aug						
BOIANY BAY	17-Aug																					19-Aug						
ATHENIAN	8-Jul																						5-Aug					
CMA CGM MUMBAI	15-Jul																						12-Aug					
EXPRESS ATHENS	22-Jul																						19-Aug					
APL CHONGQING	29-Jul																							26-Aug				

ABOVE MENTIONED ARE TENTATIVE VESSELS AND ARE SUBJECT TO CHANGE. ALSO HAVE DIRECT SERVICES TO ISTANBUL

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VESSEL	JEBELALI	ABU DHABI	ALEXANDRIA	AQABA	BAHRAIN	BARCELONA	BEIRUT	CHENNAI	COCHIN	COLOMBO	DAMMAM	DARES SALAMI	FELIXSTOWE	HAMBURG	JEDDAH	KARACHI	KUWAIT	MOMBASA	NEW YORK	NHAVA SHEVA	PORT LOUIS	RYYADH	ROTTERDAM	SHARJAH	SINGAPORE	SOHAR	UMM QASR
APL LE HAVRE	5-Aug																						2-Sep				
NAVICUS UNISON	12-Aug																						9-Sep				
DIYALA	6-Jul																							7-Jul			
MS TIGER	13-Jul																							14-Jul			
DIYALA	20-Jul																							21-Jul			
MS TIGER	27-Jul																							28-Jul			
DIYALA	3-Aug																							4-Aug			
MS TIGER	10-Aug																							11-Aug			
YM MODESTY	5-Jul																								15-Jul		
GRANVILLE BRIDGE	12-Jul																								22-Jul		
YM MODERATION	19-Jul																								29-Jul		
GEORGE WASHINGTON	26-Jul																								5-Aug		
DIMITRA	2-Aug																								12-Aug		
MOL PARADISE	9-Aug																								19-Aug		
DALIAN EXPRESS	16-Aug																								26-Aug		
XAIMEN	3-Jul																									6-Jul	
BLANDINE	10-Jul																									13-Jul	
XAIMEN	17-Jul																									20-Jul	
BLANDINE	24-Jul																									27-Jul	
XAIMEN	31-Jul																									3-Aug	
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XAIMEN	14-Aug																									17-Aug	
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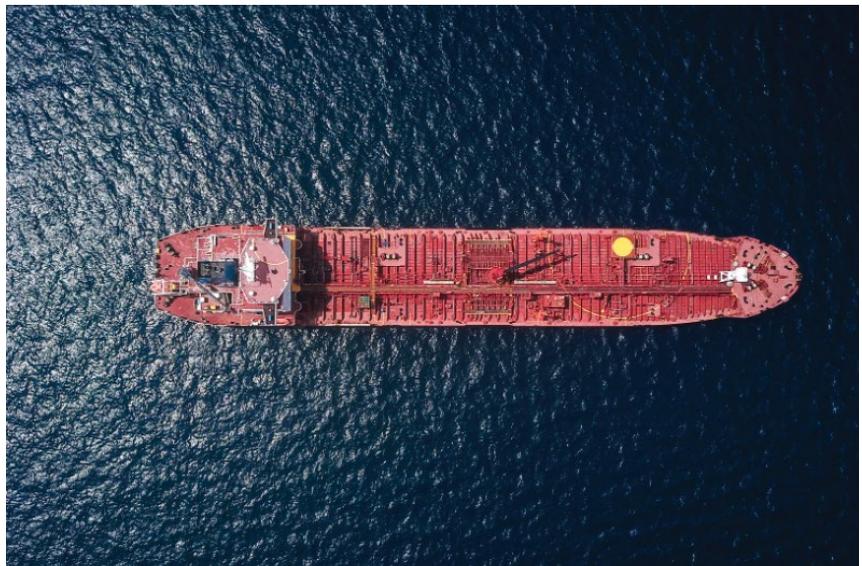
GLOBAL SHIPPING EARNINGS SET TO INCREASE: MOODY'S

LONDON: The outlook for the global shipping sector into 2020 will remain stable as higher expected earnings are counterbalanced by US/China trade tensions and worldwide regulatory risks, says Moody's Investors Service in a sector report published recently.

The key drivers of the stable outlook are a combination of anticipated EBITDA growth of 16%-18% into 2020 (although from a relatively low base in 2018) and largely balanced demand and supply growth.

These positives are offset by downside risks from protectionist trade policies and increasing regulation.

"The global shipping industry is facing a number of challenges into 2020, including the effects of IMO 2020, which will likely lead to rising fuel costs, as well as geopolitical uncertainties, such as trade conflicts, especially the US-China trade dispute,"



said Maria Maslovsky, a Moody's Vice President – Senior Analyst.

The outlook on the tanker segment has turned stable from negative

with charter rates rising as demand improves and oversupply becoming less of an issue as a result of reduced ordering and increased idling.

Source : Online news portals

WAR RISK SURCHARGE

CMA CGM informed that after considering the recent incidents in the Strait of Hormuz and the related significantly increasing insurance costs in the Middle East Gulf region, it decided to implement a War Risk Surcharge.

The War Risk Surcharge will apply from July 5th, 2019, for all trades, except USA and China (August 1st, 2019):

From/To Oman, the UAE, Qatar, Bahrein, Saudi Arabia (Dammam and Jubail), Kuwait, Iraq.

CMA CGM added that additional countries might be added depending on the situation in the area.

This comes on the aftermath of two tanker attacks at the Strait earlier in June, which escalated the existing tension between Iran and the US.

On Thursday, 13 June, the Panamanian flagged tanker 'Kokuka Courageous' and the Marshall Islands-flagged tanker 'Front Altair', were hit in two subsequent suspected attacks

in the Gulf of Oman, which left the one vessel ablaze and both adrift.

The incident came only a month after a similar incident in which four tankers were struck off Fujairah.

The US has accused Iran of being behind the attacks in the major strategic waterway for world oil supplies, which caused oil prices to surge by 4%. Iran rejects the allegation.

The US Navy has had a permanent presence in the Persian Gulf since 1949.



OMAN SHIPPING COMPANY ORDER THREE NEW VLCCS FROM DAEWOO



Oman Shipping Company (OSC), a member of the ASYAD Group, has signed an agreement with South Korea's Daewoo Shipbuilding & Marine Engineering (DSME) to build three Very Large Crude Carriers (VLCC) as part of a fleet renewal strategy.

Through its new assets, OSC says it will increase its competitive advantage in the market – providing customers with additional high-quality, economical and technologically advanced vessels.

Once operational, OSC predicts that the three VLCC newbuilds will increase company oil shipping revenues by 10 per cent. Long-term contracts with international oil majors are already in place for all ships.

Each of the vessels will be 336-meters-long and 60-meters-wide and will be able to hold 300,000 tons of cargo.

All of the new orders will also meet future environmental requirements – including IMO 2020 standards – as well as benefit from DSME's market-leading efficient-design for newbuilds.

ASYAD's OSC is an integral part of Oman's drive to become a top-ten global logistics hub, and is supporting the integration of all supply chain activities in the Sultanate – providing customers with rapid and unrivalled distribution capabilities across the Middle East, as well as acting as the region's business-sense gateway to global markets.

Source : Online news portals

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QUOTABLE QUOTES

It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.

- Warren Buffett

The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency.

- Bill Gates

What we need to do is always lean into the future; when the world changes around you and when it changes against you - what used to be a tail wind is now a head wind - you have to lean into that and figure out what to do because complaining isn't a strategy.

- Jeff Bezos

The highest levels of performance come to people who are centered, intuitive, creative, and reflective - people who know to see a problem as an opportunity.

- Deepak Chopra

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