

10 Insight & Opinion

Lloyd's List

69-77 Paul Street, London EC2A 4LQ  
editorial@lloydslist.com

Parallel universe

DESIGNED, in the words of the International Maritime Organization's secretary-general Efthimos Mitropoulos, to "revitalise" the 30 year old concept of World Maritime Day, the third World Maritime Day Parallel Event took place last Friday in Salvador, Brazil.

Following previous events held in Lisbon in 2005 and Singapore in 2006, these parallel occasions are an opportunity for the special messages of the day itself to be broadcast from somewhere other than London and the IMO headquarters. It provides, as it were, a different flavour.

The theme this year had a strong environmental message — considering IMO's response to current environmental challenges — and the Brazilian Navy, which provides the maritime authority for this huge country, ensured that the event was undertaken with considerable style.

It was, suggested the commander of the Navy somewhat modestly, "a get together of the maritime community", although government ministers, ambassadors, most of the Brazilian Navy officers of flag rank, shipowners, and top representatives of the whole maritime sector had made the pilgrimage to beautiful Bahia and what had been once the old capital of Brazil.

Delegates heard a tough and uncompromising message from the IMO secretary-general on the environmental challenges facing the industry. Sure, shipping delivers the goods and the world would starve without it. It has a generally good track record, and "a good story to tell" but the whole transport industry, said Mr Mitropoulos, is under scrutiny as part of the global concern for the environment that has leaped up the list of priorities in recent years. "Only recently have we realised the fragility of this planet," he said. "We must think of future generations."

IMO provides the international mechanism for action through the Marine Pollution Convention and its various addenda and protocols, and there is no doubt that Marpol remains the most important convention, which over the years has provided a substantial positive impact. It has been an important catalyst for change and improvement, providing the impetus to see the ending of operational pollution, and doing much more besides since it was first framed in 1973.

Was this just a well-meaning excursion, a workshop of important people telling each other how terribly green they are? Such events do not occur in certain places and at certain times entirely by accident, and the Brazilian Parallel Event was held at an important time for the country, with a new political focus on the sea, in which there is a genuine environmental dimension. The Blue Amazon project, which hopes to see the extension of the country's controlled waters further out into the Atlantic, has its own important corollaries in a strengthened navy to protect this wider sea area.

President Luiz Inacio Lula da Silva has made it a priority to revitalise the Brazilian shipbuilding industry, and a massive modernisation programme led by Transpetro will see these ships built domestically, including a substantial number in a greenfield shipyard in the north of the country.

Encouraged by the global demand for ships and the full orderbooks overseas, there is a strong mood for an industrial renaissance in the country.

There is also a huge marine element surrounding the country's offshore energy industry, where there is enormous expansion taking place, along with modernisation of the inland fleet that navigates the vast river systems.

In this context, a modern, clean and green maritime industry offers an inherent attraction, and this parallel event strikes strong chords in Brazil.

# Stepping ahead with a true blue view of shipping

The Blue MBA class of 2007 has been revolutionary in terms of the diversity of the participants' background and the level of female participation, writes James Brewer

RADIATION Day will soon be here for the class of 2007, with a mixture of the joy of winning and the tears of parting for the Blue MBA team.

There is nothing quite like the degree in shipping and logistics conferred by the Copenhagen Business School.

It is said to be the only part-time executive MBA in the global shipping industry, and much academic and maritime pride will be on display as the school confers honours on its current class, Blue MBA 2007, on Saturday, September 29.

This has been a very special class, and revolutionary in terms of diversity of the participants' background and female participation," says programme director Irene Rosberg.

Most had already entered the course with an high level of knowledge of one or other parts of the maritime world.

Scandinavia's mighty maritime industry is often called Blue Denmark, and this gave rise to the familiar name for the course.

Ms Rosberg describes the work as "an holistic view of shipping, integrating commercial and technological aspects as well as maritime law, supply-chain management, and leadership challenges".

As the academic procession files into the business school hall at 1100 hrs, it will mark a further milestone in international efforts to intensify professional and educational standards in a business that is crying out for new layers of skilled specialists.

The programme takes students to a top international level in business administration, reflecting the needs of the shipping and logistics industry in a world where globalisation, enhanced competition, and the speed of technological change place ever-increasing demands on executive management skills," Ms Rosberg says.

Even if you own your company, there is still much to learn.

According to student Lars Bonnesen, who is already managing director of Danish firm Scan-Trans Holding: "This programme offers nearly everything which I would need to make me a better leader in the shipping industry."

Citing an old saying, Mohammad Al-Mahmoud of the National Shipping Co of Saudi Arabia, adds: "One should know something of everything, and everything of something."

While the size of the programme is minor compared with the great MBA projects of the world, it is "simply the greatest in value," claims Ms Rosberg.

"For a programme which does not consider its participants as students but partners in its growth process, it is not surprising that the participants and graduates feel more like associates of the programme and the Blue MBA community where they belong," says Ms Rosberg.

"It has been essential for us to offer the best to our participants and our efforts to create an environment that supports the philosophy of an open, caring and team-based community has been the foundation for such a co-operative environment."

While the participants are from many backgrounds and nations, they are the backbone of the Blue MBA, together with graduates and members of the advisory board, who bring in real-world perspective and experience. "Our graduates are our best ambassadors. They help us in recruiting new students, mentoring, coaching and guiding students with enthusiasm and simply enriching our Blue MBA community," says Ms Rosberg.

"Our graduates are more than just individuals occupying senior decision-making positions within their respective companies and representing one of the most prosperous industries in the world, they quietly, diligently and persuasively go about their careers in building businesses, creating values and improving this global industry. As they are doing this, they still take time and make efforts to help us advance our programme."

Ms Rosberg sees the participants, who represent many different segments of the shipping and logistics industry, as bringing an ideal diversity to the classroom, "which is second to none and one of our key contributing success factors".

Does teacher always know best? "We consider our participants and graduates are our biggest asset; they let us know when they think things are going well and give us straight talk when they think things are on the wrong track."



Lloyd's List WEDNESDAY SEPTEMBER 19, 2007

WEDNESDAY SEPTEMBER 19, 2007 Lloyd's List

Insight & Opinion 11

Class of 2007



Berit Koertz, vice-president, Danish Ship Finance, Denmark



Rital Bollinger, support analyst, Plato Offshore, Norway



Line Dahl, underwriter, Gard, Norway



Hilde Wie Helgoy, senior shipping operator, Statoil, Norway



Mette Bulow, vice-president, Vestas American Wind Technology, US



Ms Rosberg sees the participants, who represent many different segments of the shipping and logistics industry, as bringing an ideal diversity to the classroom, "which is second to none and one of our key contributing success factors".

## Lessons from Blue MBA graduates

THE Blue MBA programme provides a shipping and logistics-specific foundation on which to further build a career. The recruitment of many management positions in shipping has traditionally been to offer the best masters and chief engineers a shore-based position. It is imperative to have insights in how to operate a ship; however, it is equally important to have a thorough understanding of the market, the business environment and how to manage and lead people. I therefore see the Blue MBA programme as the perfect opportunity for people with technical and sailing background to boost their shipping careers. Although branch specific, the Blue MBA topics within leadership and economics are of a universal nature, and the programme is well suited for other industries that support the shipping.

**John Christen Jensen, general manager, Barber Ship Management, Wilhelmshaven Maritime Services, Norway**

MY MBA in shipping and logistics was a personal journey from being a good practitioner in my field within shipping, to being in a position where I can see the bigger picture, and where I can apply theories in a practical way on a daily basis.

**Mikkel Bromum Hansen, AP Moller-Maersk**

BEFORE I joined the Shipping MBA, shipping to me was very much about the technical part and sailing the ships. Now, after having completed the programme, I have found that shipping has so many other interesting areas. I have gained an ability to see things from a much larger perspective, without losing the sense of the detail is, among other factors, has brought me to this job.

**Klaus Andreassen, senior general manager, Maersk Ship Design**

HAVING been in the logistics industry for more than 30 years, I was impressed with the quality and professionalism of the executive MBA in shipping and logistics. The course gave me opportunities to reflect on my current practice, introduce and implement management tools that are essential in today's business environment. An additional bonus was to meet and get to know an international group of very smart colleagues, something that I will treasure for years to come.



OF OUR two exam questions: 1. Why the Shipping MBA? 2. Why Copenhagen Business School?

1. Having so far enjoyed a satisfying career within shipping related and therefore what I learn can be actively used in a maritime environment. Also, even if it is not the main purpose when you start, when you are half way through you start considering other career possibilities. The maritime industry itself sees this programme as relevant background and therefore you have a better chance than other applicants when applying for a position.

2. Copenhagen was chosen, because it is the only place in the Nordic Region where such a programme is offered.

**Kari Sveinve, area manager, senior underwriter, Codan Marine Services, Norway**

1. This is an excellent programme for shipping people who already have a leadership role and experience in the industry. A large portion of the education can be taken and implemented directly into the respective companies. Personally I have been equipped to see things in my company from a bird's eye view, learning to delegate responsibility to staff. Furthermore, the understanding of the market mechanism has given me the opportunity to substantiate proposals to the board with property documented information.

2. The Copenhagen MBA was an obvious choice for me, first of all the logistics were easy (being a Dane) but this programme also offers nearly everything which I would need to make me a better leader in the shipping industry. Being an owner of the company, it was important for me to get the right education to take the company to the next level and being able to set visions and goals for the organisation.

**Lars Bonnesen, managing director, Scan-Trans Holding, Denmark**

1. This programme is relevant for my present work and gives me the tools I need for further development and better insight into the exciting shipping industry. I believe this course will be a solid platform in order to qualify for more challenging opportunities in the future.

2. I am attending the programme in Copenhagen because this was the most relevant course available and a great opportunity to combine education while working.

**Hilde Helgoy, senior shipping operator, Statoil, Norway**