

THE STAFF MAGAZINE OF THE HAMBURG SÜD GROUP

Fleet size increased

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The first "Santa" ships on the way

Eco-friendly

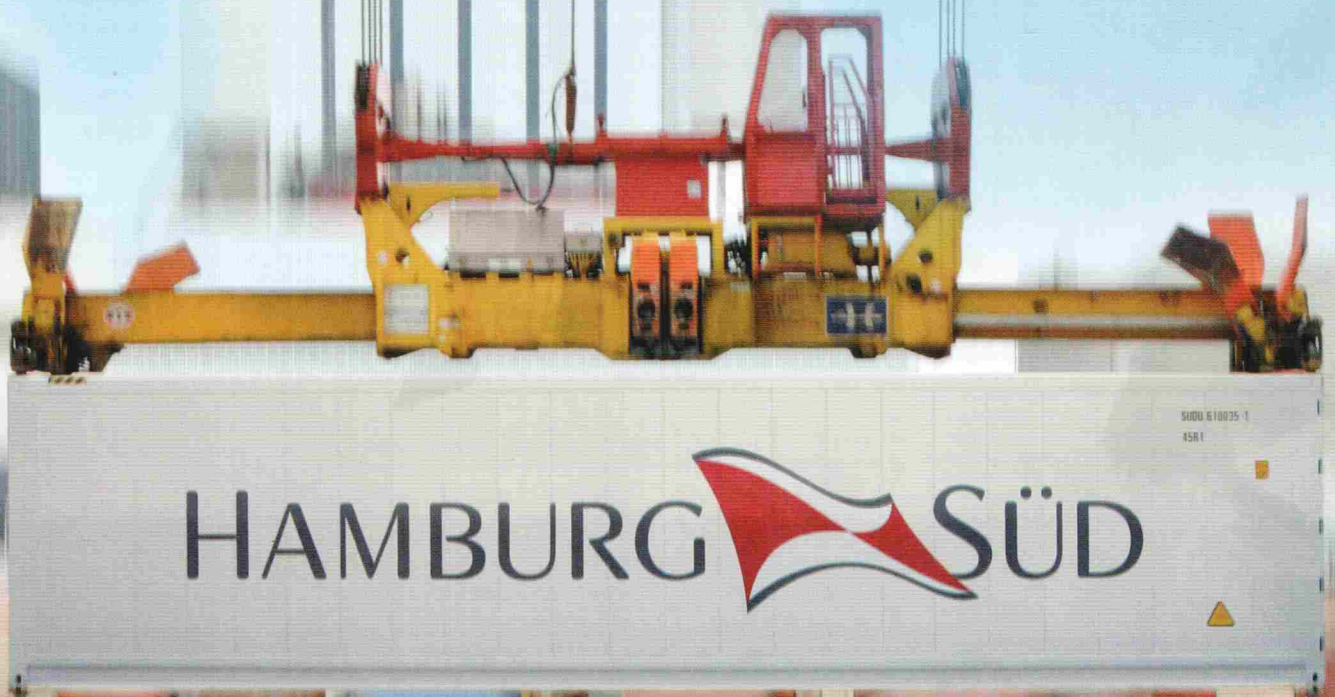
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Test voyages with low-sulphur fuel

Presidential visit

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Dominican head of state in Hamburg



Company cars in Rotterdam go carbon neutral

Hamburg Süd Netherlands launches energy saving and environmental programme



With eco-driving, Area Office staff in Rotterdam are making their contribution to less air pollution. Olaf Reinhard (from Perfecqt, a consultancy) holds up an oversized specimen of the fuel card.

At Hamburg Süd, environmental protection is a special quality feature that is demonstrated time and again. The most recent example is Hamburg Süd Netherlands' new energy saving and environmental programme for the company vehicle pool. The programme goes by the name of "Go for Maatschappelijk Verantwoord

Ondernemen" (Go for Environmentally Conscious Entrepreneurship), or GO4MVO for short. The three fundamental elements of the programme are the technical conversion of vehicle engines, so-called eco-driving training in special driving simulators and the GO4MVO Fuel Card, which all drivers can use to check their environmentally friendly driving technique. "Our aim is to lower petrol consumption per vehicle and year by an average of ten per cent and reduce carbon dioxide emissions at the same time.

This will enable us to improve our carbon footprint and contribute to cost savings within the company", says Marcel Roelse, Manager IT & Administration for Hamburg Süd Netherlands.

The programme was officially launched at Area Office Rotterdam on 28 May with eco-driver training. At this event, former honorary town councillor Hans

Vervat presented the One2Green Klimaact Neutral Certificate to Albrecht Meeusen, Joint General Manager Customer Service, Marketing & Sales for Hamburg Süd Netherlands. The certificate testifies to the fact that Hamburg Süd Netherlands has been involved in the voluntary initiative of the environmental organisation One2Green B.V. to reduce CO₂ output in the Netherlands since 2010. The climate project is supported by the UN and obliges participating companies to make compensation payments for the CO₂ emissions they cause. ■



The training company EcoDriving Nederland set up a mobile driving simulator at Area Office Rotterdam for eco-driving training.

Hamburg Süd at industry forum in Duisburg

Lectures and discussions on Maritime Supply Chains 2010

Hamburg Süd is a sought-after partner when it comes to talking about issues relating to shipping and logistics. For this reason, Peter Frederiksen, Director Region Europe, Global Marketing & Reefer for Hamburg Süd, was invited to speak at the 2nd Industry Forum on Shipping, Port and Logistics NRW in Duisburg on 29 June. The event, organised jointly by the Transport and Logistics Association North Rhine-Westphalia (VWL), Logistikcluster NRW and the Lower Rhine Chamber of Industry and Commerce, included several lectures on the topic "Maritime Supply Chains 2010 and Structural Change after the Crisis?", followed by a discussion forum. The keen

interest in the industry forum was documented by the attendance of roughly 125 experts from the logistics sector, industry and the Ministry of Building and Housing of the State of North Rhine-Westphalia.

In his talk, Peter Frederiksen presented the shipping group and its global operations and gave his views on such issues as market development, freight rate levels, slow steaming and container logistics. In particular, Peter Frederiksen stressed the need for an increase in freight rates to help shipowners in their consolidation efforts and illustrated the financial repercussions of the crisis on the basis of the development of charter rates for

container ships. "In May 2005, they stood at a historic high of 50,000 US dollars a day in the 4,400 TEU class; from May 2009 to January 2010, they dropped below 7,000 US dollars a day." ■

Appearance at the Sector Forum in Duisburg:
Peter Frederiksen, Director Region Europe,
Global Marketing & Reefer from Hamburg Süd.

