

Journalism and the Ocean Economy

Why journalism is an important cog in the ocean economy

This is me:

- Chartered shipbroker
- 30 years in liner shipping
- 10 years as a management consultant
- 10 years as a journalist & writer



What I do now:

- Writer and analyst for The Loadstar
- Contributor to other journals including:
- The Voice of the Independent, Tankcontainer and The Shipbroker



October 13, 2017, 1:07 pm

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Months and Years

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2012	241	1,033	5,820	10,624	11,550	14,378	16,274	18,550	19,214	18,772	25,553	23,234	165,243
2013	25,510	31,381	28,311	45,895	52,524	36,903	40,581	42,694	57,709	54,426	54,527	39,072	509,533
2014	49,895	49,855	58,403	59,147	59,201	56,506	70,837	56,707	90,437	85,123	85,178	80,323	801,612
2015	97,340	102,920	105,634	110,607	107,202	106,612	113,473	102,414	121,661	136,332	158,351	126,589	1,389,135
2016	131,478	218,225	195,571	182,420	195,670	202,255	161,874	168,285	217,973	171,916	168,601	145,244	2,159,512
2017	188,023	169,859	221,836	161,823	209,883	234,456	192,518	191,801	211,828	85,358			1,867,385

The award-winning site has since become known at the highest levels of logistics and supply chain management as one of the best sources of influential analysis and commentary.

The big liner news story of 2016 - and the past 60 years - the bankruptcy of Hanjin Shipping:



When the plug was pulled on 31 August 2016:
- 500,000 teu, valued at some \$14bn was left stranded on 100 Hanjin vessels around the world



- What went wrong?
- Why did the 7th biggest container line in the world fail?
- Could it have been avoided?

- How could the media have helped?
- The benefits of good PR and transparency
- The risk from bad PR and lack of transparency

- Good PR



OOCL Germany – 21,413 teu built at Samsung Heavy Industries

- OOIL: *“not aware of, nor involved in any bid related to the company or OOCL”* – statement 20 June 2017
- OOIL: *“media reports ‘fake news’”* – OOIL 30 Jun 2017
- OOIL acquired by COSCO in \$6.3bn deal – 9 July 2017



- The reputation of Korean shipping needs to be repaired – the fall-out from Hanjin has been far reaching.
- How can this be achieved?

- And what of the future for South Korea's shipyards?



“Slump-hit shipbuilders, related firms cut 35,000 workers in first half” (Headline 10/10/2017)



- Chinese competition, not a level playing field
- A new business plan targeting niche shipping sectors
- Offering a quality and a tailor-made service
- And: Make use of the media to promote these services!



Customer Experience – WHY?

Thank you!
Any questions?

