



Consulting Profile

**MedBulk Shipping Solutions
Maritime & Shipping Consultancy Firm**

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Profile Overview

Ayman Shalaby - Managing Director & Maritime Transport Consultant

Maritime transport economics consultant with extensive expertise in the maritime industry holding economics of maritime transport postgraduate degree. With over 30 years of experience, Ayman has held key roles in maritime transport, including shipboard operations and regional management for leading container and bulk transport companies such as French company CMA, Swiss company MSC and ship-owning company NNC.

Ayman's career spans operational and commercial management of diverse fleets, including; dry-bulk, container vessels, multi-purpose and Ro-Ro vessels. Leading numerous initiatives to optimize internal operations within shipping companies, conducting in-depth technical and financial feasibility studies for the establishment and management of shipping lines, in addition to contributing significantly to executive committees overseeing ship acquisition, sale and construction.

His academic excellence and hands-on expertise reflect deep knowledge in the maritime sector, by offering tailored consultancy services, he provides invaluable insights and strategic solutions designed to meet the specific needs of each business.



Consulting Projects (2008-2022)

Restructuring & Developing sea ports in Egypt: A technical and Financial Analysis

Consultant Role : participated in preparing a technical financial study to reimplement restructuring and developing sea ports in Egypt

- (1) Client:** government bodies affiliated with transport parties
- (2) Project Timeline:** 6 months (2008)
- (3) Project Objective:** developing plans and guidelines for privatizing port services; towing and pilotage services, in addition to, tender procedures and concession rights under the proposed holding company of ports

Investment & Operation of dry port near industrial area: participation with liner shipping company that operates within container transport system

Consultant Role : commercial advisor for mid-size container shipping line, assigned by the chairman of the company

- (1) Client:** mega transport carrier in container transport in cooperation with services company
- (2) Project Timeline:** 6 months 2010
- (3) Project Objective:** receiving and transporting containers discharging in sea ports, transporting them directly to dry port using multimodal transport with the aim of reducing: port congestion, storage cost, diwel time of containers, time & cost withdrawing containers, in addition to benefiting from proximity of container ready for reshipment (reducing logistics expenses), and achieving return on investment



Feasibility Study: Operating container ships with a feeder system between Egyptian ports

Consultant Role : primary consultant responsible for studying, implementing, and developing operational preparation, including staffing and training

- (1) Client:** mid size joint stock - ship owners shipping company
- (2) Project Timeline:** 9 months (2011)
- (3) Project Objective:** transporting transit containers & discharging in transit from major shipping lines calling hub spoke ports in egypt and re-transporting them regionally to main East Mediterranean center ports & North Africa and Coastal inter-egypt ports.

Economic, Financial & Operational Feasibility Study: Operating a fast shipping line (RoRo ships) between port of cadiz Spain & port of tangier Morocco

Consultant Role : a company representative responsible for assessing the feasibility of operating the ships between the three companies

- (1) Client:** 2 major shipping agencies (Spain & Morocco)
- (2) Project Timeline:** 6 months (2011)
- (3) Project Objective:** study investing in the ship operating activity through chartering as a first stage, as a result of the daily traffic between Spain & Morocco & the insufficient number of ships on this line



Operational Feasibility Study: 2 general cargo container ships operating on regional shipping line (2 weeks port of call)

Consultant Role : responsible for conducting preliminary work and studies related to management and operations

(1) Client: Sudanese Shipping Company

(2) Project Timeline: 6 months (2012)

(3) Project Objective: Sudanese shipping company aims to maintain the state regulatory of cargo; imported and exported from neighboring countries, aims to maintain the growth of its economy and improve provided services by establishing the targeted shipping line.

Feasibility Study: Re-operating ship can carry passengers and cars for operation Suez/Jeddah

Consultant Role : manager of consulting group appointed by company's operation manager

(1) Client: small ship-owning company

(2) Project Timeline: 3 months (2015)

(3) Project Objective: improving performance of the service provided to transport passengers and goods (personal belongings, cars and cargo), due to the demand for the availability of service and to the presence of transportation.



Feasibility Study: establishing marine liner service in Qatar with 3 main routes

Consultant Role : technical and operational consultant for Qatari consulting company assigned to the project

- (1) Client:** Consulting company in Qatar in cooperation with Qatar national bank
- (2) Project Timeline:** 1 year (2018)
- (3) Project Objective:** assessing financial and technical viability for establishing shipping operator offering inbound and out-bound services to Qatar in 3 main routes; Qatar/Sohar/BandarAbass/Qatar, Qatar/Salalah/Qatar, Qatar/Mersin/Qatar, Improving Qatar ports through connectivity of ancillary and sustainable lines with major regional destinations, better efficiency of Qatar shipping system and contribute to building local knowledge in marine shipping.

Sea bridge project: operating a fast RoRo ship between one of the Egyptian ports on the Mediterranean Sea and Italian ports on the Adriatic Sea

Consultant Role: member of the committee tasked to coordinate between all relevant parties and overseeing the management of all services

Client: One of the bodies of an international organization; union for mediterranean with participation of commercial representation for both parties (Egypt & Italy)

- (1) Project Timeline:** 1 year (2020)
- (2) Project Objective:** Italy aims to be the main vegetable importer of Europe by operating a regular shipping line from countries exporting fruits & vegetables in Africa, most notable Egypt via multimodal transport



Feasibility Study: Possibility of re-operating multi-purpose ships between ports of Alexandria, Egypt and ports in north western Europe (Belgium & Germany)

Consultant Role : chair of the committee responsible for studying the mechanisms of ship operations, focusing on both economic and operational aspects

- (1) Client:** local medium-size company owning a fleet of 2 ships on the targeted line
- (2) Project Timeline:** 6 months (2021)
- (3) Project Objective:** a rate of one trip every 2 weeks (15 days) by operating 2 ships with a capacity of (12,000 Ton DWT, type F), the goals of reoperation were met as a result of existing demand on this trade line

Feasibility study: Operation of regular shipping line “general cargo & break-bulk” from Red Sea port via sokhna or suuez to East-Africa, Comesa Countries and secam line from Red Sea to Arab Gulf Countries

Consultant Role : business development representative for a shipping company appointed by the state to conduct a feasibility study

- (1) Client:** main shipping company in Egypt in connection with government bodies
- (2) Project Timeline:** 6 months (2021)
- (3) Project Objective:** based on state’s plan to expand port & terminal activity (multipurpose terminals), study aims to achieve regular ship traffic in order to develop inter-trade between Egypt and neighboring Arab countries



Feasibility Study: construction of 3 bulk carrier model (camsar max, 81,000 Ton), in one of the world's ship yards

Consultant Role: member of the committee assigned by the board of directors to study the renewal and replacement of the fleet

(1) Client: ship-owner companies that own & operate a fleet of bulk carriers

(2) Project Timeline: 6 months (2022)

(3) Project Objective: Plan to replace and renew the fleet, with a cooperation between the shipyards specialized in building this type of ship & choosing the most suitable price point, quality and compliance with international standard of operations.



Services

(1) Development and establishment of new departments in shipping companies

- Market analysis and industry demand
- Organization structure design
- Department hierarchy and roles
- Department integration
- Implementation Plan
- Timeline for setting and operation
- Training program and resource allocation
- Set KPIs for each project/establishment (operational efficiency, revenue stream and service offerings)

Previous Projects

- (1)** Establishing a reefer department for mega carrier container line (2001)
- (2)** Establishing a logistics department to introduce value added services for a mega container line (2003)
- (3)** Establishing a regional commercial office for mega container carrier in industrial area (2006)
- (4)** Establishing a feeder department to handle containers on-board feeder vessels hub-ports to final port of destination (2007)



- (5) Restructuring a liner department for break bulk company (2008)
- (6) Establishing a shipping agency (tramp agency) to handle all agency matters for bulk carrier vessels (2010)
- (7) Restructuring a fleet affairs department inside shipowning company (2013)
- (8) Establishing a shipping agency department (suez canal transit) to handle transit vessels issues and delivery vessels procurement, spare parts and crew change matters (2013)
- (9) Establishing a supply chain department for shipowning company to handle fleet supply of bulk carrier (2020)
- (10) Establishing a ship management department as a joint-venture between one of the top ship management companies and a medium-sized bulk carrier and operator

(2) Feasibility Studies: Technical, Financial and Economic studies in maritime transport

(3) Operational and Supply Chain Analysis

(4) Strategic Business Planning and Project Evaluation

(5) Comprehensive Advisory Services

Looking Forward to Future Business Cooperation!