

act news

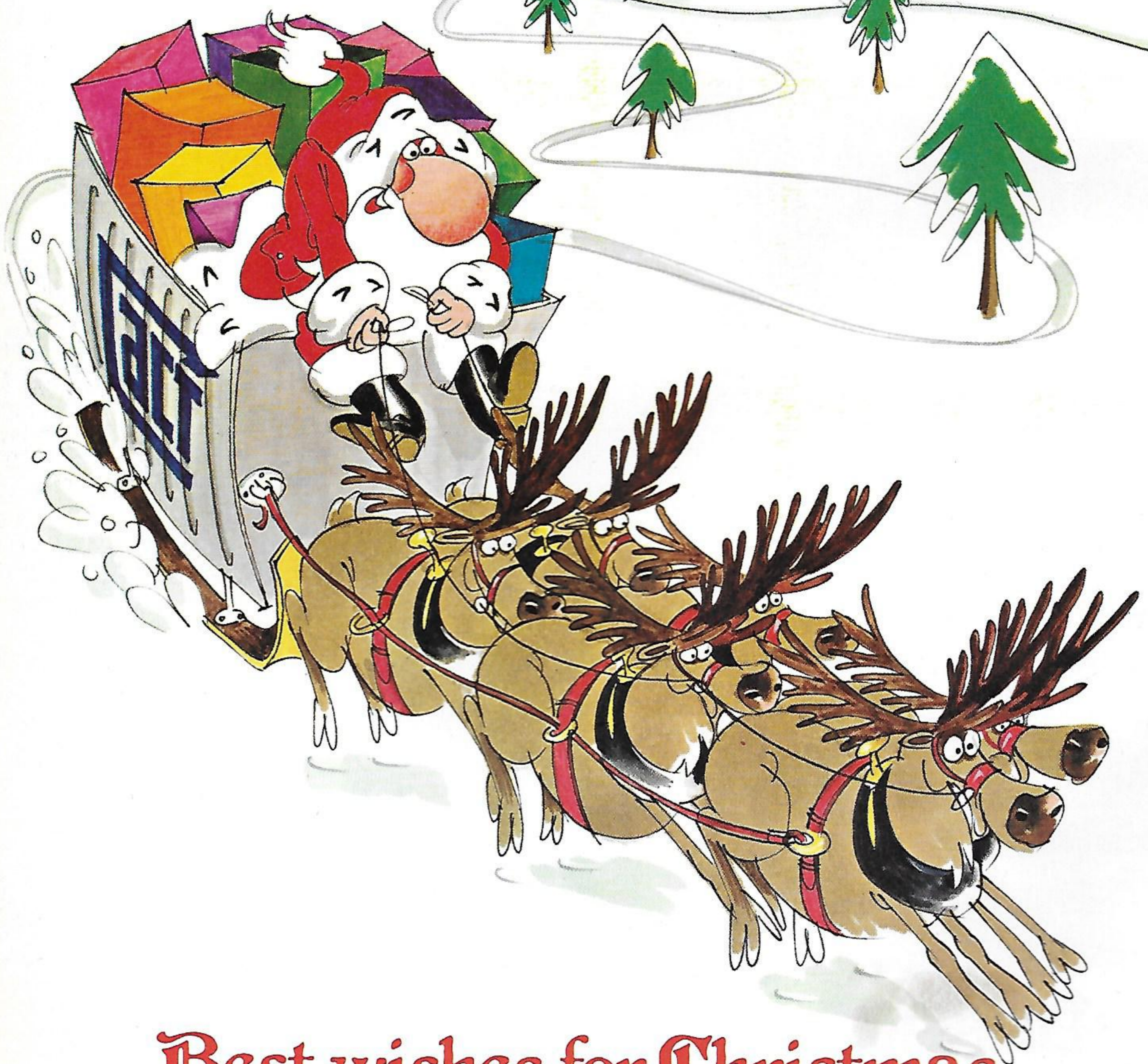
WINTER 1977/1978



BLC'S NEW BANGKOK SERVICE

Ben Line containers are starting to mingle with the exotic sights in the picturesque and storybook land of Thailand. A full container service will be provided between Europe and Bangkok beginning on January 1st, 1978 as BLC once again expand their service to customers. (See page 3 for details).

act news



Best wishes for Christmas
and the New Year

BLC Bangkok team line up at start of new container service



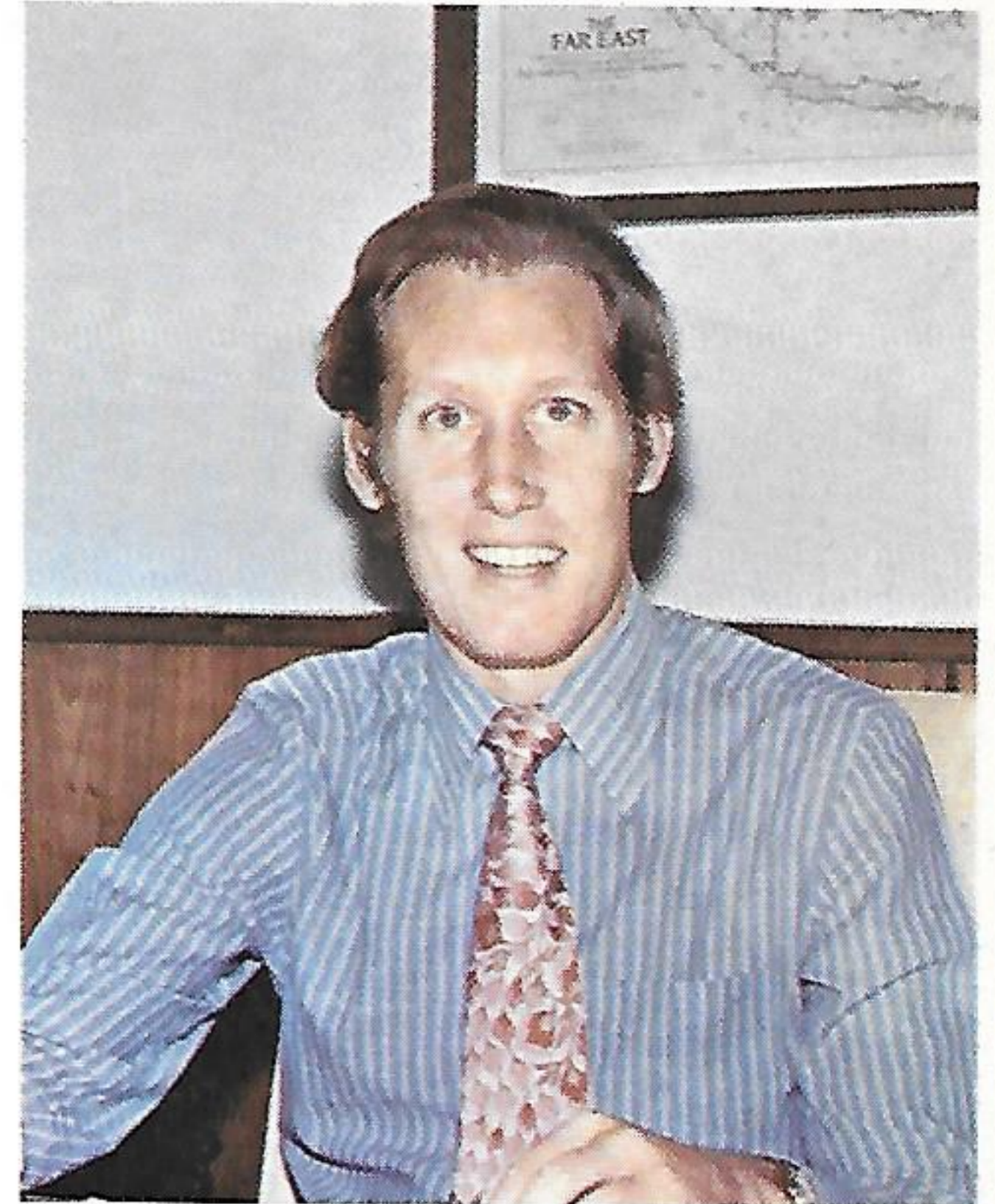
**KRIANGKRAI
TUANGVORANAND**
Chief Operations

Ben Line Containers are extending their service to and from the Far East to cater for cargo between Bangkok (Thailand) and Europe. The full service will start on January 1, 1978.

The company is already accepting a limited number of containers on this route covering both FCL and LCL cargo, which will be dealt with exactly the same as other cargo to containerised areas in the Far East.

Trio container ships are too large to navigate the Chaophya River up to the Port of Bangkok, so BLC have arranged for a special feeder service from Singapore to Bangkok, programmed to connect with Trio vessels from Europe.

This service will provide a delivery time at Bangkok Port of approximately five days after the arrival of the container at Singapore.



ROGER MIALL
Manager BLC

STREAMLINED

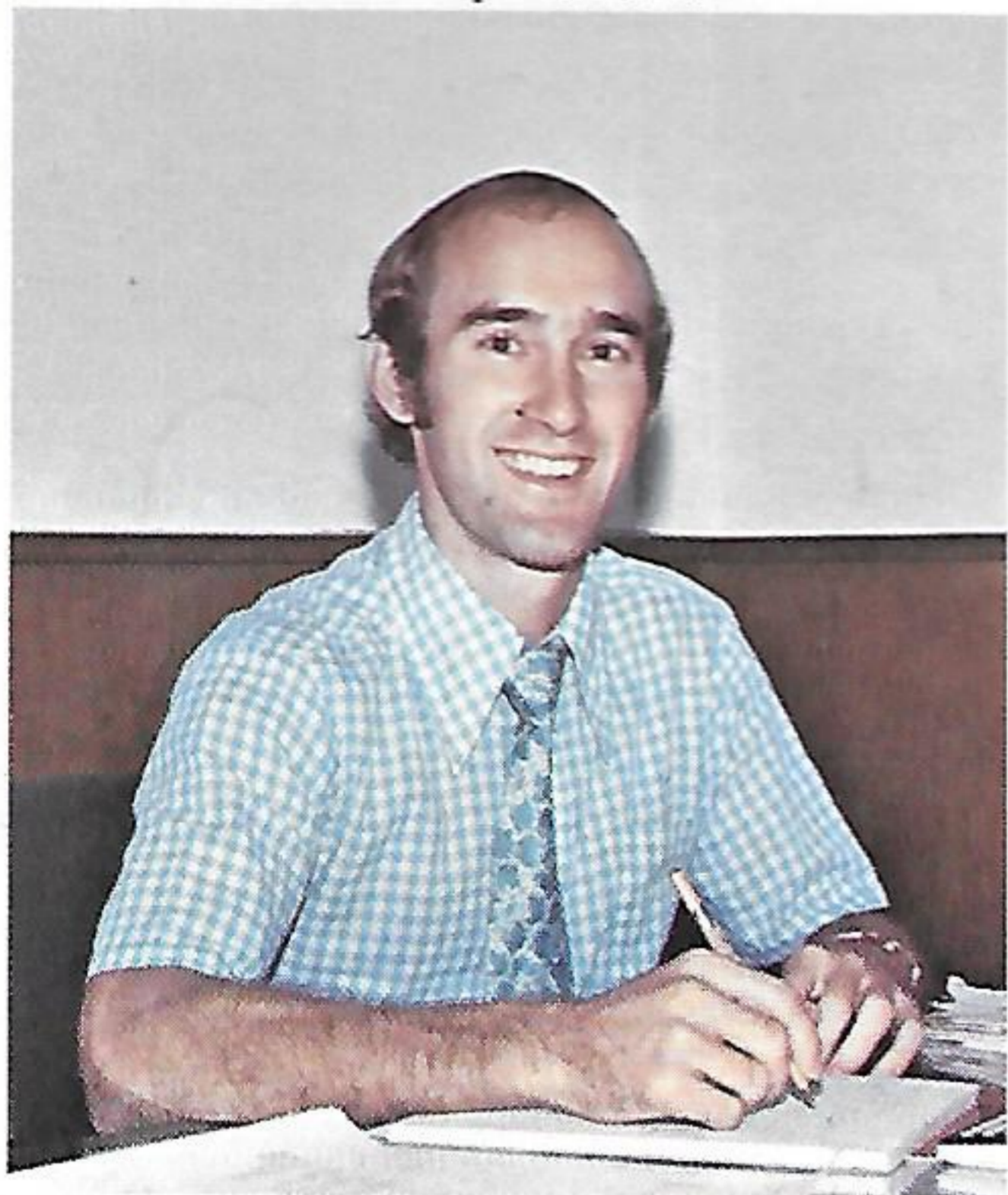
BCL's offices in Bangkok will be able to assist in arranging FCL merchant haulage to consignees' premises. LCL cargo, which can be accepted at any European container freight station, will be unpacked at the Container Freight Station within the new container complex of the Port of Thailand Authority from where consignees will be able to collect their cargo at Bangkok.

European shippers of a wide range of capital equipment and consumer goods have indicated that they will welcome the streamlined container service, while in the opposite direction, a variety of Thai products, including sawn timber, tapioca, beans, kapok, textiles, tobacco, duck feathers and sea food are expected to be sent by the new service.

Once again BLC are meeting their customers' needs by providing a service where it is required.



PHONGSAN SUPHAPHONG
Export Manager



MICHAEL HILL
Marketing Control



UTHAI ASAWABODEE
Import Manager



DESPITE RUMOURS to the contrary, this is not BLC's "feeder" service from Singapore to Thailand. It is, in fact, part of the colourful Floating Market of Bangkok.

Cargo on the move — ACTS' Operations Department

This is the third in a series of articles on Associated Container Transportation Services Ltd. (ACTS) and the services they provide to member lines.

Making sure that the cargo arrives safely and on time is the formidable responsibility of the Operations Department of ACTS.

To do the job well, Operations has to maintain the traffic flow, keep down costs and at the same time have a high degree of flexibility and be ready to respond quickly when necessary.

The Department currently spends £11.8 million annually in Europe using about 200 of its own vehicles and up to as many again 'spot' hired to meet changing circumstances. There is in the U.K. a fleet of skeletal trailers in permanent use. Every day except Sunday, six trains travel to and from Southampton, under contract from Freightliners.

TIME LIMITS

Strict adherence to time limits for the movement of containers through terminals is vital: 75% of cargo clears port terminals within five days and inland bases in 48 hours.

Co-ordination of this vast complex of manoeuvres across the European Zone is handled in ACTS' Southampton headquarters. There, an overview is maintained on a daily basis from reports filed by the U.K. regional operations centres at Glasgow, Leeds, Manchester, Liverpool, Birmingham, Barking, Tilbury, Basildon and Southampton.

In continental Europe the operational area ranges from Scandinavia to the Mediterranean — the Department acts through agents who are co-ordinated by the continental office in Belgium.

RESPONSIBILITY

The Director responsible for Operations, Bill Campbell, is assisted by Bruce Conchie, his deputy, and a Management team, each member of which has a specific area of responsibility: Continental, Terminals and Marine, Cargo, Transport, Container Control and Planning.

The Terminals and Marine section is responsible for all terminal operations throughout Europe dealing with on average 100 port calls per month. Performance is monitored, procedures and staffing requirements closely watched and amended as required and contracts periodically negotiated. Ship chartering is covered by this section and recommendations made to principals regarding the suitability of vessels. In the same context ship surveying and Bulk cargo loadings are also covered. Recommendations on operational

requirements for new tonnage together with comprehensive monitoring of lashing requirements, stocks, etc., are also undertaken.

The section's other functions include Port selection, ship scheduling, European ship planning and a host of other items such as recommendations on ships' husbandry.

Regular moving of empty containers to and from the Continent is carried out to rectify imbalances.

BOOKINGS

Responsibilities also include the control of Dangerous Goods (D.G.) and Refrigeration bookings. The D.G. desk handles approximately 1,500 consignments per month and controls the use of a special fleet of containers for "obnoxious" cargoes.

Responsibility of the Cargo Handling section is to ensure that all cargoes, both export and import, are properly cared for in transit. Advice is given to shippers on how best to pack, stow and secure their cargo in containers. There is constant liaison with U.K./Continental depots and overseas zones so that cargoes are carefully monitored and suitable recommendations made on the handling of any commodity.

A close watch is maintained on the performance of all the depots used to pack and unpack LCL cargoes to ensure that they are operating smoothly and procedures are formulated to handle cargo quickly and efficiently.

All "out-of-gauge" and uncontainerable cargo is attended to by this section so that almost 100% of the cargo offered may be carried, subject to lifting capacities and port, national and international regulations.

SUPPLY

Ensuring that there is an adequate supply of containers to match the cargo offering, monitoring the movement of each container and forecasting the requirements up to three months ahead is the responsibility of the Container Control Assistant Operations Manager who has a team of 12 people.

This section monitors 17,000 container movements per month, administers the 1,550 strong trailer fleet in the U.K. and compiles its performance records.

Transport needs careful attention to detail. The Transport Section analyses costs, supervises the use of contract vehicles, establishes rates and contracts for road transport and also for rail movements.

On the Continent, ACTS is responsible for 22,000 container movements per

(Continued on page 5)



Four key men in ACTS' Operations Department put their heads together to discuss a problem at ACTS' Headquarters in Southampton. They are (left to right) Robert Butler, Aubrey Coshan, Bill Campbell and David Browning.

Cargo on the move — ACTS' Operations Department

(Continued from page 4)

annum. With the emphasis on refrigerated containers, this has required a large investment in refrigeration machinery which has been installed in Zeebrugge and Hamburg.

This, together with mobile refrigeration equipment means refrigerated cargo can be delivered throughout Europe.

In the various regions in U.K. the day-to-day operational responsibilities are handled by the regional managers with their local knowledge of and proximity to customers. They have wide freedom to run their regions within their own judgement and they are helped by the excellent working relationship between the Department in Southampton and their Regional operating centres.

EXPORTERS

Birmingham is a typical Regional base. The regional manager is supported by a deputy and six function heads, to cover transport, cargo, container and equipment inspection, accounts, credit control and the important area of commercial documentation. The commercial section in a Region covers exporters' bookings and documentation. In total, there are some 40 staff in such a Regional office and providing a service to customers at their doorstep.

In such a complex operation, strict procedures are necessary. In the continuing fight against rising costs, an essential feature is always the help and co-operation of shippers and importers; these are the key people. Only with their co-operation can ACTS help to maintain a highly competitive service.

This is fundamental to future success and ACTS' Operations Department is doing everything possible to ensure the ACT lines provide fast, efficient and reliable services.

ACT Services' U.K. telephone numbers

Head office, Southampton:

(0703) 34433

Regional Offices:

Barking: (01) 595 3111
Basildon: (0268) 3993
Birmingham: (021) 356 9151
Bristol: (0272) 25557/9
Coatbridge: (0236) 27371
Leeds: (0532) 712211
Liverpool: (051) 523 2515
Manchester: (061) 748 4077
Orsett: (0375) 891180
Southampton: (0703) 778431

Terminals:

Tilbury: (03752) 6521
Seaforth: (051) 922 0391

Sir Basil Smallpeice emphasises importance of 'personal service' on Leeds Containerbase visit



Personal service to customers was stressed by Sir Basil Smallpeice, Chairman of ACT(A), on a visit to Leeds Containerbase. Sir Basil, who is also President of the Institute of Freight Forwarders, met with ACT(A) and ACT Services personnel and with members of the management team of the Containerbase.

"We must constantly strive to meet the customers' requirements, offering fast, efficient and personal service and to assist them in any way we can," he said.

In the photograph, on a tour of the installations at Leeds Containerbase are (left to right) Mr. D. J. M. Durbin, Manager of Leeds Containerbase; Mr. A. J. Macintosh, Managing Director of ACT(A); Mr. W. R. Marshall, Sales Manager of the North-East Region, ACT(A); Sir Basil Smallpeice and Mr. I. H. Keyl, Deputy Manager of ACTS at Leeds Containerbase.

The containers must get through



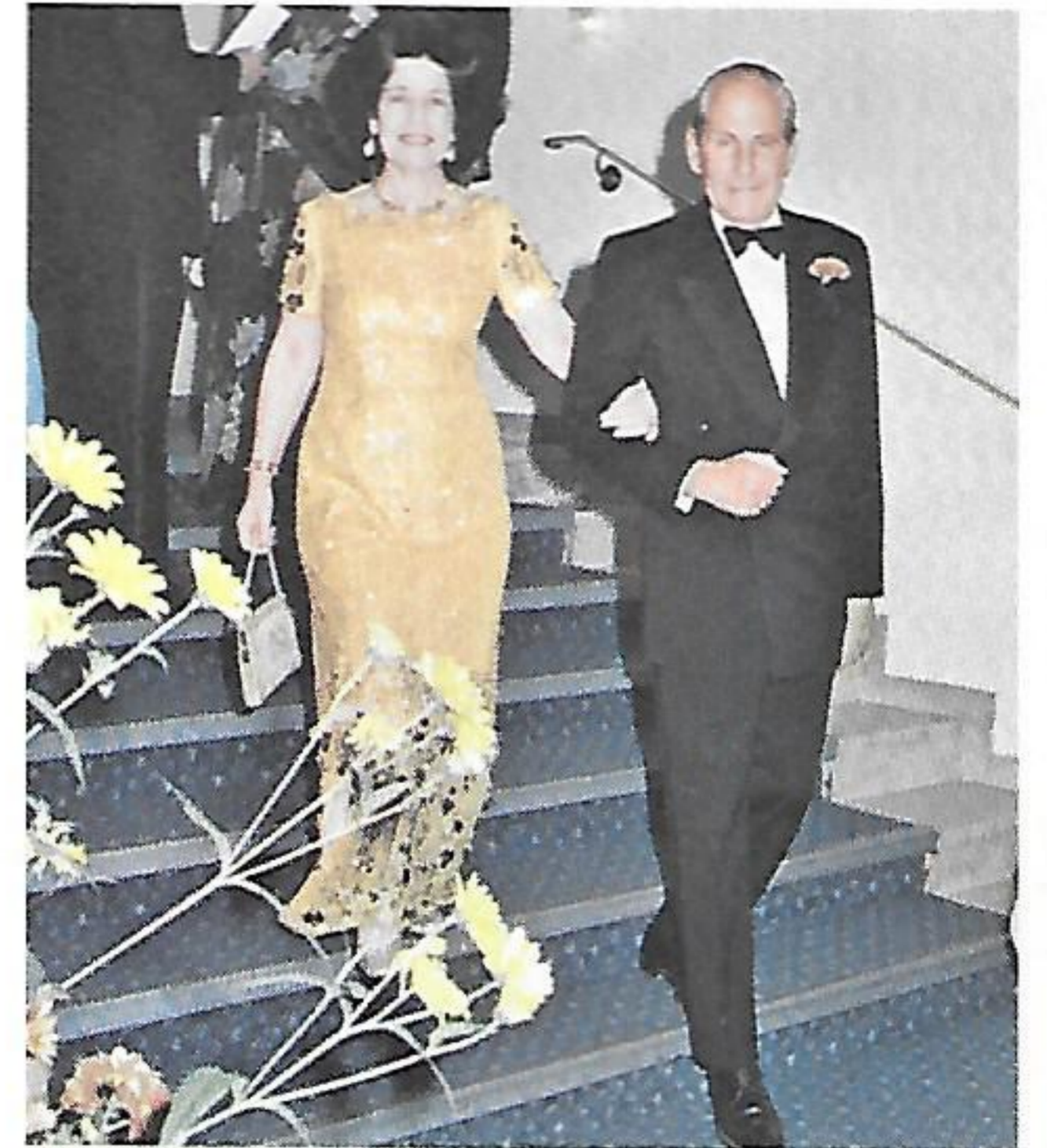
... and they did with a minimum of interruption in spite of the devastating typhoon Thelma which hit Koahsiung with a tremendous fury, causing havoc there, including the gantry cranes (photo). Although the container terminal was almost totally crippled, vessels were chartered for a feeder service and kept BLC shipments moving.

Launch of £50 million 'City of Durban'



Following the launch, a group of guests are photographed (left to right) Mr. P. Hansen-Wester, a managing director of A. G. Weser, which built the "City of Durban"; Sir Thomas Pilkington Bt., Chairman of Charente Steam-ship Company; Mrs. W. M. Graham; Mrs. L. A. Vernède; Lady Pilkington; Mr. L. A. Vernède, a managing director of A. G. Weser; Lady Ellerman; Mr. D. F. Martin-Jenkins T.D., Chairman of EHCL and Ellerman Lines Ltd.; Mr. W. M. Graham, Director of EHCL and Vice-Chairman of T. & J. Harrison Ltd.

Down the slipway (left) and into the water.



Lady Ellerman being escorted into dinner by Mr. L. A. Vernède.



"And God Bless All . . ." Lady Ellerman and Mr. P. Hansen-Wester watch the "City of Durban" slide slowly into the water, immediately after the launch.



Chatting after the launch are (left to right) Lady Ellerman, Mr. P. Hansen-Wester and Capt. Neil B. Airey, who will be the Master of the "City of Durban".

an' for EHCL's South African Trade

Among the guests attending the launch dinner were these groups (all identified from left to right):



Mr. R. J. Taylor, Unilever Export; Mrs. I. Mendham, wife of Mr. John Mendham, Southern Area Sales Manager of EHCL; and Mr. M. H. Wright, Glaxo Group Ltd.



Mr. W. Service, Manager of Prentice Service Henderson, EHCL's agents in Scotland; Mrs. R. Caldwell and Mr. R. Caldwell, Whitehorse Distillers Ltd.



Mr. G. Oakes, Pilkington Bros. Ltd.; Mrs. A. Whitehurst, wife of Mr. Fred Whitehurst, Northern Area Sales Manager of EHCL; and Mr. H. C. Wilde, Brantford International Ltd.



Mrs. A. Kent, wife of Mr. Noël Kent, Divisional Sales Manager of EHCL; Mr. C. Pinguey, Courtaulds (Export Services) Ltd.; Mrs. N. V. Reinders, wife of Mr. N. V. Reinders of the South African Embassy.

HELPING BRING MUSIC TO THE WORLD



The 10 c.c. in full swing during a concert.

When the very popular British musical group, 10 c.c., went on tour to Australia and Japan recently, ACT(A) carried over 10 tons of equipment in a 40ft container to Australia and BLC brought it back from Japan for them.

The group's manager, Zeb White, considered the different possibilities for shipping the sensitive and valuable equipment — total value in excess of £100,000 (although all of it was not taken on the tour) — looking closely at schedules and budget, and decided that containers would be the best for sending out and bringing back the equipment and a 40ft container was chosen.

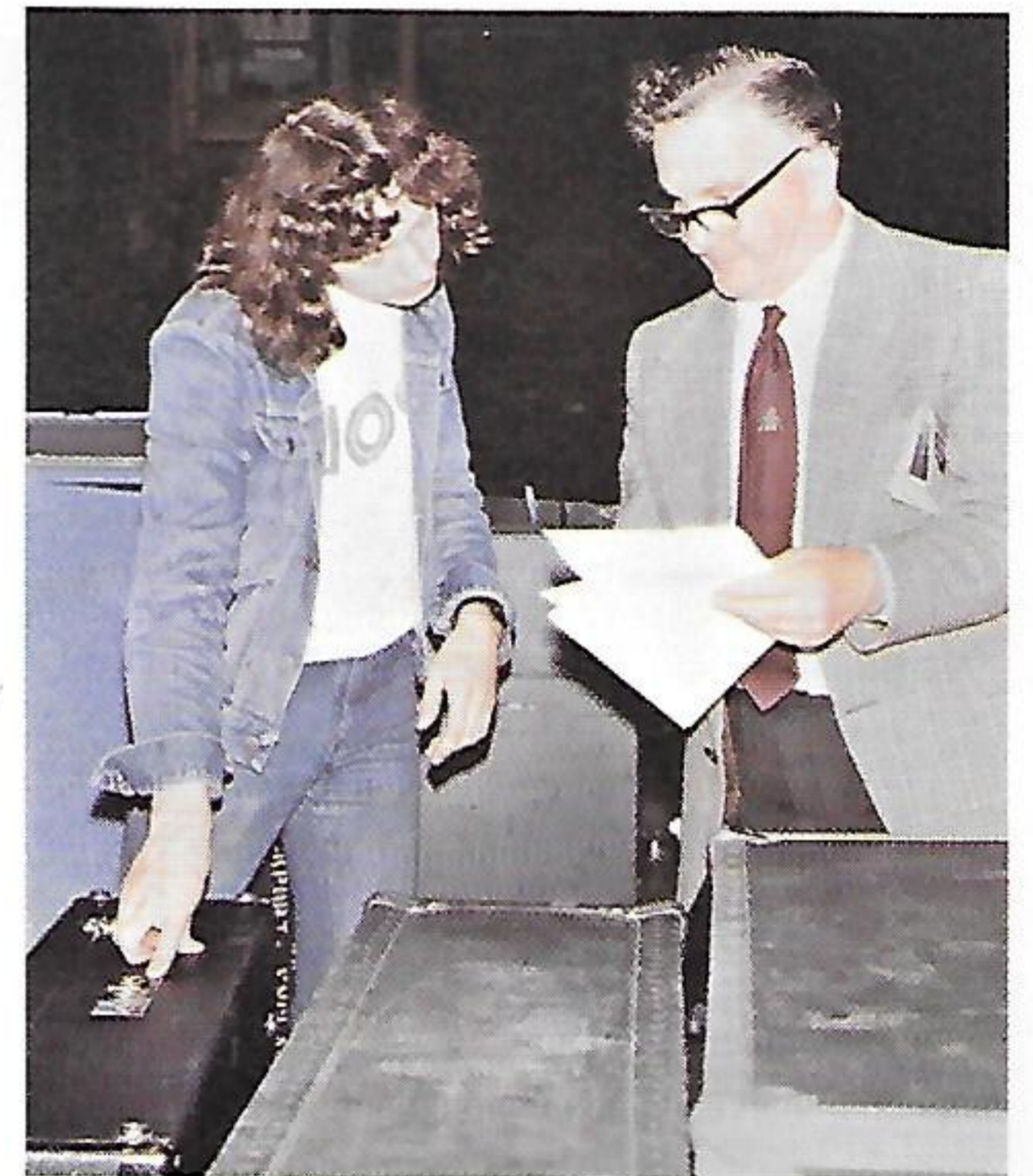
The group toured Brisbane, Sydney, Melbourne, Adelaide and Perth before continuing on to Japan. In both countries the critics acclaimed them, their concerts were sold out and the tour was "an overwhelming success", according to manager and bandmaster Ric Dixon.



Discussing the loading of the equipment are (left to right) Arthur S. F. Davies, ACT(A) Sales Representative, North-West Region; Zeb White, the group's Road Manager; and Howard Coulter, ACTS Cargo Superintendent, Manchester.



It's not only the technical equipment that gets careful packing. Roger Barnes puts the costumes in a specially constructed trunk which contains its own ironing board and iron.



Zeb White goes over contents of shipment with Mr. R. J. Baxter (right) of Manchester Customs.



And into the ACT(A) container at the Apollo Theatre in Manchester for shipment to Australia.



At the end of the tour, the equipment is loaded into a BLC container for the return voyage home from Japan.

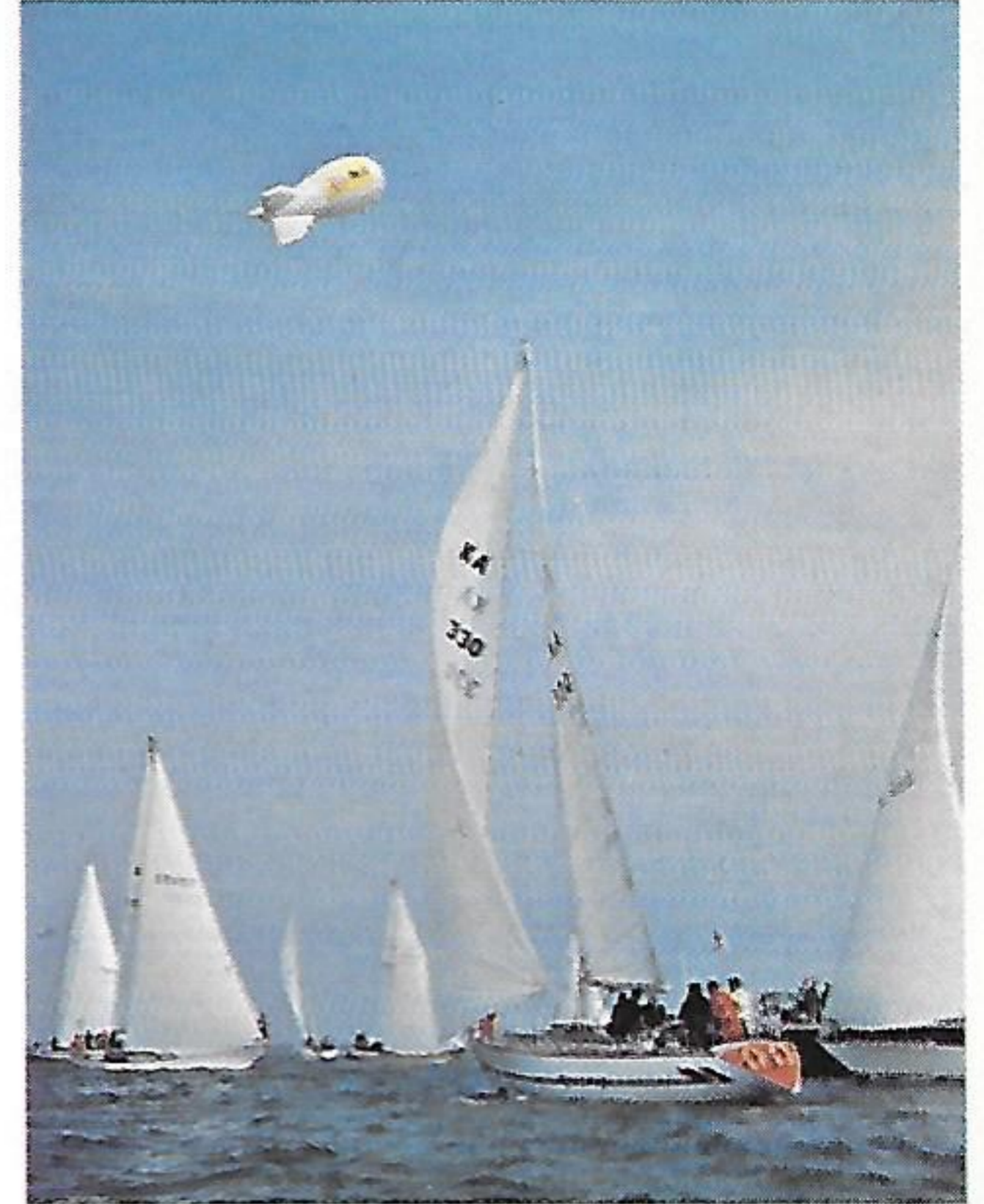
We helped three ships come sailing by

There is a long history of British boats competing in Australian sailing events and Australian vessels coming to the U.K. for the important races here. This year's Admiral's Cup was no exception and three Australian

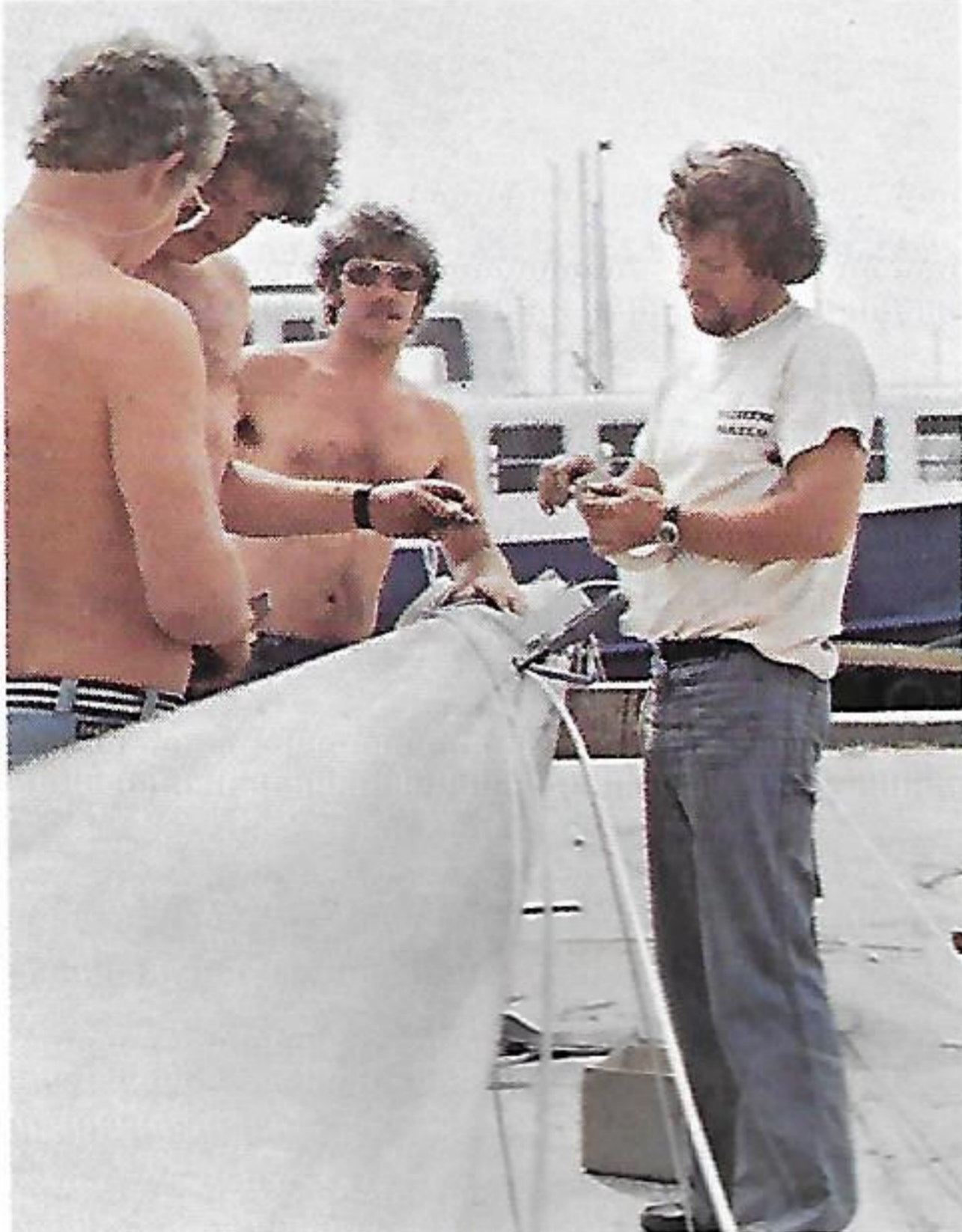
yachts: "Superstar", "Ragamuffin" and "Runaway" took part in the competition for this prestigious trophy. ACT(A)/ANL played their part too (see below).



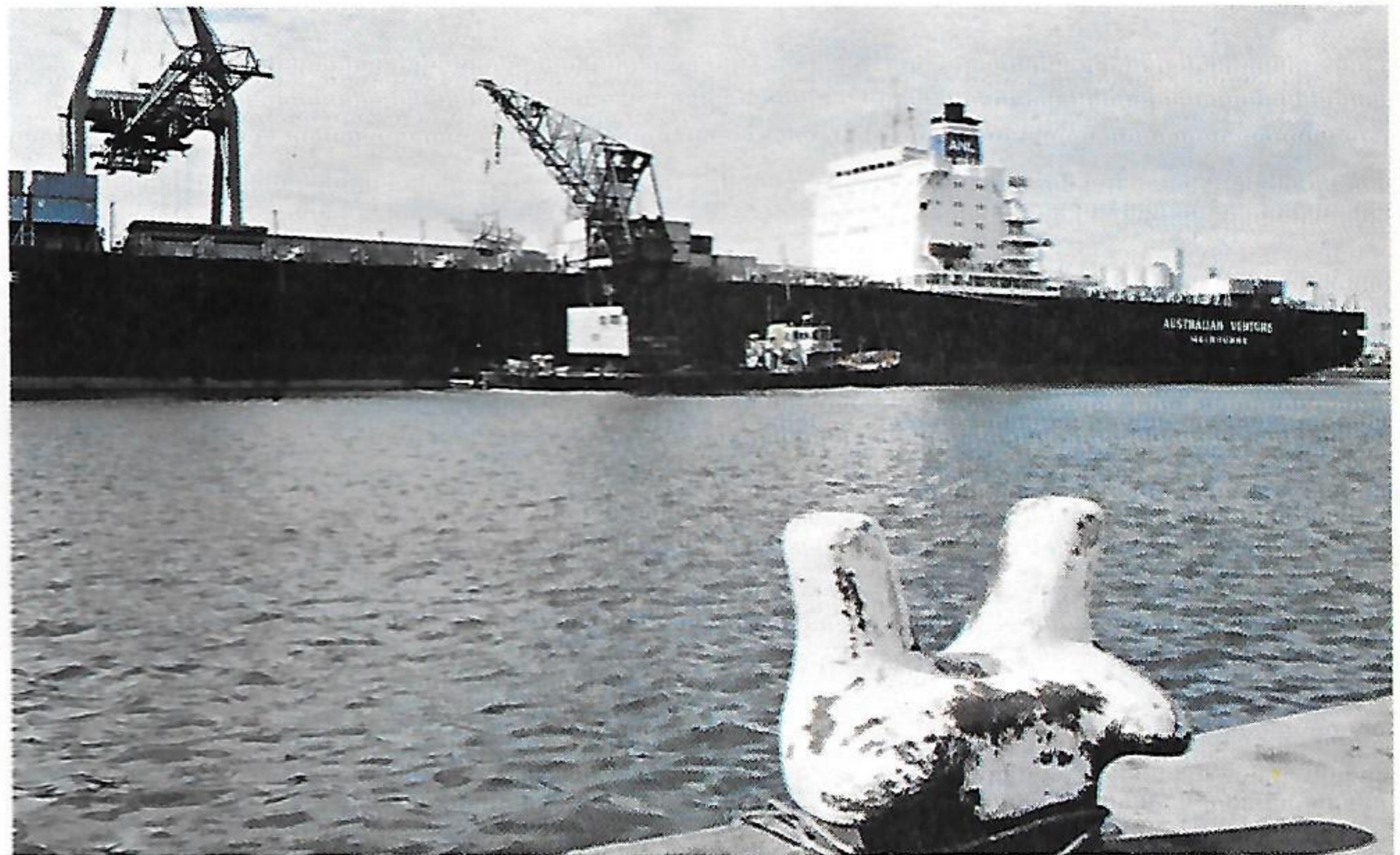
The Australian team that manned the three yachts.



"Runaway" in full sail during the race.



The mainmast (67 feet long) is taken out and prepared for shipment.



At Tilbury the boats are lifted aboard the "Australian Venture" by a floating crane ...

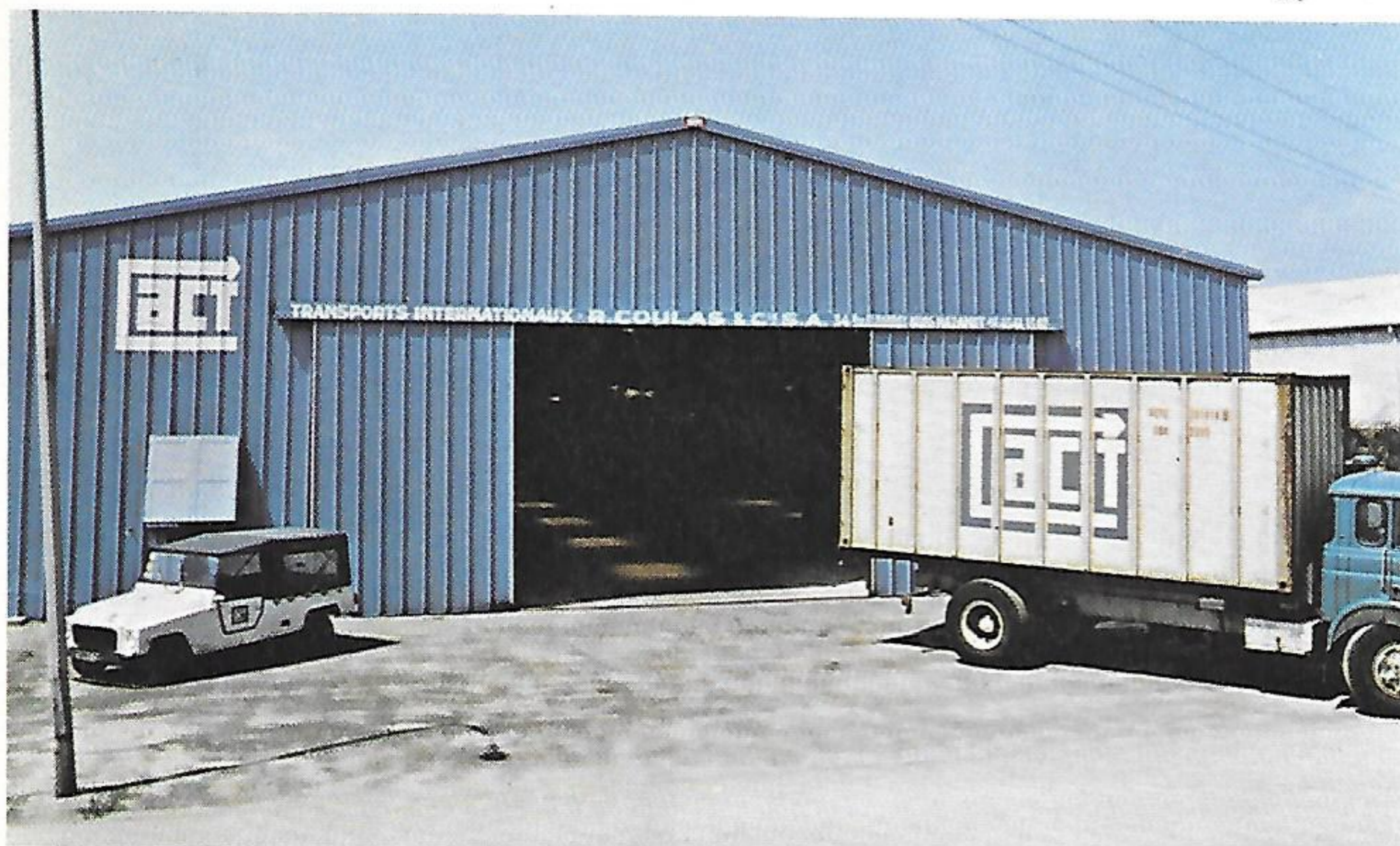


And then it's "hoist away" at Moody's Shipyard near Southampton as the vessels are lifted out of the water.



... and then secured in place for the long voyage home.

Sheepskin Storage Shed Built by R. Coulas, ACT(A)'s Agents in Mazamet, France



To provide even better service to ACT(A) clients dealing in sheepskins, Mr. R. Coulas, ACT(A)'s agents in Mazamet, France, have built their own shed in the industrial zone of Aussillon-Mazamet, ideally situated mid-way between the Railhead Terminal and the main fellmongering works.

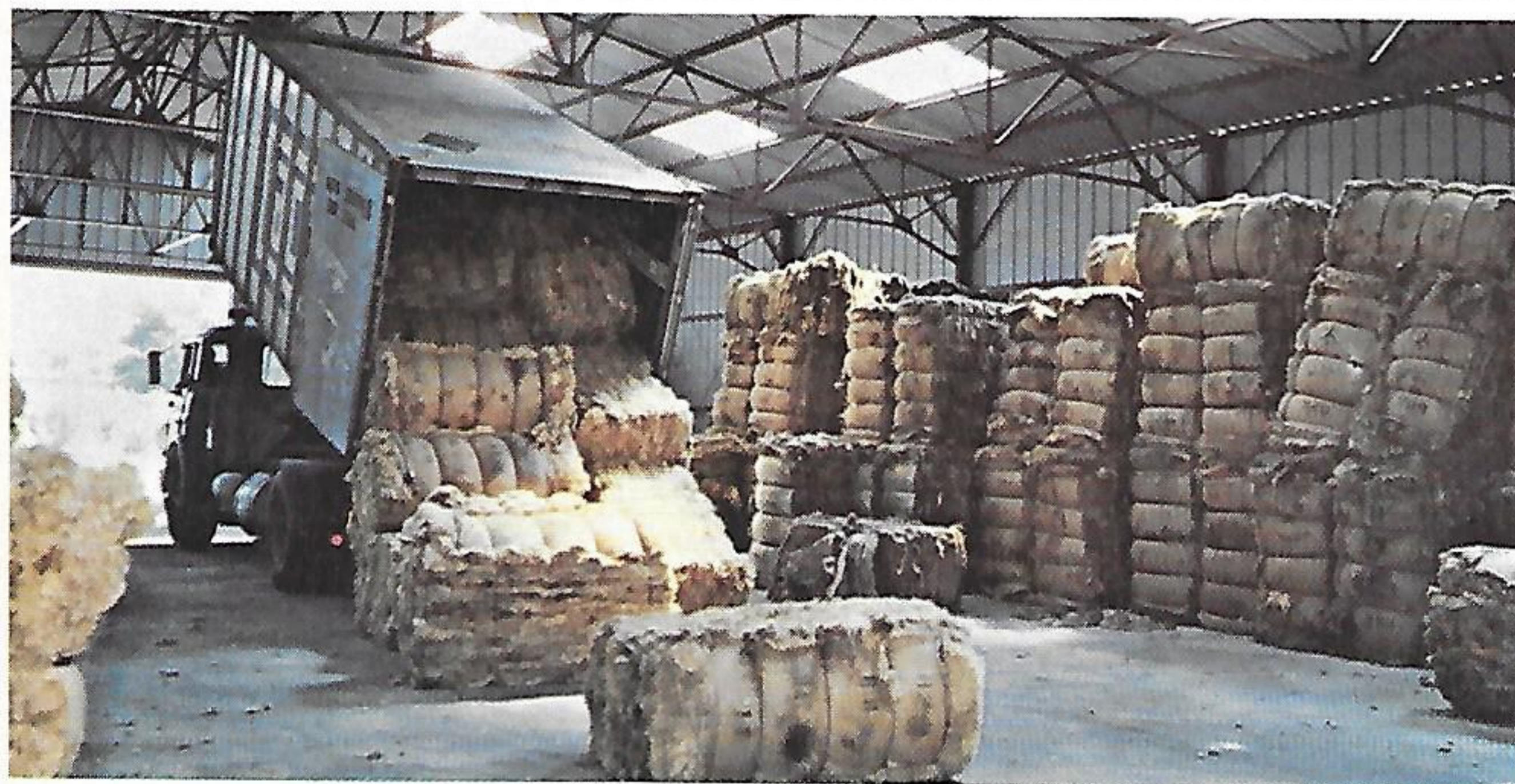
Sheepskins in containers arrive by rail at the Railhead Terminal at Roubinarie, just outside Mazamet. FCL containers are transferred to the stack and delivered by road to the various fellmongering works in the Mazamet area.

DELIVERED

For LCL and sheepskins which cannot be delivered to mills and have to be stored for such reasons as holiday periods, etc., it is necessary to have these transferred from the Railhead Terminal to other sheds, as there are no storage facilities at the Railhead Terminal.

R. Coulas's new shed (in the top photo left) can store approximately 2,500 bales and it is equipped with all necessary facilities, weighbridge, etc.

Tipper trucks (seen in bottom photo) are now used to a great extent for the delivery of sheepskins and they have proved very useful in ensuring speedy deliveries to clients.



Looking for ways to improve service to customers

An exchange of ideas to find better ways to service ACT(A)'s customers in the U.K./Continent and Australia/New Zealand was the subject of a series of meetings during a trip around Australia made by Mr. Roy Davis, ACT(A)'s Marketing Manager.

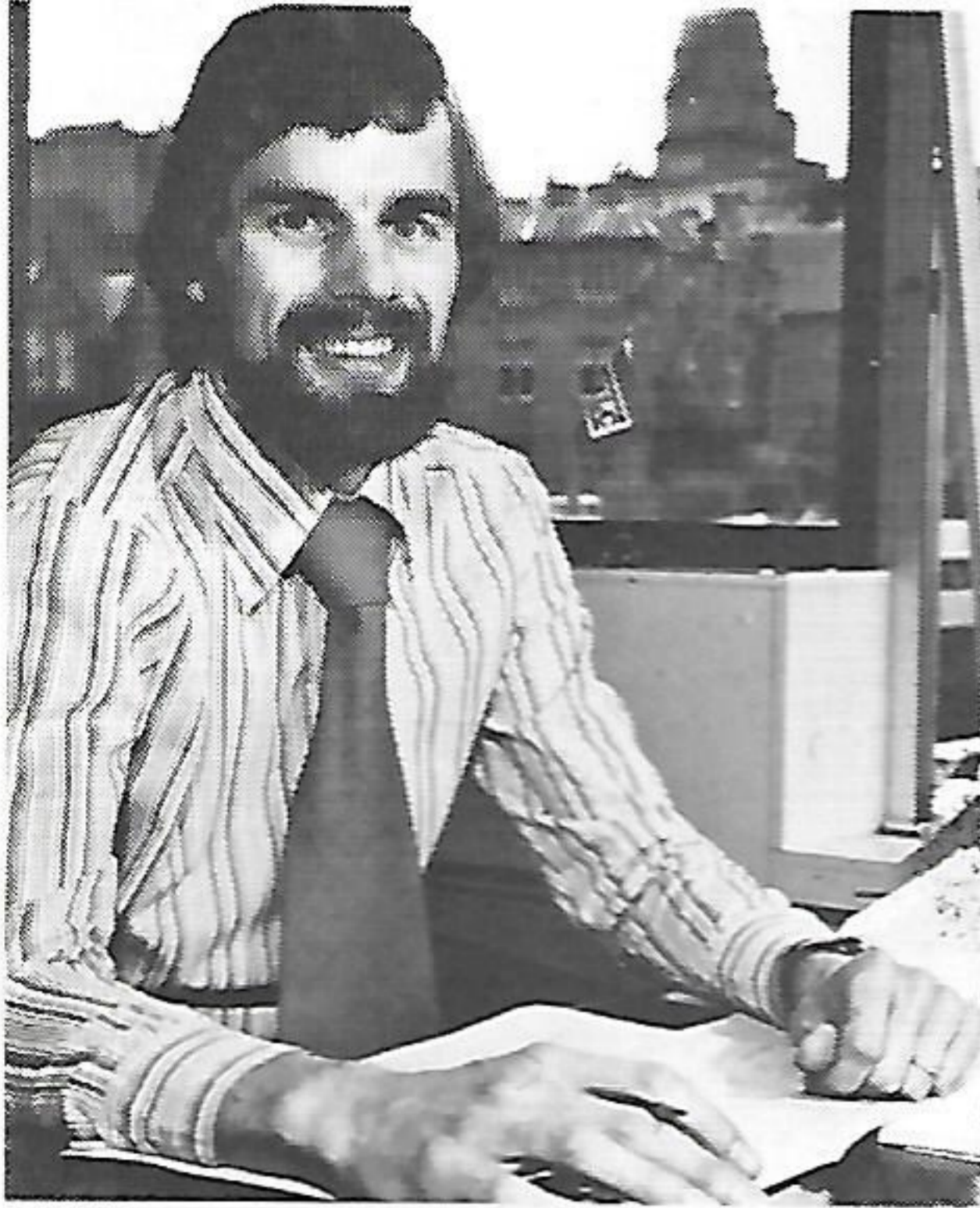
In the photograph, Mr. Davis (second from left) meets to discuss ways of giving even better and more personalised service to customers and to talk about forward planning, projected growth and market trends with members of the management team of ACTA Pty Ltd. (left to right) Mr. C. F. Frederick, Marketing Manager; (Mr. Davis); Mr. C. S. Cullen, General Manager; and Mr. D. H. Brown, Marketing Services Manager.

After completing his tour of ACTA offices in Australia, Mr. Davis went to New Zealand to continue talks with members of management of Blueport ACT(NZ) Ltd. and to help maintain the close co-operation among ACT(A)'s marketing departments in that country.



From Deck Boy To Accountant

Mr. Kenneth J. Gordon, who first served with The Ben Line Steamers Ltd. as a deck boy and then became an accounts clerk, has passed his final examinations for the Association of Certificated Accountants and is well on his way to becoming a fully qualified accountant.



K. J. GORDON

Ken Gordon started his career with Ben Line in 1964 at the age of 15 as a deck boy serving on board the cargo passenger liners "Benreoch", "Bengloe" and then as an ordinary seaman on "Benattow". Three years later he came ashore and joined the Ben Line Head Office in Edinburgh as an accounts clerk.

He began his studies and practical training which lead to his recent successful examination which will allow him to put ACCA after his name. In the past two years Ken has represented Ben Line Containers Ltd. at the TRIO Accounting Study Group.

Peter Pike Appointed Assistant General Manager of ACT(A)

Mr. Peter G. Pike has been appointed Assistant General Manager of ACT(A) heading up the Company's International Operations.

Mr. Pike has had a long and varied career in the shipping industry which he began following studies at the University of Southampton's School of Navigation at Warsash, when he joined Ellerman Lines as a Cadet in 1954. He served with Ellermans until 1968, attaining the rank of Chief Officer with his Foreign Going Master Mariner Certificate.

He joined ACT in August 1968 as Assistant Terminal Manager and was actively involved in the development of terminal documentary, inland movement

and ship planning systems for the Australian Trade.

In 1969, Mr. Pike helped develop and subsequently managed ACT's port and transport operations at Rotterdam and Antwerp. In 1970, he became ACT's Terminal Manager at Tilbury for the Australian Trade.

He was Planning Manager for Solent Container Services in Southampton from 1971 until 1974 when he returned to ACT as Assistant Operations Manager (Terminals and Marine) for ACT Services in Southampton.

Last year he became Operations Manager for Tilbury Container Services (TCS) and he was recently appointed a Director of TCS.

Mr. Pike is married and he and his wife have two boys. He met his wife, who was a nurse, while at sea. In his leisure time he is a keen sailor, plays cricket, and enjoys music and reading.



P. G. PIKE

New Ben Line Master Appointed

Captain Stanley Walker has been promoted from Senior Chief Officer to Master in the Ben Line Fleet.

Captain Walker, who is 43 years old, took over his first command as Master of the container ship "Benrines", which provides a weekly link between Hong Kong and Manila for BLC, OCL and Hapag Lloyd services operating between Europe and the Philippines.

Captain Walker joined Ben Line as a Cadet 26 years ago and has served on conventional cargo liners, tankers and container ships.



CAPTAIN WALKER

Robin Jones appointed director of

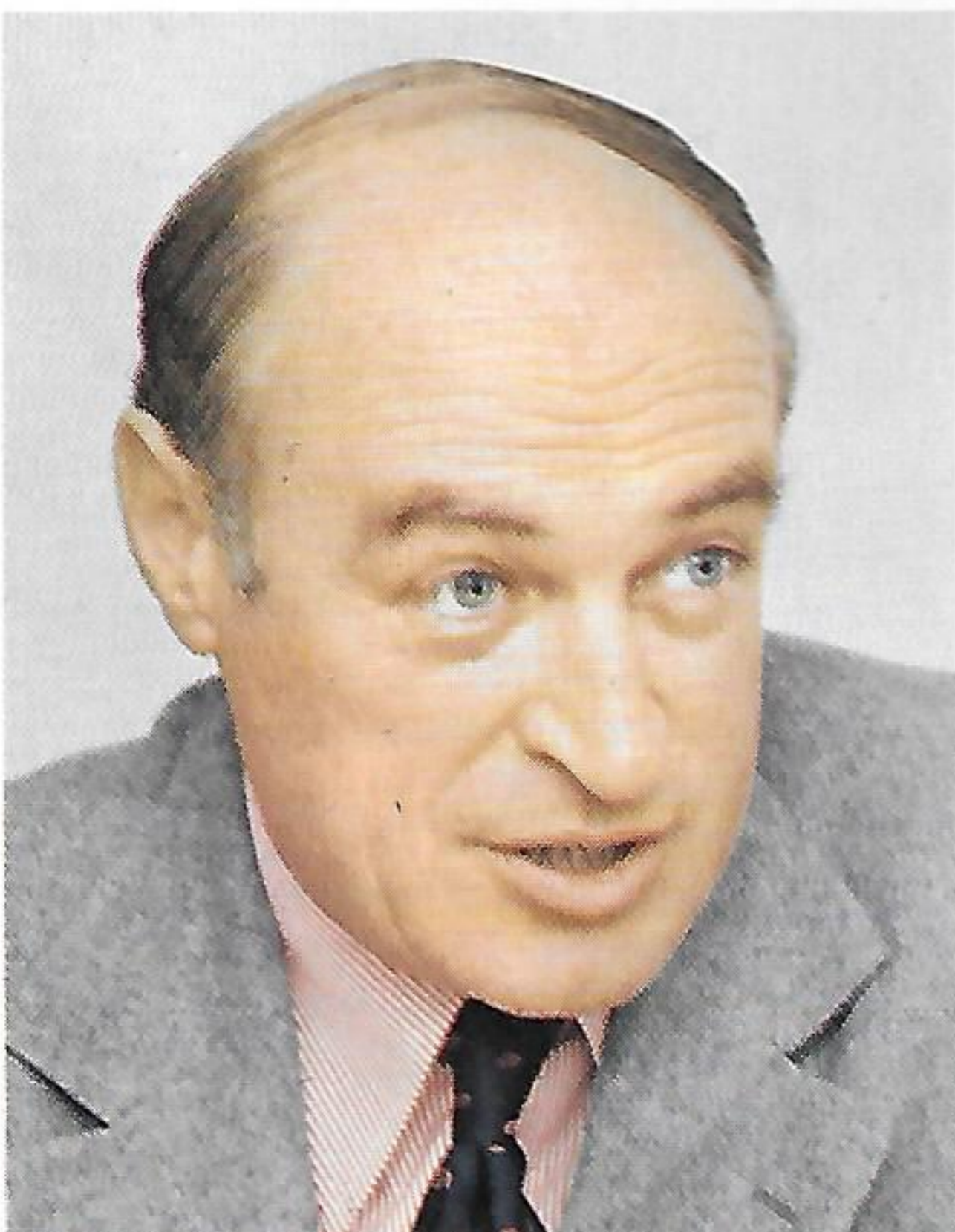
ACTA Pty. Ltd.

Mr. Robin R. Jones has been appointed a director of ACTA Pty. Ltd. He is also Director and General Manager of Terminal Properties of Australia Pty. Ltd., Freight-bases Pty. Ltd., Trans Ocean Terminals and Actrans.

Mr. Jones joined ACT Australia in January 1976. He was previously a director of Leyland.

Born in Cheltenham, Gloucester, he attended the University of Sydney, graduating with a degree in Economics.

Robin Jones is married and his wife is Australian, although they met in London. He is a keen yachtsman and spends much of his leisure time sailing.



R. R. JONES

THE IMPORTANCE OF CONFERENCES

By Michael F. Strachan

How Conferences developed

Shipping Conferences, like the steam engine, were a British invention; and the steam engine which gave such a tremendous boost to British industry played a major part in bringing Conferences into existence.

The latter half of the 19th century was a period of intense trading activity. The trades between Europe and Asia, the Far East, Africa and North America were expanding all the time.

Sailing ships were being superseded by steamers providing faster, more reliable passages. The opening of the Suez Canal in 1869 shortened the route to India and the Far East and increased the amount of overtonnaging.

There followed a few years of cutthroat competition in unregulated trades where shippers were never certain when or if a vessel would arrive to take their cargo and what freight they would pay, nor what freight their competitors would pay.

Then it became obvious that it would make sense for shipowners to enter into association with others similarly engaged, rather than to indulge indefinitely in unregulated, cutthroat competition to the detriment of the long-term interests of both shipowners and traders.

The Conference system was the response to the need of both shipowners and traders for stability, and in September 1875 the first Conference, the Calcutta and Bombay Steam Traffic Conference, was formed. This was followed in 1879 by the formation of the Straits, China and Japan Conference — later to become the Far Eastern Freight Conference.

Since those early days the number of Conferences has grown until today there are approximately 350 Conferences covering all the major trade routes of the world.

'Open' and 'Closed' Conferences

There are today broadly two types of Conference — the "open" and the "closed".

All Conferences serving the USA are "open" Conferences since that country has enacted legislation against "closed" Conferences on the grounds that they restrain competition.

"Open" Conferences are compelled to admit more or less anybody who applies. This frequently leads to overtonnaging, instability of freight rates and sometimes to the temporary disintegration of the Conference.

"Closed" Conferences might be better described as "regulated", since new Lines are not automatically excluded from membership.

A "regulated" Conference is generally so organised that the admission of new Lines, which will generally include national Lines and Lines with an historical interest in the trade, is at the discretion of

existing Members and the extent of the participation of each Member in the trade is a matter for negotiation between Members.

In this way Conference Lines can offer to Shippers more efficient services and avoid costly overtonnaging.

Are Conferences monopolistic?

It is natural that Conference Member Lines who put a large investment into a particular trade should attempt to protect that investment by offering certain advantages to those who are prepared regularly to support the service with their cargo. This is done by a contract and/or a deferred rebate system (though the latter is banned in US trades).

But this does not make the Conference a monopoly.

Shippers can choose whether they wish to sign a contract with, or claim deferred rebates from, the Conference and thereby benefit from lower rates in return for their loyalty, or they can retain their freedom to ship by either Conference or non-Conference Lines.

Conference Lines agree that they will all charge the same rate of freight on any given commodity but in speed, regularity and the quality of service offered to the customer there is keen competition between Lines.

Consultation with Shippers

Any businessman, whether he is a shipowner or a shopkeeper, must be very shortsighted if he does not do his best to keep on good terms with his customers.

Lack of consultation between shipowner and shipper has however been a problem in the past because there were very few representative bodies of shippers to consult. But in recent years Shippers' Councils have been set up with the active support of shipowners; they started in Europe and have spread to many parts of the world.

Consultation is thus made very much easier and Conference Lines believe that this development has been, and will continue to be, a great help in promoting harmonious relations between them and their customers.

eight rates

Much, though by no means all, of this consultation is concerned with rates of freight. It seems not to be widely enough recognised that Conference Lines have two good reasons for keeping rates as low as possible.

In the first place the Lines want to see cargo move and increase, not to see it stifled by excessive rates. Secondly, if rates are not keen other carriers will be attracted, and will be able to make a living by carrying the cargo at lower rates.

Another quite widely held misapprehension is that shipowners are, or somehow should be, immune from the effects of inflation and rising costs.



M. F. STRACHAN

Conferences are supposed to promote stability so they should hold their rates firm for years at a time.

Such views are more frequently voiced by shippers based in an area where inflation is low, but they do not sufficiently take into account that every trade has a destination as well as a point of origin and that the shipowner, if he is to remain in business, has to make provision for investment in new equipment to replace the old and obsolete.

In recent years it has been impossible to avoid frequent increases in rates, in some trades more than one in a year, but between the increases it is the Conferences' aim to hold the rates stable and to debate with shippers some time before another increase is introduced.

Containerisation

The advent of the container ship has been quite as revolutionary as the arrival of the steam ship and some prophesied that it would spell the end of Conferences.

It is a measure of the strength and adaptability of the Conference system that in many trades it has enabled container ships to be introduced in an orderly fashion without the turmoil and chaos which occurred when steamers superseded sailing vessels.

Conclusion

Ten Western European Transport Ministers meeting in 1963 with shipping as one of their responsibilities said, "The Conference system is indispensable as a means of enabling shipowners to provide shippers with regular and efficient services at stable rates of freight."

A similar conclusion has been reached by other official investigations of the system, including the recent lengthy discussions held in UNCTAD regarding a Code of Conduct for Conferences.

And no one has ever been able to produce a workable alternative.