




# TAKE FIVE

With PDL December 2015

Welcome to Take Five, PDL's newsletter. We will share with you news updates, information and events from PDL and our agencies around the Pacific. Please email your comments and any feedback or suggestions to: [info@pdl123.com](mailto:info@pdl123.com)



## CHRISTMAS GREETINGS FROM OLIVIER RAVEL



### MERI KIRIHIMETE ME NGA MIHI MAHANA O TE TAU HOU. TRES BONNES FETES DE FIN D'ANNEE A TOUS

Dear Customers, Partners, Colleagues, Family & Friends,

As another year draws to a close, it is timely to review the key issues that impacted the region. 2015 started well for Shipping Companies primarily due to falling oil prices but external factors such as the slowing of the Chinese economy, uncertainty over interest rates in the US and political instability in the Arab states forced a sharp decline in business confidence. This along with significant natural disasters in our region meant 2015 was a year of highs and lows.

During 2015 we saw all major shipping lines faced with falling freight rates and negative returns. Desperate times require tough measures, with many Global Carriers moving towards larger vessels to improve the economies of scale. Of the top twenty shipping lines in the world, sixteen have now entered into global alliances. Others have embarked on mergers and acquisitions, such as CMA purchasing NOL, and Cosco & China Shipping merging to form the fourth largest line in the world. Significantly, Maersk have announced that they will lay off 4000 people by 2017, reducing regional offices and culling over 100 from their Head Office team. Vessel sharing agreements (VSAs) have become necessary to maintain required levels of service.

Regional carriers like PDL, are not immune from the same challenges and have made the move towards VSAs and Joint ventures in an effort to ensure that the maximum number of South Pacific islands continue to receive regular reliable levels of service at sustainable cost. Such arrangements have allowed PDL to increase our frequency to markets such as Fiji where by working with Neptune, Sofrana and PFL, we can now provide the first ever fixed day weekly service from New Zealand to the Pacific Islands. Large blue water carriers have recognised that they are better off deploying their tonnage elsewhere and utilising the space sharing agreements with Regional carriers who can offer local expertise and regular reliable service levels. Currently PDL has 11 ships on charter with a combined capacity of over 7500 TEUs. PDL now calls at 19 countries and 26 ports, and now with the recent acquisition of MELL by PIL, provides the largest shipping and agency network coverage of any regional operator in the South Pacific. PDL and MELL aim to work closely together to seamlessly link the North and South Pacific.

As I alluded to earlier, 2015 also had some major natural disasters that impacted on our South Pacific friends, particularly in Vanuatu, where the devastating cyclone Pam crippled many Vanuatu communities leaving them without power, water or shelter and destroying crops. What was so uplifting from this was how the business and local communities responded to this disaster, starting with the positive attitude from the local people mixed with the generosity of the suppliers, shipping lines and local agents in working together to bring aid and support to the most badly affected areas.

There are many island nations affected by the impact of global warming and the threat of rising sea levels. The Pacific Islands have been PDL's home for many years, and we want to do what we can to help make a difference. We have been closely involved with many green projects such as the shipment of Solar Power generating plants to the Cook Islands and Tuvalu. In 2016 PDL will be the first vessel operator in NZ to use marine biodiesel for our vessels. We also intend to work closely with organisations such as World Food Programme in support of their disaster mitigation Plan, ensuring logistical readiness in the event of natural disasters in the South Pacific Region.

Although shipping is PDL's core business, we continue to develop vertical integration as evidenced by our Transam agency network. We recently held an agency conference in Auckland to ensure that we continue to explore opportunities for growth and inter agency cooperation. We now provide "bolt on" businesses such as cruise ship agencies, stevedoring, warehousing, trucking, fumigation, container depots, customs clearance and LCL vaning and devanning.

PDL Auckland celebrated 21 years of trading in December this year. We look forward to the next period in our history starting with 2016 and we welcome the challenges that lie ahead. I want to extend my appreciation and a big thank you to PIL, who continue to support us in all areas from ship charters to the purchase of new containers and in general corporate governance. We thank our partners, suppliers and agents, and our clients for their ongoing support. On a personal level I would like to thank our amazing staff for their continued support and hard work. I am humbled by their efforts both in New Zealand and in the Islands. I often talk about family and this is what makes PDL special. Merry Christmas and have a wonderful 2016, Joyeux Noel et Bonne annee,

Olivier Ravel, CEO, PDL International.

### PDL CELEBRATES IT'S 21ST BIRTHDAY AND CHRISTMAS ON WAIHEKE



From the Editor's Desk, thank you for reading Take 5 in 2015. We are grateful for all the positive feedback and look forward to keeping you up to date with developments at Pacific Direct Line throughout next year. Send us any pictures or stories of your holiday adventures for our January Take 5. Have a Merry Christmas and our best wishes to you all.



VAKANUINI VINAKA NI MARAU NI SIGA NI SUCU KEI NA TAWASE NI YABAKI. LA OUTOU PAATOA, LA MATAI OUTOU I TEIE NOERA.

MANUA LE KERISIMASI MA LE TAUSAGA FOU

KE MOU MAU HA KILIMASAFIEFIA MOE TAU FOU MONUIA