



PACIFIC DIRECT LINE
Linking you with the Pacific

TAKE FIVE
With PDL December 2016

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



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 2016 draws to a close, I sense a feeling of déjà vu, with huge challenges facing international shipping lines, greater instability in the middle east affecting fuel prices as an example, decline in global trades linked to the ever increasing anti-globalisation movements, more natural disasters impacting our region, and let us not forget the TRUMP phenomenon!! What 2016 has also clearly demonstrated is the ongoing resilience, flexibility, hard work and dedication by everyone in the PDL extended family. Above all, that is what I am most proud of.

2015 saw Vanuatu hit by Cyclone Pam, and in 2016 it was the Fiji Islands that were devastated by Cyclone Winston. While the exporters, importers and the shipping community banded together to provide urgent relief to the affected areas, what was of interest is the different approach taken by the Fijian administration in setting up the Prime Minister's Relief Fund. This led to the creation of aid and rebuilding programs rather than just goods and services provided and has made a tremendous difference to the villages in dire need of food and accommodation.

This year has proven to be even more challenging for International Shipping Lines, with the top 15 lines reporting combined losses in the nine months to October of more than USD10 billion dollars! Due to such massive and unsustainable losses, 2016 has seen an unprecedented level of mergers and acquisitions. The largest South Korean Line, Hanjin, went into bankruptcy mid year while its smaller compatriot, Hyundai was saved from the same fate by its main creditor, the Bank of South Korea. HamburgSud has been sold to Maersk, UASC is being merged with Hapag Lloyd and so on. PDL is fortunate to be a regional niche carrier with a strong network of local partner lines who are only focused on the South Pacific. Despite this, no shipping line is immune from the effects of the worst global shipping crisis in history and we are battenning down the hatches for a tough 2017. In order to weather the current storm as well as affirming our quest to become the first choice to our loyal customers, PDL's focus this year has been on further developing new land based complementary activities such as trucking, warehousing, container depots and stevedoring along with ongoing investment within the Transam agency network.

On another note, I am extremely happy to announce that PDL has broken new ground this month by ordering our first ever new build vessel specifically designed to meet the unique requirements of our trade. It will be built by Chinese Ship yard, Taizhou Kouan Shipbuilding Co Ltd, a world class ship builder who has worked closely with PIL in the past. The new ship will be a 600 TEU vessel, designed with a shallow draft and wide beam to allow access to some of the unique ports we service in the region. The ship has bulk fuel capacity to cater for the market requirement and meets the highest standards of ship environmental compliance. The signing ceremony was held at the PIL Singapore office recently with the Ship Yard, represented by Taizhou Kouan Chairman, Mr Wang Junze. This major purchase by PDL clearly demonstrates our long term commitment to shipping in the South Pacific.

Thanks to the strong relationship between the regional carriers, namely Neptune, PFL and Sofrana, we have further improved our service network with the introduction of the Capitaine Dampier which will call from Auckland to Tonga and Fiji on a 14 day cycle commencing this week. This larger and faster vessel will allow us to offer more capacity as well as the first ever weekly service directly from Auckland to Tonga in conjunction with the Southern Lily. I am also very pleased about the slot charter arrangement done with Matson earlier in the year. This common sense arrangement, which has been positively received by our clients, has laid the foundation to offer a sustainable premium fortnightly service to the Cook Islands.

Investment in technology, in order to ensure on-going improvement in productivity, has always been one of our top priorities. In that regard, I am pleased to advise that our eagerly awaited new in-house software system called Interport2 is planned for roll out early in 2017. This project has been more than two years in the making and I would like to take this opportunity to thank our dedicated IT team for doing an awesome job and also my thanks to everyone else who has contributed in making this incredibly user friendly software that is going to take our customer service to another level.

Once again we must express our gratitude to PIL for their continued support and cooperation in all matters from vessel charters (and building!!), purchase of new containers and general good corporate governance. I must also express my gratitude to our regional partner lines whose support and cooperation allow us to continue to improve the service package we offer in the South Pacific. This has been a crazy year and many of us have been under the pump, but through great team work and a commitment to going the extra mile, we have been able to continue to deliver the high level of service our customers expect of us. My sincere thanks to the PDL team and the Transam and associated agency companies, to PAE, CRS, to Kenua, Pacific Bulk Fuel, Genera, McKay Shipping, ASL, NSL and all our staff and their families.

Merry Christmas and have a wonderful 2017, Joyeux Noel et Bonne annee,

Olivier Ravel, CEO, PDL International.

2016 IMAGES AND MEMORIES FROM TAKE 5



From the Editor's Desk, thank you for reading Take 5 in 2016. 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.



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

MANUIA LE KERISIMASI MA LE TAUSAGA FOU

KE MOU MAU HA KILIMASAFIEFIA MOE TAU FOU MONUIA