



PACIFIC DIRECT LINE
Linking you with the Pacific



TAKE FIVE
With PDL December 2017

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,

It's that time of year when we reflect and often comment about how we have faced new and more difficult challenges in the world of shipping. 2017 has certainly been no exception to this & we have seen only in recent weeks, the consolidation and rationalisation of both global & regional carriers. November and December saw the announcement from Copenhagen that Maersk Line had confirmed the purchase of Hamburg Sud. Closer to home, ANL announced that they had taken a majority shareholding in Sofrana Unilines. China Shipping and Cosco have been amalgamated into one line under the Cosco flag. OOCL in turn have been taken over by Cosco and we are currently witnessing the consolidation of 3 Japanese brands into 'ONE'!

PIL Managing Director, Mr S S Teo, in a recent article in the Business Times, spoke of wanting to keep the "street fighter" spirit in PIL. He explained that PIL has stayed alliance neutral and yet managed to emerge as the 9th largest carrier in terms of capacity. In PDL, we share this same spirit & in an industry and a region where collaboration amongst carriers is essential for continuity and sustainability, we also need to remain nimble and on our toes.

Whilst we seek to modernise, develop and expand, it is equally important that we remain humble and recognise where we & our customers have come from and not lose sight of the fact that every piece of cargo that we carry has a story and every action we take has a consequence.

2017 saw the rolling out of new trade policies under the Trump administration, a change of Government in New Zealand, threats of global conflict and further emphasis on global climate change. Despite this political uncertainty, world economies have remained strong and international trade made some encouraging recoveries, particularly in the South Pacific region with Australia and New Zealand experiencing stronger prices for basic export commodities such as minerals and dairy products on the global stage.

In 2017, PIL took delivery of the first two 11,800 TEU container ships, Kota Pahlawan and Kota Panjang, with ten more to follow. In February PIL, Mariana & PDL established the new direct SPS service from South China to PNG, Solomon Islands, Noumea, Fiji, Tarawa, Marshall Islands and Micronesia providing fortnightly connections to supplement the current weekly transshipment services over Auckland. We also saw the roll out of PIL's new IT system 'LMS' & we sincerely thank you for your patience & support during the teething period which is now behind us and now allows us to be confident that this system will see us through into the next decade with the tools we need to continue to grow and achieve the level of service that we want to provide.

The other major development for PDL during 2017, was the acquisition of a shareholding in iconic Fijian Logistics Company, Williams and Gosling, which has been operation for 80 years. PDL and W & G have worked together for many years and already established a joint venture in the form of Transam Fiji Agencies Limited 10 years ago. This company now employs more than 40 staff. Williams and Gosling have more than 340 staff and are leaders in Fiji in the areas of shipping agencies, air freight, warehousing, customs agencies, transport and logistics. In 2018, we look forward to focussing on the development of our Transam Agency network and associated businesses in the Pacific Islands, but also domestically in New Zealand with Transam Logistics NZ, CRS depots and expansion into the field of haulage through a joint venture with JVT Logistics Ltd.

Next year, we hope for continued collaboration between the regional & global carriers. Such cooperation has led to the strengthening of the products that we can offer to the trade, such as the weekly feeder between New Zealand and Fiji & access to the worldwide market for precious Pacific Island exports. As an addition to the fleet, PDL will be receiving in 2018 our 600 teu vessel currently under construction in China and we look forward to her deployment in the Central Pacific from mid-year.

I would like to thank everyone involved in the extended PDL family be it staff, agents, customers, suppliers, family and friends, for the huge effort that went into making the year such a successful one for PDL & again I would like to thank PIL, the Directors & Staff for their continued support of our business.

Merry Christmas and have a wonderful 2018. Joyeux Noel et Bonne annee,

Olivier Ravel, CEO, PDL International

2017 IMAGES AND MEMORIES FROM TAKE 5



From the Editor's Desk, thank you for reading Take 5 in 2017. 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.

MANUALA LE KERISIMASI MA LE TAUSAGA FOU KE MOU MAU HA KILIMASAFIEFIA MOE TAU FOU MONUIA



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