



Worldwide tailor made chartering solutions



Mads Poulsen

Mads Poulsen, Sales and Chartering Manager, BBC Chartering, Esbjerg, got together with PES to share his optimism on the outlook for the wind industry. He also talks about working with the bigger and bigger component sizes we are seeing today. Their worldwide offices mean they are more than well positioned to meet their customers' needs.

PES: Welcome back to PES Wind magazine. Thanks for talking with us. For the benefit of our new readers would you like to begin by explaining a little about the background of BBC Chartering and the importance of the wind industry to you?

Mads Poulsen: Thank you. It's always a pleasure talking to PES. As a project carrier, a large share of our cargo volume is energy-related project commodities. Wind

energy has, for many years, been a key commodity for our business. We are convinced that wind power will continue its increasing importance for BBC Chartering as most countries follow policies to move towards greener energy capacity.

Of course, we follow the industry developments with keen interest and learn about the industry's future logistic needs and evaluate how we at BBC can best support the efforts.



PES: Are you experiencing more growth in the market?

MP: Green energy continues to expand globally. Although growth has come down since its peak in 2015, there was an installed capacity of about 52GW in 2017 and a total installed capacity of 539.6GW. Growth is also coming from the offshore wind market, albeit at comparably lower levels. With about 4.4 GW capacity added in 2017, this segment experienced its biggest growth ever.

But it's not just the installed capacity which drives the market. Over the years, we have seen the component sizes grow and, with that, weight per turbine, especially in the offshore market. So, overall, we believe the wind industry continues to have strong prospects and we will continue to offer highly competitive and tailor made transport solutions for the industry.



PES: We know that BBC Chartering has various branches worldwide involved in wind power; we would like to know how they fit in with the company and what roles they have?

MP: Our main offices involved in wind power are Houston, Singapore, Bilbao, Bremen, Esbjerg, and Leer. Through close collaboration between these offices, we learn about upcoming projects and the customer's service requirements. We then develop and offer project-specific solutions in response to their needs. Depending on the respective challenge, this could be a spot transport solution, an integrated approach to logistics, or the delivery of a volume contract.

Primarily, the offices are where the customers are. The office in Leer is our global head office. From here, we manage our global vessel operations. Singapore and Houston are regional head offices that coordinate the activities of the satellite offices in the respective regions. All offices maintain close customer relationships. Some are closer to decision makers while others are more active on the cargo handling side. But, all follow one goal: provide the best transport solution to our customers.

PES: Since we last spoke, have you noticed a change in the requirements of your customers?

MP: As mentioned earlier, we're seeing the components getting bigger and heavier. Also, geographically, there's a shift and we're seeing more emerging economies coming online with regards to wind power developments.

At the same time, there is an emergent offshore wind industry in Asia and the United States. Both cases increase pressure on dedicated infrastructure and the availability of logistic assets. Needless to say, offshore projects are a lot more complex than their onshore counterparts.

PES: You are involved in offshore, port to port, and inland wind projects. We would love to hear about some of the latest ones.

MP: Well let me give you an example: we have been involved in GE's 'Merkur' project, which consists of 66 x Haliade 150-6mw turbines. Here, we have shipped main components from various origins into the port of Eemshaven in the Netherlands. From there, the components were loaded onto the installation vessel and brought to their final offshore destination.

BBC's edge was to provide an efficient ocean transport solution which would most economically support the project's distributed supply chain.

PES: How important is training to you as a company given the stringent health and safety regulations?

MP: We do our utmost to satisfy our customer's service needs. Next to ensuring a premier project performance, this includes complying with any regulation. Needless to say, vessel owners have stringent management systems in place, including the proper training of their crews. And, of course, it's in our interest to monitor that these are kept up to date particularly when we speak to other service suppliers.



Unfortunately, incidents happen nonetheless. In such cases, we have tough follow-up procedures in place to investigate the cause. We then work with the relevant parties to address cause/s and determine joint strategies to ensure this does not happen again. Creating awareness by providing relevant training is usually one of the most effective tools in this respect and hence of highest importance for us.

PES: Where do you operate, where are the key markets for BBC Chartering and are there any areas, geographically speaking, that you would like to break into?

MP: We have a global set-up and our objective is to operate worldwide. Our service network and market-leading fleet distinguish us from our competition. No other carrier provides a similar performance on wind power shipments or other project carriages, globally.

Regarding wind power, the most important trades are from Europe to North America, from the Far East to North America, from Europe to South America, intra Far East, and from the Far East to Europe.

Our role as global project partner is to go where the business goes and to serve our

customers where they need us. So, in a way, we are adaptive and provide our service where the respective markets develop. This is the nature of shipping.

PES: We are curious to know your outlook on the future of wind energy and how BBC Chartering intends to remain a reliable carrier in these new segments?

MP: The market forecasts look promising as the green transition continues and wind remains a most viable alternative to fossil energy. Revolutionary new energy forms are not expected to be commercialized before 2050. Next to oil, gas, and bio; solar and wind are expected to remain the primary energy sources for the coming decades.

For BBC Chartering to remain a leading player for wind in the future will require that we continue to listen to our customers and adapt to the challenges presented by the market and the industry. We're confident that wind turbine components will require transportation in the future, too, and that BBC Chartering will stay at the forefront of these developments.

PES: What is the single biggest challenge facing the market today?

MP: Component sizes and bigger turbines are quickly limiting the capacity of suitable tonnage. Dialogues between manufacturers and carriers are required to ensure future fleets consider the industry's transport needs. There is a risk that suitable capacity for the wind power sector tightens quicker than we anticipate which may cause substantially higher freight rates for the industry and poorer capacity efficiency for the carriers.

www.bbc-chartering.com