

Premier chartering solutions for unique projects



Mads Poulsen

PES met up with Mads Poulsen, Sales and Chartering Manager, Esbjerg, Denmark, to find out the latest news from BBC Chartering. Esbjerg is a prime location for offshore wind. Components are increasingly bigger, providing a challenge and risk assessment remains a priority.

PES: Hi Mads, it's great to have you back. As always, we are pleased to say we have many new readers, so 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: Being one of the largest project carriers in the market, the wind industry is of course of major importance to us. BBC has been involved in this sector since the beginning in the 1990's and today wind power transports are amongst our top three



Also, we receive many requests to transport wider, longer and heavier components. To this end, we work closely with developers, analyse their requirements, prepare feasibility studies, and help them to develop the most suitable transport solutions. Clearly, one of our main priorities is to eliminate as much risk as possible.

PES: Do you offer tailor made solutions? How varied can your offer be to suit the needs of the client?

MP: The industry and the customers decide to what extent they need a tailored service and we follow their lead. The good thing is our fleet composition means we can easily adapt. It's flexibility and global availability empower us to respond to any request for any cargo. Always tailored to the technical, commercial, and trading requirements of our clients. If the need arises, we can even add pre- or on carriage services through our logistics division.

PES: What led you to open an office in Esbjerg, Denmark, how is this working out and how does it benefit your customers?

MP: Offshore wind is largely driven out of Denmark. To this end, Esbjerg represents the biggest and most developed port for offshore wind today.

It is also where we want to show our commitment to the industry. Offshore wind today is growing faster than onshore, which on the other hand is huge and more mature and predictable.

PES: We have followed your company over the years and watched it grow. Could you share with us your global reach?

MP: Meanwhile, we have 33 offices, on five continents, which gives us the broadest global reach in the market.

Our wind competence centres develop targeted solutions for any customer requests. Further we have introduced BBC Logistics, which means we are able to provide customers with one continuous solution, from the point of origin to the point of use.

This can all be done under one contract, if this suits the client. It's of interest where an overall risk bearing structure is needed and where our carrier capabilities combined with pre- and on-carriage solutions can add significant value and peace of mind to our customers.

PES: Is there a central booking office, where the project management comes from or do you have various satellite offices all offering the same type of service to the industry?

MP: We have our main offices in Leer, Singapore and Houston. From here all cargo leaving a region is allocated to vessels. Thus, we can ensure the most economic use of our shipping capacities.

The regional headquarters closely

cargo commodities.

We believe in this sector and its ongoing growth potential. Of course, we're determined to stay a market leading provider of shipping solutions to this industry.

PES: We would like to know more about your wind division's competences and what you feel it brings to the market?

MP: We work closely with our clients and share our experiences and insights proactively. This way we can identify many challenges and mitigate the project risk early on.

Also, we ensure that our customers receive the most economic service, supported by the most effective trading platform in the sector. Inside the wind division we keep up

with the latest developments and future trends, within the industry.

There is a wealth of experience and know how in our wind power division at BBC Chartering. Some of us been involved in this sector for over 20 years.

PES: It seems to us that there is an increasing demand for transportation to offshore developments worldwide, and often with ever bigger loads. Is this your experience and how do you manage this?

MP: Looking at the installed capacity, demand is still relatively low compared to onshore wind developments and there is a strong regional concentration in Europe and Asia. Nevertheless, we can see that it's growing, and we are positive that we will see more developments around the globe in the future.



collaborate with our wind power related competence centres in Europe, Asia and the Americas. In general, there's a chartering manager working with the customer. He's in charge when it comes to handling a customer's project. He coordinates all internal services and ensures that all customer stakeholders are kept in the loop, by the various inhouse parties.

PES: We were wondering if you recruit locally or do you work with agencies or franchises?

MP: BBC operates in a highly specialized niche. Of course, it depends on the required role, but in most instances, we look to hire people we know already and who know us.

Due to the specific nature of our business, there is no real need for a volume based recruiting approach. We favour direct recruitment. This is not the same for the seafaring roles, these are recruited by respective vessel owners and through various channels.

PES: How does this work in terms of training and HSEQ? Do you provide full, on-going training to all employees?

MP: The technical planning, transport engineering and the loading/unloading operations are done by experienced BBC Chartering staff, i.e. naval architects, engineers, and port captains. Everything needs to comply with our high internal standards.

External services are sourced through our global partner and supplier network and all parties are aware of our HSEQ requirements or follow the project specific HSEQ management plan. Of course, we ensure that these guidelines and our people are kept up-dated, that lessons learned are taken into account. This gives us an improvement culture across all internal workflows.

PES: Moving into the second quarter of 2019, what are your predictions for the wind industry in general and your company in

particular this year?

MP: In 2018, the installed capacity has again increased by almost 8%. We expect that the wind sector will remain equally strong throughout 2019. This will not necessarily mean that the transport volumes will increase in the same way, but we expect an ongoing demand for wind power shipments in 2019.

We also believe we will see an especially strong market in South America. Argentina and Peru are high growth wind power markets, as we saw in 2018.

Of course, there are many other promising developments in South America but also in many other markets. And at BBC, we see ourselves in an excellent position to be of service.

We believe in the future of wind, and we are proud to support the global, green revolution.

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