



CONTAINER OWNERS ASSOCIATION

COA Newsletter 13 – April 2006

(An edited version of the COA Members Newsletter)

1. Working Groups: Progress and Changes
2. COA sets up Regional Branch structure...
3. ...and launches Australasian Regional Branch
4. Antwerp Members Meeting (22/23 June 2006)
5. Keynote Speakers at the Conference
6. Welcome to Antwerp Reception (21 June 2006)
7. “50th Anniversary of Containerisation” Gala Dinner
8. “The Box”: Special COA Members Offer
9. “The Container Story” - DVD
10. 50th Anniversary – early recollections
11. New Members

1. Working Groups: Progress and Changes

In a move to simplify and accelerate the progress of the COA’s Working Groups, several important changes have been made to the WG schedule. In addition, a number of new initiatives have been launched. The changes to the six WG have now been circulated to members.

2. COA sets up “Regional Branch” concept...

As indicated in the March 2006 newsletter, a meeting took place in early March in Melbourne to discuss the possible establishment of a COA Australasian Regional Branch. The COA Board responded positively to this proposal, and it has now been formed (see Item 3 below)

As other such Regional Boards may be developed in the future, the Board has agreed the terms under which they will need to operate, and these have been distributed to COA Members.

3. ...and launches Australasian Regional Branch

Following the confirmation of these rules by the COA Board, the Australasian Regional Branch (ARB) of the COA was officially established.

The aims of the ARB are to create a lobby group - within the COA - which will focus on regional issues. At the preliminary meeting in early March in Melbourne, participants highlighted three main topics which needed to be addressed:

- Rail and intermodal issues

- Standardising handling and lashing of containers; and lashing of cargo inside containers
- Providing a single source of information covering different regulations in Australia

As a lobby group, the ARB will be able to deal with organisations such as Standards Australia. It will also look at issues relating, for example, to the transport of 2nd hand containers by rail.

Working Group meetings have already been arranged, and the first formal meeting of the ARB is scheduled for end-October, prior to the COA Member Meeting in Singapore

4. Antwerp: Members Meeting – 22/23 June 2006

Details of the 3rd COA Members Meeting (Astrid Park Plaza Hotel, Antwerp - Thursday 22 & Friday 23 June) are now available. Click [here](#) (or visit www.containerownersassociation.org) to view the following:

- Antwerp Members Meeting Event Information
- Preliminary Conference Programme
- Delegate Registration Information and Registration Form
- Hotel Booking Details and Booking Form

For delegate registrations received/paid before Monday 8 May, the Registration Fee is €275.00. After 8 May, the fee is €325.00

5. Keynote Speakers at the Conference

The conference programme will include a series of keynote presentations, together with sessions on Container Security and reports on Working Group developments. The Keynote Session will include:

- **An Overview of Global Container Repositioning Issues**
This will be presented by Dr Maria Boilé, assistant professor of transportation in the Department of Civil and Environmental Engineering, at Rutgers University. Dr. Boilé will also discuss a case study of imbalances and interchange issues for ocean carriers in the hinterland area surrounding ports.
- **Container Box Financing for Shipping Lines and Lessors**
Bert van Leeuwen, Manager of Aviation & Intermodal Research at DVB Bank, will discuss asset-based financing (what is it and which assets are suitable?). Topics will include: the difference in container financing for liners and for lessors; developments in the container lease market – the role of the banks; key elements: value, liquidity and risks; what is a financier looking for? Suitability of different container types for asset based finance (dries, reefers, specials, regionals, etc) Value volatility of containers, residual value experience, impact of technology shifts. Risks - tracking, repossessing and remarketing containers
- **Handling Container Insurance Claims for Hurricane Katrina**
George Fawcett, Equipment Claims Manager at the TT Club, will look at the damage caused to containers by Hurricane Katrina, and explain how insurance claims were handled.
- **Flexitanks: Flexible Thinking Inside the Box**
Brendan McKenna, President and Chief Operating Officer, Trans Ocean Distribution, will discuss the opportunities presented by the global flexitank market and explain current

research outcomes re flexitank performance. He will also propose the next steps towards an industry body/working group

6. “Welcome to Antwerp” Reception: 18:00 - Wednesday 21 June

All Members Meeting Delegates are warmly invited to a “Welcome to Antwerp” cocktail reception at Antwerp Stadthuis, the historic 14th Century Antwerp Town Hall. The reception, commencing at 18:00, is kindly hosted by the Port of Antwerp.

7. “50th Anniversary of Containerisation” Gala Dinner – Thursday 22 June

The “COA’s 50th Anniversary of Containerisation” Gala Dinner – Antwerp, 22 June - has been attracting considerable interest.

Taking place at the Stuurboord, a converted warehouse with a terrace overlooking the River Scheldt, the evening will commence with a cocktail reception, followed by a four-course dinner. The event is being organised in conjunction with the meeting of BIC National Registration Offices.

Some 20 tables (200 people) have already been reserved. If you require further information, please visit: <http://www.container50.org.uk> or email: secretary@containerownersassociation.org.

8. “The Box” – Special Offer for COA Members

A new book covering the history of container shipping – published to coincide with the 50th Anniversary - may be of interest to COA Members.

The Box: How the Container Made the World Smaller and the World Economy Bigger tells the story of the creation of the container, the decade of struggle before it was widely adopted and the sweeping economic consequences of the sharp fall in transportation costs that the container brought about. It is written by Marc Levinson an economist in New York and formerly finance and economics editor of the Economist, a writer at Newsweek, and editorial director of the Journal of Commerce.

The book’s early chapters review the “pre-container” era, the early developments of unitised and intermodal transport, and the initiatives undertaken by Malcom McLean to establish container shipping operations. There is considerable information about the development of container standards, the impact on port labour and on the role of containers in the Vietnam war, while later chapters cover the development of international services – from the USA to Europe and elsewhere. Much of the focus is on the years up to the mid-70s, with some good discussion on the “boom and bust” cycle of the container business and the growth of the power of the shipper.

Further details of the book, together with a PDF of Chapter 1 and a video interview with the author, can be found on www.container50.org.uk – click on the History button

COA members wishing to purchase a copy of the book can benefit from a special price of £10.95 (plus packing and postage). To order the book, please phone the UK distributors, John Wiley, on +44 (0)1243 843291, quoting “COA” as a reference. The book’s ISBN reference is 0691123241.

9. “The Container Story” - DVD

Also produced to mark the 50th Anniversary is a film – “The Container Story” – recently made by Thomas Greh of the German film company *trifilm GmbH*. The film tells the story of the container, and shows the influence it has had on trade, wars, the economy, and other aspects of business and society.

The film focuses on the development of Sea-Land and the arrival of the first containers in Europe. It lasts for 59 minutes and can be viewed in English, German and French.

For further information, or to order a copy of this fascinating film, visit www.containerstory.com

10. Containerisation – Early Recollections

To mark the 50th Anniversary of Containerisation, we are asking readers to send in their recollections of the early years of the container business. Subjects might include the early days of container shipping and port operations; container design and manufacturing; management and repair; or any other aspect of the business. It doesn't matter how long (or short) the article is. Photos would also be welcome.

We have already received several interesting “reminiscences”, which have been posted on the www.container50.org.uk website. Further contributions are welcome – please send to: secretary@containerownersassociation.org

11. New Members

The COA is pleased to welcome the following new members since the last newsletter:

- Container Leasing A/S (Denmark)
- QR National (Australia)

Companies interested in joining the COA can find further information, together with a membership application form, on the COA website (www.containerownersassociation.org)

12. Further Information & Contributions

For further information about anything in this newsletter, or if you would like to contribute to the next issue (May 2006), contact Patrick Hicks – secretary@containerownersassociation.org