

## Interesting Times

*A few years ago I had a talk with a CEO of one of the world's leading 3D design software companies about innovation and 3D design and whether the two are key to prevent production from heading overseas to – lets say – South-East Asia. Although he was convinced the both were essential for a company to be able to even stay in business, he couldn't provide an easy answer to the real question. "May you live in interesting times," he aptly quoted a Chinese proverb.*

*At least that was what he thought it to be. Recalling our conversation recently and trying to trace back the saying's origins through the Internet, it became apparent it is at the same time a curse as well. And according to the article concerned it's only the first out of three curses. "May you come to the attention of those in authority" and "May you find what you are looking for" are said to be the more harmful two. Some would argue this certainly sounds Chinese but the article claims this to be unclear.*

*'Coming to the attention of those in authority' is also more or less mentioned in the recently published Shipbuilding IPR study 'An analysis of problems relating to the protection of Intellectual Property Rights of the European shipbuilding industry'. Improving adequate and effective enforcement is one of the measures that should be taken to protect intellectual property rights. International cooperation and coordination is explicitly named as a prerequisite.*

*Personally, it is my firm believe that progress is only possible through cooperation and of course innovation. Referred to as 'open innovation' the Shipbuilding IPR study states this concept "deserves more attention as a potentially very useful complementary or alternative manner of viewing innovation and intellectual property in the European Shipbuilding industry".*

*Based on sharing knowledge wisely – instead of protecting your intellectual property rights fiercely and at all costs – open innovation is aimed at stimulating innovation through cooperation. This is nothing short of what this leading business magazine 'ShipBuilding Industry' is all about: sharing knowledge through close cooperation in order to stimulate cutting edge innovation and increase and improve the European maritime industry's competitive edge.*



A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

ing. Robin Zander  
Editor-in-chief



# Ship Building

i n d u s t r y

## CONTENTS

Volume 2, Number 2

### SPECIAL FEATURES

- 22 | WÄRTSILÄ  
Responding to Market Demands
- 60 | LIQUID ENGINEERING  
More Than Just Lube Oil
- 64 | TAILOR-MADE BANKING  
Buy Out & Equity Investment
- 95 | ON GUARD  
Encompassing Automation and Navigation

### SHIP REPORT

- 18 | NORMAND SEVEN  
Second to None
- 30 | BELUGA SKYSAILS  
Gone with the Wind
- 56 | VIKINGDIEP  
Flexibility Unlimited
- 76 | AMACELLO  
Relaxing in Comfort and Style
- 88 | SUPERIOR ACHIEVER  
DPIII Multi-Service vessel

### COMPANY PROFILES

- 26 | MASTERSHIP  
First and Foremost Shipbuilders
- 68 | HOME PORT BRESKENS  
Vroon – The Invisible Giant

## TRADE SHOWS

- 40 | CONSTRUCTION & SHIPPING INDUSTRY  
Attracting Well Over 400 Exhibitors
- 72 | EUROPORT MARITIME QATAR  
Middle East Key Hub for Professionals
- 84 | EUROPORT ROMANIA  
Centre of a Promising Market

## VNSI INTERVIEWS

- 96 | RUUD SCHOUTEN  
Lots of Highs, a Few Lows
- 98 | TRIUMPHANT VICTORIA  
Creating the Cleanest Ship

## REGULARS

- 1 | OPINION
- 5 | NEWS & BUSINESS
- 101 | VNSI NEWS
- 107 | PRODUCT NEWS
- 110 | YELLOW & FINCH PAGES
- 112 | ADVERTISERS' INDEX

60



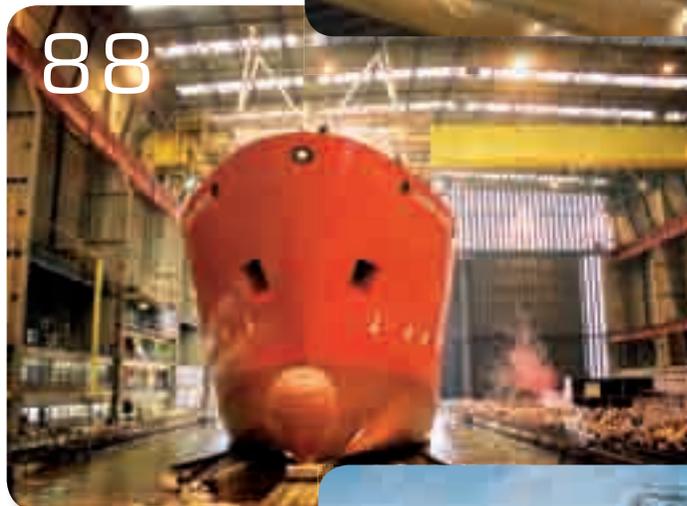
56



22



88



18



*Front Cover: Norway's Ship of the Year 2007 Normand Seven is the largest offshore vessel ever built at Ulstein Verft. Depicted in the background is Bourbon Orca, Ship of the Year 2006, and built by the same shipyard. Photo courtesy of Ulstein Verft.  
Left Page: Every third ship one sees is powered by Wärtsilä (Photo Courtesy Wärtsilä).*