

Dear Boss



Some years ago I was preparing for a visit to a design & engineering conference when I came across a particular part of the organizing software company's website. There, would-be attendees were able to obtain a 'Boss Justification Letter'. Set on mobilizing their user base to the full to attend the conference, they had prepared a letter employees could use to convince their managers on how their company would benefit from their visit.

Preparing for Europort 2009, this reminded me of how the 'Boss'-letter struck me as being something 'typically American'. As a European you just can't help to be at least a little skeptical. On another occasion, and along the same line, someone said that we Europeans immediately start commenting on a new development or product by summarizing what it cannot do; Americans tend to focus on what it actually can do and the business opportunities that come with it.

Although both are probably valid angles, this is definitely a time to go for the can-do and the opportunities. Over the last months you have of course been plotting a course where your company should be going, where the opportunities are and what technical issues will have to be solved to come up with an offer your company's customers simply cannot refuse.

And there is just the event where you will be able to meet all the main players in one go and where you can evaluate all the various solutions: Europort 2009. Starting Tuesday 3 November, Ahoy Rotterdam will showcase the latest the maritime world has to offer, both in products and services. A host of conferences will offer further guidance on what technology has in store and what is coming.

So, if there is a manager in your way, start on your 'Boss'-letter right away. Try explaining how you will be able to take in the latest and greatest to tackle problems X, Y and Z and how subsequently this will aid in giving your company the competitive edge. Be careful with using the networking argument though.

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Ship Building

i n d u s t r y

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Front Cover & Left Page: Built by IHC Merwede Offshore & Marine, HOS Iron Horse is a versatile vessel suitable for worldwide operations. With her deepwater cranes, deck cranes and moonpool, the vessel can be deployed in a wide range of offshore construction activities and can easily be adapted to meet a charterer's specific wishes and requirements. Subsea operations are facilitated by a moonpool and can be supported by two work class ROVs which are housed in a hangar. Photo courtesy of Yellow & Finch Publishers – Photographers Robin Zander (cover) and Dave Jansen (left page).