

Bankruptcy



The economic situation in the shipbuilding industry not only has hit shipyards, supply chain companies and brand name companies in the maritime industry it has also taken its toll on the material we read. In the past few months a number of professional trade journals has filed for bankruptcy. Among them two well-known Dutch maritime magazines: one English written shipbuilding magazine — already on the scene for over half a century — and the other a Dutch maritime magazine targeting decision makers, education and politicians. The publisher of the shipbuilding magazine has filed bankruptcy citing a decline in print advertising as the reason. The good news however is that both magazines will see a new life. The shipbuilding magazine has smoothly been restarted by a maritime internet company specialising in news, events and career opportunities; a move fuelled by a branch association. Why is it that branch associations are always trying to get in control of the professional press? Unnecessarily culturing artificial life in a level playing field that belongs to free entrepreneurship in my humble opinion. The other Dutch magazine will also see a stop-and-go restart. It's obvious that the future of these two trade journals will fully depend of the supply and demand mechanism for communication needs — a well-known market mechanism that is naturally fuelled by the industry itself.

While business is to remain as usually, it is just another example how the domino effect from business trickles up to effect larger businesses. Marketing and media are usually the first avenues to feel the crunch when the going gets tough. It will be interesting to keep track of how this will affect the content of maritime periodicals.

I am convinced that there's still a place for real journalism. I subscribe to the Lloyd's List because I get a lot of well-researched, well-written content out of it each day. I subscribe to the Dutch Financial Daily Newspaper 'Financieel Dagblad' because they cover business and financial matters with decades of industry experience. A real dedicated magazine or newspaper offers something I'm willing to pay for. And that's exactly what the mission is of the magazine you're holding in front of you right now. I consider it an obligation to continue to provide you with the outstanding news and views you have come to expect. We will continue to partner with our readers, vendors, and advertisers to ensure that we keep the lead to those we serve. You...!

Dennis Vinkoert

Publisher

Ship Building i n d u s t r y

CONTENTS

Volume 4, Issue 4

COMPANY REPORT

- 10 | IN SHAPE
Serdijn Ship Repair

SHIP REPORT

- 14 | UKD ORCA
Killer App
- 50 | ISANDLWANA
Versatile Asset for South Africa
- 62 | BELLINI
Accommodation Barge for Harsh Environments

DECK EQUIPMENT, HOISTING & LIFTING GEAR

- 20 | GROWING OFFSHORE
Tailor-Made and Standard Winches
- 42 | ALL ELECTRIC
Deck Handling Innovations

TRADE FAIRS

- 24 | SMM 2010
Undoubtedly Green

NAVAL ARCHITECTURE, SHIP DESIGN & CONSTRUCTION

- 46 | CURTAIN CALL BOW
Energy Efficient Vessel Design

SPECIAL FEATURE

- 54 | MOUNTING MATTERS
Beyond Synergy
- 58 | EMERGING PROMINENCE
German Initiated – Bangladesh Built
- 68 | GREEN COURSE
Building Sustainable Ships
- 74 | UNITED IN QUALITY
Supporting The Suppliers Market

REGULARS

- 1 | OPINION
- 4 | NEWS IN BRIEF
- 77 | YELLOW & FINCH PAGES
- 80 | ADVERTISERS' INDEX

Front Cover and background picture (contents page): Panoramic photographs of the Seaway Heavy Lifting owned heavy lift vessel Oleg Strashnov made by the Rotterdam based photographer Jaap Pameijer who specialises in Virtual Tour Web Design, panoramic photos, company presentations as well as birds' eye photography and object and event photography. Photo courtesy of Jaap Pameijer. More information: www.fotorondleiding.nl

Be on our front cover

Have you always wanted to be on the front cover of ShipBuilding Industry? If so, send us an (action) photo of you or your product/service in the shipbuilding field. The best photos will be used.

