

## Get Noticed



*Ever wonder why some of your competitors make more money and are considered experts in their field? Have you ever wondered why they're doing so well? Their secret weapon: They know how to use the power of print and other forms of media to advance their market position. Using the power of the media, you can get the word out about exciting news about your company and services to larger audiences. Probably everyone around you knows what you do and why and how you do it. But why shouldn't you get the same message out, using the opportunities that effective news stories and technical articles about your company might bring to you as you go about your routine business?*

*The level of your success is measured only by what others know about the quality of the work you deliver. Once the word about your company is out there in the professional literature, you are no longer invisible. You will enjoy the competitive edge and at the same time make your company's activities known, which might in turn make you an authority in your business sphere. Make a point to regularly place advertisements and news about your company in quality business magazines — like this one — that comply with your criteria. Regularly feed media with relevant and interesting information that's newsworthy. Keep your door wide open to the press at all times. By effectively establishing and managing your relationship with the media, your name and message will travel further and you will more quickly equate your name with 'expert' in the mind of your clients.*

*It is the aim of this magazine to be the key reference source for the international shipbuilding and supply industry. Within that frame, it is encouraging to notice that the business magazine you're reading right now is recognised as the 'magazine of industry' for anyone involved in maritime technology. Through ShipBuilding Industry you can leverage the power to grow your company's fame and success. After all, it is our mission to serve the maritime industry in the widest sense of the word. Get Noticed!*

Nathalie Vinkoert

Co-publisher

# Ship Building industry

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Front cover: In December 2010 ship and rig management software specialist Star Information Systems (SIS) announced signing an agreement with Van Oord, covering their fleet of more than ninety vessels. Representing one of the largest contracts ever awarded in the marine software industry, SIS will provide a comprehensive suite of software solutions to manage the leading Dutch dredging and marine contractor's fleet. More on SIS and its solutions on 34. Photo courtesy of Van Oord.

Background picture contents page: Outperforming the 11,000TEU Emma Maersk and her 'sisters', Maersk Line's newly contracted 18,000TEU Triple-E vessels, for their founding principles are Economy of Scale, Energy Efficiency and Environmentally Improved, will not just set a new benchmark for size. They will ensure Maersk Line reaches its goals at the lowest possible cost, while producing the lowest possible amount of carbon dioxide emissions – 50% less carbon dioxide per container moved than the industry average on the Asia-Europe trade. More on page 8.

