

When The Going Gets Tough

When the going gets tough, the tough get going. The proverb is attributed to Joseph P. Kennedy, the father of U.S. President John F. Kennedy and was popularised in the mid-eighties by Billy Ocean's song 'When the going gets tough, the tough get going'. The general message of the saying is: when the times are tough, the tough see opportunities. Tough times may lie ahead but real entrepreneurs see new business opportunities in economic downturn. Fierce competition forces you to be fast and flexible as well as innovative and reliable in your dealings with your customers. You also expect these qualities from your contracting partners, equipment suppliers and, last but not least, information providers. At our publishing house we not only take these expectations very seriously, we have also adjusted our thinking and writing to take them into account. It is, and always will be, the primary goal of this magazine to help keep readers abreast of technical developments and events that are daily reshaping their business environment. We are fully aware that timely, relevant information is vital in the management of today's offshore and other related industries. Our contributions about innovative solutions affect your business. By publishing dedicated articles we aim at showing you the way to gain higher efficiency, greater safety and still reduce operating costs. In this issue we are pleased to continue presenting solutions in the fields of design engineering, unmanned subsea drilling, underwater cutting, and offshore communications, just to name a few.

It is the aim of this magazine to be the key reference source for the offshore industry. Within that frame, it is encouraging to notice that this periodical – after two issues only – is already recognised as a 'must read' for anyone involved in offshore technology. It is our mission to serve the offshore industry in the widest sense of the word. I really hope that you will benefit from this trade journal as a main source of information transfer for the supply and service companies in the upstream oil and gas industry.

Our knowledge and professionalism is being justified by the fact that we have been selected as the official media partner for the On & Offshore Trade Fair in Gorinchem, the Netherlands. Taking place from 31 March – 2 April 2009, this major offshore event is the place to be, and without doubt the place where skills meet quality. I am looking forward to meeting you there!



Vincent Vinkoert

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Front cover: Commissioning of the Perdido Spar by Heerema's deepwater construction vessel Balder. Photo courtesy of Shell.

Left page: The Norwegian Grane platform, operated by StatoilHydro. Photo courtesy of Jo Michael, StatoilHydro.