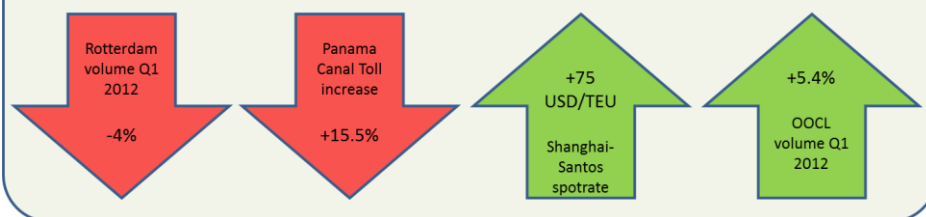


# SUNDAY SPOTLIGHT

22 APRIL 2012, ISSUE 57

## SEAINTEL MARITIME ANALYSIS

Indicators from the week 16 Apr – 22 Apr 2012



Fundamental Container Shipping Training Course. 10 sessions, only 499 Euro. **2 new classes.** See page 13.

## NEW MARKETS AND CONNECTIVITY

Ample areas of opportunity for the carriers

The provision of container liner services is often thought of as the invisible conveyor-belt connecting the various countries, regions and cities of the world.

Data from the United Nations Conference on Trade and Development (UNCTAD) provides data which quantifies the degree of connectivity bestowed on each country by the liner shipping industry.

Clearly, there is a symbiotic effect between import and export growth in a country, and the connectivity provided. The effect is clearly symbiotic and not a strict cause-and-effect relationship. As such, both virtuous and negative cycles of growth can occur.

A country which suddenly finds a number of new services established to its ports, will see trade costs decline and this will in turn spur more trade. The added trade will then encourage liner companies to establish more services, or phase in larger ships – further reducing trade costs. But whether the increased trade – or the improvement in connectivity – comes first is the perennial question of whether the chicken or the egg came first.

We will analyze the development of connectivity and use this to see

### Passing of a legend

This week sadly saw the passing of a shipping legend. Mr. Mærsk McKinney Møller left the world of shipping at the age of 98 years, having made an indelible contribution to the industry. Having both worked at Mr. Møller's company, we have the greatest respect for his ability to create a company culture wherein people have for decades been given the opportunity to achieve true excellence in their profession. The Captain has left the ship, but the journey changed an industry.

*Lars Jensen, Alan Murphy*

### Content

- 1...Connectivity
- 5...Game theory
- 7...G6 emissions
- 9...Service changes

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