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TRANSWORLD FZE LOGISTICS PARK



BALAJI SHIPPING (U.K.) LIMITED



SEA BRIDGE SHIPPING CO.(LLC)

**TRANSWORLD**  
GROUP OF COMPANIES

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Issue2: April 2008

the newsletter of transworld group of companies

www.twgrp.com

# transview

OEL INC - Takes delivery of OEL Dubai Pg2

TWFZE - Bags Sanyo 3PL business Pg3

BALAJI - Tie up with China Container Line Pg4

## Transworld Logistics invests AED 16 million to expand state-of-the-art warehouse at Jafza

**T**ransworld Logistics, one of the leading international providers of integrated logistics services in the Middle East, has inaugurated last January 31, 2008 its expanded state-of-the-art warehouse facility within the Jebel Ali Free Zone (Jafza). The company had earlier committed AED 16 million to expand its existing warehouse facility as a part of its aggressive strategy to leverage the booming trade market in the region, which has achieved six to seven per cent average annual growth during the past few years. Present at the inauguration of the new facility were

areas for special cargo handling. Upon completion of the expansion process in (year), Transworld's 16,000-square meter warehouse will be one of the few Middle Eastern warehouses to have a complete range of top-of-the-line facilities such as an additional 2000-square meter covered dutch barn and a 4500-square meter open yard storage.

Commenting on the expansion, S. Ramakrishnan, Chairman, Transworld Group of Companies, said, "The Middle East region is in the midst of exciting global, regional, and local developments in terms of transport and logistics, and with the phenomenal growth of global and regional trade, in particular between Europe and Asia, faces unprecedented opportunities to capitalise on the unique strength of its strategic geographic location and excellent accessibility by air, land, and sea. We intend to address the current surge in demand for outsourced logistics in Dubai through the expansion of our warehouse in Jebel Ali Free Zone, where we are now better equipped to offer complete supply chain solutions that include distribution."

"The new warehouse will benefit Transworld's clients by offering reduced handling of cargo and flexible warehousing solutions"



The Chairman Ramesh Ramakrishnan with Director Geeta Ramakrishnan and Mrs. Salma Hareb, CEO Jebel Ali Freezone and Economic Zones World

Salma Hareb, Chief Executive Officer, Jebel Ali Free Zone & Economic Zones World; and S. Ramakrishnan, Chairman, Transworld Group of Companies, in addition to top-ranking company officials from Transworld Group.

Fully equipped to accommodate 23,500 pallets, the warehouse will also boast of a separate temperature-controlled storage facility, which can hold more up to 800 pallets. With an overall cargo capacity of over 1620 teu (40,500 cubic meters) and a 10.8-meter high double deep racking system, the warehouse also incorporates 22 loading and unloading bays with hydraulic dock levelers and large staging

Dear Colleagues,

The fiscal year 2007-2008 ended on a happy note at Transworld Group of Companies, with some companies registering a record success. Nevertheless, this does not undermine the extraordinary effort made by each one of you in your respective companies. I was extremely pleased to note the care and concern exhibited by all in the preparation and submission of your respective budgets for 2008-2009.



The year ahead does seem promising, however, it would be prudent to exercise caution in curbing the expense, and keeping a sharp eye on costs. The shipping business is burdened with increasing fuel costs, which shows no signs of dropping below the \$100/barrel mark...conservation of fuel through stricter control on vessel speed and consumption is vital.

I wish to take this opportunity to extol the virtues of disciplining ourselves to follow a strict regime of exercising regularly. Physical fitness is a necessary ingredient in the recipe for success in our individual pursuits. I would therefore urge you to make time to use the facilities that have been provided in our office. I look forward to your whole hearted participation.

We have adorned our foyer walls with pictures of past events held in Transworld, I do hope you enjoyed viewing them... I hope these can be used to display Transworld Team/ Club activity or even interesting pictures taken during your recent travel/holidays.

Take care & keep up the good work!!

**Ramesh Ramakrishnan**  
Chairman

for more information log on to <http://www.twgrp.com>

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## OEL DUBAI... joins the TGC fleet



OEL took delivery of the newbuild container vessel from ST Marine Shipyard in Singapore on 09<sup>th</sup> April 2008. The vessel is deployed in the South India feeder service, operated by OEL. This is the 3<sup>rd</sup> vessel in the series of 4 vessels being built for Transworld at ST Marine Shipyard.

### Salient Features:

DWT: 13300mt	Class: ABS
LOA: 148.00	TEU-Nom: 1030 teus
LBP: 22.90m	TEU-14MT: 698 teus
GRT: 9990	SPEED: 19.04 knots
NRT: 4285	GEAR: Crane 2 x swl 40t Cranes

## Jebel Ali terminal

There are two terminals presently at Jebel Ali i.e T1 and T2  
T1 is the old terminal and T2 has been commissioned recently

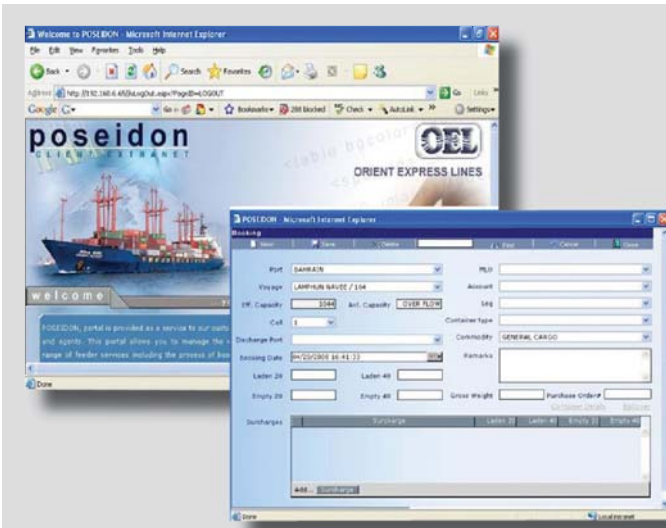
**T1 Has 48 gantry cranes** - capacity 9.5 million teus annum  
15 berths  
Quay 3 has 8 berth  
Quay 4 has 2 berth  
Quay 5 has 5 berth  
Total 15 berths

**T2 has 8 gantry cranes** - commenced ops Aug 07 capacity 2.2 million teus annum  
quay length 1600 metres - eight gantries in place - 4 berths

T2 phase II.....expected to commence operations around Aug 08  
Quay length 1000 meters with 3 berths

Once the phase II is ready there will be a total of 23 gantry cranes installed in T2

The total capacity in teus will be 5 million per annum for both these terminals



### Upgrading OEL software

OEL is in the process of upgrading it's software (Poseidon) which has been wholly conceived and developed using internal resources.

POSEIDON, is a web-based software, providing direct access to our agents worldwide. This allows one to manage the whole range of feeder services including the process of booking, tracking of containers, scheduling, CRM, Invoice Generation, statistics and management reports.

POSEIDON has established itself as a highly dependable/reliable software, which provides real time data, due to its remote accessibility.

POSEIDON grows by processing our requirements continuously, re-inventing and adapting itself to every emergent requirement. For one who owns and uses it, it responds with multiple benefits and perpetual gains.



for more information log on to  
<<http://www.oeline.com>>



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Logistics

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### Transworld FZE News in Brief...

#### PANASONIC...



Transworld Logistics has been appointed as the sole 3PL operator for Panasonic Middle East. Transworld manages the complete warehousing, distribution, inventory management and value addition needs. Almost 35% of the available 24,500pallets positions is occupied by Panasonic.

With an average thru put of 800 TEUS per month and 650 active line items, managing their requirements is a challenge.

#### Barcoding...

We are implementing in our warehouse this month a complete integrated wireless solution with bar coding and RFID options. With this going live in April 2008 our operations will become considerably efficient and have a seamless flow of real-time information. We have also provided for wireless handheld scanners and printers, in our effort to provide the most efficient and reliable service to our customers.



As a result of their high-end tech-advanced capabilities, Panasonic Japan is working towards integrating their SAP with our warehouse management software and bar codes. This is with a view to acquire loyalty and attention from their end customers.

A team of young engineers from Panasonic Japan recently completed the system configuration of PGF products in Transworld warehouse.

#### Developments...

Transworld FZE has been awarded the contract to set up the complete Middle East & Africa parts hub in Jebel Ali Free Zone, for Panasonic Middle East. This would include operations, warehousing, value addition, documentation, sorting, picking and packaging.

#### New Clients

##### SANYO...



Transworld FZE has signed a 3PL service contract with Sanyo Middle East. Sanyo will be storing approximately 4,000pallets.

Apart from the storage facilities offered in our warehouse. Transworld will provide to SANYO the complete supply chain solutions, which will include the outbound freight solution for sea and air. Transworld in addition, will also monitor their warranty traceability and track the product serial number.

Transworld is honoured to have two major electronic goods manufacturer in our fold, and will strive to meet their expectations.

##### JBL...

Harman Kardon with their range of JBL speakers and home theatre systems are our latest addition and we look forward to our continued relationship as their preferred 3P operator.



##### JIT...

Transworld has diversified it's range of services to include "Just in Time" (JIT) deliveries of juice concentrate and food flavours to factories within the South Zone (JAFZA).

#### Transportation



We have commenced a dedicated delivery service for Bajaj Electricals and Mayflex for their retail distribution across UAE. Our aim is to gradually increase our fleet strength to extend this service to others as well. With the existing boom in retailing, we hope to position ourselves with a cost efficient distribution model.



for more information log on to <<http://www.twfze.com>>

# Exceeding your expectations





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## BALAJI determined to make its mark stronger...



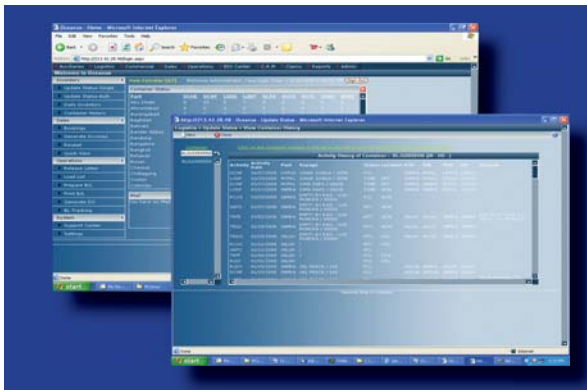
**A**fter the successful commencement of its services from/to China & East Africa, Balaji now focus on Korea, with its operations in Busan & Inch eon. Loadings have already started from these locations and this will facilitate Balaji clients to move their cargo from these locations to the Indian Sub Continent & the Middle East, Upper Gulf & East Africa.

On the forwarding side, a tie up has been successful with the China Container Line, for developing the forwarding arm especially from China. This will cover movement from almost all Chinese ports to all other locations like Asia, Middle East, Upper Gulf & East Africa. Also Forwarding & LCL services into US (both east & west coast) is in the pipeline.

To be the customer's first choice by offering innovative transportation solutions, Balaji is very serious to have its presence in the ever growing land transportation in the Gulf. Keeping this as the driving force Balaji have entered into an agreement with one of the largest land haulage company in the region. Soon Balaji land haulers can be seen crossing the borders of UAE to Saudi, Oman, and Qatar and so on with full loads of cargo.

As a part of expanding the spectrum of its services, Balaji Container Freight Station has started its operations in Jebel Ali Free Zone. With the 23,000 SQ.FEET facility, Balaji now caters its clients in the LCL Consolidations (Sea & Air), Warehousing, Distribution, Value added services like labeling, repacking etc..., reworking of cargo to all destinations.

 for more information log on to: <http://www.balajiship.com>



**B**alaji's web based in-built software Oceanus has been added with more features and facilities. This multilevel, comprehensive and user friendly software will enhance the operational functions of Balaji to the next level. Due to the dual nature of this software, as a principle software & as an agency software, the network partners also can access the software. The single point data entry style used here, will decrease the possibility of errors. Also by using the container number or the bill of lading number, the customer can trace their consignment at any level of the operations and this will ensure 100% visibility to the service & the product. Another important feature of this software is that customers can lodge their complaints and register their service feedback through this web enabled software.

## AMPT Bahrain racing weekend in the Middle East

CAPT. LESLIE REIS (INSET) AND RONALD LOBO (SEATED) REPRESENTED TRANSWORLD





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## Seabridge shipping news....

### Increase in Demurrage tariff by all lines

All lines have increased Demurrage tariff w.e.f March 1, 2008  
 First 5 days free  
 Next 10 Days Dhs 40/80  
 Next 10 Days Dhs 80/160  
 Last Slab Dhs 160/320  
 Tariff will be double for special Equipments .....

### Reefer free time reduced fm 3 days to 2 days

NVOCC's have reduced free time offered for reefer imports from 3 days to 2 days. This was done to encourage consignees to speed up the process view the perishable nature of the cargo carried in reefers.

### NVOCC's propose a rate hike w.e.f April 10th on eastbound freight

Keeping in view the GRI's westbound, most NVOCC's are in favour of a rate hike w.e.f April 10th, 2008.

### DPW increases port tariff



W.e.f March 1, 2008, DPW has increased port tariff at Port Rashid / Jebel Ali

1. **THC : Aed.513/20' & Aed.756/40'**
2. **TLUC : Aed.190 / unit**
3. **CFS shifting : Aed.120/20' & Aed.150/40'**
4. **Grounding : Ist container : Aed.365 / unit; IInd container onwards : Aed.135 / unit**
5. **Unstuffing : Aed.300 / 20' & Aed.600/40'**

### DPW reduces free time on empties / transshipment / importfull / exportfull units

Effective January 1, 2008, DPW has reduced the free time on empties & transshipment units from 20 days to 10 days & for importfulls from 7 days to 5 days & exportfulls from 10 days to 7 days. This move has been brought about to reduce the congestion at port terminals / container yards.

## Dubai Metro.....



"We have achieved a crucial milestone for Dubai Metro Project with the arrival of the first two trains on schedule," said Adnan Ahmed Al Hammadi, Director of Rail Project Construction Department at the Dubai Roads and Transport Authority (RTA). He told Gulf News that the trains will be used for the trial run which is set to start in late April this year on the test track between the Jebel Ali Industrial Station and the Ibn-e-Battuta Station on Shaikh Zayed Road. "More consignments of trains will start arriving in June after we complete at least two months of trial runs", he said. At least three to four trains will arrive in Dubai from June onwards. A total of 62 trains will operate on the Red Line and about 17 trains will run on the Green Line of the Dh15.5 billion Dubai Metro Project. Each train consists of five compartments with maximum capacity of 897 passengers in peak hours.



# Balancing Act

**L**ife really is a balancing act! Our endless to-do lists have each of us juggling work and play, friends and family, heart and soul, mind and body in continuous always changing cycles.

Finding balance is a journey, a journey on a road without a map. We interviewed **Mr. Sukumar Mony, Vice President, Orient Express Line Ltd**, to take us through that journey and explore the mystery and magic of what life has to offer.

**T: Can you please tell me about your family? How many kids do you have? How old are they?**

SKM: I have 2 kids. My daughter is turning 20 and my son is 15 years old. My daughter is in a University in India, while my son is schooling in Dubai. My wife is a Teacher.

**T: How would you define work-life balance?**

SKM: When my family moved here in Dubai 16 years ago, things were not the same as what you see now. But when globalization came, it changed it all. More work, greater responsibilities, pressure just keeps on rising. So the balance has definitely tilted towards work.

**T: Do you feel that dad's have a harder time achieving work-life balance than moms? If so, why?**

SKM: It's just a matter of how we handle it. In my case, my wife & I share the responsibilities. Probably she had lesser work pressures compared to me so it has meant she has devoted more time to bringing up the kids. At the end of the day we have pooled our resources to achieve the right balance.

**T: What do you personally find is your biggest struggle to achieving a healthy work-life balance?**

SKM: Time. I wish there was enough time... Time flies.

**T: What do you remember from your own childhood with regards to your dad's/parents work-life balance? Was he/they around or always busy working? How has that influenced your own views on the subject?**

SKM: Back home, I came from a big family. So, everyone was just left to do their own. Parents did not spend time with us. Today with nuclear families, we are more focused on family obligations, especially living in a different country, away from your homeland.

**T: How have you learned to identify when your work-life balance is too far out of balance in one direction?**

SKM: My family have been supportive and understanding to the demands of my work and career. So when there are times that the balance is off, I have to make up by spending quality time with them.

**T: What is the one biggest mistake that you have made with regard to work-life balance?**

SKM: Father & son activities. Wish I had made more time with my son playing his sport...because now that he's a teenager, he spends more time with his friends now



**T: What is one thing that you wish you knew at an earlier age with regard to work, family & life balance? That is to say, what is one piece of advice that you would give to a new dad/parent as he/they struggles to find his work & life balance?**

SKM: Life is a journey of experiences and along the way you learn. My advise to young parents especially to the working couples are

1. Prioritize,
2. Don't carry work pressures home and
3. Spend quality time with your loved ones, whenever you get a chance.

**T: Do you think your work life balance changed as your kids have gotten older? How?**

SKM: As long as the kids are at home, as parents you are fully committed. Once they are independent and away from home, one would have the luxury of having more time for socialising. In our case, this may happen after another 4-5 years once my son goes to university.

**T: How important do you think it is to find time for just you & your spouse without the kids?**

SKM: Very Important....

**T: What tips do you have to "unplug" from work? Can you completely unplug?**

SKM: Yes, I can completely unplug. Tips are simple...One, take up a sport; two, Unwind by doing what pleases you most, like reading, listening to music, doing a hobby etc. ; three, spend quality time with your loved ones.

**T: What activities or interests do you pursue as a means of relaxation?**

SKM: I listen to music, play badminton, read interesting books, and when I have an opportunity.. my family & I go to a movie or a play.

To summarize, In the words of **Ms. Debbie Lessin, author of the book "Life is a balancing act... a fun book"**.

*Take some time to create a Strategic Balance Plan. Outline steps you can realistically take in the next week and/or the next month to work on achieving a balance in your life. Lastly, set some accountability so that you will clearly know that you have achieved your goal. Be realistic in assessing not only your perceived need but your strategy to achieve it. Thinking about your life in this introspective way will help you gain self-knowledge. And that self-knowledge will help you find the road to balance!*



Dear Editor,

If the Titanic was made in India

- 1) There would be 10 times as many people on the ship.
- 2) There would be a song with Kate Winslet in a white saree and of course singing in the rain.
- 3) The movie would be called "Pyar Kiya To Marna Kya".
- 4) Hero and Heroine would float in cold water for days and still survive, but the villain would die on the first dip.
- 5) The iceberg would be sent by the heroine's father to teach the hero a lesson.
- 6) None of the women would float due to heavy designer sarees.

And last but not least

- 7) Half of the rescue boats would be reserved for SC/ST/OBC

Leena



Dear Editor,

A picture speaks a thousand words..

**Mother's Love**

Marina



Dear Editor,

Some interesting facts about containers. Being closely associated with the container shipping business. I was amazed of what I discovered, when I searched the net to satisfy my daughters quizzical mind.

- The equivalent of about 141 million loaded twenty-foot containers moved across the oceans in 2007\*.
  - Container ships can now carry over 15,000 containers.
  - In one year a large container ship will carry over 200,000 containers.
- Although they may seem just like steel boxes on the surface, the world of containers is a fascinating place. They come in all shapes and sizes with many specialisations to ensure goods are delivered safely and securely.
- A standard container can hold 24, 914 tin cans.
  - Shipping containers are available in a variety of types that include 'end-opening', 'side-opening', 'half heights', 'open-top', 'flatrack', refrigerated (known as 'reefer'), 'liquid bulk' (tank), and 'modular'. So there are plenty to choose from!
  - The unique 'box number' on a container can be used by captains, crews, coastguards, dock supervisors, customs officers and warehouse managers to learn more about the container, such as who owns it and what type it is.
  - Cryogenics may sound like a science of the future but 'reefer' containers are as close as you can get!
  - Approximately half of global seaborne refrigerated trade is moved in reefers.
  - Special 'super-freeze' reefer containers can maintain temperatures as low as -60 degC.
  - But reefers can also control positive temperatures for special products that need to be kept warmer than the outside air.
  - The main commodities shipped in reefer containers are seafood, meat, fruit and vegetables, citrus and dairy products, and chemicals and pharmaceuticals.
  - De-humidification systems are able to ensure optimal humidity inside reefer containers.

I am proud to be a part of the container chain, in the container feeder industry, and a Transworldite to boot!!

Rony

FROM THE EDITOR...

HOPE THIS FUELS THE MIND OF THE TRANSVIEW READERS TO SEE MORE LETTERS IN THE FUTURE...

HAPPY READING!!!



Additions to the TGC Family

**TGC FIRE SUPERVISORS**

- Corporate:** Mr.VK Nedungadi / Ms.Christine Francis
- Admin:** Mr. Rishal Lobo / Mr.Mahesh Natarajan
- OEL:** Mr. Rony Lobo / Mr. Sanoj Shobahanan
- SBS:** Mr. Anton / Mr. Jayanth Martin
- TWFZE:** Mr.Sankara Narayanan / Mr. Shankar Pillai
- Warehouse:** Mr. Amar Virdee / Mr. Debayajit Swain
- Dutch Barn:** Mr. Lal Rajan / Mr. Moideen
- Roaming Supervisors:** Mr. Alagappan / Mr. Palini

- Gobinda Prasad
- Santosh Nair
- Debyajit Swain
- Anand Mishra
- Indra Lal Kandel
- Ednah Koech
- Imran Ali
- Sivankutty Saraswathy
- Tuan Sukoor
- Dhirajkumar Solanki
- Retnam Sahayaraj
- Thahir Pappani
- Krystal Bustos
- Ma. Luisa Bautista



We extend a warm welcome and wish them a successful career in Transworld Group of Companies.

**Mental Health at Work**

*Reducing workplace stress*

- 1. The gift of Trust** – lack of control over one’s own work is number one on the top 10 stress list. It poses a risk to the cardiac health of workers as great as that of smoking. The gift of trust gives employees the freedom to make decisions about the tasks before them, fusing a pledge between employer and employee to trust each other in order to good work and receive the benefits of it.
- 2. The principle of inclusion at work** – isolation at work such as not getting information, not being invited to meetings, feeling shelved, your work going unnoticed, your suggestions going unanswered, the boss playing favourites, is number two. Isolation breeds unhealthy insecurity, a loss of self-esteem and even depression. Replace isolation with inclusion, information and a sense of belonging to the team.
- 3. Time & Space** – help employees get off the treadmill at work. Many people are getting ill not from too much to do but from their sense that they have too much to do all at once, all the time.

- 4. Convey what is expected** – give employees a clear picture of what is expected of them; what, fundamentally their job is; what priorities they are being asked to observe from one day to the next.
- 5. Job fulfillment** – money is not the only reward that people work for. Give them something just as valuable in the long-term-appreciation for doing good work, the boss saying thank you for the extra effort, helping them realize that what they do contribute to the organization’s success.
- 6. Sharing success at work** – help employees to see that success is something to share, not own. This requires leadership by example in the management ranks. Share the credit.
- 7. Email & voicemail ceasefires** – email overload is a huge source of frustration and anxiety in the workplace. Casualties are mounting daily. Liberate employees from the enslavement of email where possible and try and make this the year you have a real person at the end of a phone line – at least sometimes.
- 8. The gift of clarity** – in setting a future direction for the company. Productive employees need this sense of direction. Without it, bad management practices produce confusion, frustration and reduced output. This generates stress on a large scale. Weak leadership is bad for your health.
- 9. Listening to others at work** – is an art form, hearing not only what others say but understanding how they feel and what they need to do their job. Body language means a lot in communication between people and we can’t read body language by email.
- 10. Redistributing workloads wisely** – heavy workloads are one of the major stressors in the workplace today. Employees are worried their workload is preventing them from doing what they perceive to be a good job. They are worried about quality, and about making mistakes. Supervisors & managers must hear those concerns, and interpret them wisely.

EDITORIAL TEAM



Capt. Leslie Reis - Editor at Large  
Vanessa Sabalburo - Overall Co-ordinator

Co-ordinators:

- OEL Ltd - Varghese Thomas
- TWFZE - Michelle Simbulan
- Balaji - Karthik Nair
- Sea Bridge - Prajit Nair
- HR - Rishal Lobo

