



MEDITERRANEAN SHIPPING COMPANY
SOUTH AFRICA

The Pictorial Newsletter

EDITION NO. 12

OCTOBER 1997



From the Captain's Desk

This is a very special edition of our Newsletter. I have tried to introduce you to our **Head Office** in **Geneva** by including photographs of some of those very extraordinary people with whom all of you deal on a daily basis: **THE DIRECTORS, THE LINE MANAGERS AND THEIR ASSISTANTS.**

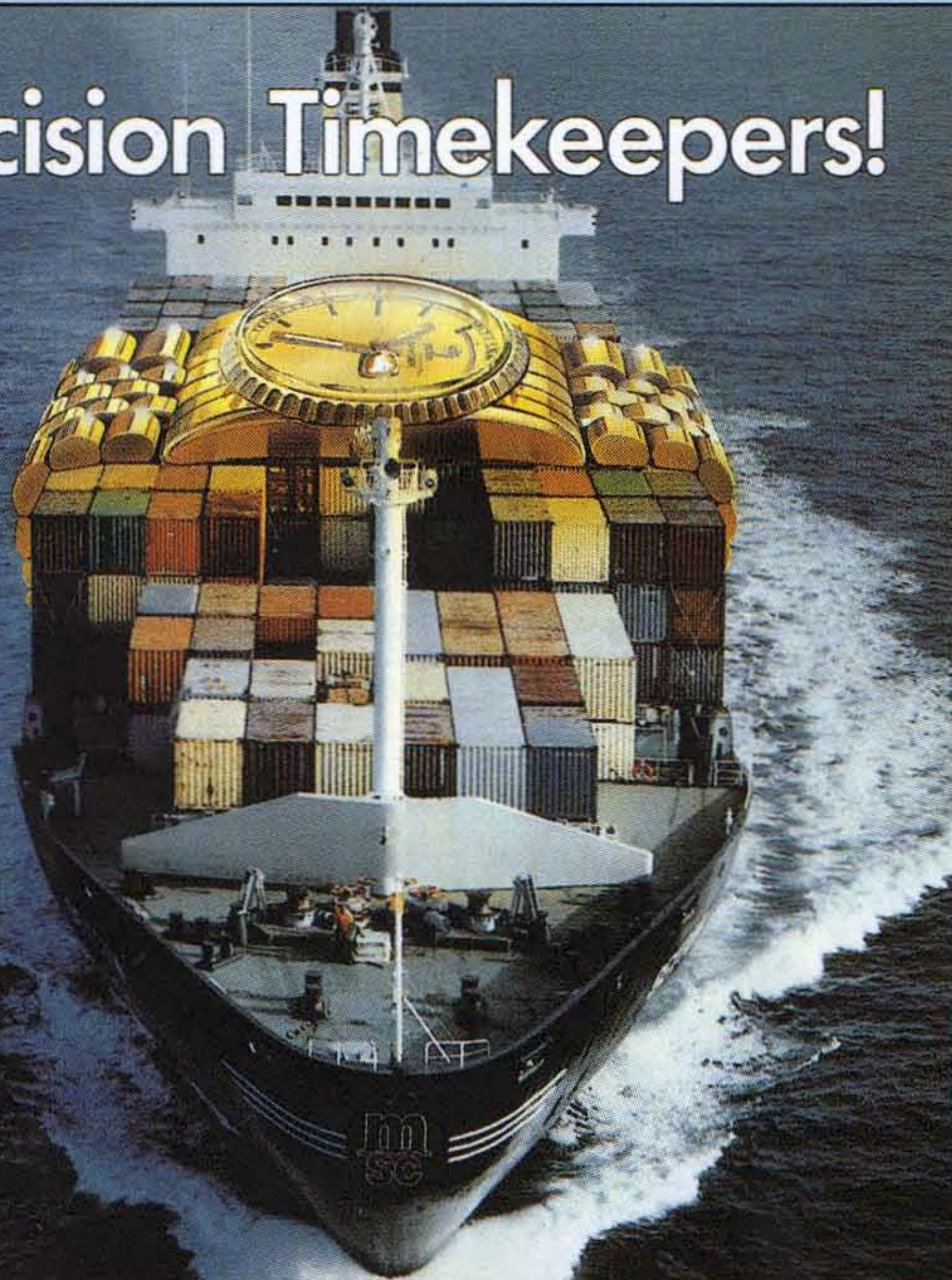
Often when you call you find them busy on one or two more lines: often they shout at you: they moan at you if the vessels are not fully booked and then moan even more should the vessels be over booked: **THEY CONTINUOUSLY DEMAND AND EXPECT PERFECTION!**

They know that only a perfect service in today's competitive market is a winning formula. We need their pressure in order to express the best of ourselves. Always listen and respect them because I know that technically and commercially they are always right: **THEY ARE PROFESSIONALS!**

I am **proud** to have worked side by side with them and I hope they still consider me part of their team.

WE NAMED THE DAY 10 YEARS AGO!

Precision Timekeepers!



At the beginning of October 1987, **MSC Geneva** astounded the shipping community by announcing a weekly service between Europe and South Africa.

The then local competitors and shipping specialists predicted that it was going to be an economical disaster for us to carry on with this publicised **Named Day Service**. Their bets on our survival period varied between 4 and 7 months maximum.

HOW WRONG THEY WERE!!

On Wednesday 11th November 1987 **The Alexa Voy 3A** (now re-named the **MSC Sariska**) sailed from Antwerp with 434 Teus on board, starting the weekly service which has remained uninterrupted for **10 years**. She was followed by the vessels **Elbeland, St. Magnus, Kritis Brugel, Alexandra, Regina** and the **Sextum**, which is shown here in our advert of the time, all at weekly intervals. Five hundred and forty eight sailings have been offered to our customers since then! In some years 2-3 additional vessels were added to the weekly service to satisfy demand. All the other shipping lines are now trying to emulate the service which we pioneered!

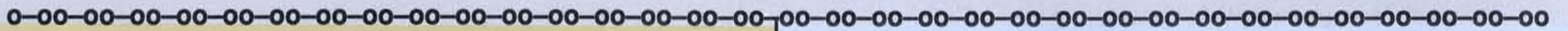
MSC **MEDITERRANEAN SHIPPING COMPANY SA**
 GENEVA SWITZERLAND
 The Dependable Independent

THE LOCAL SCENE



A WEEK-END IN DURBAN

Pictured above are the delegates from all the regions who attended the July seminar where they participated in policy changes, with an emphasis on future marketing strategy. The next get together was held in October.



CAPE TOWN'S NEW PREMISES

1998 will be a special year for MSC's Cape Town branch when they re-locate to their own new building! "Lions head", silhouetted in the background, will give its roar of approval when this edifice is completed on the area marked by the dotted lines, which is situated on Cape Town's fore-shore.



A CRANE AGAIN

Pictured above is the long awaited 4th Gantry crane which was transferred from Durban to Port Elizabeth where it is now fully operational. The barge is the "SASESHA" and the accompanying tug is the "SIMOON"



IN THE DEEP END

Seen above are members of MSC's Johannesburg branch who recently paid a visit to City Deep Container Terminal as part of MSC's in-house educational programme. The tour ended with a traditional "braai" and a few "frosties".

A Wedding



Mervyn Shanmugam (Computer Services, Durban) married Jayindri at a colourful ceremony on 7th September.

AN INTRODUCTION TO MSC - GENEVA

40, AVENUE EUGENE PITTARD
MSC'S Headquarters in Geneva, Switzerland.



Our Headquarters are 5 minutes from the centre of Geneva in a quiet environment where the predominant colour is the green of the centenarian trees.

Everything looks peaceful and idyllic and nobody can imagine the frenetic activity taking place inside!

It is from here that, 24 hours a day, Logistic, Commercial and Financial orders are given to our people all over the World.

One man alone, with an exceptional acumen for shipping, and who has a unique charisma, is the driving force behind this enormous and very special "Family".

His office door is always open for everybody who needs his advice or his help. His decisions are always fair.

When one of our ships has been in difficulty he personally has always taken command of the operations, guiding our Captains with his particular brand of expertise until the problem is over.

This is our President

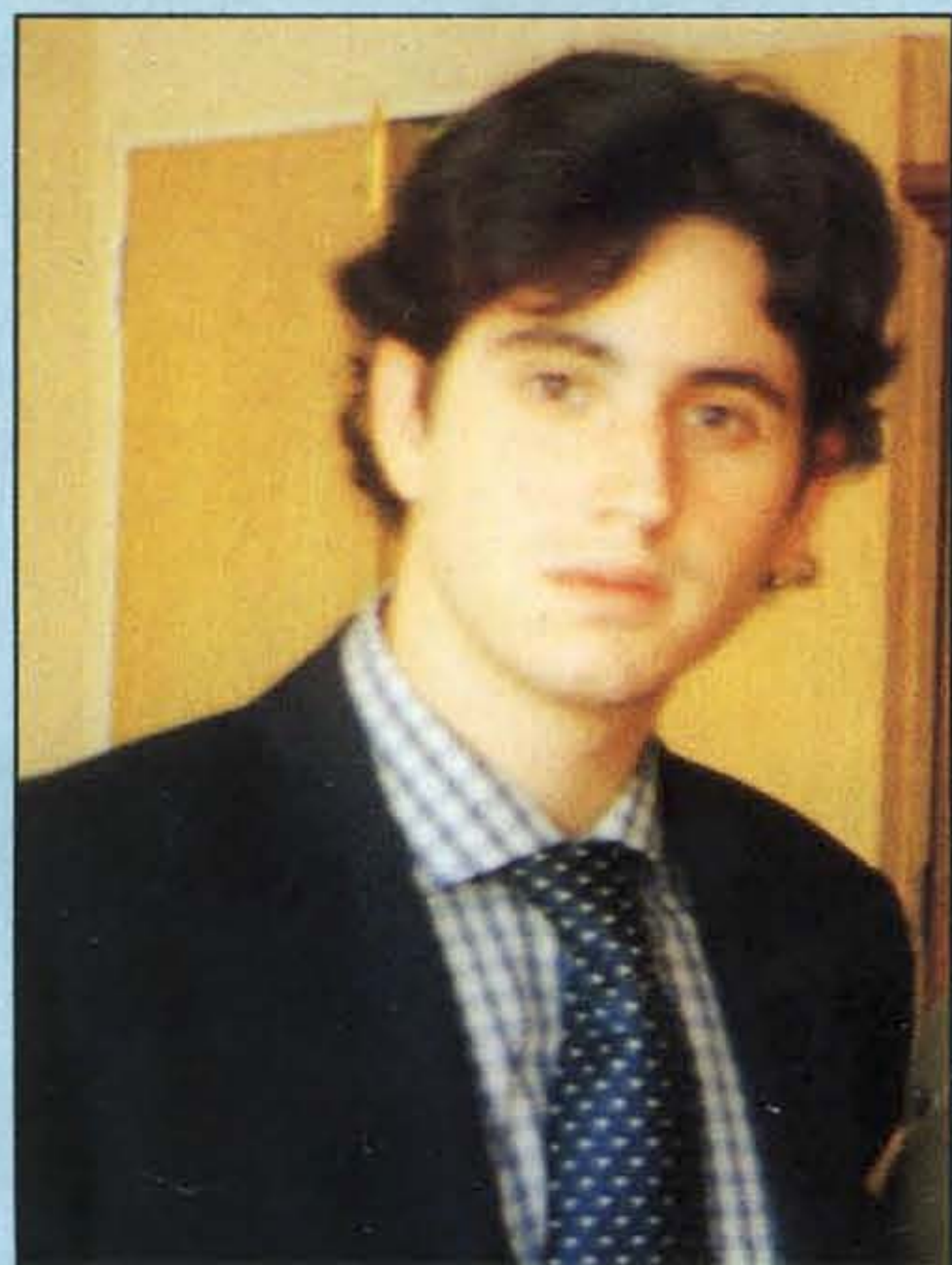


Mr. Gianluigi Aponte -

The President.

*From the very beginning, 27 years ago, Madame Aponte, Rafaela, after whom 5 ships in the fleet have been named, has helped to steer MSC into its position as the 7th largest container carrier in the World. She is still actively involved in the business. It is her special flair which dictates the refurbishment and modernisation of the four passenger vessels *Melody, Symphony, Rhapsody* and *Monterey*. She also plays a major part in the management of the boutiques on board the liners and the numerous ferries which belong to the family group.*

Diego, 22 years old, and Alexa Aponte who is 25 are now a fully active part of the world of MSC. They have spent valuable time in Geneva's Headquarters and they have been exposed to the Technical office in Sorrento to learn the basics of Naval Architecture. As part of their induction they have visited MSC's major hub ports, including Durban.



GENEVA'S IMPRESSIVE BOARDROOM

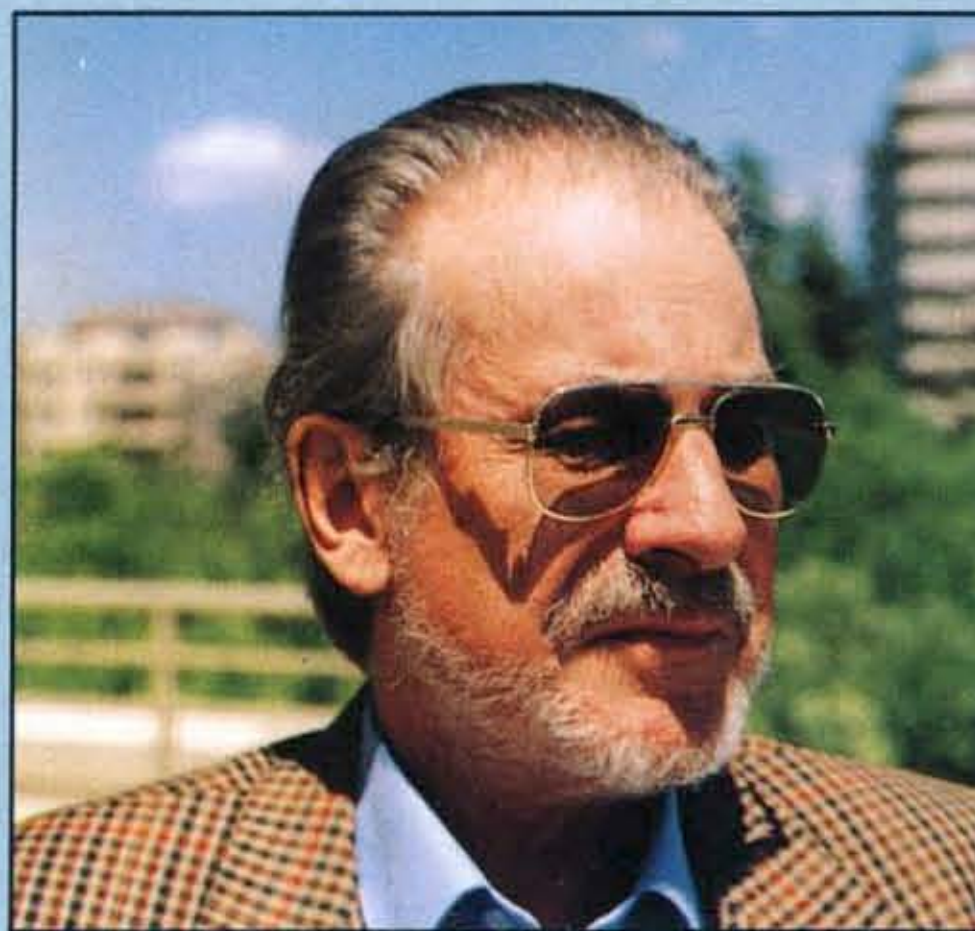


Every Saturday morning the Directors and Line Managers meet with Mr. Aponte to discuss the Worldwide operation with an emphasis on the scheduling of the vessels.

"THE DIRECTORS"



Captain Pasquale Formisano is the longest serving member of the company.



Christof Lüddecke – Legal and Claims



Captain Michèle Bordiga assisted by Captain Tonino Russo



Giuseppe Prudente (Container Department Manager)



*Claudio Calabro (L. Mngr – Eastmed – Canary Islands)
Aligi Montanelli (L. Mngr – S.A. – Australia – E. Med)
Edward Van Vliet (Asst. L. Mngr – S.A. – Australia)*

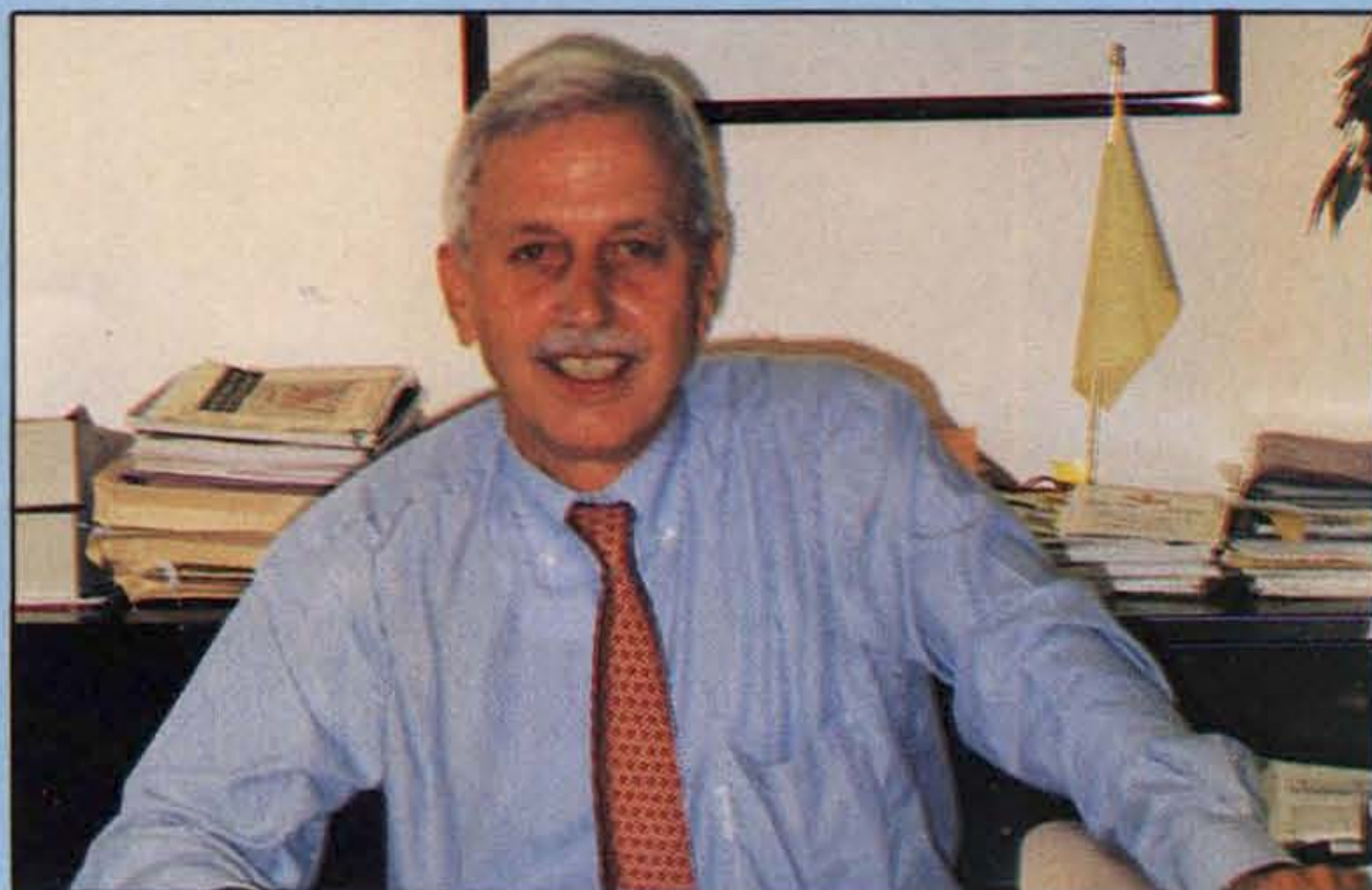


Sabine De Kalbermatten seen assisting Andrea Agostinelli (L. Mngr – South America)



Lilly Hennemen – (Secretary, USA Trade)

MSC - AROUND THE WORLD



Brothers, Nello and Mario Maresca (L. Managers – I.O.I. – W. Africa – S. Africa)



*Anne-Marie Mercier (Asst. L. Mngr – Greece – Turkey)
Fiorelli Renzo (L. Mngr – Greece – Turkey)*



Caroline Becquart (L. Mngr – M. East – F. East – W. Bound)



*Capt. Giovanni Cuomo (L. Mngr –
E. Africa – Saudi Arabia)*



*Pietro Meroni (Asst. L. Mngr –
E. Africa – Saudi Arabia)*



*Ferdinando Cibelli (L. Mngr –
USA, S.A., Australia)*



*Elio Piemonte
(L. Mngr S.A. – Aust)*



*The Claims Department – Véronique Tortel, Maria Langianesse,
Didier Lavanchy, Christof Lüdekke and Mary-Antoinette Jiminez.*

MSC - AROUND THE WORLD



Eduard Sigrist (L. Mngr – Transhipment Department)



*The Transhipment Team
Sandra Rosa, Antonella Di Stefano, Vanessa Pisano, Silvia Santambrogio, Cindy-Jo Snawdon and Francois Vila.*



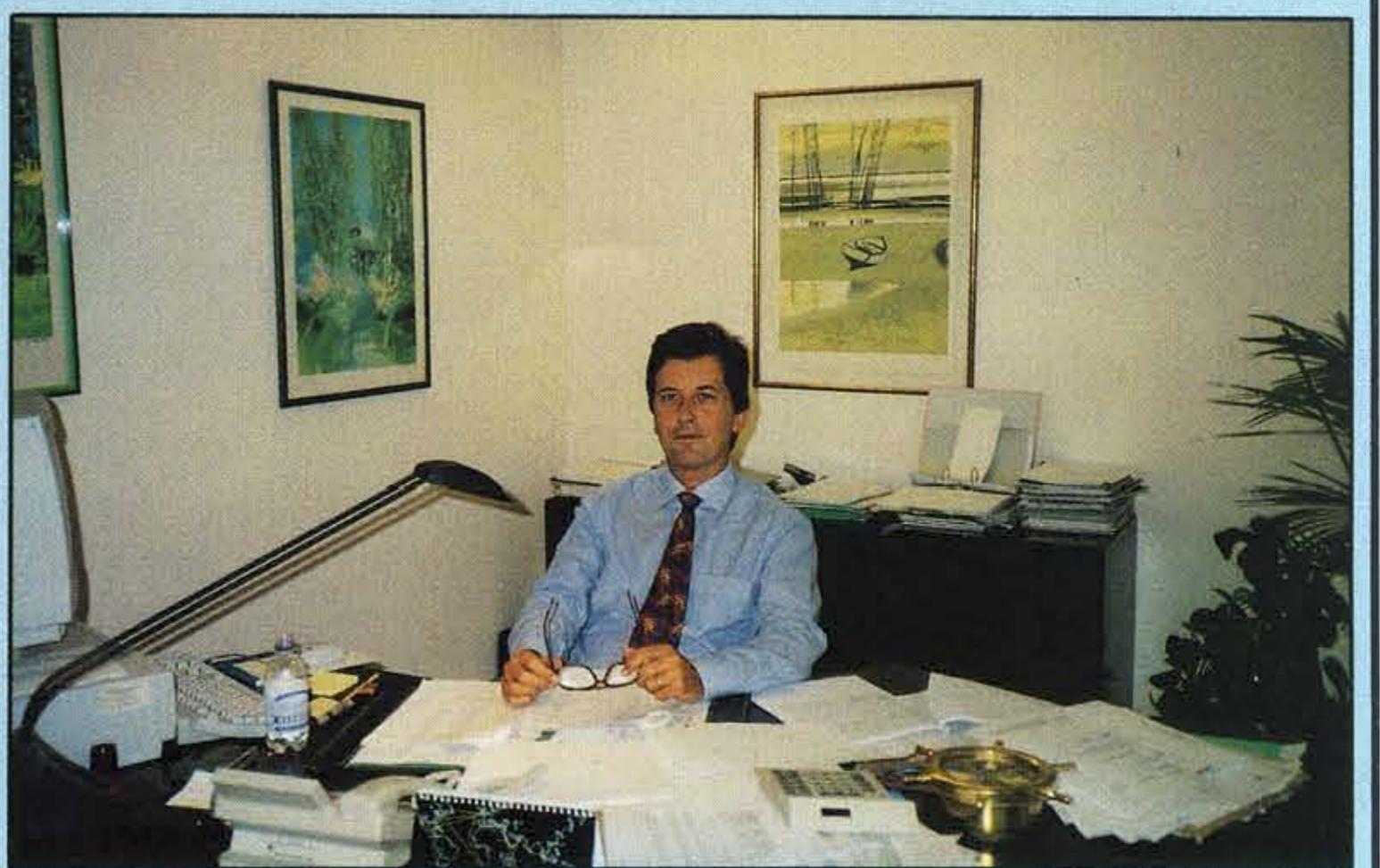
Claude Girardet – (Chartering Manager)



Ivano Angelotti (Sales & Marketing Department)



Alain Blanc (Financial Manager)



Heinz Vogel (Treasurer)



Elvio Bourquin (Accounts)



Helga Vaage and Niki Gieni (Receptionists)

EUROPE - SOUTH AFRICA - AUSTRALIA

12 of MSC's finest vessels are deployed on the above trade and are regularly seen in South African waters. Those which are not pictured are MSC EDNA, MSC KATIE, MSC CLAUDIA, MSC CORINNA, MSC PRIDE and MSC ALICE.



MSC MAEVA

Length	252,192	Metres
Breadth	30,52	Metres
Speed	22	Knots
Capacity	2000	TEU
D/Weight	38.840	M/Tons



MSC MONICA

The MSC MONICA being re-painted when she was recently in Durban.

Length	242,81	Metres
Breadth	32,26	Metres
Speed	23	Knots
Capacity	3424	TEU
D/Weight	46.240	M/Tons



MSC LAUREN

Length	221,72	Metres
Breadth	32,20	Metres
Speed	21	Knots
Capacity	2450	TEU
D/Weight	30.790	M/Tons



MSC SONIA

Length	261,00	Metres
Breadth	32,20	Metres
Speed	21	Knots
Capacity	2248	TEU
D/Weight	40.909	M/Tons



MSC DON GIOVANNI

Length	202,80	Metres
Breadth	30,60	Metres
Speed	21	Knots
Capacity	2480	TEU
D/Weight	41.583	M/Tons



MSC NURIA

Length	248,58	Metres
Breadth	32,24	Metres
Speed	19,5	Knots
Capacity	2541	TEU
D/Weight	39.450	M/Tons



MSC SAMIA

Length	264,50	Metres
Breadth	32,20	Metres
Speed	21	Knots
Capacity	2068	TEU
D/Weight	35.583	M/Tons



WESTERN MEDITERRANEAN SERVICE

Pictured above is the MSC Michele on her very first call at PALERMO when she was on the UK-NWC/Greece and Turkey run. She is now deployed on the Western Mediterranean/South America East Coast Service and is assisted on this trade by the vessels MSC Mee May, MSC Giulia, MSC Anastasia, MSC Santos and MSC Buenos Aires.

THE "SICILIA JET"

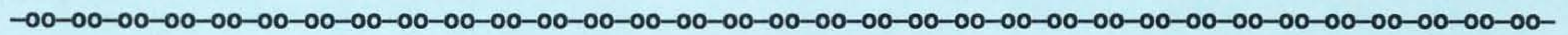
Recently acquired by MSC, this twin-hulled luxury ferry travels between Naples and Palermo every day in 4 1/2 hours carrying 800 passengers and 200 motor vehicles at an incredible speed of 41 knots.



The Lounge/Saloon



Captain Nello Mazzella (left) on the bridge with his officers.



CALLING ALL SHIPS

Naval officers are traditionally known for their smart appearance and those on board MSC's vessels are no exception. Captain Sarno will be "inspecting" the officers on the ships calling at Durban and will ultimately give a special award to the "Smartest of the Smart".



MSC DON GIOVANNI

Left to right: Mario Biglietto (Cadet), Francesco Gargiulo (C/o), Miroslav Janjic (3/o), Srdjan Waldegg (R/o), Capt. Michele De Gregorio, Achille Esposito (C/Eng), Albino Parlato (2nd Eng) and Bozidar Generic (1st Eng).



MSC ORNELLA

Back row: Vitomar Lakoseljac (R/o), Mariano Rossi (C/o), Capt. Antonino De Gregorio, Raffaele Gargiulo (C/Eng), Nikica Biskurovic (1st Eng), Dragan Krstonosic (2nd Eng)
Front row: Michele Sanzone (2/o), Capt. Salvatore Sarno, Gioacchino Persico (3/o) and Boris Matkovic (3rd Eng).

CAPTAIN'S DAY - SEPTEMBER 1997



This annual event is hosted by the Durban South Round Table and is attended by all the sea-going and shore-based Masters. Enjoying a traditional "Braai" are Gordon Hildyard (Durban Pilot), Capt. Ante Torti (MSC Pride), Capt. Mario Morvillo (Ops/Director, Durban) and Capt. Andrea Ascheri (MSC Alexandra).



Captain Antonino De Gregorio pictured with the catering staff on board the MSC ORNELLA. The chef, Jules Rabentoanina, (3rd from left) specialises in cuisine Francais.

THE LOCAL SCENE

PORT SPORT



"CHAMPIONS AGAIN!"

The "Belles of the Ball". For the 5th year running MSC's ladies' soccer team were the winners of the Grindrods Soccer Day. In the five games they played the top goal scorers were Vanessa Bonhomme (8), Vanessa Naicker (5), Sandra Marques (3) and Lynn Aarons (2). In next year's tournament we will be fielding 3 ladies teams in order to give the other Shipping Companies a sporting chance!

'LOOKING GOOD'

Pictured below: The mens teams from MSC might not have reached the finals but they tried hard and certainly looked very professional.



Goals Galore

HYTEC challenged MSC to a soccer match in July and are probably still regretting it!! The final score was 7-Nil and no less than 3 of the goals were scored by Captain Sarno, who has been adopted as honorary coach by the ladies soccer team.



"FINALISTS"

The men's team from MSC Depots did extremely well at the Grindrods Soccer Day and managed to reach the semi-finals. Next year who knows?

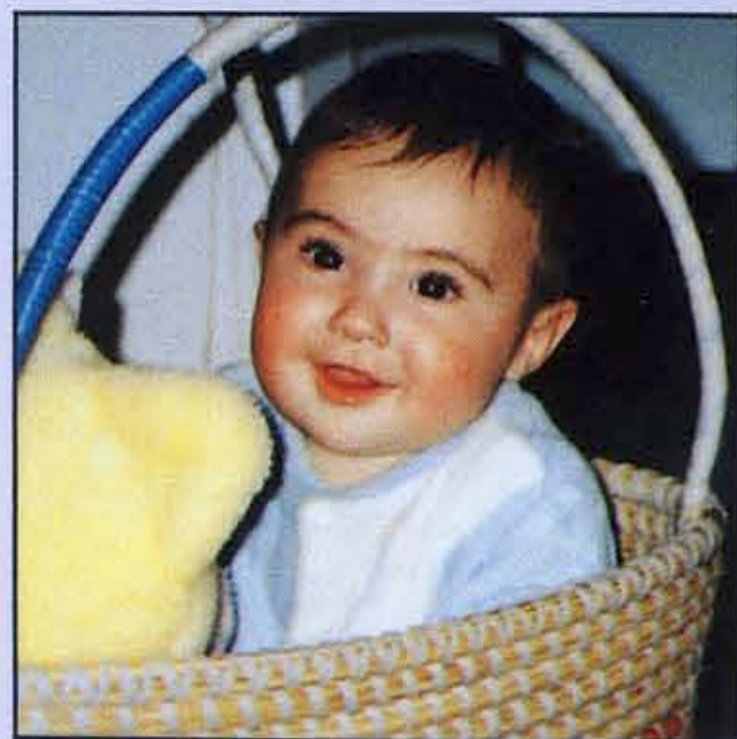
MSC's ladies turned many heads when they participated in the SPAAR LADIES CHALLENGE fun run in July. In their new kit they were without a doubt the best dressed entrants at the event.



MSC WINS "SAFMARINE TROPHY"

The team pictured above were the winners of the "Safmarine Trophy" at the Port of Durban Golf Day which was hosted by the International Sailor's Society in August. Left to right are Lawrie Bateman, Peter Lewin, Walter Grindrod and Brian Peterson.

All in the Family



"A basket full of mischief" Alex and Tammy Bar On of MSC Joburg are the proud parents of Matti who arrived on 13th February.



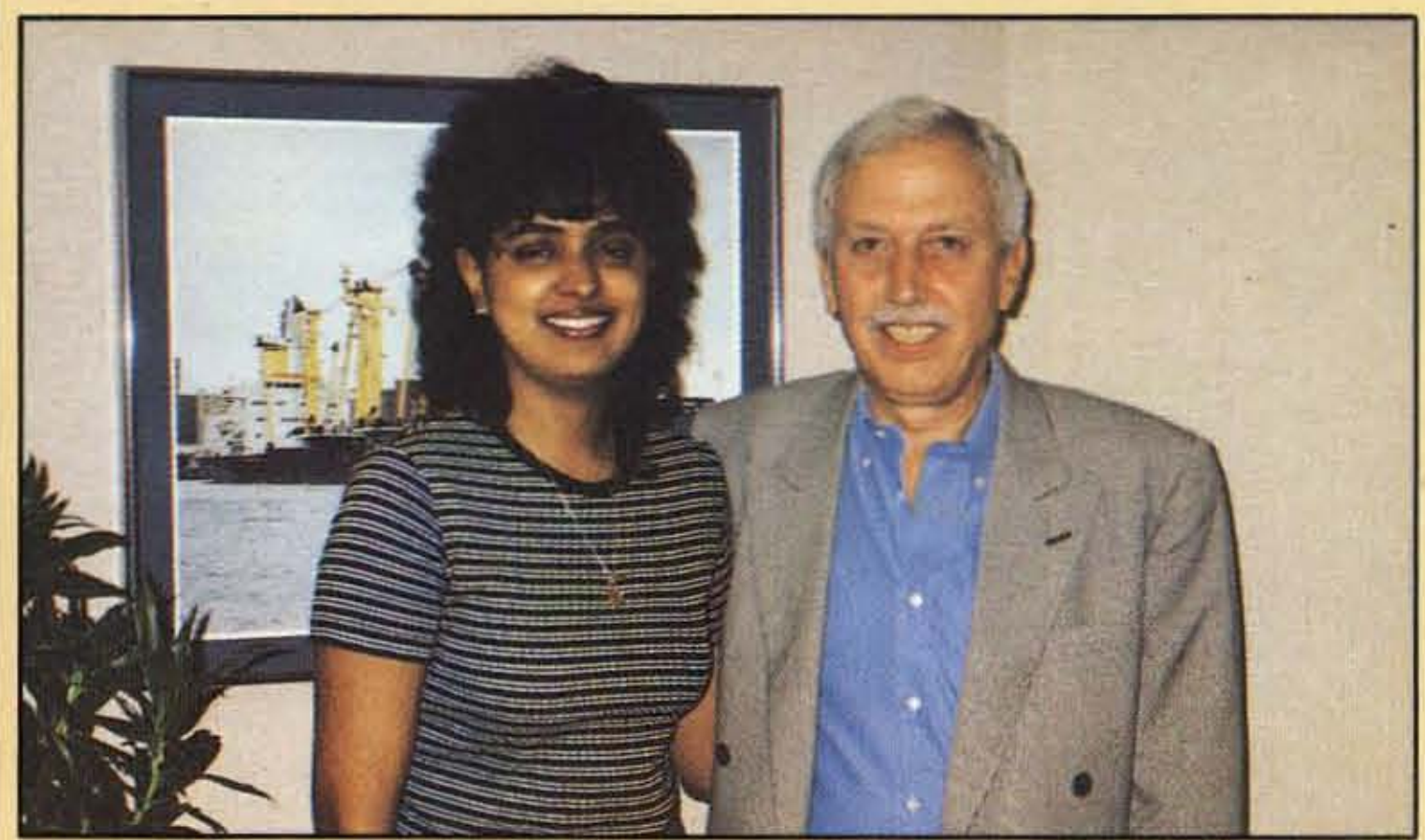
"Life's a bed of Roses" Jessé who was born on 25th April, belongs to Anthea Kemp of MSC Cape Town.



"Making Music on the Symphony" Marcella De Matteo (daughter of Captain De Matteo) and Daniella Conti (daughter of Maurizio and Rose Conti of Durban's Technical Department)

A THORN AMONGST THE ROSES!

On a recent visit to MSC Durban Alexa Aponte was photographed with (from left to right) Nikki Windrim (Imp/Mktng), Capt. Mario Morvillo (OPS Director), Maaike Bestenbreur (Imp/Mktng), Alexa and Sandra Sarno.



AN OVERSEAS VISITOR

Cheryl Naidoo (I.O.I. – Durban) pictured with Mario Maresca (MSC Geneva) during his recent visit to Durban.



TRACY WANDS – Johannesburg

THE INSTITUTE OF CHARTERED SHIPBROKERS

Tracy Wands was awarded the top prize in the World for her paper on "International Through Transport" and flew to London on 23rd September (accompanied by her Manager, Andrew Modinos) to receive her Diploma and prize of £250,00. The prize was sponsored by Blue Star Line and was presented by Sir Roger Cork, the Lord Mayor of London. Raj Govender received the top award in South Africa for his paper on "The Law of Carriage of Goods by Sea".



RAJ GOVENDER – Durban

IO LEONARDO '97 – INTERNATIONAL AWARD



Giovanni Arbace, G.M. of Alitalia South Africa, presents the award to Sandra Sarno and Esther Currie of Medtravel. Out of 100 such awards given Worldwide to the top revenue producers, only 5 are awarded to South African travel agents. Medtravel were also voted the 9th revenue achiever by IATA in Kwazulu-Natal. Quite an achievement!

A CHAMPION OF THE FUTURE



Gregory, who is the son of Port Elizabeth Pilot Robert Reuves, was chosen to represent South Africa at the World's Optimist sailing championships in Ireland in July. His trip across was sponsored by MSC/Medtravel and he finished 24th overall out of 189 yachts! Greg firmly believes that his MSC cap brought him good luck. Well Done!!! Arthur Waters Director of MSC Port Elizabeth is photographed presenting him with his air-ticket.

VOLKSWAGEN – PORT ELIZABETH



On 22nd April the MSC MAEVA was the first ship to call at PE after MSC were awarded the Volkswagen contract. The partnership was sealed when Arthur Waters (Director P.E.) and Mike Economou (Director, C. Town) handed over a framed picture of the vessel to Werner Schulze, VW's Divisional Head of Purchasing. Previously PE were handling 4 ships a month and this has now quadrupled to 16!!

MSC SOPHIE – MAIDEN VOYAGE – JUNE 1997

Capt. Ponti receiving a welcoming plaque from Ahmed K. Abulhoul, the Deputy Commercial Director of Dubai Ports.

