

**SPECIAL  
EDITION**

# DOCK WISER

Nº1

2007

[dockwise.com](http://dockwise.com)

## **DOCKNEWS**

Check out the latest on  
Heavy Transport Shipping. *page 4/5*

## **OTC HOUSTON 2007**

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## **CONSIDER IT DONE!**

Dockwise has a new  
and improved logotype. *page 7*



# DOCKWISER

Welcome to a fully refreshed Dockwise corporate magazine. This magazine pursues to be informative to all stakeholders. It is the right environment to share our experiences and our highlights. But also to share our dreams and our future plans. A picture says more than a thousand words and pictures we have enough. Pictures that clearly demonstrate the technological challenges with which we deal with on a daily basis. In many cases inconceivable is the first thought that comes to mind looking at the gigantic structures on our vessels. To most clients solving the inconceivable creates great added value. And that is exactly the vision we have adopted for our future.

“Creating superior value by realizing the inconceivable”.

We are pleased that the acquisition of Dockwise by Private Equity Fund 3i has brought us the necessary independence to follow our own course. The challenges ahead of us dictate that Dockwise continues to change from a more traditional shipping organization to an independent full service Oil & Gas Contractor. Servicing the Oil companies and EPIC contactors, not only with the transportation of large production decks, but also with the technological advanced installation through the float-over method. In this field of expertise Dockwise has gained substantial experience during the past years. Changing the company in a Project Management oriented company, that understands the risk and reward environment of the Oil & Gas service industry is a major

challenge and a major change to the Dockwise management. But our new independence is not complete without a change of identity and color. A fresh start with a smart clean crisp logo. A company on the move. A company that is moving forward in a dynamic market environment, with new competition coming to the market. A challenge we are able to take head on. Our clients have come to rely on the Dockwise craftsmanship, the professional staff and the dedication to their projects. It is a message that we very clearly understand.

André Goedée  
Chief Executive Officer



## LOGO LAUNCH



Dockwise employees worldwide responded enthusiastically to the introduction of the new blue and orange logo. The Dockwise Chief

Executive Officer André Goedée unveiled the new image – which had been tattooed onto his upper arm – on 20 March at a meeting

on the Skydeck of the main office in Breda. All members of the management team then removed their shirts and ties to reveal their “Dockwise tattoos”. It was possible to follow the meeting live in Dockwise branches throughout the world; the offices in Asia stayed open longer to be able to do so, and employees in America got up a little earlier. All Dockwise employees received a T-shirt featuring the new logo that was festively sprayed with champagne.



## WELCOME ABOARD



One of the effects of the new strategy at Dockwise is the arrival of various new colleagues. Among them is Agathe Brand, who has joined the new Contract Engineering department as a contract manager.

Agathe (45) is a lawyer; she gained offshore experience during her time with Neddrill en Nedlloyd, and during her legal studies she completed a placement with Norwegian company Statoil. Agathe tells us: “Contract Engineering comes under the umbrella of Commercial Affairs, and we focus primarily on ‘I for Installation’.

The new strategy means that Dockwise now handles installation of production platforms as well as organising transportation. This results in a completely different type of contract being concluded, preceded by a lengthy tender process”. Agathe works with Bob Korstanje and Marten Dresen, who spur her on, and is really enjoying her work at Dockwise: “It’s fantastic to be part of an enthusiastic and professional team and to work with colleagues on all the different projects. In particular, I am impressed by the transparency at Dockwise and the free flow of information.”



Edwin de Witte (36) is the new Lead Procurement Officer at the Dockwise head office in Breda, the Netherlands.

He comes to us from Philips, where he held a similar position in the Lighting department. In his new job, Edwin is mainly responsible for defining long-term visions and strategies for each product group.

This is strongly connected to Dockwise’s new approach in terms of transport; in which not only port to port transport will be provided, but a complete package from door to door.

Both new and existing Dockwise customers will be considered. “It will certainly include sub-contracts,” explains Edwin. “We will be doing a lot for our customers and we want to manage all extra products and services that fit in with this concept for them. As far as this is concerned, we regard all internal departments – starting with the sales department – as our internal customers. It is a real team effort; that is the great thing about this job. Without teamwork, it is not possible to make good purchases.”



# DOCKNEWS

## Nuclear transport

Dockwise has often transported submarines, but nuclear-powered submarines are a different story, especially if, like a number of Russian submarines, they are no longer in a reasonable condition.

Subsidized by the Norwegian and Canadian governments, Dockwise recently transported three decommissioned Russian nuclear submarines safely to their dismantling points. They consisted of two Victor II class submarines, each weighing 45,000 tons, and a lighter November class submarine (27,000

tons). They were transported to Severodvinsk and Gremikha to be dismantled. As they were the worst types (with radioactive reactors) and a decommissioned submarine sank in 2003 during transportation, it was now decided for the submarines to be transported by ship. Dockwise’s Transshelf was by far the most suitable for the job. “It was originally a Russian ship with a Russian captain and crew. This was a pleasant added advantage of this particular transport,” says Dockwise Project Leader, Aart van den Hoonaard. He does not exclude the possibility of Dockwise carrying out more of this type of transportation in the future. In the ports of Northern Russia, more decommissioned submarines are waiting to be dismantled.

## DYT...

...or Dockwise Yacht Transport is an independently operating subsidiary of Dockwise. Founded in 1987, DYT has transported more than 8000 large and medium-sized luxury yachts quickly and safely to destinations around the world. DYT is based in Fort Lauderdale (Florida) and is the world's largest provider in the yacht transport industry. For more information, visit [www.yacht-transport.com](http://www.yacht-transport.com).

# YACHT EXPRESS

Dockwise Yacht Transport (DYT) is the best known yacht transportation company in the world. This status will be further underlined with the commissioning of a new, extra large yacht carrier: the Yacht Express.

Built in the Chinese Yantai Raffles Shipyard, the Yacht Express is a transporter of unprecedented allure. The figures are very revealing; with a length of 209 metres, a width of 32 metres, a deck area of at least 5115 square metres and a load capacity of more than five thousand tonnes, this ship is unequalled in the world of yacht transport.

Until now, yachts have been shipped between continents using cargo ships or converted container ships; however the Yacht Express now adds a whole

new allure. The crews of the yachts, who often travel with them, will experience unprecedented luxury. On board there are restaurants, a swimming pool and a cinema, as well as media and fitness rooms. The Yacht Express has an enormous docking facility, enabling the yachts assigned for transportation to be loaded on and off the ship easily using the float on/float off method. Once aboard, the yachts are transported with exceptional speed. The Yacht Express can reach a speed of 18 knots, meaning that jour-

neys previously taking fifteen days can be completed in just eight days.

The Yacht Express will be making its maiden voyage in mid-May and then be travelling from Florida to destinations including New Zealand and Australia in the following months. In September, DYT's new yacht transporter will be travelling to Europe for the first time to visit the Monaco Yacht Show and will be presented that way to a larger target group, public and press.

World's largest yacht carrier to be brought into service



# A NEW DIRECTION

If there is one company you could rightly say is 'setting sail in a new direction' it is Dockwise. While still giving its existing activities the full attention they deserve, Dockwise is set to broaden the scope of its transport services.

Whereas heavy transport by ship formed the core activity of Dockwise up until now, the focus will now gradually shift towards complete transport solutions. From port to port will literally become from door to door. Dockwise will become a full transport service provider, eliminate interface exposures and so provide its customers with a one-stop service. Dockwise will be placing greater focus on the oil and gas market, serving the upstream market in particular. With our extensive track record and broad network in the oil and gas industry, your projects will be in safe hands.

Dockwise is a major player when it comes to transporting rigs. We can transport both jack-up rigs and semi-submersibles to their required location. Instead of transporting offshore production structures to their destination in partly assembled configuration, the giant submersible Dockwise transport vessels can deliver them to their location fully assembled.

Dockwise is specialized to execute complete float-over projects. The time and costs saved by transportation and installation with self-propelled semi-submersible vessels are proverbial ■

**DOCKWISE  
EXPANDS ITS  
RANGE OF  
ACTIVITIES**



## DOCKWISE

### New impulse, new logo

This is the new Dockwise logo, to be officially presented at the OTC trade show in Houston. "We need a new, bolder way of promoting the company because since January 2007 "we are on our own" with our new shareholder 3i. This new logo will play an important part in this", explains Jacqueline van den Bergen, Manager Internal & External Communications at Dockwise. The blue heart of the logo represents the qualities assigned to the colour blue: solid, reliable, professional and safe. The orange in the logo radiates passion, pride and innovation. "The logo is designed to represent a link in a chain, a mirror image of D and a safe movement from harbour to harbour", explains Van den Bergen. "This symbolises the

link to the new industries in which we will be represented in line with our new strategy. We were already involved in extremely heavy lift transport for the Oil & Gas Industry, but we are now moving on to a full door-to-door transport and installation provider. Initial reactions tell us that it is an easily recognisable logo with a no-nonsense style in keeping with our company." The blue and orange Dockwise logo will be introduced gradually and is already gracing a number of the firm's ships. A white area added to the ship's traditional blue funnel will form the background to the new logo so that it can be shown to its best advantage. The logo will be unveiled to (prospective) clients, partners and press at the OTC trade show in Houston ■

## Special meetings:

• **Monday, April, 30th**  
Lunch for press and business acquaintances and cocktail reception to include the unveiling of our new logo by the Chief Executive Officer of Dockwise, André Goedée CEO Dockwise and Robb Erickson, President Dockwise Houston.

• **Wednesday, May, 2nd**  
Presentation by Michel Seij, Lead Project Engineer at Dockwise  
A fascinating explanation and discussion about floatover operations and innovations.

# IMPRESSIVE STAND

## Dockwise at OTC trade show in Houston

In the eyes of outsiders, Dockwise often produces unimaginable results. The magnificence of these actions, as well as the efficiency and professional skills behind them, will become apparent at our booth in USA at the OTC trade show in Houston (from April, 30th until May, 3rd 2007). First of all, through our stand's inspirational

design that will give our guests an excellent impression of the unique and innovative transporters we can make available to them. Furthermore, a professional international team of Dockwise experts (see box) will be ready to extend a warm welcome to those interested and answer any questions they may have. In addition,

during special lunch meetings and a cocktail reception, our members of staff (see box) will give an explanation of the unique ways in which our customers can rely on us. In short, a trade show concept in perfect keeping with our core values: being passionate, innovative, reliable.

## Refreshments

Of course, we also have some delicious treats in store. Our guests can enjoy the sushi bar and the many fine teas (which is the drink of the moment according to the Americans). The tea bags and Fortune cookies provide slogans that give a clear view on what really matters to our clients. And although these items may be small in size, we believe that success or failure depends on attention to detail. Whether with regard to our logistical processes (however large they may be), or the impression our guests receive when visiting our stand.

## Impressive Images Impressive Achievements

Our special ultra-heavy duty transporters can be seen on:

- Huge visuals on our 45 metre broad louvre wall
- Flat screens in all corners of our stand

## DOCKWISE STAND CREW:

(from the Netherlands)

- André Goedée: Chief Executive Officer
- Stefan Malfliet: Chief Financial Officer
- Rob Schoenmaker: Executive Advisor to the Board
- Edward W. Legierse: Manager Marketing
- Michel Seij: Lead Project Engineer
- Jacqueline van den Bergen: Manager Internal & External Communications
- Gerard J.A. Jansen: Business Acquisition Manager
- Jaap G.M. Meij: Manager Proposals & Contracts

(from the USA)

- Robb Erickson: President
- Michele Brischetto: Marketing & Sales Manager
- Amanda Brown: Sales & Marketing Coordinator
- Jan Wolter Oosterhuis: Liaison Engineer
- Sherry Shahabudin: Office Administrator
- Gerry Sarlis: Assistant Manager Operations

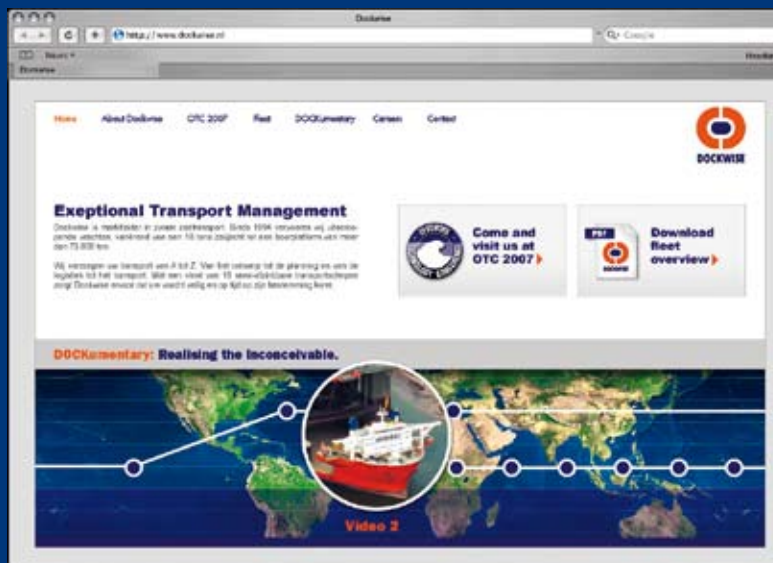
## OTHER TRADE FAIRS FOR DOCKWISE IN 2007

- Oils Sands & Heavy Oil Canada, Calgary, 18-20 July - Marintec Shanghai (to be determined), November - Mexico, Villahermosa 6-8 November
- Oil Pecom China, Shanghai, 27-30 November - Power-Gen USA, New Orleans, 11-13 December

Updated: [www.dockwise.com](http://www.dockwise.com)

# DOCKWISE NOW ALSO UNIQUE ONLINE

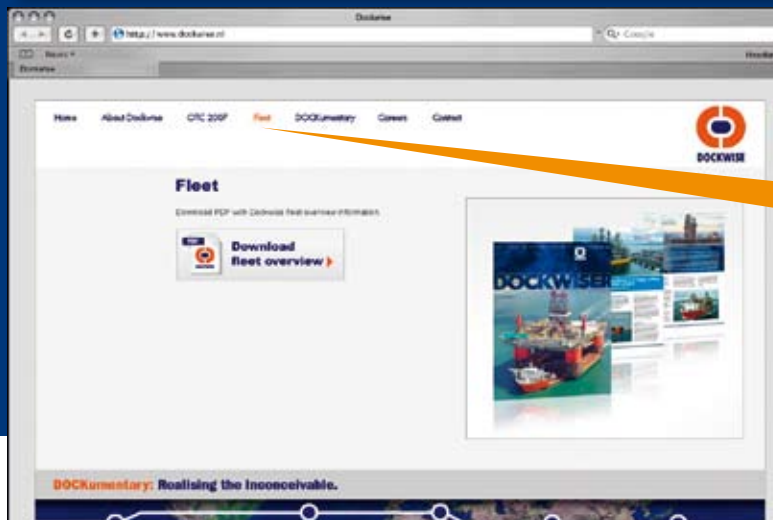
Our website ([www.dockwise.com](http://www.dockwise.com)) provides you with all the information you need on our company. However, what makes our new site unique is its mixture of company information and spectacular images. What can you expect from the home page and beyond? Below is a summary of the key features.



## CLEARLY STRUCTURED HOME PAGE

The home page shows at a glance our company's key information and achievements:

- Under the main navigation menu in the top half of the screen you will see a summary of the highlights on our site. This includes items such as latest news, information on ships in our fleet and the latest edition of Dockwiser.
- The bottom half of the screen contains a world map moving slowly from left to right. This shows our Dockwise locations as well as components from our DOCKumentaries (see box for an explanation of DOCKumentaries). These parts can all be clicked on.



## COMPLETE FLEET

Click on 'Fleet' on main page

You will see an overview of the ships in Dockwise's fleet. Once you have selected a ship, you will see the vessel's specifications, properties and notable features as well as the projects it has been involved in. If you like, you can even book the vessel straight-away for one of your assignments!



## EXPERIENCE OUR PROJECTS

Click on 'DOCKumentaries' on main page (or via main screen snapshots on world map).

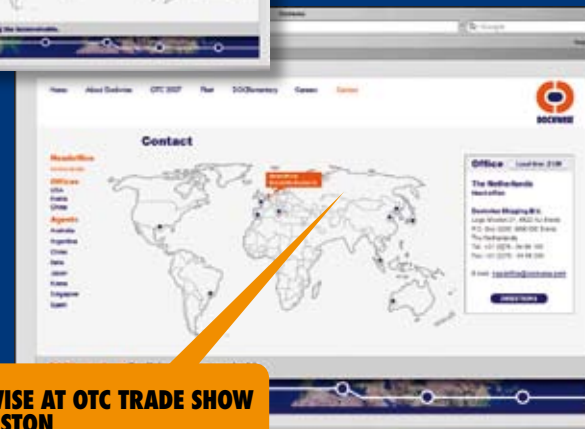
Via our DOCKumentaries you can view a picture report of one of our projects or admire spectacular photos of individual operations. You can also read about the day-to-day activities of individual employees via their weblog or interviews.



## CONTACTING US

Click on 'Contact' on main page

You will see a list of all our locations and agencies, including addresses, contact persons and local time.



## DOCKWISE AT OTC TRADE SHOW IN HOUSTON

Click on 'OTC News' on main page

Dockwise will of course be present at the OTC trade show in Houston from April, 30th until May, 3rd 2007. To mark this event, detailed information on the trade show will be available on our site. This will include visuals, photos of the stand, a report on the lunch presentation on Monday, April, 30th an exclusive interview with CEO André Goedée and photos of the customers (available to download free of charge).

# IN THE NEXT EDITION OF DOCK WISER

INCLUDES :

## CONSIDER IT DONE

Article in the form of a logbook on one of the most successful logistical operations of the past few months. This will include all sorts of interesting inserts from the people involved in the operation, including details of developments, setbacks, solutions, leaders, the customer, and facts and figures.

## WORK IN PROGRESS

An article on the progress with the lifting of the Mighty Servant 3, including several impressive photos.

## CAPTAIN SHIP

One of the Dockwiser captains talks about his ship, crew, food, favourite port most exciting challenge, innovations....

# TO BE... AT THE OTC



To be or not to be. As far as Dockwise is concerned, Shakespeare's repeated question does not need to be asked when it comes to participation in the Offshore Technology Conference in Houston. "The OTC is by far the most important tradeshow related to oil and gas. All of our relations go, Dockwise cannot therefore – and indeed does not want to – stay away", says Rob Schoenmaker, Executive Advisor

to the Board at the Dockwise head office in Breda, The Netherlands. For Dockwise has a lot to report at the OTC, which last year attracted almost 60,000 visitors. The company is introducing itself for the first time in its new form, which is the reason why the Dockwise stand is four times as big as last year's. In addition, the new Dockwise logo will be presented at the OTC. A special presentation

area has been set up at the OTC where lunch will be offered to relations on two occasions and a cocktail party will be held. Dockwise's second largest office is located in Houston and practically all of its staff will be at the fair during the OTC. This underlines the significance of OTC for the oil and gas industry as well as for Dockwise.

## Colofon:

Dockwiser is a publication from Dockwise Netherlands, Jacqueline van den Bergen, Danielle Biermans [www.dockwise.com](http://www.dockwise.com)  
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