

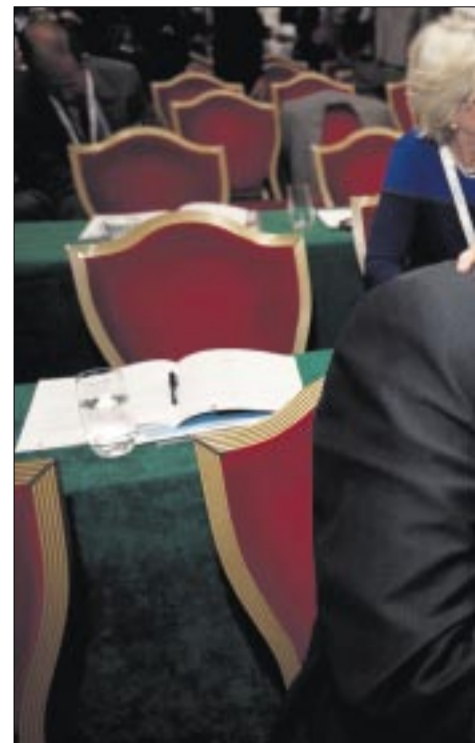
CAUGHT ON FILM



CEFOR: Managing director Helle Hammer



EVENT SPEAKER: Det Norske Veritas (DNV) chief executive Henrik Madsen



INDUSTRY SUPPORT: Oslo Shipping Talks



GUESTS: Norwegian minister of trade and industry Trond Giske, Morits Skaugen of IM Skaugen and Torger Reve, professor at the Norwegian school of management BI

China centre stage at Oslo Shipping Talks

Bob Rust Oslo

This week's Oslo Shipping Talks brought China to Norway in the person of Li Xiaopeng and the Industrial & Commercial Bank of China (ICBC).

Delegates devoted much of the day to questions of Norwegian national strategy — how to maintain the Nordic country's maritime cluster at a time when the centre of gravity in shipping has shifted to the far side of Singapore.

The tone was set to an extent by Norwegian academic Torger Reve, who has studied the effect of clustering in the maritime industry. Among other things, the economics professor suggested that Norwegian shipping companies ought

to establish more professorships in maritime subjects at Norwegian universities.

But Li, who is responsible for shipping and much else at the world's most profitable bank and arguably the biggest one, contributed a more global perspective.

Speaking after Norway's unapologetically interventionist trade and industry minister, Trond Giske, and the heads of the Norwegian Shipowners' Association and Det Norske Veritas (DNV), Sturla Henriksen and Henrik Madsen, the ICBC banker offered a view less about clustering locally and more about forming durable relationships worldwide.

Li heralded an end to the global recession but acknowledged that

the funding gap for the world shipbuilding orderbook is still big, as shown by an increasing demand for the sale-and-leaseback transactions that have become one of ICBC's specialities.

He told an audience that included the Oslo-based heads of shipping finance at DnB NOR and Nordea that competition must not be cut-throat and that transparency and goodwill in a banking relationship can be as important as pricing.

"Even at the most difficult times of the financial crisis, we continued to provide support for the maritime industry," said Li.

The talks are produced by TradeWinds's sister company, NHST Events.



GRAND HOTEL: Delegates, panellists and speakers gather in the venerable surroundings.

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panelist Morits Skaugen with Anette Olsen



SPEAKER: Li Xiaopeng, senior executive vice-president of ICBC



MINGLING: Panellist Sturla Henriksen of Norwegian Shipowners' Association and Anette Malm Justad of EMS



NETWORKING: Martin Stopford (above and below) of Clarksons Research Services with Dong Jianzhong (above), managing director of Welton Hall Shipbrokers, and Egil Holland (below), director of the maritime sector at the Federation of Norwegian Industries



IN ATTENDANCE: Arne Blystad



PANEL MEMBERS: From left, DNV president Henrik Madsen, Ida Skard, director general maritime department of Norwegian ministry of trade and industry, Julian Bray of TradeWinds, IM Skaugen Morits Skaugen, Cefor managing director Helle Hammer and Torger Reve of BI



DELEGATES: Tschudi Shipping chairman Felix Tschudi and Svein Steimler of NYK Europe



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