

Market segments

- Not "one" shipping segment
- Started in the 20th century
- Took off after WWII
- Demand for resources to build cities up again
- Has both supply and demand

Market structure

- 43% of cargo in Europe is on ships
- 270 shipowners
- Largest companies in Norway are Wilson, SeaCargo/SeaTrans, Green Reefers, Unifeeder, NorLines
- 500 Norwegian owned vessels
- Ship types: bulk, container, RoRo, RoPax
- Often old tonnage that need updates
- Small onshore organisations
- Cooperation / competition with rail and road

- Income:
- Long term chartering
 - Other shipping modes
 - large companies
 - governmental agencies

Main shipping segments

- Influence
- Types of ships
 - Markets
 - Types of cargo
 - Tasks
 - Customers
 - Success criteria
 - key stakeholders
- Deep sea shipping
- Global shipping routes
 - large ships, transport large amount of cargo
 - Definition
 - "Deep sea shipping, international shipping or ocean shipping refers to maritime traffic that crosses the ocean."
- Short sea shipping

Main shipping segments (cont)

- Feeder traffic
- Liner traffic
- Smaller ships in the same segment
- Definition
- "Maritime transport within a region, essentially serving port-to-port feeder traffic which can be in competition with land transport."

General Cargoes

- Containers
- Small loose cargoes
- Pallets
- Pre-slung cargo
- Small-volume liquid cargoes
- Heavy cargoes
- Special cargoes that are difficult to handle
- TO-TO [Trot on-Trot off]

Specialized shipping

- Norway has 40%
- Chemicals
- Liquefied gas
- Reefer cargoes
- Unit load cargoes
- Passenger shipping

- Economics based on:
- Improved cargo handling
 - Improved stowage, more cargo each journey
 - integration with onshore transport systems

Types of service

- Transportation
- Liner ships, regular voyage [like a bus]
 - Tramp ships, whenever or wherever the market is [like a taxi]
- Do work
- Service
 - Service oil and gas

Recent trends

- Shipping companies have widened their portfolio of services
- Increased specialization in the supply of maritime transport services –change in ship size and ship characteristics
- Development of alliances or pools in e.g. bulk trades
- Raising sustainability imperatives and climate change concerns leading to sustainable shipping
- World trade continues developing, esp. in the developing countries
- Intermodal transport system
- Super-slow steaming

Competition intensity

- Internal rivalry
- Strong price pressure
- Large and small suppliers
- Strong competition from road and rail transport
- Many suppliers

Why is shipping important?

- Reduction of pollution
- Reduction of road transport accidents
- Reduces transport network congestion levels
- Reduces investments in transportation infrastructure
- Increases port hinterland competitiveness