



LANKA SHIPPING & LOGISTICS (PVT) LTD

THE PROPELLER

Q1 - FINANCIAL YEAR 23/24



OUR QUARTERLY NEWSLETTER

EDITORIAL NOTE

By Ms. Renata Johnson

Welcome to the Q1 2023 edition of "THE PROPELLER ", our quarterly newsletter published by Lanka Shipping & Logistics (Pvt) Ltd. We extend a big thank you to all of you who have contributed to our company's success over the years. Your valuable contributions to this newsletter have played a key role in its success.

As part of CASS holdings, we value employee engagement and seek your input and new ideas for the development of our newsletter. We believe that your involvement will further improve its quality and relevance.

We appreciate your support and dedication, which have been vital to our achievements. Together, we will continue to drive Lanka Shipping & Logistics to even greater heights.

To conclude, I hope you enjoy reading this newsletter. If you have any suggestions or recommendations, please don't hesitate to reach out to us . Your feedback is highly appreciated.

Enjoy reading!

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MANAGING DIRECTOR'S MESSAGE

I hope this note finds you all in good health and high spirits. As we embark on another exciting chapter in our journey, I wanted to take a moment to reflect on our accomplishments, recognize our team's dedication, and outline our vision for the future. First and foremost, I want to express my deepest gratitude to each and every one of you for your unwavering commitment to excellence. Together, we have built a shipping and logistics company that has become a trusted name in the industry. Our success would not have been possible without your hard work, expertise, and passion for delivering exceptional service to our clients.

Over the past year, we have faced numerous challenges that have tested our resilience. The global pandemic brought unprecedented disruptions to the shipping and logistics sector, forcing us to adapt swiftly and find innovative solutions to keep our operations running smoothly. I am immensely proud of how our team rose to the occasion, displaying remarkable agility, adaptability, and a "can-do" spirit that sets us apart.

Despite the obstacles we faced, we achieved significant milestones. Our commitment to embracing technology has enhanced our operational efficiency, enabling us to provide faster, more reliable services to our clients. We have expanded our network of partners and collaborators, strengthening our global reach and ensuring seamless end-to-end solutions for our customers.

Looking ahead, our focus remains firmly on the future. The shipping and logistics industry is evolving rapidly, driven by emerging technologies, changing customer expectations, and the need for sustainable practices. As a company, we must continue to evolve and stay ahead of these trends. We will invest in cutting-edge technologies, leverage data analytics to optimize our processes, and nurture a culture of innovation that encourages creativity and continuous improvement.

Additionally, sustainability will be at the forefront of our strategic initiatives. We recognize our responsibility to minimize our environmental footprint and contribute to a greener future. We will explore eco-friendly practices, invest in fuel-efficient transportation, and promote sustainable supply chain solutions, aiming to create a positive impact on the planet while delivering superior service to our clients.

Our success as a company is deeply intertwined with the growth and development of our team members. We are committed to fostering a supportive and inclusive work environment that nurtures talent, encourages collaboration, and empowers individuals to reach their full potential. We will continue to invest in training and development programs, recognizing that our people are our greatest asset.

As we move forward, let us remember that our core values of integrity, reliability, and customer focus guide us in everything we do. By upholding these principles, we will not only sustain our position as a leader in the industry but also forge stronger relationships with our clients and partners.

I am excited about the future that lies ahead of us. Together, we will navigate the ever-changing landscape of the shipping and logistics industry, overcome challenges, and seize opportunities for growth.

Let us stay united in our pursuit of excellence and continue to set new benchmarks for success.

Thank you for your unwavering dedication and continued commitment to our shared vision. Your hard work and determination inspire me every day.



Mr. Ananda Senanayake - (BSc UK, MICS, CMILT)
Managing Director



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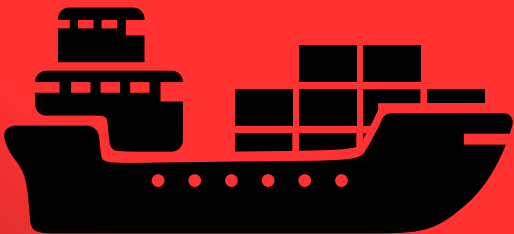
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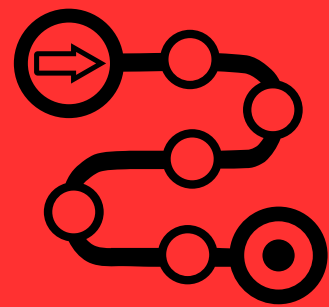
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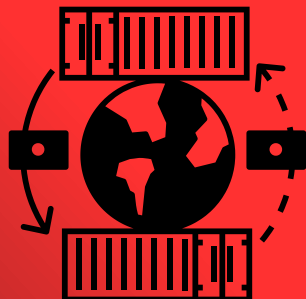
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UNLEASHING THE POWER OF TRADING

by Mr. Asanka Perera

1. The customer is not king; you are on equal footing. As a result, you have a responsibility to tell it like it is to your customer.

Who wants a friend who just agrees with everything you say so they can benefit themselves?

Listen to their needs, ask hard questions, get to the real pain points.. Then tell them the truth, Provide the solution, If they buy, great, if they don't, you are still their equal..

2. Your reputation is everything..

B2B selling is about building long-term relationships, not just making a quick sale.. Invest time in building trust and credibility with your customers..

Your market will have many numbers of key players.. When they hear about you, make sure it is good.

3. Be an expert: To sell effectively in a B2B environment, you need to be an expert in your field.

Continuously learn and stay up to date on industry trends and best practices..

That also means being able to talk finance because that is the language of business...

There is no short cut here, know your numbers. And the relevant information around it..

Finance might not be your most interesting area but know how on this will surely give you an edge..

4. Collaborate with your team: B2B selling is a team sport.

This is one of my interesting areas..

Work closely with marketing, customer service, legal, finance, IT, HR and other teams to deliver a seamless customer experience.

The customer expects you to behave as one unit and be prompt in responding to their needs..

5. Being organized: B2B selling can involve long-term sales cycles and multiple stakeholders..

Stay organized by using your CRM system, tracking your progress, and following up consistently.

Run the engagement like a project. You can never communicate too much with stakeholders..

6. Don't be scared to fail..!!

Most importantly, don't be scared to fail.. B2B selling can be very challenging, but it is important to see failures as a teaching opportunity and to keep trying harder & smarter.

One can comment that these are very basic facts. But for me this is exactly what most of the sales related resources in an organization must follow to gain the edge over the competition out there..

There may be many terminologies and theories but failing to understand the importance of these little areas may cause a significant drawback as an organization.

EVOLUTION OF GLOBAL FREIGHT FORWARDING

by Mr. Shehan Amarakoon

“Freight forwarding has been a crucial part of global trade for centuries. Freight forwarding has enabled goods to flow across international borders and oceans with ease, from the early days of shipping to today's high-speed air cargo networks. In the following article, we'll go back in time to discover the fascinating history of global freight forwarding and capture how it all began.

The history of freight forwarding may be traced to prehistoric societies when the movement of goods was essential to the advancement of economies. Skilled individuals supervised the transit of essential commodities in ancient Egypt, guaranteeing their safe delivery and effective handling. They developed a system to transport goods along the Nile River, utilizing boats and other means of transportation to move commodities between regions.

This early form of freight forwarding laid the foundation for the exchange of goods over long distances and across borders. These early freight forwarders served as brokers, encouraging trade between merchants, and assuring the uninterrupted flow of goods

Trade routes connecting Europe, Asia, and Africa first appeared throughout the Middle Ages. For instance, the Silk Road allowed traders to ship silk, spices, and other valuable goods over great distances. As trade increased, it became clear that coordinated logistics were necessary. The emergence of merchant guilds and commercial firms led to the hiring of agents with expertise in coordinating the flow of products, negotiating deals, and conducting customs procedures.





The 15th and 16th centuries were known as the Age of Exploration, during which time European countries made forays into remote regions of the globe. Significant improvements in sea transportation during this time allowed the creation of international commerce networks. Merchants relied on middlemen known as "variables" to handle shipping logistics, documentation, and customs formalities because of the complexity of international trade.

Transport and communication underwent a change during the Industrial change in the 18th and 19th centuries. The speed and effectiveness of moving commodities were considerably increased by steam-powered ships and railroads. The spread of knowledge was further hastened by the invention of telegraphy. The importance of freight forwarders expanded as the world got more linked.

To suit the expanding needs of global trade, they started to provide full of warehousing, packaging, and insurance. Significant improvements in the field of freight forwarding were made during the 20th century. The sector underwent a revolution as shipping procedures, such as containerization, were standardized. This allowed for the seamless transfer of cargo between different means of transportation.

The evolution of international trade is demonstrated by the history of freight forwarding. Freight forwarding has been a key component of tying together enterprises and nations since the time of the ancient Egyptian civilizations and up to the sophisticated logistics networks of today. The sector will likely keep growing as time goes on.

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EFFECTIVE COMMUNICATION AT YOUR WORKPLACE

by Ms. Renata Johnson



Effective communication is paramount for the success of any workplace. It plays a pivotal role in fostering collaboration, building strong relationships, and achieving organizational goals. When communication is clear, concise, and open, it enhances productivity, minimizes misunderstandings, and promotes a positive work environment. And clear communication ensures that everyone understands their roles and responsibilities. By providing clear instructions, expectations, and objectives, employees can perform their tasks efficiently, minimizing errors and rework. Additionally, effective communication enables employees to seek clarifications when needed, preventing assumptions that can lead to mistakes or delays.

As we are in the freight forwarding industry, effective communication is essential for seamless operations and long-term success. Without proper communication, industry can face significant challenges, leading to inefficiencies and potential corruption. Communication in this context encompasses not only language proficiency but also concentration, clarity of pronunciation, and mutual understanding between parties involved. Moreover, open communication cultivates a healthy and inclusive work environment. When employees feel comfortable expressing their thoughts, ideas, and concerns, it encourages collaboration and innovation. A culture that values diverse perspectives and encourages open dialogue fosters creativity and problem-solving, leading to better outcomes. This also promotes trust and transparency within the organization, as employees feel heard and respected.

Clear communication is crucial when conveying important information related to shipments, such as documentation requirements, delivery schedules, and customs regulations. Active listening ensures that all parties understand each other's needs, concerns, and expectations. It promotes trust, reduces conflicts, and fosters mutually beneficial relationships and any miscommunication or misunderstanding can result in delays, financial losses, or non-compliance with legal obligations. By ensuring that messages are accurately transmitted and received, companies can minimize errors and maintain a smooth flow of goods.

So organizations can employ various strategies as regular team meetings, email updates, and company-wide announcements can disseminate important information to all employees. Also providing training programs on effective communication can enhance employees' skills and awareness. Employing digital collaboration tools and platforms can facilitate real-time communication and document sharing among team members as well.

In conclusion, effective communication is indispensable in the freight forwarding industry. It goes beyond language proficiency and encompasses concentration, pronunciation clarity, and mutual understanding. Clear and accurate communication ensures smooth operations, reduces errors, and prevents potential corruption. By prioritizing effective communication practices, freight forwarding companies can enhance efficiency, build strong relationships, and maintain a competitive edge in the industry.



“

Coming together is a beginning. Keeping together is progress. Working together is success.

-Henry Ford-

”



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It's like how it goes..." tis the season to be jolly"tis the season for all cruise ships to come out from being laid up and back into action.



CRUISE VESSELS RETURN TO SRI LANKA!!!

By Mr. Trilan Perera

CRISIS-HIT SRI LANKA SEES RECOVERY IN CRUISE SHIP TOURISM FROM ZERO | ECONOMYNEXT

Wanted to give you all a heads up and a ground report on what's going on in your industry in our neck of the woods and the above article is self-explanatory.

Sri Lanka is on full steam to receive super luxury cruise ships call at the Port of Colombo, Hambantota and Trincomalee. The Port of Galle is an option but due to the size of these huge floating luxury hotels, Port of Galle cannot receive them. However, the future of the Port of Galle is to build a state-of-the-art cruise terminal alongside a yacht marina.

This gives cruise liners the chance to use Galle even as a home port with all the services in one place. [Sri Lanka Ports Authority - About \(slpa.lk\)](http://slpa.lk) - this article should give you more insight about the future of the Port of Galle.

However, the three ports which are located West, South, and Northeast (in the proper order) of the island are busy with cruise ships. These ports are well equipped to handle and service the ships, passengers, and crew as per the requirements. We at Lanka Shipping are heavily promoting cruise calls in Sri Lanka and even promoting any Sri Lankan Sea Port to be the home port for these cruise liners. Speaking on the home port for a cruise liner, the question is, are we ready?

Then the next question will be, can we or do we have the key elements of being a home port ([Cruise Home-port selection criteria | Port Economics, Management and Policy \(portecomonomicsmanagement.org\)](#)) ? YES, we do, mainly the port of Colombo can be considered a home port and below is why we can claim that the Port of Colombo is a candidate (attached info re the passenger berth custom built in 2001 for cruise ships).

2) **Connectivity of the Airport** (International itineraries) – Sri Lankan Airlines home port is BIA and an average 60 airline movements happens daily and all major international air lines call at the BIA. BIA being a major transit point which covers to full geographical scopes of the Indian Sub-Continent (ISC). Post Covid, there is a major increase of tourists to the country. Figures obtained from the Civil Aviation Authority (2022 yet to be updated).

1) **Proximity to an international airport** – Port of Colombo is just 25KM south of Sri Lanka’s main airport which is called BIA (Bandaranayake International Airport). The majority of this distance is connected by a highway and the full distance is covered well within 30-45 minutes.

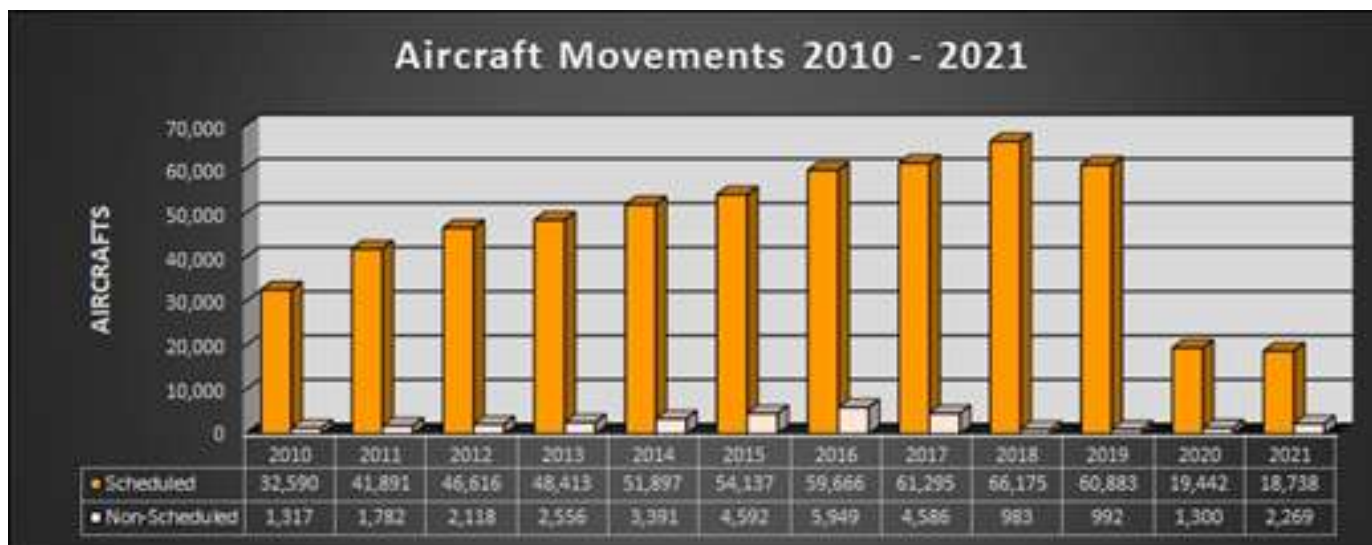
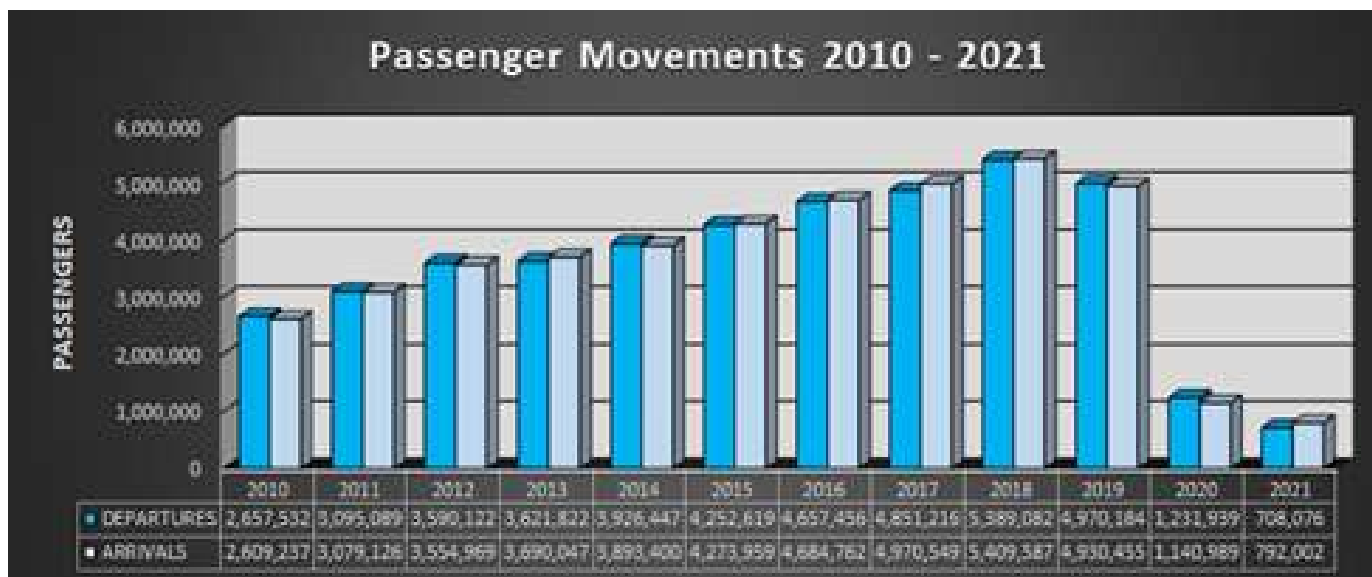


Figure 1 & 2



Please see the latest news on Post Covid boom in Tourism - <https://www.ft.lk/front-page/Tourist-arrivals-cross-650-000-mark/44-743034#.Y6qXMTrC4Gw.whatsapp>

3) **Port dues for Cruise Passengers** – For the time being, this is not being charged in any Sri Lankan Port. Previously, it was charged at 8 USD per passenger for the full duration of the stay on the Island.

4) **Time for passenger clearance procedures** – Very simple, usually, Sri Lankan Immigrations officers will board the vessel and ensure all passengers receive the permission to go out and enjoy themselves. Also, for passengers flying into the country, the E-visa can be obtained using this link [Online Visa Application \(eta.gov.lk\)](https://eta.gov.lk).

5) **Security** – Very safe and all countries have no travel warnings or restrictions imposed on Sri Lanka. Sri Lanka police have established an elite unit named the Tourist Police purely to ensure the safety of the passengers and to double up, Sri Lanka Navy also overlooks the safety aspect of the ship and the passengers when in Sri Lankan waters or docked at a port.

6) **Port dues for Cruise ships** – entering dues: GRT/100 x 5usd, Pilotage: GRT/100 x 5usd, Light dues : GRT/100 x 4usd, Tugs : over 10,000mt GRT is 500usd per tug, less than 10,000mt GRT is 350usd per tug, dockage : GRT/100 x 0.35, pilot fees : 24 USD per move during daytime and nighttime it is 36 USD per move.

7) **Comfort of cruise Passengers** – Sri Lankan economy depends a lot on tourism and hence, the comfort of the tourists/passengers is of paramount importance. Also, Sri Lanka is renowned for the warm hospitality.

8) **Protection from Weather** – Sri Lanka has only two seasons. The rainy season and the non. The rainy season is separated into Southwest Monsoon (from April to September) and Northeast Monsoon (from October to March). During the monsoon, it will rain an average of 6 hours a day usually.

9) **Berth allocation system** – In the port of Colombo, the cruise ships have a dedicated berth and the rest of the Ports, the commercial berths are allocated. However, these berths are very clean and well secured.

10) **Adaptive to special needs of the cruise line** – Key to our success in the cruise business. We can easily adapt and execute any special need of any cruise ship or passenger(s).

What have we done so far in the line of work? – as LSL, we have handled 6 cruise ships since 2017 to date (with the easter attacks in 2019 and covid – there were no cruise ships from 2019 to 2022 November) and 2023 and starting in November, Sri Lanka started to entice many cruise liners and LSL is already in contract with 3. This is for the cruise seasons from 2023 to 2026.

As I said at the beginning of this article, it's the cruise season and. tis the season to be jolly."





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EXCELLENCE IN BUSINESS & FINANCIAL RESULTS

by Mr. Shaji Samman



We can win more if we align our procedures and mindsets, I realized it when we won the award at the National Logistics Awards by Sri Lanka Freight Forwarders Association (SLFFA) in 2022. So, in order to find prospective competitions that LSL may participate in, I did my study on regional corporate awards. I learned about the National Business Excellence Award (NBEA), which has been given out by the National Chamber of Commerce for the past 18 years and is highly regarded in the business community.

I contacted the National Chamber of Commerce to see how to get involved and they confirmed that we are qualified for the honors after I shared a few details with them.

When I discussed the subject with our Managing Director (Mr. Ananda Senanayake), he was convinced that we should take part and be able to compare LSL to other top-tier businesses.

I got in touch with Operations, HR, and Finance Departments as soon as I had the go-ahead. In order to ensure that the duties were accomplished, we regularly followed up and issued tasks

The Summary of Objectives of the Competition

To recognise and reward those organisations that have excelled in all-round performance.

To encourage Sri Lankan organisations to emulate organizations which have achieved excellence.

To recognise and reward enterprises that have excelled in each of the criteria of excellence such as Corporate Governance, Capacity Building, Performance Management, Global and Local Market Reach, Corporate Social Responsibility & Environmental Sustainability and Business & Financial Results.

To position Sri Lanka as a country with excellently managed organizations and thereby making it attractive for joint ventures, investments, and as a source for high-quality and reliable products and services.

Award categories

The contestant enterprises will be grouped into one of the following Five Categories.

- Extra Large
- Large
- Medium
- Small
- Micro

The classification of awards

- Main Award for Overall Excellence
- Criteria Awards
- The Category Awards
- The Business Sector Awards



The following criteria will be used to determine the appropriate category of the applicants

LSL was determined as a medium category

Category	No. of Full time Employees	Total Capital Employed* (a) (LKR)	Annual Revenue* (b) (LKR)
Extra Large	5000 and over	5 bn and over	5 bn and over
Large	1000 and over	1 bn and over	1 bn and over
Medium	100 and over	100 mn and over	100 mn and over
Small	26 and over	15 mn and over	25 mn and over
Micro	Less than 25	Less than 15 mn	Less than 25 mn

Evaluation Procedure & Model



Figure 3 & 4



Source: <https://nationalbusinessexcellence.lk/>



SOKHNA

UMM QASR

SHUWAIKH

BANDAR BUSHERR

DAMMAM

BAHRAIN

BANDAR ABBAS

RIYADH

HAMAD

SOHAR

JEBEL ALI

MUNDRA

JEDDAH

ADEN

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Bo Drewsen
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Lanka Shipping & Logistics Sri Lanka - Interview with PCW

An electronic newsletter called Project Cargo Weekly (PCW) debuted in 2018. Mr. Bo H. Drewsen, a shipping industry veteran with more than 40 years of expertise, serves as editor-in-chief.

Mr. Ananda Senanayake - Managing Director, Mr. Trilan Perera - Executive Director Ship Agency and Mr. Darshana de Silva General Manager of Business Development of Lanka Shipping & Logistics were interviewed by Bo H. Drewsen from Project Cargo Weekly.

LSL was presented with the opportunity to discuss all things shipping and logistics related which are taking place in the port of Sri Lanka. This discussion mainly covered the commercial ports of Sri Lanka: Port of Colombo, Galle, Hambantota & Trincomalee. Ship Agency services, Freight Forwarding as well as Defence Logistics services offered by LSL throughout the Ports of Sri Lanka were also discussed in detail.

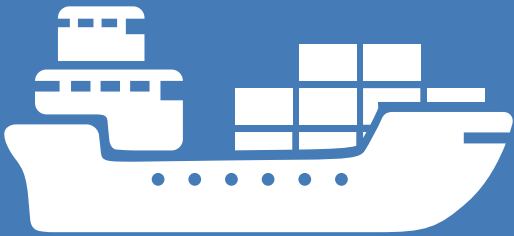
You May access the video from the below link -

<https://www.youtube.com/watch?v=NxRBXtyk4x0>



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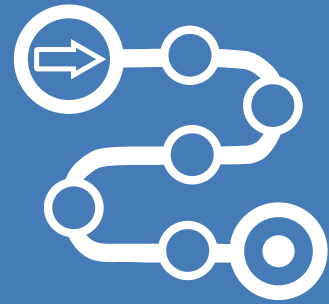
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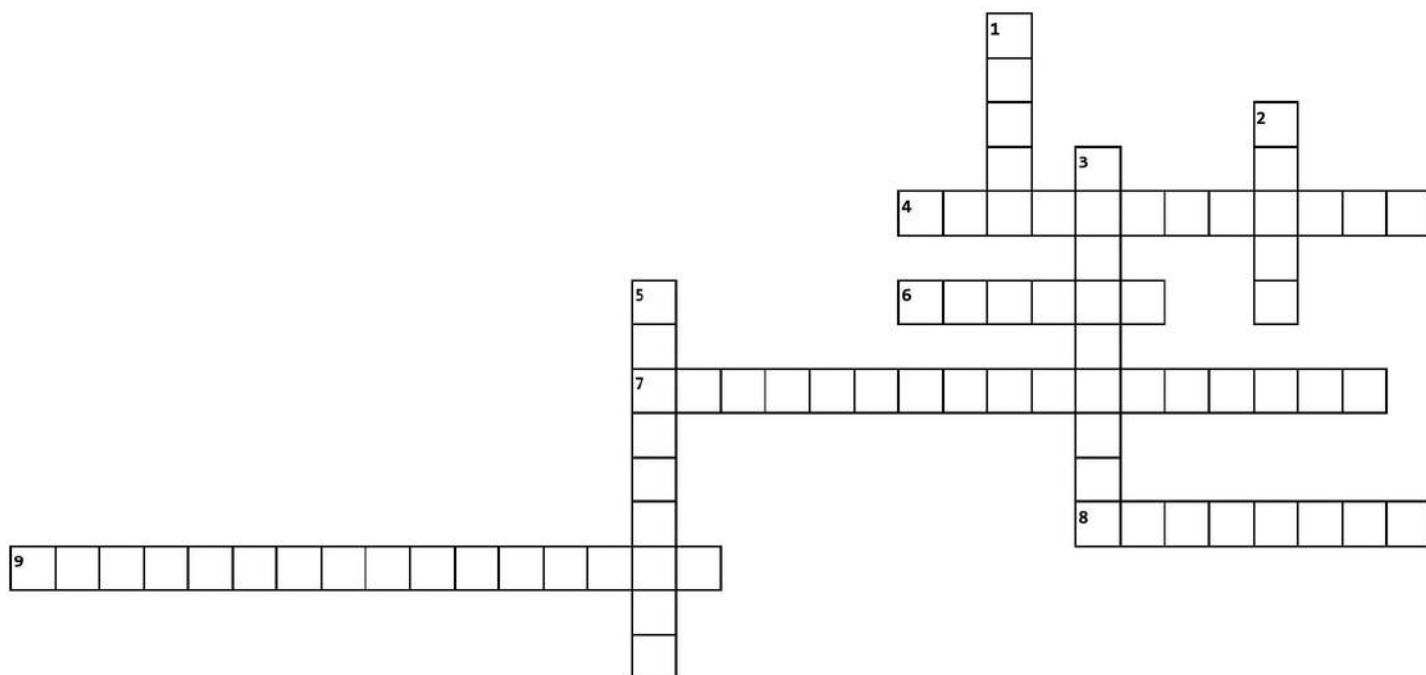


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Across

- 4.** was the 1st ever naval call to handle by LSL
- 6.** is the main international convention aimed at the prevention of pollution from ships caused by operational or accidental causes.
- 7.** is a mutual insurance association. It offers Protection & Indemnity (P&I), Legal Costs Cover and associated insurances to smaller and specialist vessel owners, operators and charterers around the world.
- 8.** was a network of Eurasian trade routes active from the second century BCE until the mid-15th century.
- 9.** it means that the Seller delivers the goods to a place previously agreed to by the seller and the buyer.

Down

- 1.** one of the four pillars of IMO
- 2.** is a series of annual bilateral military exercises conducted by the United States Pacific Fleet with several member nations of ASEAN in Southeast Asia.
- 3.** define the responsibilities of exporters and importers in the arrangement of shipments and the transfer of liability involved at various stages of the transaction.
- 5.** one of our key values

You may email your answers to:
anupa@lankaship.lk / shaji@lankaship.lk