

Publication: The Maritime Executive

Date: 15 October 2012



Wrist Ship Supply Expands Asia Operation

Monday, October 15, 2012



The drive to safeguard efficiency in a challenging market combined with a marked increase in ship owner procurement sites in Asia has prompted Wrist Ship Supply to further expand its presence in the region, with the appointment of a Key Account Manager dedicated to the Philippines.

Demand for progressive ship supply services in the Asia-Pacific market continues as more ship owners and operators look to ensure lean operations whilst maintaining quality standards of ship consumables for crew. This is particularly relevant given the recent ratification of the Maritime Labour Convention 2006 (MLC 2006) by 30 countries, which will enter into force in 2013, and includes the first ever recommendations for seafarer health and nutrition.

To ensure that customers are prepared for these changes whilst optimising vessel economy and efficiency, Wrist Ship Supply is strengthening its regional points of contact in Asia, following the successful appointment of a team in Singapore last year.

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Søren Jørgensen, Vice President, Global Sales, Wrist Ship Supply, said: "Asia is a growing market for progressive ship supply strategies as ship owners look to secure efficiencies and streamline the procurement process with an outsourced provider. Our focus is always on building customer relationships so that we become an extension of our customers' businesses. We are confident that placing a Key Account Manager dedicated to the Philippines-based customers will follow the success and growth that we have had in Singapore."

Wrist Ship Supply has recently become the world's largest supplier of food and other consumables for vessels, including offshore, with an annual turnover of \$3bn.