

Danish ships officers a Competitive advantage ?

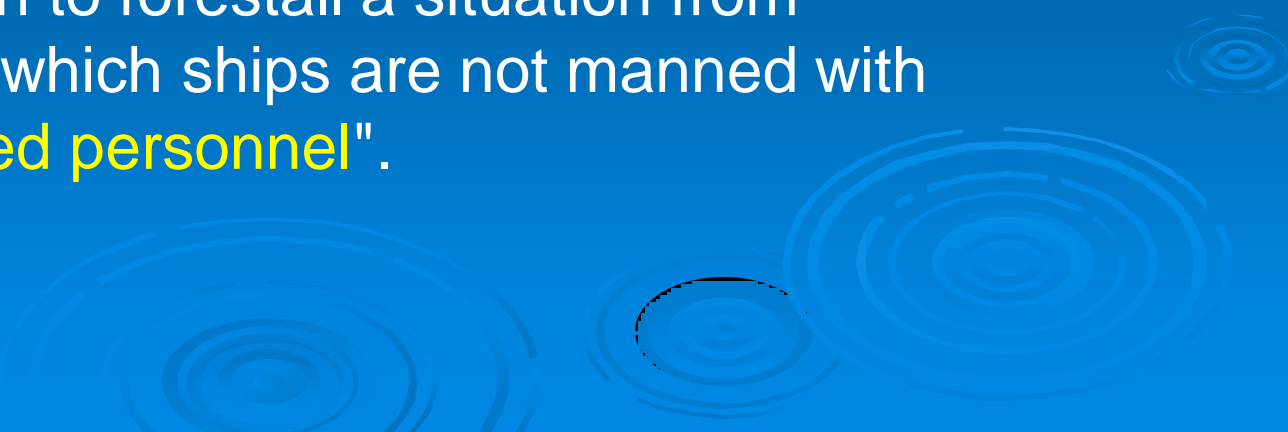
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2010 - Year of the Seafarer

IMO Secretary-General Mitropoulos:

"the unique **hazards** confronting the 1.5 million seafarers of the world - including pirate attacks, unwarranted detention and abandonment - coupled with the predicted **looming shortage of ships' officers**, make it ever more incumbent to take immediate and effective action to forestall a situation from developing in which ships are not manned with **sufficient skilled personnel**".





Seafaring is both a way of living and the skill needed to conduct safe and efficient transport of goods and in all other activity on the blue part of our planet.

Any company or entrepreneur wanting to do business on the blue part need seafaring skills and competences.

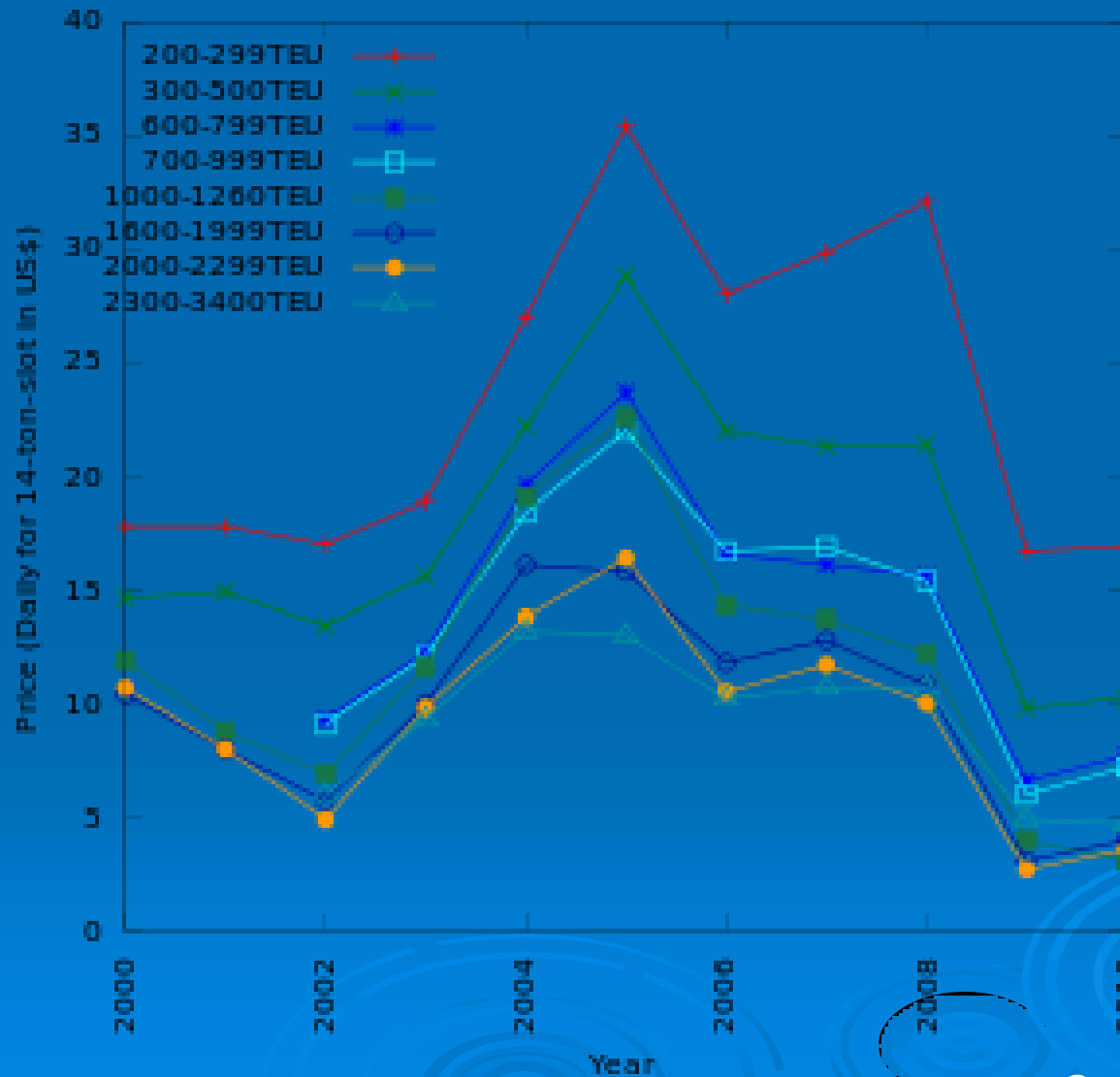
Any state, flag state, organisation or body wanting to regulate, encourage, finance or protect the above business need seafaring skills and competences.

The one with the seafarers, the skills and right competences will WIN.

Competitive advantage

- Competitive advantage occurs when an organization acquires or develops an attribute or combination of attributes that allows it to outperform its competitors. These attributes can include access to natural resources, such as high grade ores or inexpensive power, or access to highly trained and skilled personnel human resources.

Container ship charter rates





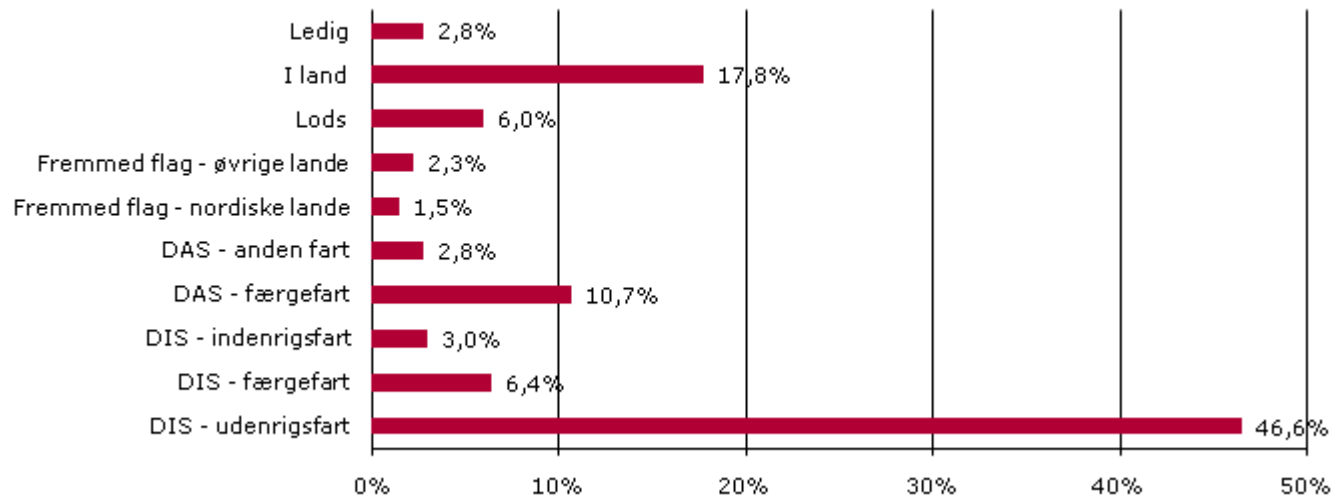


Søfartens Ledere

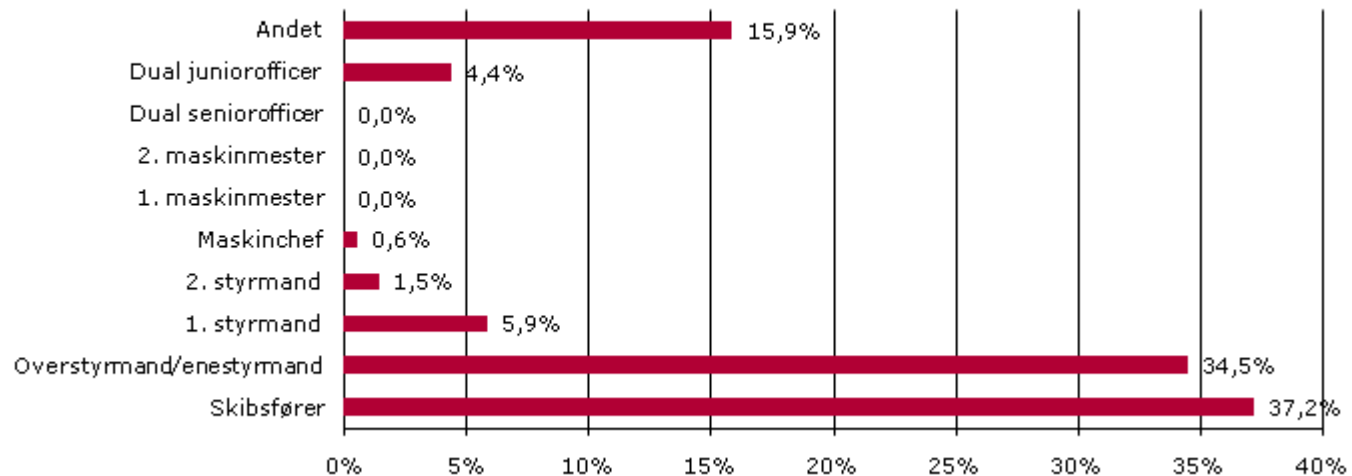


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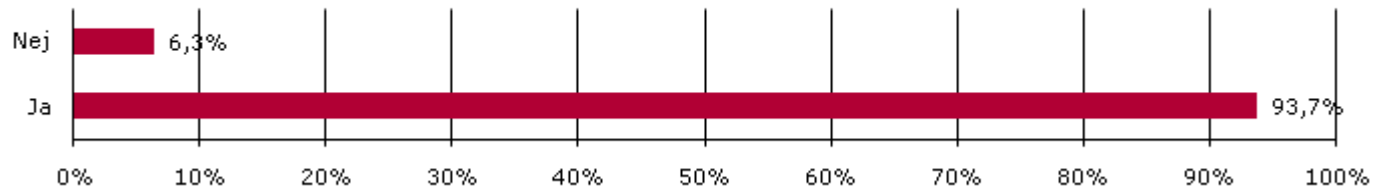
Hvordan er du ansat?



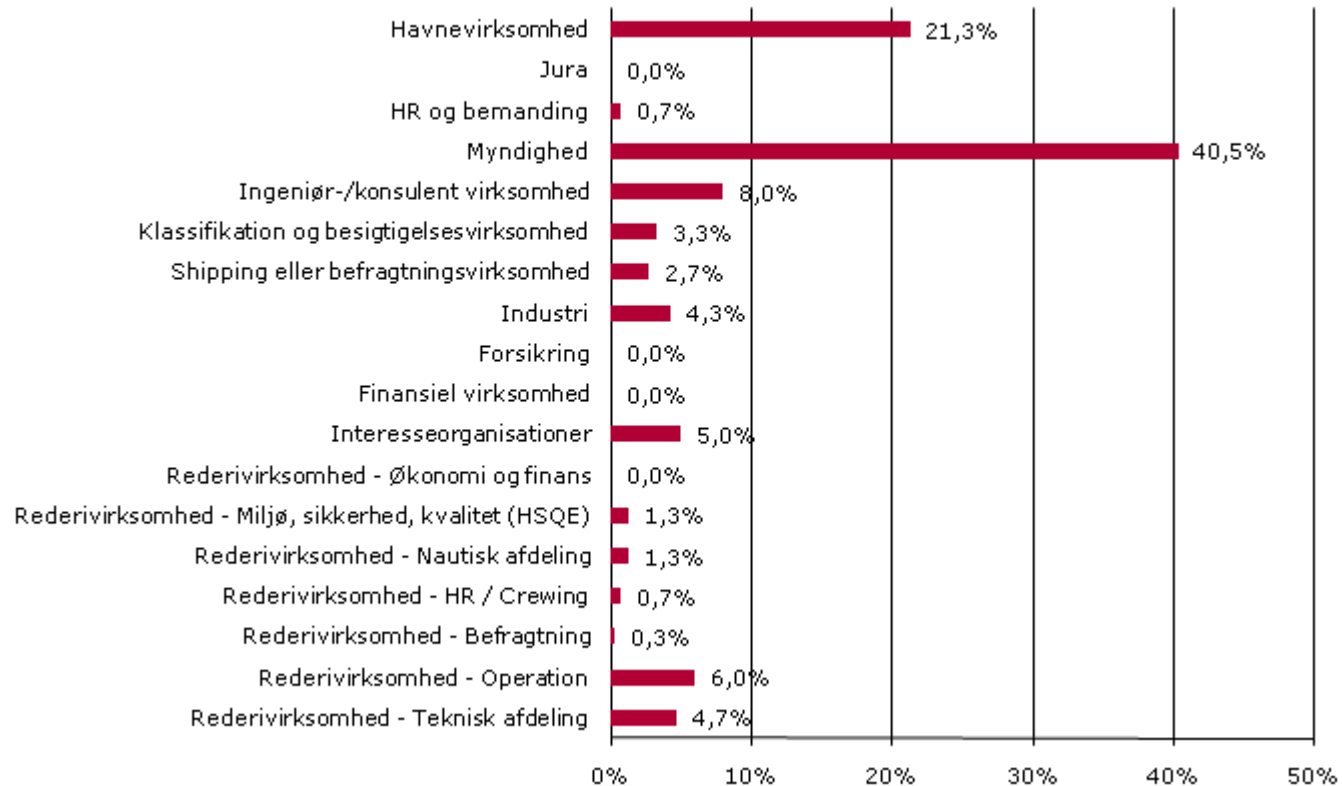
Hvad var din slutstilling, inden du gik i land?



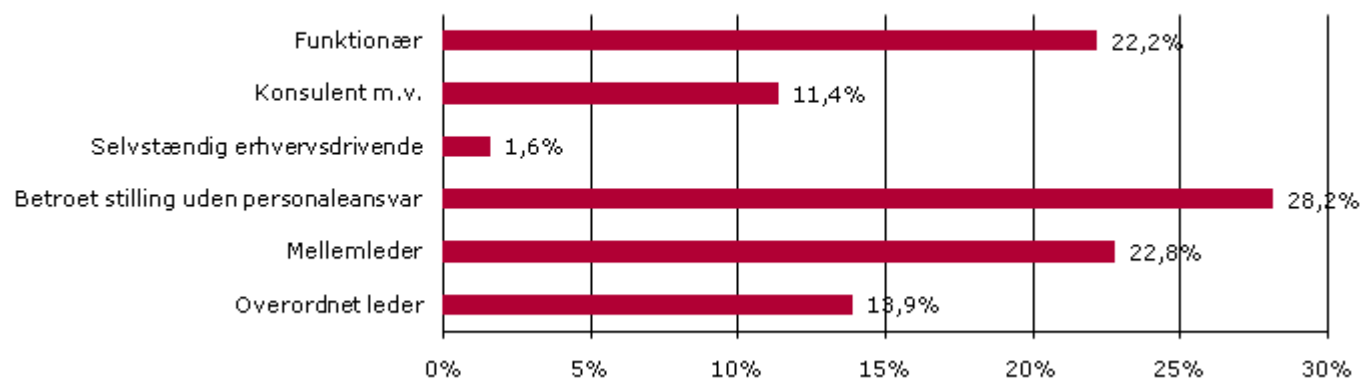
Har dit job i land maritim tilknytning/betydning?



Hvilken branche arbejder du inden for nu?



Hvad er din nuværende stilling?





Søfartens Ledere

Unique

**Applicable
to multiple
situations**

**Difficult to
replicate**

**Sustainable
Competitive
Advantage**

Sustainable

**Superior to the
competition**

