

## PRESS INFORMATION

### Innovativeness

Bremen, 15 December 2007

There is hardly a term that characterises the current discussion over structural transformation in Germany and long-term security for Germany as a business location more aptly than “innovation”. Innovativeness is considered to be the key factor for economic success. At the same time a more comprehensive concept of innovation has gained acceptance, one that replaces a narrow view of innovations focusing (almost) exclusively on technological and technical aspects. Inventions alone do not mean innovation. Niels Stolberg not only knows how to express his visions, creativity and new ideas as well as his reliable feel for forward-looking projects in concepts, but also how to put them into practice.

An example of this is his early commitment in the respective design and construction phase of new types of ships. Arranging for construction of special vessels in great demand on the international market and thus creating a commercial competitive edge is only one approach. Another one is applying well developed supplier management and a high degree of purchasing competence to ensure favourable procurement prices and delivery deadlines. A rapid pace and well considered timing in placing orders for new vessels as well as in securing options at shipyards for additional new ships are equally important aspects that cannot be ignored in view of the full order books nowadays.

Existing challenges in a niche market require both innovativeness and entrepreneurial risk. An alliance of hardware and software, technically perfected special vessels, already ordered and under construction, with shipboard crane gear that can be combined to lift up to 1,400 tons, in addition to the innovative sales concept based on the direct approach, result in immediate proximity to international clients at strategically relevant locations (foreign branch offices) and guarantee maximum customer satisfaction.

In cooperation with Hamburg towing kite manufacturer SkySails Beluga Shipping will soon take a pioneering step in being the first to deliver a carrier with a SkySails system that results in fuel reduction by using the wind as an additional source of power under appropriate conditions during normal ship operation on the high seas. The project and heavy-lift cargo shipping company will thus demonstrate once again its innovativeness, on the one hand, through economic use – savings potential with respect to the bunker costs given the currently extremely high oil prices – and, on the other hand, through ecological use of renewable energy.



For further queries we are gladly at your disposal!

**Contact:**

Beluga Shipping GmbH  
Corporate Communications Department  
Schlachte 22  
28195 Bremen

Tel.: +49 (0) 421 333 2 333

Fax: +49 (0) 421 333 23 99

[pr@beluga-group.com](mailto:pr@beluga-group.com); [www.beluga-group.com](http://www.beluga-group.com)

