Maritime know-how and information services 1954-2004 – ISL celebrates its 50th anniversary

Since 1954 the Bremen based Institute of Shipping Economics and Logistics (ISL) developed to one of the leading maritime research and consulting institutes in Europe. In this context information services have always been of prime importance.

The maritime world and thus, the ISL Information services and products changed radically over the last 50 years. What a difference between those early days and today’s globalised world which is once more in a phase of far-reaching changes. Highlights are for sure the politically induced developments like the collapse of the Communist System, the enlargement of the EU, the liberalisation of trade and the growing impact of China as a major trading nation (“China phenomenon”). Thus, world trade and maritime transport was and still is in a transitory state with inherent market risks but also a lot of chances for the maritime industry. These developments which go together with large scale investments in maritime transport need a permanent market monitoring. During the last years information technology had been instrumental in achieving progress in maritime information services. The later is closely related to the Web-based information distribution.

ISL has played an important role in improving the ad hoc availability of know-how on maritime markets by providing statistical analyses and literature. Thanks to the engagement of our expert teams we have always improved our services and, from a managerial point of view, optimised our resources.

Besides its own creative potential ISL believes that a network of knowledge with partner organisation is needed. An interdisciplinary environment best responds to the complexity of maritime information. ISL cooperates since many years with

- Lloyd’s Register /Fairplay, Lloyd’s Marine Intelligence Unit
- Statistical offices as well as national and international organisations
- Port authorities all over the world

Especially the enduring alliance with Global Insight has proven to be of great value. And there are new partnerships, namely the cooperation with the HWWA (Hamburg Institute of International Economics), fiz-technik (the German national centre for technoscientific information and documentation for advanced research and science).

The ISL jubilee is a unique and extraordinary occasion to meet colleagues and think “jointly” about the future. The official jubilee celebration is scheduled for October 2004.
SSMR 2004 - Editorial information

With this first issue (No 1/2) of the ISL Shipping Statistics and Market Review (SSMR) we aim to reflect upon the past but we also start with new ideas for the future and we can assure that we are in the midst of transformation.

The ISL staff will pay much attention to upgrade once again the analytical quality in 2004. The same was already true for the supplementary product, the ISL Shipping Statistics Yearbook. The 2003 edition of the Yearbook was just published and can be ordered directly at ISL (E-mail: subscription@isl.org ) or via our online shop. We are very pleased about the positive feedback on the introduction of our creditcard acceptance via the PayPal® Webservice1.

Some editorial information for SSMR 2004:

- There are nine SSMR Market Reports throughout the year 2004. Thus, our publication is not appearing monthly! The delivery date depends largely on the availability of external data. As a comprehensive reference source, the ISL SHIPPING STATISTICS PUBLICATIONS contain statistical information derived and compiled from numerous different sources. There will be a Web-based editorial calendar for our regular subscribers in order to inform on the availability of our statistical publications.2

We know that, in some cases, you might need a more rapid access to information and that data access is a key to every organisation’s ability to respond to market developments. In case you are in urgent need of certain information please do not hesitate to contact us. We will find a solution to provide you in advance with the information you need.

- In 2004 the sequence of the SSMR issues will change slightly. The issue “World port development” will be published at the end of the year (Issue no 12) and the market analysis on “Major shipping countries and seaborne market developments” will be available earlier (Issue no 10/11).

- We have been able to gain another source of information for you: The monthly shipbuilding contracts section is supplemented by data from Baird publications (Australia).

- Starting with this issue, you will find the new entries to our comprehensive literature documentation “ISL Seabase” with abstracts directly attached to the comment. ISL Seabase is as you know a unique literature documentation (compare also pages 18, 19). You miss your publication in this “special book review” reaching a worldwide audience? You are invited to present your publications in the “ISL Seabase New entries section” in this publication as well as on our website3.

Contact me or our library we are pleased to support you in promoting your publications.

Our prime interest is to build up innovative and reliable information structures for our customers. In order to continuously improve our services we would be pleased to learn about your information needs and your communication preferences. Already in 2003 we started with a customer related investigation in order to find out:

- Which internal and external market information does the maritime industry use
- Which specific preferences has the industry with view to market analysis and forecasts
- Which potential is there to intensify the know-how exchange with ISL

The aim of our efforts is to enable “fairly short ways of market research” and to offer market information and analyses “from one source”. If you are interested to support us we look forward to hearing from you.

ISL information services include among others detailed traffic data of the leading world ports relevant for benchmarking, market surveys and regional analyses. There has been significant progress in the development of the ISL Port Data Base over the last years. As you may have noticed, we will start with a new information service in 2004. It is called “ISL Monthly Container Port Monitor” and will continuously track the container traffic (TEU) for the world’s major container ports. The information will be presented in form of monthly indices. We start with 32 ports but are in contact with other ports to permanently fill in more information. We offer for subscribers of our statistical publications a special price!

Christel Heideloff, Editor

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1 More information on this service can be found on our website (www.isl.org/creditcard).
2 Relevant Web site: (www.isl.org/products_services/readerservice)
3 Relevant Web site: (http://www.isl.org/products_services/infotransfer/newentries.shtml)