



**AHEAD IN TOWAGE**

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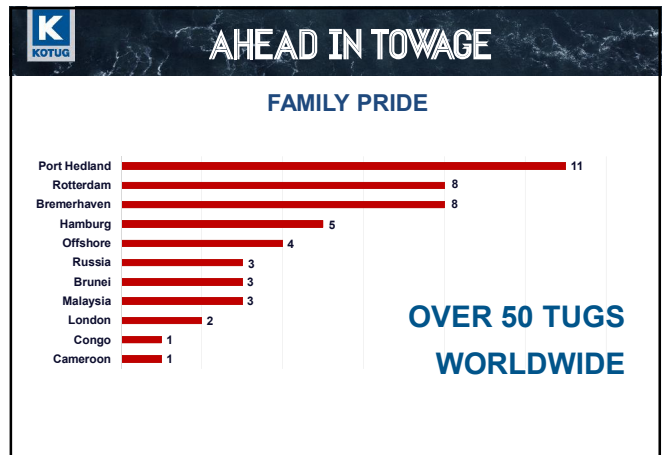
**AHEAD IN TOWAGE**

**Our Mission**

Provide sustainable towage and related services to the maritime industry, exceeding clients' expectations

**Our Vision**

To be one of the *leading* towage companies of the world





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**Why did we go to Africa?**

- Europe mature: highly competitive, no growth, client clustering
- Focus shift: from cost efficient harbour towage to value adding terminal towage
- Greenfield: Africa has new terminal projects for high-end clients
- Limited competition: not many high-level marine service providers



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**Current African Business**

GOAL: add one long term contract every year

- Not shared in hand-out



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**Learning money – 5 key lessons**

- Be patient
- Focus
- Partnerships for local foothold
- Secure your finance
- Internal politics more difficult than external



