

六、Proposals on the Three Intercontinental Lines Transport Development of the International Containers

1、Strengthening the Enterprise Financing

Under the impact of the international financial crisis, the difficulty of shipping enterprise financing has increased dramatically. Thus, how to finance well to make a full use of the “blood-refreshing” function of financing has become a crucial and strategic problem.

2、Increasing Income and Saving Expenditure to overcome Difficulties

Increasing income and saving expenditure is also an efficient way to cope with the crisis. Shipping enterprises should control all kinds of costs. The various disciplines of cost control should be established in order to strengthen the control of costs and to save the expenditure not necessary.

3、Exploring Emerging Markets

Put more capacity into emerging routes when there is downturn in other routes so as to give full use of some capacities and meanwhile to gain extra income. Considering from the aspect of management, diversifying capacity is diversifying the risk.

4、Reinforcing Internal Managements and Clearing the Development Directions

The crisis is opportunity to adjust the structure of the enterprise itself. Not only small enterprises but also big shipping enterprises need adjustment to face the possible risk.

5. Establishment of an Alert System in Shipping Agencies

Large shipping companies should establish their own early-warning system to collect information of the market including shipping market, trend of world economy and trade etc. It is required to give market estimation reports which helps forming one’s own development strategy and provide basis for it.

6、Strengthen the Strategic Cooperation with Shipper Companies and Realize the Win-Win Goal.

Under the serious financial crisis at present, goods supply is the most crucial factor, thus, shipping companies should fully take suppliers’ interests into consideration when cooperating with them so as to guarantee shipping companies’ goods supply while meeting the interests of suppliers.

7、Strengthen Crew Management

Crew is playing an indispensable part in shipping services. Whether the companies are equipped with a crew of high quality, proficiency and hard-working spirit is a crucial factor for making a shipping enterprise outstanding. Thus, under present economic climate, crew shouldn’t be simply fired for a low cost in a short-term.

8、Enhancing Cooperation with Oil Companies and Reserving Oil in an Appropriate Manner

The appropriate storage of oil can not only control the cost the waste caused

by the change of oil price but also can maintain value effectively. After all, the storage of energy resources is a best choice when other investment seems to be less reliable.

9、 Optimizing the Configuration of Human Resources

Usually, the cost is not high when absorbing talents in the downturn of markets when the liquidity of talents is insufficient. So it is necessary to reduce the risk of losing talents by optimizing the configuration of human resources through salary distribution.

10、 Integrating by the Use of Capital Markets

11、 Paying Attention to the Development of Small and Medium Vessels

Small and medium vessels have the advantages such as flexibility and effectiveness; they could also reduce the losses on the way. And the services of small and medium vessels are more flexible than big vessels. Especially in the state of the present depression, the service quality of shipping companies is an important factor for ensuring goods supply.

12、 Expanding Enterprise Service Network and Improving Enterprise Service Quality

13、 Deepening the Cooperation between Shipping Companies and Shipyards

Influenced by present financial crisis, shipping market is in the downturn, thus strengthening the cooperation between shipping companies and shipyards, sharing risks to promote win-win goal so as to minimize the losses is a best choice.

14、 Accelerating the Construction of Information Platform

The construction of information platform can effectively reduce the transaction and operating costs, while it can also improve the response speed to customers' requests and service quality. In the downturn of shipping market, the cost of the construction of information platform is lower and comparatively easier to implement.