

# Kestrel Global Logistics



PRESENTED TO THE UNIVERSITY OF  
FLORIDA LATIN AMERICAN BUSINESS  
SYMPOSIUM



# My Shipping Philosophy..



- You will always be a student
- One door closes and another door opens
- You're only as good as the weakest link
- "Chance favors the Prepared Mind"
- "If it's not one thing... It's another"
  
- Shipping is romantic... why else would they call the sea and a ship a she?

# The allure... the glamour....



# A Topographic Understanding of Logistics



**SHIPPING LOGISTICS IS  
3-DIMENSIONAL**



# The “Topography” of Shipping



- **Cargo specifications**
- **Mode of transport**
- **Routing**
- **Destination market characteristics**
- **Environmental factors**
- **Contingency planning**
- **Clearance**
- **Site delivery**

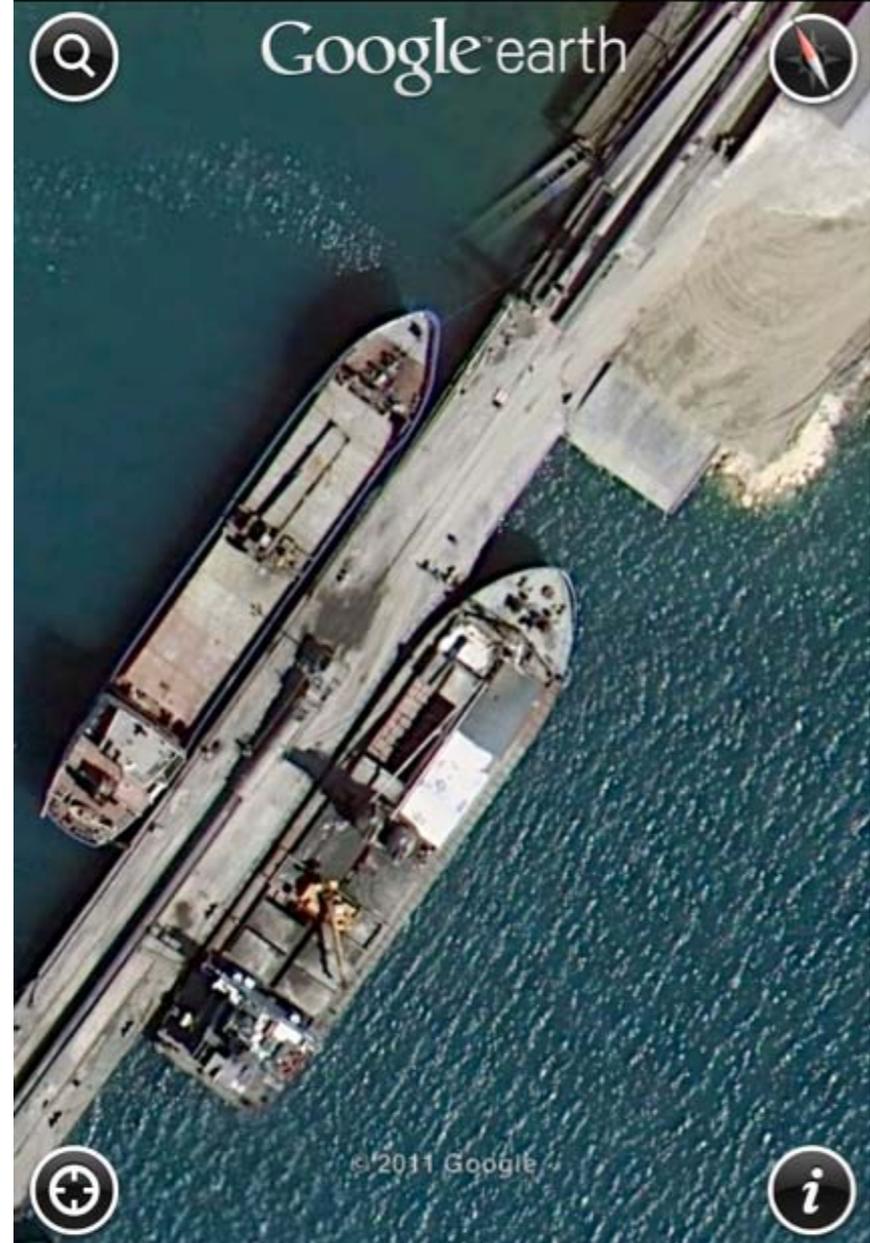
# Google earth



- Unprecedented access to local topographic conditions
- Under utilized by our industry
- “Seek and ye shall find”
- Used to find the closest safe berth to Port Au Prince  
After the earthquake



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# About Kestrel Group



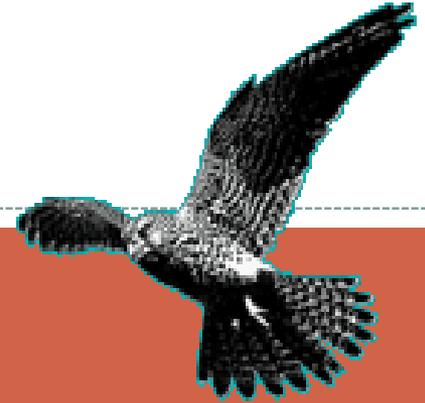
- **Kestrel Liner Agencies, Ltd**
  - Formed in the UK in 1994
  - Liner Agency
  
- **Kestrel Liner Agencies, LLP**
  - Formed in the US in 2003
  - Global Logistics & Forwarding

# What we do



- **Liner Representation**
- **Cargo Management**
- **NVOCC**
- **Freight Forwarder**
- **Sea / Land / Air**
- **Customized logistical needs**

# The Kestrel



## The Bird

- Smallest Member of the Falcon Family
- Keen Eyesight
- Flies high over the terrain
- Sights its prey
- Swoops for the food

## The Company

- Small nimble group of 60 members
- Visionary
- Flies high over the topography
- Sights opportunity
- Acts decisively

# Kestrel UK Group Awards



- 2010 recipient of the Queen's Award for Enterprise



- 2010 finalist National Business Awards



# Kestrel Group of Companies



- **NICHE- FOCUSED**
- **RELATIONSHIP DRIVEN**
- **CREATIVE**
- **STRONG OPERATIONS**
- **BUSINESS WON BY REFERRAL**



# How much cargo did we move in 2010?



- 15,000 + Teu's
- Enough to fill the world's largest container ship  
MV Emma Maersk
- 57 miles/91 km of containers end on end



# Offering service from over 100 Ports around the world to 45 destinations in the Caribbean



## Ports Served

- Asia/China 35
- Mediterranean 17
- North Europe 20
- Latin America 27
- North America 7
- Caribbean 45

# Caribbean Basin Footprint



**SOUTH AMERICA**



Cartagena

La Guaira  
Puerto Cabello

Georgetown

Buenaventura

Paramaribo

Guayaquil

Fortaleza  
Suape

Manaus

Callao

Salvador

Iquique

Santos &  
Rio Janeiro

Itajai & Sao  
Francisco

Valparaiso  
San Antonio

Rio  
Grande

Buenos  
Aires &  
Montevideo

# Mega-carrier or niche provider?

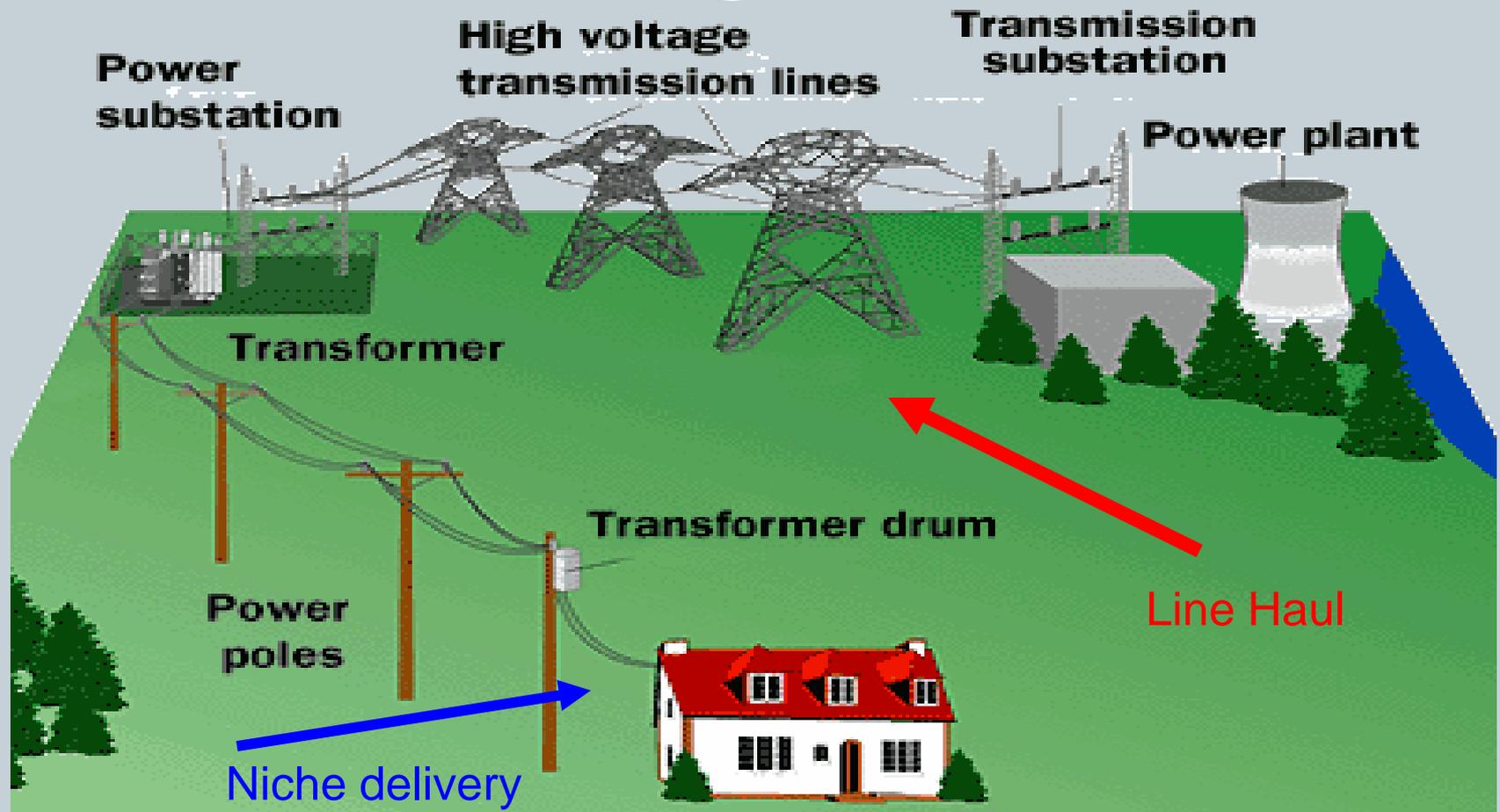


- Any carrier can offer service from “A” to “B”..
- But how does your shipment get to “B” to “C” ?

# Delivering the “goods”



# It's the delivery that matters



# Conventional /Container Service



m.v. BEAUTRADER/BEAUTRIUMPH



# Some of our current & past hotel projects



- **Amanyara - Turks & Caicos**
- **The Palms - Turks & Caicos**
- **Ritz Carlton- Grand Cayman**
- **Four Seasons- Bahamas**
- **Sandals – Antigua, St Kitts, T&C**
- **Radisson- St Maarten**
- **Atlantis- Nassau**
- **Bahamar- Nassau 2011-2014**



# 2007 Cricket World Cup



- Shipper from Australia
- Forwarder from New Zealand
- Seats and structures manufactured in Greece & Slovenia
- To five venues in the Caribbean
- Port Strikes required implementation of contingency plans
- All installed in time for matches



# We get the job done!



**From:** Noel Carty [mailto:[noel@starenaint.com](mailto:noel@starenaint.com)]  
**Sent:** Thursday, March 08, 2007 2:08 AM  
**To:** Steve Keats  
**Subject:** Jamaica



Hi Steve,

Thank you once again for a magnificent effort on your part.

When I am going through Miami next, I will set aside a time to meet with you and have dinner and a good long beer together.

Best regards

NOEL



# St. Croix Rum Factory 2010



**DIAGEO**



# Haiti Earthquake



- Kestrel Arranged first NGO full vessel charter to nearest berth to Port Au Prince
- 16 Shiploads handled in 2010 & 2011
- Kestrel is the in-house forwarder for numerous NGO's





# Samaritan's Purse



# Unicomer /Courts Department Stores



- In 2010 Kestrel awarded lead forwarder role for the Caribbean region's largest retailer
- Asia & Mexico to 9 island markets
- Secured last minute space allocation for over 180 teu's per week during the height of the 1020 Peak Season



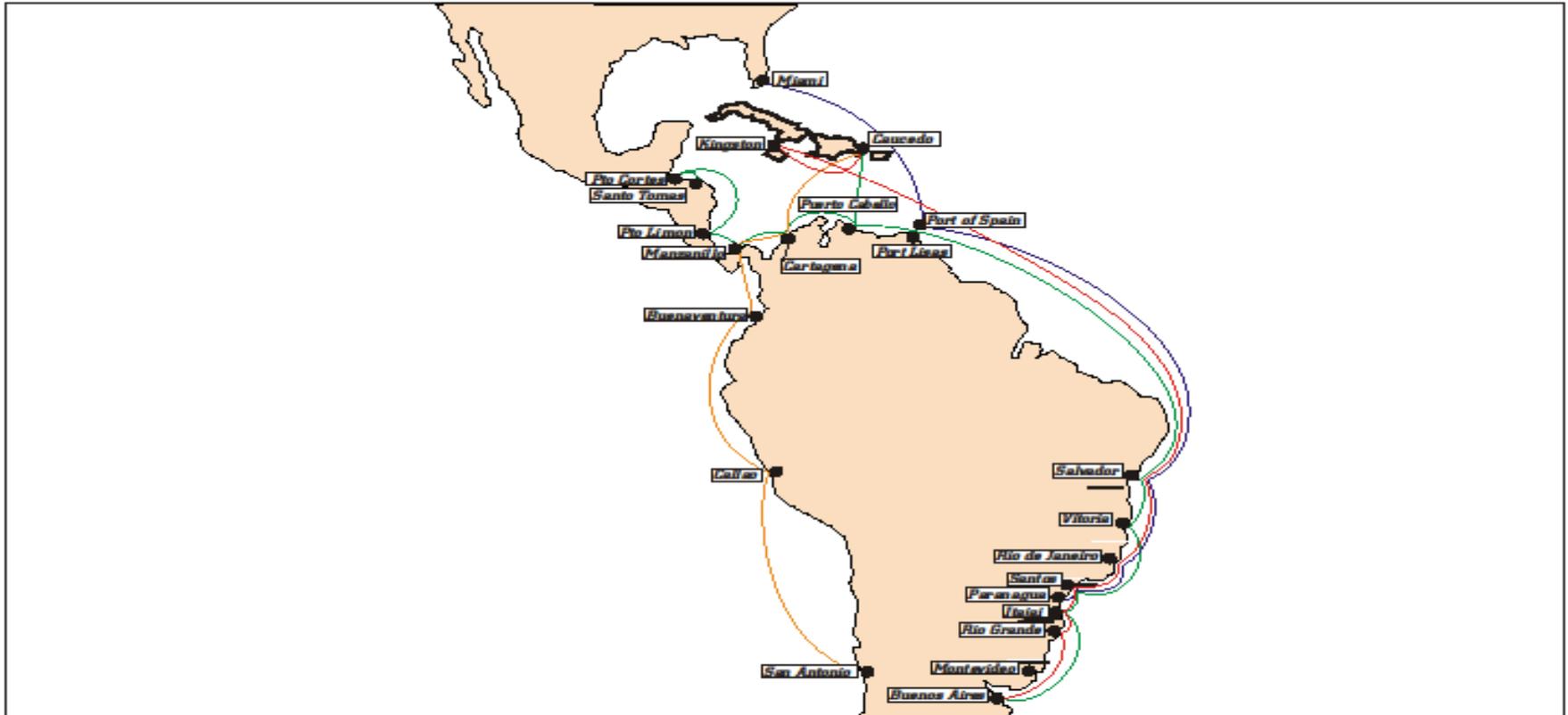
# Asian Peak Season 2010

While waiting for space., what else is there to do?



# South America Route Network

## East and West Coast South America

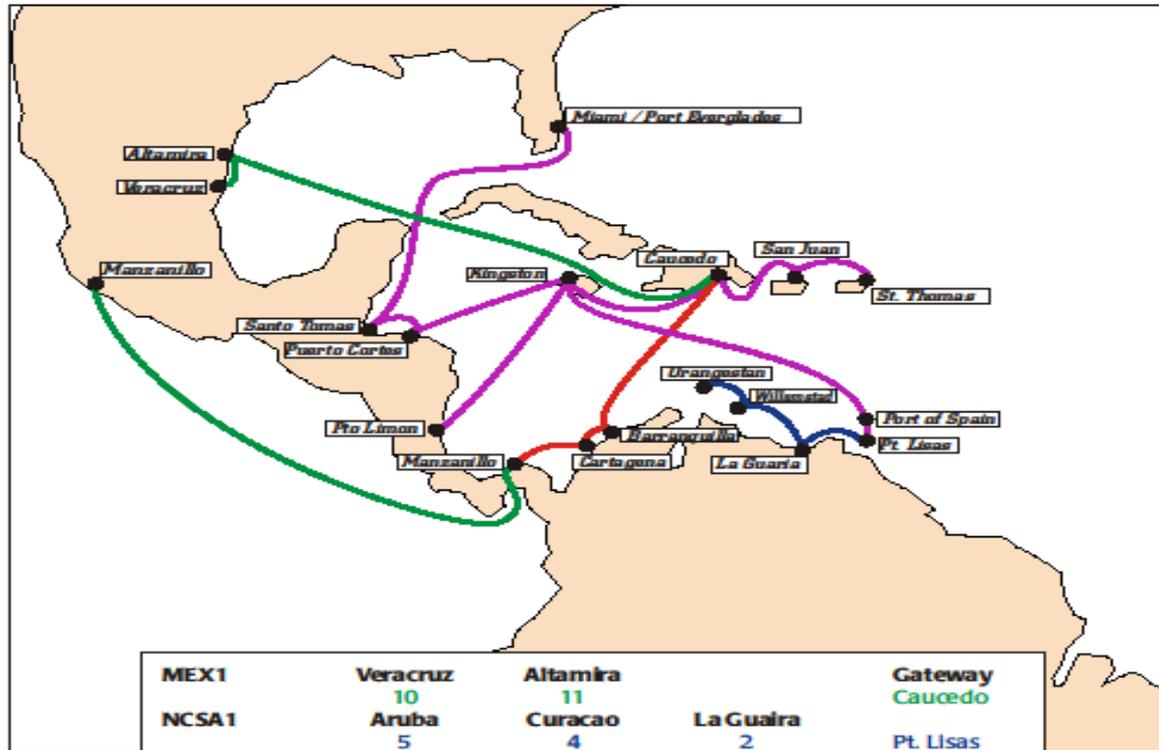


ECSA1	Buenos Aires 21	Rio Grande N/A	Itajaí 15	Santos 14	Rio de Janeiro 12	Vitoria 11	Salvador 9	Gateway Caucedo
ECSA2	Itajaí 23	Parangua 24	Santos 21	Panama 6				Pt. Lisas
ECSA3	Rio Grande 23 24	Itajaí 21 24	Parangua 20 27	Santos 19 21	Rio de Janeiro 18 22	Salvador 15 20		Caucedo Miami/PEV
ECS4	Buenos Aires 33 32	Rio Grande 23 25	Itajaí 21 21	Santos 18 21				Caucedo Pt. Lisas
WCSA1	San Antonio 16	Callao 11						Caucedo

# Inter-Regional Route Network



## Mexico, Central America, North Coast South America



<b>MEX1</b>	<b>Veracruz</b> 10	<b>Altamira</b> 11	<b>Gateway</b> Caucedo
<b>NCSA1</b>	<b>Aruba</b> 5	<b>Curacao</b> 4	<b>La Guaira</b> 2
<b>NCSA2</b>	<b>Panama MIT</b> 4	<b>Catagena</b> 2	<b>Barranquilla</b> 2
<b>CAM1</b>	<b>Puerto Cortes</b> 11	<b>Puerto Barrios</b> 10	<b>Puerto Limon</b> 11
<b>CAM2</b>	<b>Puerto Cortes</b> 8	<b>Puerto Barrios</b> 7	<b>Pt. Lisas</b> 10
	<b>Puerto Cortes</b> 4	<b>Puerto Barrios</b> 3	<b>Miami</b>

# Panama Hub Port



# Pending Projects

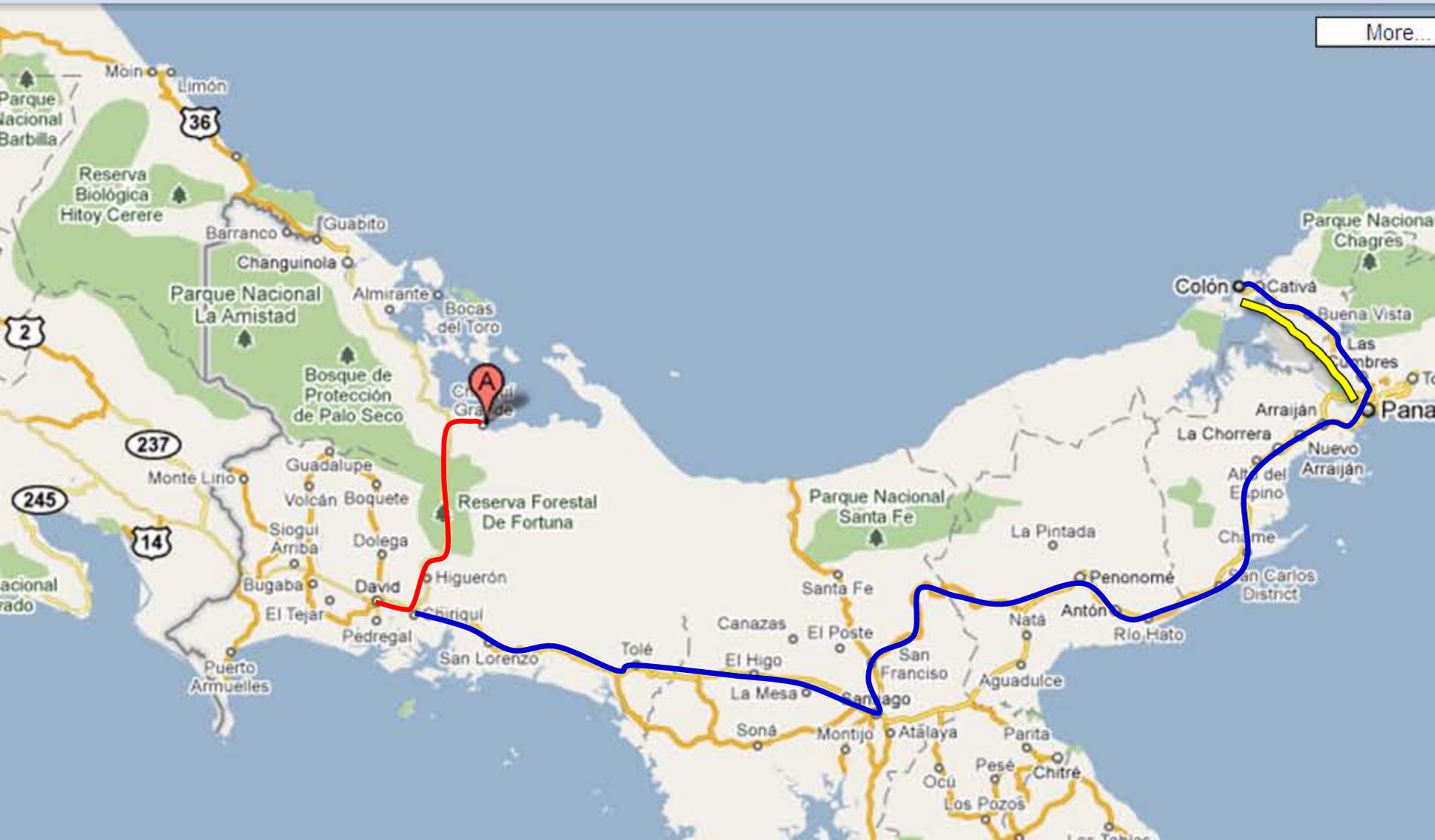


- **Bahamar Tourist Complex- Nassau**
  - **Funded by the Chinese**
- **Mampong, Ghana potable water project**
- **Electric generation heavy lift for San Andres Island**
  
- **One that got away. David, Panama water project 18 KM**
- **And another door opens; shipping pipe for Odebrecht Construction for the Expansion of the Panama Canal**

Chiriqui Grande, Bocas del Toro, Panama

Search Maps

Show



More...

# Specialized heavy lift ship for San Andrés



# Our Direction



- **Maintain focus on niche activities in the Caribbean Basin**
- **Capitalize on growing project activity**
  - Water distribution
  - Hotels ; some rebounding
- **Expand our hub presence in Miami and Panama and end user offices in Trinidad and the Dominican Republic**
- **More cross trading world wide scope as a freight forwarder.**

# The Macro landscape



- **Latin America survived the crises for several reasons:**
  - Commodity driven
  - Source of food
- **Internal demand not impacted by housing bubble**

# In 2011 Latin America Region...



- **Potential for overheated economies.. Strong prices for:**
  - **Precious metals**
  - **Foods**
  - **Coffee**
  - **Capital inflows**
- **So far.. Central Banks have managed fairly well**

# The Leaders



- **Brazil; there is no denying that the future has arrived.**
  - Time to end the ethanol tax
  - Florida's Largest trading partner
  - But strength of Real impacting exports
- **Peru ; extraction economy is booming. Energy self sufficient**
- **Colombia; The Free Trade Agreement?**

# USA in L. A.



- Not addressing the demand for drugs; causing ongoing risk in Mexico and Central America
  - Honduras now the deadliest country in the Americas
- China is wooing....
  - Large direct investments
  - Friend in need (for HC)
- But for all of the future growth in energy, mining and food production...
- The USA has the technology and manufactures the products to sell abroad.

# Caribbean Basin



- **Some strong revival in tourism arrivals through out the Caribbean**
- **Mother Nature played her part with the winter weather**
- **Some optimism with hotel new builds and refurbishing for 2011-2014**
  - Buccamont Bay- Bequia
  - Bahamar 2.6 Billion Chinese investment in Nassau
  - 250 room hotel in St. Lucia

# Buccamont Bay & Amanyara



# Rich and famous toy for the Caribbean



# Current trade patterns



- **Trade from Asia is not near as strong as 2010**
  - Last year was unprecedented as merchants pushed for stock replenishment
  - Supply/Demand play
- **Europe/UK stronger than expected**
- **USA Southbound strong**
- **Exports from Latin America**
  - Still weaknesses northbound with building materials
  - Commodities strong

# The Middle Class has more than emerged



# Buying power and extended airline route networks



- **Drawing more Latin American tourists to the Caribbean Basin**
  - **COPA**
  - **Announces 2011 Expansion Plans; Service to Nassau Bahamas Included**
  - **TACA**
- Merging with Avianca**
- **LAN and TAM**
  - **American , Continental , Delta, Jet Blue & Spirit**

# The end of the supply chain



# The unsung...delivering the essentials



# Your container is in there somewhere...



- Besides you... who else cares? We do.



Bay 12 Cell 10  
Row 7 Tier 8

