

Jolconsultancy: the unique result of 40 years

Frans Jol, born in Holland on 9 February 1953, started his seaman's life early. Jol comes from a family with a great deal of shipping in its history — even going back to Captain Cornelis Jol who worked for the Dutch east indie company VOC as far back as 1559.

At the tender age of 16, Frans Jol started his seagoing career on board the *Kara*, a 20,000dwt tanker belonging to Dutch company Shell Tankers. As his career continued, he moved to much larger tankers, and then changed to chemical tankers when he gained employment with Gebr. Broere. Thereafter he started work on general cargo vessels when he joined Rotterdam-based company VSB *United Shipping Company*.

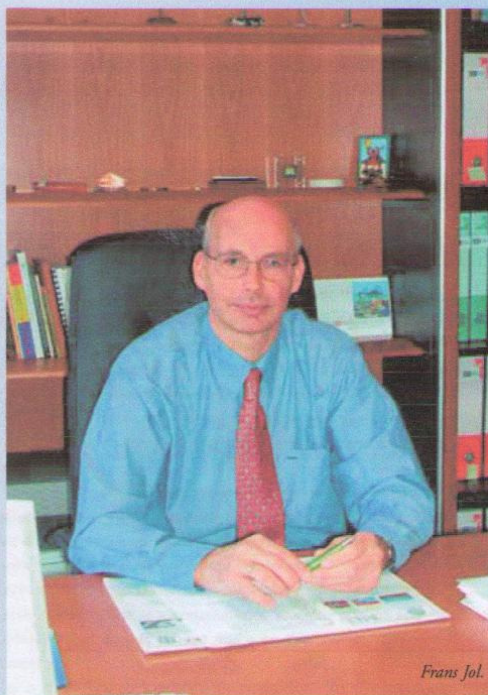
In 1978, Jol started to work onshore, with Seatrain Lines in Rotterdam — one of the biggest container carriers in those times. His role was vessel planner for Rotterdam. Later, the company was partly taken over by Trans Freight Lines and T.N.T., an American & Australian combination which was then taken over by P&O Containers in London, UK.

Jol moved up in the company. From vessel planner in Rotterdam, he moved up to become European vessel manager, controlling 15 containerships crossing from Europe and the Mediterranean to the USA. After that, the idea of co-operation became popular, and the renowned Tonnage Centre concept was accepted worldwide. This concept meant that shipping lines put operational, commercial and planning staff in the same office. This enabled one office to control vessels' stowage, optimize space on the vessels, and reduce the number of unnecessary 'restows'. It also helped reduce other costs by enabling better co-ordination between all lines and ports.

After moving on from P&O operational and commercial representative, Jol was promoted to general manager of operations for Continental Europe for P&O Containers. Eighteen countries — from Scandinavia to Turkey — were under his control, including terminal negotiations, trucking, barging, feeders and port operations.

In 1992, Jol moved on from P&O and went to Contship Italy, a company owned by Dott. Angelo Ravano, a pioneer shipping. Contship lines, now merged with Hapag Lloyd, and Contship Italy (the first private container terminal operator in Italy), which is located between Genoa and Leghorn and called La Spezia. Jol immediately got involved in commercial issues. He took responsibility for helping a family business in Salerno, the Gallozzi Group, to develop the Salerno port together with La Spezia Container Terminal and other ports where Dott. Ravano had become involved, such as Savona Vado and Gioia Tauro.

After the sad death of Dott. Ravano, Jol went to work directly for the Gallozzi Group, owned by Agostino Gallozzi — one of the most brilliant people he had ever worked for. Achievements at Gallozzi included the development of Salerno Container terminal, which grew from an annual throughput of 30,000 TEUs in 1992 to 450,000 TEUs a few years later. Salerno even became bigger than the neighbouring port of Naples. Naples is a famous town and port with a long history, but the facilities and service offered by Salerno was too high for Naples to compete. Salerno offered a very high quality of service; it had Gottwald mobile cranes; its high-tech computer and EDI (electronic data interface) support was, in those days, the best available in the whole of the Mediterranean. Moreover, Salerno was willing and able to come up with ideas to lure customers such as Maersk, Sealand, P&O, Nedlloyd, Farrell, Hapag Lloyd, Hanjin, Senator, Safmarine,



Frans Jol.

Turkcon, Borchard, Gracechurch, Hamburg Sud, Emirates Lines, Ellerman, Lloydtriestino, Italia Line, BCL, Sarlis and many others to call at Salerno.

In 1995, together with Seamalta, a brand-new concept for the Mediterranean — maybe even all of Europe — was developed. This concept was the development of a feeder company, offering customers an all-in-one service. This meant that trucking, port operations, loading and transshipment were all provided at a single rate. The Salerno and La Spezia terminals were connected by feeder. Therefore, customers do not have to worry about cargo on board; everything was controlled and charged for by a single group, in one invoice, for a fixed rate.

Med Feeder services grew from one 120 TEU vessel (*Flintermar*) to 18 super-modern feeder vessels, with capacities from 120 to 1,600 TEUs. Full container vessels, geared ships and ro-ro vessels were used, according to the restrictions and requirements of the various ports of call, which had increased to the whole western Mediterranean and north African area, including the Adriatic Sea.

The Gallozzi Group also diversified into offering trucking services as well as warehousing computer software for terminals under the name Esoware srl (now owned by Frans Jol); yacht marinas; freight forwarding under the name GF Logistics. Its services also included the Interport of Nola Tin, an intermodal terminal in Naples, a district which is unique in Europe. Nola Tin has: 1,000 importers; 500,000m² of covered warehousing; a shopping centre in the shape of a volcano; and a 250,000m² terminal with thirteen 750m train rails. Gallozzi became a shareholder and took over operations of Nola Tin a few years ago. For many years, Jol was on the board of a number of companies. He was managing director of SCT, a general manager

of experience in shipping and logistics

of Gallozzi Group companies, and a board member of Tin and Med Feeder.

After working in Italy for 17 years, Jol's family wanted to return to Holland. Therefore, in 2009, Jol left the Gallozzi Group and sold his house in Italy. He began work on the next part of his life, taking over software company Esoware, with which he had already worked for several years with Dutch company Copas in Rotterdam, creating Esoware Holland. Esoware Holland is now the global sales office for Copas software and other software houses which are not competitors but which, with Esoware, are able to give customers a one-stop-shop package of solutions — the same principle as the feeder concept.

Today, Copas software, together with Esoware solutions, is being used in many terminals in Italy, Belgium and the UK. The software package offered is one of the most economical available, offering an extremely high output, all in Java language, and running on two normal servers. It is easy to install, amend and work with — a perfect combination for small and medium-sized terminals which need fast and easy systems. Nevertheless, it still gives the same service offered by larger, better-known systems used around the world.

As well as his interests in the software company, Jol has also started Jolconsultancy in Holland. This consultancy draws on his 40 years of experience in the shipping industry, specifically in logistics, warehousing, freight forwarding and feeder operations. Jol is also involved in working groups around the world such as:

- ❖ SMDG, which co-ordinates and creates standard EDI messages for the shipping and port industry around the world;
- ❖ Eirac, created by EEC Brussels to come up with intermodal solutions for 2030 in Europe;
- ❖ Ipon a network for general cargo and bulk terminals to co-operate on operational and commercial issues between the members; and
- ❖ Opeg, a working group between the biggest terminals in north Europe on issues like safety and security.

He has also been a speaker at several transport events conferences around the world for many years. Jol firmly believes that there is a need to help other companies around the world by offering them support on several different issues, which can range from commercial, operational, management and systems to any combination of all of those which are, after all, interrelated.

Shipping and logistics is a huge global industry, but nevertheless has a limited amount of people involved. Everybody knows each other. To succeed, it is therefore important to have a

good network. Over the course of his 40 years in the industry, Jol has developed an extensive network between colleges and friends all around the world. He needs to keep in close contact with all of those in his network, where fairness, mutual support are vital. There are no secrets in shipping, but it is important to use information received in the appropriate manner. In this way, it is possible to establish friendships with a whole chain of contacts, in all parts of the transport chain, and to exchange information and technology with these contacts, and to help each other.

There are many working groups in the container industry, and usually people are able to contact each other very easily. The general cargo and bulk industries are much more traditional, and people tend to do business in the same way for decades. They do not easily change terminals, for small gains. It is a more reliable business, but as a consequence working groups and people involved do not change much, so the approach to business and co-operation is also more limited.

Jol is therefore able to help his customers. At the moment, his client list covers 14 countries and 27 different companies which are involved in a range of difficult areas. Customers include:

- ❖ equipment sellers like Houcon, Versteegen, Gottwald, Drie D;
- ❖ software sellers like Esoware, Phaeros, John Evans, RTE, Logsys, HTS;
- ❖ freight forwarders and traders like Forwarders network, ML Holdings, Ferntowerstrading, Sisam agency;
- ❖ logistics and terminal companies like Gallozzi Group, Camorani, Intergroup, Forlog, RCT, Solacem, Lorenzini, Genmar, ANT and Transmiser in Egypt; as well as
- ❖ conference companies like Transport events

All the above companies and people need contacts, people to open doors, advice and support. If you are sitting in, say, Indonesia or Russia, you cannot always fly up and down across Europe to meet customers. It therefore makes a lot of sense to use a consultancy company like Jolconsultancy. Being located in The Hague, not far from Rotterdam, Antwerp and Amsterdam, and centrally located in Europe, Jolconsultancy is ideally situated geographically to support its global customers. Its services can include a mixture of operational and commercial support, as well as attending conferences, to reduce costs for all. It can put clients together to increase the size of both businesses, and can help smaller companies to get their names out in the world, a unique way of doing business.