



BIMCO

STRATEGY 2021
LEADING THE WAY

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BIMCO's mission is to be at the forefront of global developments in shipping, providing expert knowledge and practical advice to safeguard and add value to our members' businesses and our vision is to be the chosen partner trusted to provide leadership to the global shipping industry.

As the largest direct entry shipping organisation with 1,900 members in 135 countries the BIMCO membership represents 60% of the world cargo fleet. Our ambition is to help build a resilient industry in a sustainable future whilst protecting world trade through helping manage the risk to our members, and therefore shipping, in a changing world.

For BIMCO to continue leading the way, we need a clear strategy for how we help create value for our members and society at large.

OUR STRATEGIC PRIORITIES

Without substantial global action the effect of human impact on our climate will cause irreversible environmental damage. The interrelation between climate change and resource scarcity increases the pressure on our planet and could fundamentally change life on earth. Intensifying environmental challenges coupled with rapid technological breakthroughs and digitalisation have the potential to drastically disrupt businesses and society as a whole.

BIMCO will support its members by enabling a level playing field for shipping, delivering useful tools and advice for the industry and by promoting standardisation and harmonisation. We will utilise our core strengths in delivering contracts and clauses, shaping practical regulations, and providing business support services to help the shipping industry in navigating to a sustainable future.

We have outlined five strategic priorities to provide a framework for our Business Plan in 2021 and these are based on the anticipated challenges for the global shipping industry: further work will be completed as the impact of the pandemic becomes clearer to ensure that BIMCO members continue to lead the way. Our overall strategic objective is to increase BIMCO's membership percentage of world gross tonnage by 10% in 2025.





TRUSTED LEADERSHIP

Our leadership position in the industry is well established and we aim to grow our voice, exploiting our competencies to provide unique value to our members, regulatory bodies, governments and wider society. We will engage at flagship events both inside and outside of the maritime sector and advocate for our industry with the regulators whilst educating the general public. Shipping Market Analysis will continue to strengthen BIMCO's public voice offering unbiased and independent insight into the development of the shipping market.

KEY FOCUS:

Increase awareness of BIMCO activities through our public voice, increased media engagement, direct member communication, events and our website.

Over the next 5 years, maintain our approach of providing engaging and informative content to raise awareness of key issues affecting the sector.

Continue production to further develop the BIMCO film series: Ships Make the World Go.



WORLD LEADING CONTRACTS

Our strategy is to always be able to offer our members and the wider industry a standard BIMCO contract or clause that meets their commercial needs. BIMCO contracts are the most widely used in shipping and we plan to continually broaden our portfolio of more than 350 contracts and clauses. Digitalisation will become increasingly important as we develop the future design and distribution of our contracts.

KEY FOCUS:

Complete development of a BIMCO Ship Sale Agreement in 2021 and expand within the tanker and offshore sectors with a range of new contracts and clauses.

Continue to extend our reach into other areas of shipping, including ship financing, while developing contracts and clauses that address green and sustainable shipping.

Maintain focus on continuous improvement of the BIMCO SMARTCON platform and use of authentic BIMCO forms.



GLOBAL REGULATION

Our regulatory work supports our goals by providing the basis for transparent and non-discriminatory standards for the shipping industry (a level playing field). Our new London presence in close proximity to the International Maritime Organization (IMO) will further strengthen our voice in the international policy making arena. Reduction of Greenhouse Gas emissions from shipping, together with the United Nations' Sustainable Development Goals, set the strategic agenda of the IMO and we will provide expert advice in pursuit of feasible and practicable solutions. Safety and security will feature highly as we drive the development of guidelines and standards that improve safety, security, and efficiency of shipping.

KEY FOCUS:

Work to avoid a unilateral EU Emissions Trading System and seek a workable implementation of the new IMO regulation on Carbon Intensity Indicators.

Help to mitigate the Nigerian piracy risk through development of guidance on how to protect ships, and lobbying governments to change the current status quo.

Facilitate international standards on in-water cleaning of ships' hulls and ensure their recognition in IMO guidance and potential future regulation.





EXPERT KNOWLEDGE AND INFORMATION

A vital aspect of our value proposition for members is the provision of expert advice and industry insight and facilitating opportunities for sharing knowledge and best practice. We will continue to develop added value information products to www.bimco.org with the aim of migrating all products to an online data structure, allowing automatic updating and the provision of expanded products and services to members. This exercise will further prepare BIMCO's data for potential integration with other data providers.

KEY FOCUS:

Maintain a comprehensive support and advice service for members and continually evolve our member value proposition.

Develop and update the Shipping KPI Application Programming Interface (API) and launch the Shipping KPI cost categories.

Develop our training offer with provision of quality training activities in both online and traditional physical formats.





ORGANISATIONAL EXCELLENCE

As an international organisation, we will work in a technology enabled way and make the most of video conferencing platforms to keep connected with our members, our committees, and our global team. We will look to maximise the use of our offices in Copenhagen, Athens, London, Singapore and Shanghai to ensure we deliver world class customer service to our global membership. We will consider options for expanding our global footprint to further increase our organisational capability to operate and react on a 24/7 basis.

KEY FOCUS:

Maintain robust IT infrastructure and optimise our business processes to enable future hybrid working for our secretariat and volunteers.

Develop an effective and engaged workforce of secretariat and volunteers.

Explore feasibility and benefits of the establishment of additional BIMCO offices in key markets.

