

# UKHO Advice at Nor-Shipping 2011

The UKHO will attend Nor-Shipping 2011, to be held from 24th to 27th May in Oslo, Norway, and there offer shipping managers both practical guidance and strategic insight to help them effectively plan for the successful adoption of digital navigation.

In addition to the main Admiralty stand (Hall B, B0-14) the UKHO is hosting a series of daily seminars and workshops which explore the immediate operational challenges and future strategic decisions faced by shipping managers.

From Tuesday to Thursday, the seminar programme leads with an inspirational presentation from futurologist Dean van Leeuwen, entitled 'TIDES of Change.' 'TIDES of Change' - which debuted at Sea Asia in April 2011 - provides some thought-provoking material on the evolving world of technology and business, and the global trends which drive business change. It aims to give shipping industry executives new insights and ideas to inform their future company strategy.

In addition to 'TIDES of Change', the UKHO will be hosting workshops with two of Admiralty's experts, Hugh Phillips (Head of Business Development and Technical Support), and Pete Hatton (Nautical Publications Product Manager). They'll be running interactive sessions exploring issues around the transition to digital navigation, from the role of voyage optimisation to equipping crew with the right training, as well as answering any questions about Admiralty products and services.

The seminars and workshops will be held in a specially-designed Admiralty suite located at the entrance to the main exhibition. Spaces are limited, so please register via at the website below.

On the main Admiralty stand, delegates will find hands-on demonstrations of a range of Admiralty products and services including e-Navigator, the Admiralty's platform for a broad and growing suite of navigational tools, and Admiralty Vector Chart Service (AVCS), the world's most comprehensive and accurate ENC service. The Admiralty team will also be available to offer advice and guidance on the right navigation solution, from paper charts to a fully digital bridge.

Michael Cauter, Deputy Chief Executive, UKHO, says: "The transition to digital navigation presents our industry with a number of challenges, but offers great opportunity too. Our aim at Nor-Shipping is to explore some of the issues driving change in the shipping industry, and to ensure managers and crew are fully equipped to embrace the opportunity at hand to deliver a safer, simpler and more efficient future. It's not just a shift in technology that we face as an industry: the environment, new legislation, demographics, global economics and even societal values will all have an impact. How our industry reacts today will affect how competitive it remains in the future."