

Competent Crewing for the Globalized Seas



AB Crewing
a better crewing



Recruitment & Retention

AB Crewing supports clients with crewing services for all types of vessels. We follow a careful selection process before deployment and employ all our resources to ensure that client ships are in competent hands. Our search, selection, re-training and rehabilitation programs ensure that we deliver the best man for any position. Our selection criterion is based on whether officer or crew conform to a high competency level and demonstrate adequate motivation and teaming ability. Our crewing solutions revolve around the principle that we should be able to help clients improve business performance.

Compensation Strategy

Implementing a sound compensation strategy is critical to a shipping operation's long-term growth and profitability. This works not only at the level of individual vessels, but vessel types, geographical distribution as well as the entire fleet. Crew compensation is a critical component in the

financial success of a shipping operation, just as it is in raising productivity, operational efficiency, and quality. In the current economic environment, most vessel owners and ship managers are exploring fresh strategies for crew compensation, more competitive human resource practices, and new methods of training seagoing personnel to be able align their capabilities with the emerging global challenges. On-board personnel must not only deliver on expanded work roles, but also accept more responsibility and accountability. We help companies develop compensation strategies that position them at the higher end of the maritime job market and help retain high-value employees.

Human Capital Management

AB Crewing helps shipping companies to optimize performance by meeting their most critical needs around engaging, managing and rewarding some of the best talents in the maritime industry. To help clients drive value through people and produce measurable results, we provide them with strategies, technical insight, data, decision tools, and implementation services. This is because we know that shipping companies that manage their human capital efficiently will eventually achieve competitive advantage. Most shipping operations realize how important it is to have a manpower development structure that measures the intangible human assets of their personnel and uses it to improve efficiencies. Understanding how and why people add value to an organization is one of the most intriguing challenges of a modern shipping operation. At AB Crewing, we consistently assist clients institute innovative human capital solutions which make this happen.

Talent Management

Since inception, AB Crewing is involved in developing and integrating new talent, retaining talent, and attracting skilled seafarers. In the maritime industry, the process of attracting and retaining profitable employees is a big challenge for most vessel owners. Companies that institute talent management policies take considerable care in how they source, attract, select, train, develop, retain, promote, and move employees across the organization. For large shipping groups, this spells obvious advantages in cost, productivity, revenue, quality, and customer satisfaction. We realize that talent management means not only the retention of high-worth seafarers but also how companies utilize their existing personnel for the best outcome. Our solutions help companies to source, attract, recruit and retain qualified candidates, provide them with the right development opportunities and help promote and transition them throughout the organization.



Quality Policy

As a process driven business, AB Crewing prides itself in adopting an open-ended quality management policy that improves with age. We have implemented a quality management system in accordance with ISO 9001:2000, and our quality certification provides clients with independent confirmation that our quality management complies with ISO standards. It is our policy to achieve the highest standards of product and customer service quality, and we are committed to a quality process that enables us to provide superior services. At AB Crewing, quality management is a work in progress aimed at achieving increasing levels of operational performance and customer satisfaction. We provide strategic leadership in the maritime community through the quality of our services, and consistently monitor and upgrade our quality management objectives and systems to help our clients achieve their business objectives.

Safety & Environment Values

AB Crewing is committed to putting health, safety and environment values of seafarers above all other considerations. We follow a "safety first" policy for our crew, which includes a preventive method of detecting and correcting potential risks and safeguarding the marine environment. Our safety & environment policy incorporates objectives that put the protection of human lives and minimize injuries, illnesses, and environment damage. We provide clients with the highest standards of expertise in an environmentally safe manner that respects national and international regulations governing global shipping. We provide assistance to help officers and crew comply with the proper code of conduct and empower ship personnel with the resources necessary to ensure crew security, environment, cargo and vessel. Our policy ensures that all on-board personnel have the appropriate training, skills and experience to safely and effectively accomplish their sailing mission.

Training & Skills Development

Training and skills development are key factors in motivation and retention because seafarers need to develop on-board skills to be able to enhance their career opportunities. Training is a continuous process and at AB Crewing we realize how important it is to enhance existing skills sets of personnel to complete a mission on time. We frequently carry out technical and safety training at our state-of-the-art training center using videos and computer-aided training aids. We also provide seagoing places for cadets to allow them to gain sea-time and experience within the industry. The performance of officers and crew members is fully assessed



during their time onboard. We have a policy to provide the highest priority to the health and safety of personnel embarking on vessels, supported with periodic safety training. Our Drug and Alcohol Policy is well specified – no alcohol may be sold or consumed on-board and we maintain a zero tolerance policy on drugs, with random testing.

Technical Advisory

Our technical know-how and experience in the maritime industry makes it possible to draw from a large pool of highly-skilled technical hands – naval architects, marine engineers and specialists – with unrivaled experience in practically every aspect of marine engineering. AB Crewing is well positioned to provide a wide spectrum of technical services and solutions ranging from vessel design and ship survey to operations, maintenance, repair and conversion of different types of vessels. Our technical expertise spans the entire lifespan of a vessel, besides project management, shipyard management, offshore platform operations, etc.

Human Capital Solutions for the Maritime Sector

As international trade begins to pick up following the recession, the shipping industry will need to attract high quality officers and crew for its operations. Forward-thinking vessel owners and ship management companies are already looking at ways to attract more and better trained seafarers. Improving work and living conditions is one way of attracting the best talent; promoting a positive image of the industry among young seafarers is another. Recruiting, training and retaining the best talent in shipping remains the primary focus of all crewing agencies who want to deliver better value in this competitive environment. But crewing is not just about manning vessels that move cargo from one destination to another; it involves providing human capital management solutions for a variety of maritime activities, including commercial vessels, offshore drilling & supply, oil exploration, cruise & passenger liners, search & rescue, etc.

For the past two decades, AB Crewing has been giving vessels owners and ship management companies the crewing solutions critical to their business challenges and operational necessities. We provide the entire spectrum of vessel manning solutions that steer large shipping operations to continuously improve their bottom line. From selection and recruitment to retention and retraining, AB Crewing offers practical manning and training solutions following a thorough evaluation of whether your crewing strategies are rightly aligned with your business objectives. No matter what the size or nature of the vessel, our officers and crew have earned the admiration of ship managers around the world for their knowledge, technical skills and teaming ability. Our compliance and quality policies consistently ensure that clients have experienced and reliable hands on board so that their shipping operations can go on without a hitch.

Visit our website for more information or call us to set up a meeting and we would be happy to show you what we can do to increase efficiency in your crew management, manpower planning and operations.



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