

Reminiscing The Voyage:  
Captain Peter Machado's  
Unforgettable Adventure  
1973 - To Date



# MILESTONES



# 1973- 1975

## TRAINING SHIP RAJENDRA

- RANK: SCC. WINNER OF PGM 1975
- FIRST IN ACADEMIC & MARINE PROFESSIONAL SUBJECTS
- FIRST IN PASSING-OUT EXAMS
- FIRST IN ENTRY EXAMS







**1975 - 1978**

## **SCINDIA STEAM NAVIGATION**

- JALA KENDRA, T'WEEN DECK
- WALCHAND, OBO
- JALA AZAD, T'WEEN DECK
- JALA VIHAR, BULK CARRIER
- DECK CADET, 3/O, 2/O





# 1979 - 1994

## KLTT KUWAIT

- MULTIPLE ROLES AT SEA AND ASHORE
- FLEET MANAGER - ROLE IN KEEPING THE FLEET TOGETHER DURING THE IRAQI INVASION OF KUWAIT 1990-1991; THE IRAN-IRAQ WAR 1980-1988
- SET UP OFFICES IN THE GCC STATES
- CAPTAIN, FLEET, FARM, RETAIL, LEGAL, TECHNICAL, FINANCIAL
- TOTALLY VERTICALLY INTEGRATED COMPANY - FROM FARM TO PLATE. CONVERSION OF SHIPS QUITE UNIQUE TO LIVESTOCK SHIPS - TANKERS, PASSENGER, REEFER, CONTAINER, PCC





DEPENDABLE, PROFESSIONAL  
WITH 24/7 ATTITUDE TO  
CUSTOMER SERVICE



Once again in our 'Hot Seat' feature we have an opportunity to gain an insight into the personal and professional views of a key professional in our industry. Profiled in this issue is Captain Peter Machado, Group General Manager of Seven Seas Group.

Family?

Immediate family, all resident in Dubai. Caryl, my wife of 17 years, keeps house and home and permits me to go brain dead when I get home; son Andrew, 16 years, just completed his 'O' levels; daughter Maxine, 13 years, year 9 at school.

Education and Membership of Professional Institutions?

- Certificate of Competency, Master FG, Class I
- Management of Ship Operations (MSO), University of Strathclyde, Centre of Advanced Maritime Studies, Glasgow, UK
- Fellow of The Nautical Institute
- Fellow of the Institute of Chartered Shipbrokers
- Chartered Member of the Institute of Logistics and Transport

First Job?

Deck Cadet, Scindia Steamship Navigation Co., India

First job in the industry?

First job ashore, Operations Manager with KLTT, Kuwait



Seven Seas Group exhibiting at IMPA 2003 Exhibition and Conference



Favourite project and why?

My current job. No corporate pyramid structure. No limitations due to job title or hierarchy. Customer- and service-oriented focus and commitment. In a culture where change is accepted as the part and parcel of everyday life, new ideas and innovative business practices evolve and abound. It is all the motivation I need to get up every morning. Sometimes, not necessary if I did not get to bed in the first place.

Your big prediction?

Throw out your text books. Business and commerce in the future will bear little resemblance with the past.

Your biggest mistake?

Not having joined the commercial world much earlier.

Pastime when not working?

My family, soccer, fast cars and bikes.

Your dream job?

Replacing Richard Branson at Virgin. Brand-building, innovation, customer and people centric activity, love of life. Alternatively, in the consumer electronics R&D teams at Apple, Sony or Samsung.

Your last extravagance?

Porsche Boxster.

What one word describes you?

Dependable.

Your advice to a young purchasing manager?

- Stay open-minded and flexible. The learning process is never over.
- Think and plan long term. Be consistent in attaining your objectives.
- Buy using best value analysis.
- Develop, inculcate and establish rock solid partnerships with your suppliers.

Your advice to a supplier to the shipping industry?

- Start and finish with the premise that the Customer is Always Right.
- Every customer is Unique! Listen! Learn! Then Act. Give the Customer what they want.
- Strive hard to be the very Best in all you do.
- Leaders lead from the front. Innovation breeds success.

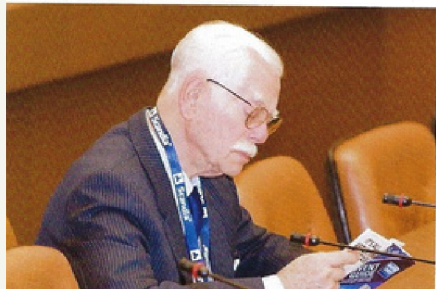
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A younger Peter during his time serving at sea.

# 1995 - 2008 SEVEN SEAS GROUP

## • GLOBAL ROLE, GROUP GENERAL MANAGER



CHANDLERS

## Towards electronic trading

Ship chandler Seven Seas is going down the IT route to form closer links with its customers

SEVEN Seas is arguably the largest ship chandler in the Gulf region, vying with Gulf Ship Chandlers for the top spot. But Seven Seas is much more than just a ship chandler. The group has a number of different businesses covering a range of marine services, including shiprepair, equipment supply and servicing and ship agency.

Group general manager Capt Peter Machado said that the company has expanded rapidly since it started in 1988. In 1991 it had 60 staff, and now it employs about 400 people. He said that business volume had doubled in the last three years. He told LSM that the company is still expanding and concentrating on providing value added services. Seven Seas is investing heavily in developing IT systems including e-mail and was one of the first companies in the region to adopt the new IMPA electronic trading format. "Shipowners are cutting staff at their offices and our investment in IT can help them get a good deal with lower administrative costs. These investments are not cheap, but they produce a payback."

Seven Seas has a total of between 3,000 and 4,000 customers on its books and a major task in adopting an IT approach is to marry with their various software systems. "Companies will need to invest in modems, software and hardware to make IT work most effectively. The benefit is that as the transaction is done electronically it saves considerable time and therefore money."

"For major customers we are offering to design software for them and give it to them free in order to make doing business easier. This will pay back in time." The company has also invested heavily in expanding its inventory of goods and the size of its storage. Capt Machado said that the company pushes a high quality approach, but aims to offer competitive prices to shipowners. "If we cannot get a better price from shipowners then we must buy better and get a better price from our suppliers and manufacturers." He revealed that Seven Seas is considering introducing its own branded products. Seven Seas has over 90 exclusive franchises for the distribution of supplies covering a wide range of goods and equipment and a further roughly 250 non-exclusive franchise agreements.

The company is analysing its product lines and what prices it is paying. He said that it is looking to forge closer relationships with suppliers and establish working

partnerships with them. "We want to form more open relationships with both customers and suppliers using electronic transactions."

"In time customers will enter the inventory system directly using IT systems and decide what items they want and identify the price. We will then arrange the physical supply."

Expansion plans One of the areas where the Seven Seas Group has expanded most rapidly is in marine electronics providing repairs of equipment, supplying spares and new equipment. The company has agreements with several leading suppliers. It is also expanding into non-marine services.

He said that the company is looking at a number of new investment opportunities. It has established overseas operations for buying products, based in Singapore, Houston and Rotterdam, and has representative agents in a number of other locations.

The company is looking at geographical expansion. He said that a new venture is in prospect which should be finished by the summer. This involves establishing a presence in another Gulf state port and will be set up in partnership with other Arab and British companies, but the general manager would not reveal any further details. LSM



Capt Peter Machado: IT investments will pay back in time

"In time customers will enter the inventory system directly using IT systems and decide what items they want and identify the price. We will then arrange the physical supply"





## 2008 - 2013 EMS NORWAY

- SENIOR VP - GCC, SINGAPORE, EUROPE
- CUSTOMERS INCLUDED ARMED FORCES AND COMMERCIAL SHIPPING AS WELL AS SHORE BASED COMPANIES
- TRAVELED TO 94 COUNTRIES, INTERESTING EXPERIENCES





# 2014 - 2016

## MIDDLE EAST FUJI

- CCO ROLE





**2017 - 2023**

**PM3 - GLOBAL MARKETING**

- HANDS ON EXPERIENCE IN ALMOST EVERY SECTOR OF THE SHIPPING INDUSTRY
- SURREAL EXPERIENCE ALONE





# ACCOLADES

- WINNER OF PGM - 1975
- ON PASSING OUT TS RAJENDRA. APPOINTED AS ACTING 2/O AND SAILED THE WORLD WITH SCINDIA SHIPS - WALCHAND/OBO AND JALA VIHAR/BULK CARRIER
- 1997-2016 - VP AT IMPA, INNOVATION AND EDUCATION
- 1997-2016 - VP AT ISSA/UNSSA
- AWARDED BEST SHIP SUPPLIER IN THE WORLD - ISSA - 2015
- NAUTICAL INSTITUTE, ME CHAPTER- SECRETARY 1997 - 2005
- ICS MIDDLE EAST - VP 2011 - 2014 AND PRESIDENT 2014-2017
- KEEN ON EDUCATION - PM3 SERVED ITS PURPOSE
- MULTIPLE AWARDS FOR PERFORMANCE AND PHILANTHROPY
- CREATED +6500 JOBS IN BOTH MARINE AND NON-MARINE SECTORS

# EDUCATION MENTOR

- INDUSTRY REP AND CONTENT PROVIDER - IMPA'S PROCUREMENT COURSE BY DISTANT LEARNING IN CONJUNCTION WITH LLOYD'S MARITIME ACADEMY, UK
- A SCHOOL OF +500 STUDENTS, ADDED ON INTERMEDIATE AND SENIOR HIGH SCHOOL CAPACITY - SPONSOR AND MENTOR
- FREQUENTLY REQUESTED FOR INPUT IN REGARD TO PERSONNEL, EDUCATION AND WELL-BEING OF SEAFARERS



# GRATEFUL & BLESSED

- MISSED ACTUAL BULLETS IN KUWAIT (02 AUG 1990) AND AFGHANISTAN (2003)
- MANY OTHER DANGEROUS INCIDENTS, BOTH IN MILITARY AND COMMERCIAL
- BENEFACTOR INTERNATIONAL SEAFARERS CENTRE, DUBAI
- NEVER LOST AN EMPLOYEE IN +30 YEARS OF OPERATING IN WAR ZONES. I PERSONALLY SCOUTED EVERY ROUTE, DETERMINED LOWEST RISK ASSESSMENT, NEVER MISSED A DELIVERY

# THANK YOU

