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# Janssens' strategy pays dividends as orders grow

When he took over the yards now known as Shipyard De Hoop, Patrick Janssens implemented a strategy that focused on designing and building practical, economic ships – it worked, and the company now has more OSVs on order than any other yard in Europe

That Shipyard De Hoop in the Netherlands currently has a larger orderbook (in terms of the number of vessels on order) than any other European yard is testament to the strategy adopted and implemented so successfully by Patrick Janssens, the company's chief executive officer.

In a sector increasingly dominated by low cost construction at Chinese yards, European yards have tended to focus on larger, more sophisticated offshore vessels for harsher environments, such as the North Sea. Doing so has secured good business for well known players such as Ulstein, Vard and Hayward – all Norwegian – who also sell their designs to non-European yards to boost revenue streams.

However, as highlighted in OSJ's newly published *Guide to OSV Shipbuilders*, it is small and medium-size platform supply vessels (PSVs) and smaller, less highly specified designs that have secured top spot for Dutch yard De Hoop in the table of European offshore support vessel (OSV) builders.

As highlighted in the *Guide to OSV Shipbuilders*, De Hoop develops most of the offshore vessel designs it builds in house and focuses on vessels intended for relatively benign conditions. It has longstanding relationships with clients in Mexico and in the Middle East, such as ADNOC, from whom it recently won a 10-ship order.

Among recent deliveries by the De Hoop group (which operates two yards in the Netherlands) is *Deep Helder*, a specialised subsea vessel built for Seamar Subsea and chartered to DeepOcean on a long-term contract. Seamar first announced the order in late March 2013, and construction of the vessel was completed in a remarkably quick time. Steel cutting did not begin until mid-



Patrick Janssens positioned De Hoop to concentrate on the market for low cost vessels – doing so has certainly paid off

September 2013, with the keel laying taking place two months later. At the end of April this year, *Deep Helder* was launched from Shipyard De Hoop in Foxhol. Sea trials took place in June, and the vessel is now at work, demonstrating the yard's ability to bring a design to fruition quickly.

An even more recent delivery by De Hoop is *Karina*, the first example of a new class of seven fast supply intervention vessels (FSIVs). The vessels were ordered in late 2012, and the first two in the series were launched in March 2014. *Karina* undertook sea trials in July 2014 and is now in service. The FSIVs have a conventional displacement hull – albeit a very slender one with very fine entry angle – and a stern shape designed not only for maximum speed but for good seakeeping and no slamming. The vessels also have a bulbous bow to reduce the bow wave and improve seakeeping. The vessels, which also have a novel hybrid propulsion system, are described in detail in the December issue of OSJ.

Among other recent deliveries from the yard is a hull for a 68.23m OSV for Awartise Nigeria Ltd. This vessel is designed to operate in Chevron's oil fields offshore Nigeria and

is due to be launched in November 2014. Construction of a 70m PSV, *Delta Admiral*, for Delta Logistics is also in full swing at the yard. This vessel is intended for the oil fields offshore Trinidad and Tobago. It was due to be delivered in October. West Africa is another area where De Hoop's strategy of designing and building vessels for relatively benign environments has paid off.

Mr Janssens joined Shipyard De Hoop in 2004. He holds a master's degree in international business administration and a bachelor's degree in industrial engineering. He has a wealth of experience in managing international shipyards and took over De Hoop in a management buy-out in 2007.

Having earlier joined the board at De Hoop, Mr Janssens adjusted the company's strategy to keep pace with changing requirements and the evolving economic situation at the time. The shipyard in Heusden was sold in 2005 (along with a yard that the company owned in the US) in order to focus more on innovative shipbuilding.

This enhanced the yard's financial position, making it stronger, more independent and ready for the future. In 2007, when the economy seemed healthy and the market was picking up, De Hoop acquired the Volharding shipyard in Foxhol in the north of the Netherlands. De Hoop Foxhol was born and started operations with 60 employees. In October 2007, Mr Janssens took over the existing De Hoop Lobith yard and the operation at Foxhol and, since that time, has developed a number of innovative but low cost designs typified by the name given to one of them – the 'keep it simple ship' or KISS. OSJ



*Deep Helder* is one of the latest deliveries by Shipyard De Hoop