

THE GREEK MARITIME MARKET

Greek shipping has thrived since ancient times thanks to the exceptional skills of its seafarers. Their contemporary successors have proven that Greeks still have the sea running through their veins. They are successfully evolving despite the highly cyclical nature of the global shipping industry. Today, the industry continues to navigate one of the most competitive sectors in the world with success and possesses 18% of the worldwide tonnage capacity, making Greece the biggest shipping power in the world. For JRC Europe the Greek maritime market is one of great significance. Therefore it is important to have partners who know the demands of the market and offer the service and uphold the standards accustomed to JRC Europe.

“All parties know exactly what is expected of them and together we can provide the customer with the best products, solutions and service possible.”

Anna Marini
 General Manager Sales
 JRC Europe



“The Greek maritime market is a very proactive market,” tells Anna Marini, General Manager Sales JRC Europe. “Even now, while shipowners around the world are postponing newbuild projects, Greek shipowners are investing in new vessels. Especially commercial deep-sea vessels like tankers, bulk carriers, container vessels and LNG and LPG carriers; it is a thriving business. That is why foreign companies are willing to invest in the expansion of smaller ports such as the port of Piraeus to further strengthening Greece’s role as leading regional transportation hub.”

Partners

With four strong partners, for both the deepsea and the fishing industry, JRC Europe has a strong presence on the Greek maritime market. Anna Marini: “We have been working with Space Electronics,

NOVA Electronics, TNL Greece and El Mare Marine Electronics for years. All of our partners have a long history in the industry and a good reputation when it comes to the quality of service. We have a JRC office in Athens. From there we support our partners offering troubleshooting instructions, training and cooperation on projects when needed. All parties know exactly what is expected of them and together we can provide the customer with the best products, solutions and service possible. Even during the pandemic. Thanks to the efforts of our Greek partners’ sales and installations were completed, even with all the restrictions that were put into place. Despite the difficult circumstances, they were able to add more customers to the JRC Europe NavCom family.”

FACTS & FIGURES

18% of the worldwide tonnage capacity is owned by **Greek shipowners.**



OF ALL THE VESSELS **WORLDWIDE** **4,536** ARE OWNED BY GREEKS.

ECDIS, RADAR AND VDR ARE



JRC's MOST POPULAR PRODUCTS ON THE GREEK MARKET.



Paschalis Zaitidis
 Chief Operating Officer
 TNL Group

TNL GROUP GREW ITS TURNOVER IN 2020

“TNL Group and JRC Europe have established a common understanding language based on which we resolve together even the most demanding and complicated cases. Unique about JRC Europe is that they understand the conditions under which we work in the local market, and they adapt to it without compromises on quality.

The existing situation of the COVID-19 pandemic and the mobility restrictions have forced the shipping companies to take proper actions and measures while simultaneously adjust their budgets. TNL Group’s priority has been to ensure the level of our customer satisfaction even under these conditions. We have re-enforced our team with experienced personnel and shifted our usual direct business with the co-operating manufacturers to a more flexible model using their local authorized distributors. This way, we have secured timely deliveries and qualitative technical services, which our customers appreciated.

Although 2020 was an extraordinary year that prevented our engineers from traveling abroad, some new opportunities arose in the local shipyards with smaller scale retrofit projects like ferries and tug boats. Moreover, we undertook some projects for integrated solutions announced by private organizations. In the end 2020 was a success for TNL Group, gaining the leading position in the JRC’s European distributors list. It was the year that, in contrast to the general trend of numbers reduction in our sector, TNL Group grew its turnover.

We will remain determined, competitive, and flexible to get the most out of one more challenging year. It is hard for anybody to anticipate the pandemic’s ending and its consequences on the shipping industry. No safe predictions can be made for the market. Yet, we believe that technological innovation plays an essential role in the market overall and will affect critical processes and decisions. As digital services become an evolving trend in the global maritime market, we expect a growing demand for the related JRC product and services in the near future.”