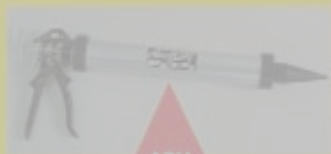


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The secret to the company's exporting success, Becker says is not only having a quality product, but also "finding a strong local partner is a key to exporting products. Find local distributors and agents that have the right contacts to help us present our story of how our tools can help their business."

He says, "as a U.S. manufacturer, we see enormous opportunities in Asia for us. We are already servicing several Indian yards with boring equipment and we are opening up a rental depot there."

The company's shipbuilding clients include Austal Ships, Bohai Shipyard, Dalian Shipyard, General Dynamics, Hyundai Heavy Industries, Jurong Shipyards, Keppel Engineering, and Northrop Grumman and the U.S. Navy.

NEARLY ALL EXPORT

Nearly 100% of Intergraph PP&M's marine workload is generated by international clients, according to David Joffrion, manager, corporate communications for Intergraph Corp., Huntsville, Ala.

"Intergraph has sold software to international process and power clients since the early 1980's and in the Marine market to Daewoo Shipbuilding (now DSME), Gdansk Shipyard, Poland, and Vickers Shipyard in U.K. in the mid-1990's," explains Joffrion. "In the late 1990's, a consortium of international shipbuilders, Japan's Hitachi Zosen (now Universal Shipbuilding), Denmark's Odense Steel Shipbuilding, and Korea's Samsung Heavy Industries, commissioned Intergraph to be their technology provider to develop a next-generation shipbuilding and marine design solution. The result of that partnership is SmartMarine 3D."

Most recently, Intergraph has been working with China's COSCO Shipyard Group implementing SmartMarine 3D engineering design software solutions at all five of its shipyards.

Since purchasing SmartMarine 3D in late 2006, COSCO has applied its marine engineering design capabilities in three shipyards: COSCO Zhoushan Shipyard, COSCO Dalian Shipyard and COSCO Nantong Shipyard. Nantong will use SmartMarine 3D to construct the world's first cylindrical drilling unit.

Due to the success of these marine engineering projects, COSCO is planning on expanding its use of SmartMarine 3D and its Guangzhou technical center branch and Guangzhou shipyards. Implementation at these sites will begin

in the first half of 2008.

"Using SmartMarine 3D for our design has given us markedly improved efficiency and quality compared to our previous design process. For example, modeling of piping and equipment is now done up to 50% faster," said Zhu Qingshuang, general manager for the COSCO Shipyard Group Technical Center. "The partnership and support we enjoy from Intergraph is invaluable for achieving our objectives and goals for becoming one of the most sophisticated shipyards in China as well as on a global basis."

Joffrion says the relationship with COSCO began in 2005, when Intergraph established a group of local industry experts in China with extensive technical domain, marine market knowledge, and well-established business relationships, including the one with COSCO. "Knowing that COSCO wanted to rapidly expand its business and improve overall performance," he says, "we introduced them to SmartMarine 3D. They decided at the end of 2006 to apply it initially to one project and since then have expanded usage of the solution to most of their shipyards in the group."

Joffrion says that one of the most difficult hurdles that the company faced "is the culture that typically surrounds a design and product system that SmartMarine 3D replaces. Many of the concepts that SmartMarine 3D employ, like automated steel detailing and fabrication from 3D molded forms, require managers, designers and production people, as well as Intergraph consultants to work closely together to work through the cultural issues."

He says that in order to cultivate business internationally, "your company must be committed for long-term investment. International clients want long-term partnerships. And, you must establish local presence from both the sales and support side."

INTERNATIONAL DESIGNER

One of the first vessels Guido Perla and Associates, Inc. (GPAI), Seattle, Wash., designed for an international customer was a 22,000 shp anchor handling tug vessel for Holland's Heerema.

GPAI's chairman Guido Perla says about 30% of the company's workload is being generated by international vessel owners, operators or shipyards, depending on how you categorize it, either by revenue or man-hours. GPAI's international client base includes China, Hong

Kong, Japan, Brazil, Chile, Norway, France, Germany, Denmark, and the Netherlands.

In order to be successful internationally, Perla says "It is necessary to try to understand what is important to them by absorbing their culture and finding out what makes them tick. However, I have found that getting them to trust you is the most important thing, as is the case with all clients. I try to show them that I will be there for them at any cost."

GPAI, for example, has built a strong relationship with France's Bourbon, designing a series of GPA 670 Platform Supply Vessels, GPA 654 Class Supply Vessels and GPA 254 Anchor Handling Tugs Supply Vessels. Many of these offshore service vessels have been or are being built at Zhejiang Shipbuilding in Ningbo, China.

GPAI established an office in Shanghai, China, to oversee the construction of the first four GPA 670 PSV's. "It has been great for us," says Perla, "but not without its challenges. I recommend getting a good lawyer that knows the avenues there, and being ready to react to the constant changes. With the number of our designs currently being built in China, having a local presence is invaluable for making these projects successful. This has proven to be true with the series of GPA PSV's and AHTS vessels."

One of the obstacles that his firm has had to overcome, he says, is that U.S. designers are not well appreciated in the global market place. "The U.S. has lost some of its stature in the international field of naval architecture. Furthermore, there has been little help in promoting the design aspect of this industry through government policy."

In order to establish itself in the global market, GPAI had to prove that it had the technical knowledge and the innovation to produce a technically sound and competitive design as measured by varying international standards. "It seems that we have been successful to some degree in overcoming some of these hurdles in that GPAI currently has more than 100 vessels under contract for construction internationally," he explains.

Perla says that your company's success will depend on showing "your potential clients that you are bringing something new, more technically advanced or economically advantageous. Use your imagination and have fun. I am giving you my secrets, since I have done it already, but it's not the secrets that are important but how you implement them." **ML**

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