



E-Interview with Jochen Deerberg, Deerberg-Systems, Oldenburg, Germany



Title of interview: Virtual Roundtable:
“The future of the European cruise industry”

Name: Jochen Deerberg

Functional Area: Owner and CEO

Organization: Deerberg-Systems GmbH

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Europe occupies a pivotal position in the growth and development of the cruise industry. The proportion of the current cruise order book intended for delivery to European brands has never been higher, reflecting the fact that Europe continues to be the world's fastest growing source market. Europe is also the fastest growing cruise destination in the world. The German market is one of the fastest growing in Europe – representing 639,000 passengers in 2005 - with one million passengers expected to sail by 2010.

Dear Mr Deerberg,

Question 1:

Which aspects of the development of Europe's river cruise and ferry market are expected to have the most impact on your company's future business?

Answer:

- Increasing number of ships being built to accommodate an increasing number of European passengers
- New regulations concerning river cruise 2009
- Increasing restrictions to discharge in remote/special areas
- Increasing cost and environmental aspects of discharge in ports

Question 2:

Where do you see the major growth prospects? Which trends do arise for your business segments and which of the do you believe to be of lasting effect on the market volume?

Answer

- Small cruise ships business for visits and port calls in remote exotic regions
- Combination of cruise types, e.g. ferry/cruise, river/air
- Fun and luxury combination
- Expansion of cruise business in and to Europe, new cruise concepts, new buildings of vessels for the European market, new cruise terminals in European ports
- European cruise business is currently at a stage, where the US was 20 years ago
- Continuing significant increase in passenger numbers over the recent years



Question 3:

What are - from your point of view - the opportunities for companies working in the cruise and ferry sectors - in terms of cooperation, joint ventures and financing growth?

Answer

- Turn-key delivery of complete systems: interior/hotel outfitting, services outsourcing, complete waste management
- Joint ventures and partnering to obtain and to keep market shares, supported by innovative financing and life cycle support schemes

Mr Deerberg

Thank you very much for this interview.