



General Steamship Agencies, Inc.

The GENSTEAM® Family of Companies

“Why not hire an agent that is an expert in dry cargo?”



Alaska Maritime Agencies

Alaskamaritime.com

*Serving
North America*

Since 1920

Empire Shipping Agency

Empireship.com

General Steamship Corporation

Gensteam.com



General Steamship: drawing inspiration from John Ruskin

The quote (right) from John Ruskin, a prominent Victorian critic, philosopher and social thinker, is featured on the website of General Steamship Agencies, and is a major inspiration to those running the company.

At General Steamship Agencies, the philosophy is one of risk management. The company considers its primary duty to be the quickest dispatch on the intended business of the port call, while keeping serious complications from occurring. In General Steamship's North American market, there is so much that can go *expensively* wrong, and the maturity of the legal and regulatory systems means that there are often no quick fixes. General Steamship Agencies' +80 years of experience have left it battle-scarred, and proud of it, as it is now able to bring a major benefit to its principals — risk management. The company prefers to compete on sound value judgements, not on cheap price.



Within its three operating divisions, dry bulk constitutes 40% of the vessel calls that it handles. Its service areas range from the mid-Atlantic, the entire US Gulf and the entire US West Coast from San Diego north including the Pacific Northwest and through Canada and all of Alaska. Eighteen offices cover this

Wisdom from John Ruskin

“It is unwise to pay too much, but it is worse to pay too little. When you pay too much, you lose a little money — that’s all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do. The common law of business balance prohibits paying a little and getting a lot — it can’t be done. If you deal with the lowest bidder, it is well to add something for the risk you run, and if you do that you will have enough to pay for the something better.”

broad stretch of North America and provide top-shelf vessel agency service. General Steamship Agencies was among the first agency companies to achieve certification by both ASBA and FONASBA, verifying the standard it carries. Its clientèle includes charterers engaged in coal, grain, cement, petcoke, aggregates, sulphur, ore and fertilizers. It is proud to serve most of the world's vessel owner-operators in these trades, many of them for decades. Their ships run from Capesizes, to Handysizes, from self-unloaders to grab-fitted bulkers.

General Steamship Agencies' philosophy of preventing mishaps has served it well since 1920, as the quality companies that it serves know the wisdom of the quote above. Others can learn from it, and gain benefit for the multi-millions of dollars at risk. Risk management is ingrained in so much of shipping, why not in agency too? In North America when an unforeseen problem strikes an unprepared agent, it is often too late to escape promptly, let alone profitably.

