

Anglo-Eastern unveils new cruise business at Seatrade Cruise Global



FORT LAUDERDALE, 28 Mar 2023

For the first time in its 50-year history, Anglo-Eastern took part in one of the world's largest cruise industry events: Seatrade Cruise Global, held over three days this week in Fort Lauderdale, Florida. The Hong Kong-based global ship manager was on hand to join the other 500+ cruise industry participants, following Anglo-Eastern's acquisition of Cruise Management International and its group of companies on December 16th last year.

Representing Anglo-Eastern's new cruise business at the event were Sanjay Sukhrani, President and CEO of the ship management division Anglo-Eastern Cruise Management Inc. (AECMI, formerly Cruise Management International Inc.), and Dietmar Wertanzl, President and CEO of cruise hospitality experts Anglo-Eastern Leisure Management Inc. (AELM, formerly CMI Leisure Management Inc.).

Joining them from Anglo-Eastern's Hong Kong and Singapore offices were senior members of the group's executive management team, namely Bjorn Hojgaard, Chief Executive Officer; Carsten Ostenfeldt, Chief Operating Officer; and Niraj Nanda, Group Commercial Director.

Together, they formally unveiled the new branding of AECMI and AELM at the event through an onsite press conference held this afternoon, followed by a celebratory dockside cocktail reception later in the evening for clients and guests.



“It has long been a dream of Anglo-Eastern’s to one day join the cruise industry as a way to diversify our business, explore new opportunities, and to truly manage all types of vessels,” said Bjorn Hojgaard at the event. “As one of the world’s largest and longest-standing ship managers, there is a lot we can bring to the cruise industry, so this is a very exciting development for us and we are fortuitous to have been at the right place at the right time to realise our dreams with the acquisition of CMI.”

“Anglo-Eastern is first and foremost a ship manager, and our experience with many different types and sizes of vessels over the decades is extensive,” added Carsten Ostenfeldt. “Our commitment to excellence transcends ship type, plus we have the benefit of a fresh perspective from outside the industry. Sometimes having a new pair of eyes is what it takes to bring about further improvements, be it in safety, training, operational efficiencies, environmental compliance, or decarbonisation.”

Sanjay Sukhrani, who was recently appointed head of the cruise ship management division, agrees: “Anglo-Eastern is actively involved in all major sectors across merchant shipping and has built a strong reputation for helping its clients achieve effective cost management, compliance, and safety. Its scale and scope can provide the cruise industry with a very efficient service.”

In terms of positioning within the industry, Anglo-Eastern sees itself as a niche player, with a focus on the expedition and mid-sized cruise segments, where novelty and innovation takes precedence over mass operations. The group also sees itself as partners for larger cruise companies that wish to enter these segments.

Looking closer to home, from an individual company perspective, Dietmar Wertanzl is enthusiastic about joining Anglo-Eastern and sees many opportunities for synergies and growth.

“We are now part of a much larger, stronger company and will have significantly broader scope,” he said. “Anglo-Eastern is one of the world’s leading ship managers and we are excited to have such a strong parent with more horsepower. We can now tie into different resources and receive support on a global scale, and with the cruise industry set to pick up as the appetite for travel continues to grow, the timing couldn’t be better. Joining forces is a win-win.”

“This is indeed a new era for Anglo-Eastern and we are thrilled to be kicking it off at this year’s Seatrade Cruise Global,” said Niraj Nanda. “This is without a doubt the global cruise event of the year and we are honoured to be a part of it and look forward to participating in many more in the years to come. As we like to say, we’re the new kid in town – and we’re here to stay and make a difference.”

Seatrade Cruise Global is the leading annual B2B conference and exhibition event for the global cruise industry, bringing together industry influencers and senior executives from around the world, as well as more than 700 exhibitors and over 300 international journalists.

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About Us

Anglo-Eastern is a leading global provider of independent ship management services, with 670 vessels under full technical management, over 250 under crew management, and a technical services division that has overseen more than 450 newbuilds and conversions. Crewing the fleet is a pool of 30,000 active seafarers who receive continuous upskilling at Anglo-Eastern's Maritime Training Centres, while cadets are developed at the Anglo-Eastern Maritime Academy. Ashore, support is provided by a dedicated team of more than 1,800 employees, who together provide global coverage with local and functional expertise via more than 25 locations worldwide.

Anglo-Eastern Cruise Management (formerly Cruise Management International) offers the full range of ship management services to the cruise industry, with focus on the luxury adventure and educational cruising markets. Its managed fleet comprises smaller expedition vessels (150-200 passengers) for Arctic operations as well as mid-sized cruise ships (700-1,700 passengers) for voyages around the world.

Anglo-Eastern Leisure Management (formerly CMI Leisure Management) delivers customised hotel management services designed for the burgeoning expedition and niche segment cruise markets, offering innovative solutions that encompass provisioning, operations, personnel and logistics to meet the unique needs of intrepid voyages.