



Image source: [http://cdn-4.historyguy.com/somali\\_pirate\\_attacks\\_map.jpg](http://cdn-4.historyguy.com/somali_pirate_attacks_map.jpg)

Filmed October 2013 at TED@BCG Singapore

# Rose George: Inside the secret shipping industry

Recording lengths: 11'43

[http://www.ted.com/talks/rose\\_george\\_inside\\_the\\_secret\\_shipping\\_industry?language=en](http://www.ted.com/talks/rose_george_inside_the_secret_shipping_industry?language=en)

## Listen to the presentation and answer the following questions.

- Which business model was considered the best by Harvard Business School a couple of years ago?

Questions 2 – 5: What do the following numbers refer to?

- |                   |  |
|-------------------|--|
| 2. _____ 544      | a. The percentage of world trade that depends on shipping  |
| 3. _____ 90       | b. The number of sailors kept captive off the Somali coast |
| 4. _____ fourfold | c. The current number of working vessels                   |
| 5. _____ 100,00   | d. The increase in shipping since the 1970s                |

- What do Maersk and Microsoft have in common?
- Several years ago, the First Sea Lord of the British admiralty talked about *sea blindness*. What did he mean?

Questions 8 – 12: Fill in the blanks with one word or a number.

Rose George decided to experience shipping first hand when she took a passage on (8) \_\_\_\_\_ Kendal which carried (9) \_\_\_\_\_ boxes and was served by a (10) \_\_\_\_\_ of 21. The passage from the south coast of England to (11) \_\_\_\_\_ took (12) \_\_\_\_\_ weeks and helped her to learn a lot about modern shipping.



Image sources (clockwise):  
<https://pbs.twimg.com/media/CKmrVa3WwAEqNLI.jpg>  
<https://s-media-cache-ak0.pinimg.com/736x/d6/1e/bc/d61ebc19f39134862b5f8c91e39b2559.jpg>  
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**Questions 13 – 14:** Rose George says that modern seafarer often feel tired and exhausted. Give TWO reasons for that.

13. \_\_\_\_\_

14. \_\_\_\_\_

15. What is an open registry?

16. How has an open registry changed the crew?

17. How has an open registry contributed to the fact that some of the hostages are being held by pirates for years?

18. Why is bunker fuel used in shipping?

19. Which country are shipping emissions on par with?

20. What impact does shipping in North Atlantic have on whales?



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