

# **SMET Frank**

## **Curriculum Vitae.**

### **PERSONAL DATA**

- **NAME:** Smet, Frank J.F.
- **ADDRESS:** San Jose de la Sierra 1250 – 421  
Las Condes  
Region Metropolitano  
Chile  
  
Telephone: Mobile: + 56 978874563  
E- Mail: frank.smet@me.com
- **BORN:** Antwerp (Belgium), September 03, 1956
- **CIVIL STATUS:** Married to Mrs. Andrea Guerra
- **CHILDREN:** Two daughters Joy, 38 years old and Maite, 35 years old.

### **CARREER TO DATE**

2017-2020: Member of the Executive Board  
Hamburg Süd

After the take-over by Maersk to my below pallet of responsibility, Marketing and Sales was added and I also became the coach for Region Asia – Pacific and the Region East Coast South America.

2012 – 2017: Member of the Executive Board  
Hamburg Süd

I am responsible at Board level for the Liner Network, the management of the Equipment Fleet including the Intermodal organization and the Vessel and Port/terminal operations in general. In principle the COO function without the fleet management.

I likewise am the “Coach “for the RCW Region comprising Caribbean, Mexico, Central America and West coast of South America.

2008 – 2012: Director Global Line Management  
Hamburg Süd Hamburg

I was responsible for the development, implementation and exploitation of the Global Liner Service Network of Hamburg Süd.  
The task included product development, partner relationships, VSA negotiations, fleet requirement forecasting and deployment (short, medium and long term) and network planning as well as the setting of profitability and market share targets.

Regulatory compliance was likewise part of my responsibilities.

I led an international team of experts and report to the HSDG Board.

2003 – 2008 Managing Director Region Asia  
Hamburg Süd Hong Kong

From the take-over of the Kien Hung activities, we build the Hamburg Süd set up in Asia to an organization which counted 300 staff with 8 own offices in Hong Kong, China, Singapore and Taiwan.

I was responsible for the bottom line result of the Asian services as well as the commercial activities in the Asian region, We expanded the HSDG business from roughly 1000 teu export per week in 3 trades to roughly 8000 teu per week in 5 trades and managed to position Hamburg Süd as a renowned quality carrier with a market share of between 10 and 15 % in the main North – South trades.

2001 - 2003 Managing Director Region Oceania and Asia  
Hamburg Süd Australia

Based in Sydney, I was responsible for the commercial activities of Hamburg Süd in Australia, New Zealand and the Pacific Islands.

In view of the fact that our activity in Asia was still very limited (some 500 teu per week) the Asian activities were likewise controlled from the Sydney office.

During my tenure we entered the trades between Australia / New Zealand and North and South East Asia.

1993- 2001 Managing Director  
Hamburg Süd Chile

Based in Santiago, I was responsible for the Hamburg Süd activities in the West Coast of South America.

Inheriting a poorly functioning agency set up (Furness Withy), we build a solid organization with own offices in Chile, Peru and Ecuador and a dedicated agency set up in Colombia and Bolivia,  
From a single trade lane (North Europe –WCSA) we opened new services to the US West Coast, Asia and to the US East Coast.

1986-1993

Managing Director  
CMB do Brazil  
Compagnie Maritime Belge

Based in Sao Paulo, I was responsible for the CMB activities in South America both East and West coasts.

CMB was active in the trades between North Europe and ECSA, WCSA and ran a service between Brazil and USWC.

I left CMB when, after having been taken over by Safmarine, the focus on the Latin American trades was significantly reduced.

1983-1986

Owner's representative West Coast South America  
Compagnie Maritime Belge

Based in Santiago de Chile, I was responsible for the activities of CMB in the West Coast of South America.

1982 – 1983

Delegate to the Regional office West Coast South America  
Compagnie Maritime Belge

I was delegated to the Euro-Andino consortium regional office in Lima, Peru. Euro - Andino was a cooperation between CMB, CGM, CNP and Empreemar active in the trade between North Europe and the West Coast of South America.

1976 – 1982

Latin American trade department  
Compagnie Maritime Belge  
Antwerp Belgium

I started out in the Europe –Latin American Trade department.

## EDUCATION

- Primary & high school - Koninklijk Atheneum Boom (Belgium)
- Shipping, forwarding & Transportation - Antwerps Instituut voor Havenbedienden

## **CAPABILITIES**

- Proven ability to develop and implement new services/ activities
- Proven ability to develop and / or improve the commercial organization with focus on marketing, sales, and customer service.
- Bottom line focused but with clearly defined strategic targets.

## **LANGUAGES**

- Dutch - Mother Tongue. Fluently spoken and written.
- English - Fluently spoken and written.
- French - Fluently spoken and written.
- German - Fluently spoken and written
- Spanish - Fluently spoken and written
- Portuguese - Fluently spoken and written

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