

Lion Shipbrokers focuses on further adoption of technology

As a small shipbroking company Lion Shipbrokers have enabled themselves to make prompt decisions and maintain high level of confidentiality when handling their clients' affairs.

Panos Pantos, (BEng, MSc, MSc) Managing Director of Lion Shipbrokers, discusses the company's investments on cloud based and AI driven technology and explains the values and strengths of the company.



Panos Pantos, (BEng, MSc, MSc) Managing Director of Lion Shipbrokers

- What are the values and principles that your company represents in shipping?

- In today's shipping market, various types of information such as sales, rumors, asking prices, and charter rates are quickly and easily shared.

As a family-owned shipbroking firm, we make it a priority to maintain confidentiality, privacy, and discretion when handling our clients' deals and affairs. Our goal is to ensure that our clients' information remains secure and protected

within our firm.

- Can you refer to the strengths of your company and how can you ensure commercial performance, full transparency and best aligned trades?

- Our primary strengths lie in our strong relationships, integrity, and the agility afforded by our company's small size, enabling us to make prompt decisions.

- Have you adopted digital tools and AI technology to optimize your maritime operations?

- We recently updated our shipbroking software in May 24 to a cloud-based and AI-driven program, choosing to support a local software firm. This upgrade enables us to work remotely from our laptop or smartphone, allowing us to conduct business from anywhere in the world as if we were in our office.

AI technology is currently updating our system with information on ship's advices, itineraries, sales reports, and more in real-time. This tedious task, which was previously done by secretaries, has now become obsolete in our company.

- What is your company's forecast for the shipping industry? Do you believe that supply and demand dynamics in ocean shipping are set to remain complex due to the new US tariffs?

- We anticipate that the unpredictable tariff policies under the Trump administration will not persist, and we foresee a return to normalcy in the markets in the near future.

However, it should be kept in mind that Shipping is considered a high-risk industry due to its unpredictable nature. No one can accurately predict the future or market's direction.

- Describe your company's initiatives to attract young talented people in a fast growing and dynamic shipping industry.

- Over the years, we learned the hard way that young individuals aspiring to enter the shipbroking industry, will use small shipbroking firms as a stepping stone to move to larger international offices.

As a result, we have made the deliberate decision to maintain our status as a small firm.

- What are your company's future plans for more impactful shipbroking services in a sector that will be highly affected by the decarbonization path and the rise of protectionism?

- As a company we are likely to focus on further adoption of technology: Enhancing our ship broking services through digital tools that improve operational efficiency and compliance with environmental regulations.

Technology is expected to offer real-time data analytics for better decision-making.

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