

PRESS RELEASE

TRANSPARENSEA FUELS EXPANDS INTO EUROPE WITH LAUNCH OF NEW LONDON OFFICE

US-based company to bring its fresh approach to marine fuels to Europe amid unprecedented market change

LONDON, UK, 26 September 2023 – Transparensea Fuels, the provider of transparent and inclusive bunker brokerage and alternative fuels advisory services, has announced it is expanding into the European market, with the opening of a new London office.

Following demand for its fresh approach to the marine fuels market in North America, Transparensea’s move to Europe coincides with shipping facing an unprecedented shift in the way it fuels vessels between now and 2050.

Headed by experienced marine fuels broker Harriet Robson, Transparensea’s European team will be able to meet growing demand for strategic brokerage services in the region, as customers seek independent expert advice on fuels, both existing and new, to navigate fast-paced regulatory changes, such as the European Union’s Emissions Trading System (EU ETS). With its dedicated alternative fuels consultancy, Transparensea Fuels has developed expertise in advising companies on the fuels landscape, including availability, operational considerations and fuel specifications.

Sandra Ennor, President and CEO of Transparensea Fuels, said: “Transparensea was founded with the ambition to challenge established practices, prioritizing honesty and transparency at every touch point of our work. Our approach means that customers have a trusted, independent and dedicated resource for fuel procurement, which is becoming even more important as we transition to new fuels and bunker buying is increasingly recognized as the strategic priority it truly is. Our expansion into Europe today is a testimony to the value that expert and agile boutique partners can bring to the market.”

This new UK base, which is Transparensea’s first subsidiary outside the United States, will enable the company to further expand its customer base and industry relationships whilst particularly strengthening its client service offering across multiple time zones, including Europe, the Middle East and Asia. Harriet Robson, Transparensea’s Director for the UK, brings over 10 years of experience in maritime bunker brokering that is complemented by strong networks across these key markets.

Harriet Robson, Director of Transparensea for the UK, said: “Europe is entering a period of profound transformation resulting from new demands from regulatory and market forces. This will change not only the fuels used on board ships, but also the procurement process itself. The market is craving more support and clarity to navigate the energy transition, and I see genuine excitement for Transparensea’s disruptive model on this side of the Atlantic. I am proud to bring the company’s in-depth understanding of the fuel landscape to companies operating in Europe and elsewhere in the world.”

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About Transparensea

Since 2017, Transparensea has strived to make the marine fuel market and the wider shipping industry more transparent and collaborative. Headquartered in Connecticut, the company provides its customers with a trusted, independent and dedicated resource for fuel

procurement, and through its [TSEA Green](#) program, insight into alternative fuels for shipping. Led by its founder and President, Sandra Ennor, Transparenssea's distinct approach to marine fuel brokerage combines deep sector knowledge with tenacity, resilience and comradeship.

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