

The Chrome Dinner



Avalon is South Africa's leading end-to-end maritime service provider, providing an integrated commercial and operational maritime solution for bulk commodity exporters and traders. With nearly three decades of experience across global dry bulk markets, Avalon combines deep chartering expertise, rigorous risk management, and hands-on post-fixture execution to deliver reliable, compliant, and cost-effective shipping outcomes. Acting as a single point of accountability, we manage the entire shipping lifecycle—from commercial structuring and vessel fixing through documentation, finance coordination, logistics optimization, and voyage execution—ensuring that every shipment is aligned with our clients' commercial objectives and operational realities. Our approach is built on long-standing industry relationships, real-time market intelligence, and a proven track record across multiple commodities, positioning Avalon not simply as a broker, but as a long-term strategic partner in our clients' supply chains.

Avalon currently handles the largest volume of chrome ore in the industry firmly placing them as a key stakeholder when it comes to Ocean Freight and pit to port logistics optimization.

Avalon is also recognized as the leading parcel service specialist in Southern Africa, providing tailored solutions for smaller cargo movements with the same attention to detail and operational excellence. Through this integrated approach, Avalon ensures that every aspect of maritime, cargo, and logistics management is handled with professionalism, efficiency, and a commitment to client success.

The 4 directors being Muller van der Walt, Eric Olsson, Jens Tiaden and Vincent Abendanon have a combined 108 years experience in the industry.

Avalon Shipbroking was nominated in recognition of Vincent Abendanon's and Muller Van Der Walt's exceptional reliability, professionalism, industry expertise and unwavering dedication to the chrome industry. The nomination highlights the important role shipping plays behind the scenes in the chrome sector, particularly as freight represents a significant component of the final cost of chrome exports.

Avalon is recognized for:

Being a constant and reliable presence in a challenging and often volatile industry

Being the most reliable trusted source for market data

Their tenacity and ability to perform under pressure

Relentlessly working to find solutions to operational challenges

Successfully navigating volatile freight markets and giving customers real savings

Helping ensure cargo reaches its destination as efficiently as possible

Going above and beyond for clients

Using their expertise to help clients save both time and money

Providing clients with confidence and certainty

Building relationships based on trust and integrity

Becoming more than a shipbroker — a trusted partner and adviser

Making a lasting contribution to their clients, colleagues and the wider chrome industry