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# Marketing and promotion of port regions

**Intermed, the association of the north western  
Mediterranean ports**

**Varna, 30 May 2013**

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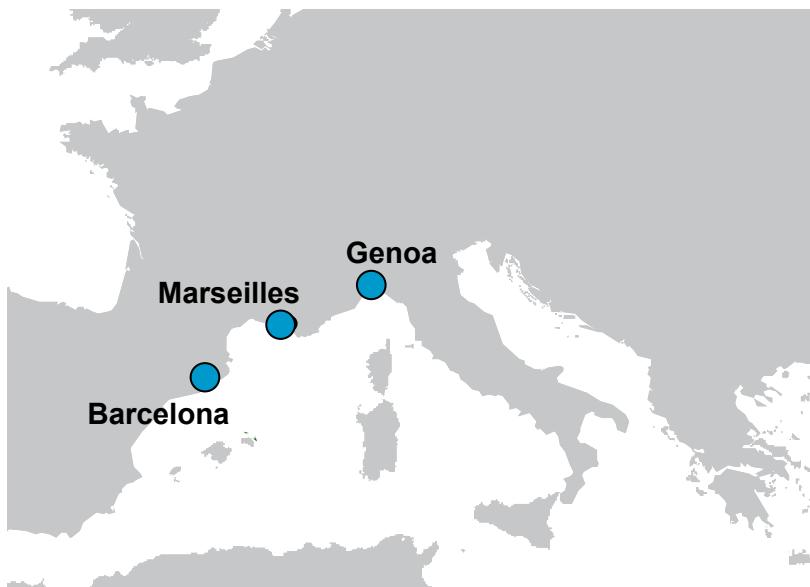


- A little history of the association
- The Intermed perspective
- Challenges for the future

## 1. A little history

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Intermed was founded in 1998 by the ports of Barcelona, Marseilles and Genoa



The main objective of the association is to promote the **role of Intermed** and Mediterranean ports on a **sustainable and more efficient European logistics**.

# 1. A little history

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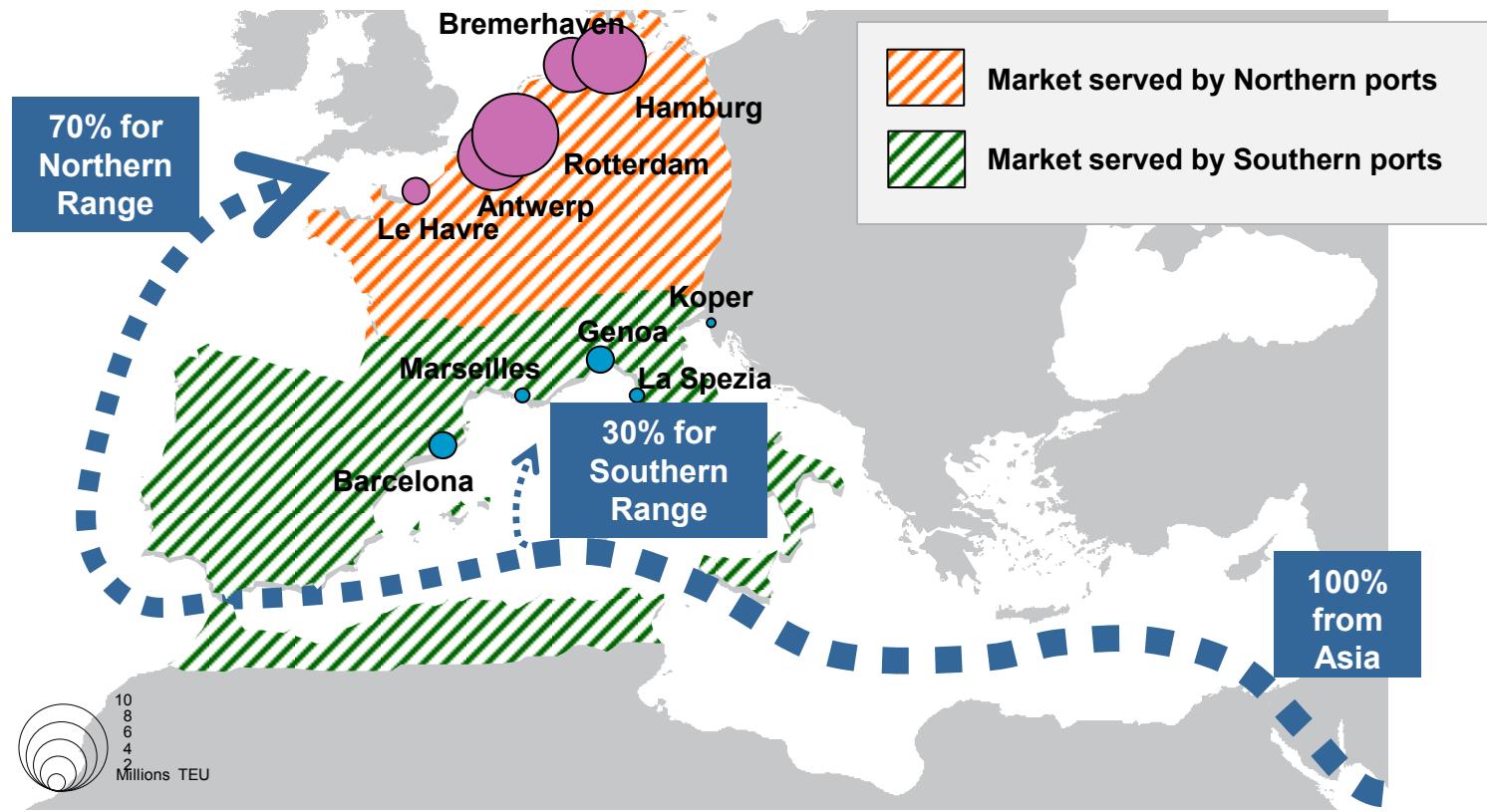
Intermed actions have been focussed on:

- **Studies:** Development of reports and studies on issues where the cooperation among Intermed ports could be stronger (SSS, ...etc)
- Defending the North-West Mediterranean ports interests before the relevant **EU institutions:**
  - “Analyse rapport Van Miert sur RTE-T” (January 2004)
  - “Intermed proposal for the TEN-T to aid rebalancing and sustainability of the TEN-T” (march 2001),...
  - Intermed presentation at the European Parliament on November 2012
  - Position paper on the EC Communication “Ports: an engine of growth” (forthcoming).
- Highlighting the **potential of Mediterranean ports** for overseas customers interested in the European markets:
  - Participation in workshops and conferences: Hong Kong (1999); Miami (2003) Marseilles (1999 and 2013)...etc
  - Organization and support of conferences (TOC Europe)

## 2. The Intermed perspective

### European transport & logistics system imbalance

Although Mediterranean ports are better positioned geographically on the Far East - Europe route for distribution of goods to Central and Southern Europe today  
**Northern European ports handle about 70% of this traffic, while the remaining 30% goes through Southern ports.**



## 2. The Intermed perspective

Present situation reduces the efficiency and sustainability of the European logistics system and undermines the long-term competitiveness of the European economy.

**This should be changed.**

### **Present and future European cargo flows should be taken into account**

Relevance of the MED in the Europe-Far East route and Europe-America trade. Great market with high economic potential. New North-South axis.

New logistics trends: Flexibility ( Combination of different ports and transport chains ); Logistics differentiation depending on products, markets,...; Unsustainability of large vessels trend ; ...

### **Congestion in the North transport system and underutilisation of Southern**

**European Ports.** Validity of the first White Paper Transport diagnosis “ Europe suffers from central congestion and extremity paraplegia” and also in the new EC Port Policy Communication

### **Reduces European economic and social cohesion**

### **Instability of the maritime business...the MED is the best option**

Extra super-slow steaming

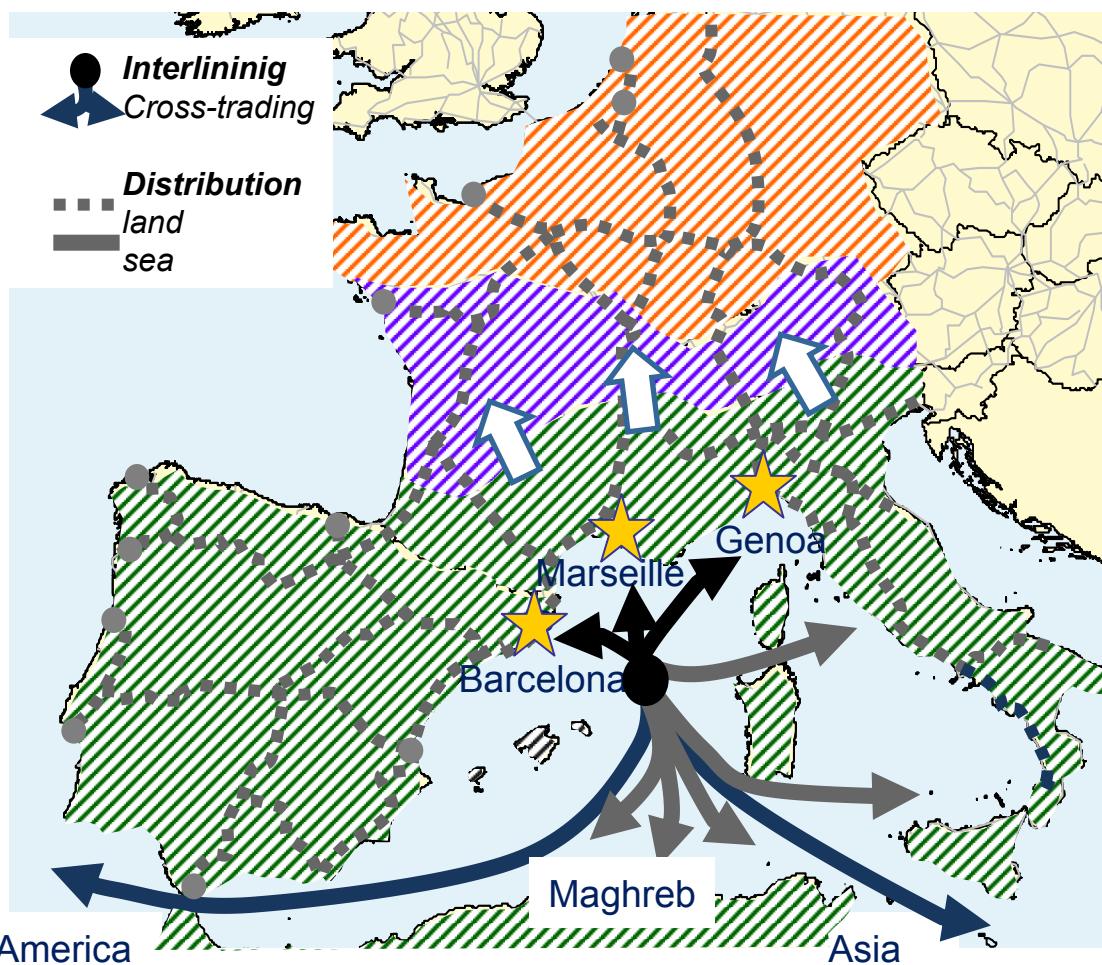
Fuel price increase

Freight rates volatility

New vessels on order. 18.000-20.000 TEU

## 2. The Intermed perspective

**Today Mediterranean Ports are ready:**  
**Intermed Ports have done their job and have today equivalent levels of service than their competitors**



Increased port capacity



Efficient services



Connectivity services  
Sea & Land

## 2. The Intermed perspective

**Today Mediterranean Ports are ready:**

**Enlargement processes to increase port & logistics areas and loading capacities**



- Seawalls enlargement completed
- New land areas. Port area x 2.3 times
- Expansion of the two container terminals 2012 & 2013.
- Increase of capacity: from 2.6 MTEU to 4.5 MTEU. 10 MTEU in 2020
- Extension of Logistics Area ZAL. From 65 ha to 145 ha
- New road and rail infrastructures



- Reclaiming of Bettolo Pier: 18 ha. Capacity 550,000 TEU
- Reclaiming of Ronco Pier: 6.4 ha
- Construction of new breakwaters
- New road and Rail infrastructure



- 2012 Fos 2xl. Capacity 1.4 MTEU
- 2018 Fos 4xl. Capacity 1.2 MTEU
- After 2018 capacity to a new container terminal (Fos 3xl: 0.8MTEU)
- 2012-2015: extension of logistic capacities: +100 ha
- New rail connections and river shuttles

**In 2015, Barcelona, Marseilles and Genoa will have a total capacity of more than 17 million TEU**

## 2. The Intermed perspective

### Today Mediterranean Ports are ready: Efficient port performance: Intermed ports added value services

#### Barcelona

	<b>Quality brand</b> of the Port of Barcelona.
	<b>Port Community System</b> of the Port of Barcelona. Technological platform that provides an easier interaction
	<b>Logistics consultancy for customers</b> that want to improve their logistics, proposing more competitive alternatives.

#### Marseilles

	<b>Port community system "AP+"</b> . Access to AP could be done directly or via a network of port, river, inland platforms.
	<b>Network of multimodal transport platforms</b> established . Partnership agreement Port of Marseille Fos, port of Sete & 9 inland Ports
	New <b>Border Inspection Post</b> (2012) in the eastern harbor of the port of Marseille-Fos. A better fluidity and a better inspection are guaranteed as it is already the case in the western harbor (Fos).

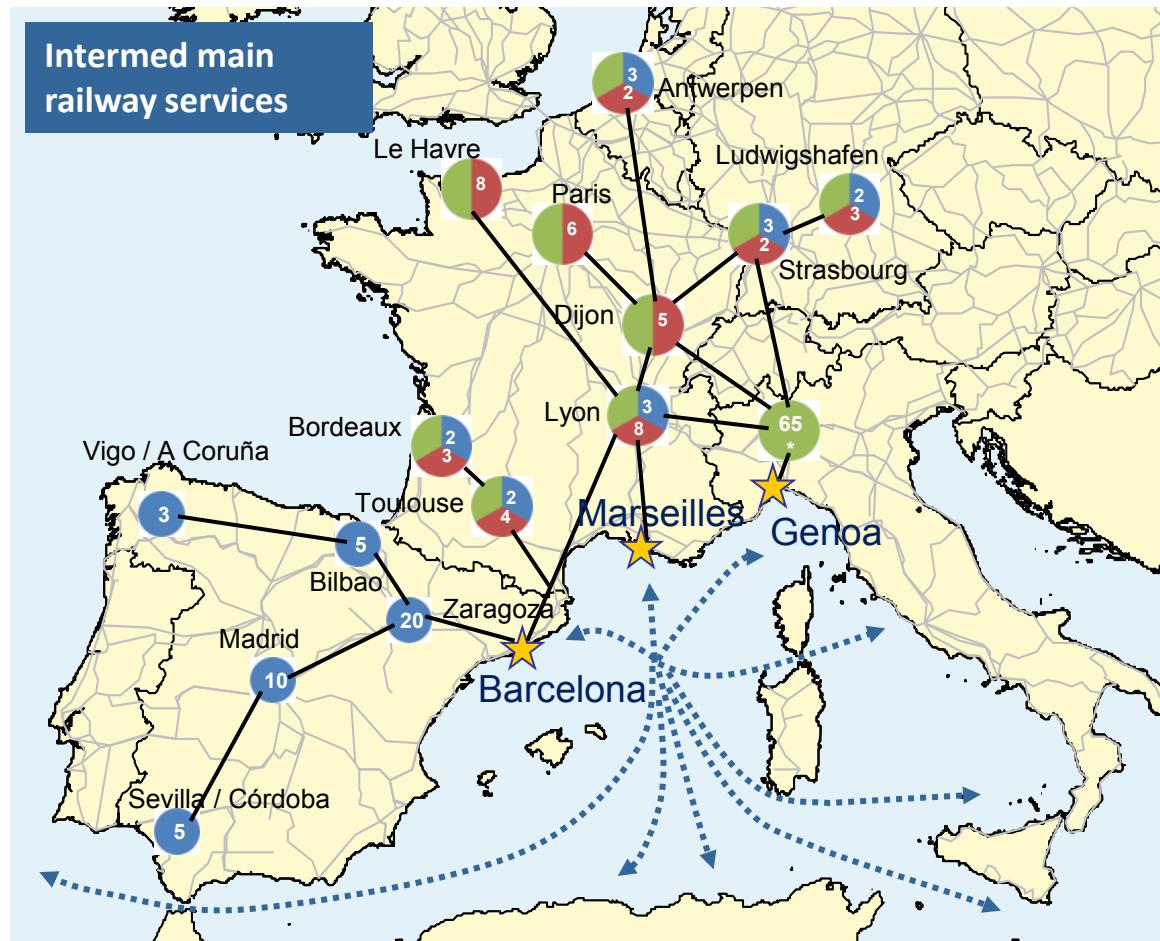
#### Genoa

	The Energetic and Environmental Port Plan (PEAP) is a tool aimed at orienting and <b>promoting the use of renewable sources at the improvement of energetic efficiency within the port</b> .
	Genoa Port Authority is in the process of completing a comprehensive <b>port information system</b> (using the acronym E-port) developed with the valuable assistance of all the Operators' Associations.
	Genoa Fast Corridor is a <b>rail transport service operating</b> between the Voltri Container Terminal and the Rivalta Scrivia freight village located midway between Genoa and Milan.

## 2. The Intermed perspective

**Today Mediterranean Ports are ready:**

**A commitment to railways despite limited infrastructures**



Rail traffic at Intermed Ports has increased considerably over the last years, due to:

- Investments in rail infrastructures made by ports
- Growing supply of services from private sector



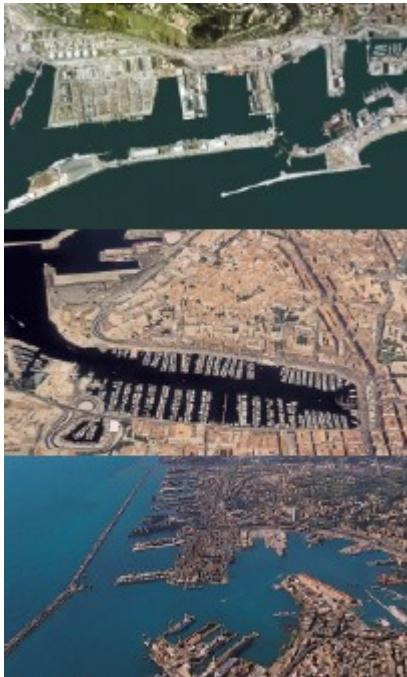
Although % market share of rail in Intermed Ports has reached 10 to 12%, volumes by rail are still far from volumes in Northern Europe.

## 2. The Intermed perspective

The role of Intermed and Mediterranean ports on **a sustainable and more efficient logistics**

- **Reduction of logistics cost** resulting from the reduction of number of ships, fuel consumption, distance and land haulage. Improvement of lead time
- Reduction of **environmental costs** due to the shorter distance of MED ports to the Far East. Consequently less fuel consumption and CO2 emissions
- Reduction of **congestion** in Northern infrastructures
- European economic and social **cohesion** as a result of better infrastructures and connections
- Taking advantage of economic **potential** of Mediterranean and Northern Africa

### 3. Challenges for the future



- Cooperation with **other Mediterranean organisations** with similar objectives (NAPA,...)
- Cooperation with **non-EU ports** from neighbour countries (North Africa,...)
- Studies **on impact of EU regulations** on Intermed ports
- **Intermed position** on the future EU regulations

*Is it possible to collaborate in **business development** (join rail services, join offer to shipping lines,...)?*

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# Thank you!

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