

Goal

The goal of PortMiami's Big Ships Welcome campaign, which was geared towards both current and potential port customers, was to generate awareness of PortMiami's \$1.3 billion of capital investments that have made Miami ready for the industry's new big ship era.



BIG SHIPS WELCOME NOW
@ PORTMIAMI

The Big Ship Era is here and PortMiami is Ready!



PORTMIAMI



Objective

BIG SHIPS WELCOME



PORTMIAMI

PortMiami's objective was to communicate the advantages of the Port as a global gateway to stakeholders, shippers, the world's largest cargo alliances, and the South Florida community at large.

While PortMiami has long been known as the "Cargo Gateway of the Americas" – create an awareness campaign to communicate the benefits of the port's \$1.3 billion of completed investments solidifying its position as a world class global gateway.

Tactics

- Media— generated editorial coverage in general and trade publications
- Social media – generated content, digital photos, videos, and data through online interactions on Twitter and Facebook
- Advertising – general media and trade publications integrating print, digital, and social media platforms
- Community relations billboards and other signage
- Video— “Global Gateway” focused on \$1.3 billion of completed capital investments
- Events and sponsorships—partnered with cargo partners to promote the completion of \$1.3 billion of completed capital investments, including the - 50/-52 deep dredge and intermodal rail, as well as celebration launching a new big ship era with the arrival of Miami’s first Neopanamax vessel via the expanded Panama Canal to call at PortMiami, the *MOL Majesty*

International Media Coverage



US LOOKS TO GROW SEA TRADE WITH CHINA

The whole dynamic between the West Coast and the East Coast looks set to change with the expansion of the Panama Canal. The maximum ship size the canal can currently accept is around 5,000 TEUs, but when the expansion is complete, it will allow vessels of up to 13,000 TEUs to cross.

The Port of Miami hopes to benefit from the fact that the East Coast will become more easily accessible to more ships sailing from the Asia-Pacific region.

"We're of the mind that the West Coast share is now 65%, and it wouldn't shock us to see four or five years from now that the percentage is closer to 55%, so we think there might be a 10% market-share shift," says Kevin Lynskey, deputy director of PortMiami. "We think there are about 400,000 moves that will be shared among ports serving the Southeast US, and that includes imports, exports and empties. The Port of Miami is looking to move its share of Asian trade, which is presently 35% of our business, to over 50% over the next few years. That share will be completely dominated by China – it's to the point where Hong Kong and China account for over 90% of the trade."



But Miami isn't the only port which stands to gain from the increased trade activity as a result of the canal expansion. Port Everglades, located approximately 35 kilometres north of Miami, is also looking to expand its presence in the trans-Pacific trade lane, but doesn't necessarily consider Miami a rival.

"We work together," says Steven Cernak, chief executive and port director of Port Everglades. "It's simple – if I grow the pie larger with them, and even if my slice stays the same size, then by design, I've

grown. It's really the private sector that decides what's happening. All I can do is provide the best possible facilities I can, and I will let the market take care of itself."

Apart from seaports, another player which will be affected by the expansion of the Panama Canal is Florida East Coast Railway, which serves both PortMiami and Port Everglades exclusively with on-dock rail.

"We have an overnight service into the state of Florida from Miami, and a two-day service into the Southeast region," says James Hertwig, president and CEO of FECR. "So we think a lot of the cargo that before was being loaded to other ports will get loaded onto bigger vessels coming through the Panama Canal. In addition, PortMiami can do transshipments into the Caribbean. We think that because there's a lot of cargo already coming into the state of Florida, and because there's a good amount of baseload along with the Southeast region and with some of the transshipment, the carriers will be able to fill those vessels coming into Miami."

Full Article:

<http://www.asiacargonews.com/en/news/detail?id=513>

PortMiami Welcomes 1st Neopanamax from Panama Canal



Containership MOL Majesty, the first Miami-bound Neopanamax vessel to transit the expanded Panama Canal, arrived at the US East Coast port PortMiami on July 9.

Owned by Mitsui O.S.K. Lines, Ltd, the 2010-built MOL Majesty measures 302 meters in length and 43.4 meters in beam.

"For the first time, we have these mega vessels transiting our waterway and calling at your port. This groundbreaking development will undoubtedly bring economic prosperity, as well increased opportunities and revenues to both PortMiami and the Panama Canal," Panama Canal Administrator and CEO Jorge L. Quijano said.

With the new locks now operational, Neopanamax ships have begun transiting the waterway toward US Gulf and East Coast ports, and are expected to call on additional ports which are similarly investing in infrastructure projects to take advantage of the Canal Expansion. Neopanamax ships transiting the Panama Canal have also headed to ports in Asia and the Caribbean, such as Cartagena.

The arrival of the vessel coincides the extension of a 13-year alliance between the Panama Canal and PortMiami as the parties renewed their Memorandum of Understanding (MOU) in an effort to promote trade opportunities following the opening of the new locks.

Since the parties first signed the MOU thirteen years ago, PortMiami has invested in a number of infrastructure improvements to deepen its channel to accommodate Neopanamax vessels, and improve the traffic flow and movement of the cargo it receives.



Port Director: Panama Expansion, Larger Ships Make Miami A 'Global Gateway'

By TIM PADGETT & TOM HUDSON · JUN 27, 2016



On Sunday morning, a 984-foot-long Chinese container vessel – aptly renamed Panama – became the first ship to enter the new, wider locks of the Panama Canal. The waterway's \$5.5 billion expansion ran over budget and almost two years behind schedule. But now that it can accommodate more massive, post-Panamax ships, it should be a boon to U.S. harbors like PortMiami.

That's because PortMiami, after its own \$2 billion expansion, can now receive post-Panamax vessels – and the first from the Panama Canal arrives here early next month.

PortMiami is already Miami's second-largest economic engine and its door to the almost \$50 billion annual trade it does with Latin America. But that commerce, at least in dollar terms, is slumping quite a bit these days. So to better understand what the post-Panamax future means for South Florida, WLRN's Tom Hudson and Tim Padgett sat down with PortMiami Director Juan Kuryla at his offices – before he headed to Panama for the 102-year-old canal's re-opening.

Full Article & Interview:

<http://wlrn.org/post/port-director-panama-expansion-larger-ships-make-miami-global-gateway>

Global Trade

MOL LAUNCHES NEW SERVICES FOR ASIA AND AUSTRALIA NETWORK

\$33 MILLION IN FUTURE STATE GRANT ALLOCATIONS HAVE BEEN COMMITTED TO PORT MIAMI

On the heels of another record-breaking year for both cargo and cruise passengers, \$33 million in state grants have been allocated to PortMiami over the next five years. PortMiami had a 14 percent increase in its containerized cargo in 2014-15, and another 2 percent increase in fiscal year 2015-2016 for a total of 1.03 million TEUs, which are the equivalent of a standard 20-foot container.

The positive performance report comes as PortMiami starts to receive the bigger ships that are already transiting via the expanded Panama Canal. Some \$1.3 billion were invested to dredge and widen PortMiami's shipping channel to -50/-52 ft., complete a new port tunnel to speed vehicular traffic, acquire four Super-Post-Panamax cranes and build an on-port rail link. The Port is big-ship ready, and it anticipates continued growth as some of the world's largest ocean carriers have formed alliances and deployed bigger vessels for their international shipping routes.

Funds will be utilized, among other things, for the procurement of three additional Super-Post-Panamax cranes, as well as upgrades to cargo terminal yards in an effort to create efficiencies in operations for higher densities in container throughput. In addition, the grants will help support the development of a future inland intermodal facility.

Full Article:

<http://www.globaltrademag.com/departments/mol-launches-new-services-asia-australia-network>

National Media Coverage | Trade Publications



No. 3: Miami, up 18.86 percent to 409,346 TEUs

There is still debate over how successful the [Port of Miami](#) will be realizing its goal of becoming a [competitive gateway for Asian imports](#) destined for points beyond Florida. Port officials have indicated their 2015 import volume is evidence that the answer is a resounding, “Yes.” Miami handled roughly 409,346 import TEUs in 2015, up 18.86 percent year-over-year. While other U.S. East Coast ports have said West Coast diversions are fading, Miami says it’s confident the Asian volume it gained will stay. Coupled with expected Latin America volume growth, the port has a vision of itself as a new major gateway for cargo headed into the U.S. Southeast and perhaps even as far north as Chicago. It’s a vision emboldened by Miami’s newly achieved draft of 50 feet, allowing the port to handle the larger container ships able to pass through the expanded [Panama Canal](#) in mid-2016. Doubts and questions remain, despite the port’s confidence. Import strength dipped and spiked over the past year, and that doesn’t reveal if Miami is retaining West Coast diversions, if it’s attracting cargo bound for outside the state, if Florida demand is building, or some combination of the three.

Full Article:

http://www.joc.com/port-news/us-ports/port-new-orleans/slide-show-fastest-growing-us-import-ports_20160201.html?page=0%2C8

Ocean Alliance unveils network for 2017

Signing the Day One Product were (left to right) Ocean Alliance members Andy Tung, CEO of OOCL, Wang Haimin, managing director of China Cosco Shipping Lines, Rodolphe Saade, vice chairman of the CMA CGM Group, and Lawrence Lee, president of Evergreen. Credit: CMA CGM



AWE6: Hong Kong-Chiwan-Ningbo-Shanghai-Pusan-Houston-Mobile-Miami-Jacksonville-Singapore-Hong Kong

TAT3: Le Havre-Antwerp-Rotterdam-Bremerhaven-Charleston-Savannah-Miami-Veracruz-Altamira-Houston-New Orleans-Miami-Le Havre

PortMiami enters 'big ship era' with new 50-foot harbor

The completion of the South Florida port's Deep Dredge project paves way for PortMiami to handle mega-size container ships from Asia.

BY ERIC KULISCH | MONDAY, SEPTEMBER 21, 2015

Florida state and local dignitaries celebrated the completion of a \$220 million dredging project to deepen the PortMiami harbor to 50 feet, a key threshold for ports seeking to receive next-generation, post-Panamax container vessels and the larger cargo volumes they represent, with a ribbon-cutting ceremony Friday.

Officials expect that ships between 8,000 TEUs and 10,000 TEUs will start calling in Miami next year once the expansion of the Panama Canal is finally completed, with the potential for vessels up to 13,000 TEUs on the Asia trade lane to reach the port through the Atlantic-Pacific shortcut. So far, however, no container lines have committed to deploy larger box ships to Miami.

"There are four or five different carriers that have very seriously inquired about our ability to berth a vessel of that size" within 24 months of the Canal's opening, Port Director Juan Kuryla said in an interview.

The new Panama Canal locks are tentatively scheduled to open for traffic by April, but some construction glitches and protests by laborers have slowed work recently. Canal officials, however, have said that the water leak in one of the locks is not expected to change the opening date for the Canal.

Kuryla also told *American Shipper* that container volume at PortMiami is on track to reach 1 million TEUs for the fiscal year ending Sept. 30, which would be an increase of about 16 percent from the 876,677 TEUs handled the previous year. Container business in fiscal year 2013-14 was down 2.7 percent from 901,454 TEUs. In fiscal year 2012-13, container volumes stood at 909,917 TEUs.

The port director said Miami has experienced a bump in imports from Asia as shippers diverted some cargo from the West Coast to avoid congestion issues associated with last winter's contract dispute for dockworkers and ongoing operational challenges – a scenario that has also boosted business at several other ports along the East and Gulf coasts.

Miami's ability to service cargo in a timely manner means much of the new business likely will become permanent, Kuryla added. Truck turn times for a double move – container drop and pick up – are about 70 to 80 minutes, and up to two hours in some cases, which compares favorably with congested ports such as New York/New Jersey and Norfolk.

Contributing to the recent growth have been U.S. Agriculture Department approval for businesses using cold-treatment protocols for pests to import grapes, citrus and blueberries from Peru; apples and pears, blueberries from Argentina; and blueberries and grapes from Uruguay directly into South Florida, instead of requiring them to be sent to northern ports in Philadelphia or Wilmington, Del., where the pests can't survive, and trucking the produce back to Florida. PortMiami has experienced a 20 to 25 percent increase in its throughput of perishable products thanks to the new program, Eric Olafson, the port's trade development manager, said.

Exports at the port are also on the rise, with some of the increase due to new business from containerized grain shipments from the Midwest, Kuryla said. He pointed out that three of the new consolidated carrier alliances – the G6, 2M and Ocean3 – have made Miami a port of call in the past couple of years as the port has become more globally connected due to the Panama Canal expansion and its own infrastructure upgrades.

In July, German liner operator Hamburg Süd returned to PortMiami for the first time in more than a decade as the carrier puts more emphasis on its East-West lanes. It is operating one vessel as an adjunct partner on an Ocean3 Alliance string that operates between Chinese and U.S. East Coast ports.

The port's Latin America and Caribbean trade, which includes perishables, has also grown significantly, primarily because of new business captured by Seaboard Marine. The regional ocean carrier is responsible for 45 percent to 48 percent of PortMiami's total container throughput.

There are still skeptics who question whether Miami can attract more than one or two services due to its distance from many population centers compared to other ports. Florida doesn't have a huge manufacturing base for exports, and the port faces growth constraints on the man-made island upon which it rests.

Florida Gov. Rick Scott and Lt. Gov. Carlos Lopez-Cantera praised the partnership between the state Department of Transportation, Miami-Dade County, the U.S. Army Corps of Engineers and environmental agencies that made the harbor deepening possible, but criticized Congress for not following through with money for the federal share of the construction costs.

The state of Florida contributed \$112 million toward the project, including the \$77 million the federal government is supposed to take care of under formulas set out by law. PortMiami and Miami-Dade County invested \$108 million, with some of the money going to wharf-strengthening and other improvements related to the dredging.

"I'm very hopeful the federal government will give us the money back that they haven't put up," Scott told reporters after the event at the PortMiami cruise terminal, adding that it is the "fair" thing to do.

Officials touted the economic benefits to South Florida and the state from increased sea trade associated with big ships.

Miami-Dade County Mayor Carlos Gimenez and others said deepening the harbor from 42 feet to 50 feet, and 52 feet at the entrance channel, would result in the creation of up to 33,000 direct and indirect jobs in the region and create \$7 billion in additional wealth as the money from port fees, logistics salaries, and increased manufacturing revenues for exports is spent in the local economy. The projections were from port economist John Martin, who has made a career of helping ports around the nation make the economic case for new infrastructure development. But some experts say economic impacts can be difficult to quantify and that studies sometimes overstate the benefits because of how they are conducted or because they only consider selective outcomes.

Gov. Scott has convinced the state legislature to invest \$850 million over the past four years in the state's 15 seaports as a way to increase trade-related jobs, which are up by 150,000 in that period.

The PortMiami harbor deepening is the first of five major port expansions to be completed in an expedited fashion under the Obama administration's 2012 "We Can't Wait" initiative, designed to streamline the slow bureaucratic process for obtaining federal approval on infrastructure projects. The project took more than 17 years from conceptual planning to construction, but would have taken several more years without coordination by the White House.

Five different dredge vessels removed more than five million cubic yards of rock, limestone and sand for the PortMiami project, which included widening the entrance channel to 800 feet, according to the Army Corps of Engineers.

Environmentalists, however, have criticized the Army Corps of Engineers for its management of the deep dredge project, saying that silting damaged important coral formations in Biscayne Bay.

"Dramatic statements were made about the effects of the dredging in Miami, specifically regarding sedimentation impacts to offshore resources. Contrary to these statements, sedimentation effects were anticipated and are expected to be of a short-term duration with no long-lasting effect on the ecosystem," Col. Jason Kirk, the Corps of Engineers' Jacksonville district commander, said in a statement.

"This project has been performed to the highest standards of environmental sensitivity," Kuryla insisted. "We have a five-year monitoring period during which we'll address any latent effects and if there are any we will do whatever we need to do to remediate that. And we'll continue to work hand in hand and in good spirit with the environmental groups."

Full Article:

<http://americanshipper.com/main/news/portmiami-enters-big-ship-era-with-new-50foot-harb-61555.aspx>

Florida East Coast ports look to build upon solid performances with enhanced facilities

By: Paul Scott Abbott | **Issue #643** | Feb 27 2017 at 10:41 AM | Channel(s): [Ports & Terminals](#) [Ports](#)



With several having enjoyed landmark years in 2016, ports along the Atlantic Coast of Florida are advancing infrastructure enhancements to accommodate still greater cargo volumes.

From deepening of channels to adding more extra-large container cranes to establishing better rail and road links, numerous projects are moving ahead to efficiently handle increasing demands.

Here's the dish, beginning in Miami and heading north up the East Coast of Florida to just south of the Georgia line:

PortMiami

"Big Ship Ready" continues to be the mantra at Miami-Dade County's PortMiami, which over the past few years has completed more than \$1.3 billion in infrastructure enhancements, making it prepared to handle containerhips carrying as many as 13,000 twenty-foot equivalent units of cargo.

The project bringing its channel and alongside berth depths to 50 feet was finished in mid-2015, a year in advance of completion of wider Panama Canal locks, while on-dock intermodal rail service via Florida East Coast Railway and the new PortMiami Tunnel beneath Biscayne Bay provide efficient inland links for the island seaport, which now boasts six super-post-Panamax cranes among its 13 container gantries.

For a second straight fiscal year, PortMiami topped the 1 million TEU mark in containerized cargo moves in the 12-month period ended Sept. 30, 2016, and it appears on target to maintain that pace in the current fiscal year. The port also announced a world-record 4.98 million handlings of multiday cruise passengers in 2016...

Full Article:

<https://www.ajot.com/premium/ajot-florida-east-coast-ports-look-to-build-upon-solid-performances-with-en>

Local Media Coverage

PortMiami officially joined the Neopanamax era on Saturday, July 9, 2016, when the MOL Majesty became the first ship to arrive at the port after transiting the newly expanded Panama Canal. **Shannon Kaestle** - skaestle@miamiherald.com

MIAMI-DADE COUNTY

JULY 09, 2016 3:41 PM

PortMiami joins big-ship era



BY MIMI WHITEFIELD

mwhitefield@miamiherald.com



PortMiami officially joined the **Neopanamax** era Saturday when the MOL Majesty — a vessel too big to fit through the original Panama Canal — became the first ship to arrive at the port after transiting the newly expanded canal.



To a soundtrack of Kool & The Gang's *Celebration* and a water canon salute, the arrival of the Majesty was as much a celebration of Miami's \$1.3 billion in port improvements to accommodate bigger ships as it was a culmination of Panama's nine-year locks project.



"It's a wow day for Miami," said PortMiami Director Juan Kuryla as super post-Panamax cranes plucking cargo from the Majesty loomed in the background. The Majesty, which transited the canal from the Pacific to the Atlantic on July 4, is part of the fleet of Mitsui O.S.K. Lines, a Japanese company.

PortMiami @PortMiami · 9 Jul 2016
PortMiami joins big-ship era



PortMiami joins big-ship era
The first container ship to arrive in the United States after transiting the newly expanded Panama Canal called at PortMiami.
miamiherald.com

Impressions	4,735
Total engagements	62
Link clicks	37
Likes	12
Retweets	9
Detail expands	2
Profile clicks	2

Full Article:

<http://www.miamiherald.com/news/local/community/miami-dade/article88674172.html>

Panama Canal expansion to bring benefits to PortMiami — slowly



BY MIMI WHITEFIELD

mwhitefield@miamiherald.com

The MOL Majesty — the first container ship to reach Miami after passing through the expanded Panama Canal — was greeted with a water cannon salute on July 9 and a dockside celebration. Speaker after speaker extolled Miami's arrival in the big-ship era before settling down to an all-American barbecue.

The Miami celebration echoed the excitement that swept Panama three weeks earlier when the COSCO Shipping Panama, a ship owned by a Chinese line, made the first voyage through the canal's new locks. Fireworks lit the sky above the canal. And a baby born that Sunday was even named Cosco Martinez.

Ever since Panamanians voted overwhelmingly a decade ago to modernize the waterway that has been the path between the Atlantic and the Pacific since 1914, the expanded canal has been hailed as a game changer. But now that it's a reality, the benefits for Panama, PortMiami and other U.S. East and Gulf Coast ports are expected to be more gradual than immediate.

Full Article:

<http://www.miamiherald.com/news/business/international-business/article90018882.html>



Port Miami

Published by Andria Muniz-Amador [?] · July 16, 2016 ·

Today's news! #portmiami #bigshipswelcome #panamacanal
<http://www.miamiherald.com/.../internati.../article90018882.html>



PortMiami enters the mega-ship era

Increase in cargo volumes through the expanded Panama Canal expected to come gradually — even for U.S. ports with deep water.

MIAMIHERALD.COM

Media coverage on PortMiami's cargo sector more than doubled as measured by media clips including print, TV, digital. The campaign produced thousands of dollars in free media coverage.

English Media Print/Online Coverage:



PortMiami joins big-ship era

<http://www.miamiherald.com/news/local/community/miami-dade/article88674172.html>



PortMiami welcomes first neopanamax vessel

<http://maritime-executive.com/article/portmiami-welcomes-first-neopanamax-vessel>



Panama Canal, PortMiami Renew MOU as Port Welcomes MOL Majesty

<http://www.maritimeprofessional.com/news/panama-canal-portmiami-renew-port-292327>



First cargo vessel to cross newly expanded Panama Canal arrives in Miami

<http://latino.foxnews.com/latino/news/2016/07/11/first-cargo-vessel-to-cross-newly-expanded-panama-canal-arrives-in-miami/>



PortMiami joins big ship era

<http://dredgewire.com/article/2688/portmiami-joins-big-ship-era>



PortMiami Docks Its First Neopanamax Ship

<http://www.ttnews.com/articles/basetemplate.aspx?storyid=42503&page=2>



PortMiami celebrates 1st ship to travel through expanded Panama Canal

<http://wsvn.com/news/local/port-miami-celebrates-1st-ship-to-travel-through-expanded-panama-canal/>



The port of Miami welcomes the neo-panamax era

http://www.seatrade-maritime.com/news/americas/the-port-of-miami-welcome-the-neo-panamax-era.html?utm_content=The%20port%20of%20Miami%20welcomes%20the%20neo-panamax%20era&utm_source=Email&utm_medium=Seatrade%20Maritime%20News&utm_contact=19767856&utm_term=Newsletter_Seatrade%20Maritime%20Daily%20News&utm_campaign=97448



Florida East Coast Railway Celebrates First Big Ship via Expanded Panama Canal at PortMiami

<http://finance.yahoo.com/news/florida-east-coast-railway-celebrates-200126087.html>



Port Miami joins big-ship era

<http://container-news.com/miami-port-joins-big-ship-era/>



PortMiami Welcomes 1st Neopanamax from Panama Canal

<http://worldmaritimenews.com/archives/196768/portmiami-welcomes-1st-neopanamax-from-panama-canal/>

Broadcast Coverage:



PortMiami Goes Post-Panamax: Massive Ships Now Arriving From Panama Canal

<http://wlrn.org/post/portmiami-goes-post-panamax-massive-ships-now-arriving-panama-canal>

Diario Las Américas

Comienza una nueva era en el Puerto de Miami

http://www.diarilolasamericas.com/4842_locales/3925988_comienza-nueva-era-puerto-miami-llegada-mol-magesty-barco-neopanamax.html

panamá n.com

El Canal de Panama y el Puerto de Miami renuevan el Memorando de Entendimiento mientras el puerto recibe su primer buque neopanamax

<http://www.panamaon.com/noticias/politica/10835-el-canal-de-panama-y-el-puerto-de-miami-renuevan-el-memorando-de-entendimiento-mientras-el-puerto-recibe-su-primer-buque-neopanamax.html>

Spanish Media Print/Online Coverage:

LA ESTRELLA DE PANAMÁ

Canal de Panama y Puerto de Miami renuevan compromiso de negocio

<http://laestrella.com.pa/economia/canal-panama-puerto-miami-renuevan-compromiso-negocio/23950004>



Primer supercarguero Neopanamax atraca en PortMiami

<http://www.elnuevoherald.com/noticias/sur-de-la-florida/article88711622.html>

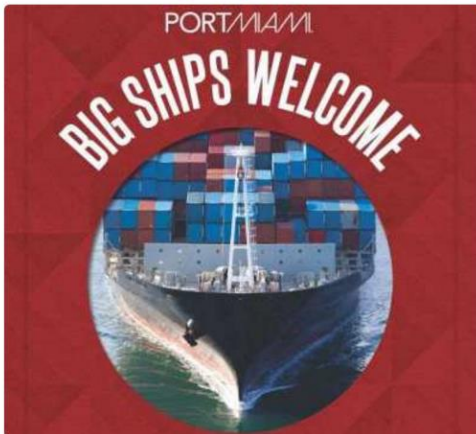
Tactics – Social Media

The social media approach was a multi-media effort to engage followers in the campaign by registering the hashtags #PortMiami and #BigShipsWelcome and extending our reach by seamlessly bringing users to the port’s social media outlets and the website via organic (non-sponsored) Tweets and Facebook Posts. The posts resulted in thousands of impressions on twitter and encouraged other entities, including media to tweet about PortMiami using both hashtags. Thousands of people were also reached in Facebook.



PortMiami
@PortMiami

Count Down to July for the completion of [#PortMiami](#) 's -50 ft. Deep Dredge [#BigShipsWelcome](#) [miamidade.gov/portmiami/deep ...](http://www.miamidade.gov/portmiami/deep-dredge.asp)



Tweet Activity



PortMiami @PortMiami
Count Down to July for the completion of [#PortMiami](#) 's -50 ft. Deep Dredge [#BigShipsWelcome](#) <http://www.miamidade.gov/portmiami/deep-dredge.asp> ... <pic.twitter.com/b2xmjqT5iU>

 **Reach a bigger audience**
Get more engagements by promoting this Tweet!

[Get started](#)

Impressions	1,126
Total engagements	34
Media engagements	14
Link clicks	11
Retweets	4
Detail expands	2
Likes	1
Hashtag clicks	1
Profile clicks	1

Social Media Coverage



Panama Canal 

@thepanamacanal

Following



This weekend, Panama Canal and [@PortMiami](#) Renew MOU as the port welcomes its first Neopanamax ship.





FloridaPortsCouncil

@FloridaPorts

Following



We're @PortMiami event welcoming the MOL Majesty, first ship to FL from expanded #PanamaCanal #BigShipsWelcome



RETWEETS

8

LIKES

10

@PortMiami



@PortMiami Dir opens #BigShipsWelcome event welcoming MOL Majesty from #PanamaCanal





PortMiami

@PortMiami



A big thanks to ILA 24/7 hard @ work
[#bigshipswelcome](#)



Tweet Activity



PortMiami @PortMiami
A big thanks to ILA 24/7 hard @ work
[#bigshipswelcome](#)
pic.twitter.com/Qo0ayQQxCo



Reach a bigger audience

Get more engagements by promoting this Tweet!

[Get started](#)

Impressions	2,565
Total engagements	46
Media engagements	20
Likes	8
Link clicks	6
Detail expands	5
Retweets	4
Profile clicks	2
Hashtag clicks	1



PortMiami

@PortMiami

#PortMiami provides the world's top ocean carriers with convenient, fast, reliable quality service #BigShipsWelcome



PortMiami @PortMiami
#PortMiami provides the world's top ocean carriers with convenient, fast, reliable quality service
#BigShipsWelcome
pic.twitter.com/NIFj4zCTR

Impressions	1,046
Total engagements	17
Media engagements	11
Retweets	2
Likes	2
Detail expands	2

➔ Reach a bigger audience



Port Miami at Port Miami.

Published by Nusly B. Alea [?] · July 9, 2016 · 🌐

Welcome to #PortMiami MOL Majesty! The 1st neopanamax cargo ship via #PanamaCanalExpansion berthing @PortMiami #BigShipsWelcome



3,471 people reached

Boost Post



PortMiami

@PortMiami



We are ready! #BigShipsWelcome
miamidade.gov/portmiami/capi ...



RETWEET

1

LIKES

5



Tweet Activity



PortMiami @PortMiami
We are ready! #BigShipsWelcome
<http://www.miamidade.gov/portmiami/capital-improvements.asp> ...
pic.twitter.com/J3YgDYxZuc



Reach a bigger audience

Get more engagements by promoting this Tweet!

[Get started](#)

Impressions	1,458
Total engagements	33
Media engagements	12
Likes	5
Link clicks	5
Hashtag clicks	5
Detail expands	5
Retweets	1



PortMiami @PortMiami · 18 Sep 2015
 The celebration is here #bigshipsarewelcomednow



CMA CGM Group

PortMiami @PortMiami

Welcome to #PortMiami MOL Majesty! 1st neopanamax ship via #PanamaCanalExpansion docked @PortMiami #BigShipsWelcome



PortMiami @PortMiami
 The celebration is here
 #bigshipsarewelcomednow
pic.twitter.com/XXkUIEnJnk

Reach a bigger audience
 Get more engagements by promoting this Tweet!

Get started

Impressions	7,845
Total engagements	113
Detail expands	32
Link clicks	16
Retweets	15
Media engagements	14
Likes	11
Profile clicks	11
Hashtag clicks	10
Follows	4



PortMiami @PortMiami
 Welcome to #PortMiami MOL Majesty! 1st neopanamax ship via #PanamaCanalExpansion docked @PortMiami #BigShipsWelcome
pic.twitter.com/JNk19KkRR

Reach a bigger audience
 Get more engagements by promoting this Tweet!

Get started

Impressions	2,325
Total engagements	103
Detail expands	55
Likes	16
Media engagements	12
Retweets	9
Profile clicks	6
Link clicks	4
Hashtag clicks	1



PortMiami

Published by Nusly B. Alea [?] · July 9, 2016 ·

Great article!

<http://www.miamiherald.com/.../miami-dade/article88674172.html>



PortMiami joins big-ship era

The first container ship to arrive in the United States after transiting the newly expanded Panama Canal called at PortMiami

WWW.MIAMIHERALD.COM

1,292 people reached

Boost Post



PortMiami @PortMiami

[elnuevoherald.com/noticias/finan ...](http://elnuevoherald.com/noticias/finan...)
#portmiami #bigshipswelcome



El Puerto de Miami y navieras están listos para nuevo Canal de Panamá

Las navieras más grandes del mundo han notificado al Puerto de Miami que tienen la intención de traer a la terminal marítima embarcaciones portacontenedores de gra...
elnuevoherald.com

RETWEETS 2 LIKES 2



PortMiami is ready for the first Miami post-Panamax Ship, arriving July 9th! #bigshipswelcome #miamidade

<http://wlrn.org/.../port-director-panama-expansion-larger-shi...>



Port Director: Panama Expansion, Larger Ships Make Miami A 'Global Gateway'

On Sunday morning, a 984-foot-long Chinese container vessel – aptly renamed Panama – became the first ship to enter the new, wider locks of the Panama

WLRN.ORG

2,184 people reached

Boost Post

Asia cargo service will stop in Miami

<http://www.miamiherald.com/n.../business/article70576867.html...>



Asia cargo service will stop in Miami

The 2M Alliance, comprised of Maersk Line and Mediterranean Shipping Co., recently announced the launch of a new service, the "Lone Star Express," between Asia and the United States Gulf and East Coasts which includes a weekly rotation...

WWW.MIAMIHERALD.COM

2,190 people reached

Boost Post

MIAMI Today @MiamiTodayNews

Following

Cargo containers entering @PortMiami nearing record, approaching highs last seen a decade ago: bit.ly/1O0FF8S



PortMiami @PortMiami

[elnuevoherald.com/noticias/finan ...](http://elnuevoherald.com/noticias/finan...)
#bigshipswelcome



Lone Star Express atracada en el Puerto de Miami

El Puerto de Miami sirve ahora de hogar temporal al Maersk Danang, un barco de carga que forma parte del servicio Lone Star Express.

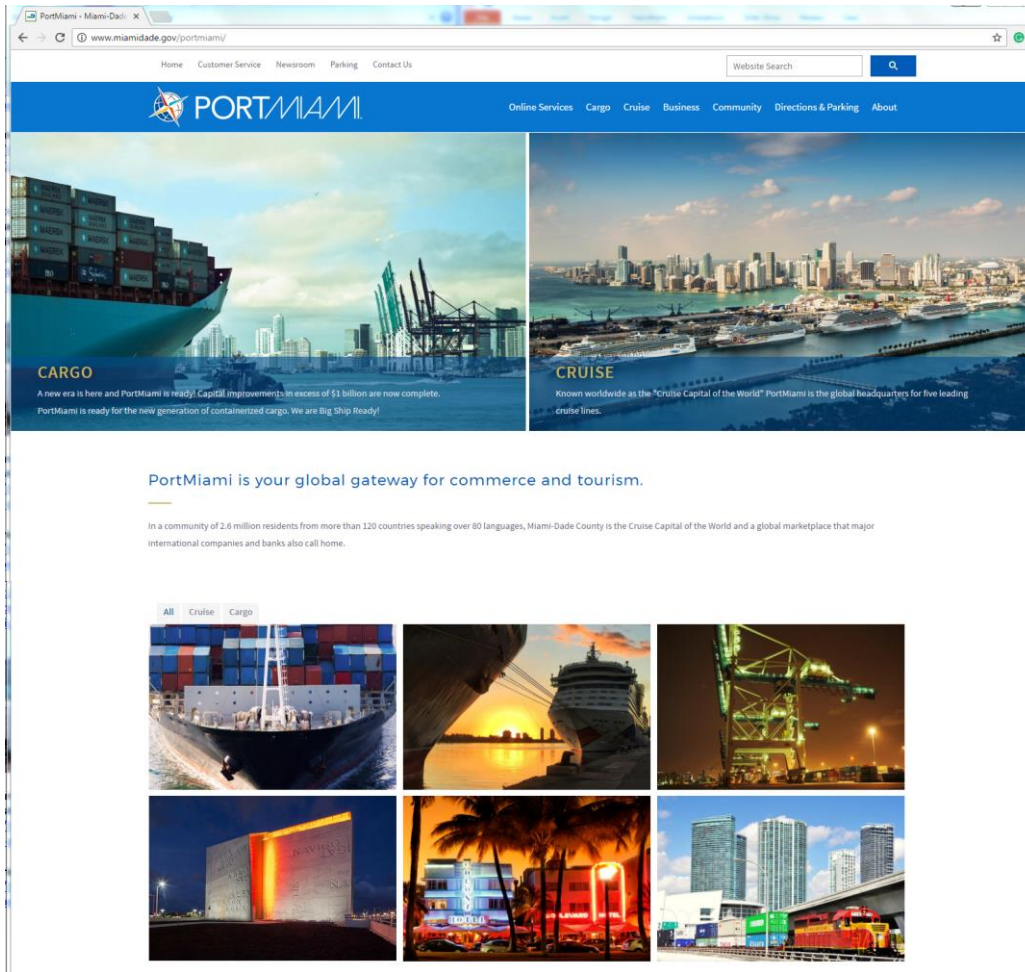
elnuevoherald.com

RETWEETS 2 LIKES 4



Media coverage in social media platforms

Tactics - New Mobile-Enabled Website



PortMiami launched a new 'mobile enabled' smart phone friendly website to give the cargo sector business more visibility.

The new site separated the cruise and cargo webpages allowing cargo users to easily access cargo business development information about the port's cargo partners, berthing schedules, all latest news and developments.

According to 2015 vs. year-to-date website analytics cargo generated views jumped from **#46 in filter expressions to #14.**

Website slider



BIG SHIPS WELCOME

COUNTING DOWN TO SUMMER 2015

for the completion of PortMiami's -50 FT Deep Dredge

PORTMIAMI. 

This announcement was placed in PortMiami's portal for the completion of the -50 Ft. Deep Dredge with additional information on the landing page.

Tactics - Video

PortMiami | Global Gateway

Focuses on \$1.3 billion of completed capital investments



Video:

<https://www.youtube.com/watch?v=10g0NuFE3kg&index=7&list=PL20C215C06DFE62A4>

Tactics - Advertising

- Advertising – General Media and Trade Publications



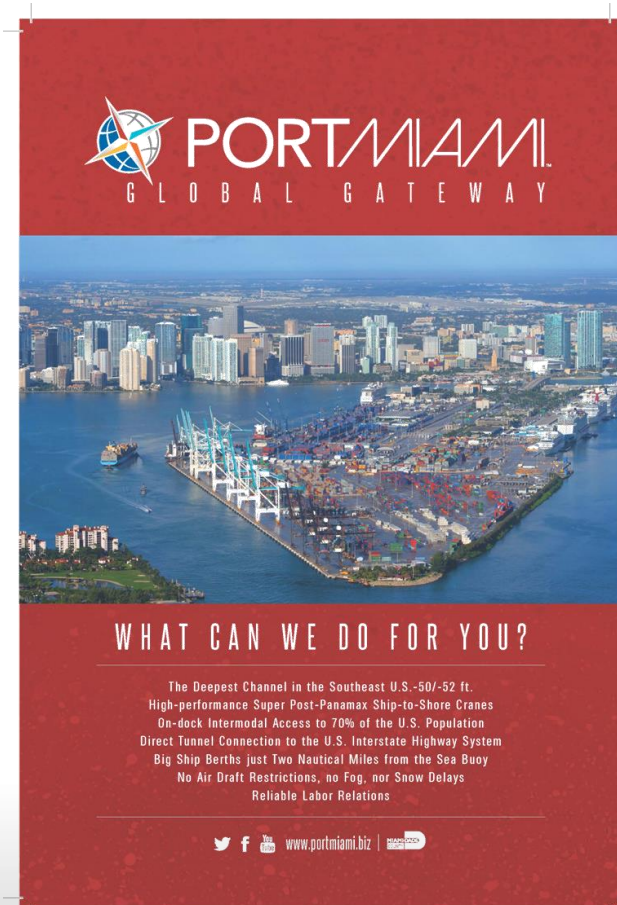
PORTMIAMI


BIG SHIPS WELCOME

PORTMIAMI IS DEDICATED TO PROVIDING THE WORLD'S TOP OCEAN CARRIERS WITH FAST, RELIABLE QUALITY SERVICE.

Completed Infrastructure Improvements Include: -50 FT Depth, On-Dock Rail, Direct Tunnel Connection to the U.S. Interstate Highway, and Super Post-Panamax Cranes.

www.portmiami.biz



 **PORTMIAMI**
GLOBAL GATEWAY

WHAT CAN WE DO FOR YOU?

The Deepest Channel in the Southeast U.S. -50/-52 ft.
High-performance Super Post-Panamax Ship-to-Shore Cranes
On-dock Intermodal Access to 70% of the U.S. Population
Direct Tunnel Connection to the U.S. Interstate Highway System
Big Ship Berths just Two Nautical Miles from the Sea Buoy
No Air Draft Restrictions, no Fog, nor Snow Delays
Reliable Labor Relations

www.portmiami.biz

Tactics – Billboards and other Signage



PORTMIAMI

COUNTDOWN TO THE
EXPANDED PANAMA CANAL!

A NEW ERA
BEGINS!

www.portmiami.biz





Countdown is on for July 2015...

BIG SHIPS WELCOME

www.portmiami.biz

Tactics - Events

- Events —partnered with cargo partners to promote the completion of \$1.3 billion of completed capital investments, including the -50/-52 deep dredge and intermodal rail, as well as celebration launching a new big ship era with the arrival of Miami's first Neopanamax vessel via the expanded Panama Canal to call at PortMiami, the *MOL Majesty*



Marketing Strategies

Under the banner of “Big Ships Welcome” communicate key message points. The slogan “Big Ships Welcome” was selected to convey \$1.3 billion complete offering the new generation of containerized cargo the following benefits:

- Channel deepening to -50/-52 ft.
- Tunnel with a direct link to the U.S. Interstate Highway System
- Modernization of on-dock intermodal rail
- Acquisition of new cranes that can handle the larger Post-Panamax ships

Marketing Collaterals



PORTMIAMI

BIG SHIP READY!

- Deep Dredge -50 Feet in July 2015
- Port Tunnel for direct interstate access
- On-Dock Rail with links to national rail system
- 13 Cranes, 6 are Super Post-Panamax Cranes
- #1 Port on the East Coast for Productivity and Performance




www.portmiami.biz

Top 10 Import Commodities

- 1 Beverages, Spirits
- 2 Railway Stock, Equipment
- 3 Ceramic Products
- 4 Furniture, Bedding
- 5 Fruits & Nuts
- 6 Apparel
- 7 Machinery, Boilers
- 8 Preserved Vegetables, Fruits, Nuts
- 9 Paper
- 10 Plastics

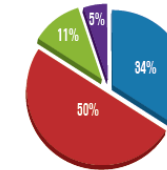
Top 10 Export Commodities

- 1 Pulp of Wood
- 2 Base Metals, Scrap
- 3 Cotton
- 4 Vehicles
- 5 Food Preparations, Extracts
- 6 Machinery, Boilers
- 7 Plastics
- 8 Furniture, Bedding
- 9 Articles of Iron or Steel
- 10 Electric Machinery, Sound Equipment

Top 10 Trading Partners

- 1 China
- 2 Dominican Republic
- 3 Honduras
- 4 Guatemala
- 5 Netherlands
- 6 Panama
- 7 Colombia
- 8 Jamaica
- 9 Brazil
- 10 El Salvador

Shipping Traffic 2014



- Far East
- Americas & Caribbean
- Europe
- Middle East/Africa

*Data reflects volume for the fiscal year that ended September 30, 2014

Cargo

Total Cargo Ships Docked: 1,221
 Total TEUs: 876,708
 Total Tonnage: 7,699,886

Cruise

Total Cruise Ships Docked: 965
 Total Passengers: 4,339,082
 Multi-Day Passengers: 4,771,983
 Daily Passengers: 167,079
 13 Cruise Lines
 32 Ships

PortMiami Advantages

Cargo Hub to the World

With over \$1 billion in capital improvements completed, PortMiami is prepared for the new generation of containerized cargo. A new era in trade is fast approaching and PortMiami is ready!



WHY MIAMI? Re-Route and Save

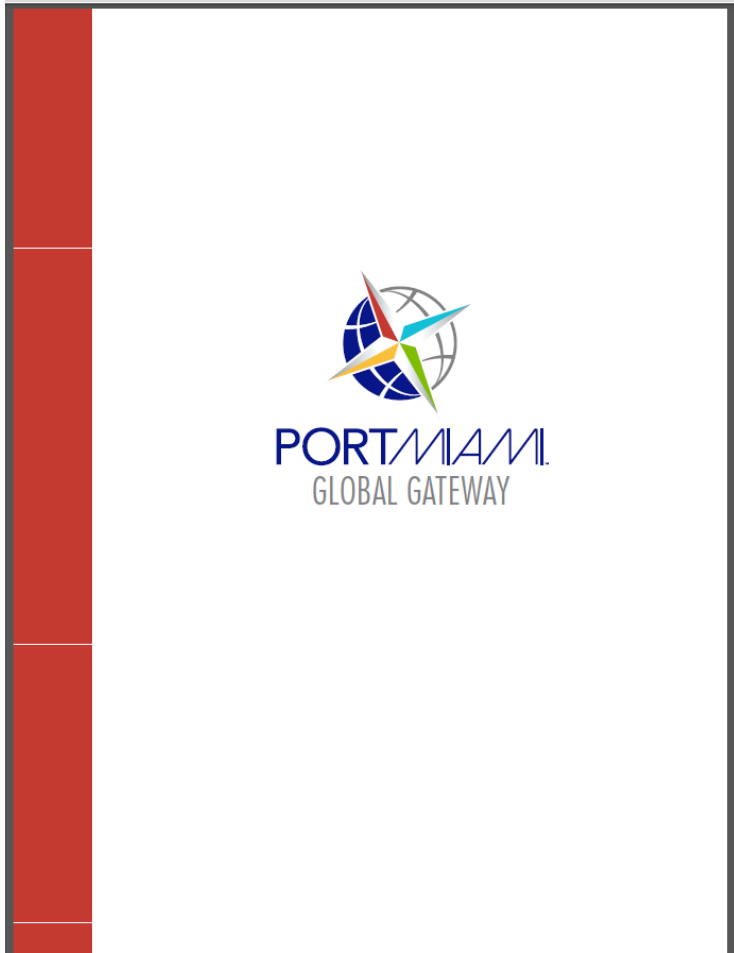
- Closest East Coast port to the Panama Canal
- One-stop discharge for all Southeast U.S. cargo
- Final U.S. call in from Asia/East U.S. call upon return
- Backhaul savings on truck and rail
- Ranked most productive port on East Coast by JOC
- Access to HUGE local market - 19 million Florida residents, 97 million visitors
- Excellent labor relations = efficient and reliable service
- Collaboration with CBP allows for rapid cargo processing
- Prioritization of perishable and transshipment cargo
- No congestion, no fog, no snow

Big Ship Ready

- -50/-52 Ft. Deep Dredge will enable fully laden 14,000 TEU ships to dock
- 13 Cranes, 6 Super Post-Panamax
- On-Dock Rail - 9,000 ft. of track at 3 sidings
- Port Tunnel with direct access to Interstate Highway System

Marketing collaterals are part of every business meetings as well as events

Marketing Collaterals



Cargo sales kit used to highlight PortMiami's key advantages, infrastructure, reliability, and cargo services.

Business Presentations

BIG SHIPS WELCOME

PortMiami Director and CEO Juan M. Kuryla



The Big Ships Welcome campaign was also included in all Power Point Presentations to prospect business partners.

Promotional Materials



Ovidio Lopez Garcia @Oviwanke · 9 Jul 2016

#bigshipswelcome in the Port Miami event welcoming the poxpanama MOL MAJESTY #raminatrans pic.twitter.com/QkVC5k88Gf

Target Audience

- PortMiami Stakeholders
- World's Largest Cargo Alliances
- All Ocean Carriers
- Shippers
- Global Markets
- Local/State/National Government officials
- Local/State/National/International media
- Trade and Commerce Publications
- Community at large

Campaign Partners

- Federal, State and Local officials
- Miami-Dade Mayor Carlos A. Gimenez
- Miami-Dade Board of County Commissioners
- South Florida Container Terminal
- Seaboard Marine
- Port of Miami Terminal Operating Company
- International Longshoremen's Association 1416
- International Longshoremen's Association 1922



[Article: Governor Rick Scott: Port Miami Deep Dredge Gives Businesses the Infrastructure Needed for Growth](#)

Measurements | Results

- PortMiami's \$1.3 billion investment in capital infrastructure makes it Big Ship Ready. Miami is now positioned as a global gateway for cargo linking U.S. markets to the world.
- The overall campaign was instrumental in letting the world know that PortMiami welcomes Big Ships!
- Today the world's largest containerized cargo shipping alliances call at PortMiami
- FY 2015-2016 generated 1.03 million TEUs, the best cargo performance in eleven years.
- PortMiami traffic with Asia rose 11% - berthing about six Neo-Panamax vessels a week.
- PortMiami is now a vital economic engine – its impact has significantly increased from \$28 billion to \$41.4 billion annually, and today supports 324,352 direct/indirect jobs.

Thank You!



BIG SHIPS WELCOME

PORTMIAMI

