




PORTMIAMI

BIG SHIPS WELCOME NOW @ PORTMIAMI

EFFECTIVE MESSAGE DEVELOPMENT | BRAND AWARENESS

Andria Muniz-Amador
Director, Public Affairs and Marketing



An aerial photograph of a dense urban waterfront, likely in Miami. The scene is dominated by numerous high-rise buildings of varying heights and architectural styles, including modern glass-fronted towers and older, more traditional structures. A wide canal or waterway runs through the center of the development, with several boats visible. The sky is clear and blue, and the overall atmosphere is one of a vibrant, modern city. The text is overlaid on the lower portion of the image.

**PortMiami is located in
one of the most diverse,
multi-lingual cities in the
U.S. - MIAMI**

PORTMIAMI FACTS AT A GLANCE

- A Growing Global Gateway
- Economic Impact: \$41.4 billion and 324,000 direct/indirect Jobs to South Florida
- More than 100 consulates/trade offices
- 2nd Largest number of financial institutions
- Largest cargo airport in U.S. – unique cargo/warehouse links

\$1 BILLION INFRASTRUCTURE COMPLETE

- –50/–52 ft. depth deep dredge—accommodates Neo-Panamax vessels
- Fast Access Port Tunnel
- Intermodal On-dock Rail
- Super Post-Panamax cranes:
- No air restrictions
- Excellent labor relations



DEEP WATER PORT

- PortMiami is the only port south of Virginia at -50/-52 ft. deep
- 6,100 feet of continuous berth along deepened channel
- 2.5 nautical miles from open ocean to berth (30-60 minutes)
- Average tide: 2 feet

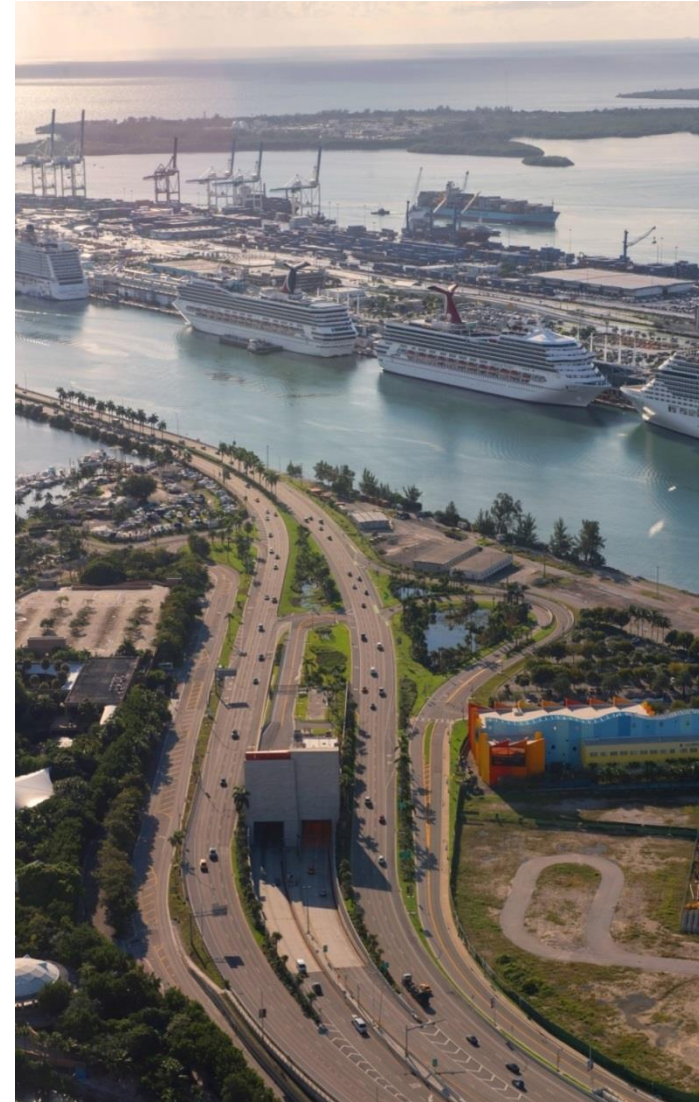


PORTMIAMI TUNNEL

- The tunnel has proven to be a success -19,000 trucks a month off downtown streets
- Direct access to Interstate: I-95, I-75, FL Turnpike, US Route 27
- Truck and cruise traffic are reaching their destinations faster



PortMiami Tunnel
Project Nationally
Recognized – Model
3P



INTERMODAL ON-DOCK RAIL

- Featuring 9,000 ft. of track (3 x 3,000 ft.)
- Seamless, double-stack daily train service to and from the port for inland imports and exports
- Maximize offload with fast service into major markets:
 - Reach Southeast U.S. within 2 days (population: 67 million)



MESSAGING AND BRAND AWARENESS CAMPAIGN

BIG SHIPS WELCOME



PORTMIAMI

BIG SHIPS WELCOME



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.

OBJECTIVE

- 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.

MULTIMEDIA

Tactics to increase community, stakeholder, influencer, and policymaker awareness:

- 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

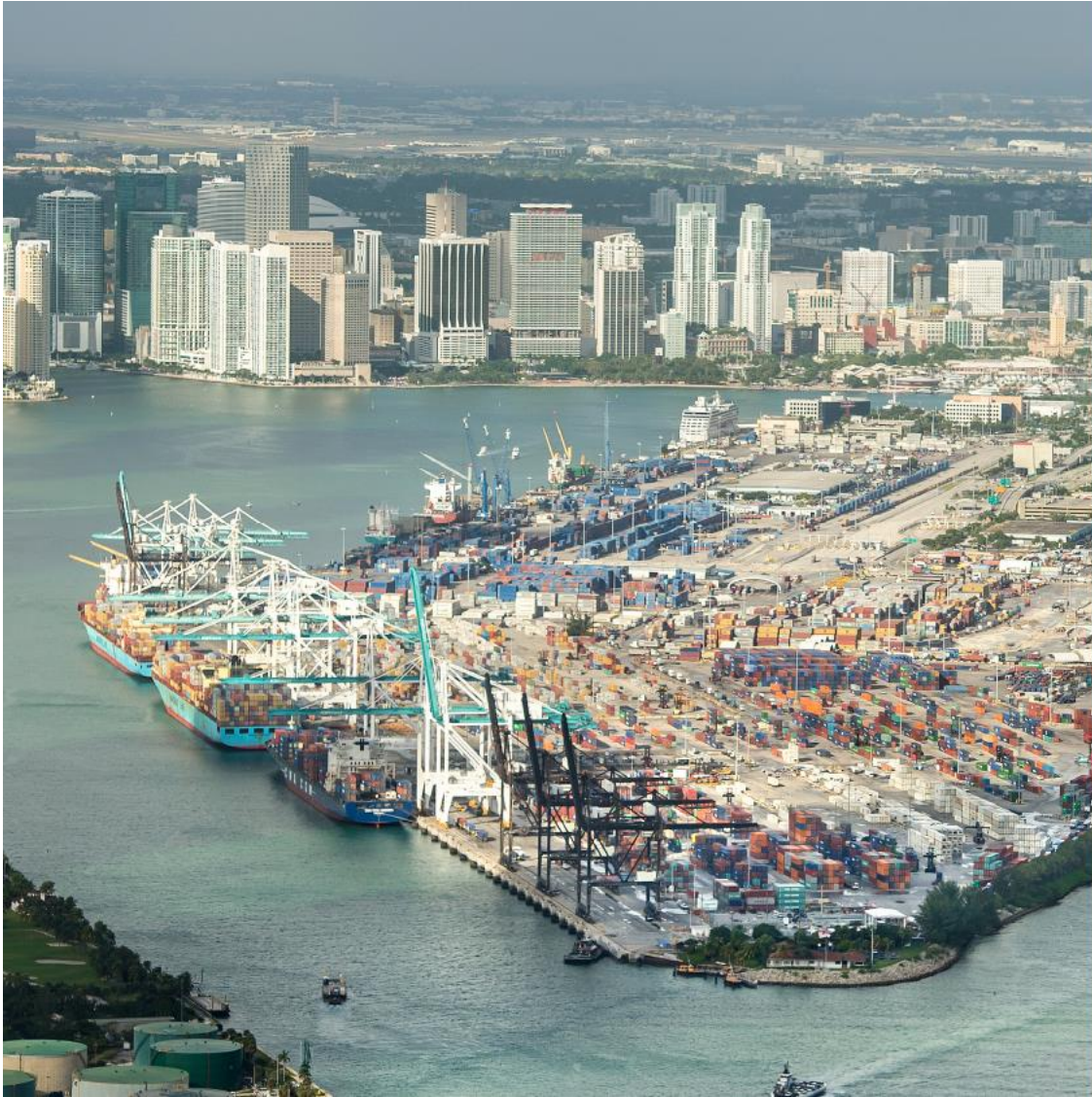
MULTIMEDIA

- 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*
- Alliances: Nearly 100 Sister Seaports increasing brand awareness, which would ultimately lead to increasing cargo trade between Sister Seaports

SPANISH COLLATERALS | MESSAGING



PLACEMATS



PORTMIAMI.
GLOBAL GATEWAY

LINKING WORLD MARKETS
WITH THE U.S.

- Only **BIG SHIP READY** port south of Virginia at a -50/-52 ft. water depth
- **Direct channel access** with berths just two miles from the sea buoy
- On-dock Intermodal Rail with **access to 70% of the U.S. market** in less than four days
- Direct Access Tunnel **linked to the U.S. Interstate Highway System**
- Foreign Trade Zone 281
- Reliable Labor Relations

www.portmiami.biz | 

AD PLACEMENTS



A GLOBAL GATEWAY LINKING WORLD MARKETS WITH THE U.S.

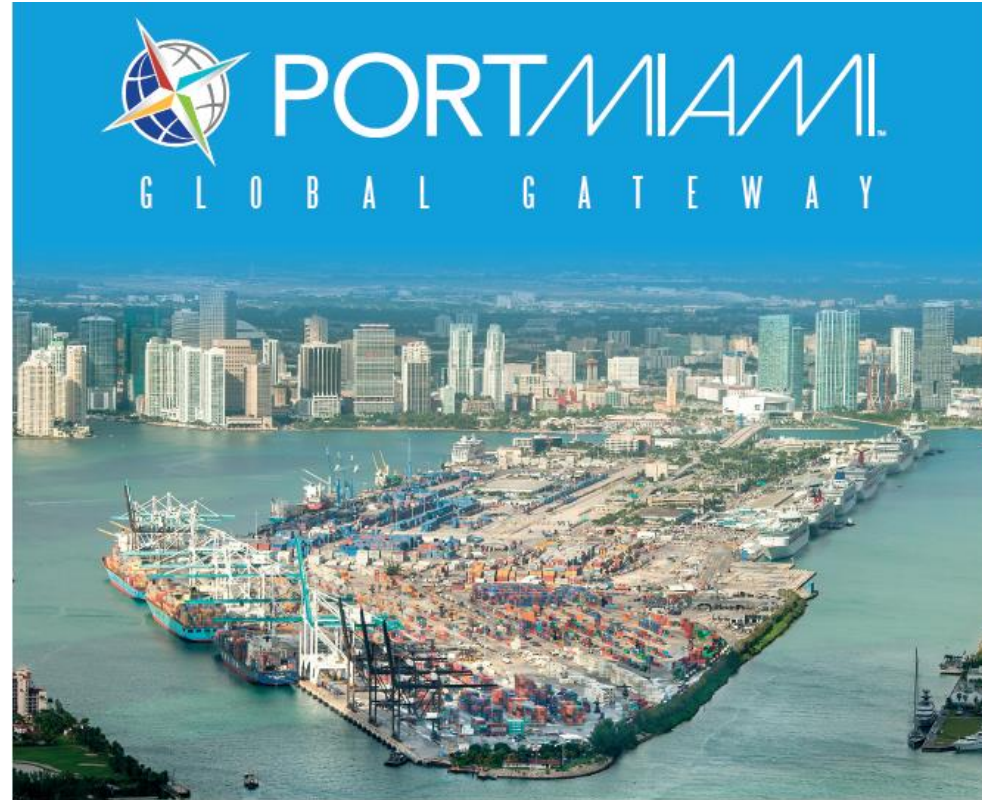
- Only **BIG SHIP READY** port south of Virginia at a -50/-52 ft. water depth
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- Direct Access Tunnel **linked to the U.S. Interstate** Highway System
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- Reliable Labor Relations



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AD PLACEMENTS HIGHLIGHTING PARTNERSHIPS



CARGO GATEWAY



CRUISE CAPITAL OF THE WORLD



SOCIAL MEDIA INFOGRAPHICS



BIG SHIPS WELCOME NOW @ PORTMIAMI

The Big Ship Era is here and PortMiami is Ready!



PORTMIAMI

MIAMI-DADE
COUNTY

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."

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.



Panama Canal ✓

@thepanamacanal

Following



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





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

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



RETWEETS 8 LIKES 10



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





#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

Reach a bigger audience

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



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

Port Miami
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

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#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

2,184 people reached Boost Post


PortMiami is ready for the first Miami-bound 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...
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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

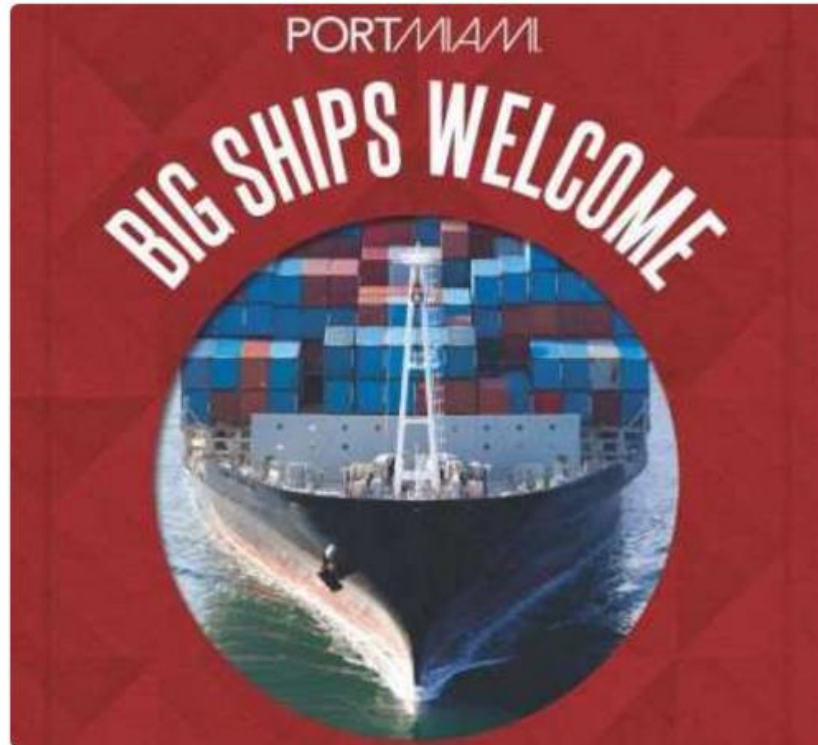


PortMiami 

@PortMiami



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





PortMiami

@PortMiami



We are ready! [#BigShipsWelcome](#)
miamidade.gov/portmiami/capi ...



RETWEET

1

LIKES

5



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.

Full Article:

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

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

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

620 people reached

Boost Post



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>

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



MAERSK SHANGHAI

WELCOMED
Largest container ship to call
Florida - 10,000 TEU



**1.024
MILLION
TEUS**