



## **AAPA Marine Terminal Management Training Program**

*Negotiating and Survival Strategies in the  
Competitive Port and Marine Terminal Industry*

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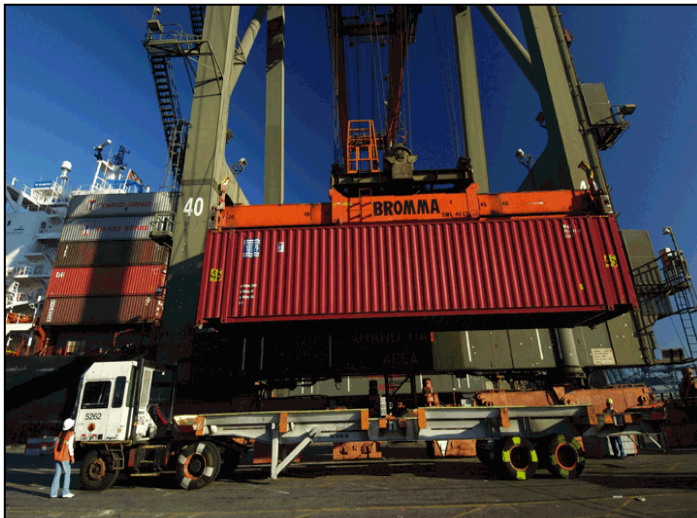


# Nation's #1 Container Port

# 8.1

## Million

TEU (CY 2012)



### Cargo Value

- \$283.6 billion (CY 2012)
- \$271.1 billion (CY 2011)

### Container Volume

- Twenty-foot Equivalent Units (TEUs)
- 7.9 million TEUs (CY 2011)

### Founded in 1907

### Proprietary Department

### Landlord Port Model

### State Land Trust



# Los Angeles Region



Economic  
Engine  
of the  
Region

2012  
Total Trade  
\$400  
billion

## ***ECONOMIC IMPACTS***

### **Employment (Direct)**

- 994 at the Harbor Department

### **Employment (Related)**

- 896,000 jobs throughout the Region
- 1.2 million jobs throughout California
- 3.6 million jobs throughout the U.S.

### **State and Local Tax Revenue**

- \$6 billion throughout California
- \$23 billion throughout the U.S.

### **Value of Trade to the Economy**

- \$63 billion throughout California
- \$260 billion throughout the U.S.

# About the Port

## State-of-the-Art FACILITIES

**7,500 acres**

4,300 land and 3,200 water

**270 berths**

Includes nine AMP Berths

**43 miles of Waterfront**

Water depth of -53 ft.

**75 container cranes**

Includes 36 super Post-Panamax cranes



# Lines of Business

## CARGO

- 27 Terminals



## CRUISE

- 2 Berths
- 445,000 passengers – 2012
- Cruise Lines: Princess, Norwegian & Disney



## MARINAS

- 3,795 recreational boat slips



## PUBLIC WATERFRONT

- Ports of Call
- CRAFTED at the Port of Los Angeles
- Battleship IOWA
- Events





# Trade Stats

## TOP

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### TRADING PARTNERS

In Cargo Value, CY 2012

1. China/Hong Kong  
\$138 billion
2. Japan  
\$46 billion
3. South Korea  
\$17 billion
4. Taiwan  
\$13 billion
5. Vietnam  
\$10 billion

### IMPORTS

Containerized in TEUs CY 2012

1. Furniture  
412,057
2. Apparel  
327,070
3. Auto Parts  
318,808
4. Electronics  
217,707
5. Footwear  
145,906

### EXPORTS

1. Wastepaper  
332,054
2. Animal Feeds  
197,013
3. Scrap Metal  
196,845
4. Cotton  
108,700
5. Resins  
68,309

# Award Winning Programs & Services

- Clean Air Action Plan (CAAP)
- Clean Truck Program
- Alternative Maritime Power
- Water Resources Action Plan
- TradeConnect



Port of Los Angeles  
**TRADEconnect**



2013 Presidential "E-Star"  
Award for Export Education/Promotion

# Revenue Generation

## CARGO TERMINALS

- Volume based revenue
- Rate of Return Policy
- Minimum Annual Guarantee



# Negotiations in the Public Sector

- Who are our customers?
- Balancing Revenue Optimization and Economic Development
- CAPA Relationship
- Political Realities and Business Relationships

# Continued Survival and Growth of San Pedro Bay Ports

- Efficiency
- Big Ship Dynamics
- Market Conditions (international, national, state and local)
- Automation
- San Pedro Bay Dynamics



***Thank You!***

***Questions?***

