



AAPA PR/GR WORKSHOP 2014

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The shipper's challenge

- Seaway has capacity
- Other modes are congested



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Land transportation costs and availability are challenges for shippers

GTHA congestion costing billions

Meanwhile, the Seaway is underutilized

As a Great Lakes Port – there is an opportunity here – to save shippers time & money, and to move more cargo onto the Seaway.

Marine is the clear choice... right?

- CPCS:
 - Seaway routings often more economical
 - Still shippers choose other modes



2012 CPCS study:

For a range of commodities, Seaway routings had a competitive cost benefit over other modes.

Cost advantages for coal, iron ore, steel, grains, petroleum and project cargoes.

In these cases, shippers will automatically choose the cost-effective marine option, right? Not necessarily, as the study showed.

Direct feedback from shippers was blunt: "it's too complicated", or "it's difficult to get quotes."

Also, little opportunity for shippers to consider marine for partial loads, or individual pieces of project cargo, and no straightforward way to consolidate those shipments with others.

Seeking new cargo

- MarineGateway: a new online tool
 - Free for shippers and suppliers
 - Confidential – posts sent only to selected recipients
 - Neutral – direct interaction between shippers and suppliers
 - Not replacing services
 - Saves users time and effort
 - Consolidate smaller loads



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In response, Hamilton Port Authority has launched Marine Gateway.Net – a new online tool intended to bring more users into the system.

It isn't taking the place of any service provider, just addressing some of the barriers that keep new users from considering marine.

The service is free for shippers and suppliers to use.

The portal is neutral – makes initial connection, then it is up to supplier and customer.

By saving shippers time and effort, we are taking direct aim at the barriers to using marine.

Offers opportunity to consider marine for smaller shipments, through consolidation or top up.

Benefits Port of Hamilton, connected ports & marine stakeholders by increasing in total traffic

Who are our users?

- Shippers / cargo owners
- Freight forwarders
- Shipping lines
- 3pls
- Brokers
- Insurers
- Stevedores

The screenshot shows a web form titled "New Quote Request" from the Hamilton Port Authority. The form is currently on "Step 4 of 5". It features a "Qualified Supplier(s)" section with a list of suppliers and checkboxes for selection. The suppliers are categorized into five columns: Ship/Broker, Insurance, Stevedore, Storage, and Vessel. Each category has several options with checkboxes and "Select" buttons.

Ship/Broker	Insurance	Stevedore	Storage	Vessel
<input type="checkbox"/> Hamilton	<input type="checkbox"/> Home Assurance	<input type="checkbox"/> Federal Marine Stevedores, an Agency of Fisheries Ltd.	<input type="checkbox"/> Federal Marine Stevedores, an Agency of Fisheries Ltd.	<input type="checkbox"/> Federal International Ltd.
<input type="checkbox"/> Stevedores of Canada Limited		<input type="checkbox"/> Select in Stevedores	<input type="checkbox"/> Select in Storage	<input type="checkbox"/> Hamilton
<input type="checkbox"/> Select in Ship/Broker				<input type="checkbox"/> B&B Cheong
				<input type="checkbox"/> World Heavy Lift Services
				<input type="checkbox"/> Select in Vessel



Good feedback from wide range of stakeholders.

Existing marine shippers – moving more land-based cargo to marine

Shippers new to marine



Register to be listed

Post cargo

Post capacity

Receive requests

All confidential

Promotion

- Print advertising in marine and shipping industry publications
- Media coverage
- Postcards / flyers for trade shows & conferences
- Direct e-blasts to potential users
- Social media
- Web link
- Explainer animation video



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Range of marketing & communication tools

Communication challenge:

- Explain 2-way structure of the tool
- Convince users of value & money saving potential
- Behaviour change

Built background awareness through industry media & trade show presence; excellent earned media coverage

Explainer video useful in building understanding

Direct email most effective in converting to sign-ups

Progress

- 75 users
- Shippers, major shipping lines & other service providers



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We are building a community of users that can share in the benefits of bringing more cargo to the system, and making better use of the Seaway's capacity.

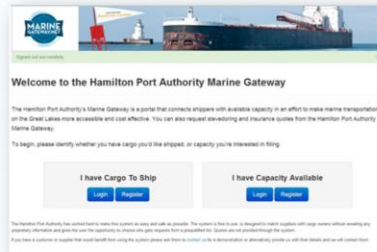
75 registered users

Users include shippers of bulk commodities and project cargo, freight forwarders and 3pls, major shipping lines such as FedNav, BBC and Hansa.

Critical mass; now pivoting to encourage regular postings.

Hamilton pilot

- Next step: bring new ports into network
- Attracting new users & cargo



Hearing from users that they would like to see system expanded to include other ports.

This initiative has the ability to benefit the entire network, by attracting new users and more cargo.

We look forward to talking with other ports and stakeholders about how to roll it out.

Thank you

