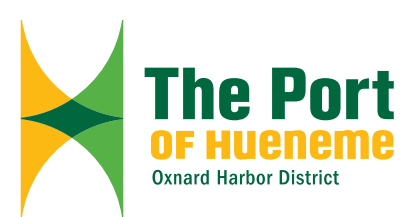


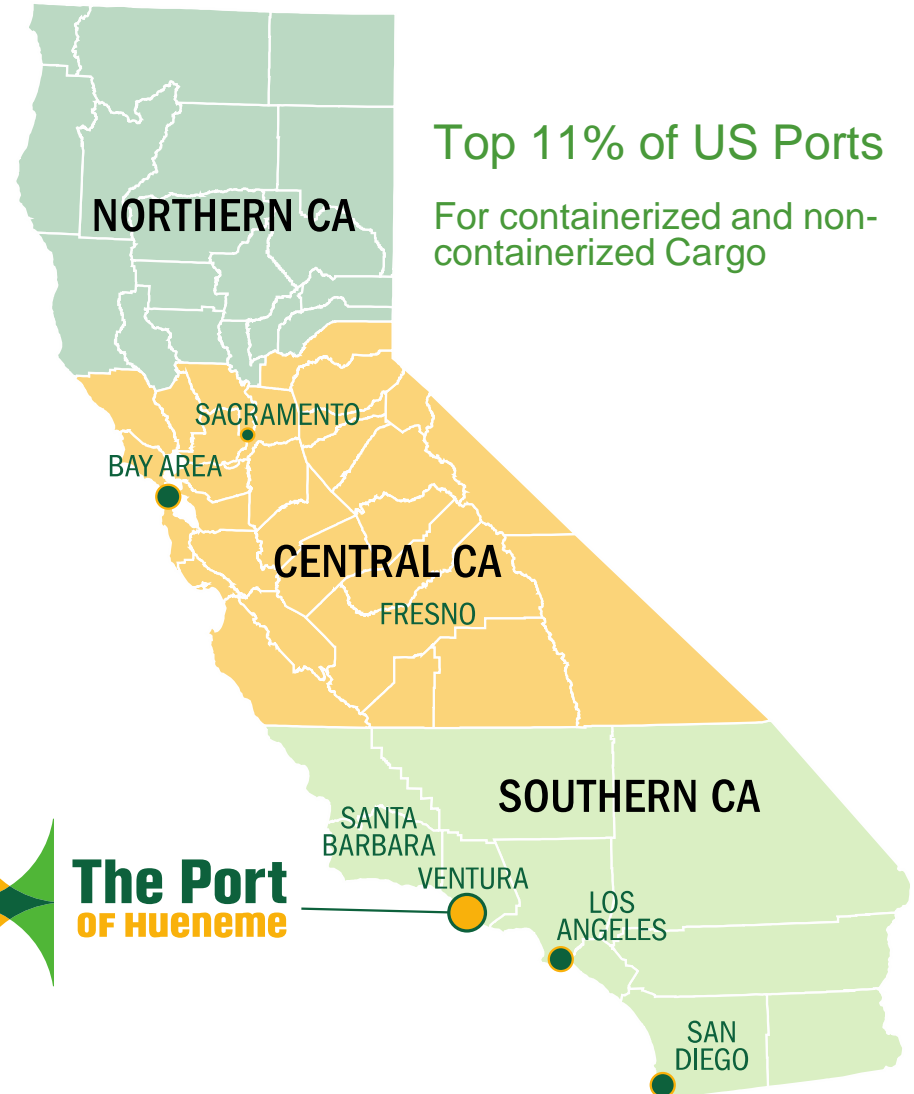
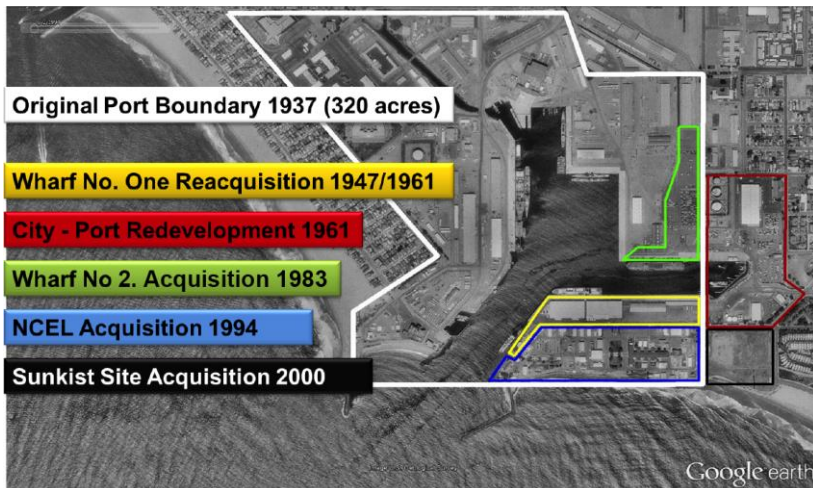
We Make Cargo Move



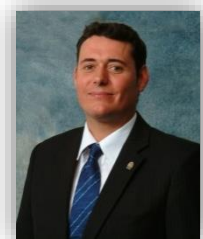
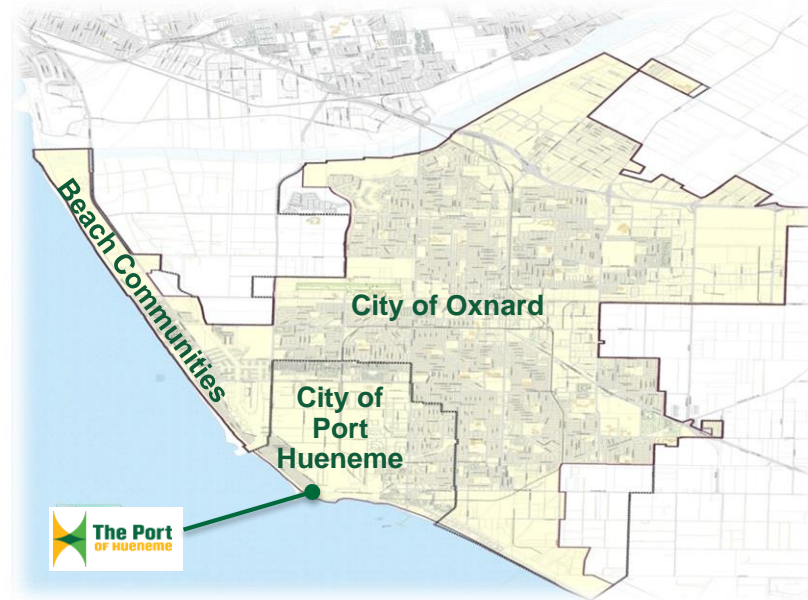
Port Executive Management Seminar
Business Development Strategies & Practices
December 1 - 3, 2014
Mérida, Yucatán, México



Thriving California Hub



- Created in 1937 by an Act of the Legislature
- Special District – H&N Code
- Board of 5 Elected Commissioners
- Oxnard Population 200,000
- Port Hueneme Population 22,500



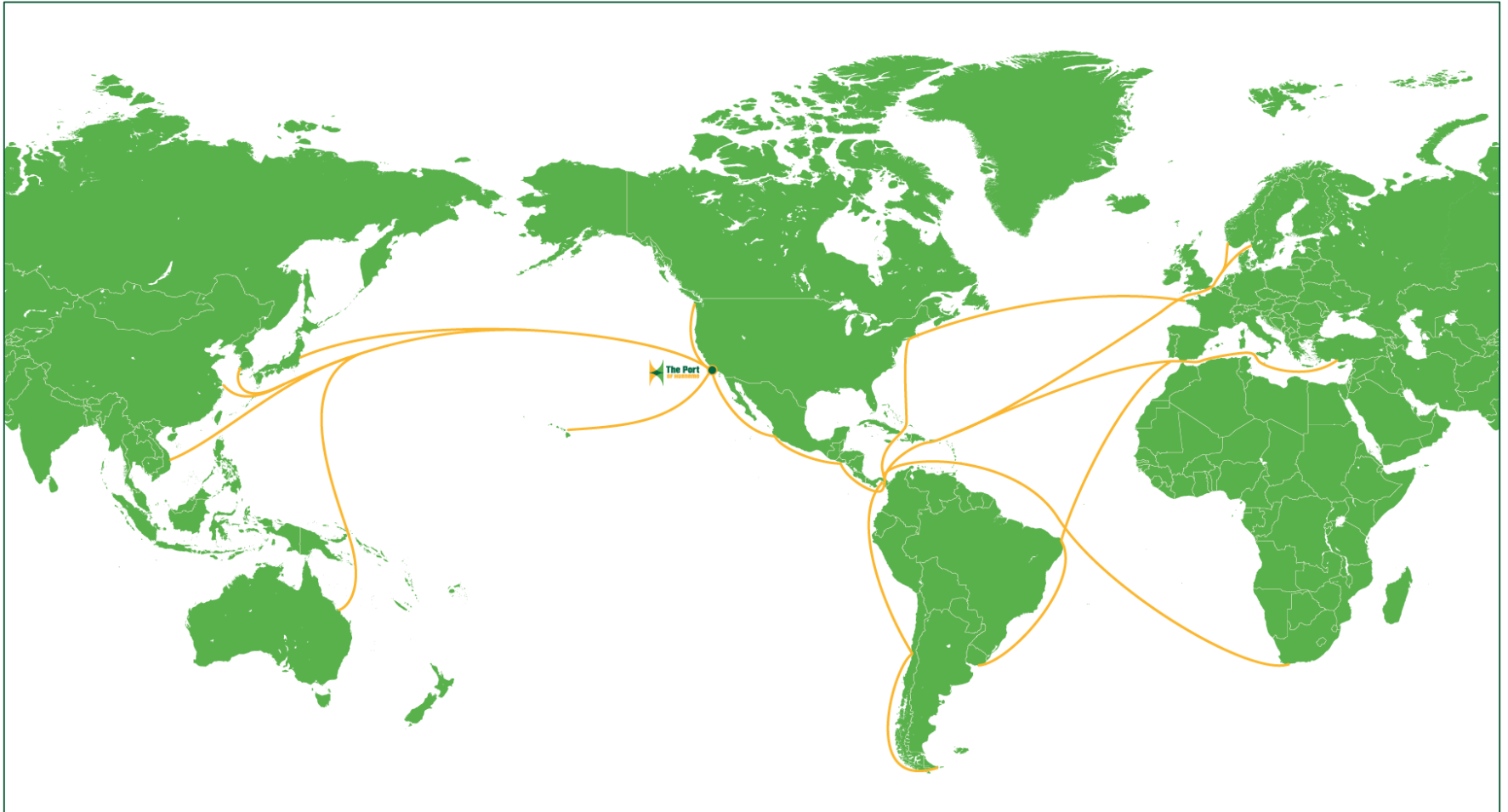
We get the job done. The Port has a flexible, “can do” attitude, with an open door policy and easy access to Port management and decision makers



Prime Location



We Make Cargo Move



Commercial Trade Gateway to North, Central and South America,
Asia, Europe and Scandinavia

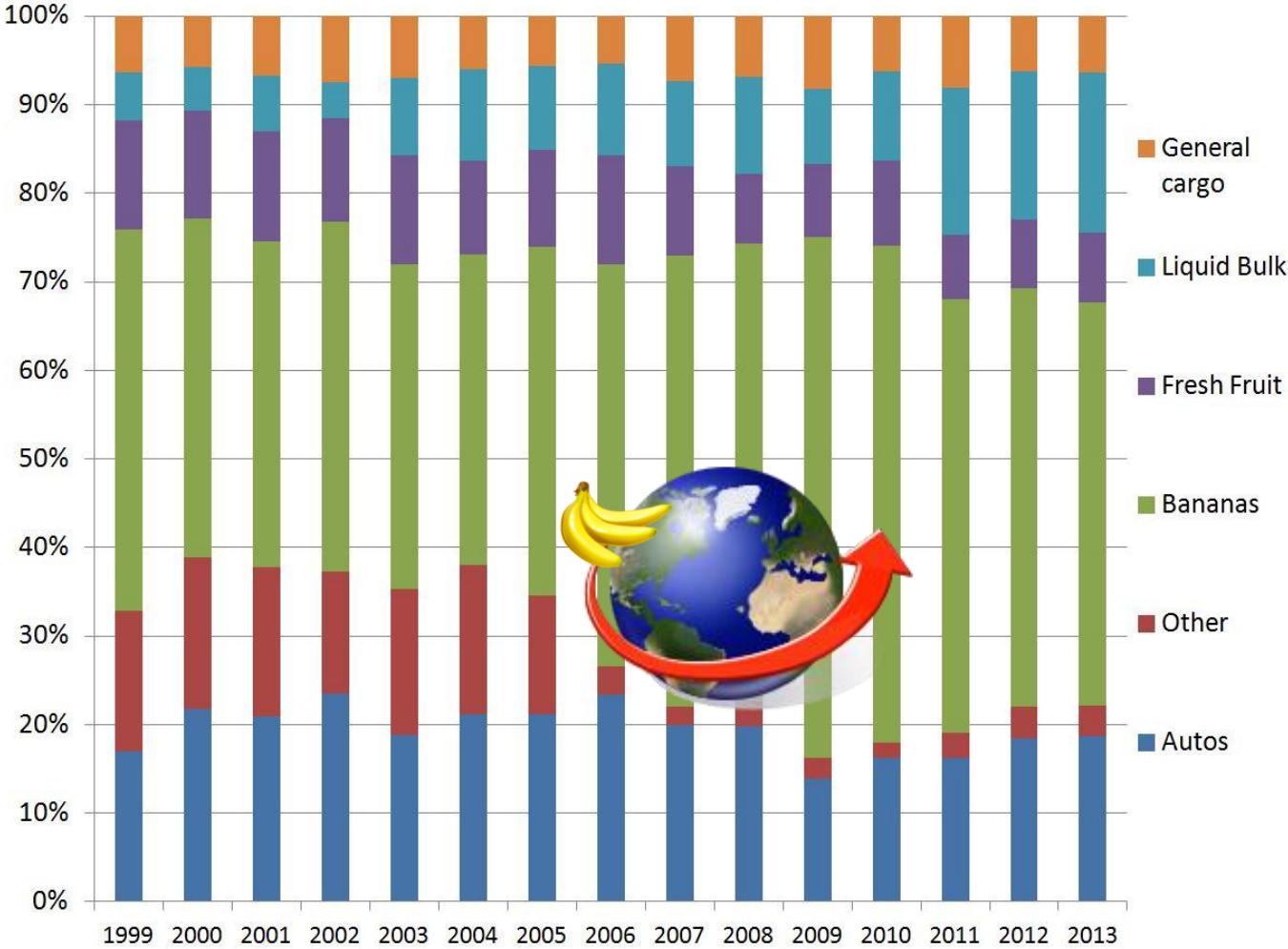
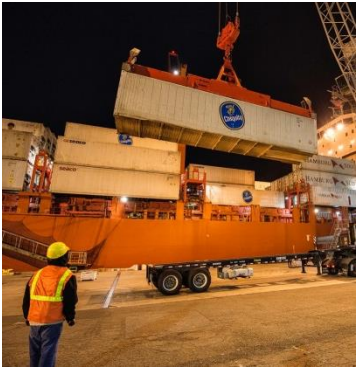
Convenient Access to Road and Rail



We Make Cargo Move

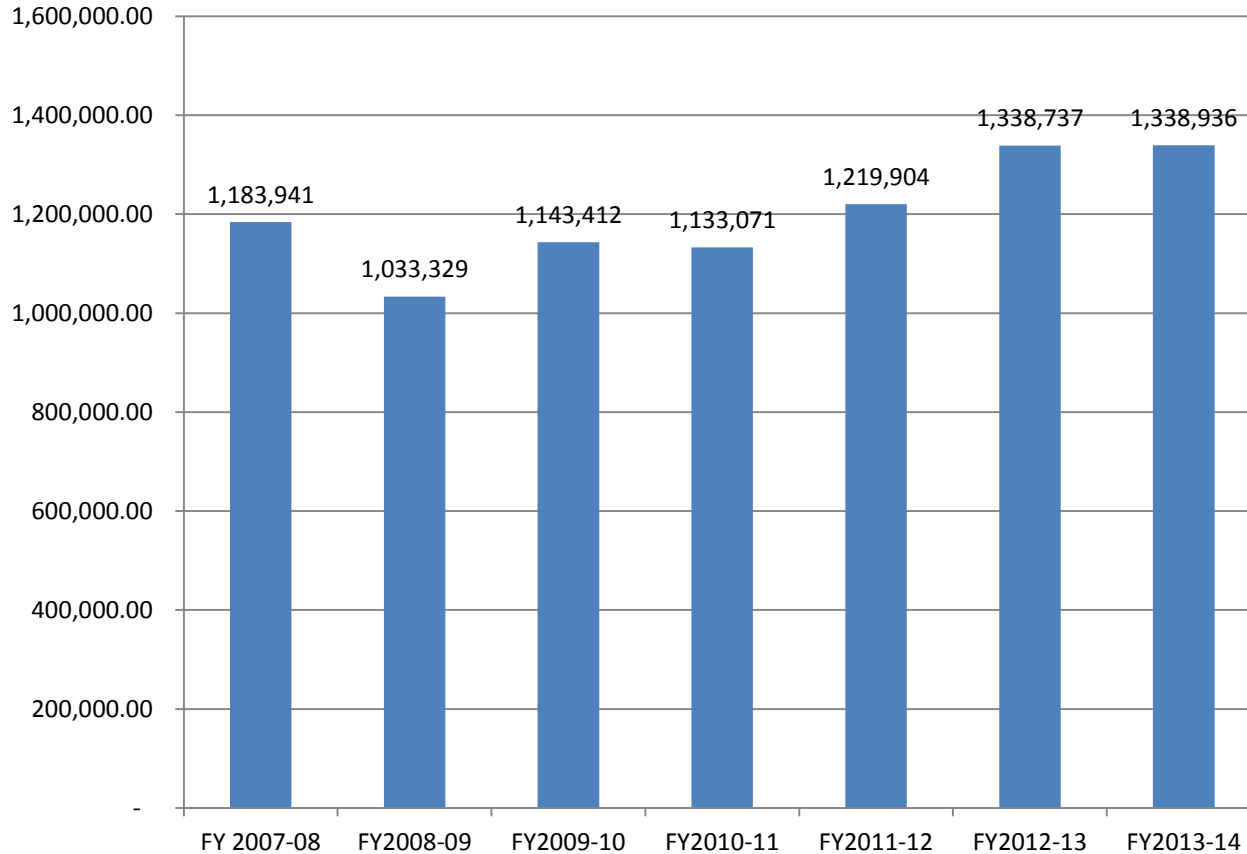


Tonnage By Commodity



Total Ocean Freight Cargo Performance

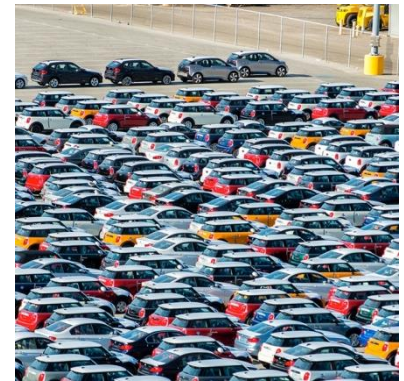
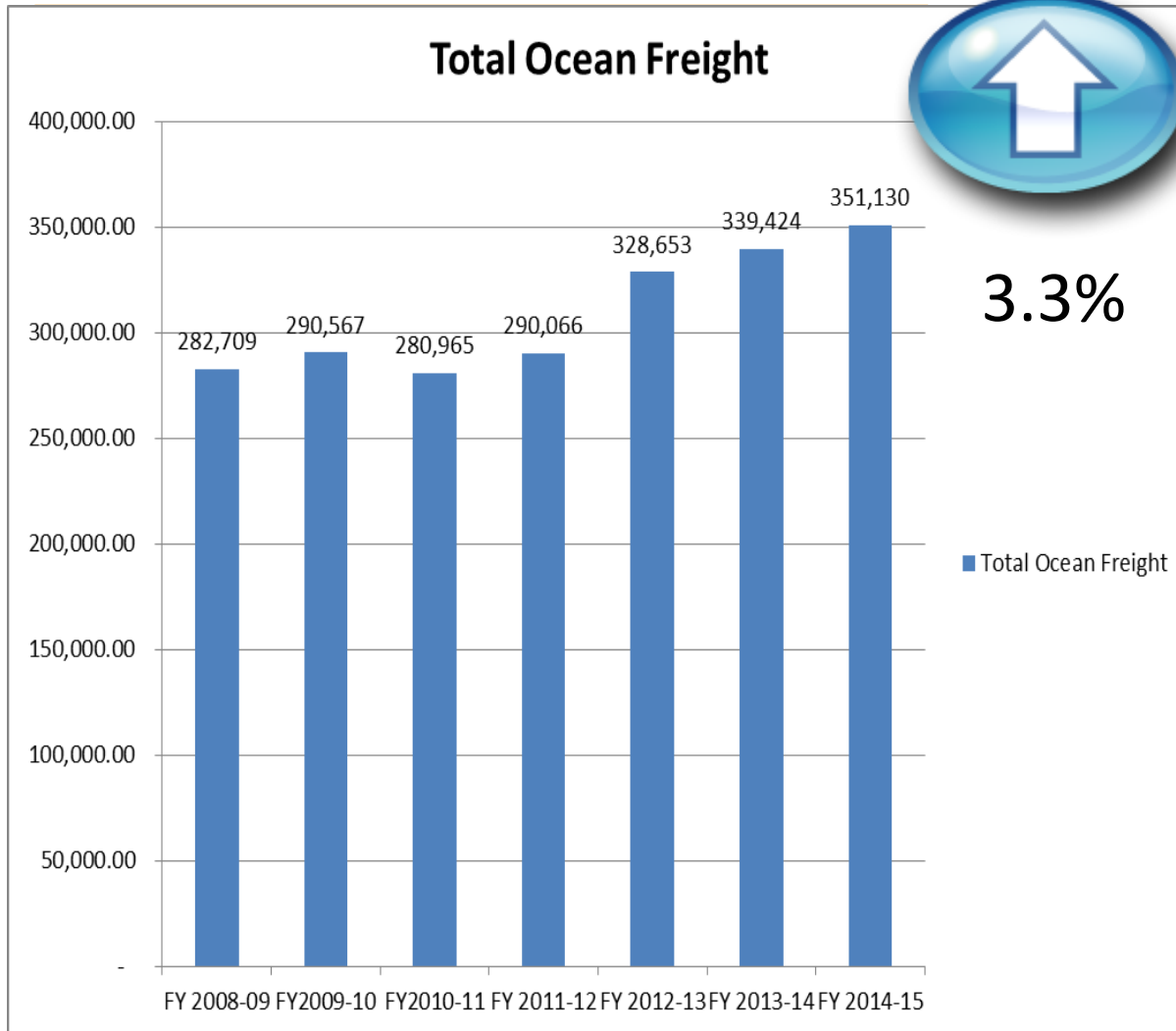
Total Ocean Freight



Up 198 Tons! Another Benchmark Year!

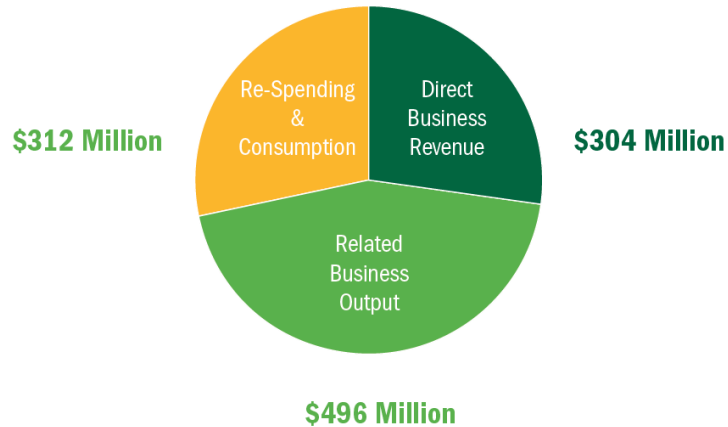


First Quarter Performance FY 2014-2015

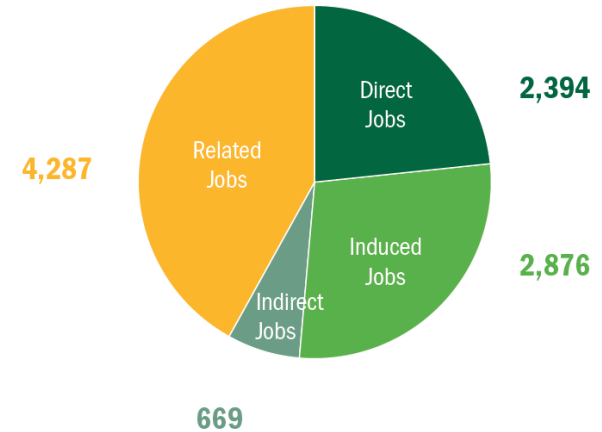


Economic Engine for the County

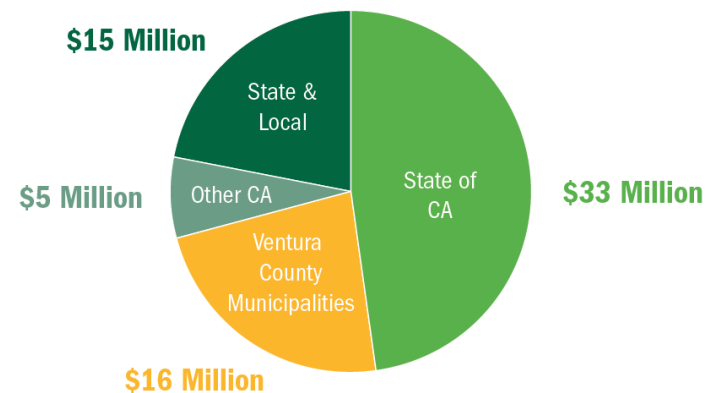
\$1.1 Billion Total Economic Activity



10,226 Total Direct, Induced, Indirect and Related Jobs.



\$69 Million in State and Local Taxes From Maritime Activity.



We Make Cargo Move

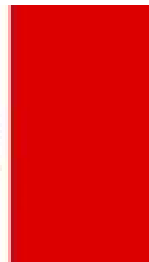


Business Development: Global Approach
Think Global



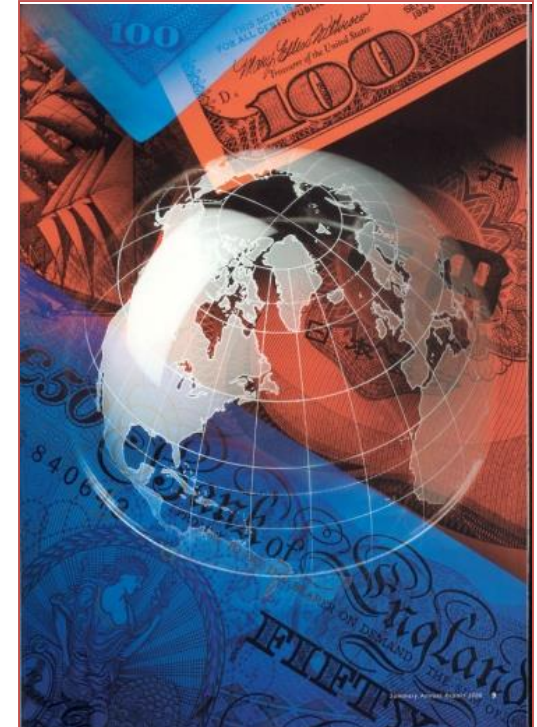
Developing a Global Approach

- Trade Flows
- Global Trade Relations & International Trade Agreements
- Government Regulations
- Global Logistics: Transportation services, Intermodal Connectivity and Warehousing



Develop Global Relationships:

- Trade Missions
- National Policy Fosters Modal Shifts
 - BUT, relations with local leaders drive this shift and are critical to the success of a new project
- Work with National Trade Agencies (Ex. US Dept. Commerce - ProMexico)
 - Lead discussion of commercial services and respective producers and buyers promoting broader benefits and market expansion.



We Make Cargo Move



Business Development: Analysis

Setting the Tone



Approach

- Know the Economic Impacts of New Opportunities
- Perform Market Analysis & Develop a Business Plan
- Know Who to Target
- Date / Then Marry



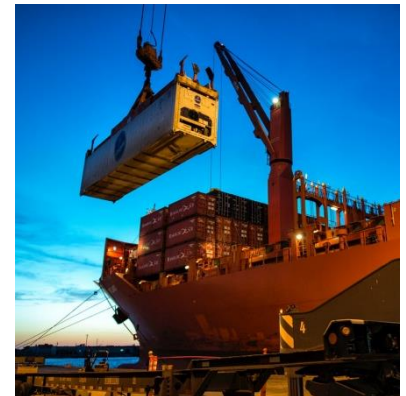
What are the Cargo Targets?

- Working with Service Providers
 - Shippers, Carriers, Trucking, Railroads and Others
- Understand the Economics of Trade and Transportation Services
 - Are there “backhaul cargos” for services?
- Who are the buyers?
- Where are the Manufacturers, Producers and Distribution Centers?
- How can Government promote Imports and Exports?
- How can Private Sector Investment be incentivized to “Invest”?



Align Opportunity with Economic Impact

- Containers (50,000 Unit)
 - 836 jobs, \$6.5m in taxes, \$69.4 m in local revenue
- Break-Bulk (350,000 tons)
 - 114 direct jobs, \$15.6m in local revenue
- Auto / Roll-on Roll-off (120,000 autos)
 - 724 jobs, \$6.0m in taxes, \$36.5m in local revenue
- Liquid Bulk (50,000 tons)
 - 80 jobs, \$600,000 in taxes, \$3.2m in local revenue
- Aggregate (200,000 tons)
 - 56 jobs, \$464,000 in taxes, \$72m in local revenue
- Fish (Existing Operation)
 - 1,375 jobs, \$10.8m in taxes, \$55.5m in local revenue



We Make Cargo Move

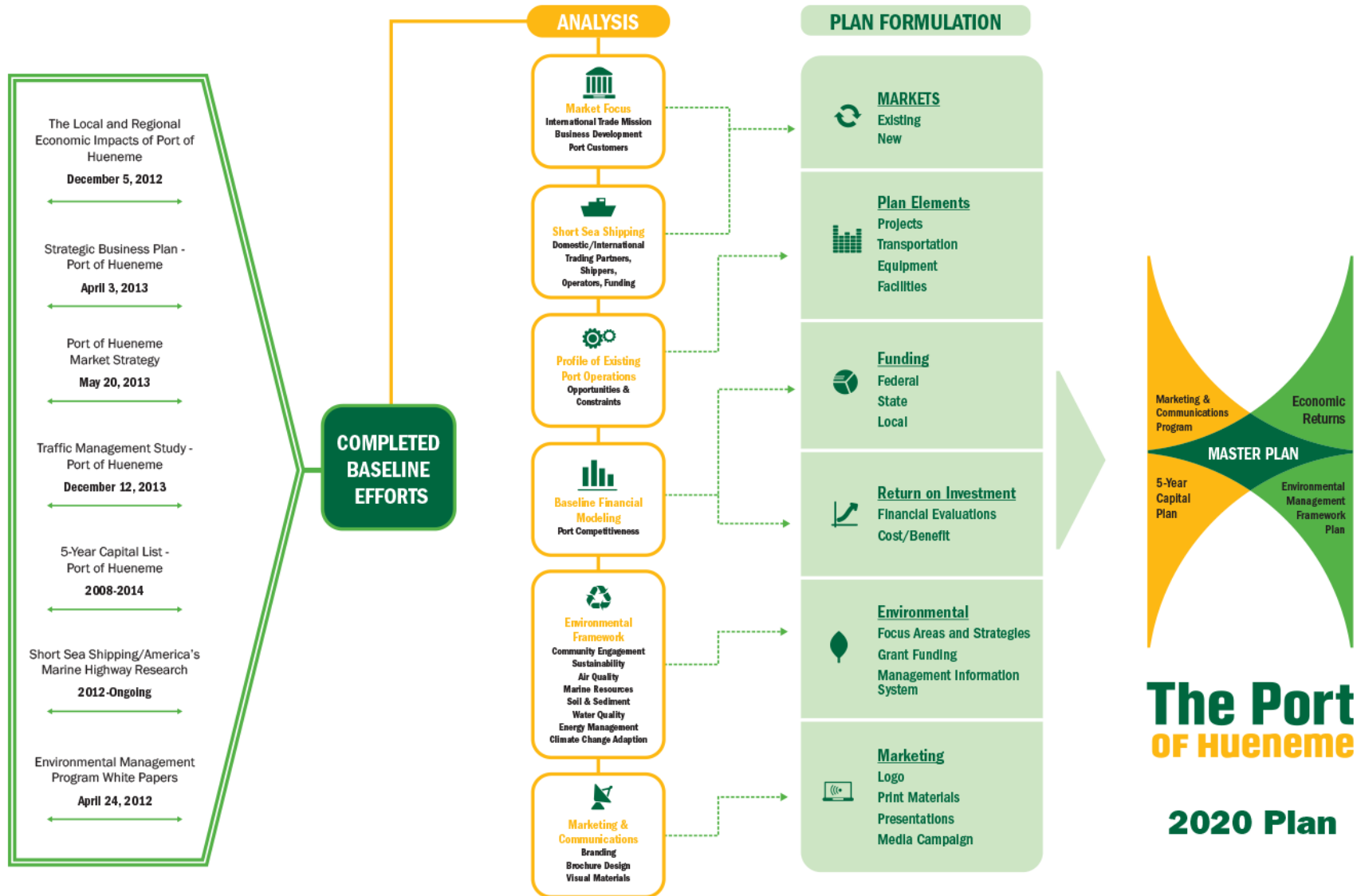


Business Development: Strategic Planning & Infrastructure Development

Vision leads to the Right Investment



2020 Strategic Action Plan



**The Port
OF Hueneme**

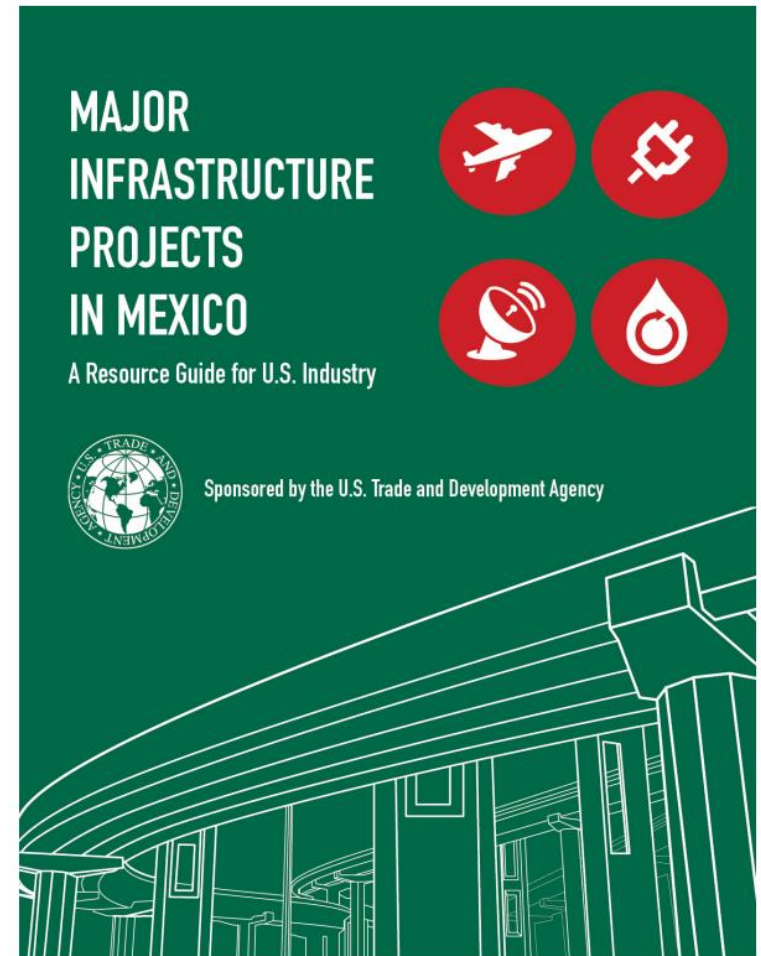
2020 Plan

Infrastructure Planning and Investment



We Make Cargo Move

\$5.6 Billion
SSS/Export developments



SSS: US East Coast and Tuxpan

New England to Mexico ocean service for dry, fresh and frozen unitized commodities- MexiMar:

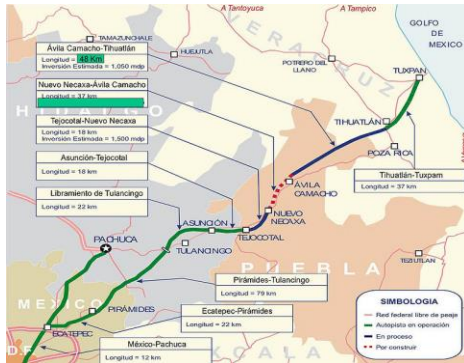
- Puerto de Tuxpan, Mexico (\$377m investment)
- Port Canaveral, Florida, USA
- Port of New Bedford, Massachusetts, USA

Trade Summit: Pro-Mexico



MexiMar

The Ocean Highway



SSA Marine wins \$300M port concession in Mexico at the Port of Tuxpan on the Gulf of Mexico



Port of El Sauzal, MX and Port of Hueneme, US – Feasibility Study Efforts

- Master Port Development Plan for the Port of El Sauzal
- National Port Development Master Plan 2007-2030
- Analysis of Potential Short Sea Shipping for El Sauzal
 - Export Info
 - Import Info
 - Agricultural data – Baja California
 - Port of El Sauzal Aggregates
 - El Sauzal Container Handling Equipment
 - Labor Costs
 - Port Fees
- Movement of Cargo in Northern Mexico
- Movement of Cargo by tons in Northern Mexico
- Participation of Baja California to the National GDP
- Foreign Direct Investment in the North and National GDP
- Foreign Direct Investment in Border Area
- Trade Balance of Goods for Mexico



We Make Cargo Move



Business Development: Marketing
Sell the Project





We Make Cargo Move

Gateway Position

Establish the Port as the go to portal for regions' vast consumption and the region's import/export goods

“Hueneme Cool Port”

Multi-Group Marketing

Cross Supply Chain marketing to stimulate Export/Import Markets

Marketing Development Strategies



We Make Cargo Move

Potential Strategies

- 21st Century Brand
- Media Plan for Trade Publications
- Participate in Trade Shows
- Distribution of Business Kits
- eNewsletters (Community, Staff & Trade)
- Effective Website
- Engagement Videos (Trade & Community)
- Social Media (Facebook, Twitter, LinkedIn)

The Port of Huenueme is the only deep water harbor between Los Angeles and the San Francisco Bay area and is the U.S. Port of Entry for California's central service information from the Pacific Rim. Huenueme ranks as California for general.

Key Information

Harbor Depth	Entrance Channel 35 ft MLW (10 m)
Channel Length	2,300 ft (700 m)
Turning Basin	1,200 ft (365 m)
Largest Vessel	800 ft (244 m) LOA - 35 ft (10 m) depth
Tides	Average rise and fall approx 6.4 ft - 6 ft (1.95 m)
Location	East of Northwest of the Entrance Channel
Interchange	123 acres (Port Owned)

Why Huenueme

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Berths (Joint Use - Port Leased)

- Berth 1.2.3 (600 ft) - Commercial Cargo (385 m)
- Berth 4.5 (700 ft) - Commercial Cargo (213 m)
- Berth 6 (1,000 ft) - Commercial Cargo (305 m)
- Berth 7 (1,000 ft) - Commercial Cargo (305 m)

Shipping Lines

- COGCO
- Del Monte
- EMSA Car Carriers
- Grain
- Harbour Star
- K-Line
- Mitsui O.S. Lines
- Nacores
- NITK
- Salem
- Waltermar Wharves Logistics (WHL)



Be Friends With the Press



We Make Cargo Move

WORLD MARITIME NEWS

MarineLink.com

Maritime Reporter and MarineNews magazines online

portstrategy

**Hueneme Port
Reports
Significant
Growth (USA)**

**Port of Hueneme
Creates US\$1.1-
Billion Economic
Impact**

**Hueneme
explores Latin
America**

**Port of
Hueneme Sets
FY Shipping
Record**

**Port of Hueneme
Recognized with
Community
Award**

**Study shows
Port of Hueneme
pumped \$1.11
billion into area
economy**

**PACIFIC
MARITIME** MAGAZINE

VIRTUAL-STRATEGY MAGAZINE
your leading source for virtualization news

vcstar.com
VENTURA COUNTY STAR

Banana Festival



We Make Cargo Move

Go Bananas... At the Port!

Celebrate the world's funnest fruit with the Port of Hueneme. From boats and barges to grooving beats and yummy treats, bring your family for some banana fun!



Don't Miss the Fun!

- Live Bands
- Great Food & Beer
- Delicious Banana Treats
- Educational Port Pavilion

- Seaside Port Tours
- Vendor Marketplace
- Kids Zone
- Banana Crafts & Fun

Saturday September 27, 2014 Port of Hueneme

105 East Hueneme Road

10:00 AM - 5:00 PM
FREE ADMISSION & PARKING
NO PETS OR COOLERS



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Your Business

We Make Cargo Move

