

**CAMILO GEORGE DÍAZ**

**HEAD COMMUNICATIONS**

**PORT OF SANTA MARTA**

**Customizing Economic Impact/Jobs Messaging to our Community**



# Port location

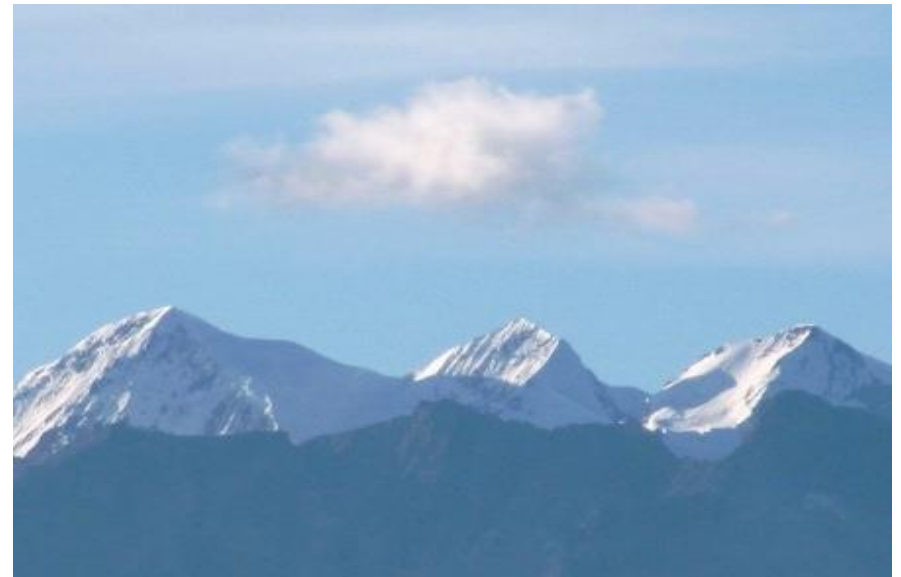


Sociedad Portuaria de Santa Marta is located in the north of Colombia, in Santa Marta. It is a City with 400 thousand people, facing the Atlantic Ocean and on an emblematic area of the world because of its biodiversity. We are next to the National Park Tayrona, Colombia's "Ambassador National Park" to the outside world.



# Natural Resources

## Tayrona National Park



## Sierra Nevada of Santa Marta

## Down town, historic center





# Hotels, another opportunity



# The magic trilogy of Santa Marta





# Our Port



# Our Port



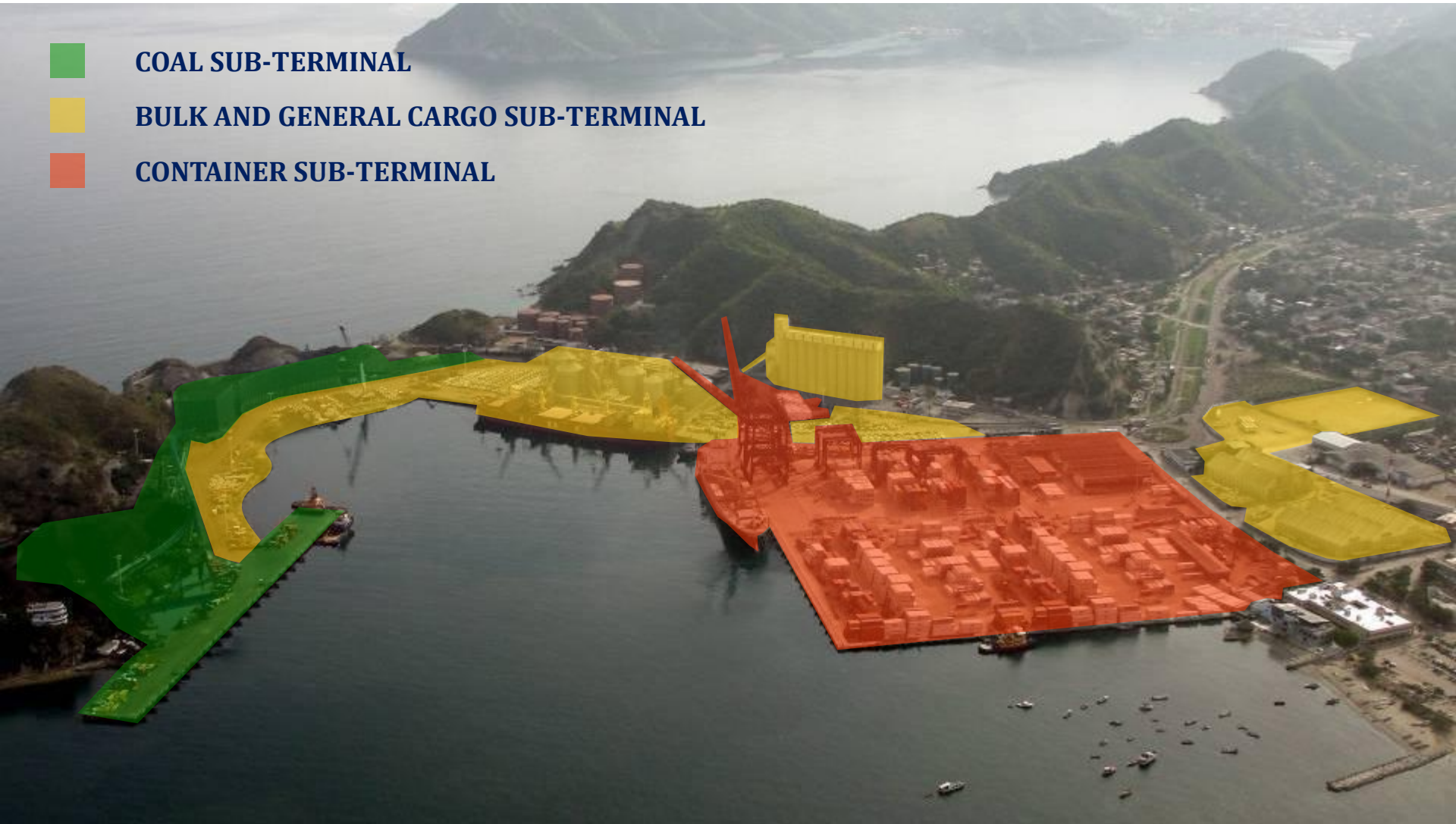
**COAL SUB-TERMINAL**



**BULK AND GENERAL CARGO SUB-TERMINAL**



**CONTAINER SUB-TERMINAL**





# PORT OF SANTA MARTA

## WHO ARE WE?

- The Port of Santa Marta (SPSM) began operations in 1993 under a concession granted by the Colombian Government initially for 20 years and later extended until 2033.
- It has established important alliances with partners such as SSA Marine.
- SPSM has invested more than \$162 MM USD in the Port of Santa Marta.



# PUBLIC RELATIONS AND COMMUNICATIONS

**Objective:** Show our communities, guests and public opinion that the Port of Santa Marta is committed to safety and efficiency in favor of colombian foreign trade. A terminal social and environmentally committed to the city of Santa Marta, where we operate.





## OUR COMMUNICATIONS WORK IN FOUR DIMENSIONS



ENVIRONMENTAL RESPONSIBILITY

WORK WITH COMMUNITIES

COMMUNICATIONS → BENEFITS THE PORT GENERATES TO  
THE CITY

OPERATIONAL EFFICIENCIES AND  
INVESTMENTS TO BE MORE  
COMPETITIVE FOR THE  
INFRASTRUCTURE OF THE COUNTRY

## ¿What Kind of benefits?

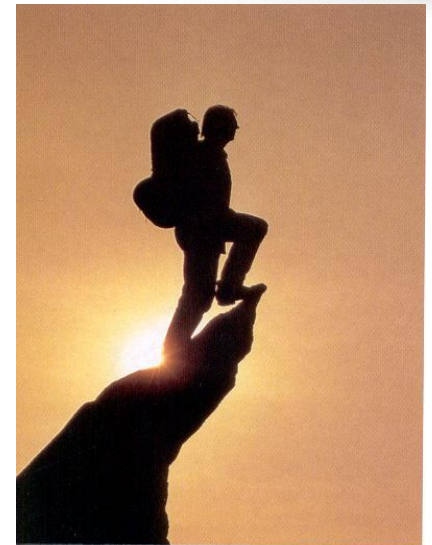
- PORT INVESTMENTS ARE NOT AN AMOUNT IN OUR SPEECHES, THEY ARE THE BEST WAY TO GENERATE JOBS FOR OUR PEOPLE.
- PORTS DEPENDS ON THE CITIES, BUT THE CITIES ALSO DEPENDS ON THE PORT, IS A PERFECT EQUATION OF COMPETITIVENESS
- 700 EMPLOYEES GENERATE IN THE CITY
- THE COMPANIE THAT GENERATES MORE INCOMES TO THE CITY OF SANTA MARTA AND THE STATE OF MAGDALENA
- THE 5 % OF PROFITS ON SOCIAL PROJECTS IN THE CITY, DESTINATED TO IMPROVE THE QUALITY OF LIFE OF OUR SORROUNDING COMMUNITTIES



# ¿WHAT HAVE WE ACCOMPLISHED?



VIDEO



¡THANK YOU!

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