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

BIG SHIPS WELCOME
• 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
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)
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.
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.
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
PLACEMATS

PORT MIAMI
GLOBAL GATEWAY

LINKING WORLD MARKETS WITH THE U.S.

- Only BIG SHIP READY port south of Virginia at a 50+ 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 | info@portmiami.biz
PORT MIAMI

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

- Only BIG SHIP READY port south of Virginia at a -56' 92 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 291
- Reliable Labor Relations

www.portmiami.biz | youtube
AD PLACEMENTS HIGHLIGHTING PARTNERSHIPS

PORT MIAMI
GLOBAL GATEWAY

CARGO GATEWAY

CRUISE CAPITAL OF THE WORLD

www.portmiami.be
BIG SHIPS WELCOME NOW @ PORTMIAMI

The Big Ship Era is here and PortMiami is Ready!
US LOOKS TO GROW SEA TRADE WITH CHINA

The whole dynamic between the West Coast and the East Coast Asia 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 calling 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 50%, so we think there might be a 10% market share shift,” says Kevin Lynam, deputy director of PortMiami. “We think there are about 400,000 moves that will be shared among ports seeing the Southwest US, and that includes imports, exports and empty moves. The Port of Miami is looking to regain 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 the port where Hong Kong and China account for over 80% 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 miles 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 Cernol, chief executive and port director of Port Everglades. “It's simple — if you grow the pie larger with them, and even if my share 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 let the market take care of that.”

Apart from seaports, another player which will be affected by the expansion of the Panama Canal in the East Coast region is Florida East Coast Railway, which serves both PortMiami and Port Everglades exclusively with an dealt ex.

“We have an overnight service into the state of Florida from Miami, and a two-day service into the southeastern region,” says James Hartley, president and CEO of FECR. “So we think a lot of the cargo that before was being loaded onto other ports will get loaded onto bigger vessels coming through the Panama Canal. In addition, PortMiami can do transshipment 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 barge traffic 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.
This weekend, Panama Canal and @PortMiami Renew MOU as the port welcomes its first Neopanamax ship.
We're @PortMiami event welcoming the MOL Majesty, first ship to FL from expanded PanamaCanal BigShipsWelcome

@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

A big thanks to ILA 24/7 hard @ work #bigshipswelcome
Port Miami 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 is ready for the first Miami-bound post-Panamax Ship, arriving July 9th! #BigshipsWelcome #miamidade

http://www.miamiherald.com/.../miami-dade/article88574172.html

elnuevoherald.com/noticias/finan ... #portmiami #bigshipswelcome

2,184 people reached

Boost Post

Port Director: Panama Expansion, Larger Ships Make Miami A 'Global Gateway'

On Sunday morning, a 964-foot-long Chinese container vessel — aptly named Panama — became the first ship to enter the new, wider locks of the Panama Canal.

VILMIR CRIG

elnuevoherald.com/noticias/finan ... #portmiami #bigshipswelcome

2,190 people reached

Boost Post

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 Coast, which includes a weekly rotation.

WWW.MIAMIHerald.COM

Cargo containers entering PortMiami nearing record, approaching highs last seen a decade ago: bit.ly/1O0FF8S

Miami Today

elnuevoherald.com/noticias/finan ... #bigshipswelcome

1,290 people reached

Boost Post
Count Down to July for the completion of #PortMiami’s -50 ft. Deep Dredge #BigShipsWelcome
miamidade.gov/portmiami/deep…
We are ready! #BigShipsWelcome miamidade.gov/portmiami/capi
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 cannon 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.
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:
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:
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

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