■ CPA: Messaging for Port and Brand awareness
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- Messaging
- Brand strength
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- Tools
- Examples of relationship building through agreements and affiliations
- Practical effective message/communication example
- Video presentation on how we communicate
Background info

- Ports
- Statistics
- Port Authority
- Port Authority roles
- Lloyds ISO certification
- Strategy

CURAÇAO PORTS AUTHORITY

Willemstad

Fuik

Bullenbay

Caracasbay

St. Michiel
CURAÇAO PORTS AUTHORITY

Background info

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St. Michiel
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### Key figures

#### 2017 Vessel activity

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Vessels piloted inward</td>
<td>2,706</td>
</tr>
<tr>
<td>GT piloted inward</td>
<td>56,994,547</td>
</tr>
</tbody>
</table>

#### Q3 2017 Cargo

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TEU processed</td>
<td>66,446</td>
</tr>
<tr>
<td>MT throughput</td>
<td>613,874</td>
</tr>
</tbody>
</table>

#### 2017 Cruise

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cruise calls</td>
<td>287</td>
</tr>
<tr>
<td>Cruise passenger arrivals</td>
<td>634,370</td>
</tr>
<tr>
<td>Cruise passenger avg. spend</td>
<td>$77.55</td>
</tr>
</tbody>
</table>
CPA as landlord: the Curaçao Ports Authority retains ownership of the lands and basic infrastructure, but leases out these facilities to private operators, typically under long-term concessions.
Developer
Pro-actively acquire and lead the development of properties surrounding the harbors as well as the maritime sectors to attract economic activity

Manager
Coordinate and ensure quality through performance standards of in-house and third-party services in the harbors to achieve a competitive integrated service offering to the maritime industry. Market the ports and the integral service offerings to grow harbor business.

Service provider
Provide and/or ensure competitive port services, including tug boat services, pilotage, vessel traffic control, bridges and ferry operations, training and knowledge management to clients and the port community.

Regulator
Enforce compliance in the harbors of regulations on health, safety, security and the environment. Conduct inspection and registration of local vessels, and issuance of licenses. Initiate and contribute to development of new regulations.
Background info

- ISO 9001:2015
- ISO 14001:2015
- Quality (ISO 9001) and environmental (ISO 14001) management systems
- November 2016: CPA, CPO & KTK become first to receive ISO 9001 and ISO 14001 Lloyds certification on Curacao
- Last Lloyds audit done in Q4 2017
CURAÇAO PORTS AUTHORITY

Messaging
- Corporate values
- Target groups
- Segment messaging

- Reliable
- Safe
- Efficient
- Consistent
- Connected
- Practical
- Flexible
- Responsive
- Environmentally conscious
CURAÇAO PORTS AUTHORITY

Messaging

- Corporate values
- Target groups
- Segment messaging

- Local Government (main shareholder)
- General Public (the local Community)
- Internal customers: our Employees
- External customers: Local and international clients
### Messaging

- Corporate values
- Target groups
- Segment messaging

#### Segment Messaging principles

<table>
<thead>
<tr>
<th>Segment</th>
<th>Messaging principles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cruise - Consumer</td>
<td>- Europe in the Caribbean, Fun activities, Culture, Sun Sea Sand, Flora &amp; Fauna, Shopping, Safe, Gastronomy</td>
</tr>
<tr>
<td>Cruise - Industry</td>
<td>- Modern facilities, Diverse tour offering, Quality services, Attractive incentives, port development, commercial opportunities, ISPS</td>
</tr>
<tr>
<td>Shipping - General</td>
<td>- Reliable, Safe, Responsive, efficient operations and business environment, Quality and broad range of services, flexible berthing, Clean</td>
</tr>
<tr>
<td>Yachting</td>
<td>- Protected harbor, Quality and broad range of services, varying berthing/mooring options, Pending yachting study for specific segment focus key points</td>
</tr>
<tr>
<td>Employees</td>
<td>- Effective regulator, Active developer, Quality service provider, Committed sector manager, Transparent, Personal growth promoter, Family oriented</td>
</tr>
<tr>
<td>Community</td>
<td>- Social / economic contributor, Environmentally conscious, Business development and opportunity, public space developer, Local employer, Industry growth.</td>
</tr>
<tr>
<td>Government</td>
<td>- Economic developer, Continuity assurance, Produce dividend</td>
</tr>
</tbody>
</table>
Brand strength

- Reputation
- Visibility

**Communication**
- Optimize internal communication
- Enable stakeholders as port ambassadors
- Commitment to stakeholders

**Quality of service**
- Reliability of systems, services and facilities
- Manage quality of services
- Ensure timely tug and pilot service (reliability)
- Reinforce strict maintenance schedule by CPA and stakeholder
- Maintain high employee satisfaction
Regular on time press release distribution (internally, media and social media)
Organize/participate in press conferences
Publications and editorials in local and international magazines
Internal and external newsletters
Sponsoring and donations
Organize/participate/host industry related events
Client visits
Continue and expand on collaborations
Consistently participate in expos and conferences
Actively manage website content and online presence through social media
Corporate social responsibility
Printed materials and branded giveaway items
Apply consistent brand language
## Distribution channels

<table>
<thead>
<tr>
<th>Channel</th>
<th>Medium</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Websites</strong></td>
<td>Curports, AAPA, FCCA, Seatrade, CLIA, CSA</td>
</tr>
<tr>
<td><strong>Trade Shows &amp; Conferences</strong></td>
<td>FCCA, AAPA, CSA, Cruise3sixty, Seatrade Cruise Global, Seatrade Europe/ Hamburg, Posidonia, Europort</td>
</tr>
<tr>
<td><strong>Stakeholders / Ambassadors</strong></td>
<td>Agents, Tour Operators, Port Operators, Service Providers, Government entities (CTB US/ EU/ LATAM etc.), Downtown organizations, Free zone, Airport</td>
</tr>
<tr>
<td><strong>Associations</strong></td>
<td>CSA, FCCA, AAPA, CLIA</td>
</tr>
<tr>
<td><strong>Task Forces</strong></td>
<td>Cruise, Yachting, CSA cruise committee, Logistics TT</td>
</tr>
<tr>
<td><strong>Sister Ports / MOU’s</strong></td>
<td>Aruba, Miami, Rotterdam, Statia, Cuba</td>
</tr>
<tr>
<td><strong>Sponsorship/ events</strong></td>
<td>CSA 2017, World Maritime days 2017, Mare Forum 2017 Curacao Sail 2018</td>
</tr>
<tr>
<td><strong>Local</strong></td>
<td>Press conferences and releases, articles, events, social media (FB, IN), newsletters</td>
</tr>
</tbody>
</table>
Tools

- Website
- Social media
- Manuals/materials
- Advertising
- Online presence
- Events
- Relationship building
- Recruiting
- Ambassadors
CPA actively engages with strategic partners in order to promote sustainable growth in Cruise and Cargo segments

**International Agreements**
- MOU with Port of Miami
- MOU with Aruba Ports Authority
- MOU with Panama Maritime Authority
- MOU with Administracion Portuaria Nacional de Cuba (APN)
- MOU with St. Eustatius

**International Affiliations**
- Caribbean Shipping Association (CSA)
- Florida Caribbean Cruise Association (FCCA)
- American Association of Port Authorities (AAPA)
Practical effective message/communication example: Harbor management system

Project launched on December 1st and live on January 1, 2017
VIDEO PRESENTATION

ANNABAAI & WAAIGAT MASTER PLAN