

15th Annual Caribbean Shipping Association
Shipping Executive Conference

Cocoa Beach, Florida

May 16-18, 2016

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Tropical Shipping

“How does Cuba stand to influence the future shape of Regional shipping ?”

- 1st things 1st – How prepared is the Caribbean region’s small states economy for ***this shift?***
- Commercial opportunities and the geo public policy factors – ***“The unintended consequences”***... International treaties & rules
- Finding ***synergies*** and ***niche*** from this opportunity
- Get public policy makers to understand the value chain- use data- ***US embargo still in place*** but the estimated \$4.3 billion yearly export value of merchandise is nothing to sneeze at

CSA's RIMS – 5 Pillars

- 2011 – CSA's Regional Integrated Maritime Strategy (RIMS) - Integrated regional approach – Warehousing/fulfilment facilities/logistic hubs
- Trade facilitation – unified policy/long term synergistic action planning/greater market access/
- Custom integration – harmonized rules/ electronic documentation manifest
- Maritime Security integration for improved maritime interests -
- *Improvement in Intra-regional trade – to create seamless business transaction*
- The 6th factor -CARICOM & SME – what's the matter ?

Leveraging the opportunity

- Caribbean – “ *filling the shopping cart* ” with *products/goods & services*- buying power
- Trade centric strategies – harness the power of global trade into logistics & warehousing systems- *‘hubs and spokes’* , *borderless logistics providers* –
- Cubans- *12 million potential buyers/consumers* as a source for increase for water borne trading- but what do you really **know about their needs and price points**
- Tourism is the current *‘locomotive’* for connecting shipping channels in Regions- building & construction/food demands
- Tourism as the *integrator*- Jamaica, Aruba & Cuba- strategic marketing /knowledge sharing/cultural familial ties

Dealing with the threat – examples of possibilities

- Aruba & Cuba – *knowledge sharing* on best practices cruise facilities and time sharing management
- Jamaica & Cuba – *multi-destination marketing* approach to add value to tourism product- This is a carriers gain not loss
- Barbados & Cuba - recent trade delegation with local *business leaders seeking open market access*
- Dom Rep & Cuba – *long time friends* & tourism competitors - who leads whom ? Why & How?
- Cuba and US ports partnership – Caribbean ports ?

Other than Cuba –what else for Caribbean Shipping?

- Top 100 world container ports & the Caribbean's ranking – 3 maybe 4 as *world class port operations* – Jamaica, Freeport, Caucedo-DR & San Juan, Mariel
- *The Panama Canal* – is still an opportunity ? Who is ready and how do we ensure smaller ports get a piece of the pie
- The *consolidation of global carriers. Why are the 'giants'*
- *Quality work force development needs* , ports infrastructure including use of technology
- Port **operational excellence as the 'norm'** rather than the exception- doing it right the first time –all the time

So what to do?

- While its still only a trickle not a stream – timing is everything for decisive actions- we have about 5 years before we become boil frogs... **The heat is on ----**
- Ports Infrastructure improvement in region
- Work to **forge strategic business relationships** within the region
- Cuba's current 'closed' direct commercial business policy & market access for licensed independent businesses needs to be adjusted with the Caribbean in mind-
- ***It is firms who trade & compete*** – business leaders need not wait
- Regional shipping executives lend stronger voice support for **CARICOM to implement the SME** to foster intra-regional trade- depoliticized the trade facilitation process- leave the competitive spirit to each carrier- we know how to do that- ***Lean in to trade facilitation initiatives...***
- CSA – fully implement 2011 Regional Integrated Maritime Strategy(RIMS)