



CSA News Monthly

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Free-zones, an economic development solution



CSA President, Grantley Stephenson, speaking at AZFA Conference in October

The development of Free zones in the Caribbean represents an significant step towards stimulating greater economic activity in the region, according to Grantley Stephenson, President of the Caribbean Shipping Association (CSA) and CEO of Kingston Wharves.

Speaking on the topic “The Panama Canal Expansion and its Impact on Transportation and Logistics in Free Zones”, Mr. Stephenson, delivered a riveting address to the XVII Conference of the Association of Free Zones of the Americas (AZFA) held over the period October 23 – 25, 2013 in Ponce, Puerto Rico.

Economic Development Opportunity

Building on the premise that improvements to the Panama Canal have the potential to impact global freight flows by shifting a significant percentage of trade from Asian markets, Mr. Stephenson told the gathering that *‘an increase in freight flows to the East and Gulf Coasts presents an economic*

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development opportunity for job creation and economic growth related to logistics, intermodal transportation and value-added businesses, all of which would also support businesses located in the region exporting their goods'.

He also encouraged players along the coasts and connected inland areas to analyse their infrastructure and look for ways to capitalize on emerging transportation patterns.

'The potential presented by the Panama Canal expansion for Caribbean Free Zones is enormous, in fact, free zones may be a solution to the problem of economic development in a challenging global marketplace' Mr. Stephenson said.

Regional Competitiveness

The much touted issue of regional competitiveness was not spared. The President's presentation pinpointed the Panama Canal, the international logistics hub and their related services as not only the bedrock of the Panamanian economy, but also a support base for the entire region. The CSA President posited that *'as each country increases its logistical capabilities, the region as a whole will improve its competitiveness'*.

Noting that this improved competitiveness will require deliberate and strategic efforts, it was outlined that in order to accommodate potential growth, regional governments and their partners need to plan urgently for port and surface transportation development and ensure

consistency in the supply and cost of labour.

'Free Zones have proven to be the mechanism not only for an impetus to diversification, but also for changing the very face of economic activity' Stephenson added.

He closed, citing advice from Scott Hercik, Transportation and Trade Advisor for the US Appalachian Regional Commission: *'Now is the time for regions to plan for the impacts of the Panama Canal expansion. It will change the flow of the global supply chain and the international commerce that it propels'*.

Mr. Stephenson shared the platform at AZFA event with Alberto Alemán, CEO of the Panama Canal Authority and Eduardo Pagán, Vice President & General Manager of Sea Star Line. ■

CSA Caribbean Shipping Executives' Conference (CSEC)

May 12-15, 2014

Marriott Biscayne Bay

Miami, Florida

The countdown has started to the next staging of the CSA's annual Caribbean Shipping Executives' Conference (CSEC). The 2014 event will be sponsored by the Port of Miami and promises to deliver thought provoking, interactive and timely presentations, sure to stimulate robust discussions among players in the shipping industry.

Plan for the opportunity to meet and network with senior executives and decision makers in shipping from all over the world.

Arthur Lok Jack Graduate School of Business Offer Scholarships to the CSA

L-R: Grantley Stephenson, President of the CSA, Professor Clement Sankat, and Nirmala Maharaj, Pro Vice Chancellor and Director of Internationalisation respectively of the UWI St. Augustine Arthur Lok Jack Graduate School of Business, execute MOU at the CSA 2013 AGM & Conference

Members of the Caribbean Shipping Association will benefit from scholarship opportunities under the terms of the recently signed Memorandum of Understanding (MOU) between the Association and the Arthur Lok Jack Graduate School of Business, UWI – St. Augustine. This effort bolsters the CSA’s mission to ensure it enhances the availability of relevant and reputable training programmes to its membership.

The Arthur Lok Jack Graduate School will provide two scholarships to the CSA for their Online Master of Port and Maritime Management, a programme which was vigorously reviewed and subsequently awarded the Association’s full endorsement at its 2013 Annual General Meeting and Conference in Panama.

‘The CSA considers the online advanced degree to be beneficial to the development of professionals for the port and maritime industry’ said CSA President Grantley Stephenson at the October signing of the MOU.

According to the school, the programme combines advanced technological knowledge of shipping and port management, with critical management and leadership development topics and will present a global perspective, through the convenience of online learning.

The criteria and deadline for applications will be announced during the first quarter of 2014.

IDB GIVES PLATFORM TO THE CSA

CSA President Delivers Address at Regional Workshop

The Inter-American Development Bank (IDB), through their Integration and Trade Sector, recently facilitated a study on Freight Logistics, Maritime Transport and Trade Facilitation in the Caribbean. The study, which outlined a Caribbean regional action plan to develop these areas, was elaborated and discussed at a workshop held in St. Michaels, Barbados on November 7, 2013.

The workshop offered the CSA a welcomed platform to present its perspectives, specifically on the sections of the plan dealing with maritime services and ports. The Association was well represented by President, Grantley Stephenson, who in addressing delegates, discussed the need to

promote the usage of private/public sector partnership (PPP) schemes in port expansion and the enhancement of port productivity improvement projects.

Private/Public Sector Partnerships

Mr. Stephenson spoke on the realities faced by ports in the Latin American and Caribbean (LAC) region, stating that 'with ships becoming larger and more sophisticated, ports are placed against the wall to improve their technological and infrastructural systems in order to connect to the fast pace global world'. He advocated for the exploration of PPPs, adding that they 'will, no doubt, lift productivity levels while creating a better opportunity for

the Caribbean to become more integrated'.

Improving Port Productivity

Addressing the urgent need for ports to promote productivity improvements projects, the CSA President shared that the expansion of the Panama Canal should be viewed against the backdrop of increases in efficiency in other competitive routes, this, he said 'will place greater pressure on ports to become more efficient while reducing costs'. He went further to explain that 'port productivity will become one of the few variable factors still left for ports to use a means of lowering costs'.

See IDB eleven point Regional Action Plan overleaf.

Happy Holidays

The General Council of the Caribbean Shipping Association takes this opportunity to wish all of our members a very happy Christmas Holiday season and success in your businesses for 2014 and beyond. We thank you for your continued dedication to the CSA and we look forward to working with you in the years to come toward the growth and development of our regional shipping industry. Please also accept best personal regards from our President, Mr. Grantley Stephenson.

IDB Eleven Point Caribbean Regional Action Plan

Maritime Services & Ports

- Promote the usage of PPP schemes to sustain port expansion plans
- Promote port productivity improvement projects

Logistics Infrastructure

- Promote the development of logistics platforms nearby ports
- Set up and support incentives to develop LCL cargo services
- Create logistics and maritime regional observatory body

Customs & Trade Facilitation

- Expand usage of Single Window schemes
- Improve coordination between agencies involved in trade
- Develop a Single Inspection solution ("one-stop shop")
- Define standard for a regional Single Administrative Document (SAD)
- Speed up inspections and formalities for intra-regional trade

Overall

- Improve academic offer and quality of logistics training and education

CARIBBEAN REGIONAL ACTION PLAN ON FREIGHT LOGISTICS, MARITIME TRANSPORT AND TRADE FACILITATION

CSA President's Priorities - 2014/15



The Training Trust Fund Needs YOUR Support.

Recognizing the need for increased training for the shipping industry, members of the CSA pledged monetary support to the Training Trust Fund towards its slate of activities for 2014. Direct from the floor of the 43rd Annual General Meeting & Conference, more than USD 50,000 in pledges were received from the following individual members and on behalf of member companies:

Company	Pledge (USD)	Individual	Pledge (USD)
Seaboard Marine	5,000	Mr Eduard Dekkers	5,000
Seatrade	5,000	Ernest Russ	2,500
Kingston Wharves Limited	5,000	Lilly Norton Panama	2,500
Port Authority of Barbados	5,000		
Seafreight Agencies	5,000		
Port of Miami	2,500		
Puerto Rico Shipping Association	2,500		
Norton Lilly & Company	5,000		
Trinidad & Tobago Pilots Association	2,500		
Bridge Control (Trinidad & Tobago)	2,500		
Shipping Association of Trinidad & Tobago	5,000		

We take this opportunity to express our sincere thanks to members for their signal of support for the work of the CSA in bringing much needed training to the industry and to add special thanks to Mr. Edouard Dekkers, from the Port of Antwerp, for being first to commence the handing over of funds to the CSA Secretariat.

Want to be featured in the next issue?

Send your stories to csa@cwjamaica.com



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