

# #1

With respect to industrial development, port sites take many strategic initiatives positioning them as to attract high value added companies. Think of the port as a site for industrial ecology (Rotterdam) or renewable energy (Bremerhaven). Singapore is a clear example of proactive policies which has made the city an international maritime services center through incentive schemes, training and education, platform organizations and knowledge transfer schemes.

PortExpertise applied master planning and financial mechanisms for redevelopment to waterfronts in order to create areas with interesting mixes of functions urban/maritime areas, and somehow still connected to port functions, such as Port Vell in Barcelona.

# #2

PortExpertise's experts have reviewed over 250 application files for EU subsidy programs. The international team has broad experience in TEN-T, Marco Polo, INTEREG, TAXUD, Life and Horizon 2020.

We assist authorities in prescreening their projects related to the relevant EU programs, including the interim & final audit reporting, facilitate the contract negotiations, implement the dissemination plans and overall project management.

# #4

The structural organization of the port business evolves through time.

Initially state operated ports have to adapt their structure to the changing business environment. The largest EU ports, operating according to the landlord model, need to adapt their organization to a business model with clear focus on targeted types of cargo, linking fore- and hinterland activities.

PortExpertise assisted both W-EU and E-EU member states in their privatization process, including compliance with EU port packages. And answering questions, such as: What is the impact on your concession policy? How to diversify revenues? How to actively facilitate existing and new business in the port area? How to attract finance partners?

# #3

A business wants to make money. Therefore, an offer of products and services is created in line with demands of prospects and customers.

A company should make itself known, differentiate itself from its competitors, in its offerings and as a company with its specific corporate image. This means a company needs to set up a "go to market" plan: in marketing terms, dealing with sales and customer service of its products and services. And in corporate terms, engaging its personnel and establishing trust in the company.

Port Expertise has assessed and set up marketing communication strategies and dissemination plans for maritime companies.

## REFERENCES

- Design and implementation of new dry and liquid bulk terminals, Ghent and Antwerp, Belgium, 2006 - 2009.
- Feasibility advice on port facilities for new bio energy projects, Bioro - Südzucker, Ghent, Walloon Government.
- Simulation of container flows for waste reception facilities, Belgium, 2009-2010.
- SC study for a 250,000 mt biodiesel handling terminal in port area, Ghent, Belgium, 2009.
- Lead negotiator for layout and financing of port rail way infrastructure with governmental bodies, Ghent, Belgium, 2010.
- Certification projects for various maritime port terminals (ISO, AEO, GMP, ISPS, HACCP), various ports, 2009 - 2014.
- Tank terminal development UAN (founding joint venture with shareholders, drafting tender for engineering contractors, project lead, training personnel, go-live assistance), Fertigent, Lithuania, 2005 - 2007.
- Operational revision of port engineering plan (defining technical and functional requirements, Oman, 2010).
- Optimization study waste heat use (audit, detailed assessment, implementation plan, implementation), Brussels - Ghent - Antwerp, Belgium, 2010, 2014.
- Commercial audits and market studies (potential, commercial activities, customs management systems, commercial distribution channels, pricing strategies, quality management, branding and communication strategies), Hamburg - Le Havre range, Romania, Bulgaria, Ukraine, 2013.
- CAPEX - OPEX study for expansion of oil export terminal, Murmansk, Russia, 2013-2014.
- TEN-T EU application file for pipeline transport, Brussels, Belgium, 2013.
- Project management Maritime Single Window, various EU ports, 2014-2017.
- Due Diligence process management support & prospectus, Yuzhny 2012, Belgium, 2013.
- Analysis and quantification of hinterland cargo flows for major container operator, Gulf Area, 2013.
- Eastern Europe investment opportunities analysis for major European dry bulk terminal, Romania, Poland, Bulgaria, 2009, 2013.
- RIS project management, Luxembourg, Vienna, 2014 - 2015.
- Dissemination and communication plan, including execution for major TEN-T program, various EU member states 2014 - 2017.

## EXPERTS AT YOUR SERVICE

PortExpertise team members breathe port business. All have solid background in port activities, ranging from A to Z when it comes to operational & business activities.

We understand your clients' needs.

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# SHARING EXPERT

## ADVICE WITH PROFESSIONALS

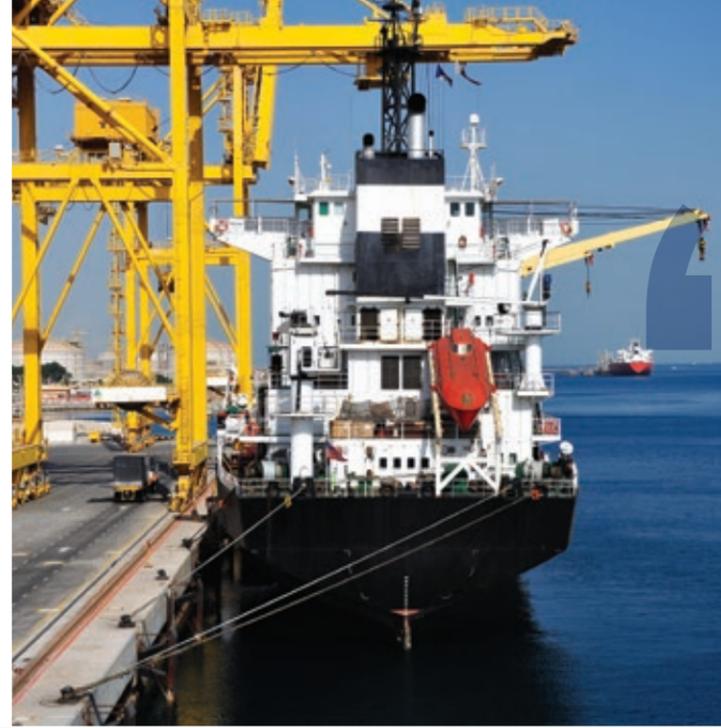
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## WHO WE ARE ?

- Partners with more than 20 years of experience in maritime/port issues.
- Network of niche international experts with focus on financing, legal matters, market research/ audits, insurance and claims, ict, customs, training, and market communication.
- Research assignments and project management for more than 300 port and terminal projects worldwide.
- Agents in Europe, Middle-East and Asia.
- Active in Worldbank and EU projects worldwide, as external evaluators to EU logistics projects, and assist the big five consultancy firms in port related projects.



*We combine project management methodology with in-depth knowledge approach.*



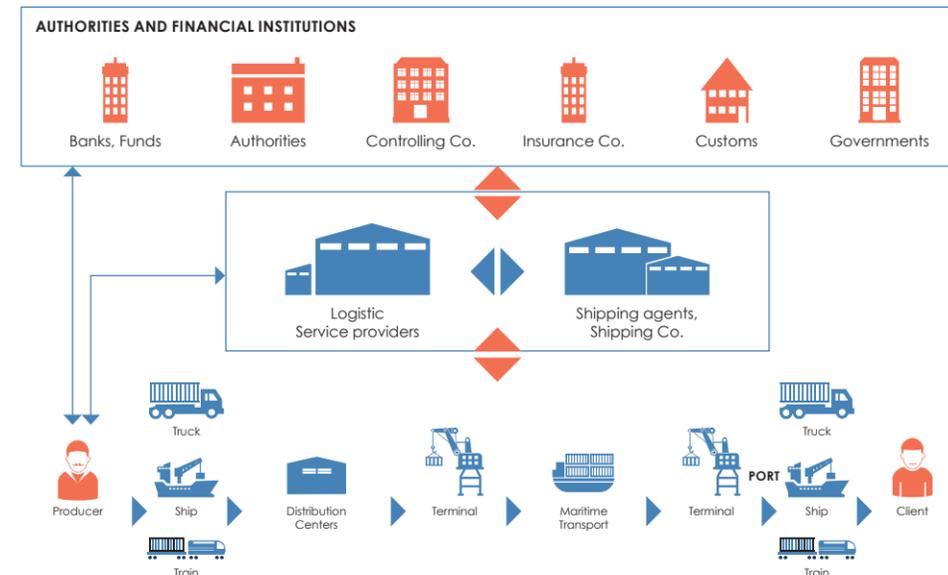
## WHAT WE DO ?

- We combine traditional project methodology with in-depth knowledge of port and terminals related projects.
- We provide tailor-made solutions on very diverse topics, always having maritime ports as an important link.
- We give relevant and no nonsense answers on questions on strategic up to operational matters, from financial issues over commercial to safety and security related concerns.
- We always exceed our clients' expectations providing full, transparent and realistic reporting and recommendations setting achievable targets, a clear feasibility plan, a detailed business plan and down to earth implementation plan.
- We support you with a single person of contact, offer a customized approach and a aim for a strong, long term partnership.

**PORTEPERTISE IS AN INDEPENDENT BUSINESS CONSULTANCY FOR MARITIME AND PORT PROFESSIONALS**



## WHO ARE OUR CUSTOMERS ?



*Partners with more than 20 years of experience in maritime and port issues.*