



# NAPI

October 18, 2011

## Developing Future Trade Missions - Outlining the Process for Trade Connections

North American Port Infrastructure LLC (NAPI)

# NAPI Corporate Overview

The company was formed in 2008 for the purpose of bringing together leading port and infrastructure industry specialists. Together we can provide advisory services to Master Planning efforts and affect project deals related to underutilized assets along or near navigational waterfronts or distribution networks including highway, rail and inland waterways

- Name: North American Port Infrastructure LLC (NAPI)
- Locations: New York, New Jersey, North Carolina, Texas, Mississippi, Ohio, Florida
- Corporation: State of Florida Corporation - USA
- Website: [www.napinfrastructure.com](http://www.napinfrastructure.com)

# NAPI

# Global Perspective

## Developing a Global Approach

- Trading Partners
- Trade Relations
- Trade Agreements
- Government Regulations
- Trade Flows
- Transportation Services
- Facilities, e.g., Ports, FTZ, Warehousing, etc.



# Understanding the Mission

## “What is the Potential ?”

### Potential:

- Significant Direct and Indirect Job and Economic Growth for NB and NE region.

### Key Parameters:

- Providing Infrastructure - PNB Progressive Infrastructure Enhancement, Rail Improvement, South Terminal Development
- Gateway Position - PNB establishes a Doorway to NE and Canada's vast Consumption and the Region's Variety Export Goods
- Multi-Group Marketing- PNB Initiates Cross Supply Chain Marketing to Stimulate Export/Import in NE and Overseas Markets
- Foundation Operation - PNB's MexiMar Lays Foundation for Expansion of a Sustainable North-South, Producer to Buyer Trade Lane.



# Process for Trade Connections

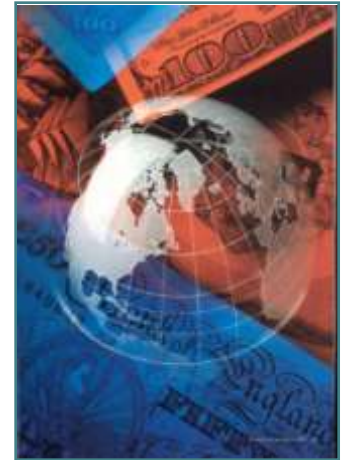
## Develop Relationships:

- Not just Commercial Endeavor and not All issues will/can be resolve by Business Partners
- National Policy Significant Re: Needed Model Shifts, but Organized by Grassroots Political and Policy Leaders at the local level
- Respective Local Agencies and Authorities need to understand Each Others Structure and Support
- Includes addressing Obstacles and Exploiting Incentives Each have in place to Support Respective Markets.
- Typically Local Gov/Port Agencies working with Nation Trade Agencies (Ex. US Dept. Commerce - ProMexico) Lead discussion of commercial services and respective Producers and Buyers promoting broader benefits and market expansion.

# Understand Resources in the U.S.

Port of New Bedford since May 2011 has expanded relationships with several Agencies and Associations

- Massachusetts Export Center
- Massachusetts Department of Agricultural Resources
- Massachusetts Housing and Economic Development
- CONECT
- Massachusetts Clean Energy Center
- U.S. Small Business Administration – Export Trade Finance
- U.S. Department of Commerce
- National Export Initiative
- Export Promotion and Trade Policy, International Trade Administration
- U.S. Commercial Service
- U.S. Maritime Administration
- Boston's Customs Brokers & Freight Forwarders
- America Association of Port Authorities
- New England Produce Council



# Case Example - Efforts with Mexico Government

Port of New Bedford since May 2011 has established relationships with:

- Froylan Gracia, Counselor for Agricultural Affairs, SAGARPA
- Jose Luis Paz Vega, Minister/Representative, Trade and NAFTA Office
- Gerardo Patino, Regional Director – U.S. & Canada, ProMexico
- Alejandro Chacon, General Coordinator of Ports and Merchant Marine, SCT
- Ricardo Rodriguez, Director of Special Programs and Ports, SCT



NAPI



# What are the Cargo Targets?

- Working with Service Providers, e.g., MexiMar, American Feeder Lines, Maritime Terminals Inc., and Others
- Understand the Economics of Trade and Transportation Services, e.g., Are there “backhaul cargos” for services
- Who are the buyers?
- Where are the Manufacturers, Producers and Distribution Centers
- How can Government promote Imports and Exports
- Reliability and Cost



# Follow-up and “The Plan”

- Establish a Continuing Dialogue between Respective Ports through a formal Trade Mission and Port Relationships
- Establishing Trade Missions - Example between PNB and SCT Facilitates specific shipping service, and Grassroots Promotion of National Policy to Increase Trade and a Shift to Ocean Services
- Allows PNB and SCT to Map the Protocol for a common Strategy and Policy to Build and Expand the established trade between New Bedford and Tuxpan
- Allows understanding Respective Regional significance of the Ports.
  - ✓ Understand Logistical Connections to Respective Regional Producers And Consumption Markets (NE/Boston vs Tuxpan/Mexico City) and Strategic Plans to expand more direct and sustainable U.S./Mexico Trade
  - ✓ Understand the recent Infrastructure Improvements implemented by both Ports and other Government Organizations to support Trade Development
  - ✓ Understand Actions and Policies for expansion of the MexiMar Service and other Shipping Developments

# Trade Development Summit

- Establishing a “Port” relationship between the Port of Tuxpan and Port of New Bedford
- Conducting a Trade Development Mission following the Summit
- Initiating a dialogue on matters pertaining to respective Trade Development Efforts





## North American Port Infrastructure LLC

Tel. 305.206.0849 USA - [www.napinfrastructure.com](http://www.napinfrastructure.com)