

ANTWERP - 23rd & 24th September 2009

**Best Practice Strategies to Maximise Port Efficiency and Profitability**

ACI's 2<sup>nd</sup> Annual Optimising Port Productivity Conference will critically examine strategies to increase port performance by attracting new business and will offer solutions for securing short and long term port investment. The shipping industry is being affected by the current economic climate which is having a 'knock on' effect for the port industry - it is imperative that ports remain up to date with the latest economic conditions to ensure competitive advantage.

The Agenda

Throughout the 2 days you will have the opportunity to hear from your industry peers and discover the hottest developments and future developments for optimising port productivity:

- Attracting New Customers to Increase Business Performance
- Exploring Short and Long Term Port Investment Options
- Developing Appropriate Strategies for both Port Over and Under Capacity
- Streamlining Internal Processes to Improve Operational Efficiency
- Using Technology to Increase Productivity
- Implementing Long-Term Business Strategies that Benefit your Port in the Short, Medium and Long Term

An Interactive Two Days

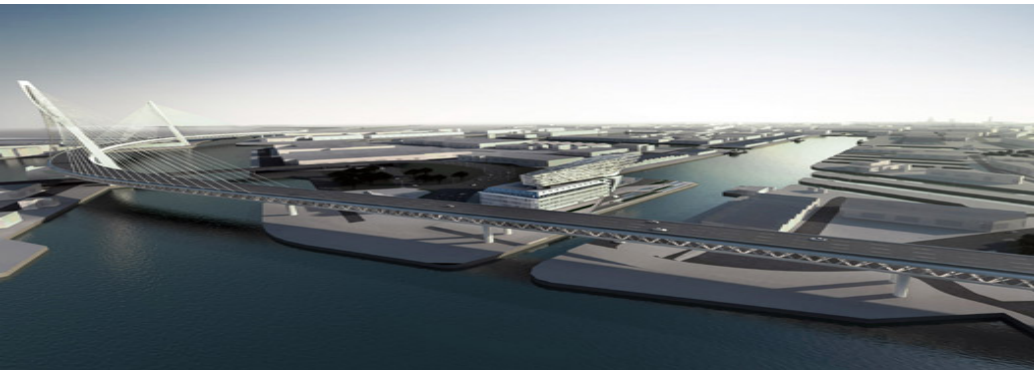
ACI's meetings offer the perfect opportunity to discover the latest updates and to discuss your own challenges and solutions with your peers through an interactive and informative 2 day programme.

- Hear from an outstanding line-up of the industry's leading global ports
- Network informally with a relatively small, targeted group of **senior-level executives and decision-makers**
- Learn more about your peers' developments, network with key industry leaders and your industry colleagues
- Participate in roundtable sessions – giving you the chance to **discuss the latest issues** with your colleagues – and the speakers - in an open, informal and intimate setting

All ACI's meetings are strictly **end-user focussed** and attract a targeted group of senior level decision-makers from industry. Delegates will be drawn from Port Authorities, Port Operators and Terminal Operating companies and include VPs, Directors and Managers of:

*Port Planning, Operations, Terminal Development, Marine Traffic, Commercial Directors and Business Development.*

**EXPERIENCE PORT CAPACITY MAXIMISATION IN ACTION WITH EXCLUSIVE ACCESS TO THE PORT OF ANTWERP – 25<sup>th</sup> September – Limited Places Available**



For more information or to register for this exclusive event, contact ACI  
By calling +44 (0) 207 981 9800  
Emailing [sgrisetti@acieu.net](mailto:sgrisetti@acieu.net)  
Or visit the event website and register online: <http://www.acius.net>

Confirmed Speakers:

**Dr Geraldine Knatz**  
*Executive Director*  
**Port of Los Angeles**

**Bjarne Mathiesen**  
*Port Director*  
**Port of Århus**

**Chris Coeck**  
*Advisor Policy and Strategy*  
**Antwerp Port Authority**

**Gisli Gislaon**  
*Port Director*  
**Associated Icelandic Ports**

**Martyn Pellew**  
*Group Development Director*  
**PD Ports**

**Brendan Keating**  
*Chief Executive*  
**Port of Cork**

**Rafael Aznar**  
*Chairman*  
**Port Authority of Valencia**

*and many more....*

OPPORTUNITIES TO MEET YOUR TARGET AUDIENCE

Companies can gain direct access to our senior level audience and have an increased level of visibility through branding and networking at the conference.

Please contact  
**Jean-Jacques Hermans**  
on +44 207 981 2506 or email  
[jhermans@acieu.net](mailto:jhermans@acieu.net)

## DAY ONE: 23<sup>rd</sup> September 2009

08.00 Registration and Coffee

09.00 Chairman's Opening Address

Richard Jennings, Chief Commercial Officer, Europort Holdings

09.10 Keynote Address

**Challenges and Opportunities for Ports in the Current Economic Climate**

- Understanding economic trends and the impact this will have on ports globally
- Reviewing relationships between suppliers and customers
- What is happening with the maritime industry?
- Preparing your port for the next economic cycle

### Session One

**Attracting New Customers to Increase Business Performance**

09.50 Conference Presentation

**Remaining Profitable and Staying Ahead of the Competition**

- Attracting and retaining new business and industry
- Implement clear terms for commercial arrangements to benefit all parties
- Include improvements provisions to enhance port performance

Gustaaf De Monie, Senior Director of Policy Research, University of Antwerp

10.30 Conference Presentation

**Improving Port Investment Appeal**

- Gaining support from key industry stakeholders
- Offering broader services
- Getting buy-in input from white collar sector
- Creating added value through manufacturing, shipping, distribution and repackaging

Martyn Pellew, Group Development Director, PD Ports

11.10 Morning Refreshments

### Session Two

**Implementing Short and Long Term Port Investment Strategies**

11.40 Conference Presentation

**Raising Finance for Major Capital Projects**

- What makes your port attractive to outside investors
- Investing in port infrastructure and meeting investor expectations
- Availability of private equity

Gisli Gislason, Port Director, Associated Icelandic Ports

12.20 Conference Presentation

**Acquiring Public and Private Funding During Difficult Times**

- Securing bank funding
- Selecting the right business partners
- Partnering public sector funding with private sector capital

13.00 Lunch

### Session Three

14.20 "Interactive" Roundtable Discussions

Topics to be covered include:

Table 1: Attracting Investors

Table 2: Analysing emerging markets

15.20 Afternoon Refreshments

### Session Four

**Maximising Port Capacity**

15.40 Afternoon Keynote Address

**Creating an Action Plan for Maximising Capacity that Creates Short and Long-Term Solutions**

- Aligning your expansion plans with space that is available
- Building on existing infrastructure

16.20 Conference Presentation

**Moving Seaports Inland and Creating Dryports**

- Liaising with community stakeholders
- Identifying and working towards securing potential sites
- Addressing transport needs and cost implications
- Examples of successful dryports

Richard Morten, Project Manager, The Haven Gateway Partnership

17.00 Summary by Conference Chair

17.15 End of Day One

## DAY TWO: 24<sup>th</sup> September 2009

08.30	Registration and Coffee
09.00	<b>Chairman's Opening Address</b> Richard Jennings, Chief Commercial Officer, Europort Holdings
09.10	<b>Keynote Address</b> Dr Geraldine Knatz, Executive Director, Port of Los Angeles
	<b>Session Five</b> Improving Operational Efficiency
9.50	<b>Conference Presentation</b> Improving Port Efficiency to Enhance Performance
	<ul style="list-style-type: none"> <li>Maintaining efficient port operations to meet the needs of customers</li> <li>Identifying areas that can be improved</li> </ul>
	Bjarne Mathiesen, Port Director, Port of Århus
10.30	<b>Conference Presentation</b> Integrating Port Systems to Support and Work with the Local Community
	<ul style="list-style-type: none"> <li>Increasing GDP through port activities</li> <li>Liaising with community stakeholders</li> </ul>
	Brendan Keating, Chief Executive, Port of Cork
11.10	<b>Morning Refreshments</b>
	<b>Session Six</b> Using Technology to Increase Productivity
11.30	<b>Panel Discussion</b> Selecting the Right Technology to Maximise Port and Terminal Revenue
	<ul style="list-style-type: none"> <li>Which technologies do customers like?</li> <li>Upgrading existing technologies to match competitor standards</li> </ul>
12.00	<b>"Interactive" Roundtable Discussions</b> Topics to be covered include: Table 1: Dryports Chair: Richard Jennings, Europort Holdings Table 2: Cost Effective Technology Solutions
13.00	Lunch

## Session Seven Case Study Presentations

14.20	<b>Case Study – Port Planning</b> Port of Antwerp
	Chris Coeck, Advisor Policy and Strategy, Antwerp Port Authority
15.00	<b>Afternoon Keynote Address</b> Creating Customer Focused Port Services
	<ul style="list-style-type: none"> <li>Understanding and meeting your customer needs</li> <li>Integrating services to give customers the most variety and reasons for coming to your port</li> </ul>
	Dennis Olesen, Managing Director, APM Terminals Zeebrugge
15.40	Afternoon Refreshments
16.00	<b>Case Study</b> Fully integrating Your Supply Chain by Focusing on Logistics
	<ul style="list-style-type: none"> <li>Identifying the most important elements of the supply chain</li> <li>Improving lines of communication</li> </ul>
	Rafael Aznar, Chairman, Port Authority of Valencia
16.40	Closing Remarks by Conference Chair
16.45	Close of Conference

## DAY THREE: 25<sup>th</sup> September 2009

### Port of Antwerp Optional Site Visit – Pre-Registration Required

9.00	Depart Hotel in Antwerp
9.30	Welcome Address and Presentation
10.30	Tour of the Facilities
11.30	Depart Port of Antwerp
12.00	Arrive at Hotel in Antwerp





# 2nd Optimising Port Productivity

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## 5 EASY WAYS TO REGISTER

Tel: +44 20 7981 9800  
Fax: +44 20 7593 0071  
Email: [sgrisetti@acieu.net](mailto:sgrisetti@acieu.net)

Web: <http://www.acius.net>  
Mail: ACI Europe, 5/13 Great Suffolk Street, London, SE1 0NS

## TERMS AND CONDITIONS

### How to Register

Registrations must be received in writing or electronically at our secure web site. Please complete and mail or fax a copy of registration form with a cheque or credit card number. Fee includes program materials, continental breakfast, networking luncheon and refreshments.

### Payment

Payment must be received within five business days of returning the signed contract. After receiving payment a VAT receipt will be issued. If you do not receive a letter outlining details two weeks prior to the event, please contact the Conference Co-ordinator at ACI Europe Ltd.

**Discounts are available for multiple/group bookings. Please call +44 20 7981 2503 for more information**

### Cancellations

Substitutions are welcome up to 24 hours prior to the event. Cancellations must be received in writing no less than 3 weeks prior to the start of the conference; a full credit voucher towards a future ACI conference will be issued. Any cancellation received less than 3 weeks prior to the start of the event shall be deemed to be a breach of this contract by client, and accordingly, no credits will be given. By completing this registration form, the client hereby agrees that in case of dispute or cancellation ACI Europe Ltd will not be able to mitigate its losses for any less than 50% of the total contract value. Cancellations must be received in writing by mail or fax three weeks before the conference. Thereafter the full conference fee is payable. If for any reason ACI Europe Ltd decides to amend, cancel or postpone this conference, the conference fee will not be refunded. Furthermore, ACI Europe Ltd will not be responsible for covering airfare, hotel or other costs incurred by registrants. In the event that ACI Europe Ltd cancel or postpone the event, ACI Europe Ltd reserves the right to transfer this booking to another conference to be held in the following twelve months, or to provide a credit of an equivalent amount to another conference within the following twelve months. The construction, validity and performance of this agreement shall be governed in all respects by the laws of England to the exclusive jurisdiction of whose courts the Parties hereby agree to submit.

### About ACI

ACI, a UK owned company, have been running successful conferences for the last 8 years in the USA. Headquartered in Chicago with offices all around the States, they run forums in varied fields and are market leaders in Healthcare business conferences. Opening their European head office at the end of 2005, they have expanded rapidly and are launching a series of events covering emerging markets, the maritime industry and now the pharmaceutical industry.

### Venue:

Antwerp, Brussels  
Venue to be confirmed

The cost of accommodation is not included in the event fee. Preferential rates will be arranged with or near the event venue, and all confirmed delegates will be given details of how to book accommodation at this rate in due course.

### Prices and Payment Information

Conference (Includes Documentation Packet)  
Documentation Packet

**Wednesday 23<sup>rd</sup> – Thursday 24<sup>th</sup>  
September 2009**

**£1,325 (+ VAT)**

Copies of all conference proceedings

**£395 (+ VAT)**

### Documentation Packet Available

You can purchase the Optimising Port Capacity papers at just £395. Simply tick the box on the booking form, send it with payment and your copy will be on its way to you after the meeting. This important manual will be a source of invaluable reference for the future.

### Discounted Registrations

Members and customers of all supporting organisations are entitled to a 15% discount off their conference package. The deadline for discounted registrations is 29<sup>th</sup> May 2009. For more information please call +44 20 7981 2503.

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