

# HAROPA



## Successful ports cooperation models from HAROPA

*Accra, April 2016*

Patrick BRET, Africa Trade Manager



# WATEROP

Port cooperation, why?



# Port cooperation, why?

## An international contexte

### Main ports want to serve carrier alliances and giant vessels :

- 4 mega-alliances formed by container shipping companies.
- Mother Vessels with capacity of **19 000 teus and more** in service.

### Multimodal solutions reinforce and enlarge port hinterland:

- Shippers request **economical and sustainable** inland solutions.

### Competitive port complexes are in progress:

- Rotterdam – Anvers – Duisbourg
- Chongqing (8 port areas along the chinese Yangtze river)
- France : Seine, Rhône, Rhin, Atlantic coast, North

### Reliability and quality services are key conditions for success:

- IT port community systems turn in a single window for partners.
- **Coordination** between portuary actors: ports, professional, estate.

**HAROPA**

**HAROPA, why?**

## HAROPA, port synergy

**The origin of HAROPA:** the aim of the three ports in the Seine Valley to go beyond the legal requirements in the search for synergies

### **The twin face of HAROPA:**

- **a strategy:** to create a port complex covering the Valley of the river Seine. A single brand name: HAROPA,
- **a system:** to turn that strategy into a unique service across the Seine Valley and to provide clients with access to it via a single one-stop-shop.

The ports of Paris, Rouen and Le Havre have joined forces to offer the most suitable logistics solutions for their customers..

With connections around the world and an international shipping offer, HAROPA is **the 5th largest port complex in Northern Europe.**

HAROPA

## HAROPA, port synergy

STAKES

ASSETS

GOVERNANCE

STAFF

*A common goal:*

*"Turning the Seine corridor into a competitive, sustainable logistics hub in Europe, for the benefit of the regions and the companies within"*

# HAROPA, port synergy

A port complex covering the Valley of the river Seine.

## STAKES

- To set up an international performing port system serving customers in France and Europe,
- To gain market shares,
- To increase port reputation and visibility,
- To develop ports and their territories.

### OBJECTIVES FOR 2030:

- 120 to 140 Mt of shipping traffic (+30%),
- 38 Mt of river and waterway traffic,
- 9% market share for containers on the North Range,
- Stay European leader in grain exports,
- Become a benchmark in urban logistics.

# HAROPA, port synergy

## A customer minded transport system,

### ASSETS

#### **Complementary activity fields and expertise:**

- Strengthen and develop the specific advantages of the ports of Le Havre, Rouen and Paris

#### **A vast hinterland (sea/river complementary):**

- Meet the requirements of customers by offering them a full range of services

#### **Economical and sustainable competitive end-to-end logistics solutions:**

- Integrate the port and its urban and natural environments,

#### **A common offer:**

- More efficient and more competitive than if it was created by a single port, backed by a single brand name.

#### **A common service:**

- Shipping, customs, land supply, multimodal.



# HAROPA

HAROPA, how does it work?



## HAROPA, port synergy

Decisions are taken unanimously

### GOVERNANCE

- Board composed of the Executive Directors of the 3 ports,
- Rotating presidency (1 year) headed up in turn by each Executive Director,
- Present President: Mr Alexis ROUQUE, Port of Paris
- Decisions are taken unanimously.

## HAROPA, port synergy

Strategy, commercial, industrial, communication, multimodal connections

### STAFF

- HAROPA directions consist in:
  - Strategy and development
  - Sales and marketing
  - Communication
  - Multimodal connections
- HAROPA will ultimately represent 1,800 employees in the three ports.

## HAROPA, port synergy



### LE HAVRE + ROUEN + PARIS PORTS

2015 global maritime traffic: 91.4 Mt ↗

2015 maritime containerized traffic: 2.67 M TEU ↗



#### Deep sea French port leader

- Reception port for **giant container vessels** without any tidal constraints
- **Asia, #1 market** (57% of maritime containerized traffic)

#### #1 French Port for breakbulk

- Specialist on the **African traffic** (West Africa Coast) and French overseas departments and territories
- **Groupage hub:** #1 French port for groupage container on the West Africa Coast

#### #1 river port in France

- **900 ha** port area
- **1 M sq. m** logistics warehouses

HAROPA

# HAROPA, port synergy to develop a maritime hub for 200 million customers

## An outstanding geographic situation

HAROPA, maritime gateway to the Paris area,  
the largest consumer market in France and the 2<sup>nd</sup> biggest in Europe

- 12 million consumers
- 25 million consumers
- 200 million consumers



#2 European freight airport



#1 World fresh food market

# HAROPA, port synergy

## Top French port complex:

- More than 120 million tons of maritime and river traffic,
- The largest logistics hub in France with 2.7 million sq. m of warehouses,
- € 1.2 billion investments for the coming years,
- 160,000 direct and indirect jobs.



# HAROPA

HAROPA and West Africa maritime offers,



# HAROPA, #1 European container port for the West African Coast



- #1 French port for connection with West African landlocked countries: close to 20 capitals and inner cities served,
- Around 40 West African ports connected to HAROPA,
- More than 300 commercial offers,
- Around 20 shipping companies:



HAROPA



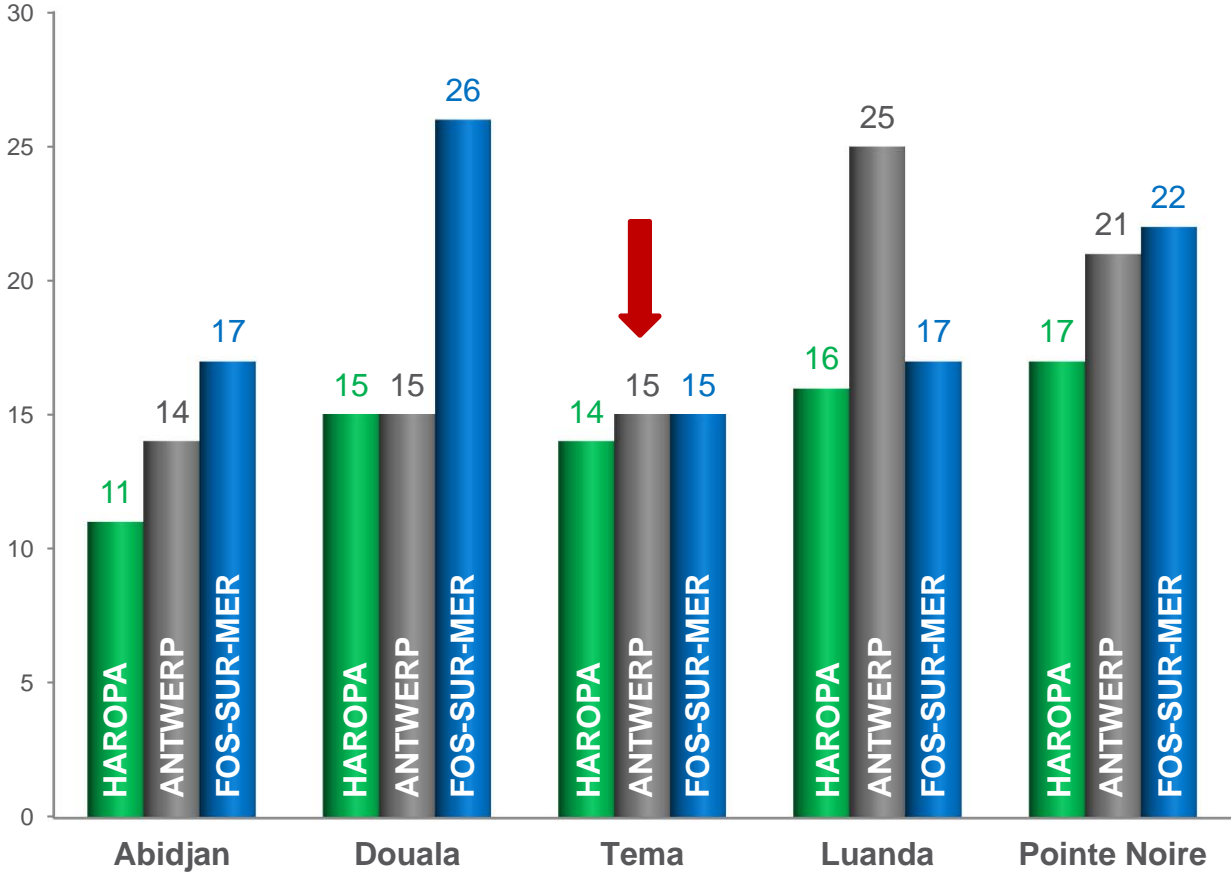
# HAROPA, #1 European container port on the West African Coast

## Benchmarking of services to the West African Coast



### Competitive transit times from HAROPA to the West African Coast

In days – July 2015



HAROPA

## HAROPA, #1 French port for container consolidation bound for the West African Coast



- More than 30 Africa consolidation specialists
- All types of consolidations for your shipments.

## HAROPA, a large breakbulk and RoRo maritime offer



- **7 breakbulk and RoRo shipping companies** serving the West African Coast:



- **Direct and regular connections** with the West African Coast.



HAROPA

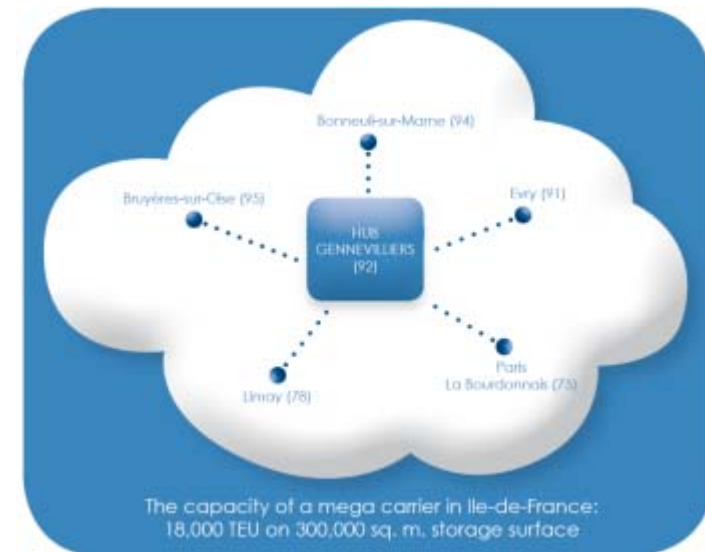
# HAROPA

**HAROPA Ports cooperation, examples**



## HAROPA Ports cooperation, A study case for West Africa?

*The “cloud containing”, a newly implemented hub on the Seine estuary*



*A single virtual terminal to optimize the management of empty containers on 6 terminals in the Paris region*

## HAROPA Ports cooperation, A study case for West Africa?

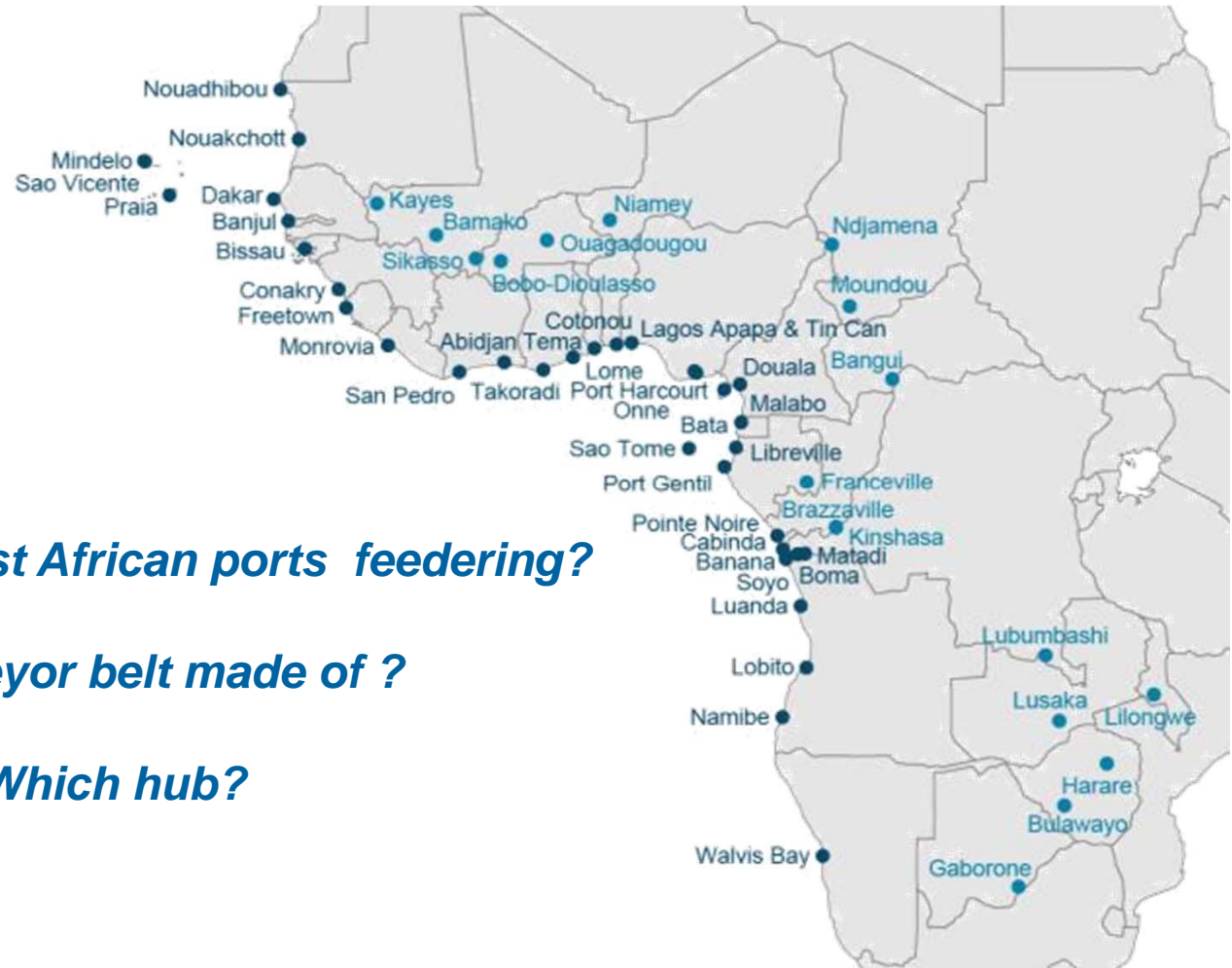
*HAROPA aims to mutualize barge services in order to increase smallest river platforms calls.*



More than 40 commercial offers a week



## West Africa Ports cooperation, Transport mutualization



*What about West African ports feeding?*

*A conveyor belt made of ?*

*Which hub?*

AFRICA

Thank for your attention

