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JAXPORT CEO Trend Report



Brian Taylor
JAXPORT CEO

The worldwide automotive industry

has been enjoying a period of relatively strong growth and profitability, and annual sales have reached pre-recession levels in many regions. Auto industry experts remain very upbeat about the U.S. market, forecasting annualized sales in North America in the near term reaching a robust 16 million cars, up from only 13 million in 2008.

As auto manufacturing and sales increase significantly, growth in both vehicle imports and exports continue throughout many North American ports, including here in Jacksonville. JAXPORT has seen year-over-year vehicle increases in each of the last five years and this trend will continue with the recent addition of Volkswagen to our growing list of marquee automotive clients.

Why do so many companies choose to handle and process their vehicles in Jacksonville?

- Quick and easy connectivity to their customers, by road and by rail
- Wealth of auto processing expertise that has been operating here for several decades
- Ongoing commitment to infrastructure investment
- Customer focus and ease of doing business not often found elsewhere

The clear trend in North America toward more regional sourcing and "near-shoring" of production is resulting in manufacturing and auto export growth here in the southeast. In Mexico, the story just keeps getting bigger and bigger! Recent Mexico production plans announced by Mercedes-Benz, BMW and Kia simply highlight the increasing growth in production and the added complexity of trying to manage global logistics in this segment.

Mexico remains an area of intensive focus for manufacturers and automotive suppliers. In the state of Guanajuato, one of the fastest growing areas for automotive in the country, the value of exports has increased from a mere \$200 million in 1990 to more than \$16 billion expected this year. Mexico is on the minds of ocean carriers and East Coast ports as the rise in exports out of this region could produce shifts in port networks, especially if more carmakers opt to utilize short sea shipping to and from the U.S.

Regardless of origin or destination one thing is clear: reacting strategically to demand shifts will be a priority in the years ahead. When automakers, processors and suppliers are looking for an agile, flexible network to meet the most demanding automotive requirements, the road truly begins and ends in Jacksonville.

Along with in-depth coverage of our growth in the auto industry, this issue of JAXPORT Magazine includes an update on Foreign Trade Zone No. 64 users (page 7), port partners expanding their reach in Jacksonville and beyond (pages 9 and 11) and a look at the future of trade with Cuba (page 19).

Please let me know your thoughts on the topics covered in this issue, items you'd like to see in future issues or anything else that's on your mind. I look forward to hearing from you.

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A letter from Jacksonville Mayor Lenny Curry

Dear JAXPORT customers, colleagues and friends,

These are exciting times for Jacksonville. As the new mayor of this great city, I am convinced that our best days are in front of us.

Part of this bright future is the economic engine of JAXPORT. I will spend my years in office advocating for – and delivering – investment in port infrastructure and growth projects, and making an already ideal place to do business even better.

With my own experience founding a successful business and creating jobs, I know the pressures associated with competing in the marketplace. Ensuring customers find the most cost-effective and efficient solutions to their own business challenges is critical. In addition, I have seen firsthand how unnecessary permitting and burdensome regulation at the local and state levels creates needless roadblocks to success. I will lead an

in-depth review of these functions and work to eliminate those that are demonstrated unnecessary.

I fully support the current effort to deepen Jacksonville's federal channel, and I fully support ongoing investments in state-of-the-art port equipment, along with enhanced road and rail connections. I will work with Florida Governor Rick Scott, the Cabinet, and our state and federal legislators to maximize the returns on our port assets and to increase our visibility in international trade.

JAXPORT is one of our city's greatest assets, and together we will utilize the port to strengthen this city's position as a thriving marketplace. I look forward to working with all of you. □



Mayor Curry took office on July 1, 2015.



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Northeast Florida focuses on exports

By Laura Jane Pittman

When the Jacksonville Metro Region was selected to be part of the Global Cities Initiative, a regional economic growth program sponsored by the Brookings Institute and JPMorgan Chase, the city and six surrounding counties jumped at the opportunity. Two years later, efforts have produced not only a comprehensive Regional Export Report and Plan, but also a solid commitment from county economic development groups and community/business leaders to adopt the plan's strategies.

Global Cities is aimed at helping metropolitan areas leverage global assets. Jacksonville and the Northeast Florida region are ideal participants because of the wealth of transportation and logistics options.

Original participating counties include Baker, Clay, Duval, Flagler, Nassau, Putnam and St. Johns. Their commitment has inspired progress in others, such as Suwannee County, which recently formalized its department of economic development and hired its first director.

"This initiative prompts a world mentality, and we like its broad vision and intent," said Laura DiBella, Executive Director of the Nassau County Economic Development Board. "The southeast

"A win in any one of our counties is a win for us all."

U.S. is really seeing a tremendous uptick in activity. Exporting is what drives the economy, and we need to be focused on what is going out of our ports."

The initiative has been a welcome forum in which to learn about international trade, said Bill Garrison, president of the Clay County Economic Development Corporation.

"Our participation in the Global Cities Initiative is having a direct and major impact on the way we are pursuing economic development," said Garrison. "It has opened my eyes to the importance of helping local companies tap into exporting and the potential for new jobs."

The healthy competition fostered by the initiative has encouraged counties to develop particular selling points. Rural Nassau County, with available land and close proximity to JAXPORT, is attracting export-oriented manufacturers. Clay County already has a number of local businesses that are



Jerry Agresti (L) and Bill Garrison (R), Clay County Economic Development, with Florida Gov. Rick Scott

exporting, from fishing supplies to specialty vacuum trucks (see pages 18 and 28), and hopes to encourage more. Suwannee County is targeting industries that will appreciate its major highway interchanges, lack of impact fees and creation of zoned employment centers.



Alvin Jackson, Suwannee County Economic Development

"Having an economic initiative is so energizing that our largest city of Live Oak has partnered with us to adopt the same policies and use our services," said Suwannee County Economic Development Director Dr. Alvin B. Jackson, Jr. "This makes it easier for companies seeking to do business here because we are all singing from the same sheet of music."

More important and far-reaching than regional competition, however, is the sharing of information and collaboration that are an integral focus of the domestic and global forums that are a yearly part of the five-year Global Cities Program.

"We remind ourselves that we are competitors, but ultimately, a win in any one of our counties is a win for us all," said DiBella. "I used to hate the term 'room to grow,' but now seems like a very good time to use it. And there is room for all of us." □



Laura DiBella, Nassau County Economic Development

FTZ No. 64 enthusiasts include newcomers and veterans

By Lori Musser

Foreign Trade Zone (FTZ) No. 64 helps businesses find cost and competitive advantages.

New port customers are encouraged to learn about the advantages of using an FTZ warehouse or activating a facility. While activation has traditionally been time consuming elsewhere, in Jacksonville the process is quick – as little as 60 days. And, once in the zone, users tend to stay. The benefits are that convincing.

Multi-temperature 3PL Commercial Warehousing is one of the FTZ's newest users. It purchased Jacksonville's Outsource Logistics last summer and became FTZ certified within a few months.

With a new 100,000-square-foot warehouse just a few miles from the port to keep filled, Rob Doyle, Commercial Warehousing's vice-president of business development says the decision to acquire FTZ status was seen as another way to grow business. The advantages of doing business in the zone, ranging from duty exemption on re-exports to duty elimination on yield loss, all factor into an FTZ decision, but for a company with a strong warehousing bent, duty deferral may well be the most noteworthy of all.

"The team at the port guided us through the process quickly."

"The FTZ makes us more competitive for everything from auto parts to coconut water to alcohol – anything that comes from overseas that you want to sit for a while before you pay your taxes," said Doyle.

Doyle said, "The team at the port was so helpful; they guided us through the process quickly. Without a team like that it could be time consuming and confusing."

Mazda USA has been a high-volume JAXPORT importer and processor for more than 35 years. It currently imports the Mazda6, Mazda3, CX-5, CX-9 and MX-5 from Japan, and the Mazda3 and Mazda2 from Mexico, then processes and installs requested accessories and performs quality control prior to distribution to dealers. Mazda also ships vehicles to the Puerto Rico market.

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- Defer customs duties and taxes until merchandise is transferred from the FTZ to domestic market

Learn more at JAXPORT.com/FTZ-64.

Mazda USA has been an FTZ user and operator for more than two decades. Their North American Operations Manager, Port Jacksonville, Rhonda Overton, said the FTZ has been very useful to Mazda USA. "There is a cash flow benefit from the postponed duties. There are lower duty rates on certain imported components and accessories after installation in the zone. If units arrive damaged Mazda can reduce duties owed, and there are additional benefits from making some fee payments on a less frequent basis." The savings are especially attractive in a high-volume business of big-ticket items, she said.

There are advantages for the Puerto Rico market too, Overton added, "We enter vehicles into the FTZ and then ship them to Puerto Rico on a zone-to-zone basis so we do not have to pay duties in the U.S." She said, "The FTZ set up for Mazda USA is very convenient and runs very smoothly." □

JAXPORT FTZ NO. 64 SEMINAR SEPT. 1

Join JAXPORT on Sept. 1 to learn how Foreign Trade Zone No. 64 can save you time and money.

Learn more about the seminar on page 30 or contact Lisa Diaz, JAXPORT's FTZ Manager at (904) 357- 3072 or Lisa.Diaz@JAXPORT.com.

Saft's market access powered up by JAXPORT

By Lori Musser

High-tech lithium-ion cells and batteries are ubiquitous in industrial energy storage. Saft is the world's leading designer and manufacturer of these products, used in renewable energy, smart grid support, broadband back-up power, transportation and defense.

Even before powering up their high-volume Jacksonville production facility in 2011, Saft and JAXPORT established a close working relationship. From the outset, according to Saft General Manager Chris Kaniut, supply-chain connectivity has been critical to the plant. Saft has plants, suppliers and customers scattered across the country and around the world.

Up until a few years ago, Kaniut said, "Almost all of our shipments went through a competing port." But the relationship wasn't an easy one. "With the port of Jacksonville, our shipping people have good, constructive, helpful relationships. We didn't have that at all before. We were struggling to get things in and out – they couldn't tell us when something would be shipped."

Kaniut said, "In Jacksonville the port is more entrepreneurial. They bend over backwards to help us find routings and freight handlers that fit our business needs."

The relationship grew after the company opened an automated 235,000-square-foot production plant in Jacksonville in 2012, and ultimately relocated their North American headquarters to the facility.

In a short amount of time, Saft rerouted virtually all of their South America business through JAXPORT, and large volumes of other global imports and exports. Most of Saft's shipments are containerized – some batteries are actually built as containers – but the company's occasional non-containerized shipments have been well accommodated by the port as well.

Kaniut said, "Importing through JAXPORT gets product to Saft significantly faster." That's important because faster delivery of input materials to the plant means there is more time to make the product and then get it to the customer. "Import speed prevents us from having to compress the manufacturing," said Kaniut.



Among its products, Saft produces a lithium-ion battery system housed in a 20-foot container for easy shipping.

Kaniut recalled one recent container shipment to Puerto Rico that had very tight deadlines: "Using the port of Jacksonville, we were able to get the containers there in half the time it would have taken through our previous port." He gives credit to excellent communication with port players that allowed coordination of cargo delivery to the dock a split second before vessel loading and departure.

"JAXPORT has made it easier to be successful."

Saft likes the choice of carriers and routes via JAXPORT too, with great inbound coverage from his suppliers in places like Japan, Korea and Europe, and outbound coverage to customers the world over. For an expanding international company, that coverage is essential. Kaniut said, "The port has made it easier to be successful."

Saft is now a fixture in the Jacksonville industrial community, sourcing regionally where possible – they purchase U.N. approved packaging, for example, from a local corrugated wood product supplier – and supplying batteries to many companies in the region, as well as further afield. □

Aqua Gulf expands Jacksonville operations

By Staff

For businesses with vision, industry challenges can evolve into great opportunity.

With an important Puerto Rican carrier gone from the market, third party logistics provider Aqua Gulf Transport did just that recently, providing container customers with an intermodal alternative to ocean carrier service from the Northeast. They now put containers on rail, send them quickly to Jacksonville, and on to Puerto Rico through JAXPORT via ships and barges.

As a result, Aqua Gulf is expanding its Jacksonville operations and adding to its Northeast Florida workforce.

"We've changed the shipping model a bit. It's not just about getting on the next ship. We will ask 'when does the cargo need to get to Puerto Rico?' When we get that answer, we can find the right booking situation out of Jacksonville, often while the container is still on the train," says Scott Fernandez, Aqua Gulf Transport's vice president for business development. "This offers all of us a great deal of flexibility and has been a very successful concept for everyone."

Fernandez credits partner CSX Intermodal with helping to foster this innovation, giving former Horizon Lines customers and others new options to consider, and growing JAXPORT's



Scott Fernandez, Aqua Gulf, in the company's new distribution center in Jacksonville.

already considerable Puerto Rican volumes. As for Aqua Gulf, the company recently expanded to a second location, purchasing a 62,390-square-foot distribution center equidistant from JAXPORT's downtown and North Jacksonville marine terminals, including Blount Island, home to Puerto Rican carriers Sea Star Lines and TrailerBridge. The new DC complements Aqua Gulf's existing facility, located near JAXPORT's Talleyrand Marine Terminal and Puerto Rican carrier Crowley.

For more information, visit AquaGulf.com. □

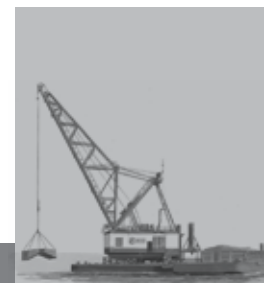
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Northeast Florida law school is big in logistics

By Laura Jane Pittman

Florida Coastal School of Law in Jacksonville has been busy developing its Master of Laws (LLM) degree in Logistics and Transportation during the last two years. This program is the only one of its kind in the country and is on its way to turning out experts in the areas of logistics and transportation compliance, regulation and contracting. The program recently graduated its first master's candidate and awarded several Certificates of Transportation Regulation, an option now open to both law students and non-lawyers.

"We already had a program in administrative and maritime law, but this specialized degree and certification is a response to tremendous growth in intermodal transportation and logistics, as well as increasing government regulation," said Professor Rod Sullivan, director of the program. "JAXPORT was instrumental in this program being created, and is supportive of and committed to helping our students and graduates."



The program concentrates in four key areas: maritime law, trucking and rail law, aviation law and military logistics. The LLM degree requires 24 credits, while the Certificate in Transportation Regulation requires 12 credits. Classes are taught by practicing attorneys and other experts with experience ranging from administrative law hearings, military, logistics corporate counsel and customs house brokering.

"One of my goals is to expand the offered courses, and we are always seeking to add coursework on cutting edge topics," said Sullivan. "Since we are the only program so far, there are virtually no textbooks for the classes. We use public domain materials and examples from real-life cases, forms and contracts. All our courses are taught by people who are experts in the field."

Sullivan is currently researching and developing curriculum in the areas of liquefied natural gas (LNG) and self-driving/autonomous vehicles. LNG is a safer and more efficient form of natural gas that is emerging as a fuel of choice for newly-built vessels and bulk carriers.

"People often don't appreciate or realize that good progress in transportation is good for the environment," said Sullivan. "For example on the maritime side, if you have bigger ships, or go from ship to rail to eliminate trucks, that cuts down considerably on pollution."

With the logistics and transportation industry predicted to grow at a rate of more than 20 percent a year for the foreseeable future, the need for employees with appropriate legal skills – both lawyers and non-lawyers – will become even greater.

Find out more about Florida Coastal School of Law at www.fcsl.edu. □

Caribbean Shipping and American Fast Freight join forces

By Lori Musser

American Fast Freight, Inc.'s (AFF) acquisition of Jacksonville-based cold-chain provider Caribbean Shipping Services, Inc. is opening doors for customers of both entities.

Caribbean Shipping operates primarily in the Puerto Rico market specializing in refrigerated freight forwarding. West Coast-based AFF is a diverse transportation and logistics company that focuses on business in offshore domestic trade lanes – the 'Jones Act' markets.

Building on their ocean freight consolidating and forwarding strengths in Alaska, Hawaii, and Guam, AFF has developed dry goods forwarding business in Puerto Rico. The acquisition of Caribbean Shipping will fast-forward AFF's penetration of the Puerto Rican market, building its cold-chain presence in particular.

"The Puerto Rico dynamic is changing... we've set our sights on doing more."

AFF CEO Kevin Kelly said, "Each of the offshore domestic lanes are unique, but they have similarities. We are bringing that multi-market expertise to the table and CSS is bringing cold-chain and other expertise." Both companies intend for the new relationship to expand reach.

Paul Robbins, Caribbean Shipping's chairman, remains as president, and is working closely with Kelly. Robbins said, "The

next step is about a quick transition. We are integrating our customer bases to better serve them."

Kelly added that the intention is to accelerate growth together, and in additional markets. He said, "We are not just focusing on one side of the street." Growth will not be limited to dry or temperature-controlled, or full or partial loads."

The timing is right because the Puerto Rican dynamic is changing. "There is a reset going on. With Horizon Lines' departure and new ships coming, we've set our sights on doing more. We're making certain we are part of that reset in a major way," said Kelly.

Robbins said the timing was perfect to facilitate succession planning for the company he co-founded. He said, "For us to find the right company with a shared culture that allowed me to participate and be part of a company that is growth-minded – two strong companies combined with forward growth on the horizon – that is exciting." □



Paul Robbins (L), Caribbean Shipping, and Kevin Kelly, American Fast Freight



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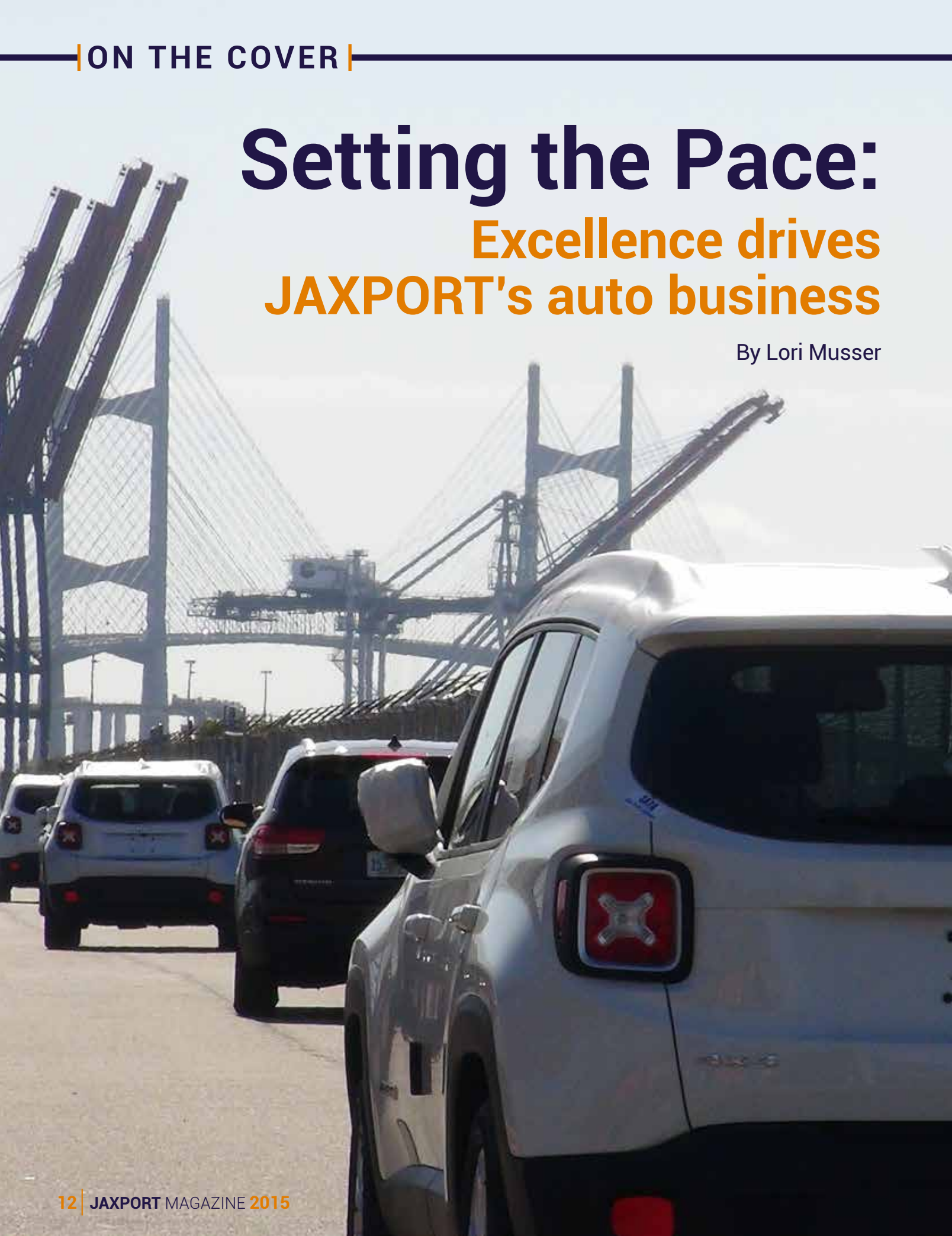
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Setting the Pace:

Excellence drives JAXPORT's auto business

By Lori Musser





Every day, the port of Jacksonville's auto workers – from longshoremen to processors to truckers and beyond – perform their jobs to exceptional standards in order to reinforce a reputation that JAXPORT has maintained for decades: excellence in vehicle handling.

Each year, that reputation is driven further by increasing auto volumes and new business through the port from the world's leading auto manufacturers.

Tops in Nation

Jacksonville is a top port in the nation for vehicle exports, with more than 326,000 vehicles exported last year. In 2014, stronger consumer confidence and a sound dollar lifted JAXPORT's auto imports by 30 percent over 2013. Jacksonville is also one of the nation's busiest ports for total vehicle handling.

Steve Taylor, president and COO of Jacksonville auto processor AMPORTS, said, "Total sales in the U.S. are a key driver for us. Everybody went through an economic downturn in 2009 where annual sales of vehicles went down to 10 million units. This year it is expected to be up to 17 million."

Global Reach

The auto industry is truly global. JAXPORT's market reach is as well. Predictably, new vehicles arrive primarily from Japan and Mexico. The top outbound markets are more surprising. Ranked in order of volume, they are Saudi Arabia, Puerto Rico, Nigeria, Benin and Kuwait.

Although the nation's top export markets for cars – Canada and Mexico – are largely served by road and rail, Jacksonville's location and carrier base make it particularly attractive as an export gateway to burgeoning auto markets in the Middle East and rapidly emerging markets in West Africa.



JAXPORT began service as Volkswagen's Southeastern U.S. distribution hub on April 29, 2015, as nearly 1,000 new VW Jettas, Beetles and Golfs rolled off "K" Line's Chesapeake Highway.

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Industry analysts have commented that post-recession effects, including a weak dollar coupled with the auto industry's restructuring, made the U.S. a low-cost place to build cars. That low-cost production became widely marketable, broadening the range of models exported.

The Jacksonville Experience

Long-term partnerships with top auto processors and service from more than a dozen ro/ro carriers make Jacksonville an outstanding, high-volume auto gateway.

"WWL has been a long-term partner of the Jacksonville Port Authority dating back to 1985," said John Felitto, president and chief executive officer of WWL Vehicle Services Americas. "JAXPORT has grown significantly over the years, as our company has also, and our long history together has created a deep level of respect."

WWL, together with JAXPORT auto processors AMPORTS and Southeast Toyota, offer customers competitive service selections and a strong commitment to quality. On-terminal facilities span more than 250 acres of open storage and 300,000 square feet of auto processing space, and services include warehousing, body work, shipping, washing, accessorizing, undercoating – virtually any pre-delivery task.

With three interstates and three railroads serving the port, there is speedy access to and from the big automakers and the 60-millionstrong and growing consumer markets of the Southeast.



JAXPORT's Frank Camp explains how North American near-shoring and inland transportation challenges are changing dynamics for the auto industry at JAXPORT's Logistics & Intermodal Conference in March.

"Our partnership with Toyota as a major U.S. distributor was established in 1968," said Kevin Fleeger, group vice president of Parts, Supply and Distribution for Southeast Toyota Distributors. "Having operations in Jacksonville has provided our business with direct access to vehicles arriving at the Port Authority as well as by rail. The city is central to the 176 dealerships we serve in the southeast region. As the country's largest city by area, Jacksonville also offers a great opportunity for future expansion."

The auto industry, which has enthusiastically embraced cost-saving, just-in-time delivery systems, also enjoys free trade zone advantages, such as duty deferral, at designated JAXPORT facilities.

These features may attract interest, but, "What really sets us apart is our skilled labor force. Our vehicle handlers are highly trained to protect vehicles in transit," according to Frank Camp, JAXPORT's director of non-containerized sales. The load and discharge rates are fast (up to four vehicles per driver per hour), and the drivers have an exceptional focus on the trade, which has contributed to an industry-leading safety record. (See more in sidebar: Kid Glove Service Builds Ro/Ro)

VW's Two-Way Trade

Original equipment manufacturers (OEM) are producing a record number of vehicles in Mexico.

"As Mexico continues to ramp up production from three million cars annually to a projected five million in a couple of years, more production will move via water back to the U.S. The railroads have gotten full, and Jacksonville stands to benefit. We have room to grow," said Taylor.

Jacksonville has become an important gateway for Mexican autos. Volkswagen Group of America (VW) recently chose the port as the location of its new import facility and southeastern U.S. distribution hub. Jettas, Beetles and Golfs produced at VW's Puebla, Mexico factory are now processed by AMPORTS at JAXPORT's Blount Island Marine Terminal before being transported to U.S. dealerships.

JAXPORT also receives VW Group vehicles originating in Europe, including Volkswagen, Audi and Bentley models.

Continued on page 16

KID GLOVE SERVICE BUILDS RO/RO

By Lori Musser



International Longshoremen's Association Local 1408 President Vince Cameron discusses how ILA workers at JAXPORT are specially trained to handle autos.

Putting your lovingly restored classic '57 Chevy in the hands of a valet at the local steakhouse takes guts.

That kind of leap of faith isn't necessary when a vehicle is being driven on or off of a vessel at JAXPORT. Although driving and stowing hazards abound on a typical ro/ro carrier – from tight ramp turns to blind spots to close quarter parking – every longshoreman who gets behind the wheel of a vehicle has been through extensive training that emphasizes kid glove treatment.

"They take off rings and watches – that's a given," said Vince Cameron, president of ILA Local 1408, but, "We do a lot more. Drivers go through a multi-phased training program with classroom work and on-the-road training for every type of vehicle moved through the port."

In Jacksonville, a driver might load a Bentley, an excavator and an ambulance all in one day. Knowing which lever operates which gear on each specific vehicle is an imperative to optimize the safety and security of the cargo, and of personnel. In an era when most Americans have never driven a stick shift, and never even seen an old-school column shift, intensive training can make or break a ro/ro port.

If the long-term growth trend for Jacksonville's ro/ro cargo is any indication, the instructional program and broader commitment to quality is paying off.

Cameron said it is all part of the ILA's commitment to giving the port a competitive edge. "For the most part, this is about best practices. In Jacksonville we are a big maritime family and we all understand there is competition. The customers can take their cars to another port at a moment's notice. We want to give them a reason for staying right here," said Cameron.

Learn more at JAXPORT.com/autos.

JAXPORT AUTO PROCESSORS



Serving the auto industry for more than 50 years, Jacksonville, Fla.-based AMPORTS, Inc. provides portside auto processing services in North America. AMPORTS offers a variety of processing services to both import and export customers including washing, storage, shipping, tracking, ro/ro terminal services, reconditioning, pre-delivery inspection and cargo handling. AMPORTS, Inc. has been honored with the GM Supplier of the Year Award.



Southeast Toyota Distributors, a subsidiary of JM Family Enterprises, Inc., is the world's largest independent distributor of Toyota and Scion vehicles. The JAXPORT division is responsible for preparing, processing and distributing new vehicles. Facilities specialize in supplying and distributing parts, vehicle accessory installation, and delivery for the Southeast. JM Family Enterprises has been named one of FORTUNE Magazine's "100 Best Companies to Work For" for 17 consecutive years.



Established in 1999, Wallenius Wilhelmsen Logistics (WWL) is one of the world's largest companies transporting various types of rolling equipment and breakbulk cargo while providing integrated logistics services. Services include supply chain solutions, ocean transportation, ocean terminals, technical solutions, inland distribution, vehicle and equipment processing. The company has been honored by the Norwegian-American Chamber of Commerce for its contributions to trade relations.

Continued from page 15

In selecting the Jacksonville gateway, VW cited experience and reputation in the auto business as well as the port's connections and proximity to consumers in the region. Volkswagen, Audi and Bentley expect to transport 100,000 cars during their first year.

A Renegade Force

Newly rebranded FCA US LLC – Fiat Chrysler Automobiles, or FCA – has imported and exported many brands and models through JAXPORT since 1988. The company's International Services Buyer-Logistics and Customs, Mike Dezenski, said that Jacksonville has long been a staging point for exports to Central America, the Caribbean, Puerto Rico, U.S. Virgin Islands, and the east coast of South America.

This year, the 2015 Jeep Renegade, which is the first Jeep ever to be built exclusively outside of the U.S., will join the long list of import models. AMPORTS is handling vehicle processing and the ocean carriage is provided by Grimaldi Lines.

Dezenski said, "We are working diligently to meet the demand. Jacksonville is a strategic port of arrival for our customers in the southeastern United States. The port's proximity to major highways helps our haul-away partners effectively build loads and maximize their assets for timely vehicle distribution."

The rugged, Detroit-designed Renegade is being built at FCA's facility in Melfi, Italy, alongside the new Fiat 500X subcompact crossover, which will also be moved into the Southeastern U.S. through JAXPORT later this year.

Roy Schleicher, JAXPORT's executive vice president and CCO said, "Clearly, the quality of the work being done by our tenants, partners and employees continues to resonate with manufacturers, solidifying our position as the premiere U.S. port for vehicle handling."

Dezenski added, "A commitment to customer service should always be the focus and the port of Jacksonville has done a wonderful job thus far. This facility will be a critical export/import location in the years to come and future initiatives that drive capacity improvements will be of paramount importance."

Bright Future

Anticipating growth across the auto industry, the Jacksonville team will continue to polish up its offerings. Expanded storage options, more automated processes, and real-time data advances can be expected.

Meantime, Jacksonville's auto carriers, labor and processing tenants, as well as their supply chain partners, will continue to combine their best practices to offer auto makers and buyers an unparalleled port experience. □



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Small Business Profile: Hi-Liner Fishing Gear & Tackle, Inc.

By Laura Jane Pittman

Two years ago, Hi-Liner Fishing Gear & Tackle, Inc. relocated its 22-year-old small business from South Florida to Green Cove Springs in Northeast Florida. The move was a tremendous boon to the company, particularly in terms of distribution and logistics.

"Moving from Broward to Clay County has been amazing, and had I known about all of the pluses 10 years ago, I would have done it sooner," said Hi-Liner owner Ed Gaw. "One day in the beginning, we were literally talking about how nice it was to be here, especially in terms of all that JAXPORT had to offer, and I got a call from Brian Taylor, who was the new CEO at the time. For him to take the time to personally welcome a small business is something I will never forget."

Hi-Liner started out as a commercial fishing company, catering to businesses that primarily use long-line to catch swordfish and tuna. The company sells monofilament line, hooks, buoys, hydraulics and other fishing equipment. Hi-Liner has expanded to service the recreation and sport fishing industry, and it exports products around the world.

The company has also been instrumental in helping develop the fishing industry in a number of other nations – among them South Africa, Spain, Trinidad, Brazil, Uruguay and Chile – by sending supplies and commercial fishing captains to help train local citizens. Its most recent foray is a \$1 million contract with the government of Mozambique, which hopes to capitalize on the country's ample ocean harvest.

"It is paradoxical that at a time when the demand in the U.S. for seafood is increasing, we are increasing regulation and cutting back on fishing," said Gaw. "Hi-Liner has been able to use the opportunities in other countries to employ some of our country's qualified captains."



Hi-Liner Fishing Gear & Tackle has been instrumental in helping develop the fishing industry in nations such as Mozambique by sending supplies and commercial fishing captains to help train local citizens.

In Mozambique, six boats from France were brought in. Hi-Liner contracted two captains to serve as advisors and provided much of the equipment that was needed to outfit the boats properly.



Ed Gaw, Hi-Liner Fishing Gear & Tackle

"We send these U.S. captains into sometimes really difficult markets where there is a lot of inexperience, but they are pros at making it work," said Gaw. "Attention to detail is important, transferring the proper technology and making sure there is a return on the investment."

So far, the operations in Mozambique have been "nothing short of fantastic," said Gaw. The company anticipates being there for around five years, which is the expected time needed to transfer appropriate information and find adequate local talent to sustain the fledgling industry. One of the biggest challenges, however, will be

the difficulty of transporting what they catch to the European market in a timely manner.

"It makes me all the more appreciative of our situation in Clay County and in the U.S. as a whole – that we have such good transportation capacity," he said. "We owe a tremendous debt to JAXPORT for enabling us to serve our customers so well." □

Q&A: Navigating the U.S.-Cuba trade opportunity

By Staff

JAXPORT Magazine sat down recently with Crowley Maritime's Jay Brickman, Vice President, Government Services and Cuba Service, to discuss the future of trade with Cuba.

JAXPORT Magazine: What is the current status of U.S. trade with Cuba?

Jay Brinkman: The Trade Sanctions Reform and Export Enhancement Act of 2000 opened the way for limited trade. In late 2001, the first shipments of U.S. poultry and grain began to arrive in Cuba. Since then, Crowley has maintained a continuous weekly service.

JM: What do the events of the last few months mean?

JB: There have been three very important clarifications regarding trade, travel and remittance [the transfer of money by a foreign worker in this country back to an individual in Cuba]. Some of the impact has been very obvious. Remittances have increased and travel has grown significantly.

Trade is more complicated and much work still has to be done before we see any real growth. The embargo remains in place and most transactions between the U.S. – or persons subject to U.S. jurisdiction – and Cuba are still prohibited.

JM: What are your predictions on a timeline?

JB: Many people talk about revoking the Helms Burton Act [a 1996 federal law which strengthens and continues the embargo against Cuba] but there are more than 20 laws that have to be revoked or amended before full trade can be "normalized." I do not think that this will be done before the next U.S. presidential election. Cuba was just taken off of the terrorist country list which paves the way to normalization in diplomatic relations.

JM: What kind of port infrastructure does Cuba have currently? What do they need?

JB: While the Cuban container port of Mariel just opened after a billion dollar investment, the entry to the port still needs work. The terminal itself is a modern, first-world operation and Mariel is now the principal port of entry for containers into Cuba.

JM: What sectors in Cuba would benefit from U.S. exports?

JB: All sectors in Cuba could benefit but it is important to remember that Cuba already trades with the great majority of the

world. Only the U.S. has a continuing embargo. So there are some basic questions to be answered: Will there be credit? Will Cuba be permitted to export to the U.S.? Will there be significant U.S. investment? How much is Cuba willing to import for the U.S.?

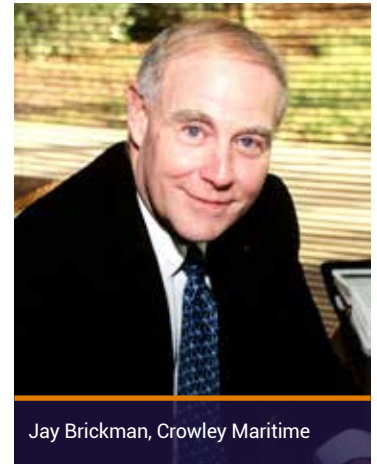
JM: When you visit Cuba, what are people there saying?

JB: Both the Cuban government and citizens want to improve the economy and trade is part of that. There are a lot of structural changes needed and the government is trying to have that happen gradually. Private enterprise is really just beginning.

JM: What kind of role would Northeast Florida play in re-invigorated trade with Cuba?

JB: To get involved in Cuba takes a great deal of time and patience. Industries that are able and willing to dedicate this effort should benefit from the coming increase in trade.

Learn more about Crowley's Cuba service at Crowley.com/Where-We-Work/Cuba. □



Jay Brickman, Crowley Maritime



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JAXPORT's Public Safety Division refines focus

By Laura Jane Pittman

JAXPORT recently restructured port security and public safety to address three main requirements: seaport security, safety and emergency preparedness. The resulting Public Safety Division has moved toward a greater public safety role to better address federal regulation. Security personnel have been re-trained and given new responsibilities, and management has been streamlined for efficiency.

"We recognize that there is a synergy between all three requirements and that safety permeates every single aspect of our business at JAXPORT," said Chuck White, JAXPORT



The JAXPORT Public Safety Marine Unit provides waterside security at all JAXPORT Marine Terminals.



JAXPORT's Public Safety team holds regular security briefings with staff and other safety partners.

director of public safety. "It is important that we reach out to our customers and engage them directly regarding the hazards present in the maritime environment."

This "coffee cup" diplomacy – building relationships in advance – is serving the department well. Quarterly safety meetings between the port and customers help everyone critically examine pertinent safety issues.

"Our customers have a tremendous amount of expertise in maritime safety, which is helpful and allows us to ask questions: 'How do we find ourselves having this incident occur? Has it happened before? What can we do to make sure this doesn't happen again?'" said White. "We also do not need to wait until there has been an incident before we gain an understanding of all the issues involved, nor are we afraid to expose and reduce the probability of an occurrence."

The Public Safety Division partners with a number of cooperating agencies to ensure a safe environment, including the Jacksonville Sheriff's Office, Jacksonville Fire/Rescue Department, the U.S. Coast Guard, the U.S. Customs and Border Protection, the Florida Department of Law Enforcement, the Florida Highway Patrol, Florida Division of Emergency Management, the Transportation Security Administration, the Jacksonville Marine Transportation Exchange and the Jacksonville Emergency Preparedness Division. These agencies play a regulatory role but are also interested in proactively reducing risk, said White.



The JAXPORT Mobile Command Vehicle is ready 24/7 for on-site incident command and control.

"Our department is better focused, more efficient and doing the work we need to do 24/7 in all areas," he said. "At the end of the day, the goal for cooperating partners, customers and the port is to create a safe, secure environment that at the same time maximizes our operational efficiency." □

JAXPORT Board of Directors elects new officers

By Staff

The **JAXPORT Board of Directors** unanimously selected a new slate of officers during its regular June meeting. The new officers will each serve a one year term through July 1, 2016.

- Chairman: Dr. John Newman
- Vice Chairman: Robert Spohrer
- Treasurer: James Citrano
- Secretary: Ed Fleming

Newly elected chairman John Newman is Senior Pastor of The Sanctuary at Mt. Calvary, Spohrer is President of Spohrer & Dodd, Citrano is retired Managing Director of CBRE Group's Jacksonville office, and Ed Fleming is retired CEO/President of Atlantic Marine Holding Co, LLC.

Dr. Newman said, "I am honored to lead this dedicated board and provide guidance to staff as we both advance and complete several large growth projects which will contribute to increased success for our valued business partners."

Other members of the 2015-2016 JAXPORT Board of Directors include immediate past chairman John Falconetti, President, The Drummond Press Inc.; Joe York, President, AT&T Florida, Puerto Rico & U.S. Virgin Islands; and Former Ambassador Nancy Soderberg, President and CEO, Soderberg Solutions. □



New Board officers from left: Spohrer, Fleming, Newman and Citrano.



Immediate past chairman John Falconetti (right) congratulates his successor, Dr. John Newman.



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JAXPORT sets new record with largest container ship

The MOL Northern Juvenile, with a capacity of 8,800 twenty-foot equivalent units (containers), set a record recently as the largest container cargo ship to ever call on Jacksonville. The ship, which transited the Suez Canal from Asia before reaching the U.S. East Coast, loaded and offloaded cargo at JAXPORT's TraPac Container Terminal at Dames Point. □



Maersk Line begins calling JAXPORT



The world's No. 1 container shipping company, Maersk Line, now offers regular container cargo service through Jacksonville. Maersk Line's weekly service through JAXPORT's Blount Island Marine Terminal starting in July 2015 means nine

of the world's top 10 global container carriers now offer their customers the efficiencies and cost-effectiveness of moving goods into and out of Northeast Florida.

Maersk Line's TP10 serves the U.S. East Coast and Northern China and South Korea. It offers direct service from Jacksonville to Xingang, Qingdao and Shanghai in China and Busan in South Korea.

SSA Marine will provide stevedoring services at Blount Island. □

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Growth projects on track at JAXPORT

By Laura Jane Pittman

JAXPORT Senior Director of Facilities Development Joe Miller recently provided the latest roundup on the port's major growth projects as investments in the future continue:

Intermodal Container Transfer Facility (ICTF)

Construction of the \$30 million ICTF at Dames Point is well underway. The facility is expected to be fully operational late this year and will facilitate the direct transfer of containers between vessels and trains. A new portion of Dames Point Road, connecting New Berlin Road to I-295, is now open and will allow drivers to bypass commercial traffic entering and exiting the facility.

Mile Point

Florida Governor Rick Scott along with other state, local and port leaders officially kicked-off JAXPORT's Mile Point harbor improvement project, which will remove an existing navigational restriction in the St. Johns River, on July 7, 2015. This project will ensure larger ships can travel the channel more efficiently, saving



Gov. Rick Scott speaks at ceremony marking the start of Mile Point construction in July.

shippers and businesses time and money. The state has advanced \$43.5 million for design and construction of the Mile Point harbor improvement project. The U.S. Army Corps of Engineers is overseeing the construction scheduled for completion in late 2016.

Harbor Deepening

The U.S. Army Corps of Engineers has started preconstruction, engineering and design of the project to deepen the federal channel to 47 feet. A kick-off for the project partnership agreement phase took place earlier this summer. Construction should begin next year.

Talleyrand Marine Terminal Upgrades

Infrastructure upgrades continue at Talleyrand. Berths 6 and 7 were recently completed, and the next phase of sheet rock repair is underway. More than \$100 million in federal and state funding has been allocated for infrastructure improvement projects across all of JAXPORT's terminals.

New Berth and Cranes at Blount Island Marine Terminal

Blount Island's Berth 35 is being significantly upgraded in preparation for the arrival of three new 100-gauge cranes being manufactured by Shanghai Zhenhua Heavy Industries (ZPMC). Delivery of the cranes is set for summer 2016. JAXPORT is working with local sister agencies to complete a sub-station and switch-gear facility to provide power to the new electric cranes.

Additional Blount Island Upgrades

A \$7.2 million asphalt upgrade is underway for Sea Star Line LLC, to facilitate sustained stacked container operations and the company's new LNG-powered container vessels. The project will be complete by Fall 2015. Sea Star has been a valuable JAXPORT tenant for more than 20 years, and the company leases more than 52 acres of land at Blount Island. □



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Höegh offers regular Jax-Spain service

By Laura Jane Pittman

Höegh Autoliners has long been a leader in deep sea ro/ro transportation services, transporting nearly two million cars around the world each year. The Norwegian company, which moved its Region Americas headquarters to Jacksonville in 2013, recently announced expansion into Barcelona and Valencia.

"We are taking advantage of a great opportunity and will offer service once a month to Barcelona and twice a month to Valencia," confirmed Miguel Rios, Voyage Planning Manager for Höegh. "Many shippers want to ship to Spain, and we will be shipping boats, cars, cargo and whatever the growing market demands."

Höegh's Region Americas moved to Jacksonville from New York so it could be closer to its customers. The division operates outbound trades from the U.S. and Mexico to the Middle East, East Asia, Africa and Europe. The company also offers a feeder service in the Caribbean from its terminal hub in Jamaica. Main export clients include GM, Chrysler, Nissan, Honda, Ford and Caterpillar.

JAXPORT is the company's busiest U.S. port, and Höegh even named a ship after Jacksonville last year (see story in our Fall 2014 issue at JAXPORT.com/publications). □



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Military cargo moves through Blount Island by air...

By Staff

The U.S. military landed 48 specialty Army helicopters and three Air Force helicopters at JAXPORT's Blount Island Marine Terminal during a multi-day operation recently. The aircraft shipments are being handled by the U.S. Army's 832nd Transportation Battalion headquartered at Blount Island.

The Army helicopters, from the 101st Airborne Division in Fort Campbell, Ky., were prepared for shipment and sent via a ro/ro ship to destinations in Europe. The Air Force helicopters were processed at Blount Island before flying to an Air Force base in Northwest Florida.

The 832nd Transportation Battalion coordinates the movement of Department of Defense cargo through all ports in Florida, Latin America and the Caribbean and employs both military and civilian personnel.



DID YOU KNOW?

JAXPORT is one of 17 strategic military seaports in the nation, and the only one in Florida, on-call to move military cargo for national defense, disaster relief and foreign humanitarian aid.

And by sea...

Highly trained master riggers at Portus

recently moved the first shipment of next generation SAFE Boats Mk VI Patrol Boats purchased by the U.S. Navy. The vessels moved over the heavy lift and specialty cargo berth at JAXPORT's Blount Island Marine Terminal, one of the nation's highest weight-bearing capacity docks.

The patrol boats, 85-feet in length and weighing approximately 70 tons each, arrived at JAXPORT from the West Coast through the Panama Canal aboard a Stevens Transportation, LLC general cargo ship. Portus lifted each patrol boat from the arriving vessel before lowering each into the St. Johns River. The boats then sailed to Naval Station Mayport, Fla. before being sent to Virginia.

SAFE Boats International, LLC designed the Mk VI for optimal performance, fuel economy and firepower. Powered by twin diesel engines and water jets, each boat is specially designed to reduce total operating cost, minimize manpower and improve reliability and maintainability. □



DID YOU KNOW?

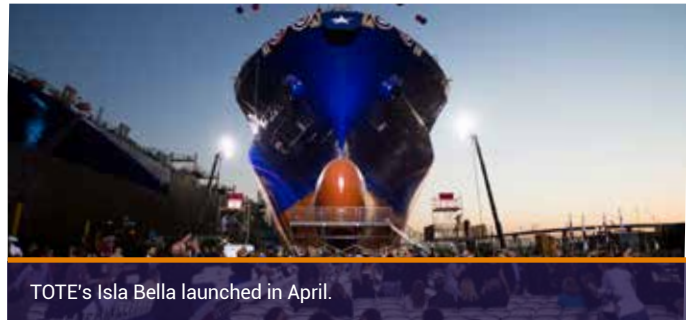
The heavy lift cargo berth at JAXPORT's Blount Island Marine Terminal offers up to 1,800 pounds per square foot of load capacity with rail capability up to 78 kips per axle for heavy cargo.

Learn more at JAXPORT.com/heavylift.

Containers for world's first LNG-powered container ships arrive at JAXPORT

Portus stevedores at JAXPORT's Blount Island Marine Terminal unloaded the first shipment of brand new 53-foot Wide-Top Pick (WTP) cargo containers for use on TOTE, Inc.'s new Marlin Class ships, the world's first Liquefied Natural Gas (LNG)-powered container ships. TOTE is the parent company of Jacksonville-based Sea Star Line, a JAXPORT tenant for more than 20 years.

TOTE's first LNG ship, the Isla Bella, launched from General Dynamics NASSCO's shipyard in San Diego in April and will arrive at JAXPORT in the fall. The second ship is currently under construction in San Diego and will arrive at JAXPORT in early 2016.



TOTE's Isla Bella launched in April.

Both ships will be home ported at JAXPORT and will serve the Puerto Rico trade lane, highlighting TOTE's continued commitment to Puerto Rico. □

Crowley acquires additional equipment for Puerto Rico service

Crowley Maritime Corporation's liner services group has placed orders for additional equipment, including hundreds of new chassis and containers for use in the company's U.S., Puerto Rico, Caribbean and Central America trade lanes.

This latest equipment acquisition includes nearly 400 gensets – both nose mounts and underslugs – which will begin arriving in Jacksonville between July and September. Also scheduled



to arrive in Jacksonville are new 45-foot and 53-foot (102-inch-wide) dry containers and 40-45-foot extendable chassis as well as 53-foot

chassis. In addition, Crowley has ordered 20-foot and 40-foot chassis along with high-cube containers, including refrigerated containers (reefers). □

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JAXPORT to welcome new Carnival cruise ship

By Staff


Beginning April 23, 2016, the Carnival Elation will offer year-round four- and five-day cruises out of JAXPORT's North Jacksonville cruise terminal. The Carnival Elation will shift from New Orleans to Jacksonville to provide a newer ship for this popular cruise program. JAXPORT's current home-ported ship, the Carnival Fascination, will shift to San Juan for year-round seven-day Caribbean cruises.

Carnival Elation will assume Carnival Fascination's four- and five-day schedule from Jacksonville and continue cruising's only year-round program from that port. Four-day cruises depart Thursdays and visit Freeport and Nassau and five-day voyages depart Mondays and Thursdays and visit the private Bahamian island of Half Moon Cay and Nassau.



Jacksonville will welcome the Carnival Elation in April 2016.

Reservations are currently being accepted for regular and specialty cruises aboard the Elation. For additional information and reservations contact any travel agent, call 1-800-CARNIVAL or visit carnival.com. □



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Vac-Con expands, creates more exports for NEFL

Port partner **Vac-Con, Inc.** has announced a multi-million dollar, 65,000 square foot expansion of the company's Green Cove Springs manufacturing plant. The move will help Vac-Con meet an increase in global demand for its Northeast Florida-built trucks, growing the company's exports through JAXPORT by 10 percent annually.



Vac-Con builds and sells sewer cleaning trucks, hydro excavation trucks, and specialty vacuum trucks that are used in cleaning and excavation projects around the globe. □



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As a leader in innovation and change, Vac-Con products get the job done more effectively than anyone in the marketplace.

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FTZ No. 64 seminar provides tools to help your business grow

Join **JAXPORT** to learn how Foreign Trade Zone No. 64 helps save time and money during the import/export process on Tuesday, Sept. 1 at the University of North Florida in Jacksonville.

JAXPORT's FTZ No. 64 helps businesses operate more efficiently by streamlining clearance through U.S. Customs and by providing savings on imported cargo shipments as well as manufacturing and distribution operations.

Attendees will receive valuable information about FTZ No. 64's Alternative Site Framework, which allows 3PL warehouses, manufacturers and distributors to take advantage of the program's cost-saving benefits, while operating in their existing space.

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JAXPORT.com/cargo

Donated cargo container becomes classroom

By Staff

JAXPORT tenant Crowley Maritime Corporation

recently donated a 20-foot shipping container to the Florida Endowment Foundation for Florida's Graduates located in Palatka, Florida. JAXPORT donated the cost of transporting the container to the center, where it will be used as a shop class for students enrolled in the foundation's Home Builders Institute (HBI) Facilities Maintenance Certification program.



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The Florida Endowment Foundation for Florida's Graduates is a not-for-profit organization providing support for students during critical transitions in their lives and careers. The Foundation provides job placement and career guidance to prepare students for careers in growing industries, including construction, science, technology and math. The center also participates in anti-bullying initiatives to empower students.

"We are very grateful to Crowley for donating the container and to JAXPORT for picking up the transportation and delivery costs," says Douglas Beaven, President, Florida Endowment Foundation. "This container is going to help many students get their certifications, giving them an edge on the job market." □

CONSIDER

Suwannee County

Just 80 miles from Jacksonville via I-10 or CSX rail, Suwannee County is a great alternative for companies looking for business advantages and some breathing room.



Suwannee County is "open for business" and offers some incentives and amenities worth considering:

- Business-friendly community that welcomes industry and new jobs
- Easy access to I-10 and I-75, providing trucking routes in all directions
- CSX mainline rail access direct to JaxPort
- Low tax rates and no impact fees
- Competitive tax and training incentives
- 500-acre regional industrial park with I-10/90 frontage—on-site rail
- 177-acre industrial sites with I-10 frontage—rail spur
- Located within Foreign Trade Zone
- Perfect location for warehousing, manufacturing, logistics and assembling products to be shipped
- Federal HUB Zone
- State & local incentives available to qualified companies
- Municipal airport and aviation facilities
- Natural gas availability

For more information about how we can serve your company, contact:

Dr. Alvin B. Jackson, Jr

Suwannee County Economic Development Department

alvinj@sungov.org

386-364-1700 • floridasnewfrontier.com

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