



Stories by CHRISTOPHER WILLIAMS

Port points to collaboration as key to renewal, prosperity

WHEN SAINT JOHN NATIVE JIM QUINN RETURNED FROM OTTAWA LAST FALL TO TAKE THE HELM OF THE SAINT JOHN PORT AUTHORITY, HE BEGAN MEETING PEOPLE THROUGHOUT THE COMMUNITY TO UNDERSTAND THE INTERDEPENDENCIES AMONG STAKEHOLDERS, THEIR OWN BUSINESS MODELS, AND HOW ALIGNMENT CAN HAPPEN TO CREATE ATMOSPHERE FOR GROWTH.

"There are numerous players who contribute to the Port of Saint John's prosperity," said Mr. Quinn, who worked for 23 years with the Canadian Coast Guard and then held several senior financial posts in government.

From this stakeholder outreach, four key themes emerged: 1) inclusion; 2) the port as a regional asset; 3) the need to 'raise our game' as a community; and 4) renewal of infrastructure based on business cases.

"With our outreach efforts, we are generating discussions around these themes," Mr. Quinn said.

"The Port of Saint John is in a position of strength," Mr. Quinn acknowledged, with a salute to Al Soppitt, who had been president and CEO since 1996.

"With more than 205,000 guests during 76 cruise ship calls, cruise is now 20 per cent of our revenue," Mr. Quinn said. "Our cargo mainstays, however, continue to be in the liquid and dry bulk sectors, such as petroleum products and potash. There is room for growth and we will build on this as we move forward."

Traffic record in 2010

The Port of Saint John handled a record 30.4 million tonnes of cargo in 2010, a 13-per-cent increase over the previous year.

Directly across the harbour from Mr. Quinn's window is the \$30-million expansion

of American Iron and Metal (AIM) operations, expected to increase the port's recycled metals handling by 400 per cent. "Other major files in progress have potential for even greater growth," Mr. Quinn said.

In the cruise area, an \$18-million berth expansion at Pugsley C and enhancement to Long Wharf are providing tremendous momentum in Saint John. The infrastructure will allow up to two large cruise vessels to visit the port on any given day.

"This expansion will ensure the Port of Saint John keeps in step with industry trends toward larger cruise ships," Mr. Quinn said. "Already, Saint John receives 89 per cent of its cruise traffic from two vessels of this size."

Dredging costs

Stephen Campbell, chairman of the Saint John Port Authority since 2007, concurs that the Port of Saint John is starting to ride a wave.

"Increases in exports, a record cruise season and vigorous cost controls made 2010 one of our most profitable years since becoming a port authority in 1999," said Mr. Campbell, whose board recently tackled the port's burdensome cost of dredging. Downloaded to the port authority by the federal government in 1996, dredging costs reached a record level by



Outreach efforts

JIM QUINN



Vigorous cost controls

STEPHEN CAMPBELL

2008 – almost one-third of the port authority's annual budget. Now, user-pay dredging maintenance fees are in place to build reserves for future investments.

The Saint John Port Authority is also engaging in a four-year study with the Canadian Rivers Institute. The study will provide insights into siltation patterns, which will be used to help predict the amount of dredging required each year.

Four-year labour agreement

This year also had a unified start with the International Longshoremen's Association Local 273 and the Port of Saint John Employers Association signing a four-year collective labour agreement. The deal is a major achievement in longer-term stability, enabling all parties the opportunity to work toward greater success.



The Port of Saint John handled an unprecedented 30.4 million tonnes of cargo and enjoyed a record cruise season in 2010.

Photo: Christopher Williams



🍁 The largest seaport in New Brunswick, Canada.

🍁 The largest break bulk handling port in the region.

🍁 The Port is diversified to handle all cargo types.

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🍁 Terminals located in close proximity to major highway systems.





Modern infrastructure just one reason cruise ships flock to Saint John

ANOTHER IMPRESSIVE CRUISE SEASON WILL KICK OFF IN SAINT JOHN ON JUNE 7 WITH THE ARRIVAL OF THE CARNIVAL GLORY. THE PORT WILL SEE 72 CRUISE CALLS AND WELCOME 200,000 PASSENGERS AND 70,000 CREW MEMBERS OVER A 140-DAY PERIOD IN 2011.

"Maiden calls will be made by two lines that have not previously docked in the city," said Betty MacMillan, manager of cruise development for the Saint John Port Authority. "MSC Cruises and Oceania Cruises are bringing an additional 10,000 passengers this year, and the relationship with these new lines is expected to grow in the coming years."

Oceania Cruises' Regatta will arrive on Oct. 5. Regatta is the flagship of the Oceania Cruises fleet. Her decks are resplendent in the finest teak, custom stone and tile work.

MSC's Poesia makes her maiden call on Oct. 18. The Poesia features a spectacular waterfall with bridges in the foyer, a Zen garden in the sushi bar and a serene 12,000-square-foot spa.

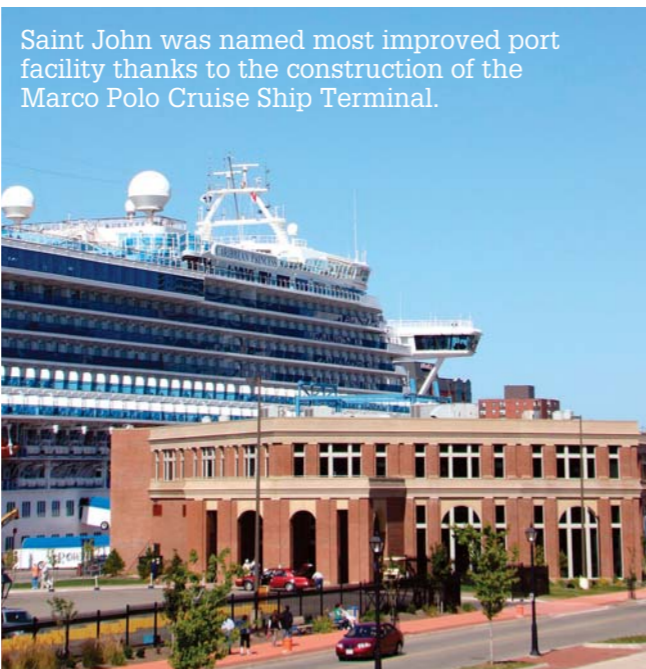
"Cruise ship visits are a highly visible injection for the tourism industry in New Brunswick," said port authority president and CEO Jim Quinn. "The cruise sector represents 20 per cent of port authority revenue and is critical to the overall diversity of port business – a diversity that will support strategic investment in all port assets in the long term."

Mr. Quinn said last year's cruise season contributed more than \$30 million directly to the economy of southern New Brunswick.

The long-term value of the cruise industry recently convinced the provincial and federal governments to provide joint funding for the expansion of Port of Saint John berthing facilities. This \$18.4-million infrastructure investment at Pugsley C and Long Wharf will occur over the next 18 months. Further partnerships with the province's Department of Tourism and Parks have led to aggressive joint marketing strategies in the cruise sector.

Andrew Dixon, the port authority's senior vice-president of planning and development, said the berth expansion represents a critical infrastructure improvement that will allow the port to maintain current cruise business volumes despite ever-increasing vessel sizes.

"In addition to positioning Saint John for continued growth in the cruise sector, there is also real potential within this project to create enhancements for specialized cargo traffic," Mr. Dixon said.



Saint John was named most improved port facility thanks to the construction of the Marco Polo Cruise Ship Terminal.

Photo: Christopher Williams

Disney Cruise Line calling nine times in 2012

"Our infrastructure funding came through at just the right time," said Stephen Campbell, chairman of the Saint John Port Authority, who participated in a sales mission in Miami earlier this year with Trevor Holder, New Brunswick's minister of tourism and parks. They visited decision-makers with some of the biggest cruise lines in the world including Disney, which the port authority and its partners have been courting for three years.

As a result, the Disney Magic will call Saint John for the first time ever, making nine trips to the port between June and September 2012. The stops will be part of Disney's five-night cruises that begin in New York and call Saint John and Halifax. Disney passengers alone are expected to generate \$1.5 million to \$2 million in consumer spending next year.

At 300 metres in length, the Disney Magic is the size of vessel the port needs to accommodate – two at a time – on the eastern side of the harbour. "It's thanks to our funding partners that we will have the extended berth space to handle more of these spectacular vessels and visitors to Saint John," Mr. Campbell said.

Disney Magic represents more than 21,000 of next year's passengers and brings one of the world's best-loved brands to Saint

John. "We believe our guests are going to love this experience," said Karl Holz, president of Disney Cruise Line.

Saint John named most improved port facility

Earlier this year, the Port of Saint John received high praise from Dream World Cruise Destinations magazine, the cruise industry standard throughout the world. The port was named most improved port facility, thanks to construction of the Marco Polo Cruise Ship Terminal on the harbourfront. Saint John is on a list that includes Rome, Italy, and St. Petersburg, Russia.

Saint John's \$11-million cruise ship terminal was officially named and opened on June 8, 2009. The 16,000-square-foot site connects directly with cruise ships using an elevated 90-metre pedway that rises with all stages of the tide on a motorized gangway.

"In addition to infrastructure improvements, cruise lines continue to add Saint John to their itineraries for other reasons," said Ms. MacMillan, who has helped develop Saint John's cruise sector since the first ship arrived in 1989. "The Bay of Fundy brand and the hospitality excellence of our tourism industry are all major factors in attracting cruise lines."

Aquila launches Tour Guide Excellence Program

Saint John-based Aquila recently established an online Tour Guide Excellence Program. Aquila provides certification for guides anywhere in the world. The six-part course began last fall to cover all aspects of being a tour guide.

"Participants who successfully complete the program, verified by testing, will receive International Certification in Tour Guide Excellence," said Aquila founder Beth Kelly Hatt.

Her participation in Cruise Lines International Associations' Leadership Forum in late 2010 led to a partnership with Sustainable Travel International (STI) to help destinations protect the environment, preserve cultural heritage and promote economic development.

Apart from Aquila's own 50-member team, the first tour operator to internationally certify its people is Istanbul-based Tura Turizm, with more than 200 guides.

The cruise business is a consistent growth sector for Saint John. In 1998, about 25,000 passengers visited the city. In 2004, close to 140,000 people disembarked in the port. Those numbers have continued to increase, with more than 200,000 passengers last year and again this season.

The 2011 pageant of cruise ships runs until Oct. 25 when the port will see a late fall visit from the Caribbean Princess. New Brunswick fall foliage is a popular attraction for cruise passengers taking land excursions. And, as locals know well, some of Saint John's sunniest days are in the colourful autumn.




Photo: Aquila

Aquila's Beth Kelly Hatt recently attended Cruise Europe's conference in Stavanger, Norway, to talk about her company's new Tour Guide Excellence Program.



Photo: SJPA

Stephen Campbell (left), chairman of the Saint John Port Authority, and Trevor Holder, New Brunswick's minister of tourism and parks, welcome Disney Cruise Line to the port.



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Saint John, N.B.



American Iron & Metal expands Saint John facility

Port-based recycler brings hefty economic boost to region

THE \$30-MILLION EXPANSION OF THE EXISTING AMERICAN IRON & METAL (AIM) RECYCLING FACILITY IN WEST SAINT JOHN WILL ADD A MINIMUM OF 23 DIRECT AND 20 SPINOFF JOBS THAT TRANSLATE INTO MORE THAN \$1.9 MILLION IN ANNUAL SALARIES AND WAGES, ESTIMATES COMPANY PRESIDENT AND CEO HERBERT BLACK.

Montreal-based AIM, which specializes in the recovery and recycling of scrap metal into valuable, reusable raw materials, has a strong presence in both domestic and international markets. Having completed the permitting process for metal shredding in Saint John, AIM and the Saint John Port Authority signed a 40-year agreement on March 22 to expand operations on the west side of the port where the business has been growing for a decade.

One of the largest metal processors in North America

AIM will boost Saint John exports from about 50,000 tonnes annually to a minimum of 250,000 tonnes over the next three years. The company collects, sorts, weighs, processes and recycles ferrous metals including scrap iron and steel as well as non-ferrous metals such as copper, aluminum, stainless steel and many other alloys.

Mr. Black is responsible for the company's strategic planning and focuses on identifying growth opportunities, such as Saint John, as well as discovering new recycling technology and processes. His father, Peter Black, founded the company in 1936. Herbert Black joined the business in 1961, at the age of 17. This resulted in a considerable depth of knowledge and experience, leading Mr. Black to a prime role in transforming AIM from a local scrap opera-



Photo: SJPA

Recyclable metal is picked up by a magnet and loaded onto trucks that carry it to vessels a few dozen feet away.

tion into one of the largest metal processors in North America.

In 2005, Mr. Black received the Ernst & Young Entrepreneur of the Year Award in the Business-to-Business category, as well as the Ernst & Young 2005 National Citation for Entrepreneurial Philanthropy.

"Less than 40 years ago, AIM had only 50 employees, all located in Quebec, with 12 trucks collecting metals, and just 200 tonnes of ferrous metals shipped on a daily basis," Mr. Black recalled. "Today, we have over 1,600 employees, more than 30 locations worldwide, and more than 1.5 millions tonnes of ferrous metals shipped annually."

Jim Quinn, president and CEO of the Saint John Port Authority, agrees the AIM expansion will boost the regional economy and complement the port's service offering.

"American Iron & Metal's expansion in Saint John is a critical component to our continued diversification of port business," he said.

AIM's shredder operation will accept metals such as car parts by rail from New Brunswick and sometimes Prince Edward Island, Nova Scotia and Maine. Most raw materials are cars that are crushed offsite and delivered to the terminal by regional scrap dealers.

That's where the shredder comes in. Tremendously powerful hydraulic guillotine shears slice recyclable ferrous scrap metal into small fist-size pieces. These are separated into different categories and moved by electro-magnetic cranes.

"Metals recycled in Saint John are available to any company that wants to use them," said Mr. Black, whose clients are mainly industrial and commercial companies.

A key of advantage of AIM's dockside location at the port is instant access to marine and rail links. "Existing metal recyclers are also able to ship their metals directly to us so they can be processed in New Brunswick," Mr. Black said.

Processed ferrous and non-ferrous metals, easily loaded onto ships berthed at Pier 10, are sold in Egypt, Italy and China. In those countries, recycled metals are then used to make new products such as car parts, aircrafts, pipes and electronic wires.

Protecting the local environment and saving mine resources

AIM specializes in the recovery and recycling of scrap metal by-products into valuable, reusable raw materials. This cannot be done at the expense of the environment. Therefore, AIM follows a strict Shredder Residue Sampling Protocol.

AIM experts monitor noise and particulate levels and must ensure explosive and other hazardous materials are removed from the process. The company must continuously invest in environmental improvements at all its sites, from paving and storm-water control to radioactivity detection.

The Saint John operation uses a ventilation and water treatment system to combat dust, noise and soil impacts. "AIM will also be resurfacing with cement, which will allow them to have their operation without any impediment," Mr. Quinn said.

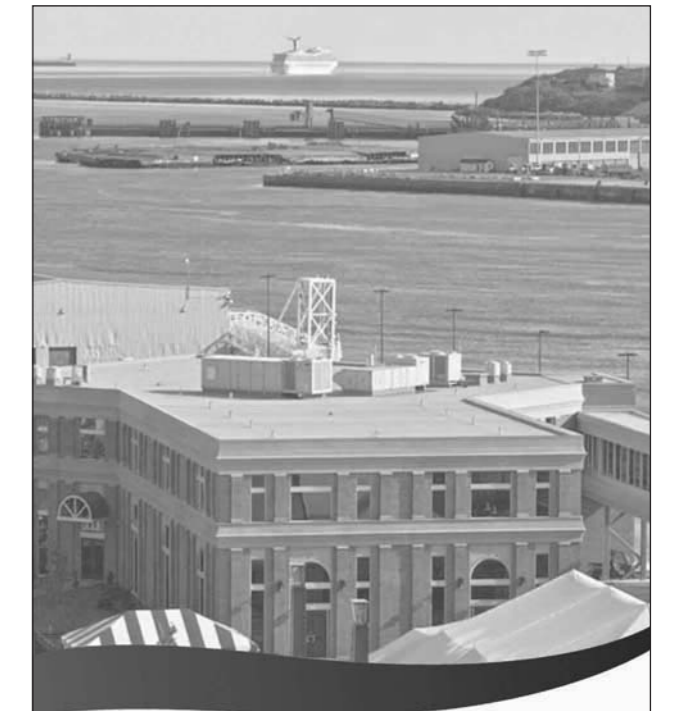
Once shredded, recyclable metal is picked up by a magnet and loaded onto trucks that carry it to vessels berthed only a few dozen feet away.

"It is also important to note that the nature of our business eliminates the need to obtain metals from various mines worldwide," Mr. Black emphasized. "Scrap metal contributes to 50 per cent of the total volume of metal used on a daily basis worldwide. If recycling industries such as ours did not provide metals used by the manufacturers, they would have to be sourced in mines throughout the world."

Auto dismantlers recycle 95 per cent of the vehicles that come off the road. The global steel industry recycles more than 14

million tonnes of iron and steel from end-of-life vehicles, equivalent to nearly 13.5 million automobiles. The expanded AIM facility will see 40 to 60 vehicles processed per hour, totalling up to approximately 720 vehicles in a 12-hour day.

"Since becoming part of this community eight years ago, we've seen how the city's drive, talent and infrastructure have come together to create world-class opportunities," Mr. Black said. "With its strategic location and second-to-none transportation system, we see the city as an important part of our continued growth."



Saint John Port Days 2011

Our Saint John was born of the water. Like the tides we live by, we are responsive to the constant changes in our environment, economy, and society. This is Our Saint John.

The Saint John Port Authority is a major contributor to our local, regional and global economic landscape.

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Devenu maintenant une destination primée dans le domaine des croisières, notre port continue de rechercher des moyens d'assurer le succès à venir de Saint John tout en demeurant une part importante de son histoire.





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Tropical Shipping celebrates 10 years of success in Saint John

IT SEEMS LIKE JUST YESTERDAY THAT FLORIDA-BASED TROPICAL SHIPPING ESTABLISHED ITS SUCCESSFUL CANADIAN HEAD OFFICE IN SAINT JOHN.

"We are proud to have doubled (our) Canadian trade since our inception," said Gordon Cole, general manager of Tropical Shipping Canada in Saint John. "We have continued our focus on the Canadian reefer business to Florida, the Bahamas and the Caribbean. Puerto Rico and the Dominican Republic have been particularly strong for us."

"Lately, everyone talks about the importance of reliable short-sea shipping, but we have been providing the quickest short-sea service to the Florida market for years and have been in a consistent growth mode for the last five years."

Tropical is celebrating its 10th anniversary in Saint John after building a strong foundation for Canadian clients for 27 years in Montreal and Toronto. "The occasion marks 10 years of bringing our vessels into Canada via the Bay of Fundy and the Port of Saint John," Mr. Cole said.

Tropical enabled the Port of Saint John to avoid dramatic container traffic decreases that many other ports experienced during the onslaught of the 2008 recession. "Saint John bucked the trend in 2008, recording 10-per-cent hikes in reefer volumes over previous years," Mr. Cole said.

On his cellphone from the busy St. Thomas airport, Mr. Cole said that in addition to taking over responsibility for Tropical's Hispaniola trade, he's also spearheading trade with St. Thomas, St. Croix and St. John in the U.S. Virgin Islands, and Virgin Gorda and Tortola in the British Virgin Islands.

"This works well for us because St. Thomas and St. Croix are two of Tropical's major hubs," he said. "I am confident emerging these new areas of responsibility will boost the entire Canadian operation."

Cool cargo is Tropical's mainstay. After all, not everyone can get frozen food to and from countries that often see temperatures above 30 Celsius.

Mr. Cole said frozen produce is transported by ship to Saint John where it is moved to Toronto by CN. Refrigerated cargo, such as fresh fruits and vegetables, and chilled and frozen meats, poultry and seafood are highly perishable and require special handling to ensure they arrive in optimum condition at their destinations.

"That's our niche," Mr. Cole said. "The secret to Tropical's success during the last decade has been bringing in the right vessels to handle the specific needs of the trade. We have the ability to carry 180 reefers – every week since 2001 from the Port of Saint John."

"We have two great CV 1100 vessels, the Victoria Strait and Frisia Inn (ships that can carry 1,100 TEUs or 20-foot equivalent unit containers). The latter is being replaced with the Berra K soon, which is identical. Back in the container days of 10 years ago, Saint John didn't have a shipping line with the ability to carry

reefers under deck."

Other changes at Tropical Shipping include the recent appointment of a new president, Mike Pellicci. "Everything Tropical does, every value we stand for, every course of action we take, is intended to deliver the highest level of service to our customers," said Mr. Pellicci, who replaced Rick Murrell, Tropical's president for more than 30 years. Mr. Murrell remains with Tropical as chairman of the board.

Mr. Pellicci had been Tropical's chief financial officer for three years prior to his appointment as president. "We take the worry out of shipping," Mr. Pellicci said. "If we say your shipment will arrive at a certain date, we guarantee it will happen."

Mr. Pellicci said Tropical's National Pickup Service allows customers to ship their dry, commercial LCL (less-than-container-load) cargo from anywhere in the continental U.S. and the metro areas of Toronto and Montreal to any of Tropical's receiving locations.

"With one call, we will arrange to have your shipment picked up at your door and brought to the nearest Tropical Shipping receiving location," Mr. Pellicci said.

The service is made possible in part through a joint marketing effort with Con-way Freight, whose North American network joins with Tropical Shipping's Caribbean basin network.



In Saint John, Tropical Shipping provides Canada's only weekly reefer service to Florida and all points south.

Photo: SJPA

New Picadilly mine on schedule to double port potash shipments by 2014

POTASH CORPORATION OF SASKATCHEWAN INC. (POTASHCORP) IS THE WORLD'S LARGEST FERTILIZER COMPANY BY CAPACITY AND ONE OF THE PORT OF SAINT JOHN'S BIGGEST SHIPPERS. THE CONSTRUCTION OF ITS NEW POTASH MINE KNOWN AS THE PICADILLY PROJECT, NEAR SUSSEX, N.B., IS EXPECTED TO MORE THAN DOUBLE POTASH EXPORTS FROM THE PORT'S BARRACK POINT POTASH TERMINAL, WHICH RECEIVES THE PINK FERTILIZER PRODUCT FOR EXPORT. THE FACILITY ALSO HANDLES DE-ICING SALT.

"We expect to start commissioning the Picadilly mine in 2013," said Stewart Brown, general manager of PCS Potash – New Brunswick Division, one of six Canadian PotashCorp facilities in Canada and the only one not found in Saskatchewan.

The Picadilly project has an estimated cost of \$1.6 billion. It includes the sinking of two new shafts and development of a new mill site.

Mr. Brown, who took his new position in March, has worked in the Canadian mining sector for 35 years. He recently moved to Sussex with his wife, Diane, and is excited about coming aboard in the home stretch of the expansion project.

"The new compaction plant at our Penobsquis site was completed in March and by end of April it was operational, allowing us to produce up to 100 per cent of granular product if required to meet market conditions, which is a significant milestone for the project," Mr. Brown said.

Further to the construction of Picadilly's two concrete head frames, work continues on two shafts at the site. The production shaft is more the 750 metres deep and should be completed later this summer.

"That will be another major milestone," said Mr. Brown, adding that the project's service shaft progress was delayed due to grouting needed to secure a fractured zone. "We needed to take the time to ensure integrity by sealing off water from the shaft," he said. "It's a long-term facility and we must tend to any details as we advance the shaft."

The next phase of the mine development is to tunnel from one shaft to the other. "Crews will work from that tunnel to open up the ore body over the next year-and-a-half," Mr. Brown said.

New mine now bustling with mechanical work

Picadilly, where a potash deposit was discovered while drilling for natural gas in 2002, has also reached the stage where the site is bustling with mechanical work.

"Piping is being fitted inside the new mill and pumping equipment and electrical systems are associated with his phase of construction right through 2012," said Mr. Brown from his office



Photo: SJPA

When the new mine is complete, potash and salt shipments will double through the Port of Saint John.

overlooking the hive of activity.

Concurrently, upgrades are underway in the existing Penobsquis mine where a new product dryer will be commissioned this summer. "Potash is wet when it comes out of the process in the mill and needs to be dried, so a new dryer is required to handle our additional production," Mr. Brown said.

A new centrifuge and precipitator will also be commissioned at the Penobsquis mill this summer.

Over the next year, a number of PotashCorp employees will transition from the Penobsquis site to the Picadilly site a short distance away to prepare for production.

"Assembling new mining machines that do the tunnelling means plenty of action for mechanics, welders and electricians," Mr. Brown said.

An earlier construction phase saw a new 30-kilometre brine pipeline built from the Penobsquis mine site to the brine pond at PotashCorp's Cassidy Lake Division. This pipeline not only provides additional brine disposal capacity but has reduced the daily volume of brine hauled by trucks to less than half the 2008 volume.

Mr. Brown's role in New Brunswick is similar to conducting an orchestra. "Many different types of work need to be done in different places at the right time to phase in the new process equipment for the next two years," he said. "We are continuing to hire workers to fill those positions."

Mr. Brown is very pleased that the employees of the New Brunswick division reached on April 8 one million hours without a lost-time accident, as safe production is a priority for all PotashCorp employees and contractors working on the site.

Mr. Brown replaced Mark Fracchia, who had been general manager at PCS Potash – New Brunswick Division for four years. Now based in Saskatoon, Mr. Fracchia was recently promoted to the position of vice-president of safety, health and environment, and oversees those activities for all PotashCorp operations.

The Picadilly project is major economic boost for the region.



On May 16, New Brunswick Premier David Alward toured the existing underground mine with his guest, Nova Scotia Premier Darrell Dexter. At the time, Atlantic Canada's four premiers and their senior staffers had gathered in Sussex to discuss federal transfer payments and other issues.

When the new mine is in full production, total annual potash and salt shipments through the Port of Saint John are expected to increase to about 2.5 million tonnes from 1 million tonnes. "Even this year, we are expecting to have strong shipments through the terminal," Mr. Brown said. Last year, 772,000 tonnes of potash were shipped out of Saint John, which was above forecast. "We also shipped 231,000 tonnes of salt, so that totalled about one million tonnes through the port during the year," Mr. Brown said.

Customers in Central and South America

Most of the product is shipped by rail from Sussex to PotashCorp's terminal at the Port of Saint John for export. Remaining product is shipped by truck to domestic customers.

Increased demand for potash in offshore countries strategically positions the port's Barrack Point Potash Terminal as the perfect marine launching pad. Potash can be loaded aboard ships at a rate of 2,000 tonnes per hour from two massive storage sheds at the terminal.

Barrack Point also meets all requirements of the Department of Environment's Certificate of Approval.

"As I mentioned to the premiers when they toured the mine, PotashCorp's primary markets from New Brunswick are Brazil, the Caribbean and the Eastern U.S.," Mr. Brown said. "That makes the Port of Saint John a valuable resource to reduce our transportation costs."

"Our short rail time to the port is an advantage we have over other producers who have longer rail hauls. The port is instrumental in effectively servicing our customers."



Construction continues on two shafts at the new Picadilly mine near Sussex.

Photo: PotashCorp

Port consults community prior to releasing land use plan at Port Days

'PORT AND COMMUNITY: A SHARED ASSET' IS AN APT THEME FOR SAINT JOHN PORT DAYS THIS YEAR. THE SAINT JOHN PORT AUTHORITY HAS JUST COMPLETED A PUBLIC CONSULTATION PERIOD FOR A REVISED LAND USE PLAN THAT WILL BE LAUNCHED AT THE 2011 PORT DAYS BUSINESS SESSION.

Speaking about the land use plan revision, Jim Quinn, president and CEO of the Saint John Port Authority, says the port is committed to a discussion process with the community in order to ensure a unified approach. "It's essential for us to meet with people to get their views, advice and issues of concern," he said. "We want to connect the Port of Saint John with the community."

Al Soppitt, the port authority's former president and CEO, agrees. "As part of the public process, we held meetings in March at the Marco Polo Cruise Terminal and in April at Carleton Kirk Place in West Saint John," he said. "The purpose of these meetings was to introduce the draft document and let interested parties provide oral or written comments. We are very pleased with the level of feedback from the community."

In the draft plan, the Saint John Port Authority sought to capitalize on how the waterfront can accommodate port growth. Long Wharf is one area that already has generated a great deal of discussion.

"Traditionally used for bulk salt and limestone handling, Long Wharf is now designated for cruise business in the medium term, serving as a second berth and facility for visiting cruise ships," Mr. Quinn said.

The terminal is located at the head of Saint John Harbour and has 7.2 open hectares and a 288-metre berth.

Mr. Quinn points to a map in his

boardroom indicating a change in plans for a catwalk that blocked a key section of the inner harbour. "We had important input from stakeholders, including Saint John commercial fisheries, and have rethought our approach to meet the needs of the fisheries while maintaining security required for international protocols," he said.

Mr. Quinn said the new plan also looks at enhancing small craft facilities. "If there is an area than needs small craft facility, it's Saint John," he said. Consequently, Mr. Quinn is working over the coming months on a phased plan that needs support from the Department of Fisheries and Oceans, Atlantic Canada Opportunities Agency (ACOA) and Transport Canada.

"We want to meet the needs of the fishing and recreation community as there is no appropriate facility for them right now," he said. "But it is clear the solution must be outside secure zones of the port."

Other areas for possible expansion that the port has discussed with the community include planning for west side Piers 12, 13 and 14. The area requires considerable infrastructure improvement.

"We are also looking at intra-port rail needs particularly on the lower west side,"

Mr. Quinn said. "A pier without rail connections is like an airplane without wings."

The port's various infrastructure needs have led to the development of an asset lifecycle management plan. In addition, an infrastructure investment fund will designate a percentage of port revenue toward capital infrastructure renewal.

The former Lantic Sugar refinery site, located at Lower Cove in the southern extremity of the port, also remains unused and undeveloped since the facility's 2002 closure. The land is strategically located between Lower Cove Terminal and Barrack Point Potash Terminal. The capacity and functional operation of Lower Cove Terminal could easily be doubled through the leased acquisition of the sugar refinery site.

"The port has a great interest in that piece of land," Mr. Quinn said. "We manage the berth face, and a CN rail line bisects the land between this site and Lower Cove, which is surrounded by port operations."

Along with meeting these infrastructure challenges, the port authority has renewed its engineering human resources following the retirement of Steve McCavour after 35 years of dedicated service. Tyler O'Rourke, the new port engineer, started on May 24.

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Long Wharf is a key development site in the inner harbour.

Photo: Christopher Williams



Port working to develop new business in Baltic and South American countries

Baltic-New Brunswick International Trade Symposium planned for September

THE SAINT JOHN PORT AUTHORITY IS WORKING CLOSELY WITH GOVERNMENT PARTNERS IN DIPLOMATIC EFFORTS TO DEVELOP NEW BUSINESS IN THE BALTIC AREAS OF EUROPE AS WELL AS OTHER STRATEGIC LOCATIONS AROUND THE GLOBE.

"In June of 2010, with the assistance of the Honourable Noël Kinsella, speaker of the Senate of Canada, we planned to strengthen trade relationships between Southern New Brunswick and various ports in the regions of the Baltic, the Mediterranean and Latin America," said Jim Quinn, president and CEO of the Saint John Port Authority.

Born in Saint John, Mr. Kinsella is a strong advocate for developing international trade. The Atlantic Canada Opportunities Agency (ACOA), Business New Brunswick, Canadian Manufacturers & Exporters and the Department of Foreign Affairs and International Trade are also key agencies in developing relationships with the Baltic region.

As a result, the partners are hosting the Baltic-New Brunswick International Trade Symposium at the Saint John Hilton on Sept. 21. "We believe these countries are key target areas for increased trade with New Brunswick," Mr. Quinn said.

Representatives of the Baltic region along with members of the New Brunswick business community, government agencies supporting trade, and participants in the trade-logistics supply chain will be at the symposium.

"The objectives of the trade seminar are to provide opportu-

nities for New Brunswick business leaders to showcase and present the goods and services they produce," Mr. Quinn said.

Historically, the Baltic region has had a strong trading relationship with the region. As recently as 10 years ago, the Baltic was a core focus for the forest products industry in New Brunswick. Some of these historical links have diminished for a host of reasons, including the downturn in forest products and changes in world shipping patterns.

"In response, new opportunities need to be explored not only for these traditional segments but also in new and emerging segments," Mr. Quinn said. "For example, it is important to determine how the Port of Saint John could make the best advantage of its current position as a significant regional hub."

New opportunities to open trade are being discussed and could include traditional New Brunswick and Atlantic regional export cargoes in aquaculture, peat moss, wood products, consumer goods (particularly building supplies) and frozen food products.

Efforts are also continuing to fortify relationships with Saint John's strong north/south trade partners. "In recent years, we have begun to focus very deliberately on opportunities in the north/south trade corridor," said Andrew Dixon, senior vice-president of planning and development for the Saint John Port Authority.

"Initiatives have included exploratory trade missions to South American countries. We will have a renewed push to uncover further opportunities relative to this growth strategy in the coming months."

The port has visited Chile, Argentina and Brazil over the past few years. "There has also been an ACOA-sponsored mission that we are an active participant in with Atlantic Canadian ports and we have signed official twinning and cooperation agreements with ports in Buenos Aires, Argentina, and Santos, Brazil," Mr. Dixon said.

With development of the new PotashCorp mine near Sussex, N.B., "We are cognizant of the fact that potash volumes to southern destinations such as the Caribbean and South America are expected to double by 2014, creating new opportunities for Saint John," Mr. Dixon said. "The short nautical distance to and from Florida, the Caribbean, Central America and South America is very attractive to shippers looking for fast transit."

"The curvature of the Earth makes Saint John only one nautical mile farther away from Santos, Brazil, than New York City."

Canaport LNG terminal welcomes 50th ship

CANAPORT LNG CELEBRATED A MILESTONE 'BERTH' DAY IN APRIL WITH THE ARRIVAL OF ITS 50TH SHIP. AFTER A BUSY WINTER, THE Q-MAX VESSEL M.V. SHAGRA TRAVELLED TO THE CANAPORT LNG TERMINAL FROM QATAR TO DELIVER A SHIPMENT OF LIQUEFIED NATURAL GAS UNDER REPSOL'S MULTIYEAR SUPPLY AGREEMENT WITH QATARGAS.

Since becoming operational in June 2009, Canaport LNG has received cargoes from Norway, Peru and Egypt as well as recurring shipments from Trinidad and Tobago and Qatar.

Canaport LNG's unique location on the Bay of Fundy coast, combined with managing partner Repsol's security of supply, allows the facility to provide a steady source of natural gas to its customers.

During the month of May, Canaport LNG conducted warranty related maintenance at its facility. The maintenance was successfully carried out on process equipment at the facility, which required the temporary suspension of terminal operations.

"Maintenance activities included work to a valve within the process equipment as well as the inspection of other equipment throughout the facility," said Canaport LNG spokesperson Kate Shannon. "Work on this valve increased the terminal's operational

flexibility and allowed Canaport LNG to reach its full send-out capacity of 1.2 billion cubic feet per day."

Canaport LNG is a state-of-the-art LNG receiving and regasification terminal – the first in Canada. Supplying natural gas to Canadian and American markets, Canaport LNG is owned 75 per cent by Repsol and 25 per cent by Fort Reliance.

In 2010, Repsol signed a multiyear LNG supply agreement with Qatargas to strengthen its position in the Canadian and U.S. Northeast markets. "This agreement allows Qatargas to deliver LNG to Canaport LNG using both Q-Flex and Q-Max ships," said Benjamin Palomo, executive director of LNG for Repsol.

The Q-Max and Q-Flex vessels are the largest LNG tankers in the world, with capacity to carry the equivalent of approximately 5.6 billion and 4.6 billion cubic feet of natural gas, respectively.

M.V. Shagra arrives at the Canaport LNG terminal from Qatar – the 50th ship to call since the startup of Canada's first marine LNG facility.



Photo: Canaport LNG




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