



# PORT PROGRESS

## Melbridge Container Line Chooses Saint John!

April 5th, 2003 was not just another spring Sunday. The Saint John Port Authority and Brunswick Terminals Inc. welcomed a new container line to the port!

Melbridge Container Line has chosen Saint John to serve its new Europe-Canada-Cuba container service. "The line has been operating an express container service from Northern Europe to Cuba since 1994," explains Captain Alwyn Soppitt, President and CEO of the Port Authority.

"Melbridge is a great fit for us. They will provide a new direct import container service from Northern Europe and Spain, and a direct export service to Cuba."

Melbridge is now operating three vessels on a 10-day frequency between Rotterdam, Bilbao Spain, Saint John and Havana.

Captain Grigory Il'In, the Russian captain of the "MB Canada" welcomed Port officials aboard the container ship on her inaugural call. Even under snowy conditions, a warm reception was held to recognize this new partnership. The seven-year-old vessel carries 1,015 TEUS and has two sister ships, MB Europe and MB Caribe.

"The Saint John Port Authority is very pleased to welcome Melbridge to our

port," said David Doyle, Chairman of the Authority. "We are committed to working with the Line, its representatives and the terminal operator to develop business and maximize loads into and out of Saint John."

Captain Il'In received an ornate nautical clock from Mr. Doyle to mark the occasion. "Our head office is in Rotterdam," Capt. Il'In said, with his Russian accent. "Melbridge has partly Cuban and Holland interests. We welcome you to follow us into new markets and we are dreaming and planning that it will go well."

***"This will bring a much-needed increase in container business to our terminal."***

Paul Doiron, Vice-President, Atlantic for Logistec Stevedoring Inc. and General Manager of the container terminal in Saint John, is also pleased with the new service. "This will bring a much-needed increase in container business to our terminal and increased cargo for the port," he said.

"The line also connects to Europe which is a very important addition. We are hoping this will create synergies with other lines calling Saint John," suggests Mr. Doiron. "There are great opportunities now that we




David Doyle, SSJPA Chairman, presents Captain Il'In a commemorative clock.

have a container line connecting us with these markets every 10 days."

Andrew Dixon, Commercial Manager with Logistec Atlantic, estimates the port will see at least 100 containers coming in and 100 going out or the equivalent of about 300 TEUs moved.

"We also anticipate a predominance of 40-foot containers used for exports to Cuba rather than 20-foot containers. Exporters are starting to notice the new service now that they see the line calling, and after a few more sailings, tonnage levels will continue to grow."

Trevor Durant of Furncan Marine, sub-agent for Robert Reford (general agent for Melbridge in Canada) said the cargo is mixed with 20 percent "reefers" or refrigerated cargo. 

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# Oldest Agency Represents New Container Service

Robert Reford of Montreal, General Agent in Canada for the new Melbridge Container Line service, is being represented in Saint John by Furncan Marine. The Port has a long-standing relationship with Robert Reford, which was instrumental in securing the Line for Saint John.

Ross Kennedy, President of Robert Reford, said Saint John was very attractive when it came to adding a Canadian port to Melbridge's Europe-Cuba service. "We looked at other Canadian ports but thought we would be better serviced here," Mr. Kennedy said.

***"We saw good rates, good service and a world-class terminal."***

"The high level of service and cooperation from the Port Authority and the Terminal Operator, coupled with the rail connections through the partnership of CN and NBSR made Saint John the preferred port-of-call and we look forward to developing more business for the port with Melbridge."

Mr. Kennedy says Saint John is a good-sized port with available berthing space which is an important factor for Melbridge. "Flexibility is important because we are not operating on a fixed-



*Robert Reford, General Agent for Melbridge Line, has a long relationship with Saint John.*

day schedule. So, when we looked at the Port of Saint John, we saw good rates, good service and a world-class terminal."

Mr. Kennedy says Robert Reford has a long-standing relationship with Logistec Atlantic, the container terminal operator in Saint John, and he has worked with the Port of Saint John for many years. "The people here have always been very cooperative".

Robert Reford, is the oldest Canadian steamship agency, established in Montreal back in 1866. Continuity in family ownership and management has

been maintained since that time. Geoffrey Reford, whose Great-Great-Grandfather founded the business, works in the company's port operations dept. Between 1911 and 1945, the company was associated with Cunard and later White Star Line, as General Agents for Canada. Since 1945, the Company has acted exclusively as general steamship agents.

Robert Reford is a wholly owned subsidiary of MRRM Inc. (formerly Mount Royal Rice Mills Limited). MRRM Inc. is engaged in a number of importing, manufacturing and distributing enterprises.


## Cuba Via Saint John!

Melbridge Container Line gives Saint John a Cuban Connection! Long one of our important trading partners in the Caribbean, Cuba has had good relations with Canada since 1945. In addition, Canada and Mexico were the only two countries in the hemisphere not to break relations with Cuba following the Cuban Revolution in 1959.

Canada is Cuba's third largest global trading partner (following Venezuela and Spain), and second largest foreign investor (after Spain), with ties particularly strong in agriculture, mining and tourism,

The 20th Havana International Trade Fair in 2002 was the largest trade fair in Cuba and the Caribbean, where more than 90 Canadian companies and two provinces, Quebec and Manitoba, were represented.

Canadian exports to Cuba were \$395 million in 2001, compared to \$333M in 2000. Canada's main exports to Cuba are agrifood products (cereals, meat and vegetables), machinery, electronic equipment, motor vehicles and parts. Cuba's exports to Canada in 2001 consisted mainly of ores (nickel), sugar, tobacco and seafood. Ports and Harbours in Cuba include Cienfuegos, Havana, Manzanillo, Mariel, Matanzas, Nuevitas, Santiago de Cuba.



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# New Monument Honours Departed Port Workers

Approximately 400 people gathered at Pugsley Park on April 28th to witness the unveiling of a new monument honouring port workers lost on the job. Speakers included Bill Farren, Saint John District Labour Council, and Brian Duplessis, President of the ILA 273.

Taking part in the unveiling were Margaret Weaver and Margaret Walsh the sister and mother, respectively, of Frank (Freckles) Walsh who lost his life at the Port one year earlier.

Anne Knee, widow of Robert Knee, who fell from the deck of a tugboat in 2001, also assisted. Following the unveiling, Reverend Dale Gray, Port Chaplain, led a prayer for the fallen port workers.

Saint John historian Harold Wright researched the list of 185 names on the monument, which was provided by the ILA and dedicated as part of the National Day Of Mourning for Workers Killed or Injured on the Job.

A reception followed at Pugsley Terminal where bereaved family members shared memories with the port community and today's workers were reminded about safety.



Workers who died on the job are forever engraved in our hearts and minds.



## Port Handles Heavy Artillery

Capt. Mick Majeed is interviewed by media as military equipment invades Navy Island Forest Products Terminal.



Port of Saint John longshoremen assisted the British Military with 98 pieces of equipment rolled off the MV Southern Trader in late March.

The British Military has been moving new and old equipment via ships and rail to the British Army Training Unit at CFB Suffield, in Alberta, for more than 30 years, where it is used in military exercises.

The equipment included Challenger II tanks, armored vehicles and artillery such as 155mm howitzers, and was discharged using the floating ro/ro ramp at Forterm.

Capt. Mick Majeed, the commanding officer for the transport and movement of the British Army Training Unit, oversaw each vehicle coming off the ship for loading onto rail.

Forwarding arrangements were handled by Guy Tombs of Montreal.

In September 2001, more than 250 United Nations vehicles came through the Port of Saint John to Canadian Forces Base Gagetown. That equipment was used by Canadian Peacekeepers in Eritria, Africa.

Challenger II tanks, armored vehicles and artillery are used in military exercises in Alberta.



# Tropical Shipping Wins CIFFA Award

Judy Dulgar (left), of Tropical Shipping, accepts a Forwarder's Choice Award from Jennifer Kennedy, Triad International. Tropical Shipping won the Canadian International Freight Forwarders Association (CIFFA) Eastern Region ocean carrier of the year for the Caribbean.

Tropical Shipping is a Florida-based line providing Canada's only direct container service from Saint John to the Caribbean and Florida every week.

More than 400 people attended the Forwarder's Choice Awards, held in April in Montreal.



## Cruise Ship Traffic Up 17% in 2003

The Norwegian Sea made her inaugural call to the Port of Saint John on April 30 making it the earliest spring arrival ever. The first cruise ship brought 1,405 passengers to the city and 34 more ships will bring a total of over 83,000 passengers this year.

"After a slower year in 2002, we are pleased to see a 17% increase in 2003," said Betty MacMillan, Trade Development Officer, for the Saint John Port Authority. "Saint John planned on welcoming 49 ships this year, which would have been a near-record year, but last month, Florida-based Regal Cruise Lines ceased operations. Nevertheless, the cruise ship business remains strong and is growing all the time," ensures Ms. MacMillan.

Next up is the Carnival Victory on June 25th and the 2003 season runs until October 29th when the season closes with the call of Royal Caribbean International's *Grandeur of the Seas*. "In total, 35 vessel calls from five major cruise lines are scheduled for the 2003 season." These lines include: Carnival Cruise Line, Cunard Line, Norwegian Cruise Line, Princess Cruises, and Royal Caribbean International.


Two vessels will make inaugural calls to the Port of Saint John this season, *Serenade of the Seas* and *Regal*

***"Thirty-five vessel calls from five major cruise lines are scheduled for the 2003 season."***

*Princess*. The *QE2*, a favourite with Saint Johners, is scheduled to visit on October 16th at 3:00 p.m. and for the first time will overnight in Saint John.

The Cruise Saint John Meet and Greet committee continues to impress visitors, and now Saint John Tour Guides are recognized as among "the best in the world" according to Dream World Cruise Destinations, a leading international cruise magazine.

In its February issue, the magazine announced nominations for its "Rest of the World" awards and Saint John tour guides were rated among the best. The magazine, published annually, provides information on ports throughout the world. The nominations recognize outstanding global cruise destinations and port facilities.

"We're very excited to get the worldwide recognition," said Melanie Colpitts, Cruise Account Manager of Aquila, a company that provides tours in Saint John. "But the development and training of our guides has been top priority for Aquila all along". Ms. Colpitts also attributes the success to a national certification program in which Aquila guides participate. 



*The Norwegian Sea was earliest ship ever and was welcomed by the world's finest guides!*

# Wallenius Wilhelmsen Cargo Increasing

The Port of Saint John continues to be one of Wallenius Wilhelmsen's strategic North American port calls with twice monthly sailings from Saint John to Bristol, Flushing, Hamburg, and Gothenburg.

The line's Oceania trade route includes; Auckland, Brisbane, Sydney, Melbourne and Fremantle on a monthly schedule. In addition to forest products, Wallenius Wilhelmsen is increasing volumes of automobiles, ro/ro, static and project cargo.

"Wallenius Wilhelmsen vessels have been calling the Port of Saint John for more than two decades and we look forward to future developments," says Gary Merlin, Manager, Canada.



# Potash Mine Hits Natural Gas and Record Shipments!

Having overcome flooding in the mine and flooding of the market with excess potash, the Potash Corporation of Saskatchewan (PCS) near Sussex is now on a roll. Not only has the mine found natural gas on site to power the facility— shipments have reached record levels this year.

"We had a record first quarter," beams Raoul Gauthier, General Manager of PCS. "We have been shipping approximately 300,000 tonnes from the mine to major customers in Brazil and Caribbean since January," he said in early May. "This is a significant increase over last year, especially considering the first quarter of 2002 was rough. We were shut down for six weeks due to high inventories but this year we've been going like crazy and it looks like a really good summer ahead."

The increased tonnage translates into more hours for the ILA labour force

at the Port. Over 95 percent of the product is shipped by rail to the Company's potash terminal at the Port of Saint John for export.


Further good news for PCS was the accidental discovery of natural gas while drilling a brine injection well on company property. The gas comes from two deep wells located near the mine in Penobscuis.

*"We've been going like crazy and it looks like a really good summer ahead."*

PCS switched to natural gas on April 23, 2003 with the opening of the on-site processing plant. "The move could save about \$2-million annually and will also significantly lower the mine's greenhouse gas emissions," explains Mr. Gauthier. He says natural gas conversion replaced more

than 20-million litres of fuel oil required to power the mine's boilers and dryers each year.

Provincial Natural Resources and Energy Minister Jeannot Volpé had high praise for the move. "It's a fine example of New Brunswickers making the best use of what's available to us." The natural gas production is also the first to occur in New Brunswick since production from Stoney Creek, New Brunswick's only other gas field, ended in 1991.

The mine has been operated by PCS since 1993 and produces 785,000 tonnes of muriate of potash every year along with 650,000 tonnes of rock salt used on roads during the winter. Sales markets for potash products include destinations in Europe, South and Central America, and the United States. 



Over 95% of PCS potash is shipped from the Barrack Point Terminal.

### ***Didier Vanalderwerelt (Vanal) New SJPA Vice-President, Trade & Operations***



The Saint John Port Authority was pleased to appoint Mr. Didier Vanalderwerelt (Vanal) Vice-President, Trade & Operations, April 28, 2003.

Mr. Vanal has held a number of senior positions in the marine transportation sector including Vice-President & General Manager for K-Line Canada Ltd, President & General Manager of Nortec Marine Agencies, Senior Vice-President of Inchcape Shipping Services Limited, Montreal, and Owners Representative for Marfret-UAL Line in Montreal. His international experience includes President of

IGS International Groupage Services (Paris), Line Manager for Marseille Fret (Paris) and Vice-President Sales & Marketing for Chase International, Antwerp, Belgium.



Mr. Vanal was born in France, educated in New Orleans and gained his experience in the shipping industry in both Europe and Canada. He has worked for the past 18 years in Montreal. He has served on the Executive Committee of the Shipping Federation of Canada and enjoys golf and swimming. Mr. Vanal assumed his position in Saint John, April 28th, 2003. He brings tremendous marketing strength to the Port Authority and a working knowledge of marine operations.

### ***Peter Pilkington: Bay Ferries' New Manager of Marketing & Customer Relations***

Bay Ferries Limited is pleased to announce the appointment of Peter Pilkington as Manager of Marketing, and Customer Relations for the Saint-John Digby Service.

Peter has been with the company since March 2001, in the same capacity in the company's Yarmouth, N.S. location. He was transferred to Saint John in January of 2003. Peter will focus on promoting the Saint John - Digby service in both New Brunswick and Nova Scotia, developing day and overnight packages, and establishing a rapport with local Tourism and Business Networks in the New Brunswick and Nova Scotia Markets.



### ***Paula Small Returns as SJPA Communications & Public Relations Officer***



Paula Small has recently returned to the Saint John Port Authority as Communications & Public Relations Officer after a year spent with her new daughter, Sarah.

Paula resumes responsibility for coordinating Port Authority events including Port Days, and facilitating production of Port Progress and other communications collateral of the Saint John Port Authority. Additionally, Paula is responsible for maintaining the Port Authority website ([www.sjport.com](http://www.sjport.com)), advertising, promotional items and media relations.

### ***Larry Mackisoc, New General Manager at Kent Line***

Mr. Mackisoc brings 39 years of experience in the pulp and paper industry to the helm of Kent Line. Since 1997, he was responsible for logistics for Irving Forest Services Limited in Saint John.

He has worked for a major pulp and paper company as Vice-President Logistics and Operations Planning and General Manager of the Container Division. Mr. Mackisoc was also director of Marketing Services for the same company where he purchased freight services and ensured products were delivered to customers at the lowest possible cost. Subsequently, he brings a valuable customer perspective of the marine sector to his new role. He and his wife Laura reside in Quispamsis.



# Annual Meeting Will Review Recent Successes

On Thursday, June 19, 2003, the Saint John Port Authority will hold its fourth Annual Meeting since it became a Canada Port Authority in 1999. The meeting will be held at 9:30 a.m. in the McAvity Room of the Delta Brunswick Hotel, 39 King Street, Saint John. The public is invited to attend.

The annual review will be presented in public forum by Mr. David Doyle, Chairman of the Port Authority, and Captain Al Soppitt, President and CEO. "The Port has seen some successes through 2002," says Captain Soppitt, "with the addition of Maritime Metals, the completion of a full year by Tropical Shipping and another successful cruise season." And the outlook is also promising according to Capt. Soppitt. "However, of primary importance in 2003 is for the Port of Saint John Employers Association and the International Longshoremen Association to negotiate a new Collective Agreement," he says.

"This is essential for us to gain a competitive edge to enable us to develop new business opportunities," he concluded. "With everyone working together toward growth, we will continue to be a gateway for Canadian trade, but we need to strengthen our strategic position in the global market."

With Potash exports on the rise in 2003, a new container service through Melbridge Container Line (see page 1), Capt. Soppitt is planning for more cargo to be handled over Saint John Port Authority facilities.

SNF/Maritime Metals Inc, a Montreal-based metal recycling company, became a new port user in 2002. It's operations are now established, resulting in thousands of

man-hours for each loading. CanSugar has also become a new user of the Port at Lower Cove.

The Port has always acted globally. Wallenius Wilhelmsen Line's service to Europe is growing, while its "ANZ" service to Australia/New Zealand continues monthly. Kent Line makes regular calls to Brazil and Tropical Shipping is Canada's only direct container service to Florida and the Caribbean. "The Oldendorff Indotrans service calls monthly at the port with heavy cargo liftings" observes Captain Soppitt.

Forest products exports continue to attract major carriers such as Star Shipping and Gearbulk, and Tramarco Line calls are frequent. At private facilities, petroleum for Irving Oil Limited, accounts for the majority of liquid bulk tonnage through the Port of Saint John with 23.8 million tonnes in 2002.

The Cruise business continues to look bright for the Port of Saint John. In 2003, 35 cruise ships will deliver over 83,000 passengers to Saint John. "This is a 17% increase over 2002!" notes Captain Soppitt (see page 4).

This spring, the 100,000th vehicle was ceremoniously offloaded from a CP railcar at Autoterm. Vehicles are delivered by rail from Mexico, the United States and Canada, and are then trucked directly to the dealers in Atlantic Canada.

Security will continue to be a high priority in the future and the port will soon have a state-of-the-art VACIS scanner and photo identification. "After 9-11, we quickly improved fencing and installed new entrances to ensure the port's safety and security," states Captain Soppitt.

The Port Authority continues to hold its tariffs at low levels to maintain the port's competitive position. "We are also hoping changes requested at the Canada Marine Act review will be implemented to improve port flexibility."

*Autoterm welcomes 100,000th vehicle, (from left) Jack Lambert, Bill Edgett, John Wood, Will McAdam and Jamie Humphrey.*



*"With everyone working together toward growth, we will continue to be a gateway for Canadian trade."*



# NTW/PORT DAYS 2003 SCHEDULE: SAINT JOHN TRADE & CONVENTION CENTRE

## MONDAY, JUNE 2nd

9:00 am - 4:00 pm

Registration Desk Open  
Saint John Trade & Convention Centre

10:00 AM - 5:00 PM

Golf at Westfield Golf & Country Club

1:30 PM - 4:30 PM

St. John River Cruise on *M.V. Voyageur*, departs Saint John Marina, South Bay. **Note:** Shuttle bus leaves Saint John Hilton at 12:30 pm.

7:30 PM - 10:00 PM

Business Mixer: Harbour cruise aboard the *Princess of Acadia*. **Note:** Shuttle bus leaves Saint John Hilton at 7:00 pm.

## TUESDAY JUNE 3rd

8:00 AM - 4:00 PM

Registration Desk Open  
Saint John Trade & Convention Centre

8:00 AM - 8:45 AM

Breakfast in the Montagu Rooms  
Saint John Trade & Convention Centre

9:00 am - 9:15 am

Official Opening in the Marco Polo Room, Saint John Trade & Convention Centre

9:15 am - 10:15 am

Presentations in the Marco Polo Room, Saint John Trade & Convention Centre



## TUESDAY, JUNE 3rd, continued

*Ronald E. Orton* - President  
Jebsen International (USA) Inc.

*Michael Ronan* - Associate VP of  
Destination Development, Royal  
Caribbean International

10:15 am - 10:30 am

Refreshment Break  
Marco Polo Room, Saint John Trade  
& Convention Centre

10:30 am - 11:45 am

*Robert Grindrod* - President & CEO  
Montreal, Maine & Atlantic Railway

*Mark MacDonald* - President & CEO  
Bay Ferries

## TUESDAY, JUNE 3rd, continued

*Don Collins* - District Director  
Southern New Brunswick and PEI  
District, Canada Customs and Revenue  
Agency

12:00 pm - 12:30 pm

Pre-Lunch Reception  
Foyer of the Saint John Trade  
& Convention Centre

12:30 pm - 2:30 pm

Luncheon & Keynote Speaker  
Loyalist Room  
*Gordon Houston* - President & CEO,  
Vancouver Port Authority

2:30 pm - 6:00 pm

Free Time

6:00 pm - 7:00 pm

Pre-Dinner Reception  
Foyer of the Saint John Trade  
& Convention Centre

7:00 pm - 10:00 pm

Seafood Fiesta  
Marco Polo Room, Saint John Trade  
& Convention Centre

*The Seafood Fiesta ticket includes four beverages. Complimentary wine will be served at the dinner. Please note that other beverages will be on a cash bar basis.*

**Note:** The service of packaging lobster for take-out will no longer be available at this event due to health regulations.

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