



### Associate Membership Campaign

## MedCruise accepts its first associate members

After recently amending its constitution to allow port agents and tourism boards to join MedCruise, the association welcomes its first three. MedCruise recognises the very vital role these partner agencies play in the cruise industry and their involvement in the association is a key part of MedCruise's larger strategy of coordination, collaboration and promotion.



**M**H Bland & Co Ltd was established in 1810 as a port agent and has gone on to become a major contributor to the activities of the port of Gibraltar over almost 200 years. Today, it provides an in-house range of services to the local Tourism and Maritime industry including:

- Port Agency
- Shore Excursions utilising its own fleet of coaches
- The Cable Car to the "Top of the Rock"
- Stevedoring and general cargo handling
- A fleet of harbourcraft, tugs and barges

- "Dolphin World" providing excursions to see dolphins in their natural habitat.
- Travel Agency specialising in cruise holidays.

The MH Bland Group is ISO 9001–2000 certified and a member of the Multiport Network of Port Agents.

In expressing his delight at being accepted as the first associate member, George Gaggero (left), Deputy Chairman commented 'the MedCruise philosophy of getting the industry together to discuss and act on issues is one with which we feel very comfortable. We look forward to working with our colleagues, especially with our neighbours in the region, to further improve the services available to the client. The announcement of a new agreement between Spain, UK and Gibraltar will open up commercial opportunities. MedCruise provides the ideal vehicle for maximising the region's potential to the client's advantage'.

**B**assani's history as a shipping agent dates back to 1860, but it was in 1930 that the company expanded to become an incoming tour operator. Since then, Bassani has developed and grown in both the shipping and travel industries to become a leading company offering the following services:

- Shipping Agents
- Cruiseship ground handlers
- Shore excursion operators
- Destination management company
- Incoming tour operators
- Travel agents
- Insurance and forwarding agents

Cruiseship ground handling & shore excursions operations are the main activities of Bassani and the company handled the first passenger cruise ship docking in Venice back in the 1950's.

With the introduction of branch offices in Trieste, Ravenna and Bari, Bassani are now able to offer a high standard of service throughout the whole of the Adriatic Coast.

The Passenger Ship division of the port agency offers a 24-hour complete assistance to ships calling at Italian ports.



**Filippo Olivetti – Managing Director of Bassani**



**Luca Massa**

**M**ykonos, based in Cagliari and led by Luca Massa, is a consortium of Italian firms that provide environmental services to ports, and to firms involved in the shipping and marine industries. The main objectives of the Mykonos consortium is to encourage entrepreneurial efforts among its member firms, and to assist in infrastructure investments and in the professional development of personnel.

Environmental regulations are becoming more and more onerous both for the clients and for the firms providing environmental services.

Through Mykonos, more than 20 firms work together to improve the efficiency of the environmental services they provide through the exchange of the latest technologies and best practices, without having to refer to a third party.

Mykonos also looks to maintain low costs among the services its firms provide, and eventually, aims to promote the establishment of similar fees and rates for similar services rendered at its members' home ports.

Mykonos joins MedCruise to take advantage of the many networking opportunities possible between MedCruise port members and Mykonos member firms. Massa sees Mykonos as a very useful associate member as he and other members of Mykonos can assist in problem solving and in policy development among MedCruise members and governmental institutions with respect to environmental issues related to ports and passenger shipping.

# MEDCRUISE AT SEATRADE MED, IN NAPLES



**M**edCruise had its strongest ever presence at a Seatrade Med event with 22 exhibition stands represented on the 800sq mtr pavilion in the Maritime Station in Naples.

Highlight for MedCruise members was a cocktail party held in the pavilion on October 19th where founding members, past presidents, board members, current members and cruise executives gathered to celebrate the association's 10th anniversary.

MedCruise president Laurent Monsaingeon read out a congratulatory letter sent from Malta by Joe Grioli, founding president of the association. In the letter Grioli congratulated MedCruise on its decade of success and praised the foresight of the 11 founding member ports in establishing an association in June 1996 to promote the Mediterranean as a cruise destination.

Flanked by past presidents Fabio Capocaccia and Juan Madrid, Monsaingeon presented a bottle of 10-year-old vintage wine to representatives from each of the founding member ports. There was also a special gift for each of the past presidents.



MedCruise presidents past and present L-R Juan Madrid, Laurent Monsaingeon and Fabio Capocaccia



Founding member Piraeus - Stavros Hatzakos receives his vintage wine



Charles Axisa from Malta accepts a gift on behalf of founding president Joe Grioli



Founding members - Jean-Yves Battesti (left) and Raymond Ceccaldi from the South Corsica Port Authority

# OCTOBER 18-20th 2006

## MedCruise speakers at the Seatrade conference

**M**edCruise played a full role in the Seatrade Med conference programme that ran in parallel to the exhibition at the Maritime Station in Naples.

Francesco Nerli, president of the Port Authority of Naples gave the welcoming address on the opening day of the conference, October 18th. Under his presidency Naples has witnessed a transformation in its passenger business which numbered over 9 million last year, 830,000 of which were cruise-related. 'This figure

is likely to reach 600 ships and almost 1 million cruise passengers in 2006 and we will not stop there', he said.

In the Destinations and Shore Excursions panel which took place later in the day Laurent Monsaingeon (left) and Giovanni Spadoni (top right), MedCruise director of security, both joined the platform.

Monsaingeon emphasised the economic impact of cruising on communities and the need to convey that to local and regional officials. MedCruise is working with the

ECC, Cruise Europe and Euroyards on producing an economic impact study of the European cruise sector which will be published next February. He talked about the 'extremely remarkable growth and investment of cruise lines in the Mediterranean' and a 'win-win' situation at all levels, for communities, investors, etc.

He mentioned the 'very important role of agents' with a new associate membership for port agents in MedCruise.

Port congestion caused by bigger ships was a hot topic though there was little consensus on how to tackle it.

Port of Livorno's Spadoni, noted that on 28 days in 2006, his port hosted more than 5,000 passengers. On a peak four-ship day that exceeded 10,000 passengers, 10% to 20% stayed aboard ship, and 60% went on tour, causing a need for 120 50-seat buses.

Some 20% to 30% of passengers didn't buy tours but used city shuttles, boosting traffic that sparked residents' complaints about noise and air pollution.

Overcrowding at historic centres is a problem. Destinations will need to convert from diesel to electric shuttles to help curb pollution, Spadoni said.

The Med draws possibly the world's most diverse cruise fleet and offers more itinerary choices than perhaps anywhere in the

world, said speakers at the Products Diversity in the Med session, in which secretary general Jose Campos (left) spoke.

A new Greek Islands itinerary for easyCruise, Black Sea sailings from the Greek port of Thessaloniki for Thomson Cruises and Disney Cruise Line's first Mediterranean itineraries are among a host of new developments for the region in 2007.

The search for new homeports, the emergence of North Africa and the opening of the Red Sea as an extension to the Med were among the trends highlighted by Bill Gibbons, director of the Passenger Shipping Association and marketing director of the European Cruise Council.

Campos pointed out that a solution to the problem of increased congestion at popular ports is for cruise lines to diversify the destinations they offer. He stated that more experienced travellers, and repeat cruise customers, expect more than just sightseeing and want to experience active excursions in magnificent settings. Campos provided examples of innovative excursions possible from among several MedCruise port destinations and highlighted some relatively undiscovered scenic and cultural offers.

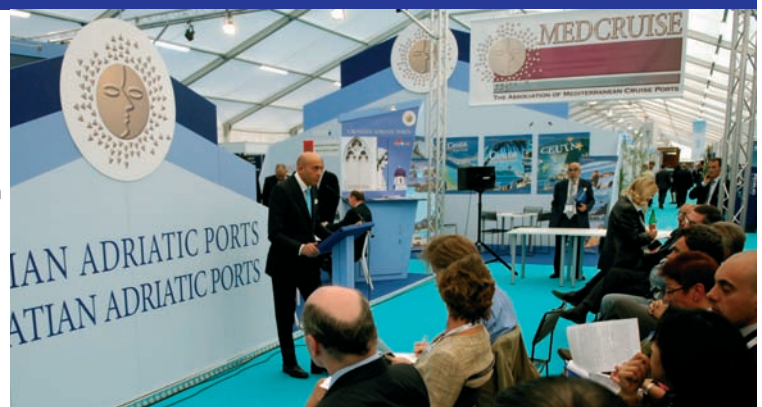


## Port of Bari press conference

### 10th busiest cruise port in Med

**P**ort of Bari held a press conference at the pavilion to announce cruise traffic will finish on around 1.6m passengers in 2006 making it the tenth busiest cruise port in the Mediterranean, according to the Bari Port Authority. A big factor in the growth has been the arrival of ships from MSC Cruises and Costa Crociere. The former as well as embarking Italian passengers at the port has regular charter flights from Madrid and Barcelona bringing Spanish and international passengers to join MSC Musica.

Next year Costa's new flagship Serena, Costa Mediterranea, MSC Orchestra and MSC Armonia will make regular calls at the Adriatic port. In total 122 calls are scheduled between March and December 2007. New facilities at the Darsena di Potente will provide new berthing by 2008 and over 70,000sq mtr of quayside space enabling better servicing of the ships.



**Presentation by Manlio Guadagnuolo managing director Bari Porto Mediterraneo**

## MedCruise 29th GA

Laurent Monsaigeon presided over MedCruise's 29<sup>th</sup> General Assembly, which took place on October 18<sup>th</sup> at the Seatrade Med Cruise and Ferry Convention. Monsaigeon thanked and congratulated MedCruise member, the Port of Naples, for hosting the Seatrade Med event and summarised the association's progress over the last months, stressing the importance of its promotion efforts, its work on the local economic benefit study, its establishment of the first professional development seminar, and its involvement and collaboration with other associations and government officials.

The General Assembly voted in two new members to the association: the Port of Batumi, in Georgia and the Port of Castellón, in Spain. Chairman Saba Kiknadze of the Department of Tourism and Resorts of Georgia presented on the port of Batumi, located on the Black Sea, and the attractions to visit in Georgia from this destination. Castellón Port President Juan José Monzonis and Commercial Manager Susana Soria presented the Spanish port of Castellón with a presentation of the port, the destination and its new facilities aimed to attract cruise ships.

The addition of the two members brings MedCruise membership to 49, representing 68 ports and 20 countries.

The General Assembly also voted in the association's first three associate members. They included MH Bland, Gibraltar port agent, represented by George Gaggero; Mykonos S.C.a r.l., a



L-R Valeria Mangiarotti, Laurent Monsaigeon and Albert Poggio

consortium of Italian port agents, represented by Luca Massa; and Bassani, a Venetian port agent, represented by Alessandro Olivetti (see article on page 1).

The General Assembly also voted to amend the MedCruise constitution to allow other industry associations to join in as associate members.

MedCruise directors presented their work on their respective assignments, including Albert Poggio, *svp*, who discussed his press and promotion activities; Valeria Mangiarotti, *vp*, on European Union policies; Giovanni Spadoni, on his various presentations on security directives; and Lotfi El Ajmi, on the ports' statistics.

In preparation for the Association's work in 2007, Antonio Crespo presented on the various promotional events scheduled. José Maria Carrasco on Ceuta's work in preparing MedCruise's first professional development seminar and David Stupelman on his promotional efforts in the Black Sea, including the MedCruise May 2007 General Assembly to be hosted by Sochi.

## HAATA conference in Piraeus; Greece

The Piraeus Cruise Forum, situated in the Greek port, took place in October 2006. Cabotage and the need to develop more hub ports were themes that emerged from the discussion, organised by the Hellenic Association of Tourist and Travel Agencies (HATTA).

Laurent Monsaigeon, MedCruise president, gave insight on port development in the Mediterranean, focusing on cruise hub ports, whilst Mario Sennacheribbo, *md*, Balears Consignatarios, presented a detailed examination of the development of Palma de Mallorca and Barcelona as Spanish cruise hub ports.

Cruise line executives joining the Forum included John Tercek, *vp*, Royal Caribbean International, Capt. Paris Katsoufis, *president*, Kyma Ship Management Inc., George Stathopoulos, *md*, Louis Hellenic Cruises and Larry Pimentel, *president*, SeaDream Yacht Club.

In a lively discussion it became clear that further investments are required to develop more hub ports in addition to Piraeus.

Cabotage laws preventing non-EU flagged ships from cruising exclusively between Greek ports does little to support the country's development as a cruise destination.



Laurent Monsaigeon (far left), a speaker at the HAATA conference

## MedCruise Members

- Alanya
- Alicante
- Almeria
- Balearic Islands
- Barcelona
- Bari
- Batumi
- Cagliari
- Cartagena
- Castellon
- Catania
- Ceuta
- Cyprus ports
- Dubrovnik, Korcula
- Egyptian ports
- French Riviera ports
- Gibraltar
- Israeli ports
- Koper
- La Spezia
- Lattakia
- Livorno
- Malaga
- Messina
- Monaco
- Moroccan ports
- Naples
- Palamos
- Palermo
- Pescara
- Piraeus
- Portoferraio
- Portuguese ports
- Ravenna
- Rijeka
- Sete
- Sevastopol
- Sibenik
- Sochi
- Split
- Tarragona
- Toulon, St Tropez
- Trieste
- Tunis
- Valencia
- Valletta
- Venice
- Volos
- Zadar

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