



MEDCRUISE NEWS

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MedCruise General Assembly 4th-5th November 2003, Alexandria

Security focus as ISPS deadline approaches

The 23rd General Assembly of MedCruise was held on November 4th and 5th and chaired by President, Juan Madrid (pictured right). The event took place in Alexandria, kindly hosted by Egyptian Ports and was attended by more than 40 delegates from member ports.

The following important dignitaries from Egypt welcomed participants:

- Admiral Hatim El Kady, Chairman of Egyptian Chamber of Shipping.
- Admiral Mohamed Youssef, Chairman of Alexandria Port Authority.
- H.E.-Abdel Salam El Mahgoub, Governor of Alexandria.
- H.E.-Eng. Hamdy El Shayeb, Minister of Transport.
- Mr. Ahmed Shafik, Minister of Civil Aviation.
- General Ahmed Aly Fadel, Chairman of Suez Canal Authority.
- H.E. Dr. Mamdouh El Beltagi, Minister of Tourism.

The renovation of Alexandria Passenger Terminal was also presented to MedCruise members.

The main topics of the agenda were:

- **Promotion.** The new marketing campaign was presented. It is made up of four publications: MedCruise Membership directory 2004/05 (publishing November 2004), MedCruise map, (out in March 2004) and two quarterly newsletters: MedCruise News (for the cruise industry) and Destination MedCruise (for the travel trade).
- **Website.** A new state-of-the-art website, more modern and interactive has been developed.
- **Events.** MedCruise will participate as an exhibitor in Seatrade Miami 2004 and Seatrade Med 2004.
- **Security.** To develop a standard of security in the region with the help of the European Union. The immediate action to be taken will be the implementation of the ISPS Code issued by the IMO (deadline: 1st July 2004).



See also back page article.

During the Assembly the members enjoyed the interesting intervention of representatives of three major cruise lines who kindly accepted MedCruise's invitation: Captain Emmanuel Psarrakis from Festival Cruises, John Tercek (Vice President, New Product Development) from Royal Caribbean Cruises Lines and Hubert

Schulte-Schmelter (Marketing and Strategic Planning Director) of Phoenix Reisen. These executives gave their opinions on some relevant topics indicated by MedCruise members in an internal survey. The associates also had the opportunity to have face-to-face meetings with the guests.

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Board View – Mario Flores, new vice president



As a member of the Board of Directors, I am responsible for events. With the help of a working committee made up of four members and the Secretary General, we analyse and evaluate the feasibility of participating in different events, either as a visitor or as an exhibitor and then work on our participation. After each event I present a detailed evaluation.

Thanks in part to the participation in international fairs and congresses, MedCruise is now well-known in the cruise industry. During 2004, MedCruise will participate as an exhibitor at Seatrade Cruise Shipping Convention (booth No.1261) in Miami in March and at Seatrade Med, in Genoa in November. In the latter, MedCruise will have a Pavilion with the participation of most members.'

President of Port of Alicante (Spain), Flores has been a MedCruise Director for two years and is one of the directors representing small ports on the Board. 'The promotion of small ports is very important. The cruise industry is growing in a spectacular way; more customers repeat and more itineraries are required. Small ports are crucial to offer exotic and different itineraries to cruise passengers.'

Portoferraio

Cruise quay to be lengthened by 35 metres



Portoferraio is the capital of Elba, the largest island in the Tuscan archipelago. This summer about 75 cruiseships called bringing around 24,000 passengers and the port anticipates this traffic will increase in line with on-going infrastructural development to enlarge the port.

New lines to chose Elba this year included Radisson Seven Seas, Royal Olympia and Hebridean Island. Portoferraio's principal cruise quay is to be lengthened by some 35mtr. to allow larger ships to berth. Plans also exist for the construction of a passenger terminal in the next few years, at an estimated cost of around €1.5m.

The deepwater quay where the majority of cruiseships dock is a stone's throw from the historic centre of Portoferraio town. Disembarking passengers find themselves inside the Medicean town, between fashionable shops and small restaurants, not far from places full of Napoleonic memories, like the Teatro dei Vigilanti or his residence, the Villa dei Mulini.

Those visiting the island can delve into history with a visit to the Napoleonic summer residence at San Martino, some 4 miles from Portoferraio or to the remains of the Roman villas at Le Grotte and Capo Castello.

An alternative excursion offers the opportunity to visit tiny villages overlooking one of the most sparkling seas of the Mediterranean, or hidden away on mountainous slopes amid the green of the chestnut forests. All this whilst enjoying a taste of the exquisite local wines!

Gibraltar

QM2 scheduled to call four times



included Ocean Village, Oceana, Adonia, Costa Mediterranea, Crystal Serenity, Oosterdam, MSC Lirica, Mona Lisa, Island Escape and Thomson Spirit.

The largest ship yet to visit is the Golden Princess which first called in May 2002 and called again this September.

Four calls by the new Queen Mary 2 have been

scheduled in 2004, the first on May 27. For this, the Port is undertaking some dredging work to deepen the draft alongside the Cruise Terminal to 11.5mtr.

Gibraltar is looking at its range of shore excursions to see if new ones can be introduced and the long-time favourites refreshed. The must-see attractions in Gibraltar are: Dolphin Safari, War Time Galleries, St Michael's Cave (and its son et lumiere show), the Rock Apes and Alameda Botanical gardens.

In 2003, 34 different cruise operators will have included Gibraltar in their itineraries. By the end of the year and assuming there are no cancellations Gibraltar will have received 167 cruise calls, up from 149 in 2002.

The biggest single caller is P&O Cruises, which is calling 25 times making Gibraltar the line's most frequently used port (other than homeport Southampton).

Ships making their inaugural call this year

Bari

165 calls anticipated for 2004

In just three years the Adriatic port of Bari has doubled the number of cruiseship calls and passengers visiting the capital of the Apulia region in south-east Italy. 122 cruiseship calls brought 213,984 passengers in 2003 with just over a quarter of the passengers emanated from turnarounds, totalling 56,942. This summer saw first-time visits from Black Watch, Adriana and Crystal Serenity.

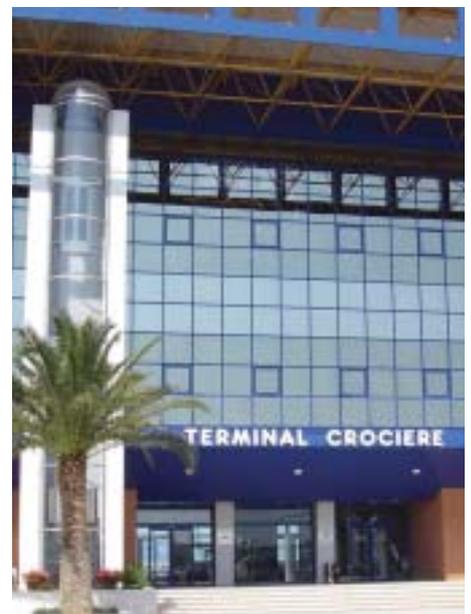
In 2004, 165 calls are anticipated.

In addition to opening a new 3,500sq mtr cruise terminal in September, the Port of Bari Authority opened a new parking area dedicated to cruise passengers, a new baggage claim system, a tourism information service and a new waiting area 'La Grande Vela'.

Planned investment includes the refurbishment of the old cruise terminal and a new left luggage area.

The must-see tourists attractions near to Bari include:

The Norman Swabian Castle, the Basilica of Saint Nicholas, the Piazza Mercantile (very close to the port), the famous Trulli of Alberobello (40 minutes by coach), the Grottoes of Castellana (40 minutes by coach), the Castel del Monte in Andria (45 minutes by coach), the cliff of Polignano a Mare, and ... traditional Apulian cooking. A new tourist attraction 'The road of dinosaurs' in Altamura (50 minutes by coach) opened this year.



Lisbon

Over 60 turnarounds this season

Lisbon expects to finish the year with 268 calls. Compared with 2002, the growth is almost 23% (up from 218 calls last year) and an expected rise of 12% in passengers to 185,000.

As usual Lisbon has welcomed several new visitors, namely Oosterdam, Crystal Serenity, Adonia, Oceana, Seven Seas Voyager and Regal Princess. Both AIDAaura and Costa Mediterranea visited on their maiden voyages.

Although mainly a transit port local shipping operator, Arcalia Shipping, uses Lisbon as a turnaround port, as did RCI (with Splendour of the Seas), HAL (with Noordam and Oosterdam), Seabourn Cruise Line, Windstar Cruises, ROC, Crystal Cruises, NCL, Silversea, Radisson Seven Seas, Peter Deilmann and Orient Lines this year. In total, over 60 turnarounds will be recorded this year.

Last year the port invested in security equipment, namely X-Ray machines for hand and cabin luggage, and archways for passengers and is planning to build a new cruise terminal to concentrate cruise traffic in one place. Currently three different terminals are used. This new project is still at a very early stage.

Must see tourist attractions include Belém Quarter, St. Georges Castle, Maritime Museum, Downtown, and "Parque das Nações", including the Oceanarium. For sports fans, Benfica's magnificent new stadium is definitely worth seeing – it will host the final of the Euro 2004 Football Championships next July.



Valletta

Grand Harbour renaissance



In 2003 a record 433 ships visited Valletta bringing over 380,000 cruise passengers. Valletta's Grand Harbour, a natural all weather port can accommodate up to six ships in one day and has three dedicated cruise quays with a depth alongside of between 9-12mtr. Cruiseships can also be handled at other multipurpose quays if required. Port services include bunkering, emergency ship repair facilities, chandelling and other husbandry services, on a 24hr, 365 days a year basis.

Grand Harbour is now seeing a change in its fortunes, with the number of previously run-down areas around it being refurbished and renovated. A key component of this renaissance is the Valletta Waterfront Project, conceived by VISET Consortium which has been chosen to develop the site which stretches about one kilometre along Pinto Wharf on the northern shore of the harbour and is committed to investing €25m on the project.

Restoration of the historic Pinto and Forni warehouses is now complete. A new road is being built which will take traffic behind the warehouses turning the waterfront into a pedestrian area.

Next phase involves the re-excavation and restoration of the original sea walls and the creation of a water plaza in between the warehouses and existing quay. The construction of a new cruise and sea passenger terminal will be finished as planned in 2005.

Valletta is hoping to increase its turnaround business which is growing every year. Malta International Airport is only 15 minutes away from the seaport and the city offers a vast range of hotel facilities including 5 star luxury hotels for pre and post stays.

Livorno

30% increase in passengers



During the first nine months of 2003, Livorno welcomed 249 cruiseships bringing 296,192 passengers representing a 3% increase in vessel calls and almost 30% rise in passengers compared to 2002. In total, 324 cruiseships with over 360,000 passengers are expected to call this year.

First time callers included Costa Allegra, Crown, Crystal Serenity, Discovery, Ocean Village, Oceana, Oosterdam and Brilliance of the Seas.

Next year, Livorno will be the first Italian port to welcome Queen Mary 2 when the 345mtr long liner arrives in August.

Thanks to its location, Livorno is the gateway to Tuscany and its splendid cities of artistic

interest. Historic cities such as Pisa, Lucca, Siena and Florence are major attractions, as well as innumerable corners filled with history and art treasures, all within easy reach from Livorno.

The nearby international airport of Pisa makes Livorno an ideal home port for Europeans and a waterfront revitalisation project has transformed many old buildings. The port has recently invested €950,000 on renovating a quay, buildings and car parking facilities and work in progress amounting to €8m includes the transformation of silos into an hotel, a ferry terminal and car park.

The new Molo Italia pier, capable of handling the latest generation of ships, will be completed in 2005.

Alexandria cont'd



Two security experts, Doc Addison of IMS and David Lord of ICTS, also attended and spoke about the ISPS Code.

At present MedCruise has 42 members representing 59 ports. Three new ports presented their candidature to enter as a new member and were accepted by the General Assembly: Kusadasi (Turkey), Zadar (Croatia) and Sochi (Russia).

On the eve of the general assembly a meeting of the MedCruise Board of Directors was held. Each one of the nine Directors has a Special Assignment:

- Capt. Giuseppe Fabbro (Senior Vice President): Security.
- Charles Axisa (Director): Website.
- Mario Flores (Director): Events. This Director has been appointed Vice President.
- Stavros Hatzakos (Director): New Constitution and Relationship with the EU.
- Enrique Linde (Director): Finance. Yiannakis Kokkinos (Director): Economic Studies.
- Laurent Monsaingeon (Director): Statistics and Studies.
- Albert Poggio (Director): Promotion and Press.
- Pino Zivolic (Director): Tourist Promotion and New Itinerary Planning.

The Port of Ravenna (Italy) was accepted as a new member by the Board of Directors.

The next General Assembly will be held in Alicante, Spain in May 2004.

Three new members welcomed

MedCruise's membership has now risen to 44 members representing 61 ports (see list), following the formal acceptance of three new ports at the Alexandria General Assembly: Kusadasi (Turkey), Zadar (Croatia) and Sochi (Russia).

ISPS Code: Just six months to go



The International Ship and Port Facility Security (ISPS) Code was adopted by IMO in 2002

and comes into force on July 1, 2004. It is a comprehensive, mandatory security regime for international shipping and port operations.

For ports facilities the requirements include: **port facility security assessments and plans are carried out, reviewed, approved and implemented.** Each port has to designate a **port facility security officer (PFSO)** with appropriate knowledge and training. Ports will also need to **monitor and control access** and ensure that security **communications are readily available.**

Any port facility identification system should, when it is practicable to do so, be **co-ordinated** with that applying to ships that regularly use the port facility. Passengers should be able to **prove their identity** by boarding passes, tickets etc but should not be permitted **access to restricted areas** unless supervised.

The Port Facility **Security Plan** should establish provisions to ensure that the identification systems are regularly **updated**, and that abuse of procedures will be subject to **disciplinary action.**

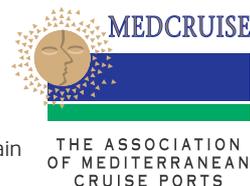
MedCruise Members

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|------------------------|---------------------|
| ■ Alanya | ■ Messina |
| ■ Alicante | ■ Monaco |
| ■ Almeria | ■ Moroccan ports |
| ■ Ancona | ■ Naples |
| ■ Balearic Islands | ■ Palamos |
| ■ Barcelona | ■ Palermo |
| ■ Bari | ■ Piraeus |
| ■ Cagliari | ■ Portoferraio |
| ■ Cartagena | ■ Portuguese ports |
| ■ Catania | ■ Ravenna |
| ■ Ceuta | ■ Sete |
| ■ Cyprus ports | ■ Sochi |
| ■ Dubrovnik, Korcula | ■ Split |
| ■ Egyptian ports | ■ Tarragona |
| ■ French Riviera ports | ■ Toulon, St Tropez |
| ■ Genoa | ■ Trieste |
| ■ Gibraltar | ■ Tunis |
| ■ Israeli ports | ■ Valencia |
| ■ Kusadasi | ■ Valletta |
| ■ La Spezia | ■ Venice |
| ■ Livorno | ■ Volos |
| ■ Malaga | ■ Zadar |

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