

Activity Report **2017**



**GUADELOUPE
PORT CARAÏBES**

L'Excellence Européenne



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Activity Report 2017





Yves Salaun
Chief Executive Officer
of Guadeloupe Port Caraïbes



A word from the Chief Executive Officer

2017 was a fulfilling year for Guadeloupe Port Caraïbes. Most goals defined in the strategic plan have been achieved. Pillars of the next five-year plan are coming together. Our clients and partners alike know it: Guadeloupe Port Caraïbes is now considered one of the best ports in the Caribbean based on its service offering as a whole. It was given honoured with the « Multipurpose Award 2017 » by the Caribbean Shipping Association – the most important trade association in the Caribbean. Likewise, it was recognised by the European Sea Ports Organisation – association of European ports – for its joint and pioneering approach to development; one committed to the territory and to its people, far beyond sheer business activities. Hence, Guadeloupe Port Caraïbes was named European Port of the Year – a first not only for the port but also French ports in general.

2017 was also a year filled with new challenges. Overall activity remained constant with 3.7 million tons of goods despite the archipelago's economy still lacking growth drivers, not to mention the severe effects of the second semester's brutal hurricanes. The productivity, flexibility and agility displayed by the port and its operators, as well as CMA-CGM's loyalty and determination, largely made up for that downturn. Transshipment of goods allowed, once more, for overall performance to exceed the market's, by far.

To be noted, is the significant increase in passenger traffic across the port's various facilities (+7%),

beyond the 1.2 million pax threshold. Such developments call for new investments, especially to ensure that the wealth generated by this activity truly benefits the territory.

“Cap Maintenance”, a programme aimed at professionalising maintenance at our facilities and “Cap exploitation”, a programme aimed at optimizing operations, are in full swing. The new frontier is now that of digitalising the port's logistics and economy. The hackathon hosted by the port showed how much potential for collaborative innovation lies within the student body of the University of the French West Indies as well as business incubator Audacia. The road is wide open for achieving the Guadeloupe Smartport 2020 vision.

But facing such challenges requires that we continually adjust our jobs and skills to current and future trends. As you go through this report, you should be in a position to measure just how much hard work and dedication have been put forth by our employees, whom I have to thank for Guadeloupe Port Caraïbes's outstanding performance.

Hoping you enjoy this activity report.

An efficient multi-located hub



With five specialized locations spread across the entire territory, Guadeloupe Port Caraïbes has grown into one of the archipelago's key players, all the while pursuing its commitment to local development.



In Jarry, Baie-Mahault, a goods-oriented port

Located but a few minutes away from the Pôle Caraïbes international airport, in the middle of Guadeloupe's economic hub, the port of Jarry/Baie-Mahault is Guadeloupe Port Caraïbes' ultimate logistic hub – a leader in cargo flows defined by optimal industrial, logistic and geographic characteristics:



- ◆ the perfect location, protected from the swell, with a 45ft draught and maximum accessibility for overpanamax ships;
- ◆ modern facilities comprised of 9 specialised decks, top-notch equipment including 3 gantry cranes, 2 dry warehouses and one of the biggest cold-storage warehouses in the Caribbean;
- ◆ separate industrial and commercial areas.

97% of Guadeloupe Port Caraïbes' cargo traffic goes through the port of Jarry/Baie-Mahault.



In Basse-Terre, significant passenger traffic

The port of Basse Terre is a driver of regional growth based on job creation and a wide range of activities.

As suggested by the six cruise liner stopovers recorded in 2017, the cruise shipping sector is getting back on its feet in Basse Terre, listed as a city of Arts and History. In addition to its architectural beauty, cruise lines have been praising its quality port facilities. Furthermore, ferry lines to Les Saintes and Antigua have contributed to increasing overall traffic.

Basse Terre has also been expanding its areas of expertise to the field of non-standard cargo.

With a draught exceeding 29.5ft, the port of Basse Terre can host cruise ships as long as 721ft.



In Pointe-à-Pitre, a tourism-oriented port

Every year, hundreds of thousands of passengers go through the port of Pointe-à-Pitre – hence it stands as an organic port of entry for tourism in Guadeloupe, likely to foster the growth of the cruise sector.

It includes modern and secure facilities – a must have for cruise visitors (two cruise terminals, Karuland, the local crafts village...)

In addition, nearly 800,000 passengers transit each year through the International Ferry Terminal of Bergevin, the departure point for Marie-Galante, les Saintes, Dominica, Martinique and Saint Lucia.

Guaranteed safety

Guadeloupe Port Caraïbes facilities are fully secure so as to host international flows, and abide by International Ship and Port Facility Security standards (ISPS - International Code for ship and port facility safety).



In Marie Galante, a highly strategic hub

The port of Folle Anse contributes to further connecting Marie Galante to other islands via coasting trade and intra-archipelago transportation, for:

- ◆ sugar exports, a key economic activity;
- ◆ imports of goods needed to supply the island.

The port hub is fitted with a sugar station, two ferry stations and allows for a draught as deep as 29.5ft.

100,000 tons of goods are processed at the port of Folle Anse each year.



The Marina de Bas-du-Fort, a yachting stop with high potential

One of the largest marinas in the Lesser Antilles, the marina of Bas-du-Fort is also well protected due to its location within the Petit Cul de Sac Marin, close to centre city and the archipelago's international airport.

Home to a local but also rental boat fleet, it shows significant potential for developing tourism:

- ◆ 1,200 spots distributed across 23 decks, in addition to 45 mooring spots;
- ◆ Capacity for yachts as long as 164ft.

A yachting hot spot, the Marina of Bas-du-Fort frequently hosts international regattas, including the Route du Rhum - Destination Guadeloupe.



Our competences





Guadeloupe Port Caraïbes, a major logistic hub contributing to the archipelago's economic growth

Guadeloupe Port Caraïbes builds on its partners' and collaborators' expertise as well as its prospective vision to contribute to the territory's growth and international profile. Hence, continuously expanding its own competences and level of professionalism in the performance of its core duties:

- ◆ Managing port facilities and sea access to ports located within its jurisdiction. Guadeloupe Port Caraïbes expands and improves its facilities when and as needed. It is also in charge of operations, maintenance, security, as well as managing and planning its given land property and real estate;
- ◆ Ensuring proper operation of all hubs within its jurisdiction which process 95% of all cargo traffic in and out of Guadeloupe: energy supplies, imports of raw material, intermediate products and consumption goods on the one hand as well as exports of Guadeloupean products on the other hand;
- ◆ Maintaining the quality of facilities that over a million people go through so that cruise visitors, users of regular regional ferry lines and boaters alike may have a pleasant and secure experience of all Guadeloupe Port Caraïbes sites.



2017: achievements and future prospects



Guadeloupe Port Caraïbes' sustained strategy has been paying off with all of its activity indicators increasing for the third year in a row.



European port of the year **with Port'Art**

The European Sea Ports Organisation (ESPO) Award on the theme "art and cultural involvement of the port" in 2017, was awarded in Brussels to Guadeloupe Port Caraïbes for a project aimed at fostering engagement of residents with port facilities as well as vocational training based on a variety of cultural activities.

This award highlights renewed commitment on behalf of port authorities to local arts and talents as well as actions aimed at preserving our exceptional tropical biodiversity.



Container ship « El Domingo », the largest ship ever hosted in Guadeloupe

On October 3, 2017, Guadeloupe Port Caraïbes hosted container ship "El Domingo", a new record high. The ability to host this 3,750 Twenty-foot Equivalent Units (TEU) ship stands as proof of the high level and performance of the port's facilities and operators.



Best Caribbean Port for its overall activities

Guadeloupe Port Caraïbes was awarded the prestigious « CSA Multi Purpose Award » at the 47th annual meeting of the Caribbean Shipping Association which was held October 9, 10 and 11, 2018 in Barbados. An award meant to honour territorial expertise and performance in the field of port activities, against competitors as strong as Jamaica, Colombia or even Panama.





Waterfront/Karukera Bay under construction

For Guadeloupe Port Caraïbes as for the territory as a whole, upcoming years seem promising with the construction of the Waterfront/Karukera Bay, an ambitious project to benefit the economic growth of the Pointe-à-Pitre seafront. It was presented in March 2017 to the French Minister of land-use planning.

The Waterfront/Karukera Bay aims at speeding up the process of developing tourism based on the following steps:

- ◆ Improving facilities as needed to offer top-notch standing and quality of service, thereby providing visitors with a unique experience (consisting in modernizing cruise piers and terminals);
- ◆ Encouraging longer on-shore experience among cruise visitors, in order to develop a full-fledged cruise-based economy within the city;
- ◆ Improving the port's integration within the city area and more broadly speaking, within the archipelago.

The port's competitiveness, quality of tourism offerings and attractiveness of the destination should be strengthened as a result.



MSC Fantasia: a significant first

MSC Fantasia was one of the most noteworthy stopovers of 2017, as it docked the port of Pointe-à-Pitre for the very first time on November 26. As a reminder, this ship is 1,092ft long and carries nearly 4,000 passengers as well as 1,370 crew members.

The fact that a new generation ship came for the first time to the Guadeloupe islands highlights the significant progress made in that particular niche of the tourism industry – resulting from the wide array of efforts that Guadeloupe Port Caraïbes has been continuously committed to conducting.

Key figures





Performance

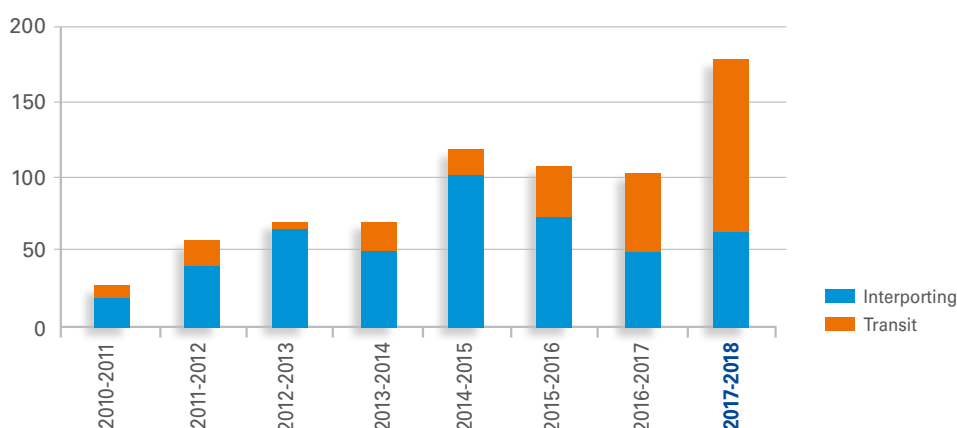
2017 was the best year of the entire decade so far. Performance related to the cruise season was utterly outstanding.

- ◆ **135 cruise** liner stops* **(+21%)**
- ◆ **320,000 cruise passengers (+16%)**
- ◆ Number of passengers: **1,196,432 passagers** (including cruise shipping, inter-island and transit activities)

*This figure does not take into account cruise liner stops outside of the GPMG's jurisdiction (Deshaies, Les Saintes).

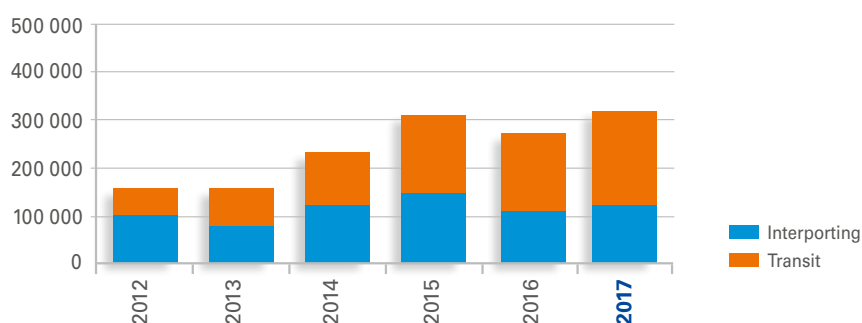
Trends in cruise liner stopovers

With high economic impact on the archipelago, the cruise shipping activity recorded **135 stops** in 2017: accounting for a **21%** increase.



Annual growth of passenger traffic over the past 5 years

Cruise passenger traffic has been experiencing remarkable growth in 2017: +15.7%.



Several developments were carried out in 2017 in view of improving the level of service to passengers, for a grand total of 400,000 euros. Among these works, shade houses built to protect passengers from the rain and sun.



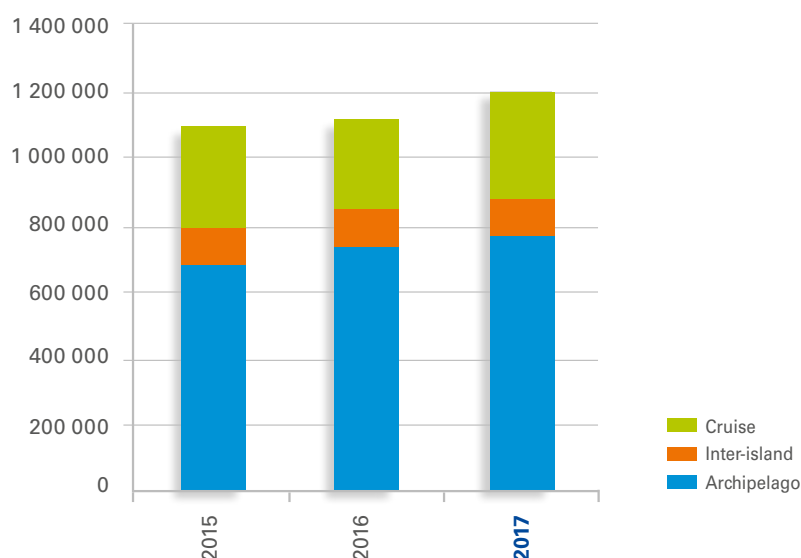
Trends in overall passenger traffic

Overall passenger traffic has increased by 7%. Which represents an additional 800,000 passengers using port facilities compared to 2016. All segments have been trending positively, especially cruise and inter-island lines.

◆ Cruise total:
319,591 (+15,7%)

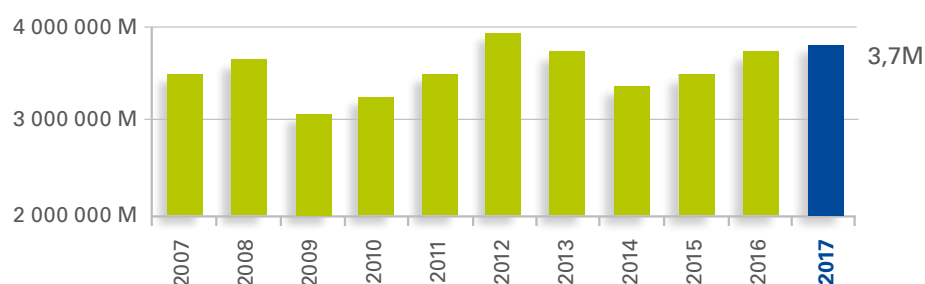
◆ Inter-island total:
115,772 (+17,1%)

◆ Archipelago total:
761,069 (+2,9%)



Trends in overall cargo traffic (gross tonnage)

The final 2017 overview shows that cargo traffic grew stronger throughout the year. Bulk liquid traffic rose significantly, especially due to the transshipment of oils destined to other Caribbean territories.





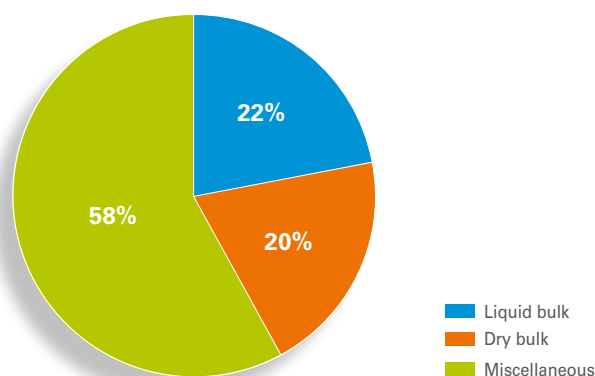
Distribution of freight traffic in %

Guadeloupe Port Caraïbes has recorded an overall cargo turnover of **3,709,542 tonnes** de marchandises en 2017. With a volume of 2,158,725 tons, miscellaneous goods account for **58%** of the overall tonnage processed through the Port..

Total gross cargo: 3,709,542 tons

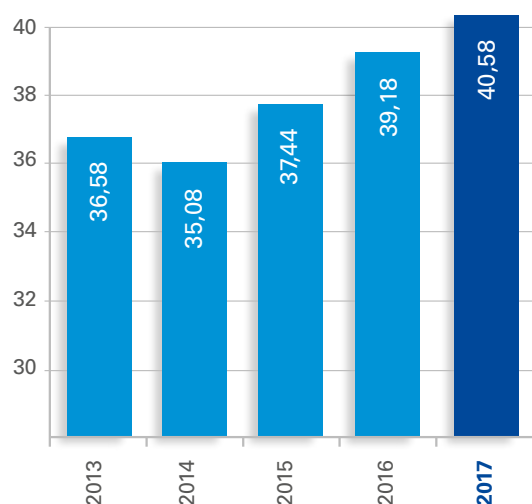
- ◆ Liquid bulk: **825,620 tons or 22%**
- ◆ Dry bulk: **725,197 tons or 20%**
- ◆ Miscellaneous bulk: **2,158,725 tons or 58%**
- Container bulk: **1,943,727 tonnes**

Number of cargo ships: **1,223**



Turnover in M€

Guadeloupe Port Caraïbes' overall turnover experienced a **+3.59%** growth compared to 2016, thereby reaching **40.58M€**.



Increasing added value in the archipelago



Guadeloupe Port Caraïbes continues to invest in view of boosting competitiveness and added value throughout Guadeloupe's economy.





Implementing an aggressive strategy

In 2017, Guadeloupe Port Caraïbes went on to expand its regional and international perspectives in three main areas of focus:

- ◆ **Cruise sector:** Guadeloupe Port Caraïbes continued to engage a number of steps meant to promote and present the destination in view of introducing cruise lines to Guadeloupe's full potential.

In addition, from a prospective standpoint, Guadeloupe Port Caraïbes carried out a number of actions targeting US and European fleets alike, with the help of its US cruise consultant. Furthermore, prospective missions to both Europe and the United States were conducted in order to update the service offering for the 2017-2018 season, all the while taking into account needs expressed by cruise lines;
- ◆ **Shipping:** economic intelligence was developed throughout the year via several surveys of trends in the sea and port industry (extension of the Panama Canal, shipowner mergers and acquisitions...);
- ◆ **The Waterfront/Karukera Bay development project in Pointe-à-Pitre:** the first step towards materializing this project aimed at developing the city's seafront, consisted in previewing an economic development scheme alongside contracting partners, and demanded that Guadeloupe Port Caraïbes conduct a significant preparatory effort to devise a model draft protocole meant to pinpoint precisely that scheme's purpose and stakes.

Investing on a daily basis

Aware of current economic challenges, Guadeloupe Port Caraïbes keeps on investing to adapt and modernise its facilities. As part of the New Generation Port project, sheet piling works have been carried out at Darboussier in view of preventing potential slides of the submarine slope in the swinging area, in the event of a potential earthquake. In 2019, seawalls should be built around the new 4.9 acre divider for the South Terminal of Jarry. In line with these land planning efforts, other development projects have been programmed by Guadeloupe Port Caraïbes:

- ◆ Developing the Pointe-à-Pitre basin and renovation of all piers involved in the Karukera Bay development project;
- ◆ Purchasing a mechanical docking simulation instrument based on port works modelisation;
- ◆ Handling wrecks and abandoned ships in the Pointe-à-Pitre bay.



14 key aspects of the port's competitiveness

Attractiveness, competitiveness and reliability are the key elements defining Guadeloupe Port Caraïbes services and facilities as a whole. Assets which highlight the Port's performance as such, thanks to modern equipments and a comprehensive as well as diversified service offering.

Performance

- 1 One-stop shop: the Cargo Community System AP allows for fully digital redcap management;
- 2 Overpanamax gantry cranes, professionally trained crane operators to ensure high loading and unloading rates;
- 3 An efficient transit time;
- 4 Trained staff, including the only dockers in the Caribbean with a professional qualification certification

Reliability - Safety

- 5 Secure facilities - CCTV on all sites;
- 6 Top-notch preventive maintenance;
- 7 Guaranteed minimum service;

Attractiveness

- 8 A wide logistic zone, including the largest cold-storage area in the Caribbean;
- 9 Increased attractiveness for the entire territory via promotion of the Guadeloupe destination;
- 10 A leading track record in the Caribbean, Europe and France.

Engagement

- 11 Strong commitment to ISO 140 01 quality standards;
- 12 A wide range of services offered to ships via the harbour department, pilotage, towing and boatage.

Accessibility

- 13 Direct and reliable access to the road network;
- 14 Close proximity to the archipelago's largest industrial and commercial zone and international airport.

Heeding clients' needs and prospects

In 2017, new steps were taken such as planning and preparing the Bergevin development project and land-use planning of Pointe Jarry.

Goal: identifying and updating needs by surveying all interested parties.



Preparing the 2019-2023 strategic plan

Port development relies on both the state of local economy and that of Europe: with data relative to cruise shipping activities as well as car or container transshipping standing as defining elements.

In order to further the Port's commitment to the Guadeloupe islands, the new strategic plan for 2019-2023 pursues goals built on trends in the sea and port industry in view of exploring prospective niches and sectors that might drive value generation: container logistics, cruise shipping, yachting and sailing, catering engineering, management of marine and coastal ecosystems. A project that reasserts Guadeloupe Port Caraïbes's willingness to drive the archipelago's growth in a sustainable and socially responsible fashion.



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Committed, Sustainable and Socially- responsible



A sustainable and socially-responsible player, Guadeloupe Port Caraïbes is committed to preserving regional biodiversity, by implementing a cross-sectional policy in line with environmental challenges inherent in the port area.



Investing in a sustainable future with Cáyoli

With Cáyoli, a natural assets management project, Guadeloupe Port Caraïbes has been actively and consistently engaged, for the past 3 years, in a structured action for biodiversity.

It aims at preserving natural habitats of species found in marine and land ecosystems all the while sustaining environment-friendly economic activities.

As part of Cáyoli, a development project on Îlet Cochon as well as the Cochoustique project (to study mosquitoes) were conducted throughout 2017. A partnership agreement called “nature at heart” was signed between Guadeloupe Port Caraïbes and local education authorities, thereby reasserting the Port’s desire to raise awareness and inform younger generations on the territory’s conservation challenges. The Cáyoli Junior contest was hosted as part of this agreement and consisted in recognizing art projects linked to environmental issues and the port’s activities.

Guadeloupe Port Caraïbes is also conducting a number of actions meant to benefit natural assets management and generate more comprehensive environmental data:

- ◆ Restocking of shallow coastal areas
- ◆ Induction of marine micro habitats
- ◆ Creation of an underwater educational trail
- ◆ Installation of green mooring options
- ◆ Production of marine phanerogam meadow nurseries
- ◆ Creation of the first mangrove nursery
- ◆ Renovation and conservation of turtle laying sites
- ◆ Renovation and promotion of wetlands and forest habitats

An active member of the Study and Observation Group for Dredging and the Environment at the national level, and of the AGOA Sanctuary Management Board for marine mammals in the French West Indies, Guadeloupe Port Caraïbes has been expanding a now world-known expertise in the fields of environmental conservation and ecosystem restoration.

Guadeloupe Port Caraïbes has become, in a matter of years, the primary environmental data producer in the Petit-Cul-de-Sac Marin area.

In partnership with the Regional Fisheries and Aquaculture Committee of the Guadeloupe Islands, IFREMER and the University of the French West Indies, it continues to conduct fishing monitoring studies as well as surveys of deepwater fauna not to mention recolonisation of the benthic fauna.





In 2017, Guadeloupe Port Caraïbes launched a preview mission aimed at creating a permanent monitoring tool for natural assets and extend the follow-up beyond the statutory period.

Scientific and long-term monitoring of the **New Generation Port's** impacts

Prior to launching the New Generation Port works, Guadeloupe Port Caraïbes wanted to set up a system to analyse its environmental impact and nuisance.

In that view, monitoring operations were conducted for marine phanerogam meadow transplants, 4,150 coral colonies and marine communities in the Petit-Cul-de-Sac Marin area, as well as deepwater fishing.

Results are available online at:
port-nouvelle-generation.com.



Supporting actors and initiatives that increase public engagement with port activities

In line with its Societal Integration policy, Guadeloupe Port Caraïbes has been strengthening its involvement in the fields of culture and arts. An involvement that follows several axis. On the one hand, it entails improving access to port facilities for the general public, conducting actions aimed at supporting local arts (i.e. access to off the chart spaces for art shows and creation, sales, promotion, restoration, etc.), supporting initiatives aimed at preserving biodiversity (tree identification guide, protection and promotion of botanical collections, etc.). Also committed to younger generations and developing blue sports based on the life cycle approach, Guadeloupe Port Caraïbes supports a number of watersports activities.

In 2017, Guadeloupe Port Caraïbes hosted several guided tours for students as well as its partners, aimed at unveiling the port industry, its stakeholders as well as its significance for Guadeloupe's economy.



Identifying and defining **prospective projects**

Blue and circular economic models are opportunities industrial port activities to further engage on the path towards sustainable and territorial development. The Development Board of Guadeloupe Port Caraïbes thus launched, in 2017, an Industrial and Territorial Ecology plan for the Baie-Mahault site. It highlights future solutions based on energy planning, photovoltaic power production, active valorisation of rain water, as well as shared B2B services to increase mobility.



Meeting future challenges together



Guadeloupe Port Caraïbes is actively preparing for the future, to ensure more sustainable competitiveness and performance as well as more innovations.



A forward-looking approach

Guadeloupe Port Caraïbes 2040

The Development Board has started to discuss Guadeloupe Port Caraïbes's strategy for 2040, based on the wide range of challenges to be faced by the Guadeloupe islands in the years to come. Such discussions have tackled:

- ◆ The need to foster an ever more inclusive and supportive society to face demographic and health challenges;
- ◆ The need to build a more solid economic model based on new opportunities: tourism, digitalisation, local production etc.
- ◆ Development, transportation, ways of consumption...: how do we approach hurdles to the ecological transition?
- ◆ More interregional cooperation to increase Guadeloupe's reach and visibility.



National position

A member of the Strategic Orientation Board of the Foundation for Research on Biodiversity since December 2017, Guadeloupe Port Caraïbes is now in a better position to represent Guadeloupe's specificities in the national arena. In addition to insufficient protective measures, it has become urgent to reconquer biodiversity overseas and generate adequate statutory adjustments, when applicable, to allow for growth to unfold on a larger scale.





Moving towards a transshipment hub in the **French West Indies**

As part of the New Generation Port project, Guadeloupe Port Caraïbes is adjusting its services to trends in the sea transportation sector. Development projects launched in 2016 continued in 2017, including:

- ◆ Completion early in the year, of the sheet piling works in Darbousier, underwater works to build a 1,410 ft straight for a cost of over 3 million euros;
- ◆ Launch in November 2017 of the construction of seawalls around the 4.9 acre divider, embryo of the South Terminal of Jarry.

These works are bound to continue as part of the upcoming strategic plan.



Aiming for « **Smart Port 2020** »

Establishing a leading Caribbean smart port in Guadeloupe by 2020, is the main goal of Guadeloupe Port Caraïbes's "Smart Port 2020" project. The framework includes 4 areas of focus: enabling access to information and information sharing; optimizing communication flows between port operators; adjusting procedures to specific groups of users; fostering and generating innovation. The objectives are clear: developing new assets when it comes to Guadeloupe Port Caraïbes's service offering, in terms of competitiveness, reliability and attractiveness.

In partnership with GuadeloupeTech, the archipelago's cluster of digital economy, Guadeloupe Port Caraïbes hosted, on October 25, 2017, the first marine Hackathon in the Caribbean, in order to bring the expertise and talent of the local digital community around the table of port challenges.



15 million euros invested by the Port:

- ◆ Upgrading the fire network of Jarry to make it fully operational;
- ◆ Installing check-points at the entry and exit points of the Jarry terminal;
- ◆ Building a direct route between the terminal and pretrip to eliminate lorry traffic from public roads;
- ◆ Setting up an emergency docking mechanism to allow ships to unload in case of trouble on the oil or mineral wharfs;
- ◆ Conducting development works to improve services to Pointe-à-Pitre passengers ;
- ◆ Complete renovation of the rental car parking at the Bergevin ferry terminal;
- ◆ Installing shade houses by the entry gates of the cruise terminal in Pointe-à-Pitre;
- ◆ Installing wharfs for sea bus services in Pointe-à-Pitre and Jarry.

Since 2017, the sheet piling works have effectively been brought to completion in Darboussier. This underwater project, for a 1,410ft straight amounting to an investment of about 3 million euros, meant to prevent potential submarine slope slides following a potential earthquake, were part of the deepening operation conducted on the access channel.



Focus on the Port Center Charter

A member of the International Port-City Association since 2007, Guadeloupe Port Caraïbes has been implementing the Port Center Charter ever since signing it in 2015. This charter lists a Port center's responsibilities when it comes to optimising its relationship with both the city and its residents: explaining and bringing entertainment to the port, promoting port professions, experiencing the port from within, understanding the concept of "Edutainment", adjusting to the audience, engaging the port community, developing the Port Center in line with heritage and cultural stakeholders throughout the territory, staying neutral, fostering a Forum of Port Culture and sharing experiences.





Guadeloupe Port Caraïbes

- ◆ **Best Multipurpose Port in the Caribbean**
– Multipurpose Award 2017 – Caribbean Shipping Association
- ◆ **« ESPO Award 2017 » European Port of the Year**
for societal integration of European sea ports.



**GUADELOUPE
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