

PRESS RELEASE

Port-Net delegates line up three ports of call on their cruise itinerary

Europe is the fastest growing cruise destination in the world, and last year 3.2 million Europeans chose a cruise holiday – a rise of 13% compared to 2005.

Against this background of rapid expansion, port delegates from around Europe will get three very different views of the cruise industry during a “best practice” tour and workshop next week (June 25th to 29th).

The Port-Net participants will meet to learn about and discuss experiences, investments and operations in the cruise sector at the ports of Hamburg, Kiel and Genoa.

The workshop will begin at the Port of Hamburg, which opened a second cruise terminal in April 2006 to handle a record season and is also investing in further new facilities for 2009.

Susanne Milberg of Hamburg Port Consulting (HPC) will speak on the development of Hamburg's cruise market, and discuss passenger forecasts. Later, Dirk Moldenhauer, managing director of the Hamburg Cruise Center, will talk about marketing Hamburg as a cruise destination.

Later in the workshop, Joachim Köhn, general manager of UNIKAI Hafenbetrieb, will give a talk entitled “Glamour for the Port”.

Kiel is the leading German Baltic Sea port for passengers and for cruise vessel turnrounds. Here, Heinz Bachmann, general manager and head of sales and marketing, and Ulf Jahnke, Kiel port's manager, corporate communications, will discuss “Passengers and Cruise at the Port of Kiel – Challenges and Chances”, and delegates will visit the new cruise terminal opened in April this year.

They will also hear things from the cruise operator's perspective, when Kai-Uwe Maross, senior manager port operations for AIDA Cruises, discusses what cruise lines want from ports.

At the Port of Genoa, the focus will be on the latest IT developments in the cruise sector. Delegates will hear about RAM-Rete Autostrade Mediterranee's booking online and access systems, and also see a practical demonstration of the IT ticketing system, to be followed by presentations on the latest trends in the cruise sector in the Mediterranean Sea.

“This workshop covers a broad spectrum of subjects within the cruise sector and promises to be one of the highlights of the Port-Net programme,” says Ingo Fehrs of Hamburg Port Authority (HPA) which is the host of this workshop (together with Appennino Genovese, GAL). “It continues the Port-Net theme of sharing experience and best practice across members' ports, and all the partners have much to gain from this approach.”

PORT-NET: notes for editors

Port-Net is an EU Interreg III C North Network project with 20 partners from 12 European countries and Russia. Its objective is to identify and tackle the main challenges faced by European ports in order to create better operational structures and capacities as well as to achieve the best possible regional integration of ports. These targets continue to be achieved through workshops, presentations, studies and best practice tours. Previous events have taken place in Belgium, Estonia, Finland, Germany, Great Britain, Italy, Latvia, Lithuania, Malta the Netherlands and Poland.

Three components differentiate the activities by topics. The first component deals mainly with the application and further development of EU policies. Improvements in the multimodal transport structure and maritime cargo challenges are the subjects under discussion within the second component. The final component focuses on tourism and urban development from a port perspective.

The lead partner of Port-Net is the Free and Hanseatic City of Hamburg, represented by the Hamburg Port Authority (HPA). A full list of partners can be founded at www.port-net.net. A democratic network structure guarantees equal involvement and a proper consideration of the interests of all partners. Project co-ordination is executed by UNICONSLT, a port and transport consultancy from Hamburg.

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