2nd Sector Alliance Committee
*Transport & Logistics*

Optimed and EuroMed Invest project: Synergies achieved

Barcelona, 7th of June 2016

Gianfranco Fancello – University of Cagliari
THE OPTIMED PROJECT: RATIONALISING MEDITERRANEAN SEA WAYS

TEST AREA

OPTIMED PROPOSES A NEW OPTIMISED MEDITERRANEAN CORRIDOR BETWEEN THE EASTERN AND THE WESTERN SHORES OF THE MEDITERRANEAN SEA IN ORDER TO IMPROVE COMMERCIAL CONNECTIONS AMONG THE COUNTRIES INVOLVED

OPTIMED IS FUNDED UNDER THE EUROPEAN PROGRAMME ENPI CBCMED – CROSS BORDER COOPERATION IN THE MEDITERRANEAN AREA

PROJECT PARTNERS

- Autonomous Region of Sardinia
- ASCAME - Association of Mediterranean Chambers of Commerce
- Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon
- CIREM - University of Cagliari
- European Short Sea Shipping School
- North Sardinia Port Authority
- Lebanese Ministry of Public Works and Transport (supporting partner)
OPTIMED: A NEW HUB-BASED NETWORK STRUCTURE
THE OPTIMED PROJECT

THE PROJECT IN 6 PHASES

1. COLLECTION AND ANALYSIS OF DEMAND AND SUPPLY DATA

2. DESIGN OF A NEW OPTIMISED MEDITERRANEAN NETWORK SYSTEM

3. PRELIMINARY DESIGN OF NEW HUB-PORT FACILITIES

4. DESIGN AND TEST OF INFORMATION SYSTEM FOR A NEW WEB-BASED LOGISTICS PLATFORM

5. FEASIBILITY STUDIES

6. COMMUNICATION, CAPITALISATION AND PROMOTION
2. DESIGN OF A NEW OPTIMISED MEDITERRANEAN NETWORK SYSTEM

NETWORK RESULTS

<table>
<thead>
<tr>
<th>FEEDER SERVICE NAME - EASTERN SIDE</th>
<th>FEEDER VESSEL CATEGORY (lm)</th>
<th>WEEKLY FREQUENCY</th>
<th>WEEKLY CAPACITY (lm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mersin - Beirut - Mersin</td>
<td>1500</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Lattakia - Beirut - Lattakia</td>
<td>1500</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Damietta - Beirut - Damietta</td>
<td>1500</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Alexandria - Beirut - Alexandria</td>
<td>1500</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Port Said - Beirut - Port Said</td>
<td>1500</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Limassol - Beirut - Limassol</td>
<td>1500</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NAME</th>
<th>MOTHER VESSEL CATEGORY (lm)</th>
<th>WEEKLY FREQUENCY</th>
<th>WEEKLY CAPACITY (lm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Porto Torres</td>
<td>4600</td>
<td>5</td>
<td>23,000</td>
</tr>
<tr>
<td></td>
<td>6350</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7700</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>
3. PRELIMINARY DESIGN OF NEW HUB-PORT FACILITIES

PRELIMINARY DESIGN OF PORTO TORRES AND BEIRUT
4. DESIGN AND TEST OF INFORMATION SYSTEM FOR A NEW WEB-BASED LOGISTICS PLATFORM

THE OPTIMED WEB-BASED LOGISTICS PLATFORM

www.optimed.imet.gr
6. CAPITALISATION, COMMUNICATION AND PROMOTION

OPTIMED EVENTS

- **Kick-off Meeting**: 27/28th February 2014, Cagliari (Italy)
- **Launching Conference**: 9th June 2014, Cagliari (Italy)
- **Steering Committee and Management Group Meeting**: 18/19th June 2014, Beirut (Lebanon)
- **Steering Committee and Management Group Meeting**: 1st and 2nd December 2014, Barcelona (Spain)
- **Course on Short Sea Shipping**: March 2015, Barcelona (Spain)
- **Steering Committee and Management Group Meeting**: 11th June 2015, Barcelona (Spain)
- **OPTIMED Project at SIL**: 9/10th June 2015, Barcelona (Spain)
- **Course on “Short Sea Shipping, Motorways of the Sea and e–freight”**: September 2015, Barcelona - Cagliari
- **OPTIMED project presented to the UFM Transport Working Group**: 5th November 2015, Barcelona
- **OPTIMED project presented to the International Logistics Forum**: 8th November 2015, Cairo (Egypt)
- **OPTIMED Business week**: 30th November 2015 - 1st December 2015, Marseille (France)
- **OPTIMED Business week**: 2nd and 3rd December 2015, Cagliari (Italy)
- **BtoB Meetings**: 11th December 2015, Beirut (Lebanon)
- **Steering Committee and Management Group Meeting**: 18/19th December 2015, Barcelona (Spain)
- **Final Conference**: 18th December 2015, Barcelona (Spain)
OPTIMED B2B MEETINGS in BARCELONA
Date: 9th & 10th June 2015
Place: International Logistics and Material Handling Exhibition (SIL2015)

OPTIMED B2B MEETINGS in MARSEILLE
Date: 1st December 2015
Place: World Trade Center Marseille

OPTIMED B2B MEETINGS in Cagliari
Date: 3rd December 2015
Place: Sala Anfiteatro Regione Sardegna

OPTIMED B2B MEETINGS in Beirut
Date: 11th December 2015
Place: Golden Tulip Serenada
6. CAPITALISATION, COMMUNICATION AND PROMOTION

B2B – some results

Workshops & Presentations
Presentations about investment tools and opportunities in Turkey, Lebanon, Egypt, Tunisia and Morocco.

Networking space
An exclusive space where you will have the opportunity to meet and exchange business cards with other participants.

Helpdesks of Investment Promotion Actors
Doing business helpdesk for European business to inform themselves on the investment climate and procedures, in order to boost FDI between north and south.
6. CAPITALISATION, COMMUNICATION AND PROMOTION

B2B – some results

OPTIMED B2B MEETINGS in BARCELONA

**The Spanish entities:**
1. BCL
2. Exdoc
3. Fundacio Valencia Port
4. Blas de Lezo
5. Autoridad Portuaria Huelva
6. Enide
7. IndependentConsultant
8. La Ondense
9. Chamber of Commerce of Barcelona
10. Consell General de Cambres
11. Acciona
12. ICIL

**The Egyptian entities:**
1. TrimarForwarding
2. AfifiWorldTransport
3. Arab Academy for Science, Technology and maritime transport
4. Egyptian Global Logistics S.A.E
5. KadmarShipping
6. Naggar Trading &Consultancy
7. CEEBA

**The Lebanese entities:**
1. Destinators
2. Chamber of Commerce of Beirut & Mount Lebanon
3. GTS
4. GharibShipping
5. Levant Transport
6. FastMondiale
7. Net Logistics
8. TMS Consult
The OPTIMED project had a main role during the Mediterranean Logistics and Transport Market Exchange.

A workshop and also B2B meetings have been held

- **150m² MED Pavilion** for businesses from Lebanon within the SIL
- **50m² Doing Business Helpdesk** with investment promotion actors from 4 Mediterranean Partner countries
- **B2Bs**, organized in coordination with the SIL, Barcelona Chamber of Commerce, and with the collaboration of the European Enterprise Network and the Catalan Agency of Enterprise Competitiveness and Cooperation (ACC10)
6. CAPITALISATION, COMMUNICATION AND PROMOTION

B2B – some results

OPTIMED B2B MEETINGS in MARSEILLE

The French entities:
1. Arkas France
2. CMA CGM
3. Eurofret
4. Eurotrans
5. HBI
6. Heritage International
7. MGI
8. MSC
9. Navitrans
10. SDV
11. Transcargo
12. Transcausse
13. Traxens
14. UMF
15. Transnfer International
16. RDT

The Lebanese entities:
1. InterworlsSarl
2. Adham El KhatibSons
3. Centre Imex
4. CitiFurniture
5. GTS SAL
6. LebaneseCustomsHigher Council
7. MEICO
8. Mousallem&Partners
9. Petco Company
10. Sonaco Al-Rahib
11. ZAD Forwarding
6. CAPITALISATION, COMMUNICATION AND PROMOTION

B2B – some results

OPTIMED B2B MEETINGS in MARSEILLE
The Italian entities:

1. EfispauShipping
2. Seamar SRL
3. Sms Log
4. Agenzie Maritime Sarde S.R.L
5. AgenziaMaritimaCincotta
6. ConsorzioSarzi
7. SAB Bioqualita SRL
8. Ro-Ro Termini
9. ConsorzioIndustriale
10. Plaisant SRL
11. SaporiSardegna

The Lebanese entities:

1. InterworldSarl
2. Adham El KhatibSons
3. Centre Imex
4. CitiFurniture
5. GTS SAL
6. LebaneseCustomsHigher Council
7. MEICO
8. Mousallem&Partners
9. Petco Company
10. Sonaco Al-Rahib
11. ZAD Forwarding
12. MefosaWidriss
OPTIMED B2B MEETINGS in Cagliari
6. CAPITALISATION, COMMUNICATION AND PROMOTION

B2B – some results

**OPTIMED B2B MEETINGS in Beirut**

The **Lebanese** entities:
1. BachirtexFashionCollection
2. ArkasLevant
3. TMS Consult
4. Chamber of Commerce of Beirut and Mount Lebanon
5. CargoMaster
6. Mefosa
7. Meico
8. Sonaco
9. AKS Cargo
10. Petco

The **Italian** entities:
1. Seamar SRL
2. Port Authority of Sardegna

The **Spanish** entities:
1. González Gaggero
2. Port de Huelva
3. Enide
4. Astrata
5. Cefrusa
6. Fundacio Valencia Port
### 6. CAPITALISATION, COMMUNICATION AND PROMOTION

#### B2B – some results

<table>
<thead>
<tr>
<th>Activity</th>
<th>Output Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.7.1 Implementation of B2B in France, Italy and Spain</td>
<td>✓ At least N. 15 SMEs from Lebanon participate to the B2B in Italy, Spain and France</td>
</tr>
<tr>
<td></td>
<td>✓ At least N. 60 transport and logistics SMEs operating in Italy (20), Spain (20) and France (20) participate to the B2B in Italy, Spain and France</td>
</tr>
<tr>
<td></td>
<td>✓ At least N. 450 meetings between SMEs from Lebanon and EU transport and logistics operators carried out in the two-days section in Italy (150), Spain (150) and France (150)</td>
</tr>
<tr>
<td></td>
<td>✓ At least N. 75 evaluation questionnaires of the B2B in France, Italy and Spain</td>
</tr>
</tbody>
</table>
### 6. CAPITALISATION, COMMUNICATION AND PROMOTION

**B2B – some results**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Output Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ At least N. 15 SMEs from Italy (5), France (5) and Spain (5) participate to the B2B in Lebanon</td>
<td></td>
</tr>
<tr>
<td>✓ At least N. 20 transport and logistics SMEs operating in Lebanon participate to the B2B in Lebanon</td>
<td></td>
</tr>
<tr>
<td>✓ At least N 250 meetings between SMEs from Italy, Spain and France and transport operators carried out in the two-days section in Lebanon</td>
<td></td>
</tr>
<tr>
<td>✓ At least N. 32 evaluation questionnaires of the B2B in Lebanon</td>
<td></td>
</tr>
</tbody>
</table>
During the SIL 2015 a stand of Optimed project has been organised with all its promotional material during the two days of the SIL.

The stands at the SIL had 9m², and provided the opportunity to spread information about the project and distribute communication materials to passers-by of the SIL.
6. CAPITALISATION, COMMUNICATION AND PROMOTION

Stand of Optimed Project at SIL 2015

OPTIMED AT SIL2015

OPTIMED Project stand
9–10th June

ED Pavilion
9–10th June

16:30–17:00h
OPTIMED Project Workshop

17:00–19:00h
OPTIMED B2B meetings

MEDA PORTS SUMMIT
10th June

10:00–11:00h
Mediterranean’s Ports a Gateway to Europe, Asia and Africa
Paolo Fadiga • University of Cagliari, CREM

12:15–13:00h
“Looking Beyond the Sea” – Port, City and Cruise Tourism
Nicola Pusceddu • Autonomous Region of Sardinia

13:00–14:00h
“Business opportunities and enterprise experiences in the Mediterranean Logistics and Transport sector”
Gianfrancesco Fancello • University of Cagliari, CREM

The OPTIMED project, with a budget of €1.994.403, is financed by the European Union through the ENPI CBC Mediterranean Sea Basin Programme 2014–2020.

PARTNERS

Autonomous Region of Sardinia (Italy), Sardegna
European School of Short Sea Shipping (Seddino, Italy)
University of Cagliari • CREM (Italy, Sardinia)
Port Authority of Olbia and Golfo Aranci (Italy, Sardinia)
ASCAME • Association of Mediterranean Chambers of Commerce (Sassn Catalana)

Chamber of Commerce Industry and Agriculture of Batroun and Mount Lebanon • CCIAM (Lebanon)

Ministry of Public Works and Transport • DGEMP (Lebanon)

www.optimedproject.eu

Rationalising Mediterranean Sea Ways:
From southern-eastern to northern-western ports
At February 2016, Optimed project has been presented to UfM (Union for the Mediterranean) Secretary to receive the UfM label.

Previously, it was been presented at official meeting in November 2015.

Now we are waiting the result of the technical process to the labelization.

Sensations are good ....
6. CAPITALISATION, COMMUNICATION AND PROMOTION

Union for the Mediterranean - Opimed labelization
Thank you very much

fancello@unica.it