

Deep Water Port *notes*

The News Portfolio of The Connecticut Deep Water Port Community

New London . New Haven . Bridgeport

What business are we in? How to Leverage Our Maritime Assets in the 21st Century

By Donald B. Frost



Deepwater Port of New Haven, Connecticut

This question was the opening challenge to the Board of the Connecticut Port Authority, and some vendor guests, at a daylong retreat in Old Saybrook on November 6, 2017. The idea behind the retreat was how to leverage our maritime assets to hold and create new jobs in Connecticut today and in the future.

The retreat facilitator was Gerhardt Mueller. Gerhardt was with the Port Commerce Division of the Port Authority of New York and New Jersey for 28 years where he dealt with future uses and demands on port facilities. Upon his retirement from the Port Authority he taught logistics at the U.S. Merchant Marine Academy for more than ten years. He consults on ports in Africa for the U.S. State Department and continues two decades of teaching at the World Maritime University in Malmo Sweden. He is a frequent lecturer at the Shanghai Maritime University and in Germany, Korea and Vietnam. He also consults for many States in the area of ports and port utilization. He has authored "Intermodal Freight Transportation" soon to be in its fifth edition. He holds undergraduate and MBA degrees from the State University of New York Maritime College and held a US Coast Guard Oceans Unlimited Tonnage deck officer's license.

The opening question was meant to get the audience to think beyond ports and even beyond Connecticut. The answer is not transportation, shipping OR ports but LOGISTICS. By definition logistics is all of the steps and functions involved in moving goods (raw materials, energy, manufactures – sub assemblies and the finished product) consumer goods, groceries, etc. from source to ultimate consumer. It describes the entire supply chain from end to end including all modes of transportation, warehousing and final distribution. Logistics focuses

on service namely, connectivity, continuity, flexibility and reliability. Ultimately the key is communications between transport modes, intermediaries and the shipper. This all is summarized in "supply chain management" and nationwide, logistics providers employ many hundreds of thousands of people who serve every other industry in some way.

The day's goal was to present an overview of global transportation and logistics and connect it to Connecticut. Three panels of three to five Board members each interacted with the meeting facilitator's questions. The approach to the issues was new to most of the members so it became a true learning experience.

Themes that were carried through each panel session:

- Intermodalism and containerization
- Marketing of breakbulk cargo services
- Perishables (vegetables & fruits)
- Ferries and costal freight

Panel 1 – *How can this retreat help shape the CT Port Authority's vision for our ports and how their future might change?*

Panel 2 – *What could the industry (maritime/logistics) look like in 2025-2030? What changes might influence Connecticut and its ports – those of today and possibly new ones?*

Panel 3 – *The Connecticut Port Authority, and what is next, like Big Data computer technology, (for example block chain — its use today in container bookings, and AI, and its use in unmanned vessels or automated container terminals), and changes in sources of energy, fuels used, and its impact on land use?*

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To help you to understand why I think this is so important:

In 1817 a British economist/academic, David Ricardo, explained how trade between nations benefits both exporting and importing nations. He explained that each nation has different advantages in land and labor (manufacturing had barely started so it was an agrarian economic world at that time) and capital. His theory of trade was known as “the law of comparative advantage”. In the 1990s Harvard Business School Professor Michael Porter acknowledge that technology had largely removed land and labor as basis for economic growth and capital has never been more mobile as it is today. Professor Porter felt that in the hyper-competitive 21st Century, trade is best expressed by the idea of “competitive advantage”. There is already evidence that transportation/logistics is that advantage today. Welcome to the 21st Century.

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Captain Donald Toby Receives Pilots License



CPA Executive Director Evan Matthews (right) presents Captain Donald Toby his state license to pilot vessels in Long Island Sound and the Port of New Haven. Photo by Senior Connecticut Marine Pilot Captain Charles Jonas.

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