



**Thursday, 10 December 2020**

**#PortsTogether**

57th MedCruise



GENERAL  
ASSEMBLY



Internal Matters



# Welcome to the 57th GA



**Your are kindly asked to mute your mic, unless you are asked to unmute it**



**Feel free to use the chat if you have any questions**



**We would love to have your cameras on and see you all!**



# Agenda

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- **Welcome**
- **Board of Directors**
- **Secretariat Team**
- **Elections**
- **Approval of previous minutes**
- **Membership & Finances**
- **Ports & Cities/Destinations**
- **Professional Development Course**
- **Black Sea**
- **North Africa**
- **European Union Affairs**
- **Cooperation with other Associations**
- **Marketing & Promotion**
- **Source Markets**
- **Projects & Studies**
- **Berth Allocation**
- **Environmental issues**
- **Partnership & Events**
- **Arising matters**



# Secretariat team





# Secretariat team



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# Board of Directors





# Board of Directors

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## Tenerife

Ms Elisa Zamora (replaced Mr Airam Diaz Pastor)



## Piraeus

Mr Rony Chen (replaced Ms Theodora Riga)



## Kuşadası/Bodrum/Antalya

Mr Aziz Güngör (replaced Mrs Carla Salvado)



# Board of Directors - Tasks



**Valeria Mangiarotti**

Senior Vice President,  
Director of Sustainability  
and Environmental Issues

Sardinia, Italy



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**Laura Cimaglia**

Vice President,  
Director of Ports,  
Cities and Destinations

Bari/Brindisi, Italy



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**Figen Ayan**

Director  
of Professional  
Development

Istanbul, Turkey



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**Maria Cano**

Director of  
Communication,  
Marketing & Promotion

Palamós, Spain



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**Nicky Guerrero**

Director of Partnerships and  
Events

Gibraltar



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**Teodor Patrichi**

Director of Black Sea

Constanta, Romania



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**Rony Chen**

Piraeus, Greece



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**Aziz Güngör**

Kusadasi / Bodrum /  
Antalya, Turkey



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**Vicky Mitrou**

Director of European Union  
Affairs

Volos, Greece



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**Mohamed Omrane**

Director of North Africa

Tunis, Tunisia



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**Cristina De Gregori**

Director of Projects &  
Studies

Genoa & Savona, Italy



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**Elisa Zamora**

Tenerife, Spain

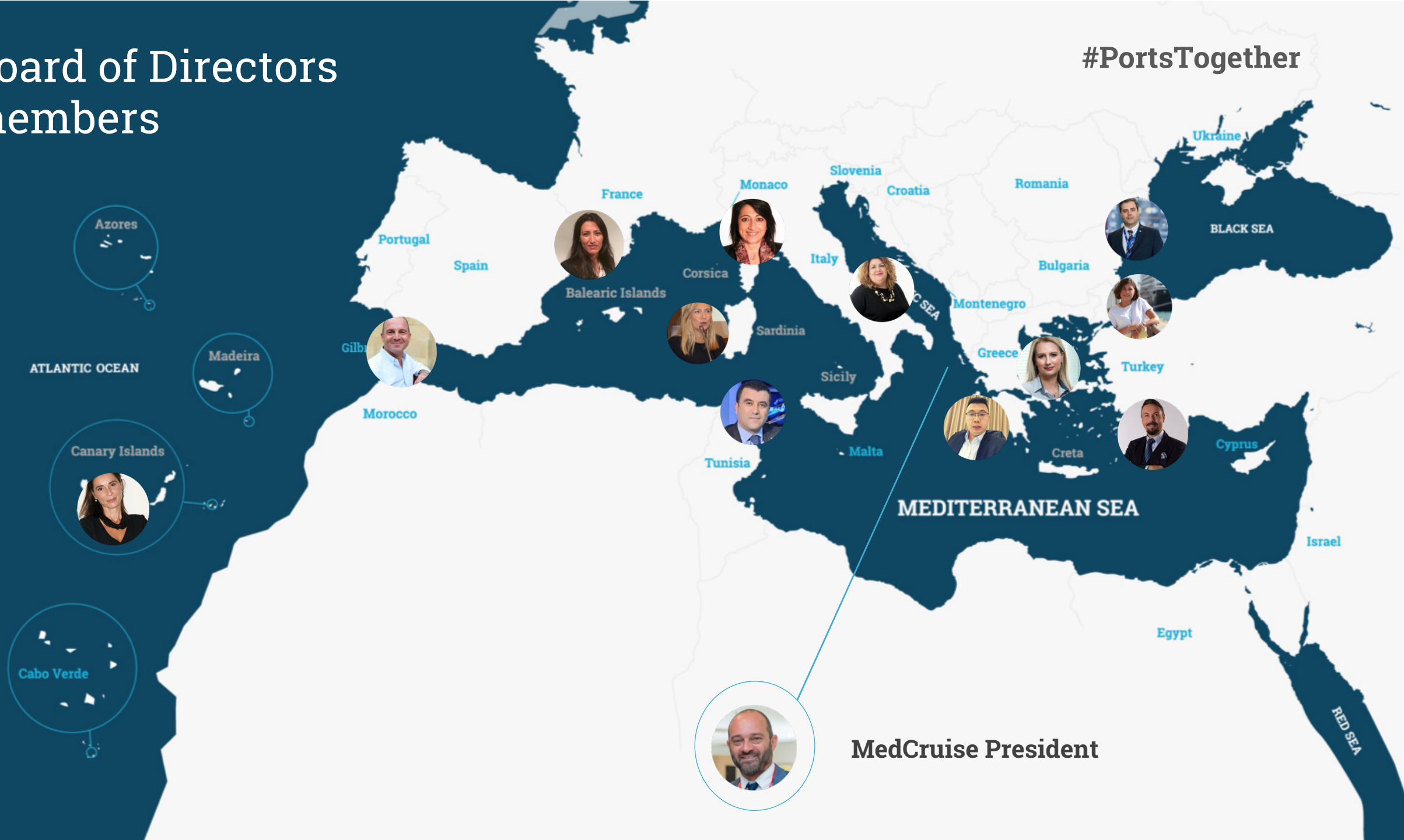


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# Board of Directors members

#PortsTogether



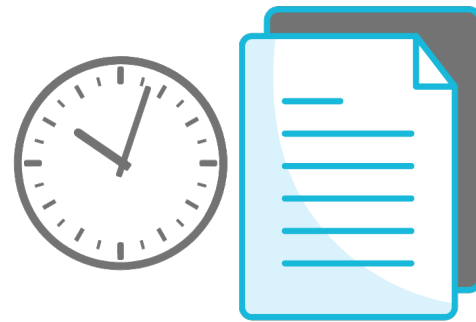
MedCruise President



# Approval of 56<sup>th</sup> GA minutes

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**Approval of the minutes of the  
MedCruise 56th GA held online, 27 May 2020**



**Meeting Minutes**



# Membership & Finances





# Membership (as of 9-Dec-2020)

We are **75 REGULAR** members

69 old + 2 new = **70** members have  
paid the 2020 annual fees

Pending

Civitavecchia, Fiumicino, Gaeta

Egyptian Ports

Kotor

Vendres

We are **34 ASSOCIATE** members

22 old + 4 new = **26** members have  
paid the 2020 annual fees

Pending

SAM Cruise Services

Dubrovnik County Port Authority

La Goulette Cruise Terminal

Mercantile Marine Shipping (MMS)

Peninsula Tours

Samer & Co Shipping - Trieste

Transcoma Cruise & Travel

Tura Turizm



# New REGULAR members to be welcomed in the next GA

Port of Cadiz Bay, ES



Port Vendres, FR





# New ASSOCIATE member to be welcomed in the next GA

**TGA, Turkey Tourism Promotion and Development Agency**

(seconded by GalataPort, Istanbul)





# Potential new members

## Potential REGULAR members

- Hopa, Turkey
- Alicante, Spain
- Batumi, Georgia
- Sochi, Russia
- Sevilla, Spain
- Setubal, Portugal

### Following Constitutional Amendment

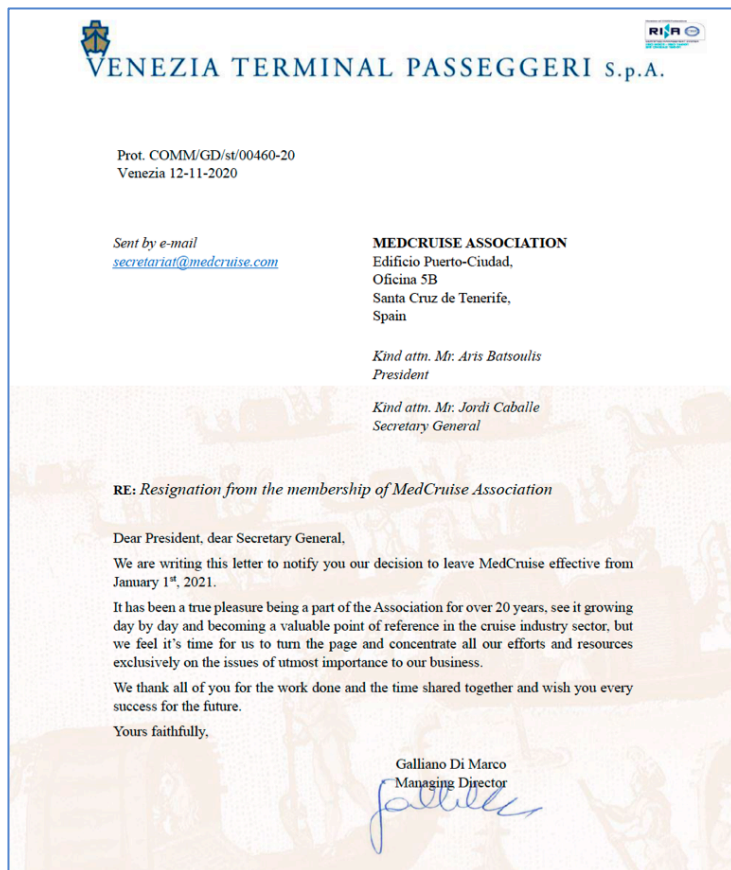
- Uniconf, Spain
- ASTICAN, Spain
- Hospital Perpetuo, Spain
- Doris, France
- Toorbee, Greece
- Intermarine Management Group, Russia
- Cruise Academy Ltd, UK
- Xovis, Madeira

## Potential ASSOCIATE members

- **B&A, Denmark**
- **Five Sences Consulting, Greece**
- Türklim, Turkey
- Terminales del Atlántico Medio SL, Spain
- Tuscany Terminal, Italy
- Oman, Middle East
- Cosmo Travel, Bulgaria



# Venezia Terminal Passeggeri letter to withdraw



- A letter from Mr. Galliano Di Marco, Managing Director of Venezia Terminal Passenger, was received, requesting to withdraw.
- Financial but also re-consideration of VTP participation in associations are the main reasons of the withdrawal request.
- Venice, is among the founding members of our Association, the five largest cruise ports in the Med and a marquee port and destination.

## Next steps

1. President sent an email to Honorary Presidents requesting to co-sign a letter addressed to Venice that will stress the importance of ports to stay together and ask them to reverse their decision.
2. A meeting will be also organised to find possible ways on the same direction..





# Finances (as of 30 October 2020)

	Budget 2019	Income/ Expenditures 2019	Balance 2019	Budget 2020	Income/ Expenditures 2020	Balance 2020	Budget 2021
<b>TOTAL INCOME</b>	€445,400.00	€408,772.40	(€36,627.60)	€438,400.00	€400,607.90	€37,792.10	€453,600.00
<b>TOTAL EXPENDITURES</b>	€498,800.00	€556,993.82	(€58,193.82)	€584,600.00	€314,060.59	€270,539.41	€450,200.00
<i>1- Events</i>	€108,000.00	€140,273.06	(€32,273.06)	€223,000.00	€38,007.32	€184,992.68	€123,000.00
<i>2- Promotion, advertising, PR</i>	€157,500.00	€125,005.23	€32,494.776	€101,500.00	€97,805.39	€3,694.61	€84,500.00
<i>3- Visits: Ports, cruise lines, participation events</i>	€30,000.00	€112,197.73	(€82,197.73)	€46,000.00	€13,101.32	€32,898.68	€28,000.00
<i>4- Remuneration &amp; accountants costs</i>	€108,100.00	€138,824.92	(€30,724.92)	€149,000.00	€131,171.26	€17,828.74	€149,000.00
<i>5- Administration</i>	€14,100.00	€15,694.85	(€1,594.85)	€11,000.00	€11,250.14	(€250.14)	€12,700.00
<i>6-Equipment</i>	€3,100.00	€5,060.93	(€1,960.93)	€4,100.00	€5,098.66	(€998.66)	€5,000.00
<i>7 -Projects</i>	€78,000.00	€19,937.10	€58,062.90	€50,000.00	€17,626.50	€32,373.50	€48,000.00
<b>Budget Balance (Income- Expenses)</b>	<b>(€53,400.00)</b>	<b>(€148,221.42)</b>		<b>(€146,200.00)</b>	<b>€86,547.31</b>		<b>€3,400.00</b>



# Income (as of 30 October 2020)

	Budget 2019	Income 2019	Balance 2019	Budget 2020	Income 2020	Balance 2020	Budget 2021
Regular members annual fees (*4800)	€336,000.00	€336,000.00	€0.00	€345,600.00	€326,400.00	€19,200.00	€360,000.00
New regular member admission fees	€20,000.00	€20,000.00	€0.00	€10,000.00	€15,000.00	(€5,000.00)	€10,000.00
New regular member annual fees	€14,400.00	€9,600.00	(€4,800.00)	€4,800.00	€7,200.00	(€2,400.00)	€9,600.00
Associate members annual fees (*2000)	€60,000.00	€58,000.00	(€2,000.00)	€60,000.00	€44,000.00	€16,000.00	€70,000.00
New associate member annual fees	€10,000.00	€4,000.00	(€6,000.00)	€8,000.00	€8,000.00	€0.00	€4,000.00
VAT return	€1,000.00	€0.00	(€1,000.00)	€0.00	€0.00	€0.00	
Income from members cooperation	€4,000.00	€150.00	(€3,850.00)	€5,000.00	€0.00	€5,000.00	
Income from expenses refund		€690.53	€690.53	€5,000.00	€0.00	€5,000.00	
Interests (Exchange difference)		€331.87	€331.87	€0.00	€7.90	(€7.90)	
<b>Total</b>	<b>€445,400.00</b>	<b>€428,772.40</b>	<b>€16,627.60</b>	<b>€438,400.00</b>	<b>€400,607.90</b>	<b>€37,792.10</b>	<b>€453,600.00</b>



# Expenditures (as of 30 October 2020)

## 1-Events

1- Events	Budget 2019	Expenditures 2019	Balance 2019	Budget 2020	Expenditures 2020	Balance 2020	Budget 2021
1.1 Seatrade Cruise Global	€45,000.00	€51,501.49	(€6,501.49)	€45,000.00	€21,098.83	€23,901.17	€45,000.00
1.2 Seatrade Cruise Med	€0.00	€3,245.46	(€3,245.46)	€135,000.00	€0.00	€135,000.00	
1.3 Seatrade Cruise Europe	€25,000.00	€25,792,76	(€791,76)	€0.00	€0.00	€0.00	€25,000.00
1.4 Seatrade Cruise Asia-Pacific	€10,000.00	€9,558.16	€441.84	€10,000.00	€0.00	€10,000.00	
1.5 Posidonia	€5,000.00	€3,605.00	€1,395.00	€0.00	€0.00	€0.00	
1.7 International Cruise Summit	€5,000.00	€5,000.00	€0.00	€5,000.00	€0.00	€5,000.00	€5,000.00
1.8 Cruise 360	€18,000.00	€15,867,35	€2,132,65	€18,000.00	€6,280.32	€11,719.68	€18,000.00
1.9 MedCruise Awards	€0.00	€16,692.06	(€16,692.06)	€10,000.00	€7,901.15	€2,098.85	€20,000.00
1.10 Adriatic Sea Forum	€0.00	€5,000.00	(€5,000.00)	€0.00	€0.00	€0.00	€5,000.00
1.11 European Travel Agent Forum	€0.00	€4,442.03	(€4,442.03)	€0.00	€0.00	€0.00	€5,000.00
1.12 Cartagena Cruise Dialogue	€0.00	€0.00	€0.00	€0.00	€2,727.02	(€2,727.02)	
<b>Total</b>	<b>€108,000.00</b>	<b>€140.273,06</b>	<b>(€32.273,06)</b>	<b>€223,000.00</b>	<b>€38,007.32</b>	<b>€184,992.68</b>	<b>€123,000.00</b>



# Expenditures (as of 30 October 2020)

## 2-Promotion, advertising, public relations

2- Promotion, advertising, public relations	Budget 2019	Expenditures 2019	Balance 2019	Budget 2020	Expenditures 2020	Balance 2020	Balance 2021
2.1 Marketing campaign	€45,000.00	€38.802,00	€6,198.00	€15,000.00	€48,094.50	(€33,094.50)	€15,000.00
2.5 Advertising in magazines	€20,000.00	€21,822.72	(€1,822.72)	€24,000.00	€16,965.26	€7,034.74	€24,000.00
2.7 CLIA Collaboration	€15,000.00	€0.00	€15,000.00	€0.00	€0.00	€0.00	
2.10 Photos, posters, graphics and slides	€12,000.00	€10,702.81	€1,297.19	€12,000.00	€23,787.68	(€11,787.68)	€5,000.00
2.11 Public relations, hospitality	€3,500.00	€8,041.51	(€4,541.517)	€5,000.00	€164.00	€4,836.00	€3,500.00
2.12 Travel Expenses of Journalists & Speakers	€40,000.00	€37,237.39	€2,762.61	€28,000.00	€0.00	€28,000.00	€20,000.00
2.13 Gadgets and gifts	€5,000.00	€4,973.46	€26.54	€2,500.00	€2,146.00	€354.00	€2,000.00
2.14 Internet site (maintenance & improvements - software)	€5,000.00	€2,795.34	€2,204.66	€2,000.00	€5,597.95	(€3,597.95)	€3,000.00
2.15 Marketing in China	€6,000.00	€0.00	€6,000.00	€6,000.00	€0.00	€6,000.00	€6,000.00
2.16 GA App	€0.00	€0.00	€0.00	€1,000.00	€0.00	€1,000.00	
2.17 Clipping	€6,000.00	€630.00	€5,370.00	€6,000.00	€1,050.00	€4,950.00	€6,000.00
<b>Total</b>	<b>€157,500.00</b>	<b>€125,005,23</b>	<b>€32,494.77</b>	<b>€101,500.00</b>	<b>€97,805.39</b>	<b>€3,694.61</b>	<b>€84,500.00</b>



# Expenditures (as of 30 October 2020)

## 3-Visits: Ports, cruise lines, participation events

3- Visits: Ports, cruise lines, participation events	Budget 2019	Expenditures 2019	Balance 2019	Budget 2020	Expenditures 2020	Balance 2020	Budget 2021
3.1 Travel expenses for events and others	€25,000.00	€87,549.54	(€62,549.54)	€35,000.00	€9,712.18	€25,287.82	€25,000.00
3.2 Travel expenses for members for special tasks	€1,000.00	€0,00	€0.00	€2,000.00	€0.00	€2,000.00	€2,000.00
3.3 Urban transport	€1,000.00	€14,350.90	(€13,350.90)	€3,000.00	€3,389.14	(€389.14)	€1,000.00
3.5 Conference meeting rooms	€3,000.00	€10,297.29	(€7,297.29)	€6,000.00	€0.00	€6,000.00	
<b>Total</b>	<b>€30,000.00</b>	<b>€112,197.73</b>	<b>(€82,197.73)</b>	<b>€46,000.00</b>	<b>€13,101.32</b>	<b>€32,898.68</b>	<b>€28,000.00</b>



# Expenditures (as of 30 October 2020)

## 4-Remuneration and consultant costs

4- Remuneration and consultant costs	Budget 2019	Expenditures 2019	Balance 2019	Budget 2020	Expenditures 2020	Balance 2020	Budget 2021
4.1 SG salaries (incl. Social Security-payroll taxes and medical Insurance)	€60,000.00	€60,000.00	€0.00	€65,000.00	€60,787.00	€4,213.00	€60,000.00
4.2 Personnel salary (incl. Social Security - payroll taxes)	€32,000.00	€60.501,51	(€28.501,51)	€60,000.00	€63,784.77	(€3,784.77)	€65,000.00
4.3 Personnel medical insurance	€1,200.00	€52.38	€1,147.62	€0.00	€367.49	(€367.49)	€0.00
4.4 Personnel bonus	€3,000.00	€3,000.00	€0.00	€3,000.00	€0.00	€3,000.00	€3,000.00
4.6 Accounting firm	€5,000.00	€5.845,33	(€845,33)	€12,000.00	€6,232.00	€5,768.00	€12,000.00
4.7 Audit company fees	€6,900.00	€8,465.70	(€1,565.70)	€9,000.00	€0.00	€9,000.00	€9,000.00
4.8 Office transition advisory	€0.00	€960.00	(€960.00)	€0.00	€0.00	€0.00	
<b>Total</b>	<b>€108,100.00</b>	<b>€138.824,92</b>	<b>(€30,724,92)</b>	<b>€149,000.00</b>	<b>€131,171.26</b>	<b>€17,828.74</b>	<b>€149,000.00</b>



# Expenditures (as of 30 October 2020)

## 5-Administration

5- Administration	Budget 2019	Expenditures 2019	Balance 2019	Budget 2020	Expenditures 2020	Balance 2020	Budget 2021
5.1 Stationary	€2,000.00	€141.27	€1,858.73	€2,000.00	€115.35	€1,884.65	€2,000.00
5.2 Stamps, post, courier (Yearbook distribution)	€5,000.00	€2,744.70	€2,255.30	€2,000.00	€316.33	€1,683.67	€2,000.00
5.4 Banks fees, interest charges, taxes, loss of interests	€1,000.00	€1,117.05	(€117.05)	€1,000.00	€948.59	€51.41	€1,000.00
5.5 Exchange difference	€2,500.00	€1,210.00	€1,290.00	€1,000.00	€1,209.00	(€209.00)	€1,500.00
5.6 Parking	€1,200.00	€168.25	€1,031.75	€1,200.00	€13.30	€1,186.70	€1,200.00
5.7 Others	€1,000.00	€7,309.03	(€6,309.03)	€1,000.00	€4,787.36	(€3,787.36)	€1,000.00
5.8 Office rent	€1,400.00	€3,004.55	(€1,604.55)	€2,800.00	€3,860.21	(€1,060.21)	€4,000.00
<b>Total</b>	<b>€14,100.00</b>	<b>€15,694.85</b>	<b>(€1,594.85)</b>	<b>€11,000.00</b>	<b>€11,250.14</b>	<b>(€250.14)</b>	<b>€12,700.00</b>



# Expenditures (as of 30 October 2020)

## 6-Equipment

6- Equipment	Budget 2019	Expenditures 2019	Balance 2019	Budget 2020	Expenditures 2020	Balance 2020	Budget 2021
6.1 GSM, Fax + Internet connection	€2,500.00	€4,314.29	(€1,814.29)	€3,000.00	€3,126.82	(€126.82)	€3,500.00
6.2 Computer and accesories	€600.00	€448.60	€151.40	€600.00	€1,801.63	(€1,201.63)	€1,000.00
6.3 Electricity	€0.00	€298.04	(€298.04)	€500.00	€170.21	€329.79	€500.00
<b>Total</b>	<b>€3,100.00</b>	<b>€5,060.93</b>	<b>(€1,960.93)</b>	<b>€4,100.00</b>	<b>€5,098.66</b>	<b>(€998.66)</b>	<b>€5,000.00</b>





# Expenditures (as of 30 October 2020)

## 7-Projects

7- Projects	Budget 2019	Expenditures 2019	Balance 2019	Budget 2020	Expenditures 2020	Balance 2020	Budget 2021
7.3 Statistics and other projects	€8,000.00	€15,363.70	(€7,363.70)	€10,000.00	€5,000.00	€5,000.00	€5,000.00
7.5 Internet site	€5,000.00	€0.00	€5,000.00	€0.00	€2,850.00	(€2,850.00)	€3,000.00
7.7 Training courses	€25,000.00	€4,573.40	€20,426.60	€10,000.00	€9,776.50	€223.50	€10,000.00
7.9 Projects to be defined by BoD	€40,000.00	€0.00	€40,000.00	€30,000.00	€0.00	€30,000.00	€30,000.00
<b>Total</b>	<b>€78,000.00</b>	<b>€19,937.10</b>	<b>€58,062.90</b>	<b>€50,000.00</b>	<b>€17,626.50</b>	<b>€32,373.50</b>	<b>€48,000.00</b>



# Accounts balance (as of 30 October 2020)

Accounts balance €217,650.64	
Account in Barcelona €215,153.54	
Account in Tenerife €1,432.96	
Term-Account (La Caixa)	Expired on 27-May-2020 and the money (€100,000) have been transferred to the main account in Barcelona
Cash €1,064.14	



# Port & Cities/Destinations





# Main Actions

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- Enhance the network of collaboration with other Associations
- Webinars and meetings for the Members to discuss the future of Cruise Tourism and Tourism in general
- Focus on how will destinations react to this pandemic



# Strengthen Collaboration with other Organisations

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# Professional Development Course





# Professional Development Course 2020



## Professional Development Course 2020

#MedCruiseWebinar

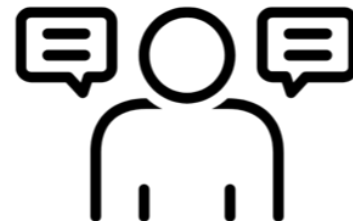
June 28, 2020  
July 6, 2020



#PortsTogether

MedCruise

Professional Development Course 2020  
29 June & 6 July



- 70 participants
- 4 instructors: Virginia López Valiente, Luis de Carvalho, Thomas Spina, Michael Van der Beek
- x2 Sessions
- Current topics:
  - How to be an effective cruise port executive
  - How to conduct business post COVID-19
  - Top 10 ways to conduct efficient cruise marketing and communication for ports and destinations
  - How to get the best results when attending cruise events
  - Towards a digital commercial environment

#PortsTogether



# Professional Development Course 2021

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The suggestion:

- A 3<sup>rd</sup> PDC (virtual) to be organised

Main characteristics:

- More proactive
- Live from ports
- Live interactions with different areas on the ground

In cooperation with

- Cruise News Media Group
- BA Architect





# Black Sea





# Black Sea WG



- **Leader:** Mr. Teodor Patrichi
- **Participants:** Constanza, Odessa, Burgas, Varna, Trabzon, Istanbul. Observer: BSEC Organization
- **Six meetings**

## Next actions

1. Visiting potential new members: Hopa, Sochi and Batumi
2. Working on agreed actions:
  - Approval of the Action Plan by the respective Board of Directors of each signatory Port
  - Updated information about the Black Sea region
  - Marketing Program on Black Sea region



# North Africa





# North Africa WG



## MEDCRUISE QUESTIONNAIRE 5 YEARS EVOLUTION ON CRUISE LINES IN NORTH AFRICA

*Instructions to fill in the form:*

**CRUISE:** the basic definitions and criteria for cruise are:

\* at least one night on board

\* the ship has a capacity of over 50 pax (yachts not included)

\* the ship cruises in deep waters

NAME OF PORT:

Year	Cruise Line name	Ship	Total pax	Coming from	Departing to

- **Leader:** Mr. Mohamed Omrane
- **Participants:** Tunisian Ports, Egyptian Ports, Tangier Port, Ceuta Port, La Goulette Cruise Terminal, Mercantile Marine Shipping, Ceuta Tourism Board and Algeria Cruise Services
- **Four meetings**
- **Cruise Lines analysis study in progress**
- **Four North African ports have replied in the survey**

## Next actions

1. Meeting with North Africa Port Management Association
2. Meeting with Secretary General of Morocco Ports
3. Visiting potential new members: Casablanca and Agadir



# European Union Affairs





# European Union Affairs

- European Ports Forum
  - Subgroups
  - Blue growth: not launched yet
  - Sustainable ports: launched 08 April 2019
- European Sustainable Shipping Forum
- Stakeholders Advisory Group on Maritime Security (SAGMAS)
- Workshops on Cybersecurity in the Maritime Sector





# European Union Affairs

## Last meetings attended

---

- June 4th, 2020 Ad hoc SAGMAS
- September 9th, 2020 58th SAGMAS
- September 18th, 2020 Joint ESSF and EPF virtual roundtable
- November 3rd, 2020 Meeting on Passenger Ship Security
- November 12th, 2020 59th SAGMAS



# Cooperation with other Associations







# Cooperation with other Associations

## MoU with National Port Associations



ITALIAN  
PORTS  
ASSOCIATION



ZAJEDNICA LUČKIH UPRAVA  
CROATIAN ASSOCIATION OF PORT AUTHORITIES

## Other associations





# Recent developments

## Webinar on CLIA's Global Health Policy



## MoU signed, Dec 2020





# Protocol guidelines for cruise ports

- Regular meetings to discuss the common framework for the resumption of cruise activities
- Two meetings (9-Sep and 4-Nov)





# Marketing & Promotion





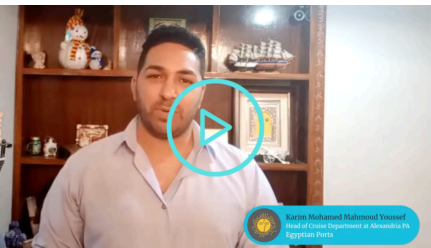
# Work in Progress Marketing Plan

**INVEST IN  
SOCIAL MEDIA  
CHANNELS**





# Online marketing campaign COVID-19



Karim Mohamed Mahmoud Youssef, Head of Cruise Department at Alexandria Port Authority, shares with us a #MedCruise message of strength.  
<https://www.medcruise.com/member/egyptian-ports>



Manuel Vega, Commercial Manager at Port Authority of Huelva, shares with us a #MedCruise message of strength.  
<https://www.medcruise.com/member/huelva>



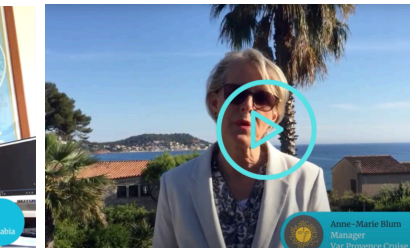
Mohamed Omrane, La Goulette Port Manager at Tunisian Ports, shares with us a #MedCruise message of strength.  
<https://www.medcruise.com/member/tunisian-ports>



Hortensia Sánchez, Cruise Manager - Business Development Dpt. at Cartagena Port, shares with us a #MedCruise message of strength.  
<https://www.medcruise.com/member/cartagena>



Pietro Spirito, President at Port Network Authority of the Central Tyrrhenian Sea, shares with us a #MedCruise message of strength.  
[https://bit.ly/Naples\\_Salerno\\_CastellammareStabia](https://bit.ly/Naples_Salerno_CastellammareStabia)



Anne-Marie Blum, Manager at Var Provence Cruise Club, shares with us a #MedCruise message of strength.  
<https://www.medcruise.com/member/var-provence-cruise>



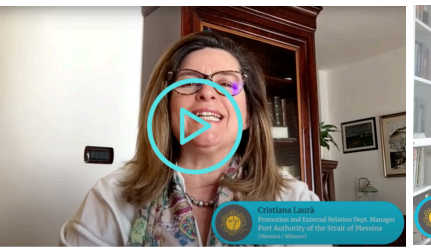
Ilaria Tomasi, Marketing, Promotion & External Relations at Catania/Augusta, shares with us a #MedCruise message of strength.  
<https://www.medcruise.com/member/catania-augusta>



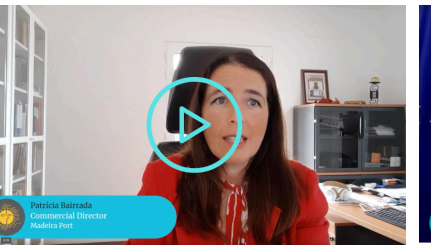
Jospe Maria Cruset, President at Port Authority of Tarragona, shares with us a #MedCruise message of strength.  
<https://www.medcruise.com/member/tarragona>



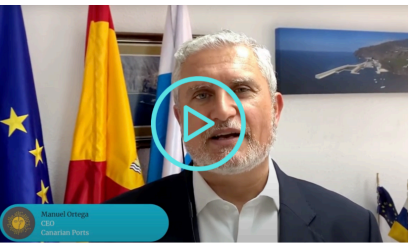
Jamil Ouazzani, Director of Marketing & Strategic Intelligence at Tangier City Port Management Company, shares with us a #MedCruise message of strength.  
<https://www.medcruise.com/member/tangier>



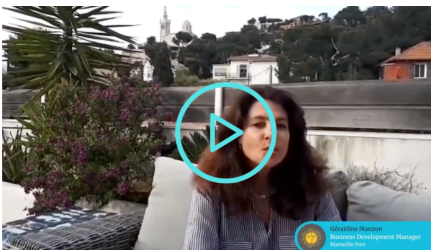
Cristiana Laurà, Promotion and External Relation Dept. Manager at Port Authority of the Strait of Messina (Messina/Milazzo), shares with us a #MedCruise message of strength.  
<https://www.medcruise.com/member/messina-milazzo>



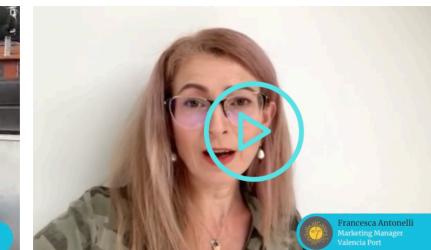
Patricia Bairrada, Commercial Director at Madeira Port, shares with us a #MedCruise message of strength.  
<https://www.medcruise.com/member/madeira-ports>



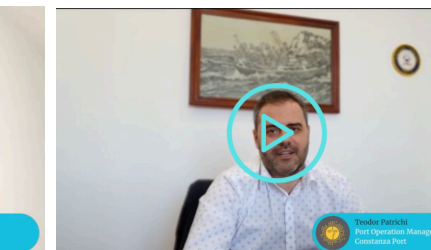
Manuel Ortega, CEO at Canarian Ports, shares with us a #MedCruise message of strength.  
<https://www.medcruise.com/member/canarian-ports>



Géraldine Manzoni, Business Development Manager at Marseille Port, shares with us a #MedCruise message of strength.  
<https://www.medcruise.com/member/marseille>



Francesca Antonelli, Marketing Manager at Valencia Port, shares with us a #MedCruise message of strength.  
<https://www.medcruise.com/member/valencia>



Teodor Patrichi, Port Operation Manager at Constanța Port, shares with us a #MedCruise message of strength.  
<https://www.medcruise.com/member/constanza>



Barbara Carabetti, General Manager at Cemar Agency Network, shares with us a #MedCruise message of strength.  
<https://www.medcruise.com/member/cemar-geoa>

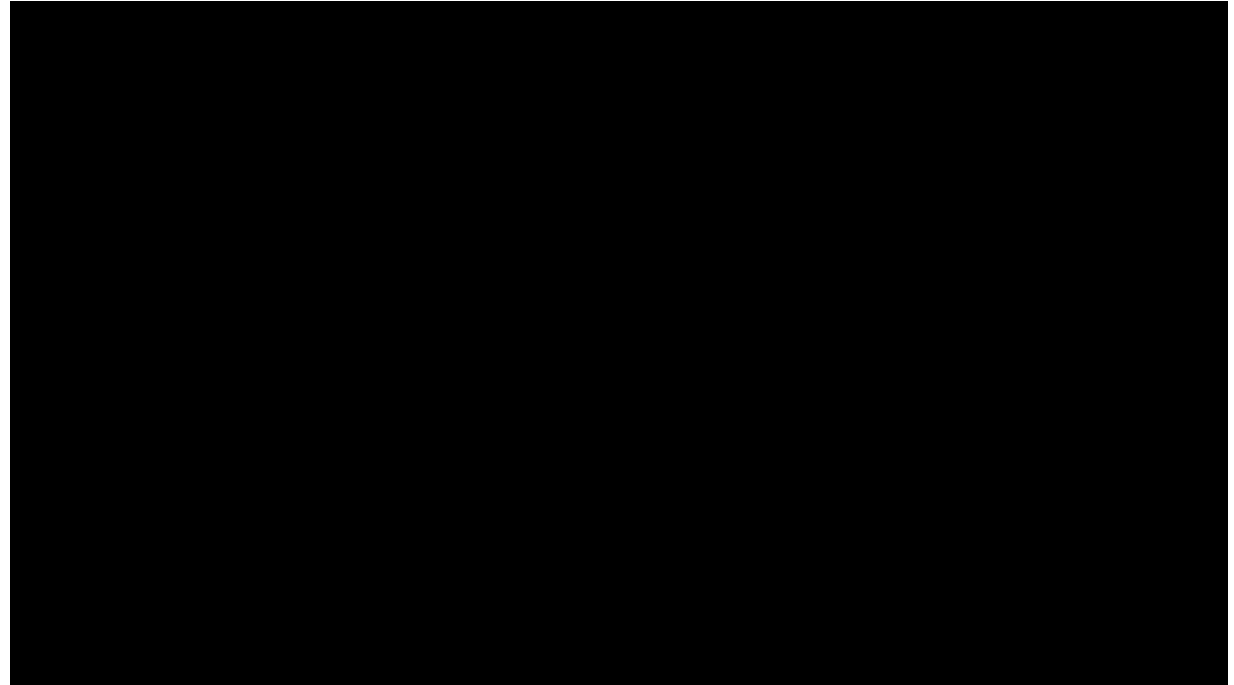




# New online marketing campaign

## Short video clips

- Destination oriented
- Launched during ICS2020
- Watch videos via YouTube MedCruise channel and MedCruise website
- In cooperation with Seatrade all five videos will be posted in the website along with written stories
- Major promotion (final consumer) to be started in March 2021



Media supporters

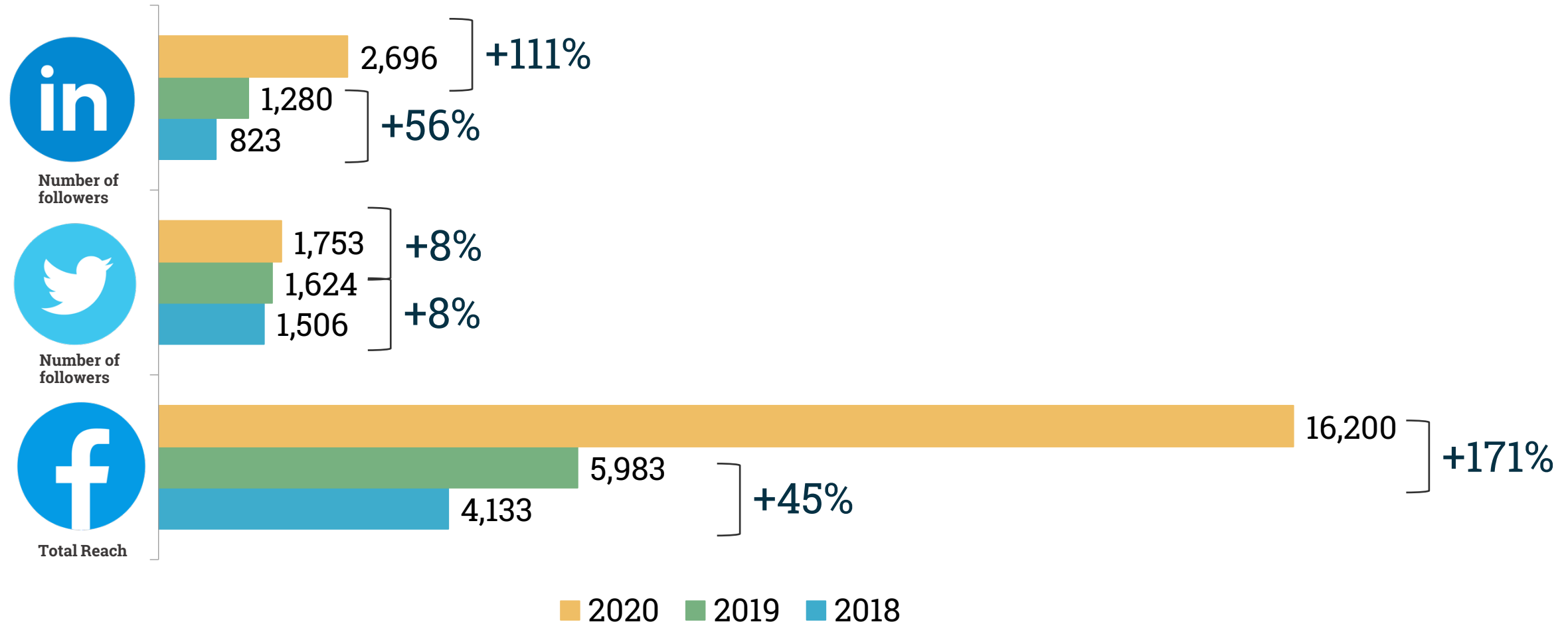
**Seatrade**  
**Cruise News**

**CruisesNews**  
MEDIA GROUP  
*Where the cruise things are...*



# Digital presence

## Social Media KPI's (2018-2020, data from Nov each year)







# Launch of YouTube Channel

**YouTube** Search

# #PortsTogether

**MedCruise**  
21 subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

Uploads ▶ PLAY ALL

- Black Sea Ports | MedCruise**  
30 views • 2 days ago
- Cruise the Mediterranean Sea | MedCruise 2021**  
118 views • 6 days ago
- MedCruise, the Association of Mediterranean Cruise...**  
23 views • 1 month ago
- The Mediterranean Sea | MedCruise Association 2020**  
33 views • 2 months ago
- MedCruise port and associate members messa...**  
29 views • 3 months ago
- MedCruise Awards Gala, 2020**  
404 views • 3 months ago



# Instagram

## Destinations oriented



Portugal / Portimão



Greece / Igoumenitsa

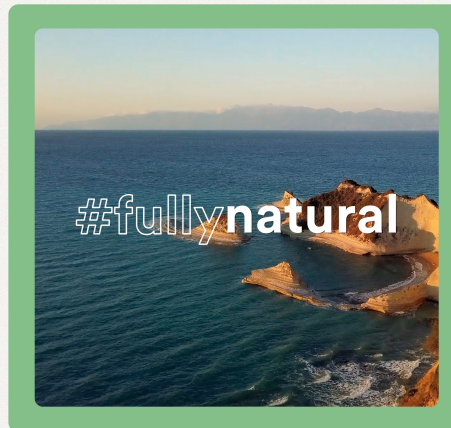


Italy / Gioia Tauro

#fullynature  
#fullytasty  
#fullyinspiring  
#fullyastonishing  
#fullyalive



Italy / Livorno - Piombino - Portoferraio



Greece / Corfu

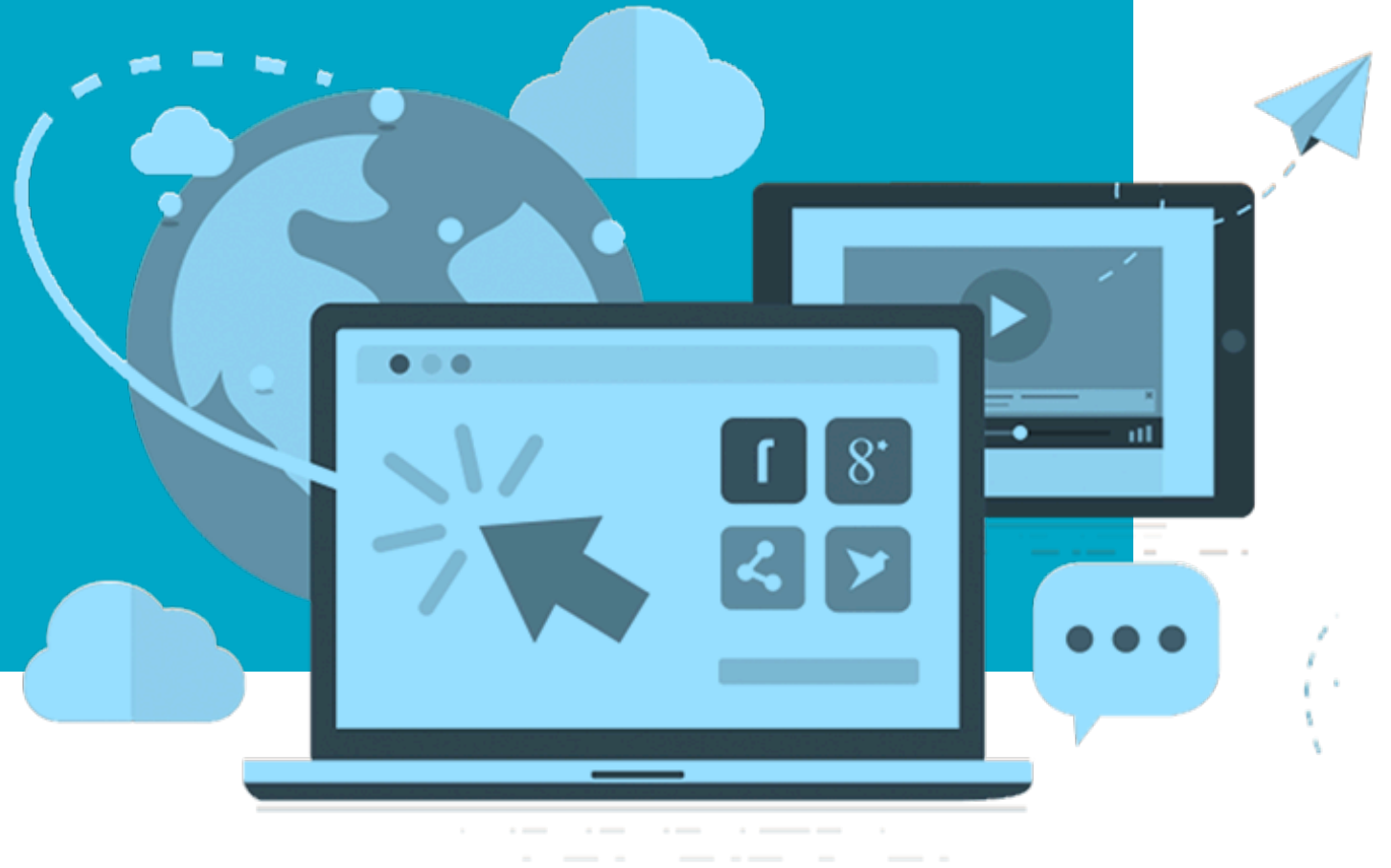


Turkey / Istanbul



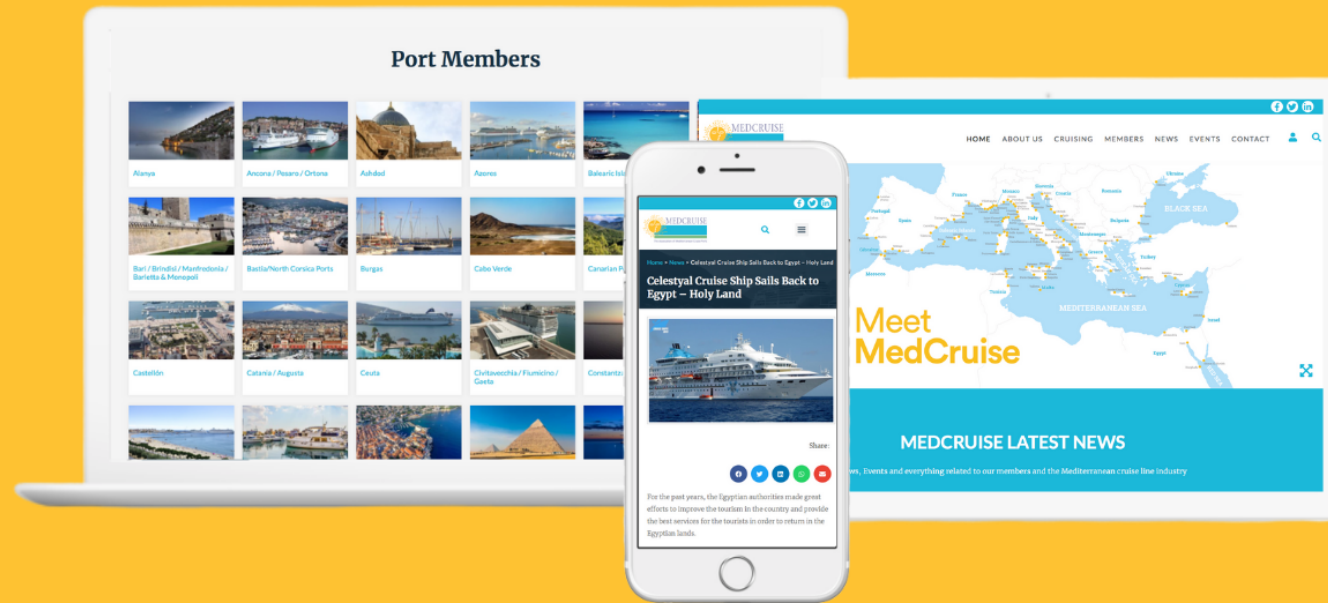
# Work in Progress Marketing Plan

## RENOVATE DIGITAL PRESENCE





# New Website. New member's section



# MEDCRUISE.COM



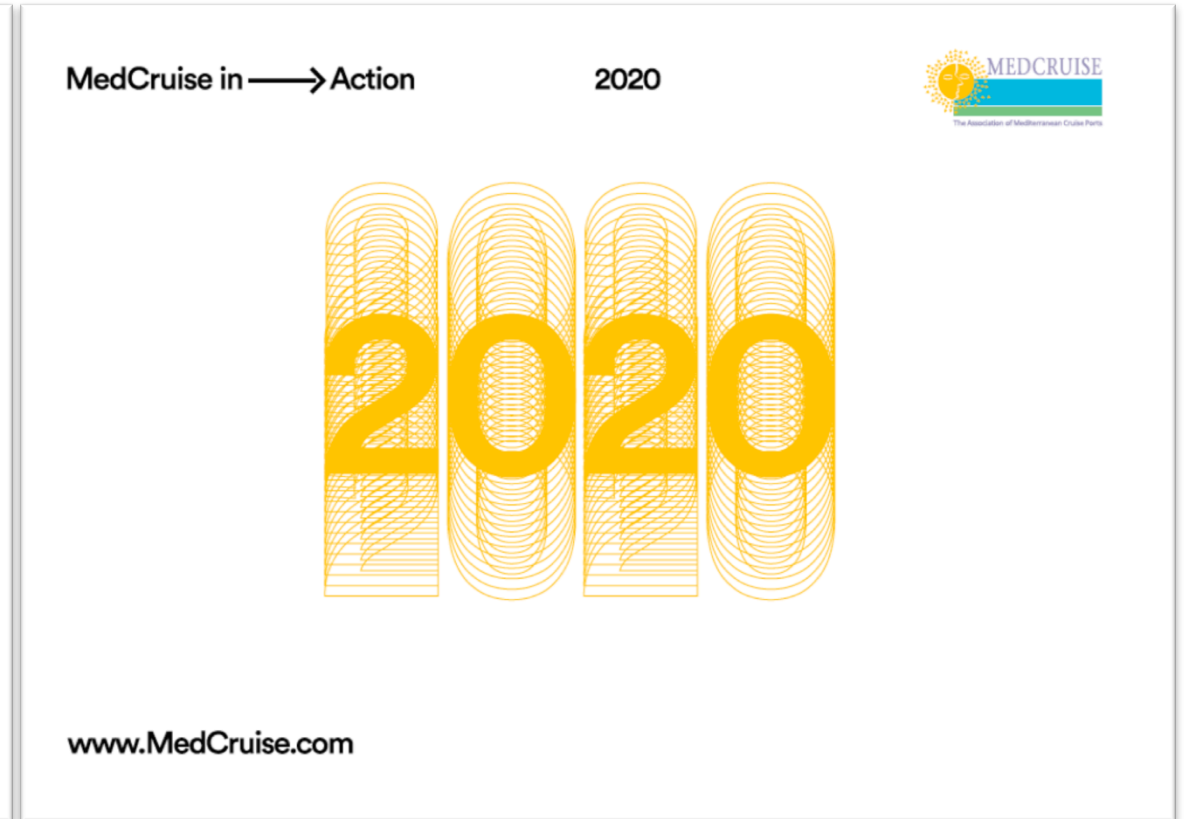
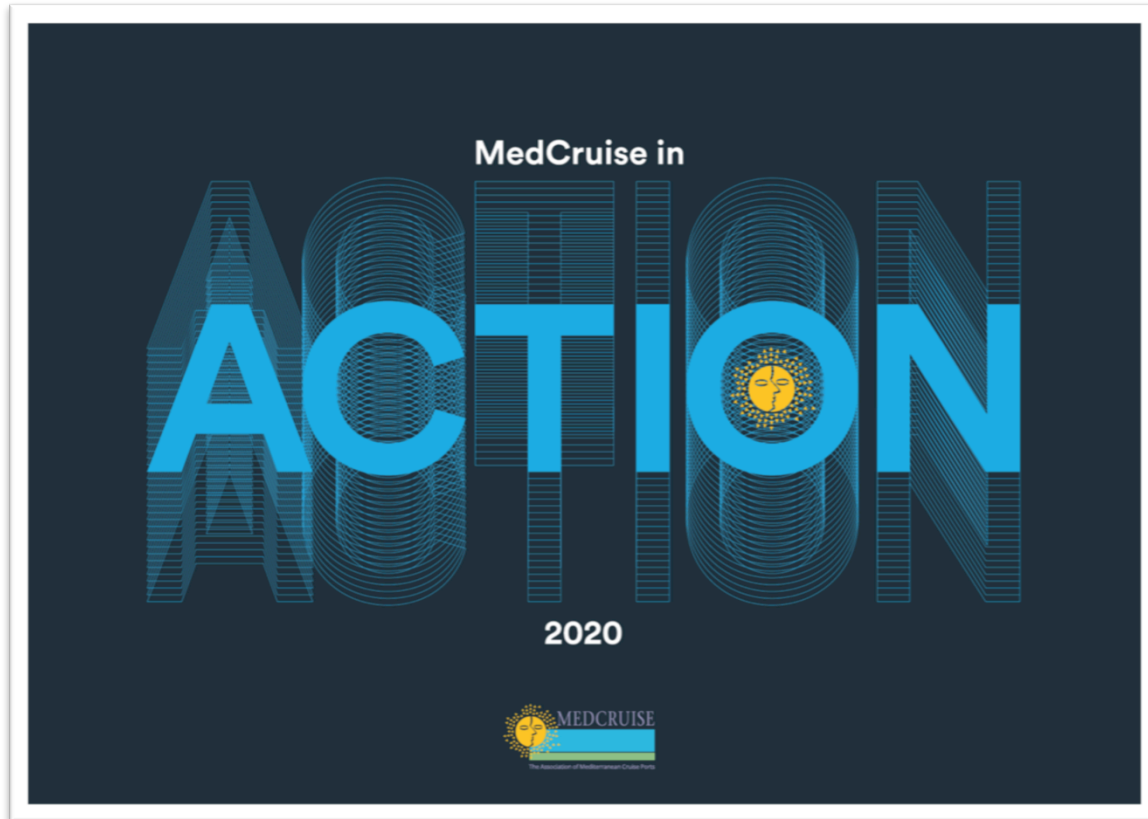
# Work in Progress Marketing Plan

**REFRESH THE  
WAY TO  
COMMUNICATE**





# MedCruise in Action 2020





# Main publications 2020

**MedCruise  
Cruise Line Directory 2020/21**

Senior Management  
Itinerary Planning  
Marine and Port Operations  
Shore Excursions etc.

A detailed directory of Cruise Lines including contact information of cruise line executives related to the departments.

**MedCruise Informs**

**MedCruise attended the European Commission's Working Group on the Creation of Best Practice Guidelines in Passenger Ship Security**

The European Commission's Working Group on the Creation of Best Practice Guidelines in Passenger Ship Security took place on 3 November 2020. The meeting was chaired by Mr Carlos Mestre, Head of Unit A.5 Security of the Directorate-General for Mobility and Transport (DG MOVE).

At the joint MAREC and SAGMAS session on 5 March 2020, the European Commission announced its intention to hold a Working Group meeting on passenger ship security and the possibility of creating a best practice guidance in the area.

The meeting started with a welcome from the chairman followed by a presentation by Mr Alexis Perrier, Policy Officer at DG MOVE on the work done in the rail security on best practices in technology and innovation.

Mr Christopher Ross, Deputy Director of Unit A.5 Security of the Directorate-General for Mobility and Transport (DG MOVE), informed that the objective of the working group is to launch the work towards the development of a non-mandatory best practice guidance in passenger ship security. On this basis, other meetings will be held, with the aim of finalising the guidance in the second half of 2021.

The objective of best practice guidance would be to offer more specific recommendations for passenger ships, agreed at the European level, which could offer a higher level of security in certain pre-defined areas. This could then serve as the basis for the European "high-security label" security.

A shortlist of best practices that will be included in a future set of guidance for ferries, based on recommendations made by the cruise ship and ferry security studies.

**Prohibited items list**  
The list identified in advance of the working group meeting of 22 May 2019 was, as a minimum:

- Fire arms including replica fire arms;
- Ammunition;
- Sharp objects;
- Explosives;
- Chemicals or components that can be used for making explosives;
- Radioactive materials;
- Toxic materials.

It was suggested working on two different lists, one for ferries and another for cruise ships.

**Screening measures for foot passengers**  
The ferry security study identified a lack of screening of passengers as a security gap. The solutions put forward (metal detection gates, x-ray machines and sniffing dogs trained to detect explosives to check passengers on foot and their luggage while they wait to access the port facility or board) are described as costly in the ferry security study but can serve as a good basis for best practice guidance.

It was also proposed working on two lines, ferries and cruise ships. An example given was that on cruise ships, the totality of passengers is screened.

**Reinforced use of CCTV**  
Ensure that CCTV cameras are placed strategically ports/ port facilities and passenger ships, and that they are supervised at all times by security staff and by an automated detection algorithm in order to quickly identify any intruder.

**MedCruise NEWS**

Issue 60 September 2020

**MORE THAN EVER  
PORTS TOGETHER**

[www.medcruise.com](http://www.medcruise.com)  
[www.medcruise.cn](http://www.medcruise.cn)

a MedCruise report

**2019 Statistics**

Cruise Activities in MedCruise Ports

The art of travelling

15 11.November.2020 #PortsTo

MedCruise #PortsTogether

What is new in MedCruise?

MedCruise Innovation is designed to share with you the effectiveness of the solutions which improve the effort and great work carried out by companies, organizations and individuals within the cruise industry to work better. #PortsTogether #PortsTogether



# Media partners

INTERNATIONAL  
**Cruise & Ferry**  
REVIEW

CRUISE TIMES®

*Cruise Industry News*

CRUISE  
**insight**  
THE GLOBAL CRUISE MARKET MAGAZINE

**CRUISE BUSINESS**  
REVIEW

SHIP **2** SHORE

**CruisesNews**

MEDIA GROUP

*Where the **cruise** things are...*





# Publications 2021

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- Yearbook 2021
- Statistics Report 2021
- MedCruise News (Issue 61 & 62)
- Cruise Line directory 2021



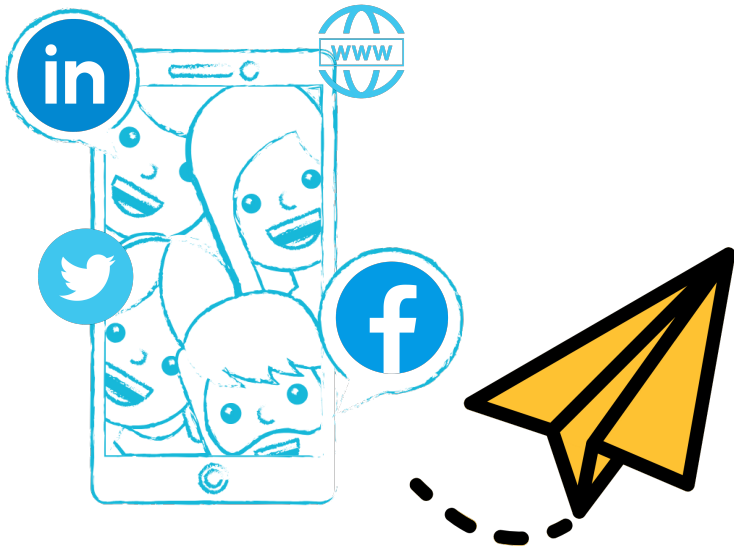
# MedCruise website

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Don't forget to send your news!

Secretariat will take care of the rest!!

Website, mailing & Social Media circulation





# Source Markets





# Source markets WG



- **Leader:** Mrs. Carla Salvado
- **Participants:** Palamós, Cartagena, French Riviera, La Spezia, Málaga, Naples, Tenerife, Valencia, Valletta.
- **Eight meetings**

## Next actions

1. Focusing on some European markets: United Kingdom, Germany and Nordic Countries. Studying the different promotional options in these markets, either online or offline
2. Participating in the Word Travel Market
3. Cruise 360 Trade show
4. Seatrade Cruise Asia Pacific



## Events

# Seatrade Cruise Asia 2021

date TBC



# Cruise 360 | Trade show 2021

27-1 Aug 2021 | Hollywood,  
Florida



Offer of a 6'x20'  
double booth in the  
same of 2020 cost  
~6,500 euros



# Projects and Studies





# Projects & Studies WG

- **Leader:** Mrs. Cristina de Gregori
- **Participants:** Bari, Brindisi, Cartagena, Corfu, Cyprus, Egyptian ports, Goulette, La Spezia, Livorno, Madeira, Malaga, Messina, MMS, Naples, Palermo, Sardinian, Taranto, Tenerife
- Eight meetings
- Working group about: **The measurement of the impact of the cruise activities – Unified Survey**
- SITUATION IN FEBRUARY : READY TO START
- In cooperation with Bocconi University
- 16 Port Members (35 ports) in 7 Countries (Spain, Portugal, Gibraltar, Slovenia, Italy, Greece) have been chosen based on key variables to run the survey

**B** Università  
Bocconi  
CERTET  
Centro di Economia Regionale,  
dei Trasporti e del Turismo





# Projects & Studies WG

- **SITUATION IN MARCH 2020**

As the situation was getting worse in march we have decided to suspend the actions already scheduled

Because of COVID-19 pandemic the collection of the data has been postponed

What we have now:

- Survey of **10 questions**
- Landing page that **can be used on computers, ipad, smart phones**
- Way of collecting data in an aggregate way at disposal of MedCruise
- Specific data about any single port member at exclusive disposal of the participant port member



**Università  
Bocconi**

**CERTET**  
Centro di Economia Regionale,  
dei Trasporti e del Turismo

How many time have you been on a cruise (including this one)?

Is this your first time in the city/town?



[https://ecopo.eu.qualtrics.com/  
jfe/form/SV\\_72SjHJeO3T1F6S1](https://ecopo.eu.qualtrics.com/jfe/form/SV_72SjHJeO3T1F6S1)

Powered by Qualtrics





# Projects & Studies WG

**B** Università Bocconi  
 CERTET  
 Centro di Economia Regionale, dei Trasporti e del Turismo

• **NEXT FUTURE**

- Ready to start as soon as the conditions will give us the possibility
- Only necessary to make some changes in the questions of the survey considering the new critic situation adapting the survey to the new present





# Committee of experts: Post-COVID-19

---

- Four meetings
- **Participants:** Cabo verde, Rijeka, Cyprus, Egyptian, Toulon, Valletta, Kotor, Madeira, Barcelona, Istanbul, Odessa, Medov
- **Observers:** French Riviera, Terminal Napoli, Algeria, Inetr cruises, Cartagena, Ceuta, Motril, Valencia, CEMAR





# Cruise Operations Status survey

It will much appreciated to receive also input from:

Ashdod, Balearic Islands, Canarian Ports, Castellón, Civitavecchia, Fiumicino, Gaeta, Corfu, Cyprus Ports, Genoa & Savona, Gioia Tauro, Haifa, Istanbul, Koper, Patras, Portimao, Portofino, Sardinian Ports, Sète, Split, Tenerife Ports, Thessaloniki, Tunisian ports, Valletta, Venice, Vendres and Zadar

The screenshot shows a survey form titled "Cruise Operations Status - November 2020" under the "Post COVID-19 Committee of Experts" logo. The form contains five sections:

- \* 1. MedCruise Region: A dropdown menu.
- \* 2. Country: A dropdown menu.
- \* 3. Port member: A text input field.
- \* 4. Country borders status: Radio buttons for "Open", "Restrictions", and "Closed".
- \* 5. PCR needed for entry: A text input field.



# Statistics report

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- The 2020 data collection excel will be circulated by the end of the year



# MedCruise Statistics



# COVID-19 related updates

The image displays three devices showcasing MedCruise's COVID-19 related updates:

- Laptop:** Shows the MedCruise website's "Cruise Lines Status" page. It features a "MedCruise notifications:" section with a Wi-Fi icon. Below, there are four entries for "Cruise Lines Status" updates, each with a "Download here" button. The updates are dated 26 Nov 2020, 19 Nov 2020, and 12 Nov 2020.
- Smartphone:** Displays a "Cruise Lines Come Back" chart. The chart lists various cruise lines and their status (e.g., "Cruise Lines Come Back", "Cruise Lines Come Back", "Cruise Lines Come Back") with corresponding colored bars and dates.
- Tablet:** Shows a promotional image for "#PORTSTOGETHER" featuring a cruise ship at sea. The text "x 126 x 3" is overlaid on the image, along with the slogan "MORE THAN EVER #PORTSTOGETHER".

Cruise Lines Status (weekly-Thursdays)

Post lay-up & sailing (weekly-Tuesdays)



# Berth Allocation





# Berth Allocation WG

- **Leader:** Mr. Aris Batsoulis
- **Participants:** Dubrovnik, DP world Limassol, Sete, Kusadasi, Motril, Cartagena, La Spezia, Malaga, Heraklion, Seaway shipping
- First meeting held Nov-2020
  
- Main aim to create a useful tool for the ports and for the cruise lines
- The main points of the approach are:
  - Every port to have its own policy;
  - No compulsory rules for the ports;
  - MedCruise to act as the central server through its website
  - Creation of a transparent and fair environment;
  - Online and real time overview for ports and cruise lines;
  - Ease for itinerary planning;
  - Decrease in bureaucracy;
  - Knowing in advance (i.e. 18 – 24 months) the berth reservation/confirmation



# Environmental Issues







# LNG conferences 2020




**Valeria Mangiarotti**  
Senior Vice President  
Director of Environmental  
Issues  
**Medcruise**




**I'M SPEAKING AT**



2<sup>nd</sup> edition  
**24 hour VIRTUAL**  
Global GAS & LNG  
Summit and Exhibition

**8-9 December 2020**

[www.Ingevent.com](http://www.Ingevent.com)  
#VirtualLNGSummit

[www.globalmaritimeevent.com](http://www.globalmaritimeevent.com)




**Global Maritime  
Week - 2<sup>nd</sup> Edition**  
20-21 January 2021

**Valeria Mangiarotti**  
Director of Sustainability and  
Environmental Issues  
**MedCruise**

**Topic:** Developing Environmental  
Solutions for Ports: Cold Ironing vs LNG  
and what this means for Shipping





# Energy efficiency and environmental sustainability

- **Leader:** Mrs. Valeria Mangiarotti
- **Participants:** Corfu, Egyptian ports, kusadasi, Livorno, Madeira, Marseille, Constanza, La Spezia, Barcelona, Kotor, Lisbon, Motril, Palamós
- **Three meetings**
- **A survey has been launched**
- **Your feedback is valuable and looking forward to receiving also from:**  
Ancona, Pesaro, Ortona, Ashdod, Balearic Islands, Cadiz, Civitavecchia, Genoa & Savona, Gioia Tauro, Haifa, Leixões, Palermo, Patras, Rijeka, Souda/Chania, Split, Tunisian ports and Venice

MedCruise  
**Energy & Sustainability**  
Working Group

**Energy Efficiency and Environmental Sustainability - MedCruise ports Survey**

Topic 1: Hydrogen

\* 5. If yes, please provide projects you are working on

<b>Project Title 1</b>	
EU project	
Public found	
Cost analysis yes/no	
<b>Project Title 2</b>	
EU project	
Public found	
Cost analysis yes/no	
<b>Project Title 3</b>	
EU project	
Public found	



# Current environmental situation

---

- A draft **new mandatory regulations** to cut the carbon intensity of existing ships have been approved by the Marine Environment Protection Committee (MEPC) of the International Maritime Organization (IMO) during the virtual session held on 16-20 November 2020 .
- The draft amendments to the MARPOL convention would require ships to combine a technical and an operational approach to reduce their carbon intensity. This is in line with the ambition of the initial IMO GHG Strategy, which aims to reduce carbon intensity of international shipping by 40% by 2030, compared to 2008.



# Cruises companies

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- According to some cruise lines, there is no effective technology for the propulsion of ships that uses fuels that do not emit CO<sub>2</sub>;
- They are moving towards the use of LNG (liquefied natural gas) which reduces sulfur and nitrogen oxides but does not eliminate carbon dioxide and can only be a bridge solution;
- The cruises companies are working on fuel cell batteries powered by LNG but we are still at the level of studies and it is not the final solution. The possible use of hydrogen is very interesting, but if the goal is to improve the environment and accelerate the transition to zero impact, then it is necessary to start research immediately and then apply them and finance solutions.



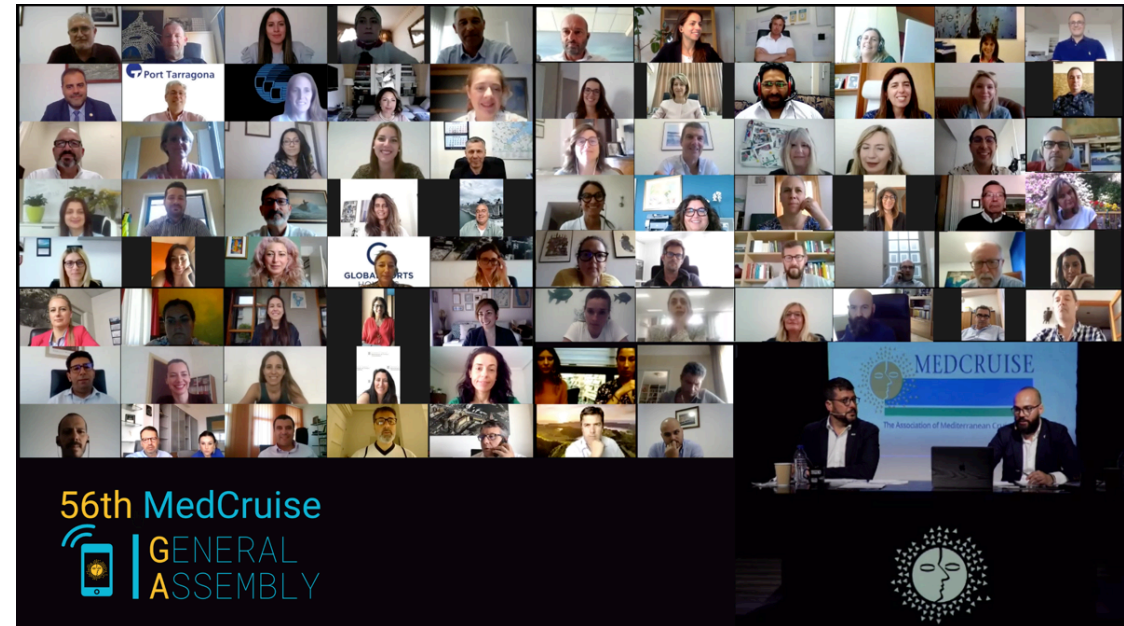
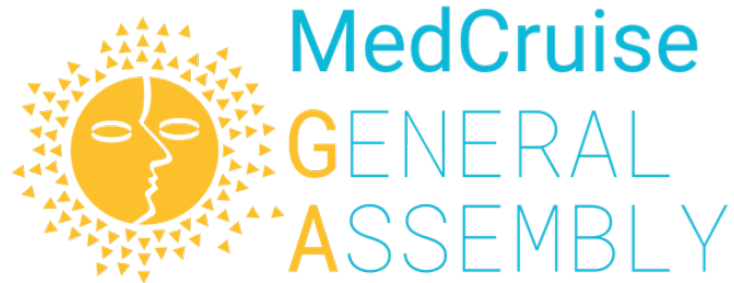
# Partnership and Events





# General Assemblies

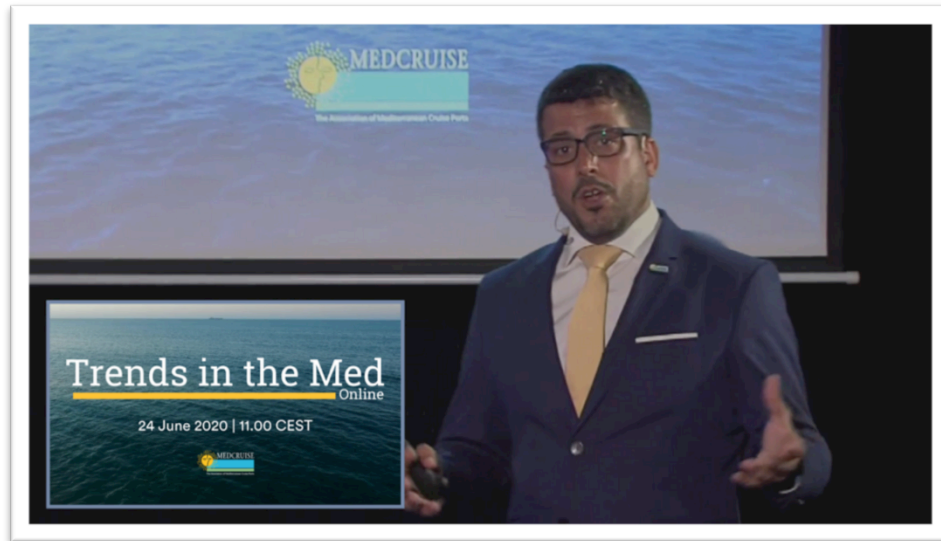
- 56th MedCruise General Assembly – May 2020 - online
- 57th MedCruise General Assembly – Dec 2020 - online





# Main events

## After 56<sup>th</sup> GA Trends in the Med



Registrants



Attendees

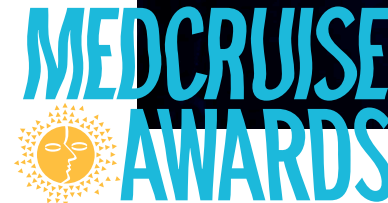


0 40 80 120 160



59 views

## MedCruise Awards 2020



Most seen video of  
2020

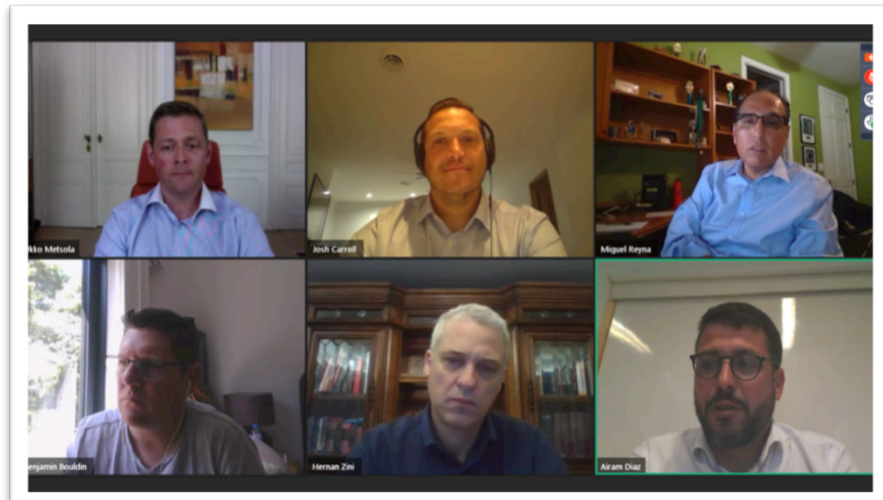


403 views



# Webinars

## May, 2020



Registrants



Attendees



0 60 120 180 240

## June, 2020



170 views



Registrants



Attendees



0 40 80 120 160





# Webinars

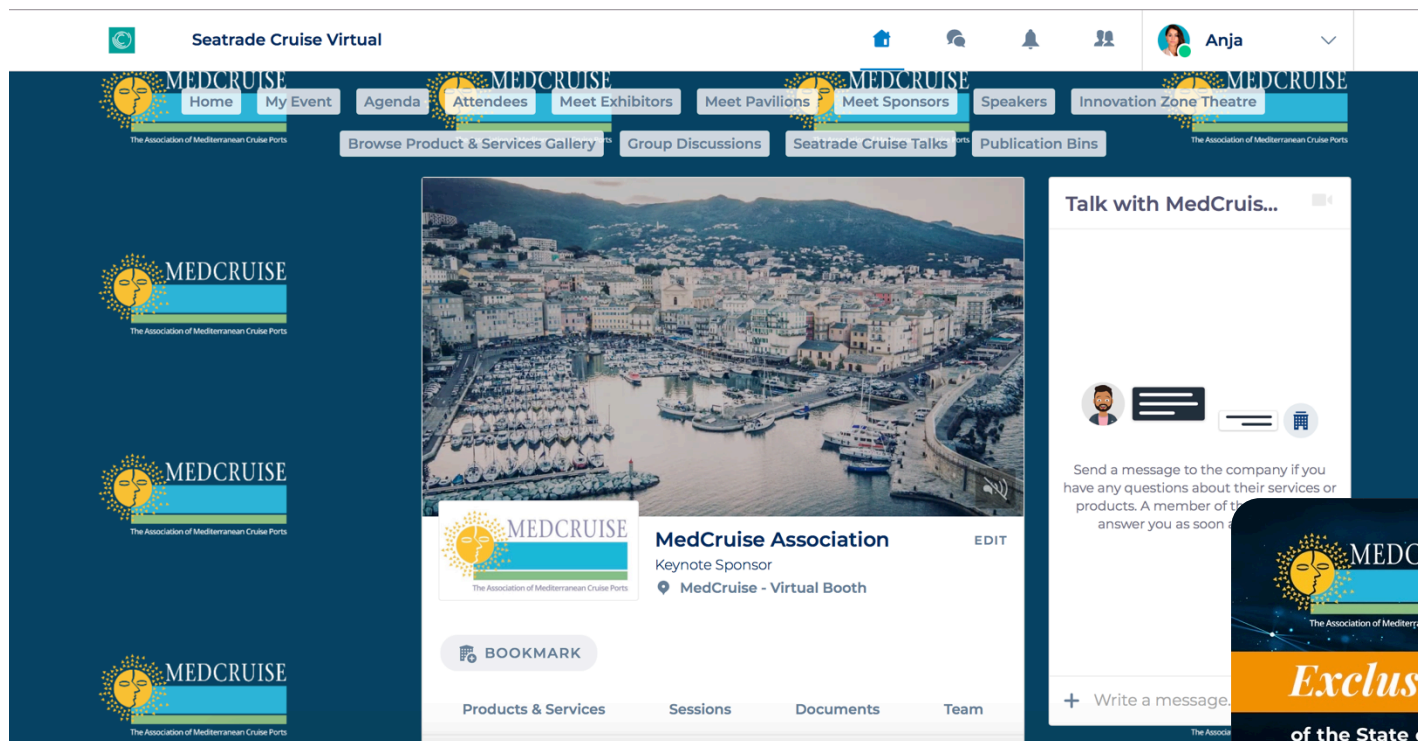
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You are welcome to propose Topics & Ideas

MedCruise Secretariat will take care of inviting speakers, hosting the webinar, etc.



# Seatrade Digital Forum, Oct-2020





# Seatrade Digital Forum, Oct-2020



**Making the Entire Med Accessible**

**Teodor Patrichi**  
Port Operations Manager  
Constantza port

Wednesday 7<sup>th</sup> of October  
11:00-12:00 CEST



**Making the Entire Med Accessible**

**Hrvoje Kulušić**  
Assistant General Manager for Operations,  
Development and Maintenance  
Dubrovnik Port Authority

Wednesday 7<sup>th</sup> of October  
11:00-12:00 CEST



**Around the World in 80 Minutes**

**Airam Díaz**  
MedCruise President

Thursday 8<sup>th</sup> of October  
15:00-16:20 CEST





# International Cruise Summit, Nov-2020

INTERNATIONAL  
**CRUISE**  
summit  
2020

1<sup>st</sup> & 2<sup>nd</sup>  
DECEMBER  
2020  
MADRID

www.internationalcruisesummit.com

**REBUILDING THE INDUSTRY**  
Getting back to normal - what  
we are doing and what  
else is needed

1<sup>st</sup> December 2020  
17.20 - 18.30 (CET)

**HYBRID  
EVENT** Take part  
on line or  
in person

**Tom McAlpin**  
President and CEO  
VIRGIN VOYAGES

**Michael Bayley**  
President and CEO  
ROYAL CARIBBEAN  
INTERNATIONAL

**Chris Theophilides**  
CEO CELESTYAL  
CRUISES

**Michael Thamm**  
CEO COSTA GROUP

**Gianni Onorato**  
CEO MSC CRUISES

**Olga Piqueras (Moderator)**  
Managing Director  
INTERCRUISES SHORESIDE  
& PORT SERVICES

**REGISTER  
NOW!**

**2**  
SESSION

Sponsored by **MEDCRUISE**  
The Association of Mediterranean Cruise Ports

The International Cruise Summit is a registered brand and product of **CruisesNews**

**SPONSOR**

INTERNATIONAL  
**CRUISE**  
summit  
2020

1<sup>st</sup> & 2<sup>nd</sup> DECEMBER 2020  
MADRID

INTERNATIONAL  
**CRUISE**  
summit  
2020



# International Cruise Summit, Nov-2020

INTERNATIONAL CRUISE summit 2020

1 December  
14.00 – 15.00 CET, Session 1

## Getting Started Again

What Ports & Destinations can Learn from those with Experience



Cristina De Gregori  
MedCruise Director of Projects & Studies  
Marketing & Communication  
Ports of Genoa

MEDCRUISE  
The Association of Mediterranean Cruise Ports

INTERNATIONAL CRUISE summit 2020

1 December  
14.00 – 15.00 CET, Session 1

## Getting Started Again

What Ports & Destinations can Learn from those with Experience



Stephen Xuereb  
COO  
Global Ports Holding  
CEO  
Valleta Cruise Port

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INTERNATIONAL CRUISE summit 2020

1 December  
17.20 – 18.30 CET, Session 2

## Rebuilding the Industry

### Getting Back to Normal

What We Are Doing & What Else Is Needed



Moderator:  
Olga Piqueras  
Managing Director  
Intercruises Shoreside & Port Service

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The Association of Mediterranean Cruise Ports

INTERNATIONAL CRUISE summit 2020

2 December  
15.30 – 16.15 CET, Session 4

## What will be the “New Normal”

In The Shore Excursion Business & Destinations?



Moderator:  
Francesca Antonelli  
Marketing Manager  
Valenciaport

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# Forthcoming General Assemblies

<b>No.</b>	<b>CANDIDATE</b>	<b>EXPECTED</b>
1	Palamós	2021 Spring
2	Burgas	2021 Fall
3	Tarragona	2022 Spring
4	Seatrade Cruise Med	2022 Fall
5	Cartagena	2023 Spring
6	Koper	2023 Fall
7	Corfu	2024 Spring
8	Seatrade Cruise Med	2024 Fall
9	Palermo	2025 Spring

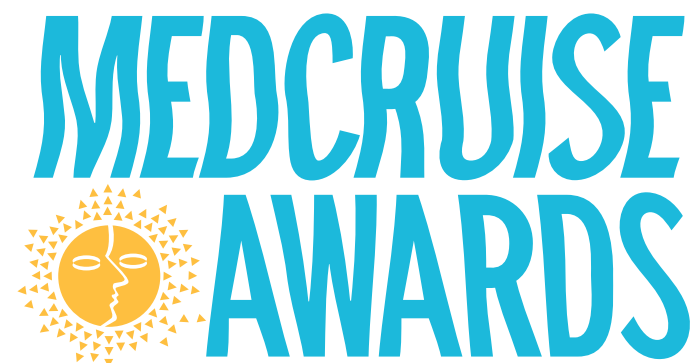
A meeting will be organised in order to discuss the way forward



# Forthcoming MedCruise Awards

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Madeira Ports, 2021





# Elections







# The way forward

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## European Union

- EU fund opportunities of MedCruise members interest will be circulated
- To explore opportunities MedCruise to be benefited from EU funding projects: finance our main actions (for example studies, promotion, innovation)

## Destinations & Cruise industry

The new normal. A series of webinars with the participation of experts and stakeholders, on how cities and destinations were affected and mostly are adjusted to the new COVID-19 normal

## Associate members

- Finalisation of constitutional amendments approved in the 56<sup>th</sup> General Assembly
- Identify new ways to involve more MedCruise Associate Members in MedCruise life



# The way forward

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## CLIA

Strengthen the strategic agreement of the two associations by jointly develop initiatives- i.e. joint professional programs, webinars

## New initiative

- **“Morning coffee”** to be launched soon: informal meetings to strengthen the relationship among members, exchange idea
- **MedCruiseApp**: an online chat/channel available to all members for immediate communication among members



# Elections

In order to conclude the registration of the new BoD synthesis a

**reconfirmation of MedCruise 56<sup>th</sup> decision to extend the term of the current BoD for a year and elect new President and BoD during 59<sup>th</sup> MedCruise GA, Autumn 2021**

is needed

The situation:

1. The 56<sup>th</sup> GA has approved a year extension on the term of the current BoD because of extraordinary circumstances of COVID-19
2. The arguments based on which the GA has decided to extend the term are still in place
3. MedCruise elections have been decided to take place during autumn for operational and organisational issues: the fiscal year to conclude on one, instead of two Presidents' terms
4. In autumn 2021 it is more probable to meet in person and members to vote by presence. It will also be able to discuss and interact about candidates' plans for our Association



# Arising matters





**Thank you!!**

**#WeAreSocial**



**#PortsTogether**