The Port Authority extends its role to the port of Castellammare

by E. L.

The Port Authority of Naples extends its role in the port of Castellammare di Stabia which will also be extended to the port of Torre Annunziata shortly after. The idea, which was conceived some years ago by the President Francesco Nerli, has now become a reality. Very soon, in fact, after the permission granted by the Port Committee, a draft document of intent will be signed between the Port Authority of Naples, the Councillor for Transport in the Campania Region and the Local Government in Castellammare, with the aim of, “creating a port system and extending the area over which the Port Authority of Naples holds jurisdiction to the port of Castellammare di Stabia and proceeding with other administrative procedures in the port at Torre Annunziata.”

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Thankful to this extension – observes the Councillor for Transport in Campagna, Ennio Cascetta – and to the POR European funding that will be made available, a unique, overall port system which is integrated in the Gulf of Naples, in which the three ports will answer to a single management and which have complementary functions, will be set up. A project which is in line with the Regional Government strategy of developing marine resources, which we are already carrying out in the area of the Highways of the Sea and pleasure-boat navigation sectors, with the creation in particular in the pleasure-boat sector of a series of tourist ports which reside in the same geographical area but which have different functions that are able to offer a complete range of services for the navigation of pleasure boats and will therefore encourage the rebirthing of tourism, the economy and employment.”

What is more, 2 and a half million euro from the POR Campania 2000-2006 fund has been set aside by the Councillor for Transport in the Region of Campania, to provide for re-construction works in certain areas which will be assigned to cruise traffic in the port of Castellammare. The port of Castellammare, according to the project worked on by the Port Authority together with the company for the promotion of logistics in Campania, “Logica”, will require to prepare the quays so that they will be able to receive cruise ships and ferries, create a cruise terminal by using buildings which are currently in disuse and reorganise the area which will be assigned for passenger and cruise traffic. This also requires the draining of the sea bed in order to allow for the mooring of large scale ships.

“Our objective – points out Francesco Nerli – is to rationalize the functions of the three ports without excluding a serious reflection on the synergy and the potential of the shipbuilding sector in the three ports in Naples, Castellammare and Torre Annunziata. It is clear that Castellammare, thanks to its nearness to the Sorrento Coast should increase its role as a cruise port. For Torre Annunziata, thanks to the improvement in various connections because of the new motorway which will be built and which will directly connect the port to the A3, will have the possibility of concentrating on being for port of the Highways of the Sea and also partly for trade. Our immediate commitment is to start up, as soon as possible, the works at Castellammare because we are certain that through the synergy between the two ports, great results for the tourist economy in Campania will be obtained.”

Concrete prospects of economic and social development from the port

Interview with Salvatore Vozza, Mayor of Castellammare di Stabia

The draft document between the Port Authority, Castellammare local government and the Region will be signed shortly. What are the next steps?

Immediately after the signing of the draft, the document will be sent to the Minister for Transport and Infrastructure who will complete the approval for the ideas that have been agreed on by the three bodies. When the go ahead is given by the Minister, the next step will be to work on the contents of the project, which will involve the Port Authority, Region and Local Government.

I hope that this takes place as quickly as possible as this will bring an important phase for the economy of the port and for the city of Castellammare di Stabia with it.

Will the extending of the Port Authority of Naples role at the port of Castellammare bring concrete economic and social benefits to the city?

To rationalise the system, overcoming localism, is a winning strategy for the territories’ economies. There are many positive examples that are going in this direction, starting from consensual programming where Castellammare has been a forerunner. And in the wake of this, the extension of the duties of the Port Authority of Naples to the Port of Castellammare will be introduced. Moving a part of the activities that are currently “engulfing” the principal port, does not only mean the freeing up of Naples port, but will mean in particular making the most of the resources of an entire region. The economic benefits such as an increase in traffic at the port of Castellammare, that in recent years has seen the number of its activities fall, are easy to imagine, these are all positive outcomes. Especially if one thinks about the flow of business which will be created when the entire area of the port will be fully operative.

Which are the sectors of traffic that need to be developed and why?

In the preliminary draft signed by the Port Authority of Naples and the Region of Campania, precise recommendations are already pointed out. Initially, the commercial sector, which already has a vast experience in the Stabiese port, will have to co-exist with the setting up of the cruise sector and with the Highways of the Sea sector. This means that from the beginning there will be a union between the present of this port that is the represented by mercantile trade and the future of the port, which is directed at tourism. The final aim remains the transformation of the current tourism port at the Maritime Station in that this will be an important part of the conversion of the tertiary-tourism sector at Castellammare and will help economic and social development to take off. We are aiming to give back the port to its city, as the port is currently in large part under used, and to create employment in Castellammare.
The pleasure boat navigation sector is one of the most important for the national maritime economy. In fact, Italy is the first in Europe for the number of vessels produced and is among the places preferred for nautical tourism. In order to understand the trend in this sector we asked the chairperson and works in Fiart Mare, Antimo Di Martino, to be the representative of the Association Antimo Di Martino, from Fiart Mare and boatbuilder of J. Luise e Sons and President of Assoporti. The Architect Antimo Di Martino is a board member and works in Fiart Mare, an historical company for the production of pleasure-boat vessels and a true standard bearer for modern navigation: it was at Fiart that in 1960, the first fiberglass boat in Europe was produced.

What is the economic importance of the sector and what has been its progress in recent years?

Although the current economic crisis and the recession have been negatively felt, the Italian boat industry continues to record a trend of constant growth, which has only slowed down in recent years.

The Italian boat industry maintains the European leadership in vessel production, and is just behind the USA on a world scale. Its products are appreciated all over the world for design, technology and style.

In six years (from 1999 to 2004) the economic importance of the sector in Naples and represents a point of excellence in the national panorama.

What is the economic importance of the sector and what has been its progress in recent years?

The sector of the tourist ports is obviously important in the ambit of Italian pleasure boating, but it is necessary to make some distinctions. Too often, in fact, when considering the berthing needs dedicated to pleasure boating, only the "residential" stops are considered and the transit ports are neglected. In fact, the two types of ports are profoundly different and need different infrastructures. While the "residential" types of port especially need infrastructures which are strictly dedicated to vessels, the ports of call dedicated to pleasure boating need auxiliary services, some types of nautical infrastructures (repair basin, engine assistance, electrical wiring implants etc.), others of quality connected to tourism (welcoming services, catering etc.). In the end, pleasure boating is a truly complex service, if the average level of the shipping companies that are dedicated to the charter market in great expansion is analysed, one can understand just how important it is for the different local economies to refer to. This sector has had a large increase in recent years, which will also continue in the near future, an example of this is the fact that in the next two years, 400 yachts over 40 metres on a world level will be consigned and this is enough to understand the importance.

What does the nautical industry need, as regards to infrastructure and legislative in order to continue developing?

From the point of view of infrastructure there is a real need for correct planning. The prospects are different for volume and quality of offer, from the point of view of the boatyard they are mainly the exhibition halls, proving ground, the customer service and the maintenance workshops. The architecture must be able to respond to the requirements of a "citizen" scenario which is in close contact with traditions, the capacity, the equipment which are already available, could be compatibly utilised with these increasingly requested services and would also provide the opportunity of using some areas of the port of Naples for pleasure boating in a "citizen" scenario which is in close contact with the "sea square" from the Angiorno Quay and with the Darsena Acton (Annunziata and Castellamare di Stabia? The way to a new areas of competence, I personally believe that the city of Naples could be brought to overall first place for the navigation of pleasure boats has been brought to a close, from the circular concerning leasing in 2002, to the 172 law in 2003 and the law 171 in 2005, without forgetting the regulations for commercial yachts and the introduction of pleasure boat navigation licences.

However, the current legislation is not complete, applicable laws that directly regard the pleasure-boater is needed. The areas which still have legislative gaps in particular are those that concern the sailing licence and safety, the rules for the licence of the master of the vessel.

What is the economic importance of the sector and what has been its progress in recent years?

As with regards to Bagnoli, I think that the necessity to assign a part of the coast line to the beach is unavoidable, an urgent request by citizens that should be absolutely respected. What are the prospects for growth? The prospects differ for volume and quality of offer, but one point should be made clear: Naples represents the major attraction in the world for the luxury and charter pleasure boating. Their presence is easy to understand, the presence of an international airport which is 8km away, excellent climate, very long historical traditions, archaeology, monuments, classy hotels and above all, the presence at 18 sea miles (the measure of distance for charter and pleasure boat cruises), the places which are unique in the Mediterranean: Capri, Ischia, Procida, the Flegrea zone etc. The Cote d‘Azur, which is the current queen of the sector, does not have this particular, with a careful policy of public and private investment in the sector the city of Naples could be brought to overall first place in the Mediterranean.
The tradition in Naples is upmarket. The reasons for bringing Seatrade to Naples are complex and multifaceted. However, there are three key themes that have been at the heart of the decision-making process: the potential for growth in the cruise market, the importance of Naples as a ferry port and its role as a cruise port. Each of these themes will be discussed in conference sessions at Seatrade Med and the event’s exhibition will correspondingly showcase a rich, comprehensive assortment of related products and services.

The cruise industry has been highly successful in expanding its client base, both in Europe and North America, and there is still much potential for further growth. One of the ways to achieve this growth is by offering cruise products to suit a wide variety of customers. The Med now offers that diversity in a region of cruise traffic that has grown by 114% in recent years. The offer of hard-to-reach destinations to the tourist area in the port and also the quality of the organisation. We have above all, breathed life into a plan of re-structuring the port waterfront and that of the Maritime Station, which will shortly extend all of the changes and its improvements along the Molosiglio and the ‘Immacolatella Vecchia.’

Chris Hayman: why Seatrade is important

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The President of Confitarma Nicola Cicilia explains the risks and the opportunities that will arise from this event

Seatrade Med 2006 in Naples: the confirmation of a winning system

The 2006 Seatrade Med Fair will be held in Naples. Since the start of the negotiations, you have always been sure of the victory of Naples over the other interested parties. Can you explain why?

Many people think that I am no optimist, but in this case, the cards that Naples had already laid on the table when negotiating with the interested parties, make it impossible to say otherwise. Naples has proved to be a simple operation and requires an organisation which runs to perfection, that is managed in a professional manner and is also the fruit of a rational collaboration between the public and private sectors. For Seatrade Med is a test on which Naples will stake its credibility in an increasingly competitive market like the cruise market, but also in the wider tourism market that could find significant impetus for a significant upgrading in quality thanks to this fair.

Naples also has the opportunity of providing an essential contribution for the extension of the aims of this fair, by integrating companies to the fair which are involved in cruises, as well as those pertaining to the entire tourist-commercial segment generated by cruise shipping as well as segments such as cruise ferries or mega yachts.

As President of Confitarma, what commitment do you expect from the Neapolitan shipping companies?

Confitarma will obviously guarantee all of its support for a positive outcome for the fair. It will work on a national and local level. There is no need to encourage the Neapolitan shipping companies who have significantly contributed to making a positive image of our city around the world, who have set up branches of business based on professionalism and the ability to do business and that will without doubt play an important role on this occasion.

Chris Hayman Managing Director of Seatrade

The port prepares for Seatrade 2006

The features of the new Maritime Station have been established by Armando Santamaria

The exponential growth in cruise traffic and the decision to “open the port to the city” have brought some changes to the general project for the restoration of the Maritime Station, which will have two cruise terminals “A” and “B”, that will be respectively located on the western side (Beverello) and (Piffero) on the eastern side. The projects’ definitive setting has concentrated all of the principal terminal activities on the ground floor and on the first floor there will be embarking and disembarking of passengers as well as commercial activities, while on the mezzanine floor and on the second floor the arrangement of the congress offices has been confirmed, which means, as the centre for all services which are dedicated to cruise activities. For the 2006 Seatrade Med the Maritime Station will therefore have two completely re-structured terminals on a time scale which will be compatible with the time needed by the Port Authority to pull out of all of the areas which will be involved. This will allow for the embarking and disembarking of passengers on the ground and first floor. The original entrances to Anspadino square will be refurbished, from which passengers will be directed to the departure lounges in order to check-in and leave their luggage. They can then visit the shopping centres and take a filter room from which they will have direct access to the embarking areas situated on the first floor, continuing with an escalator system, arriving passengers will then be transferred towards a re-claim on the ground floor and after the necessary security controls they will be able to leave directly onto the street so as to reach their cars, or take a taxi, bus etc.

Structure and space at the congress

| Surface Area dedicated to Congress Centres | m² | 3,300 |
| Available meeting rooms | n° | 5 | per 970 m² total |
| Multi-purpose rooms for exhibitions and other (on two levels) | n° | 1 | per 1,850 m² total |
| Total covered surface area available to a Seatrade visitors | m² | 5,800 |
| Total surface area Maritime Station | m² | 33,000 |
| Total external area available to trade visitors | m² | 10,000 |
| Area of new rooms made available to Seatrade visitors | m² | 7,600 |

Seatrade Med 2006: a success for the Port Authority of Naples

The Port Authority has managed under the leadership of President Francesco Nerli to be awarded the 2006 Seatrade Med fair, the principle cruise fair which takes place every two years. After Genoa, it is Naples which is the port that will become the showcase for this international fair which attracts worldwide attention from the world of ship owners, tour operators, travel agents and experts in the cruise and passenger shipping world. Naples has the potential to offer the tourist and the passenger an opportunity for the city and the port to give an image of call in which recent years has grown by 114% in cruise traffic thanks, above all to all of the development plans and the re-structuring works put forward by the Port Authority of Naples.

We have managed - confirms President Nerli- to bring the Seatrade Med fair to Naples for the first time to Naples and to the port of Naples. We managed this because we have been working hard in recent years to try to offer the offer of services in the tourist area in the port and also the quality of the organisation. We have above all, breathed life into a plan of re-structuring the port waterfront and that of the Maritime Station which will shortly extend all of the changes and its improvements along the Molosiglio and the ‘Immacolatella Vecchia.’

Francesco Nerli: the Adjudication of the results of the port

The first cruise season in the Med will attract more ships, more cruise brands and more passengers. The Region is considering expanding its position in the world’s second biggest cruise destination after the Caribbean.

The reason for Seatrade Med Cruise & Ferry Convention has moved to Naples after five successful editions in Genoa is to enable participants to see and experience more of the Mediterranean.

The Maritime Station at Port of Naples will be an excellent venue for the Seatrade Med event. As a cruise port, Naples offers access to a great variety of tourist and cultural attractions in the region. As a ferry port, it is at the centre of a vital network of routes serving the entire Med. It also has ambitions in the region. As a ferry port, it is at the centre of a vital network of routes serving the entire Med. It also has ambitions in the region. As a ferry port, it is at the centre of a vital network of routes serving the entire Med. It also has ambitions in the region. As a ferry port, it is at the centre of a vital network of routes serving the entire Med. It also has ambitions in the region. As a ferry port, it is at the centre of a vital network of routes serving the entire Med. It also has ambitions in the region. As a ferry port, it is at the centre of a vital network of routes serving the entire Med.
Port Research, integrated logistics, the lack of transport systems
Southern ports: development passes to our infrastructures.

by the Associazione Studio e Ricerche per il Mezzogiorno - www.srmezzogiorno.it

Our newsletter cannot ignore one of the most thorough reports on the development of the Southern port system. This report has been discussed over the course of five international meetings held in Rome (at the offices of ABI), Naples (the Maritime Station at the Port and Mediterraneans 2005, a fair concerning the theme of the Mediterranean and transport which was held at the Mostra Oltremare exhibition centre) and Ravenna (Medmar 2005, an international conference of the Mediterranean ports). The last was held in Bari on the 9th of November 2005 at the cruise terminal.

29 specialist maritime sector internet sites covered this and 20 journalists mentioned it: we are referring to the research which has been carried out on the ‘Highways of the Sea: the development of a Southern port system in an international context’. This was carried out by the Association for the Study and Research for Southern Italy, a wide-scale reent on the Southern Port sector with an analysis of development strategies, infrastructure, finance and data regarding traffic. One of the protagonists of the research is the port of Naples and President Nerli participated in these meetings in Rome and Naples.

The Association sets out its next research which will follow the maritime and port trends in particular. The problems which will be analysed will regard integrated logistics and the structure of the business fabric which has been influenced. A port system is not always supported by a business class that wishes to invest in an incisive manner for the development of the ports. In some cases, heavy forms of transport, in order to reach the embarkation point, have to go through the centre of the city with obvious problems in terms of traffic. Moreover, attention will be placed on these ports which being of a hub nature, have an evident lack of railway systems, airports and above all-ports.

The Association for the Study and Research for Southern Italy, with its headquarters in Naples, has a streamlined structure and with extreme dynamism in projects and research has the will of being a hub of a new nature, having an evident lack of land services, speed of embarking and disembarking and the consignment of goods.

Future research by SRM will verify the particular lack of air and rail infrastructure that amongst other things, does not allow a definite development for the highways of the sea. In some cases, heavy forms of transport, in order to reach the embarkation point, have to go through the centre of the city with obvious problems in terms of traffic. Moreover, attention will be placed on these ports which being of a hub nature, have an evident lack of railway systems, airports and above all-ports.

The presence in all Southern ports of terminal operators and also port companies and shipping companies that are at world level (e.g. Cosco, Maersk, APM Terminals), is undeniably and these bear witness to the importance that these ports have, together with all of the logistic and transport systems in the ambit of the Mediterranean economy, business and infrastructure. The internationalization of these companies and the growth of commercial trade are linked to the existence of an efficient system of transport and logistics that is ready to work side by side with every requirement in terms of land services, speed of embarking and disembarking and the consignment of goods.

Concrete prospects from the port
Can you supply an estimate for timing and costs?

By 2006 the first phase of the project will be able to be worked on: commercial trade will continue to a greater extent than now, on: commercial trade will continue to a greater extent than now, and the initial spaces needed to start up the activities surrounding the cruise sector and the Highways of the Sea sector will be supplied. For this phase we can count on 2.5 million euro which has been assigned by Regional Government. Following on from this, the evaluation of the necessary tools necessary to create the Maritime Station will be carried out by effectuating a feasibility study to decide whether to knock down or convert the existing sites which are present in the port area, as these constitute a real barrier between the sea and the city.

The new Maritime Station
On the ground floor several shopping areas are planned, while on the first floor, as already stated, the shopping centre with large galleries with shops and exhibition and sales rooms will be situated with particular attention has been reserved for the creation of the congress area: on the main side of Piazza Municipio a new congress centre will be opened, with an area that can be divided into either three or five conference rooms, for a maximum total of around 650 places. Other than this, a large multi-function room on two floors that will be able to hold exhibitions, shows and meetings which will have a capacity for about 700 people will be restructured.

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