

## INTRODUCTION



Welcome to the fourth Optimed Newsletter! The purpose of this eNewsletter is to provide information and updates about OPTIMED project, co-financed by the ENPI CBC MED Programme under Priority 3 (Promotion of better conditions and modalities for ensuring the mobility of persons, goods and capitals) - Measure 3.2 (Improvement of conditions and modalities of circulation of goods and capitals among the territories).

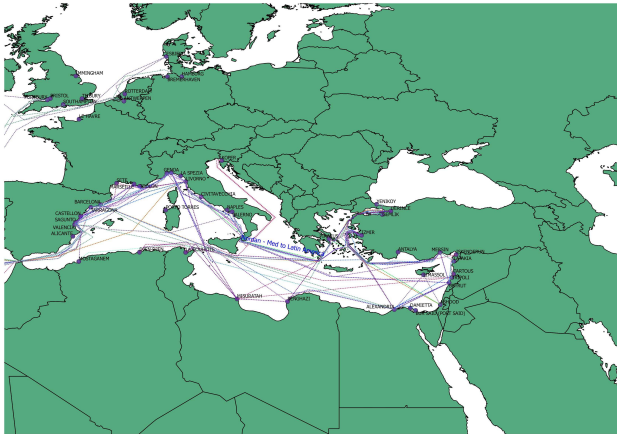
In this issue you will find the results of the training course in Short Sea Shipping that took place last September in Barcelona and Cagliari; the signature of the Memorandum of Understanding within the framework of Egypt International Logistics Forum and the participation in the UfM Working Group. Furthermore, we'll talk about the B2B meetings which took place last December in Marseille, Cagliari and Beirut. Finally, the summary of the project's Final Conference held in Barcelona and a few remarks of the last Steering Committee. Enjoy your reading!

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## THE PROJECT

### About Optimed



The development of maritime transport and logistics sector in the Mediterranean still needs to be improved in order to ensure more efficient and sustainable trade relations between the northern and south-eastern shores of the Mediterranean Sea.

In this context and by means of a virtual logistics platform structured around the ports of Porto Torres (Italy) and Beirut (Lebanon), OPTIMED project – funded by

the ENPI CBC Mediterranean Sea Basin

Programme 2007-2013 - will promote better commercial connections among Lebanon, Italy, Spain and France.

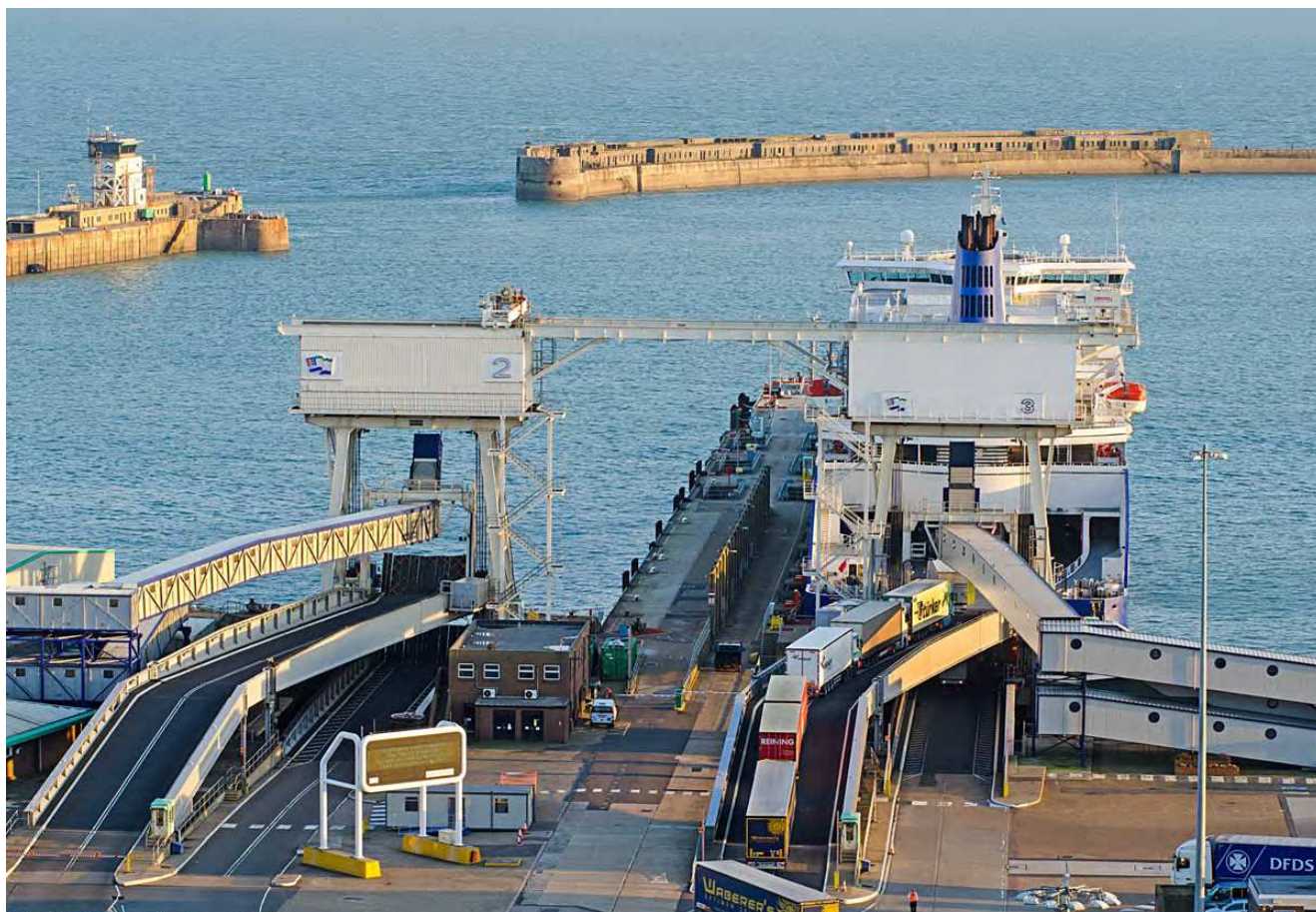
The seven actors part of the project will also develop new tools (such as the organization of business meetings and the promotion of short sea shipping) thus contributing to a more efficient transport and logistics model, characterized by better delivery times of freight and consequently by a greater competitiveness.

### Objectives

OPTIMED project aims at promoting the trade network between the northern shores of the High Tyrrhenian arc and the eastern-southern shores of the Mediterranean sea, thus improving commercial connections and relationships between public and private operators in maritime transport and logistics sector of Lebanon, Italy, Spain and France (General objective).

In order to achieve the aforementioned goal, an innovative virtual logistics platform structured around ports strengthened as Ro-Ro hubs will be implemented (Specific objective).





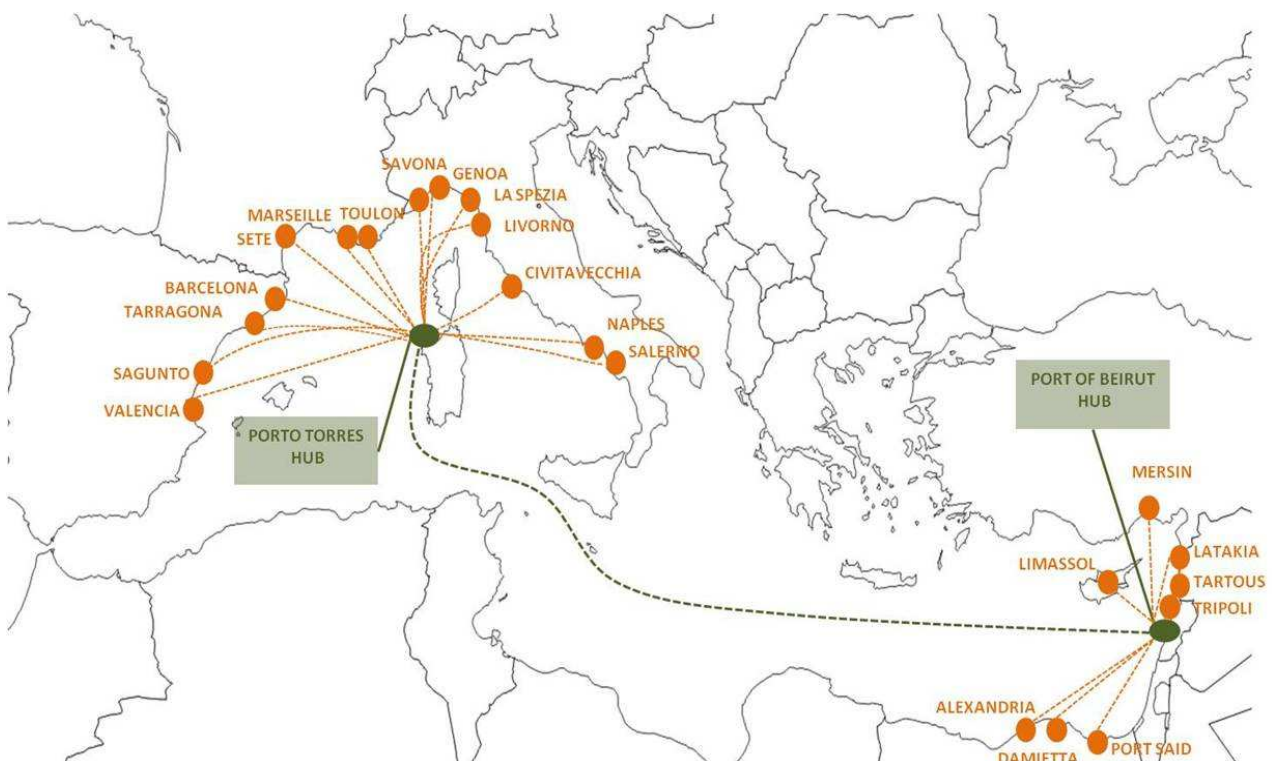
## Main activities

- Design of a new-hub based network structure for connections between the French-Spanish-Italian arc and the southern-eastern part of the Mediterranean area.
- Design of a new hub-based port facilities in Beirut and Porto Torres.
- Design, development and implementation of an information system for traffic management enabling businesses to plan shipping and identify the best transport option.
- Implementation of B2B meetings in France, Italy and Spain and Lebanon.
- Training of concerned public and private operators on the benefits of Short Sea Shipping, Motorways of the Sea and e-freight.



### Expected results

- The optimization of the maritime trade network between the northern shores of the High Tyrrhenian arc and the south-eastern shores of the Mediterranean Sea, allowing to identify new opportunities for economic operators and institutions.
- Interventions to port infrastructures of Porto Torres (Italy) and Beirut (Lebanon) in order to improve their performance as RO-RO hubs in the framework of the freight shipping network (RO-RO ships are vessels designed to carry wheeled cargo, such as automobiles, trucks, semi-trailer trucks, trailers, and railroad cars, that are driven on and off the ship on their own wheels).
- Shift of freight from current modes of transportation to more efficient ones through the implementation of the virtual platform supporting the new optimized maritime trade network.
- New business relationships based on the opportunities of new optimised maritime trade network through the stimulation of target groups and stakeholders.



## NEWS AND EVENTS

### **“Short Sea Shipping, motorways of the sea and e-freight”: Optimed project trains 20 future professionals in intermodal transport**

Last September 20 participants coming from Algeria, Egypt, Italy, Jordan, Lebanon, Morocco, Spain, Tunisia attended the specialized training course “Short Sea Shipping, Motorways of the Sea and e-freight”, organised under the framework of the OPTIMED project (Rationalising Mediterranean Sea Ways: from Southern-Eastern to Northern Western ports).

The course, aiming to train professionals on intermodal transport, logistics, short sea shipping services, motorways of the sea and e-freight, took place in Barcelona, on board of a Grimaldi Lines Ro-Pax vessel in the crossing between Barcelona and Sardinia, and in Cagliari (Sardinia). “The course was the occasion to make all the involved stakeholders aware of the unique opportunity given by short sea shipping, and by the



intermodal shipping system proposed by OPTIMED project, with respect to land transport”, stated Eduard Rodés, director of the Escola Europea de Short Sea Shipping. The teachers pointed out the benefits both for logistic operators (in terms of optimization of costs, travel times and reliability of delivery times) and for the environment, in terms of reduction of pollutants through the modal shift from roads to sea. The participation of key representatives of Universities and public authorities from the northern-western as well as the southern-eastern shores of the Mediterranean basin (among others, the University of Hadj Lakhdar, the Arab academy, the Port of Beirut and the Ministry of Public Works and Transport of Lebanon) has contributed to lay the foundations for the actual implementation of the optimized system proposed within the project.

### **Optimed project presented to the 10th Union for the Mediterranean Transport Working Group**

OPTIMED project has been presented at the 10th Union for the Mediterranean (UFM) Transport Working Group, which was held in Barcelona, Spain, last 5th November, in the framework of the

## Rationalising Mediterranean Sea Ways: from Southern-Eastern to Northern-Western ports

fruitful collaboration between the project partners and one of the most important organisations dealing with cooperation policies in the Mediterranean.

The UFM is a multilateral partnership aiming at increasing the potential for regional integration and cohesion among Euro-Mediterranean countries. The mission of UFM focuses on identifying, processing, promoting and coordinating regional projects that enhance and strengthen cooperation at Euro-Mediterranean level under six priority areas, among which the “De-pollution of the Mediterranean” and “Maritime and land highways”.



## Signature of the MoU -Short Sea Shipping Euro-Mediterranean Network

Within the framework of Egypt International Logistics Forum, held in Cairo last 8th November, a Memorandum of Understanding pertaining to OPTIMED project was signed by ASCAME, Chamber of Commerce of Beirut and Mount Lebanon, Federation of Egyptian Chambers and various active logistic and transport stakeholders.

The MoU represents a starting point to exploit the opportunities arising from the new maritime trade



connections between the northern shores of the High Tyrrhenian arc and the south-eastern shores of the Mediterranean sea. The objective is to involve the key stakeholders of the logistic sector at Euro-Mediterranean level - transport and logistics operators, Port Authorities, Chambers and policy making institutions - in the implementation of Optimed project.



## **OPTIMED BUSINESS WEEK: meetings among economic operators in Marseille, Cagliari and Beirut.**

The “Business to Business” meetings among economic operators of logistics in the Mediterranean - coming from Lebanon, France, Italy and Spain – were held in December in Marseille, Cagliari-Porto Torres and Beirut under the OPTIMED project - funded by the European cross-border cooperation ENPI CBC Med Programme.



The initiative, so-called "OPTIMED Business Week", involved around 60 maritime transport enterprises coming from Lebanon, Italy and France, and was organised by ASCAME (Association of Mediterranean Chambers of Commerce), the Autonomous Region of Sardinia, the Port Authority of North Sardinia and by the Chamber of Commerce of Beirut and Mount Lebanon CCIA BML.

Meetings' goal was to create a network of relations between public and private

operators active in the field of transport and logistics in the Mediterranean, increasing the trade links between the north-western and south-eastern shores of the basin.

Furthermore, the "Business to Business" meetings have been the occasion for the companies involved to attend the workshop of presentation of the virtual logistics platform developed through the project.

“Thanks to the virtual logistics platform it will be possible to simulate the desired maritime routes with advantage for maritime operators, who then will be able to plan the transport of goods through a forecast, and subsequent reduction of time, expenses and costs of emissions” said Bartholomew Michael Vassilantonakis from the Centre for Research and Tecnology Hellas (CERTH) of Hellenic Institute of Transport (HIT).

## **Optimed Project Final Conference in Barcelona**

The final conference of the OPTIMED project “Rationalising Mediterranean Sea Ways from Southern-Eastern to Northern-Western ports” took place on 18th December in Barcelona at the headquarters of the Secretariat of the Union for the Mediterranean (UfM), gathering more than 50 delegates.

## Rationalising Mediterranean Sea Ways: from Southern-Eastern to Northern-Western ports

The event, organized by the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME), the Autonomous Region of Sardinia and the Chamber of Commerce of Beirut and Mount-Lebanon (CCIABML) with the Union for the Mediterranean (UfM), has welcomed all the OPTIMED Project's partners, the main delegates from the governmental institutions of the territories involved in the project as well as experts and technicians of the field.

The conference has been the occasion to present the main outputs and results achieved during the 2 years of the implementation of the OPTIMED project and to discuss the future prospects.

During the conference, Mr. Salvatore d'Alfonso, Senior Programme Manager for the Transport and Urban Development Division of the UfM, highlighted the importance of the continuity of the project as a good opportunity to foster cooperation in the Mediterranean area.



"OPTIMED is an ambitious project that leaves important signs in the region. In a period of political, economic and development choices, decisive and binding, cross-border cooperation can make a strong contribution to the improvement of international relations and to the social and economic stability" are the words of Massimo Deiana, Regional Minister for Transport. Mrs. Gabriella Massidda, the General Director of Transport Directorate of the Sardinia Region explained that this initiative has strengthened the dialogue between the European and Southern shore of the Mediterranean and can contribute to make the Mediterranean a central hub for commercial exchanges and sustainable trade, thanks to a strong cooperation within the region.

During the event, the perspective of the Motorways of the Sea in the region as well as the challenges and opportunities of the integration of Transport and Logistics for the Mediterranean area have been presented and discussed. Besides, main representatives from the ports of Beirut, Barcelona and Sardinia have explained the challenge of increasing the freight maritime transport in their regions. The OPTIMED project has led to important innovations to the concept of shipping goods in the Mediterranean basin and new business relationships based on the opportunities of new optimised maritime trade network. More concretely, the project activities have led to the new "hub & spoke" network for connecting the South-East and North-West coasts of the Mediterranean, as well as the design of two new hubs port (Beirut and Porto Torres) and the creation of a new virtual logistics platform.



## Rationalising Mediterranean Sea Ways: from Southern-Eastern to Northern-Western ports

The event was also the occasion for the presentation of the opportunities offered by the new ENI (European Neighbourhood Instrument) CBC Mediterranean Sea Basin Programme, recently adopted by the European Commission and which will replace the ENPI Programme (European Neighbourhood Partnership Instrument) as part of the European Neighbourhood Policy, running until 2020. Thanks to the new strategies proposed, the program ENI will support the future development of the OPTIMED project.

## Optimed Project Steering Committee and Management Group in Barcellona

On the occasion of the participation in the final conference of Optimed project in Barcelona, the project partners met for the 5<sup>th</sup> and final Steering Committee on the 19<sup>th</sup> December 2015.



First of all CCIA BML presented, and all the partners discussed, the state of art of reporting and monitoring activities, with regards to both financial and technical reports.

CIREM gave then an overview of the financial flows and of the level of the expenditure reached by all the partners at this final stage of the project implementation.

The Steering Committee was also the occasion to discuss the follow-up of the project, that is

the possible initiatives and new actions to undertake in order to put in place the achievements reached in the two years of work and pursue the objective to implement the innovative system proposed by Optimed in the actual maritime system in the Mediterranean.

## Rationalising Mediterranean Sea Ways: from Southern-Eastern to Northern-Western ports

### THE PARTNERS

#### Beneficiary



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## Rationalising Mediterranean Sea Ways: from Southern-Eastern to Northern-Western ports

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*The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Syria (participation currently suspended), Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French ([www.enpicbmed.eu](http://www.enpicbmed.eu)).*

*"The project OPTIMED total budget is € 1.999.403 and it is financed, for an amount of € 1.799.462 (90 %), by the European Union (ENPI CBC Mediterranean Sea Basin Programme) through the European Neighbourhood and Partnership Instrument".*

*The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.*