

# The St. Lawrence Seaway Corporations: Binational Programs and Initiatives

## *Southeastern Wisconsin “Load Center” Concept*

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Manager of Market Development,  
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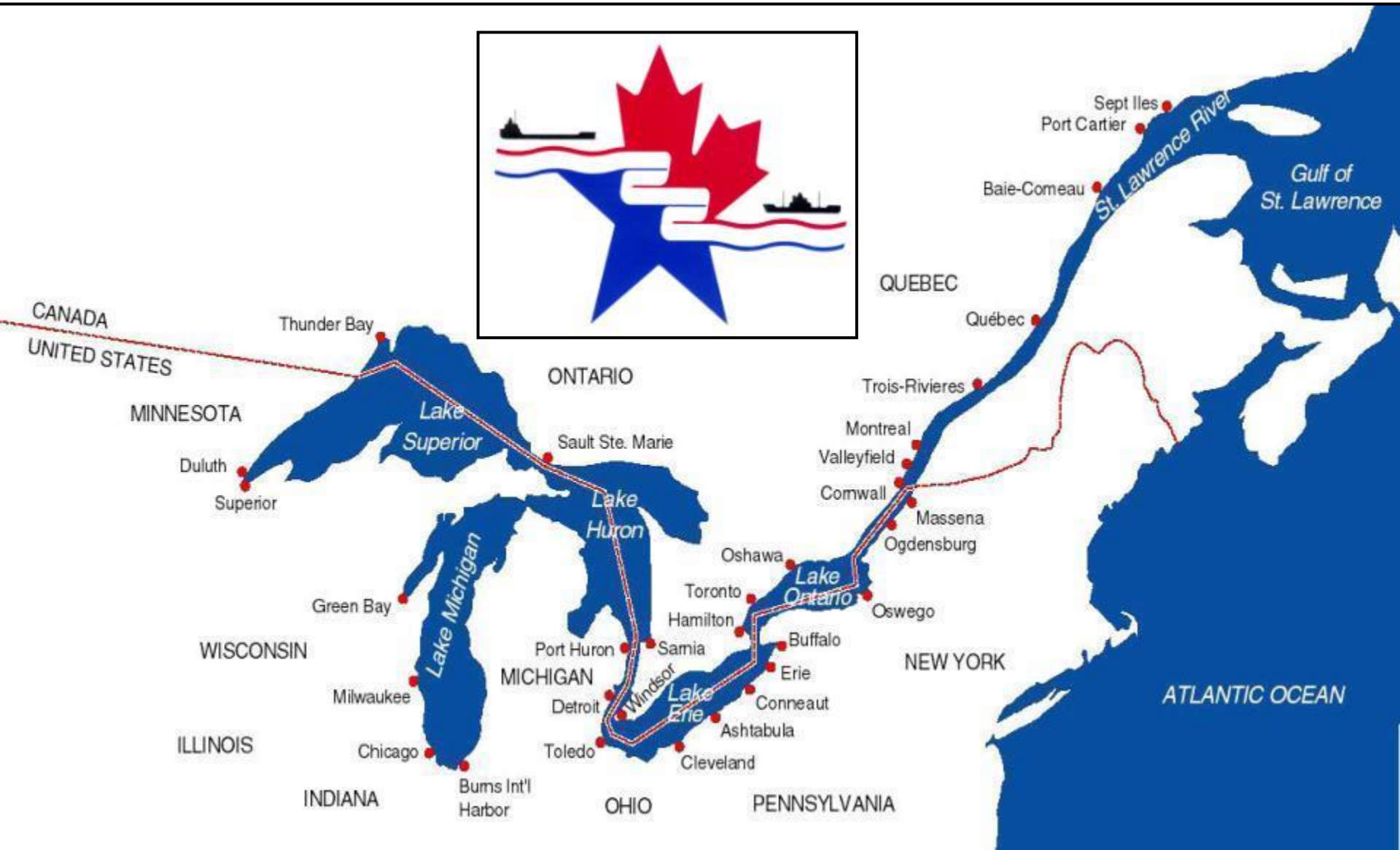
Great Lakes Regional Representative,  
St. Lawrence Seaway Development Corporation  
Cleveland, Ohio



# A 50+ Year Model of International Partnership



# Supporting the entire Great Lakes - Seaway



# Initiative: HwyH2O

- Highway H2O is an alliance of transportation stakeholders in the GLSLS
- Develop business and deliver greater awareness about the GLSLS
- Offers incentive programs
  - E.g. toll relief for first-time users
- Other services
  - E.g. advertising, events, workshops



[www.hwyh2o.com](http://www.hwyh2o.com)



# Initiative: Great Lakes Seaway Partnership

- Seeks to enhance public understanding of commercial shipping benefits
- Education-focused
  - Communications and press
  - Research
  - Policy, community, NGO, public stakeholder outreach
- Initial members:
  - Lakes Carriers' Association, Fednav Limited, American Great Lakes Ports Association, U.S. Seaway



[www.greatlakesseaway.org](http://www.greatlakesseaway.org)



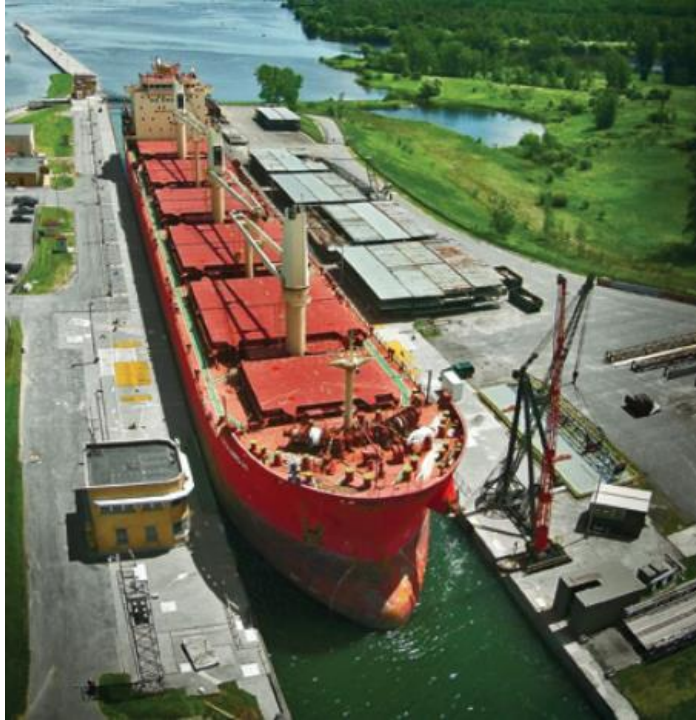
# Initiative: Binational Seaway

- Shared SLSDC-SLSMC online resource
- Providing regulatory information for shippers, stakeholders
  - Commercial Shipping &
  - Recreational Boating
  - Environmental Policy:
    - Ballast Water updates



[www.greatlakes-seaway.com](http://www.greatlakes-seaway.com)

# Initiative: Opportunity Belt



- SLSDC education initiative to reclaim “Rust Belt” moniker
- Providing stakeholders with “Seaway 101”
  - Economic impact
  - Environmental importance
  - Updated information about Lock infrastructure, shipping



[www.seaway.dot.gov](http://www.seaway.dot.gov)



# Additional HwyH2O Services

- **Representatives across the GLSLS**
  - Vince D’Amico
  - Adam Schlicht
- **Representative in Europe**
  - Alan Taylor
- **Advertising**
  - Print, radio, closed captioning
- **Social Media**
- **Trade Shows/Displays**
- **Conferences**
- **Workshops**
- **Trade Initiatives**
  - Southeastern Wisconsin (Milwaukee) “Load Center”



# Load Center: Market

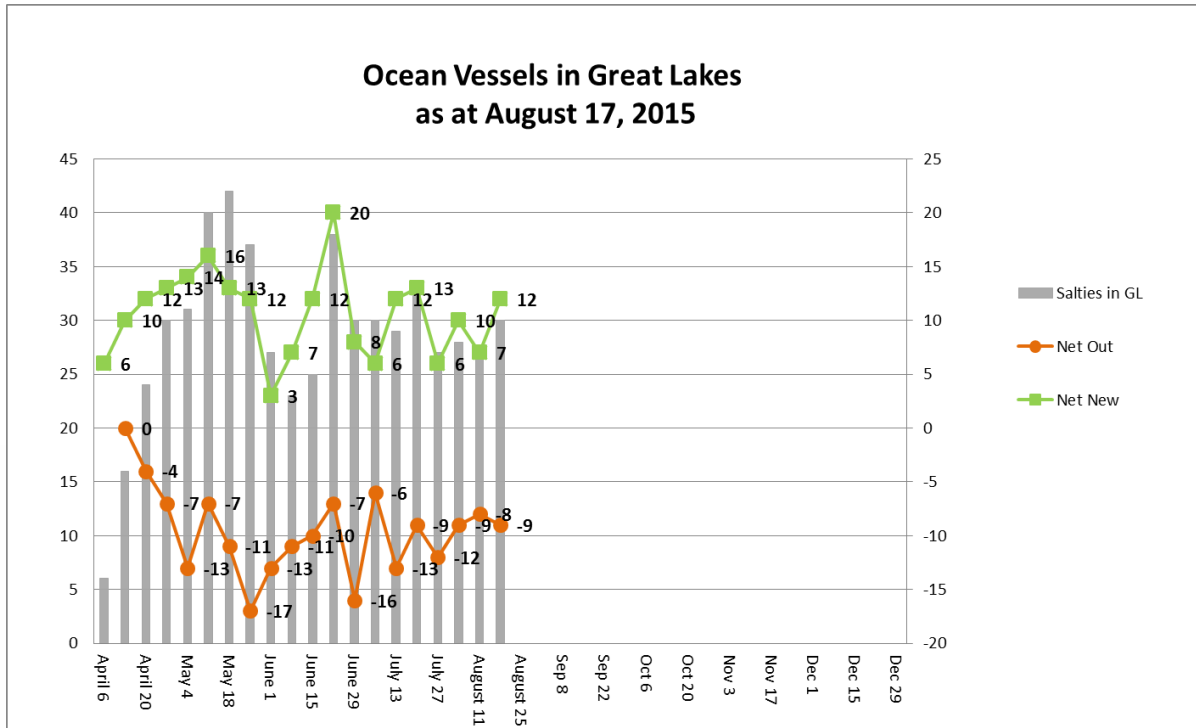
*Regional consolidation of manufacturer shipments at a distribution hub*



- Opportunity → Build the breadth of manufacturers/shippers whom individually do not have enough cargo to fill a ship or cargo hold
- Volume Pooling → Increase Port of Milwaukee's viability and attractiveness in the market to:
  - Compete with competing gateways
  - Build load density and influence Carrier port call decision making criteria

# Load Center: Carrier Capacity

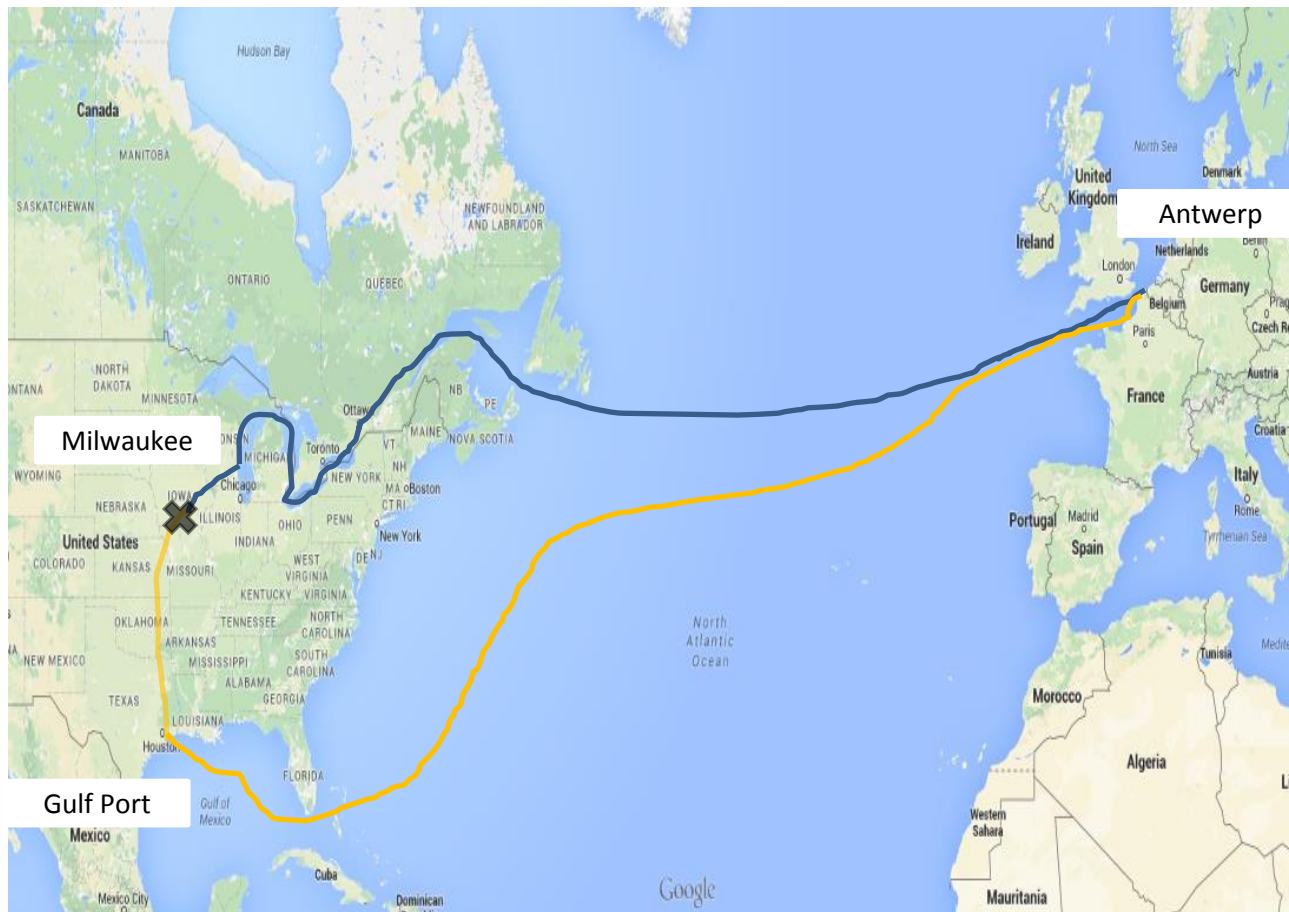
*Approximately 400 Salty's will call the Great Lakes in 2015*



- Opportunity → Promote International Schedules with Mid-West Stakeholders
  - Spliethoff (Export Monthly Service from Milwaukee)
  - Fednav (Semi-Liner service from Europe)
  - Working with carriers on increasing scheduled service
    - Others (Wagenborg, BBC, Hansa Heavy Lift, Peter Doehle)

# Bulk/Breakbulk/Project cargo: Milwaukee vs Gulf

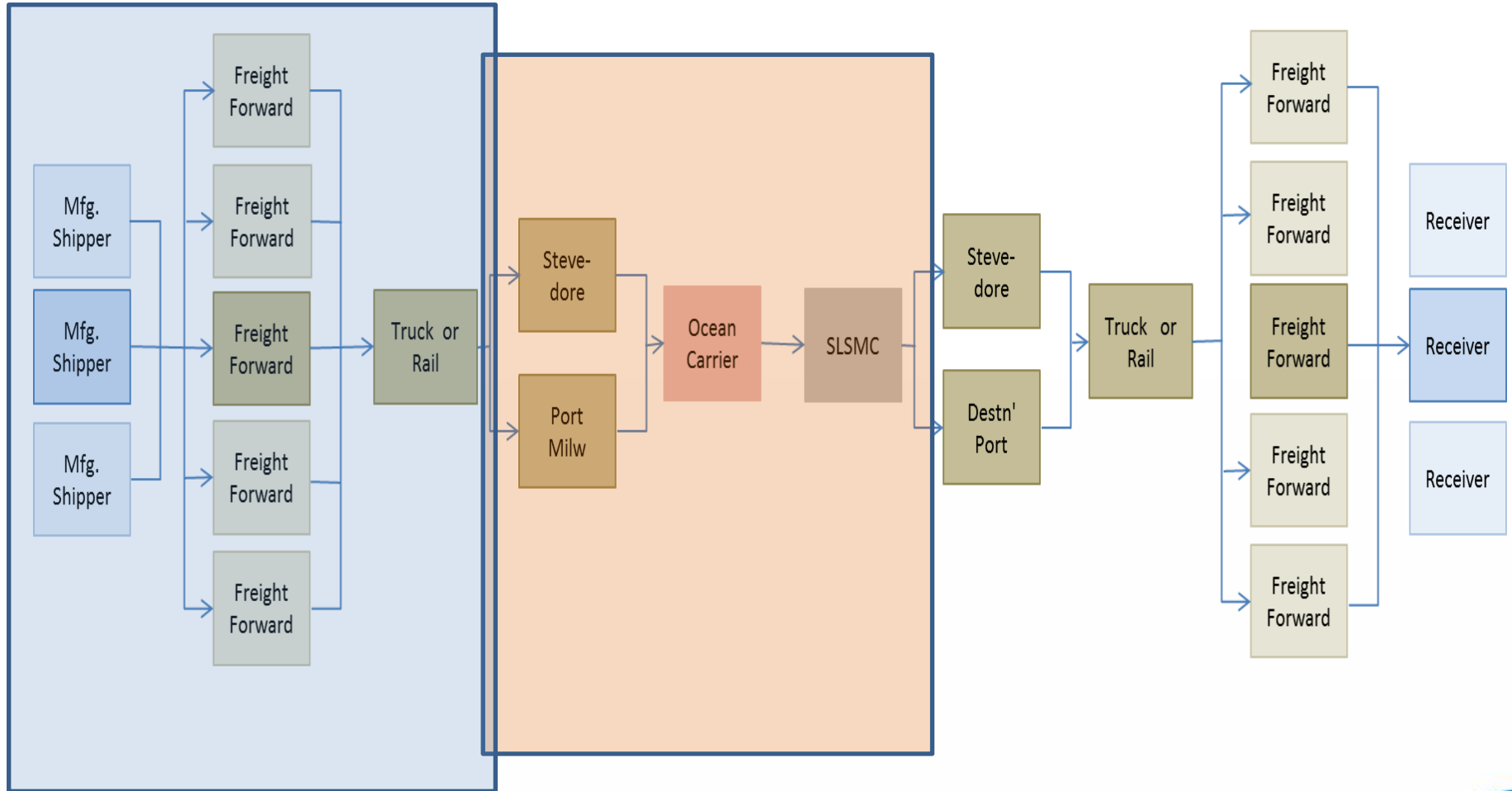
*Competitive capacity with door to door transit of up to 5 days quicker*



Destination Antwerp			
		Distance in Miles	Time in Days
Origin	Mid-West US	342	0.58
Loading Port	Milwaukee	4832	12
Total miles and time		5174	12.58
vs.			
Origin	Mid-West US	930	2.4
Loading Port	Gulf Port	5749	14.8
Total miles and time		6679	17.2
Milwaukee v Gulf Port $\Delta$			
US Mid-West to Milwaukee v Gulf Port		-588	-1.8
Antwerp via Milwaukee v Gulf Port		-917	-2.8
Total Trip Delta Milwaukee v Gulf Port		-1505	-4.6

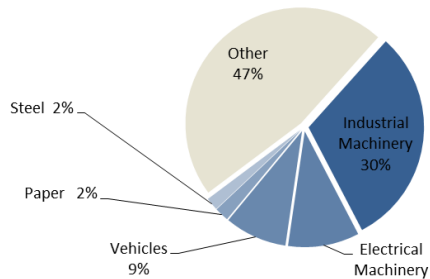
# Load Center: Supply chain

*Multiple Stakeholders with varying interests and needs*

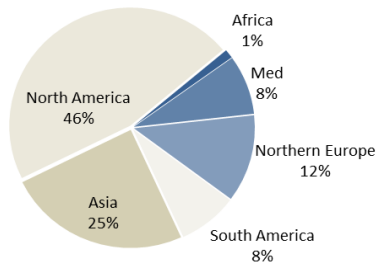


# Load Center: Exports & Markets

**Wisconsin Export Commodity Mix**



**Wisconsin Exports by Destination**

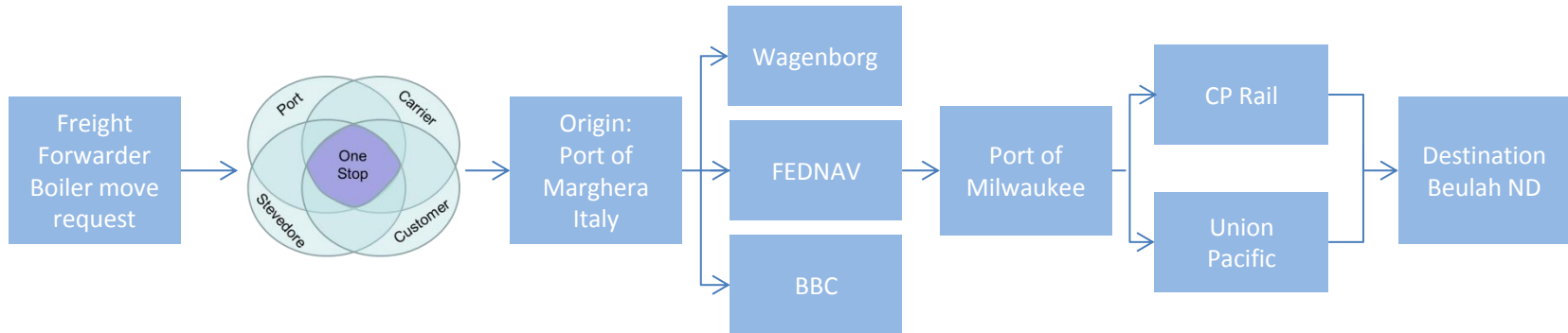


- Industrial Machinery Equipment is the largest export commodity,
  - 30% of all Wisconsin exports
- Segments
  - Mining
  - Refrigeration
  - Power Generators
  - Transportation
- Target Markets
  - Northern Europe and Mediterranean countries represent 21% of Wisconsin exports
  - Potential South American market
    - Brazil represents 4% of SA
      - 56% of all Wisconsin exports to Brazil is Industrial Machinery Equipment
- Competitiveness Study *Deep Dive*
  - Minimum 4% cost advantage v. other gateway



# Load Center: An Example

*An example of the Port of Milwaukee in the mix for load center :*



- Opportunity → Freight forwarder requests assistance in establishing supply chain options to move a boiler from Italy to North Dakota
  - Market Development
    - Advocate → Raise awareness, Port of Milwaukee as a distribution hub for boiler
    - Solicit carriers, determine interest and request rate offering from Port of Marghera to Port of Milwaukee
    - Facilitate stevedore interaction with freight forwarder to establish port handling costs
    - Extend the marine supply chain:
      - Network reach → Introduce rail service options (Port to end customer)

# Contact Information

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