

# CURRENT

YOUR QUARTERLY UPDATE FROM  
THE PORT OF TYNE

JUNE 2011 / ISSUE 8

BACK ON TRACK FOR GROWTH  
ANNUAL FIGURES PUT PORT OF  
TYNE ON TRACK FOR SUCCESS

## 06 REACHING TOP GEAR

How the Port of Tyne became the number one car exporting port in the UK

## 08 CRUISING FOR A RECORD

More cruise ships visiting the Tyne this summer means a boost for tourism in the North East

## PLUS REGULAR FEATURES...

Who's who on the Tyne / Customer focus / Community matters / News round up



## WELCOME...

to the latest issue of *Current*, the Port of Tyne's quarterly magazine.

In our main feature, we're delighted to report on the great financial and operational results the team here at the Port has produced in 2010. As you are aware we are able to plough our profits back into developing the Port, bringing great economic impact for the wider region.

One of the sources of that wider economic impact is the greater number of cruise ships that are making the Tyne a stopping point in their northern Europe voyages. This is one part of our business that looks set to expand and in the feature on page 9 we hear from the Duchess of Northumberland on the difference this makes to the tourism economy in the North East.

We hope you enjoy receiving *Current* and we are always looking to develop it and are keen to hear your feedback, so please don't hesitate to let us know what you think.

**Andrew Moffat**  
Chief Executive Officer

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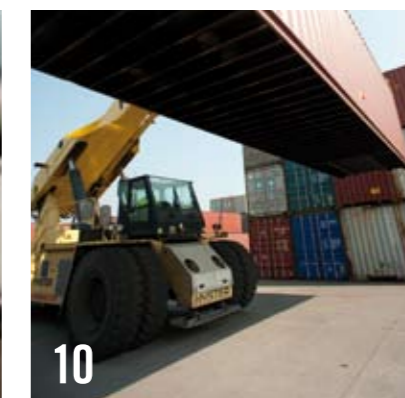
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Container ship *Herm* at the Port of Tyne's Riverside Quay.

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*Current* is printed on 100% recycled paper with vegetable based inks.

Printed and published by Port of Tyne as part of its commitment to support communities, arts and business in the North East region.

All information correct at time of going to print. Published June 2011.

WWW.PORTOPTYNE.CO.UK

# BACK ON TRACK FOR GROWTH



**2010 HAS BEEN AN EXCELLENT YEAR FOR THE PORT OF TYNE. THE PORT RECOVERED WELL FROM THE IMPACT OF THE RECESSION IN 2009 AND THE BUSINESS IS NOW BACK ON TRACK FOR EVEN GREATER SUCCESS.**



*"It's great for our customers and stakeholders that we've had such a return to growth, and thanks are due to the team here at the Port for all their hard work. But there is much more to do in 2011 to exploit the opportunities we now have to benefit all of us in the wider region."*

**Andrew Moffat**  
Chief Executive Officer, Port of Tyne

In 2010, all of the different areas of the Port's business – conventional and bulk cargoes, car terminals, cruise and ferries, logistics and estates – returned to growth. This made 2010 a record year, with profit levels double that of 2009, allowing the Port to invest more than ever before in new infrastructure projects to help support future business development.

This improved performance and increased investment places the Port in a strong position to capitalise on the exciting opportunities on the horizon for 2011, including the potential economic impacts and the job creation opportunities of alternative energy developments, such as biomass and offshore wind.

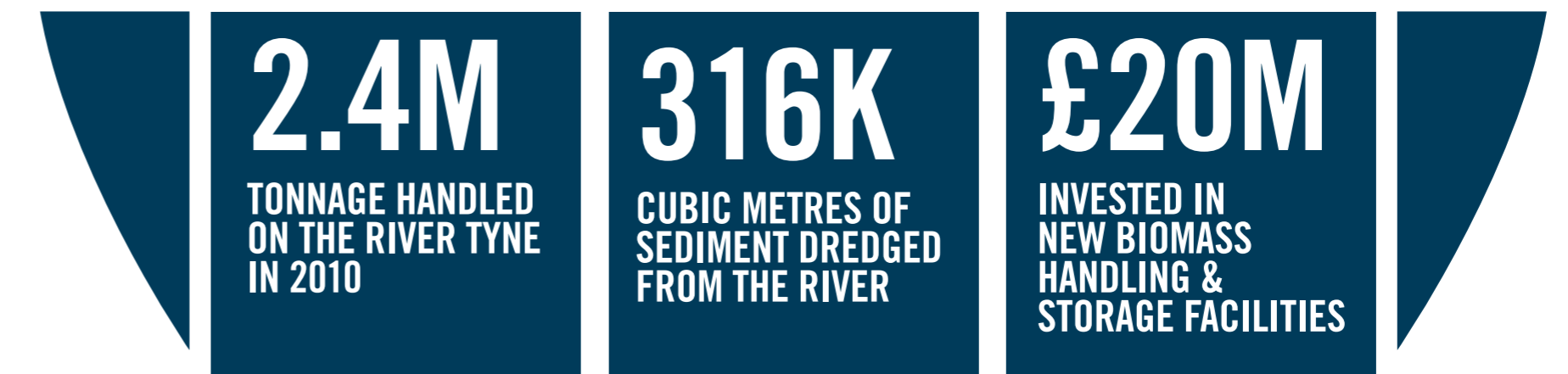
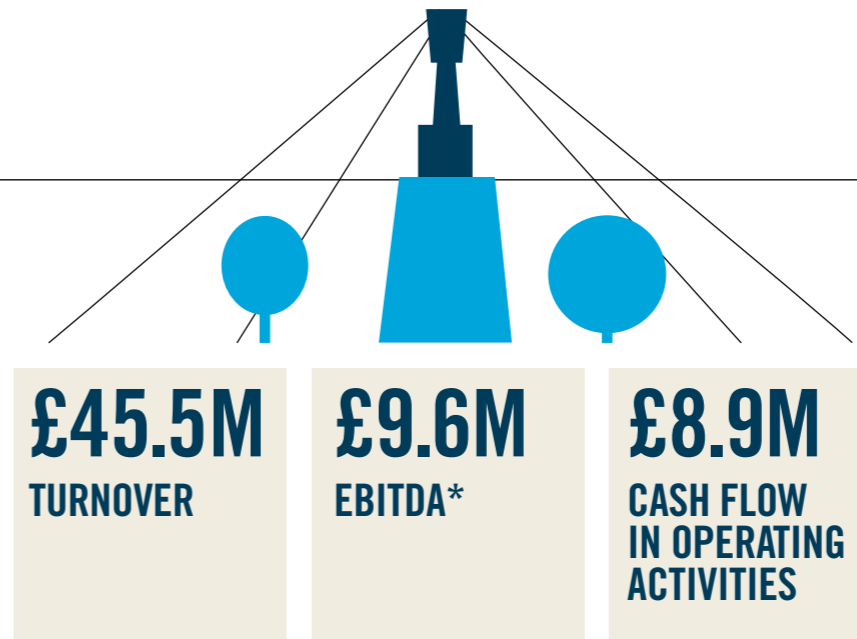
Improvements in the Port's business performance have a significant impact on the economy of the North East as a whole. In 2010, the operation of the Port resulted in £421m gross value added (GVA) to the region's economy, as well as helping to support over 9,000 jobs.

Shown on the right is just a snapshot of the key achievements across the Port of Tyne's business areas over the last financial year. For a full picture of the company's financial performance, please visit the website to download the latest Annual Review and Annual Report & Accounts.

[www.portoftyne.co.uk](http://www.portoftyne.co.uk)

\*Earnings before interest, taxes, depreciation and amortization

\*\*Source: Economic Impact Assessment of the Port of Tyne by ARUP





# REACHING TOP GEAR

**OVER HALF A MILLION CARS MOVED THROUGH PORT OF TYNE'S THREE CAR TERMINALS IN 2010 – HELPING TO MAKE IT THE NUMBER ONE PORT FOR CAR EXPORTS IN THE UK.**

Whilst the Port moved up the rankings to become number one in the UK for car exports, it also rose from 14th to 7th in the European car handling rankings, placing it alongside major ports such as Rotterdam, Amsterdam and Zeebrugge. The Port has invested over £30m in its three car terminals on both north and south banks of the Tyne in the last 15 years and, between them, these terminals handled over 555,000 cars in 2010. Many of the world's major motoring brands, such as VW, Subaru, Volkswagen, Audi, Seat, Skoda and Renault, now make their way into the UK via the Port of Tyne.

Andrew Moffat, Port of Tyne Chief Executive Officer, said: "To be number one in the UK and seventh in Europe is a significant achievement for the Port and demonstrates the level of growth we have seen in recent years. Exports recovered strongly in 2010 on the back of the success of both Nissan's Qashqai and its new model, the Juke, and there has also been further growth in the transhipment of cars, where a variety of makes and models are shipped into the Port of Tyne for onward transport to markets in Asia."

Tyne Car Terminal on the south bank of the Tyne is the base of Nissan's car shipping agency (NSA) and the vast car park there can hold up to 17,000 vehicles. Brand new Nissans of all makes and models are parked in precise straight rows, with those awaiting export all parked facing north and those just imported facing south. NSA's computerised handling system knows exactly where each vehicle is parked, ready for loading onto the right ship for export or for transporting onward to its UK destination.

NSA Port Captain Martin Harsley explains. "Most of the time, we are loading and unloading 'feeder' vessels, which come into the Port about 50 times a month. Each one holds about 700 cars and everything is planned so that the cars being imported are offloaded and then we load up the ships with cars to be exported from the Nissan plant in Sunderland, or those that are in the car park having already been imported from elsewhere."

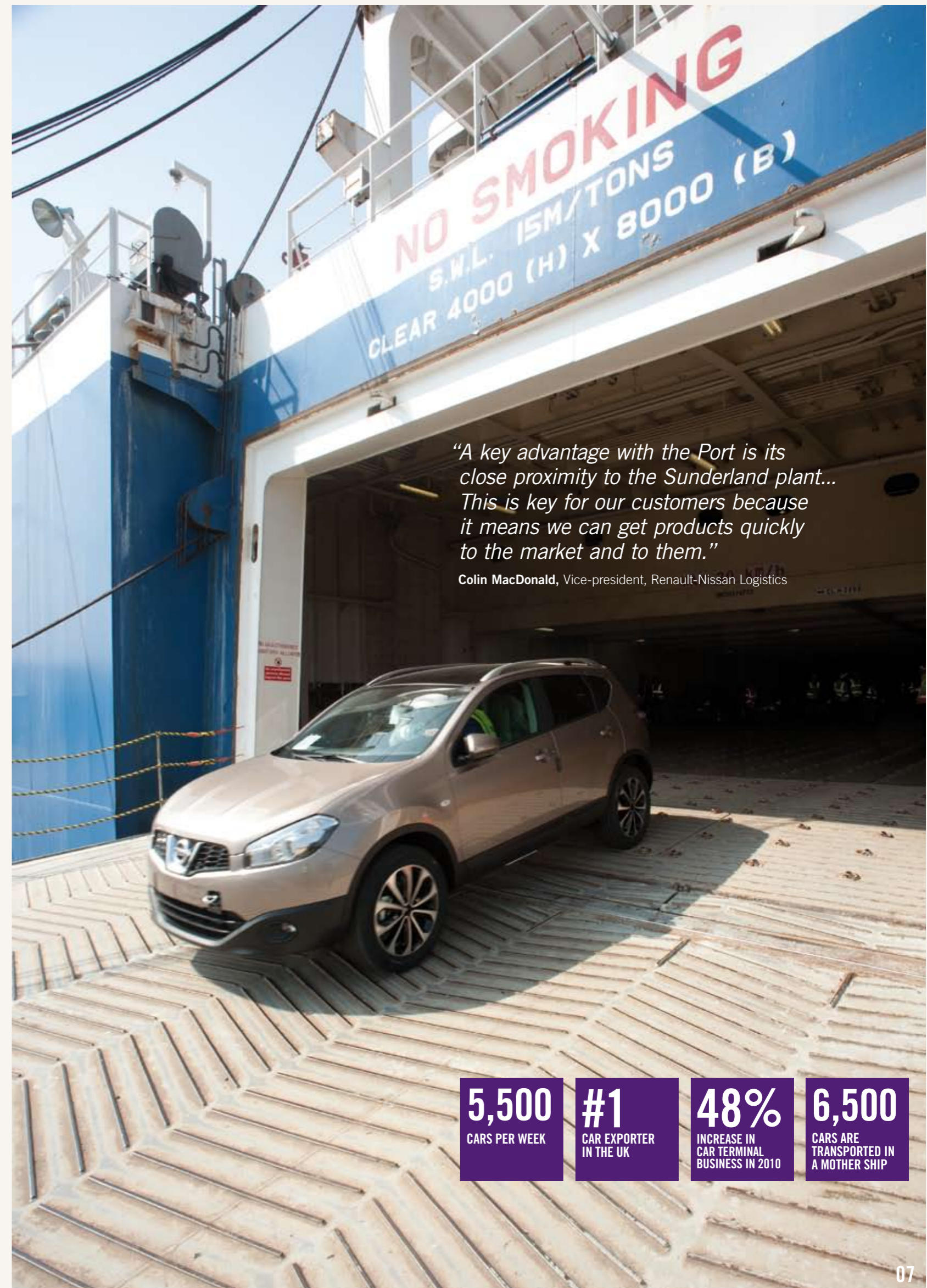
Because of the depth of its berths, the Port of Tyne is also one of the few ports in Europe that can dock the 'mother' ships, which are capable of carrying up to 6,500 cars across 12 decks. "We get about four or five of these a month", explains Martin. "They bring in large loads of Nissan Micras, Pathfinders and Roadsters, which we then offload ready to be loaded back onto smaller feeder vessels to be distributed to ports across Europe."

As with everything else that happens at the Port, time means money, so it is imperative that every vessel gets loaded and offloaded as quickly as possible. That's where NSA's team of precision drivers comes into play.

"We have about 20 drivers in a shift," says Martin, "All the cars are reversed onto the ships so each driver has his own 'banksman' who guides the driver into the right position with a special set of hand signals. Each car has to be parked just a fist's width apart to be able to get the right number of cars on a ship – we can't waste a single inch."

The major increase in car terminal traffic at the Port in 2010 is not just an indication of the highly effective working relationship between the Port and its car terminal operators, it also shows how integral the Port is to the wider regional economy, with approximately 5,500 cars passing through the terminal each week.

"Nissan's commitment to the North East makes huge economic sense because of having such an efficient and effective Port just seven miles away from its plant in Sunderland," says Andrew Moffat. "What we are finding is that our strong reputation in this area is encouraging companies to use the Port more and more as a distribution hub to get vehicles into other parts of Europe, and this has a knock-on effect on other industries down the supply chain. We see great future potential for both the Port and the region in this area of our business and we hope to boost the number of cars we handle in 2011."



*"A key advantage with the Port is its close proximity to the Sunderland plant... This is key for our customers because it means we can get products quickly to the market and to them."*

Colin MacDonald, Vice-president, Renault-Nissan Logistics

<b>5,500</b> CARS PER WEEK	<b>#1</b> CAR EXPORTER IN THE UK	<b>48%</b> INCREASE IN CAR TERMINAL BUSINESS IN 2010	<b>6,500</b> CARS ARE TRANSPORTED IN A MOTHER SHIP
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**41**

CRUISE SHIPS  
EXPECTED IN 2012

**£7M**

INVESTMENT IN THE  
INTERNATIONAL  
PASSENGER TERMINAL

**£44M**

REGIONAL ECONOMIC  
IMPACT OF FERRY  
& CRUISE OPERATION

**586K**

PASSENGERS  
IN 2010

*“Personally speaking... I find Port of Tyne probably the most customer-friendly port in Britain and I've travelled through quite a few over the years.”*

John Crummie, Managing Director, DFDS Seaways UK



**ATHENA**

A recent visitor to Port of Tyne is *MV Athena*. Originally built as a trans-atlantic ocean liner the vessel was fully reconstructed in 1994 and restored as a beautiful new premium rated contemporary cruise ship. A medium to small sized cruise ship by today's standards, *Athena* carries about 550 passengers.



**THE WORLD**

This June we saw the hotly anticipated visit to Port of Tyne from *MS The World*, a luxury floating residential community. The residents, who co-own the vessel between them, come from 40 different countries and live on board as the ship slowly circumnavigates the globe – staying in most ports from two to five days. Some residents live on board full time while others visit their floating home periodically throughout the year.



# CRUISING FOR A RECORD

**PASSENGER NUMBERS AT THE PORT'S INTERNATIONAL TERMINAL HAVE RISEN TO ALMOST 600,000 – BUSINESS THAT'S WORTH MORE THAN £44 MILLION TO THE NORTH EAST REGION.**

With approximately 1.5 million Britons taking cruise holidays each year, the cruise market in the UK is already big business. And with the market predicted to double in the next 10 years, the Port of Tyne is well-placed to play a leading role in bringing more of that business to the North East.

A daily ferry sailing to Amsterdam and an increase in the number of cruise ships putting the Tyne on their itinerary are just some of the reasons why over half a million passengers are expected to pass through Port of Tyne's International Passenger Terminal next year. This adds up to a significant potential business boost to the wider region: according to a study undertaken by Arup in 2010, visitors arriving through the terminal are worth some £44m to the North East's visitor economy and help to sustain around 1,400 jobs in the tourism sector.

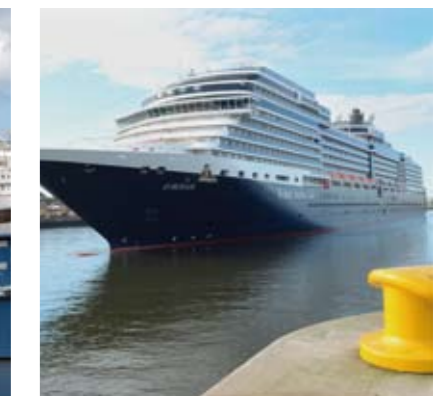
This year's cruise season is already well underway at the Port of Tyne. Recent visitors have included the *MV Athena* and *MS The World* with 20 ships planned to visit before the end of the year. For 2012 the number of visiting ships is already on the increase, with 41 cruise ships booked in from well-known operators such as Holland America, Saga, Fred Olsen, Seabourn and Swan Hellenic. A record number for Port of Tyne.

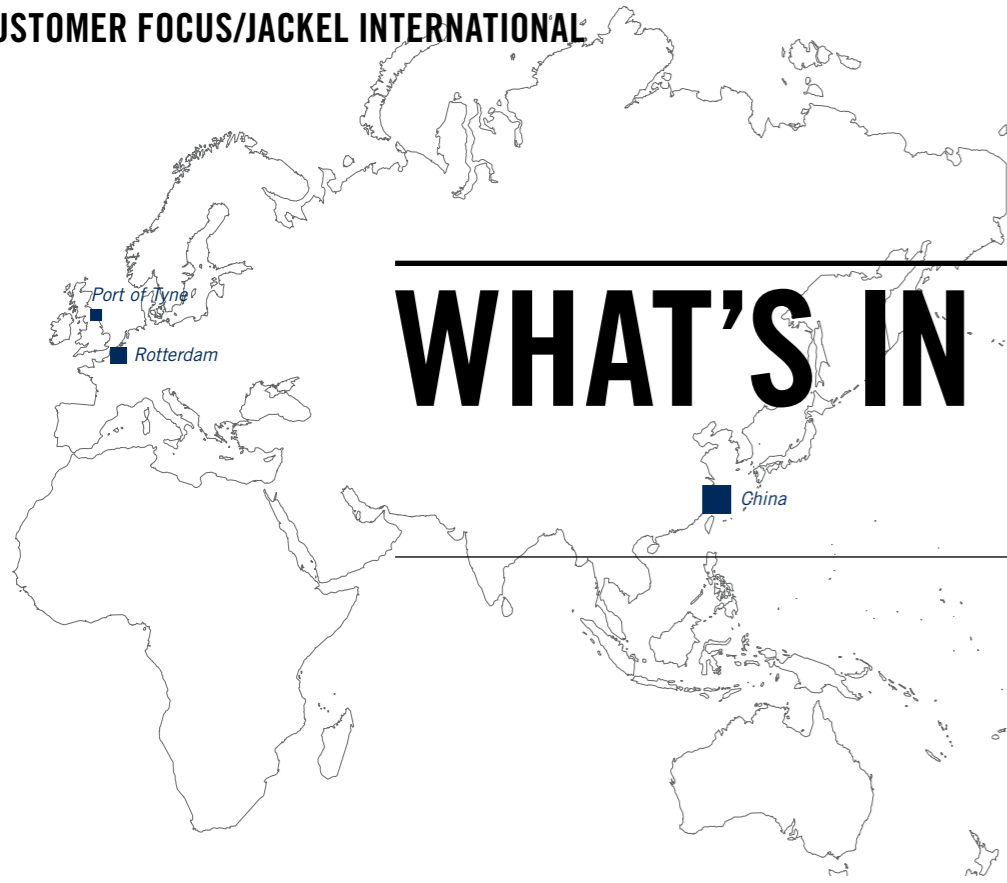
One of the reasons for the increased cruise business is that Port of Tyne is one of only 10 ports in the UK that can accommodate large cruise vessels. As major cruise operators look to explore new markets, the River Tyne is fast becoming an attractive destination for North European cruises: with world-famous landmarks, two world heritage sites and more castles than any other English region, the cultural attractions of NewcastleGateshead and Northumbria have put the North East well and truly on the world cruise map.

The Duchess of Northumberland commented recently on the impact that Port of Tyne's cruise business has on visitor attractions such as Alnwick Gardens. "Half the cruise ship passengers are visiting the Gardens," she explained, "and if more visitors are being encouraged that's going to be good news for us. You have incredible rural areas with great history and, matched with what's going on in Newcastle and the cities, it's a great offer."

The Port of Tyne is working proactively to develop this crucial income stream for the North East. A recent visit to the largest annual marketing event in the cruise sector, Seatrade Miami, has helped to raise awareness of what the Port – and the North East – offers to the world's largest gathering of cruise executives and itinerary planners.

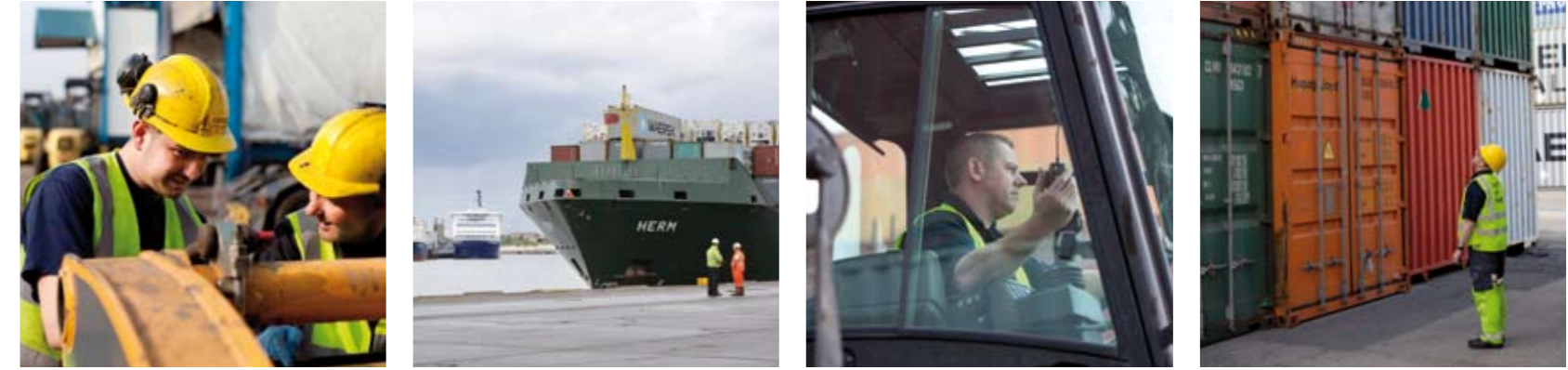
Expect to see more and more of the big names in cruise travel arriving at the Port of Tyne in the coming months.





# WHAT'S IN THE BOX?

<b>54%</b> GROWTH IN CONTAINER VOLUMES	<b>99%</b> ACCURACY IN MEETING ALLOCATED DELIVERY SLOTS	<b>3</b> NEW DESTINATIONS ADDED GDANSK, GDYNIA & HAMBURG	<b>57K</b> TEUS OF CONTAINERS HANDLED BY THE PORT IN 2010
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Images: Iain Jamieson and a product from the Tommee Tippee range

## CONTAINERS ARE BIG BUSINESS FOR THE PORT OF TYNE, WITH OVER 81,000 CONTAINERS PASSING THROUGH THE PORT IN THE LAST YEAR.

With its extensive logistics operation, the Port is servicing more and more customers who are attracted by its facilities, its reliability and its high levels of service.

One customer who has seen a great deal of growth in the goods they import and export through the Port is Jackel International, the company behind the highly successful *Tommee Tippee* brand of baby feeding accessories. Based in Cramlington, the company has used the Port of Tyne as its principle UK road distributor for almost a decade, but the relationship has developed significantly in recent years.

Iain Jamieson is responsible for the company's warehousing and logistics operations and has found that a more global approach to manufacturing and sales has meant that the company is now using the Port's services much more extensively.

Jackel International supplies *Tommee Tippee* products to all the major supermarkets and when you're delivering into the major distribution centres for Boots, Tesco or Sainsburys there's no margin for error. "Once you're given a timed slot to deliver your goods, you have to get your lorry there within 30 minutes of that time or your delivery will be declined," says Iain. "For our deliveries, the Port of Tyne consistently achieves 99% accuracy in meeting our allocated slots – and they are always willing to do whatever they can to improve."

"On one occasion, we had a delivery timed to be at Asda's distribution centre in Grangemouth for a special promotion that was starting the next day. We had sent the delivery down to the Pall-Ex hub in Leicester but for some reason it was still sitting there. Rather than rely on getting it up to Grangemouth by the Pall-Ex system, the Port of Tyne sent one of its own vehicles down to Leicester to collect it and get it up to Grangemouth in time for the start of the promotion. Failure to get our goods to Asda in time would have resulted in really heavy fines, so the Port of Tyne really saved the day."

As the Port of Tyne's Director of Logistics, Ian Gibson explains, it's all about going the extra mile to not just meet but exceed customers' expectations.

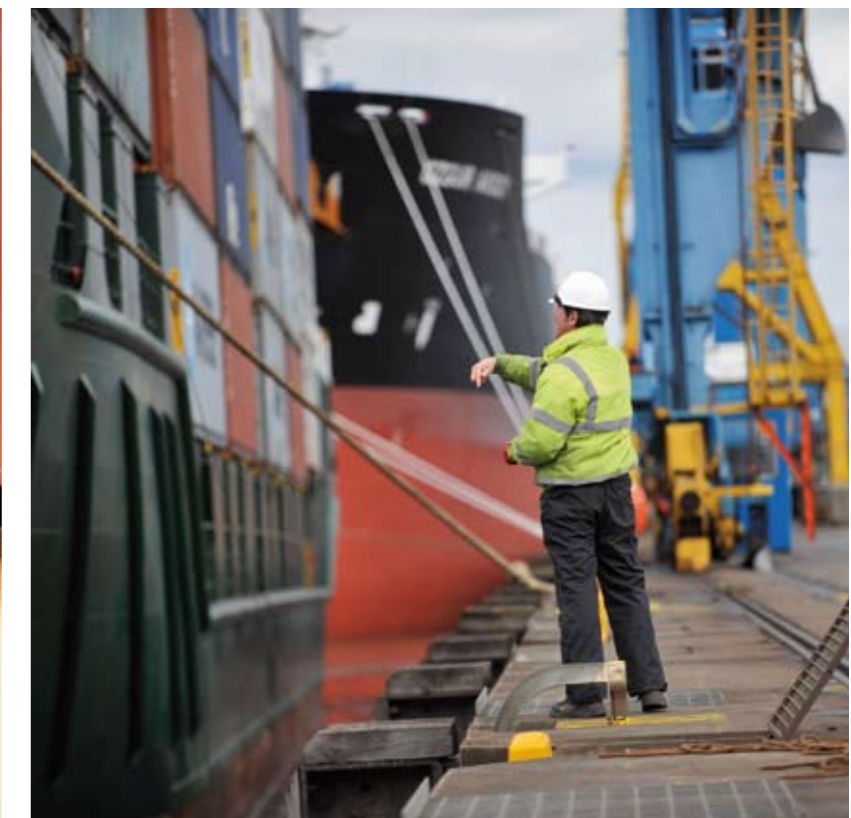
"Here at the Port we understand that our competitive advantage comes not just from the quality of our facilities, but also from the high level of customer service we offer. We know that we can't rest on our laurels, but have to keep pushing to deliver the best possible service."

"Most of our manufacturing migrated to China in 2002," explains Iain, "so we had to bring in all our containers from the Far East. We originally brought them into the UK through Felixstowe, but the onward road and rail distribution systems weren't very reliable. We then started bringing our containers to Europe in large container ships that are offloaded in Rotterdam and then brought into the Port of Tyne on smaller feeder vessels."

"This arrangement has worked much better for us, not just because the Port of Tyne is much more flexible and accommodating at the quayside end of things, but also because their distribution service is of such a consistently high standard."

*"The Port of Tyne consistently achieves 99% accuracy in meeting our allocated slots – and they are always willing to do whatever they can to improve."*

**Iain Jamieson**  
Distribution & Logistics Manager  
at Jackel International



**£9M**  
THREE-PHASE INVESTMENT PROGRAMME

**250**  
STAFF WORKING AT A&P TYNE

**10K**  
TONNES OF STEEL PRODUCED EVERY YEAR BY A&P TYNE

**£3M**  
COST OF NEW QUAY CONSTRUCTION

# SUPPORTING CUSTOMERS

**THE BIGGEST DRY DOCK ON THE EAST COAST OF ENGLAND IS LOOKING FORWARD TO AN EXCITING FUTURE AS THE TYNE STARTS TO ATTRACT NEW INDUSTRIES.**

After 27 years working on the River Tyne, the managing director of A&P Tyne, Stewart Boak, has seen many ups and downs in the area's ship building industry. But new investment and potential new markets are creating exciting times for the company as it looks to the future.

"A&P Tyne has transformed itself in the last few years", explains Stewart. "We've gone from being an old-style ship repair business into a modern fabrication facility capable of turning out more than 10,000 tonnes of steel every year.

Fundamental to the company's success has been the recent construction of a new £3m West Quay at the group's Hebburn yard, making it the largest dry dock on the east coast of England. The new concreted, fully-serviced quay is the second phase of a long-term, £9m three-phase investment programme. Over 100m long and 48m deep it can accommodate large and heavy structures for final assembly, including A&P Tyne's latest project – constructing one of the centrebloc sections of the new MOD aircraft carrier.

The busy yard at A&P Tyne now employs 250 staff, but with the workload at the moment, this can grow to 650 at peak times.

"The new quay is already helping us gain access to the wider marine and energy markets," says Stewart. "With new opportunities in oil, gas and the renewable energy sector, the Tyne is ideally placed to become the base for service operations for offshore structures, and we'll be on hand to undertake any of the maintenance or conversion work required."

Stewart is clear that the Port of Tyne has an important role to play in making sure that businesses on the Tyne can seize these opportunities. "In the last few years, the Tyne has turned into much more of a community of businesses, where everybody is actively looking for the synergy between what we do," says Stewart. "Anything that the Port can do to attract new industries, such as renewables, to the region has a knock-on effect down the supply chain and helps to support businesses like us and create more jobs."

*"The new quay is already helping us gain access to the wider marine and energy markets."*

**Stewart Boak**  
Managing Director, A&P Tyne

## BOATS FOR BANGLADESH



One of A&P Tyne's recent projects has been the refitting of two ex-Royal Navy offshore patrol vessels for the Bangladeshi navy.

The two ships, the *Dunbarton Castle* and the *Leeds Castle*, had been laid up for several years before A&P Tyne was commissioned to tow them up from Portsmouth for a major refurbishment. Renamed as the *Dhaleshwari* and the *Bijoy*, the completed ships made the journey to Bangladesh for a special commissioning ceremony attended by the Bangladeshi Prime Minister, Sheikh Hasina.

"Britain is still seen as a centre of excellence in other parts of the world for our shipbuilding skills," explains Stewart. "Customers know we may not be the cheapest but that our quality standards are much greater. The Bangladeshi project turned out to be a real learning process for us in terms of working with different cultures, and we made new links into the local Bangladeshi community in South Shields as a result."

*Pictured left – from left to right: Chris Bell, A&P Group MD; Captain Khaled Iqbal; Chief of Naval Staff, Vice Admiral Zahir Uddin Ahmed; Captain Arif; Stewart Boak, A&P Tyne MD.*

# FROM SOUTH SHIELDS TO SOUTH AMERICA



**The Port of Tyne doesn't just export commercial goods from the North East – it's also been helping to export the local culture.**

Through its ongoing sponsorship relationship with The Materialists, a group of local knitters and textile artists based at the Customs House in South Shields, the Port has helped to bring the group's work to the attention of an international audience.

First exhibited at the Customs House in 2010, *A Grand Tour* features 50 ground-breaking works of art that have been painstakingly recreated by The Materialists through a combination of knitting, embroidery and crochet. Following the success of this Port of Tyne sponsored exhibition, the group were invited to take *A Grand Tour* to the international Stitch & Craft event at London's Olympia, but needed additional funds to make it happen. Port of Tyne agreed to sponsor the

group's London appearance as well as physically transporting the artworks to and from the show through its logistics and distribution division. The press coverage of the London show has triggered interest from around the world and international displays of the works are now being planned for New York in 2012, plus an online display on the BBC Brazil website.

Textile artist and group leader Sue McBride, from Washington said: "The reaction has been absolutely amazing and hopefully people now realise that the North East is culturally vibrant. Some people in London didn't even know where South Shields was."

Visual Arts Curator at the Customs House, Esen Kaya, said: "It's an amazing thing to say that after just two years our group now has fans and members in every continent. And we couldn't have done it without the Port of Tyne's help."

## HOWZAT

**The Port of Tyne has recently announced its sponsorship of Durham County Cricket Club, one of the organisation's commitments to the sporting and cultural life of the region.**

The Port is backing the club by sponsoring the Clydesdale Bank 40 tournaments, which will see the Durham Dynamos playing six home 40-over fixtures throughout the summer. They will be looking to beat the rest of their group competitors to guarantee their spot in the final at Lord's at the end of the season.

The Port is also playing an active role in the Durham County Cricket Foundation. Since its launch in the summer of 2009, the foundation has had great success in harnessing the power of sport to provide inspiration, motivation and raise self-esteem to the local community. The Foundation's programmes encompass areas such as education, grassroots sport activity, sport for health, sports club development and social cohesion. Projects are undertaken across the wider region, including Northumberland, Tyne & Wear and Tees Valley.



## A SOURCE OF INSPIRATION



**The River Tyne has been a source of inspiration to artists and writers for centuries. Now through a new Port of Tyne-sponsored project, a new generation of budding writers and performers will soon be using the river to fire their imaginations.**

Live Youth Theatre is an initiative that aims to tap into the creative potential of young people across Tyneside, encouraging them to use theatre and drama to improve their social and personal skills. Every year, almost 250 young people aged 11–25 meet at Live Theatre or one of its satellite venues to take part in a series of free drama sessions.

Through its Community Foundation, the Port of Tyne has donated £5,000



to help two specific Live Theatre outreach projects – Theatre East and Theatre West – which aim to make drama activity available to young people living in the east and west ends of the city. The plan is for the youngsters to develop a new theatre-piece based on the River Tyne and their experiences and responses to it.

One of the Live Theatre group participants, Jennifer Carss, commented: "I think it's really important that young people get involved in these things to improve their confidence. Without this funding we just wouldn't have these opportunities to have fun and meet new people."

# BACK ON TRACK AT BOLDON EAST CURVE

**As part of a major £1.6m investment in the region's rail network, Network Rail has restored the 'Boldon East Curve' – a 600-yard stretch of track that has been out of operation for the last 10 years.**

The renewal of the Boldon East Curve will allow freight trains to go directly east from Port of Tyne to pick up the East Coast main line. For the past 10 years, any train leaving the Port has had to travel west along the Metro line to a sidings at Pelaw. Here the locomotive had to be decoupled and then reattached in order to take the carriages back in the opposite direction, creating major inefficiencies in the transport operation for GB Railfreight, one of the Port of Tyne's major customers.

GB Railfreight operate approximately 50 trainloads of fuel out of the Port every week, comprising 20 trainloads of biomass wood pellets and 20 of coal every week to the Drax power station and a further 10 coal trains every week to the Alcan power plant at Lynemouth.

Reviving the Boldon East Curve has brought major benefits for GB Railfreight, saving seven miles and up to two hours on journey times. As well as saving time and cost, the revived mainline link has also significantly improved the operational flexibility for railfreight moving in and out of the Port, which is good news for the North East, as improvements that bring more business through the Port have knock-on impacts on the region's economy.



## TAKING THE TYNE TO MIAMI



Over 1,000 exhibiting companies from 121 countries and 12,000 delegates attended the 27th annual exhibition which takes over 400,000 square feet of the Miami Beach Convention Centre, making it the largest annual gathering in the cruise industry.

Lisa Donohoe, Assistant Marketing & Communications Manager at the Port was one of the delegation members from the UK. "Seatrade Miami is an excellent opportunity for us to connect with the majority of the world's cruise executives all under one roof," comments Lisa. "As well as touching base with some of our existing customers such as Saga and Silver Seas, we also met with representatives from other operators such as Carnival, Crystal, Norwegian Cruise Lines and Royal Caribbean."

Lisa adds, "The scale of the show is so impressive, and from a marketing perspective it was great to see what other ports are doing to attract this type of business and gain valuable industry knowledge and we've made some positive new leads for the future."

**Selling the North East to the world as a great cruise destination is just one way in which the Port of Tyne plays a pivotal role in the region's economy.**

*Seatrade Miami* is the world's largest annual meeting for the cruise industry. It brings together the top industry suppliers and the major decision makers from cruise lines around the world in one major exhibition and conference.

The Port of Tyne headed out to Florida to represent the region in Miami, meeting with cruise operators and encouraging them to choose the North East as part of their itineraries for 2012 and beyond. In attending the show, Port of Tyne joined forces with Cruise Britain which is a joint initiative established between, the Passenger Shipping Association and VisitBritain to promote cruise shipping.

## WHERE SHIPPERS GO SHOPPING



**Earlier this year, the team from Port of Tyne headed off to Multimodal, the UK's biggest transport fair that's held every year at the NEC in Birmingham.**

Businesses from all over the world come to Multimodal to find out the latest news and developments in the world of transport and logistics. Port of Tyne joined 205 exhibiting companies from over 33 counties. Over 4,000 visitors from the manufacturing, retail, wholesale, distribution, import and export sectors passed through the trade fair over the five day event.

This year, Port of Tyne was supported at Multimodal by one of its biggest clients, Tetley Tea, that stores and distributes all its imports to the UK through the Port. According to *Fairplay Insight for Profitable Shipping*, Tetley's collaboration with the Port is seen as one of the big success stories of port-centric logistics in the UK and the concept was among the services UK ports were the most eager to discuss with potential clients.

John Tye, Commercial Director for the logistics division at Port of Tyne commented, "Undoubtedly the partnership with Tetley played a large part in the success of our visit to Multimodal this year. The model created by our joint relationship is something we're keen to roll out with new customers and we know that the interest is there."

## IN THE MEDIA

"Port of Tyne's success seems slightly at odds with the general uncertain economic picture but, while no-one denies the situation is extremely tough for many businesses and consumers, we should take some comfort from its performance. Whatever is decided (re Enterprise Zones) the independent Port of Tyne has demonstrated it is more than capable of playing a significant leading role."

Newcastle Evening Chronicle  
13 May 2011





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