

to get even bigger!



●The port control tower



●The King, the Premier and the Crown Prince at the opening ceremony

latest innovations," said Shaikh Daij. "Each step of development has been carefully envisioned, planned and executed. It is this judicious wisdom and management that has allowed us to take full advantage of the opportunities presented today." The opportunity to increase Bahrain's strong position within the Gulf as a trans-shipping hub had reached the level where major expansion was called for, he said. "While the Port of Mina Salman has served us well for nearly 50 years and will continue to do so, we had to develop the KBSP," said Shaikh Daij. Shipping and international trade will continue to play an important role in Bahrain's economy, as its ports are the first point of entry for goods into the country and beyond to neighbouring countries. "The Gulf region's excellent geographic location and very good accessibility by air, land and sea have brought it to the top of the agenda for global logistics," he said.

Northern Gulf, said Shaikh Daij. It aims to create a powerful trans-shipment hub that will be a magnet for industries seeking to benefit from Bahrain's unique geographic location, he added. "One of the stimulating aspects of KBSP is the wealth of opportunity it offers and we feel the port operators, APM Terminals, are very much partners with us in promoting it internationally," said Shaikh Daij. "We will continue to build joint initiatives with APM in order to enable Bahrain to take its rightful position in the global maritime and logistics industry." He, however, stressed that the GOP's role was that of a regulator and not an operator. "There was a significant advantage in maintaining good relations between the port operator and the port users during the transition phase from Mina Salman and that have stood us in good stead," said Shaikh Daij. "As a regulator, we have an open mind to change and a willingness to listen."

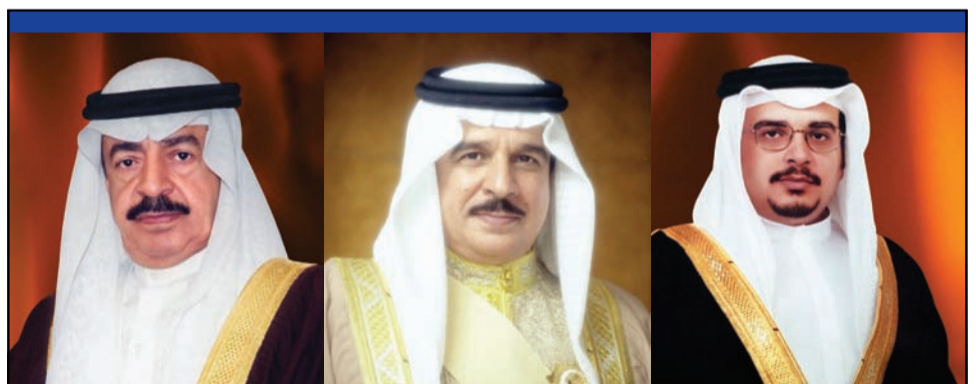
the kind of customer service that is characteristic of Bahrain's business-friendliness." He said things had overall gone well last year, but that "this was just the beginning". "There is a lot more to do to fulfil our role in serving the nation by achieving financial success and in providing a platform for prosperity," said Shaikh Daij. "We are confident that it will only be a matter of time before the port, maritime and logistics industries of Bahrain rank among the best in the region." "We will strive hard to meet our responsibility to help deliver Bahrain's proposition in line with its Economic Vision 2030, which, when achieved, will be the ultimate gauge of our collective success." The port has been delivered and a world-renowned operator has been put in place with state-of-the-art equipment, he said. "Now we encourage the business community to take advantage of this opportunity," said Shaikh Daij. "We are open for business – and ready for growth."

"We are uncompromising in our investment in our people, to ensure that they are equipped with all the tools and skills they need to deliver

logistics area

As part of a full-fledged marketing campaign, which was implemented last year and included branding, advertising and investment promotion, the BLZ's efforts culminated with the team's participation in a number of successful roadshows and seminars. Extensive regional and international promotional activities and events were also implemented during the year to attract leading names in the logistics industry. The final roll of applications totalled 73 firms and an evaluation committee was formed to evaluate the applicants until 20 companies were selected. The select band that met the criteria to join this world-class project includes Danzas, Ceva, Marina Gulf Trading and Landmark Group, among other leading names. Once the master plan is finalised, the BLZ hands over the lease agreements to all its tenants. The rapidity with which the plots for Phase 1 have been snapped up shows the appetite for this type of specialist zone among international

logistics service providers, who are taking the opportunity of the current world economic downturn to put in place their facilities for future growth in the regional markets. As a result of the success witnessed last year with the launch of the first phase, the BLZ's management team is planning Phase 2, which is releasing a further 1.5 square kilometre of space. Standing within a few minutes by road from KBSP, which can accommodate ocean-going containerhips, the new logistics location represents a unique opportunity for companies to access GCC markets more quickly and economically than from other regional centres. After the BLZ's first year of preparation and operational structuring, the GOP is looking forward to leveraging the opportunities to serve prospective tenants by building a full suite of tenant services and facilities to create an entity that will produce positive benefits for Bahrain.



Congratulations and Best Wishes
to
His Majesty King Hamad bin Isa Al Khalifa
His Royal Highness Prince Khalifa bin Salman Al Khalifa
The Prime Minister
His Royal Highness Crown Prince Salman bin Hamad Al Khalifa
Deputy Supreme Commander
and the people of the Kingdom of Bahrain
on the occasion of
NATIONAL DAY

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