



Port of Ensenada 2013

Ensenada is located 70 miles south of California

Mainly serves Baja California & Sonora foreign trade needs

32% Mexico's maquiladora sector

Tijuana, Mexicali, Hermosillo & Nogales main production & consumer centers

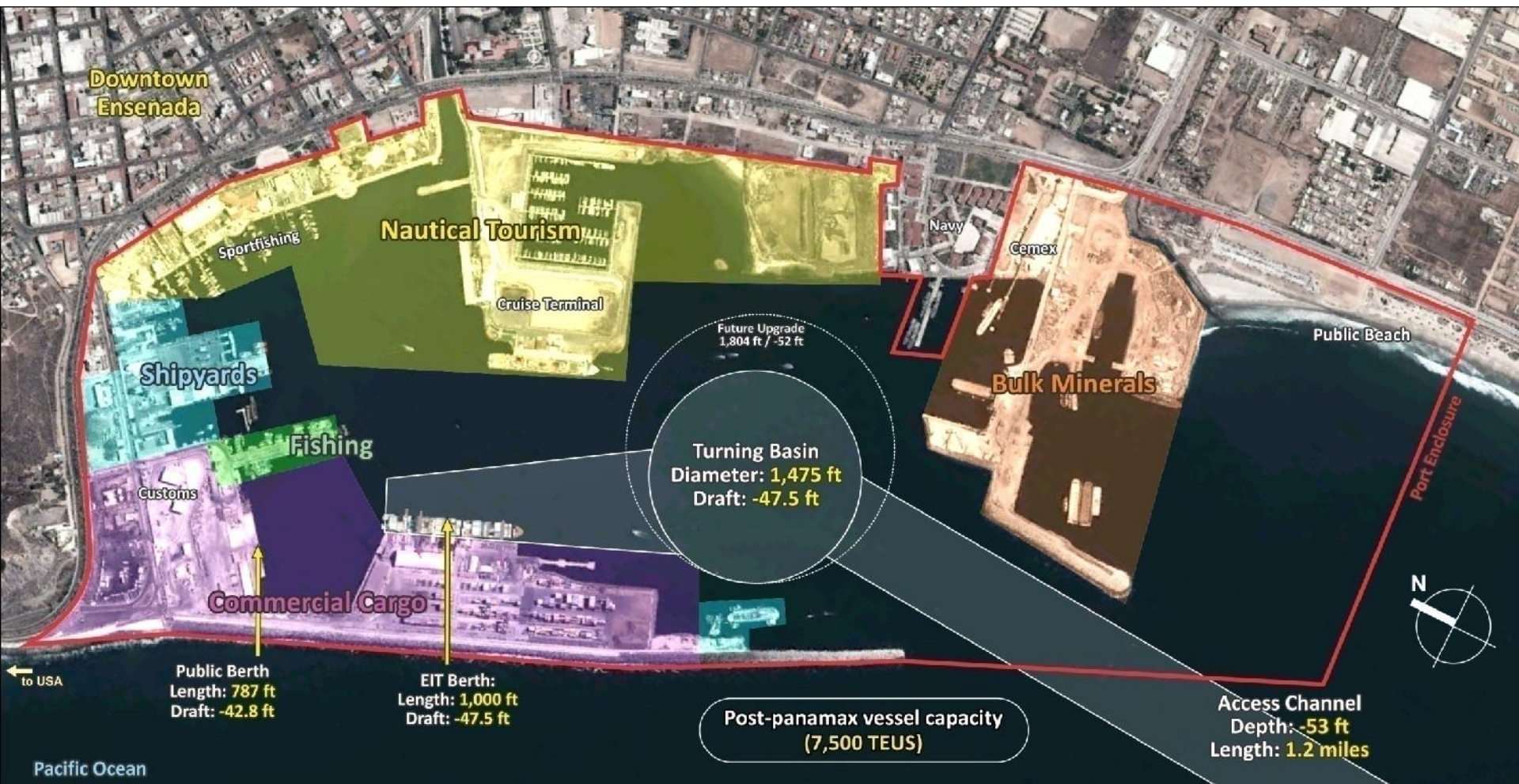
Attractive export market mix

Cruise ships calls

Marinas & shipyards



PORT MASTER PLAN



CONTAINER TERMINAL



- **Total Area:** 14.3 has.
- **Docking positions:**
 - 1 X 300m, 14.5 m draft
 - 1 X 186m, 11.7 m draft
- **Vessel reception capacity**
 - 305m length, 14.5m Draft
- **Productivity:**
 - Current: 300,000 Teus
 - Projected: 400,000 Teus
- **Storage capacity:**
 - Current: 7,500 Teus
 - Projected: 8,500 Teus
- **Productivity:** 24 TEUS p/hour (per crane)
- **Current Equipment:**
 - 3 Gantry Cranes (40 Ton)
 - 1 Mobil Crane (110 Ton)
 - 5 RTG Cranes

Ensenada International Terminal

+52 (646) 178-8801

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PUBLIC BERTHS & STORAGE AREAS

Vessel Capacity:

- Berth 1: 200 m (March/13)
- Draft: 13.05 m
- Bitts bollards: 12
- Maximum vessel length:
 - Current: 220 m / Projected: 240 m
- Berth 2: 180 m
- Draft: 7.44 m

Yard:

- Bonded area
- Current storage area: 39,000 m²
- Total Projected:
 - Phase 1: 51,000 m²
 - Phase 2: 80,000 m²

Services:

- Warehouse & crossdock: 1,500 m²
- Food & Drug Insp Point

Stevedoring companies:

-Comercializadora Rivera
+52 (646) 178-8332

s.rivas@comrivera.com

-Tramitadora del Pacifico
+52 (646) 175-7623

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COORDINACIÓN GENERAL DE
PUERTOS Y MARINA MERCANTE



PUBLIC BERTHS & STORAGE AREAS: EQUIPMENT

COMERCIALIZADORA RIVERA

Equipment	Capacity
Yard Cranes	1 - 45 ton
	1 - 20 ton.
	1 - 12.5 ton
Forklifts	1 - 9,000 lbs
	1 - 8,000 lbs
	1 - 6,000 lbs
	5 - 5,000 lbs
	2 - 4,000 lbs
Telestackers	2 - 250 ton/hr
Scale	1



TRAMITADORA DEL PACIFICO

Equipo	Capacidad
Clamshell Cranes	6 – 9 ton
Forklifts	1 - 1.5 ton
	1 – 3.5 ton
	3 - 6 y 8 ton
	1- 12 ton
	2 – 16 ton
Front Loaders	4 -10 ton
Bluk Hoopers	2



BREAKBULK OPERATIONS



- **Total surface:** 3,300m²
- Located in bonded area operated by APIENS
- **Warehouse:** 1,500m² /15 docks
- **Storage:** LCL, general cargo, maquila, toys, textiles, etc.
- **Services:**
 - Cargo transference to dry box & flat bed
 - Pre-inspection cargo
 - Packaging & labeling



Stevedoring companies:

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GICONSA
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FOOD & DRUGS INSPECTION POINT

Reefer area to inspect meat and vegetables products.

- **4 Docks:**
 - 2 for meat products.
 - 2 for vegetables products.
- **Services:**
 - Laboratory samples.
 - Cargo transference to reefer box & reefer container.
 - Pre-inspections cargo.
 - Packaging & labeling.

GICONSA

+52 (646) 156-5204

giconsa_ensenada@hotmail.com



TRUCK REGULATOR CENTER

- Located 8km north PoE (20 min)
- Surface: 92,790 m²
- **Objective:** Improve truck access efficiency into the port, reduce highway 's port traffic & generate logistics & added value services
- **Services**
 - Access control & security
 - Food and rest area
 - Equipment storage & repair
 - Logistics services
 - Truck tracking system to access the port



CUSTOMS HOUSE OPERATION



- **Business hours:**

- Monday to Friday: 8:00 am to 5:00 pm
- Saturday: 9:00am to 12:00pm
- Extraordinary services : 24 hr pre-notice

- **1st inspection with 10 docks**

- **Inspections developed by custom authority and supervised by custom broker**

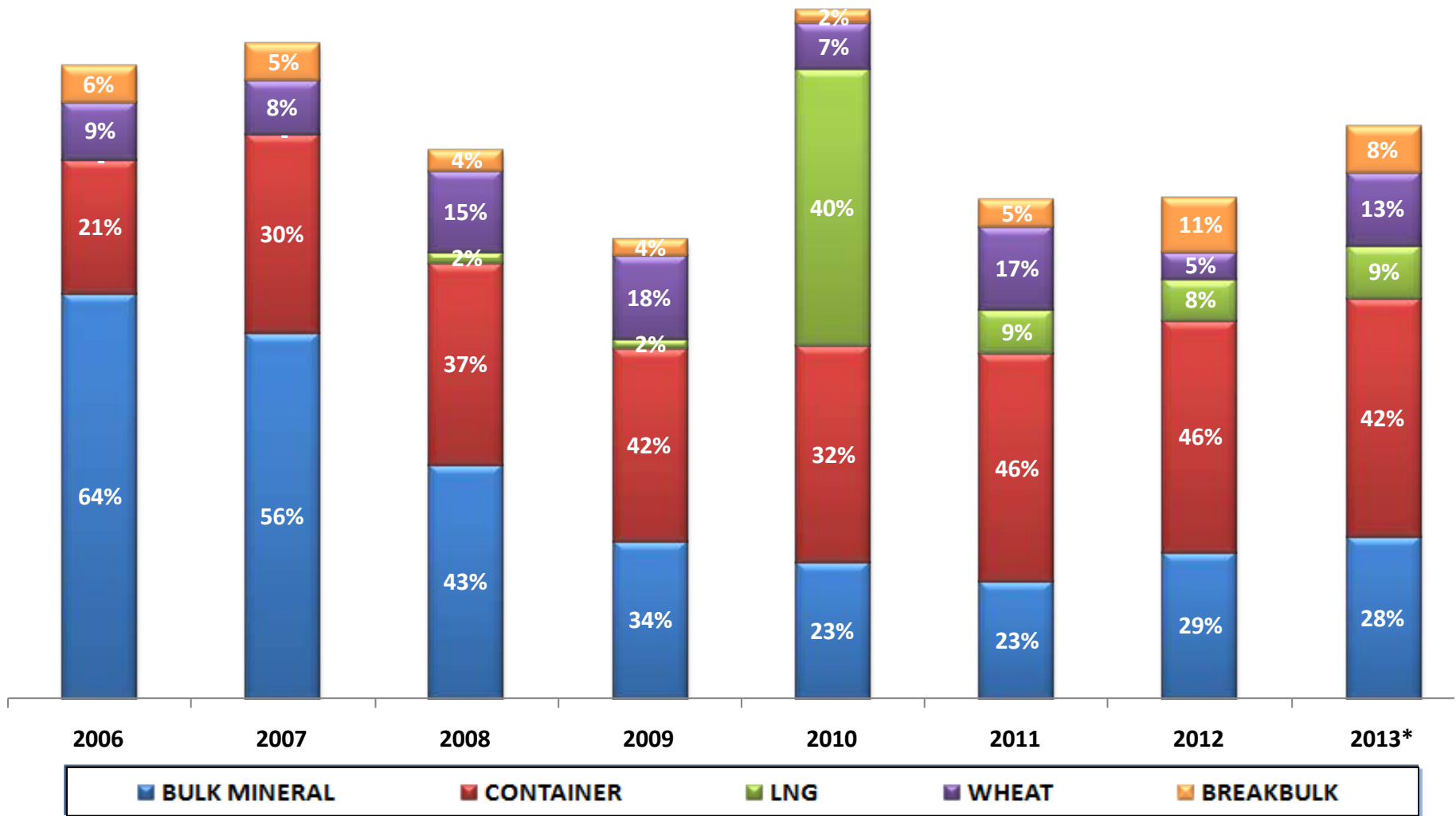
- **Administrator:**

Lic. Luis Enrique Hernandez Perez

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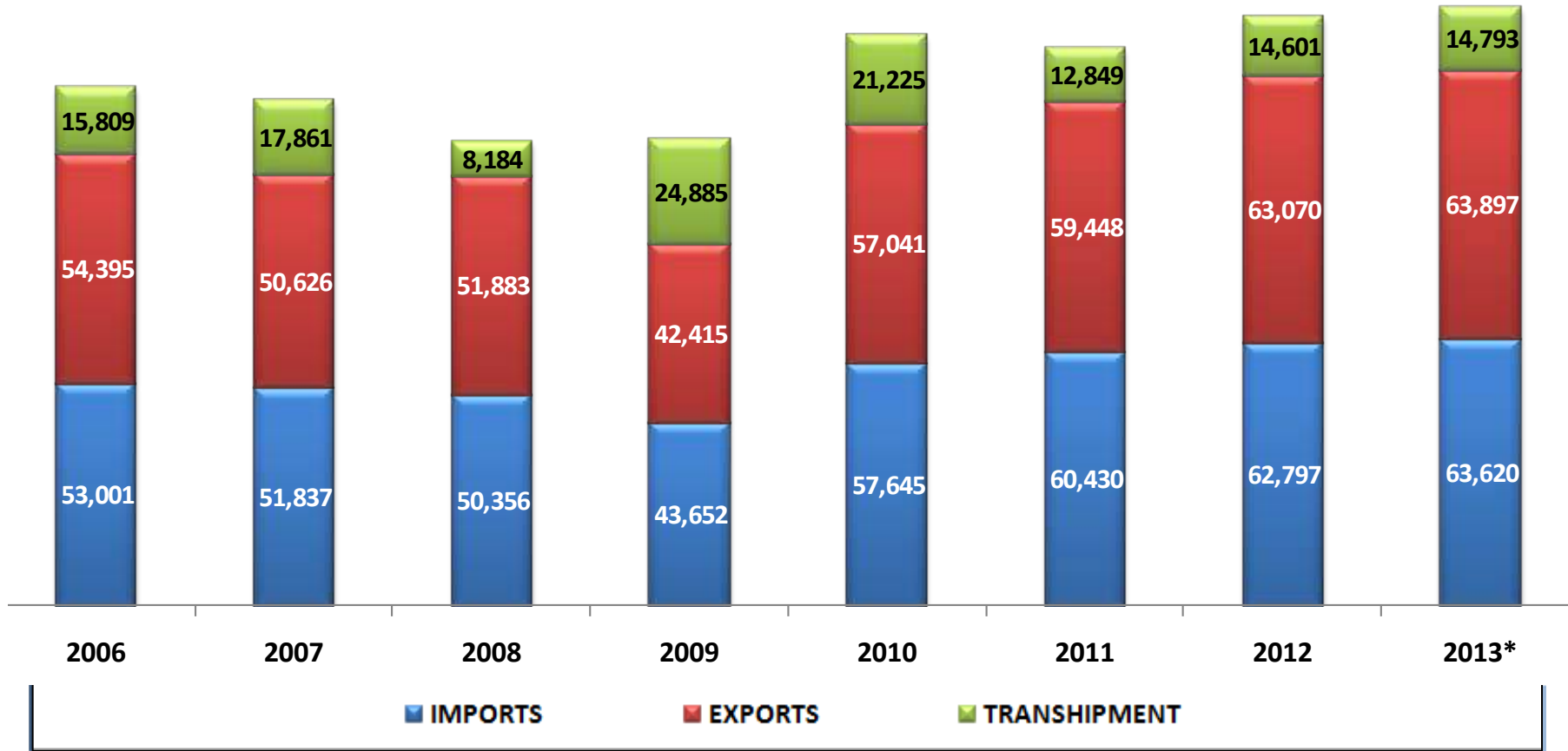
aduana.ensenada@sat.gob.mx

CARGO PERFORMANCE



CARGO	2006	2007	2008	2009	2010	2011	2012	2013*
TONNAGE	3,385,066	3,503,567	2,939,512	2,462,566	3,681,761	2,671,731	2,684,422	3,060,000

CONTAINER THROUGHPUT



	2006	2007	2008	2009	2010	2011	2012	2013*
TOTAL TEUS	123,205	120,324	110,423	110,952	135,911	132,727	140,468	142,310

MAIN CARGO

Importación / Importation Origen / Origin Destino / Destination

1.- Electrónicos <i>Electronics</i>	ASIA	B.C.
2.- Partes para Automóviles <i>Auto parts</i>	ASIA	SON.
3.- Madera <i>Wood</i>	SUDAMÉRICA <i>South America</i>	B.C.
4.- Teléfonos <i>Telephones</i>	ASIA	B.C.
5.- Productos Marinos <i>Sea Products</i>	ASIA	B.C. / SON. / SIN.
6.- Partes para TV <i>Parts for TV</i>	ASIA	B.C.
7.- Productos Médicos <i>Medicine Products</i>	ASIA	B.C.
8.- Herramienta <i>Tools</i>	ASIA / EUR	B.C.
9.- Piso Azulejo <i>Floor-Tiles</i>	ASIA / EUR	B.C.
10.- Muebles <i>Furniture</i>	ASIA	B.C.

Exportación / Exportation Origen / Origin Destino / Destination

1.- Trigo <i>Wheat</i>	B.C.	AFRICA / EUR
2.- Metal - Chatarra <i>Metal - Scrap</i>	B.C. / SON.	ASIA
3.- Productos del Mar <i>Sea Products</i>	B.C. / SON.	ASIA
4.- Electrónicos <i>Electronics</i>	B.C.	SUDAMÉRICA <i>South America</i>
5.- Carne de Puerco <i>Pork Meat</i>	SON.	ASIA
6.- Algodón <i>Cotton</i>	B.C. / SON.	ASIA
7.- Juguetes <i>Toys</i>	B.C.	SUDAMÉRICA <i>South America</i>
8.- Forraje <i>Forage</i>	B.C. / SON.	ASIA
9.- Molibdeno <i>Molybdenum</i>	SON.	ASIA
10.- Vidrio <i>Glass</i>	B.C.	SUDAMÉRICA <i>South America</i>



CONTAINER CARGO CUSTOMERS

FOXCONN

DEACERO®
EXCELENCIA EN CALIDAD

norson
La carne de cerdo
buena para tu familia

SAMSUNG

MOLYMEX®



LG

Honeywell

HYUNDAI
Translead

HOKUBEI TRADE
SERVICE CORP.



TOYO COTTON CO.

SHARP

ARAUCO.

MOON
GROUP

Panasonic

Kowi



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evenflo

CHAMBERLAIN®

Coppel

SCT
SECRETARÍA DE
COMUNICACIONES
Y TRANSPORTES



ENSENADA
COORDINACIÓN GENERAL DE
PUERTOS Y MARINA MERCANTE

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BREAKBULK CARGO CUSTOMERS

DEACERO®
EXCELENCIA EN CALIDAD


ArcelorMittal



CFE
Comisión Federal de Electricidad

 **HYUNDAI**
Translead

 **CEMEX**

HOKUBEI TRADE
SERVICE CORP.

 **GRADESA**


YACHTPATH
MARINE GROUP
Lifting the standard of yacht transport




RICKMERS-LINIE


Sempra Energy®

 **BBC Chartering**

TOKO LINE


DOCKWISE

ECL Americas
Eastern Car Liner LTD

SCT
SECRETARÍA DE
COMUNICACIONES
Y TRANSPORTES




ENSENADA
COORDINACIÓN GENERAL DE
PUERTOS Y MARINA MERCANTE

puertoensenada.com.mx

DIRECT ASIA – ENS – ASIA

2 WEEKLY SERVICES PROVIDED BY



Vessel: 6,500 teus
ETA: Monday (Imports)
Tuesday (Exports)

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MOL
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DIRECT ASIA – ENS – ASIA

2 WEEKLY SERVICES PROVIDED BY



Transit Day's

Asia → Latin America

Desde/Hacia	Ensenada	Manzanillo, MX	Lazaro Cardenas
Arrival Day	MON	WED	SAT
Ningbo	18	20	23
Shanghai	16	18	21
Busan	13	15	18
Yokohama	11	13	16

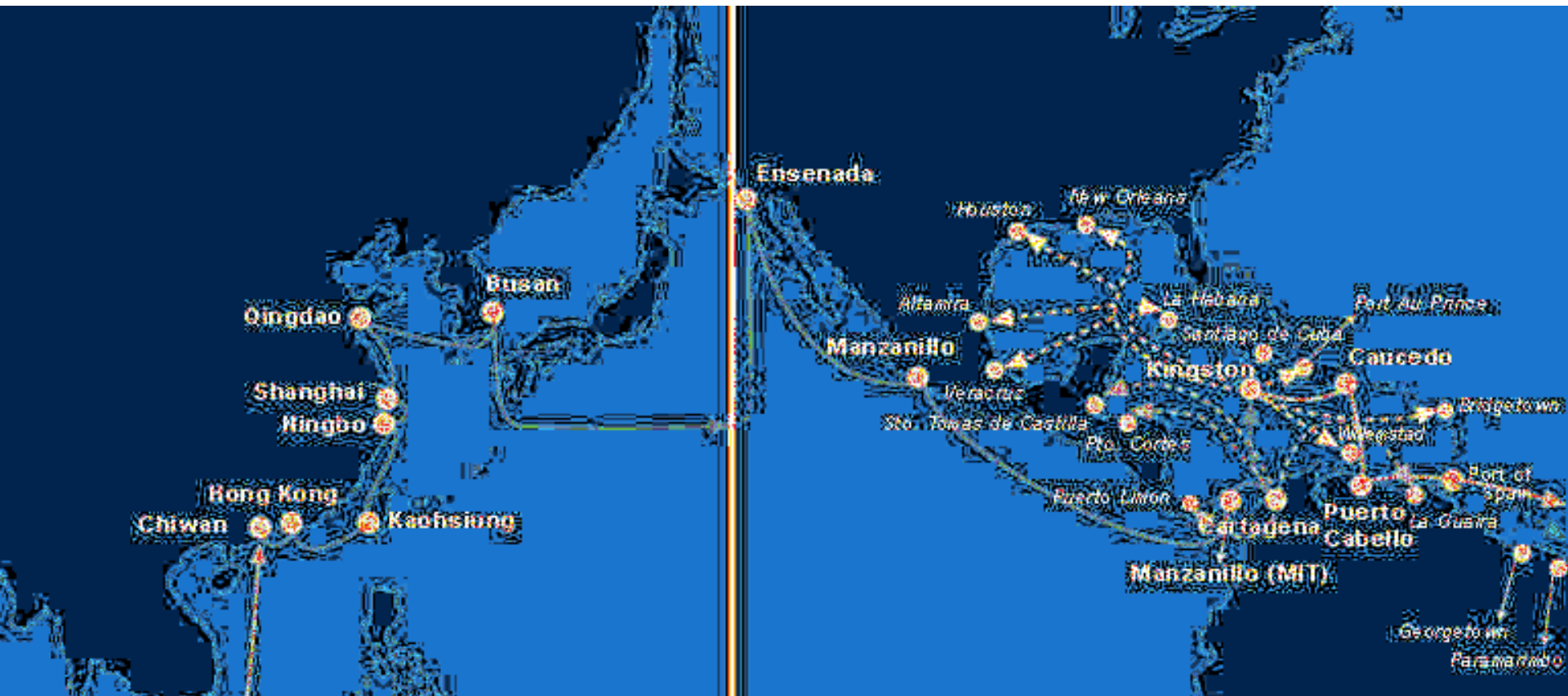
Asia ← Latin America

Desde/Hacia	Yokohama	Ningbo	Shanghai	Busan
Arrival Day	MON	THU	FRI	MON
Manzanillo, MX	17	20	21	24
Lazaro Cardenas	15	18	19	22
Ensenada	12	15	16	19



DIRECT ASIA – ENS - CARIBE

WEEKLY SERVICE PROVIDED BY



CMA-CGM

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CSAV

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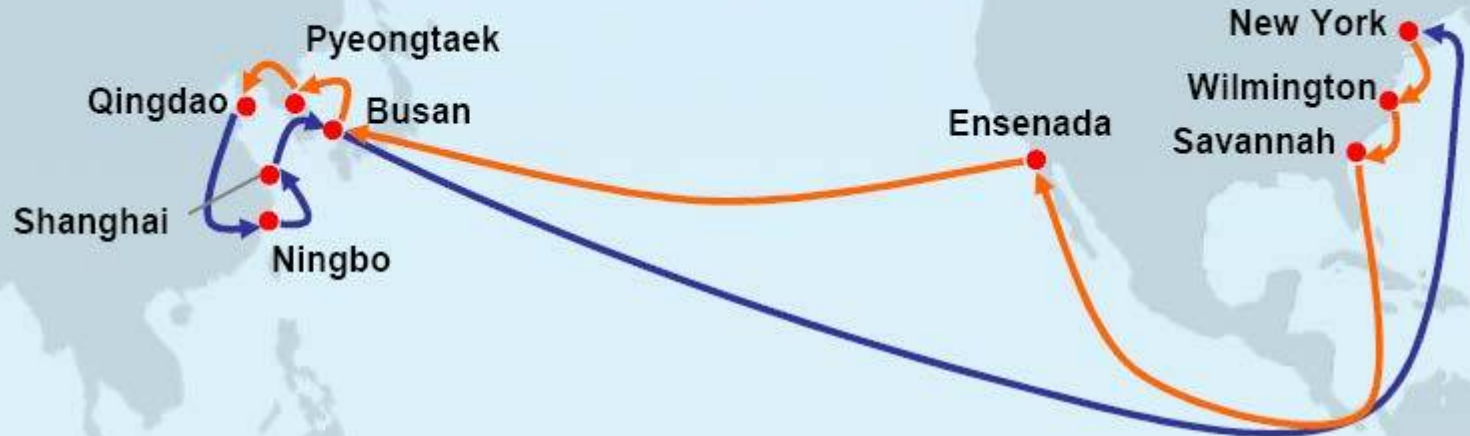
+52 (55) 5201-7200



TRANSIT TIMES

Asia to Mexico West Coast - Panama & Caribbean	Ensenada	Manzanillo Mexico	Balboa	Manzanillo MIT	Cartagena	Kingston	Caucedo	Puerto Cabello	Port of Spain
Hong Kong	19	22	28	29	30	32	34	36	41
Chiwan	19	22	27	28	29	31	33	35	41
Kaohsiung	17	21	26	27	28	30	32	34	40
Ningbo	16	19	24	26	27	28	31	32	38
Shanghai	15	18	23	25	26	27	30	31	37
Qingdao	14	17	22	23	24	26	28	30	36
Busan	12	15	20	22	23	24	27	28	34

Mexico West Coast - Panama & Caribbean to Caribbean	Ensenada	Manzanillo Mexico	Balboa	Manzanillo MIT	Cartagena	Kingston	Caucedo	Puerto Cabello	Port of Spain
Ensenada		2	8	9	10	12	14	16	21
Manzanillo (Mexico)			4	5	6	8	10	11	17
Balboa				1	2	4	6	7	13
Panama Canal					1	3	5	7	12
Manzanillo (MIT)					1	2	5	6	12
Cartagena						1	4	5	11
Kingston							1	3	8
Caucedo								1	7
Puerto Cabello									1



SALES :

Antonio Torres

atorres@us.hanjin.com

+52 (646) 156-51-04

Vessel: 5,750 teus

ETA: Monday

➤ **East Bound** ➤ **West Bound**



Port Rotation

Calling Port	Arrives	Departs
Qingdao	THU	FRI
Ningbo	SAT	SUN
Shanghai	SUN	MON
Busan	WED	WED
New York	THU	FRI
Wilmington	SUN	MON
Savannah	TUE	TUE
Ensenada	SUN	MON
Busan	MON	TUE
Pyeongtaek	WED	WED
Qingdao	THU	FRI

Transit Time

East Bound

days

From \ To	New York	Wilmington	Savannah
Qingdao	27	30	32
Ningbo	25	28	30
Shanghai	24	27	29
Busan	22	25	27

West Bound

days

From \ To	Busan	PYT	Qingdao	Ningbo	Shanghai
New York	31	33	34	36	37
Wilmington	28	30	31	33	34
Savannah	27	29	30	32	33
Ensenada	14	16	17	19	20

* PYT : Pyeongtaek



FEEDER SERVICE ENS - PANAMA

WEEKLY SERVICE PROVIDED BY



MAERSK LINE



SALES:

ALBERTO LLORENS

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+52 (646) 178-8551



Vessel: 1,684 TEUS

ETA: Thursday



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FEEDER SERVICE ENS - PANAMA

WEEKLY SERVICE PROVIDED BY



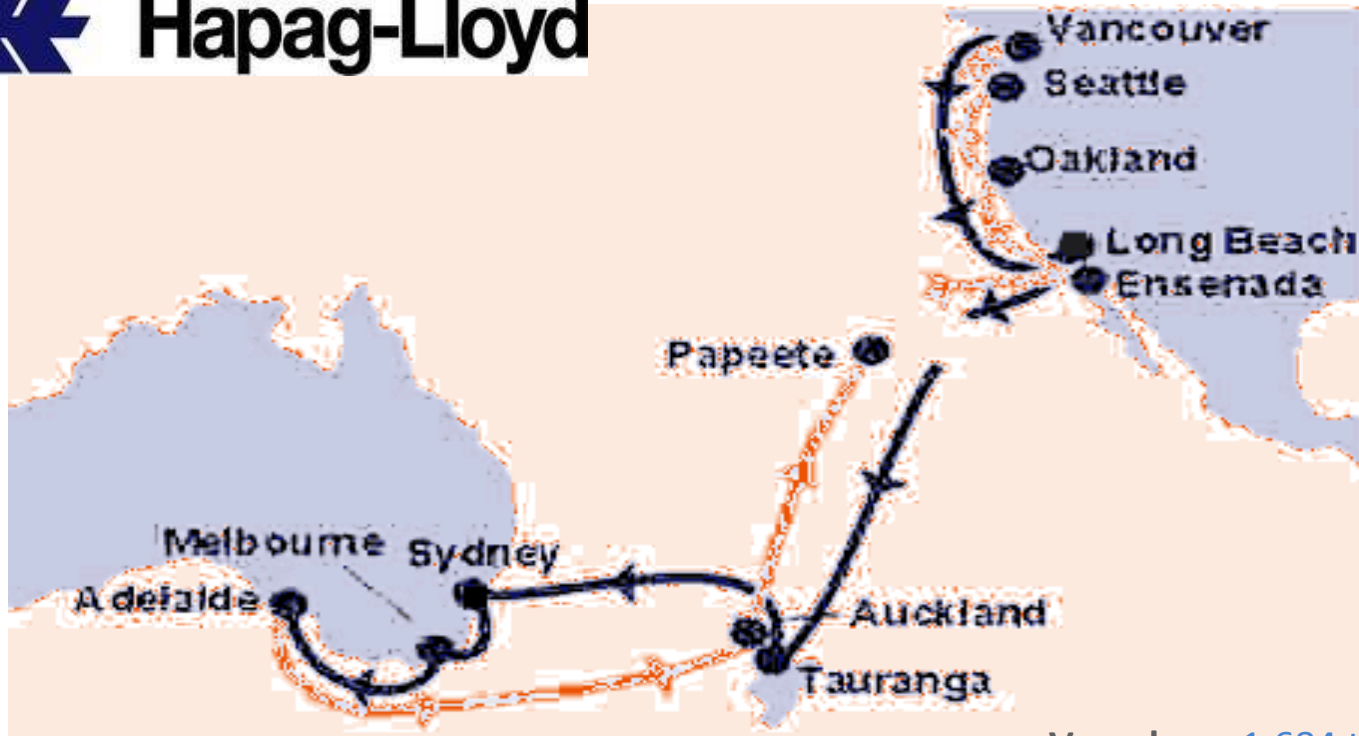
MAERSK LINE

Port	Arrives	Departs	Transit
Los Angeles, CA, USA	MON	TUE	--
Ensenada, Mexico	WED	WED	1
Manzanillo, Mexico	SUN	SUN	5
Lazaro Cardenas, Mexico	MON	MON	6
Puerto Quetzal, Guatemala	FRI	FRI	10
Acajutla, El Salvador	SAT	SUN	11
Corinto, Nicaragua	MON	TUE	13
Caldera, Costa Rica	THU	FRI	16
Balboa, Panama	SUN	TUE	19



HAMBURG SÜD

 **Hapag-Lloyd**



SALES:

HAPAG LLOYD

Lic. Alicia Lara

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+52 (664) 681-8632

Vessel: 1,684 teus

ETA: Sunday





Australia/New Zealand to US Westcoast

From / To	Ensenada	Oakland	Seattle	Vancouver	Long Beach
Tauranga	29	31	34	35	39
Sydney	25	27	29	30	35
Melbourne	22	24	27	28	32
Adelaide	20	22	24	26	30
Auckland	14	16	18	20	24
Papeete	9	11	13	14	19
Ensenada	-	2	4	5	10

US Westcoast to Australia/New Zealand

From / To	Tauranga	Sydney	Melbourne	Adelaide	Auckland	Papeete
Ensenada	25	30	32	35	41	46
Oakland	23	28	31	33	39	45
Seattle	20	25	27	30	36	42
Vancouver	19	23	26	28	34	40
Long Beach	14	19	21	24	30	36

PORT ADVANTAGES

ENSENADA	SOUTH CALIFORNIA PORTS
24-7 Service	It depends on the ILWU
Less transit time and major cargo security	Cargo delivery demurrage
Clear customer service	Not define between terminal operator and ILWU
One port operator devoted to serve the industrial sector in the region	Priority to serve West Coast & domestic market, in-bonds serving regional industry comes second
One Customs broker	Two Customs Brokers
Additional cargo capacity per container: 20' max 20 ton. 40' max 23 ton.	Less cargo per container: 20' max 17 ton. 40' max 20 ton.
Uncongested Port	Severe congestion, specially from june to november
Two Inspections 1.- Mexican Customs 2.- Eventually, Marines or PGR	More inspections: 1.- Agriculture department 2.- Contraband Enforcement Team 3.- Customs and Border Protection 4.- Home Land Security 5.- SWPM check
Same tariff's all year	-Tariffs vary (additional or weekend shift, peak season) - Pier Pass & Clean Truck Program Cargo Fees (Among others)

PORT ADVANTAGES: COSTS ANALYSIS

Port of Ensenada vs Los Angeles/Long Beach

Logistic cost for a 40' container import

CONCEPT	ENSENADA Tariff USD	LA/LB Tariff USD	Var \$	Var %
Maritime Freight CY-CY (APL LINE)	3,000	3,350	350	12%
Yokohama - Ensenada or LA/LB	3,000	3,350	350	
Container Terminal Costs*	169	327	158	93%
THC (if apply)	90	- -	90	
2nd maneuver (container load / unload)	60	- -	60	
Wharfage	19	327	308	
Custom Brokerage Costs	100	250	150	151%
Logistic Charges	60	150	90	
Validation invoice (pedimento)	20	- -	20	
Pre-validation invoice (pedimento)	20	- -	20	
T&E (In-Bond clearance)	-	75	75	
ISF Transmission	-	25	25	
Trucking Company Costs	850	1,600	750	88%
Hauling Rate (Tijuana)	300	600	300	100%
Hauling Rate (Mexicali)	550	850	300	55%
Transfer USA-MEX	-	100	100	
Bonded carrier	-	50	50	
Additional Surcharges	8	193	185	2313%
ISPS Code	8	- -	8	
Traffic Mitigation Fee (Pier-pass)	-	123	123	
Clean Truck Fee	-	70	70	
IF APPLY	160	725	565	353%
Customs Inspection	160	525	365	
X-Ray Inspection	-	200	200	
TOTAL COST YOKOHAMA-TIJUANA	3,737	5,595	1,858	50%
TOTAL COST YOKOHAMA-MEXICALI	3,987	5,845	1,858	47%

NOTES:

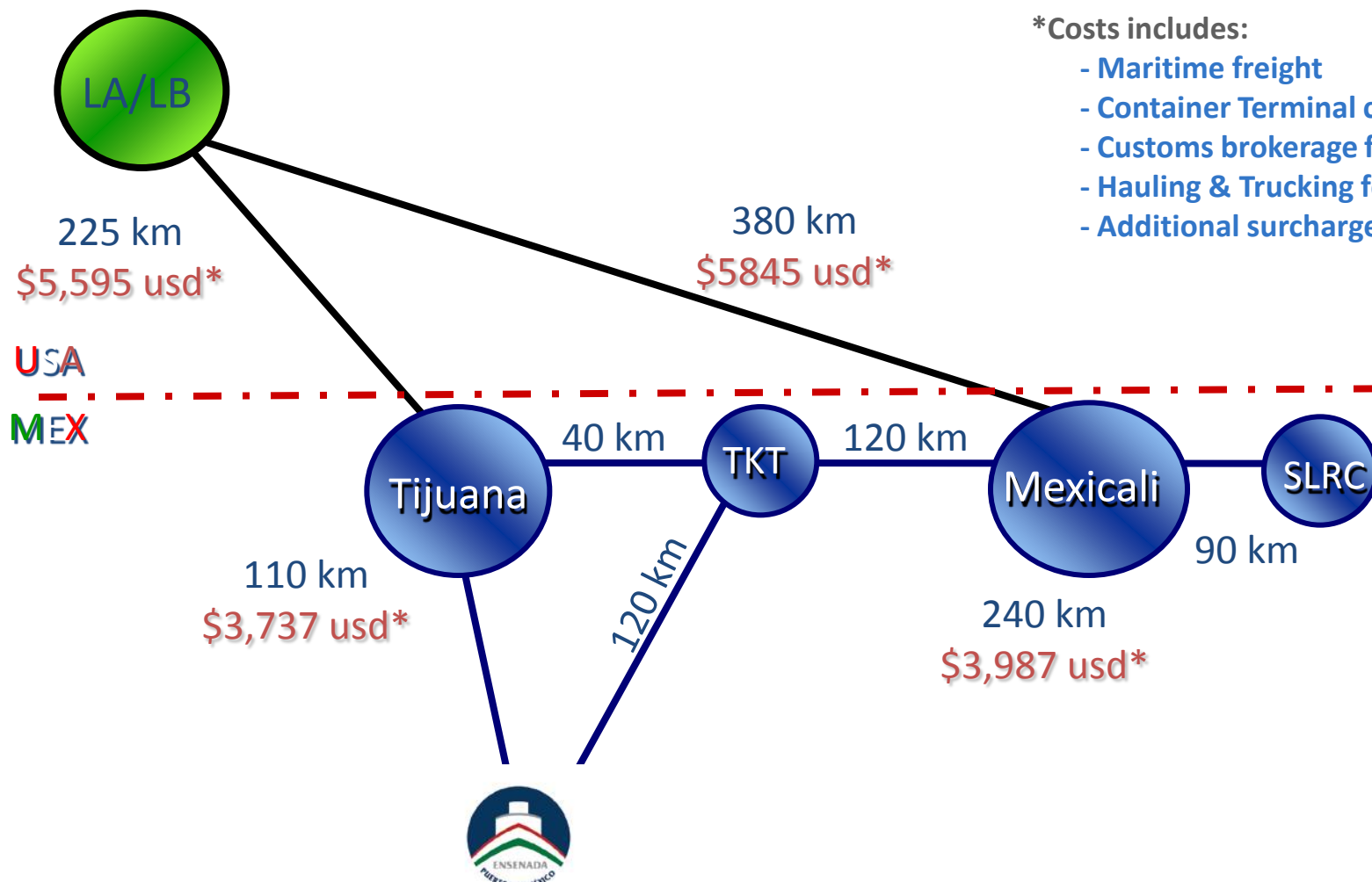
*Maximum rates registered, could be negotiated by contract EIT-Shipping Line

**Annual bond as a foreign importer from USA \$550 usd

**Analysis does not includes pre-inspection cargo fee (previo) at Ensenada Terminal or Bonded Warehouse in Otay



PORT ADVANTAGES



Port of Ensenada

ISPS CODE CERTIFICATION

The Port of Ensenada and The Container Terminal are certified under the International Maritime Organization: International Standard for Port Security Code (ISPS), since June/2004.

This Code assures port facilities safety and provides:

- Multi level safety
- Access control / Perimeter fence
- Closed-circuit television (CCTV)
- Security inspection / Metal detectors



ADMINISTRACIÓN PORTUARIA INTEGRAL DE ENSENADA

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