

## II Providing recreation and education to local communities

### ◆ PR Port of Yokohama, driving exchange programs with other countries

- To invite 30,000 pupils (6-15 years old) and residents to port tours
- We will get closer to the citizens of Yokohama by inviting them to Port Expedition Tours
- To conduct exchange programs with sister ports
  - We conduct ceremonies for the 30<sup>th</sup> anniversary of Auckland Sister Port and 20<sup>th</sup> anniversary of Dalian Friendly Port
- To collaborate with JICA and invite trainees from overseas countries

### ◆ Port sales for cruise ships

- No.1 port of the cruise ship visits in Japan for consecutive 8 years (130 ships)
  - Taking attractive measures for foreign passenger ships to visit Yokohama
  - Conducting promotional activities to local/foreign shippers/agencies
- Promoting cruise ships
  - Inviting Yokohama citizens to cruising <8 times>
  - Inviting Yokohama citizens to passenger-ship tours



### ◆ Increasing the number of visitors to the facilities for citizens/visitors at shoreline

- Much better maintenance and management of facilities for safe use without security issues
- Working together with volunteers to clean/maintain the gardens/parks
- Collaborating with maintenance partners to create more visitors
- Activating Inner Harbors
  - Promoting activities at shoreline
  - Reviewing renovations at Yamashita Pier and redevelopment of Shin-Yamashita area



### ◆ Sales and effective use of (Land filled and) Reclaimed Land

- How to dispose of reclaimed land in the Minatomirai 21 area
  - Always advertising available land for sales
  - Making more land availabilities for sales
  - Ensuring maximum rent income from the land
- Promotion of a healthier account of the land reclaiming project
  - Making the 3<sup>rd</sup> mid-term financial plan

## III Continuously paying attention to green, safety and security

### ◆ Challenge to Eco-Friendly Port

(Action target of the Port and Harbor Bureau, Yokohama)

- Reviewing the measures to reduce greenhouse gases generated from port activities
  - Assessing the volume of greenhouse gases from the port
  - Drawing an environmental action plan
- Collaborating with Port-related organizations and business partners to launch a "drive slow in Yokohama Port" campaign
  - Subsidizing business partners to get "Green Operator Certificate" <up to 20 firms>
  - Holding workshops and conducting green campaigns
- Promoting green distribution
  - Reviewing support measures to enhance coastal shipping/container barges (aforementioned)
- Collaborating with NPO's and reviewing how to improve water quality of Yokohama Port
- Working together with volunteers to clean the bottom of water and create the beautiful port
- Eco-friendly waste disposal (Construction of a landfill disposal site in Block 5 at Minami Honmoku Pier)

### ◆ Safe Port prepared against disasters/other risks

- Supporting APEC Yokohama
  - To maintain and modernize facilities near APEC venues <by September>
  - To take precautionary security measures in the port area <October/November>
- Taking preventive measures against flu at shoreline
- Building earth-quake resistant terminals
  - Renovating Minami-Honmoku Pier MC-3
  - Upgrading the quay D4 at Honmoku Pier
- Measures for Security
  - Finalizing quay security regulations in July onwards
  - Trial operation of "In/Out Information Control System" in December
- Promoting Stock Management of Port Facilities
  - Conducting regular maintenance/periodical inspections of port facilities

Port & Harbor Bureau, City of YOKOHAMA

# MANAGEMENT PLAN for FISCAL 2010

## Core Objectives

We will manage the operation of Port of Yokohama in a manner consistent with our 3 core strategies: (1) Internationally competitive port, (2) Providing recreation and education to local communities, and (3) Continuously paying attention to green, safety and security. We will collaborate with local communities and stakeholders to create an integrated port which will contribute to economic growth and a better quality life of the residents in Yokohama.

## Measures and Actions to Achieve the Objectives

### I Internationally competitive port

Port of Yokohama has been contributing to 30% of the employment and income in Yokohama. In recent years, ports in other countries in Asia have been increasing their presence and our presence has been declining. Urgent actions are required to improve our position.

In order to make Yokohama competitive with Busan and other ports, we will challenge to a nomination of "Strategic Port for International Containers." We will also challenge to global competition by collaborating with Keihin 3 Ports, updating facilities at Minami-Honmoku Pier and improving customer services and port sales.

### II Providing recreation and education to local communities

An attitude survey has disclosed that Yokohama is perceived as "sea and port" and "unlike Japan/international city." Many people believe Yokohama has its own identities.

We will invite citizens, mainly children in 6-15 years old, to port tours so that they understand our Port better. We will activate the Port and make it attractive to local communities by offering productive use of river areas and taking opportunities when passenger ships arrive at Yokohama.

### III Continuously paying attention to green, safety and security

Social interest on the greenhouse gas emission has ever been increasing and concerns on various risks are getting serious, such as natural disaster, infection and terrorism. We will comply with our responsibility for the environment. We will work to minimize the environmental impact from our activities and monitor our performance. We will be well prepared for the APEC summit by enhancing security and infection control.

## How to Achieve our Objectives

### More Teamwork

- To share information with team members through morning meetings and with other sections by creating project teams. Better communication amongst people/functions will result in better results.
- Key managers will sponsor the "work/life balance" project which will increase our motivation and capability. We are confident that we will offer better services to our customers.

### Driving Customer / Citizen Orientation

- To understand the latest development in ports, shipping business and economic trend. To make Port of Yokohama a much more user-friendly port by understanding the needs of the customers.
- We will take actions to increase the citizen's understanding of Port of Yokohama by inviting them to port tours and other facilities available for their visits.

### Be there where customers are. You don't find much in your office.

- To understand the needs of Yokohama Port Management Office. They know the customers. Their information will help us creating a user friendly port.
- To frequently visit consumer events and other attractions in the port areas, hear what they say, and understand their needs. Their inputs will help us establishing an excellent port.

### Driving for Eco-Friendly Port (target action for environmental protection by Port and Harbor Bureau)

Based on the Yokohama anti-greenhouse action plan (CO-DO30), we will collaborate with businesses and do more on environment by reducing greenhouse gas and protecting eco environment. (cf. III Continuously paying attention to green, safety and security.)

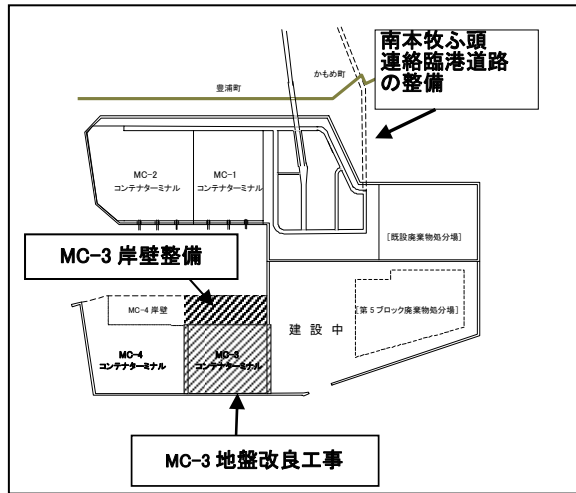
# I Internationally Competitive Port

## ◆ Promoting Strategic Port for International Containers

- Yokohama's designation as the "Strategic Port for International Containers" in June
- Implementation of the actions stated in the Planning Documents

## ◆ Renovating Minami Honmoku Pier Map①

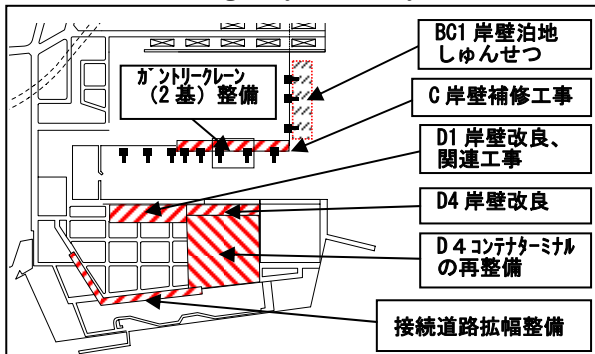
- **MC-3 Container Terminal will be built with high specification**
  - To build an earth-quake resistant terminal with a 20-meter water depth (national project)
  - To develop land for new terminals including soil stabilization
- **Constructing the Port Side Access Road to Minami Honmoku Pier**
  - Construction of the overpass road (national project) will commence in November
  - Construction of the entrance/exit of Bay Shore Expressway will commence in November



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## ◆ Renovating Honmoku Pier Map②

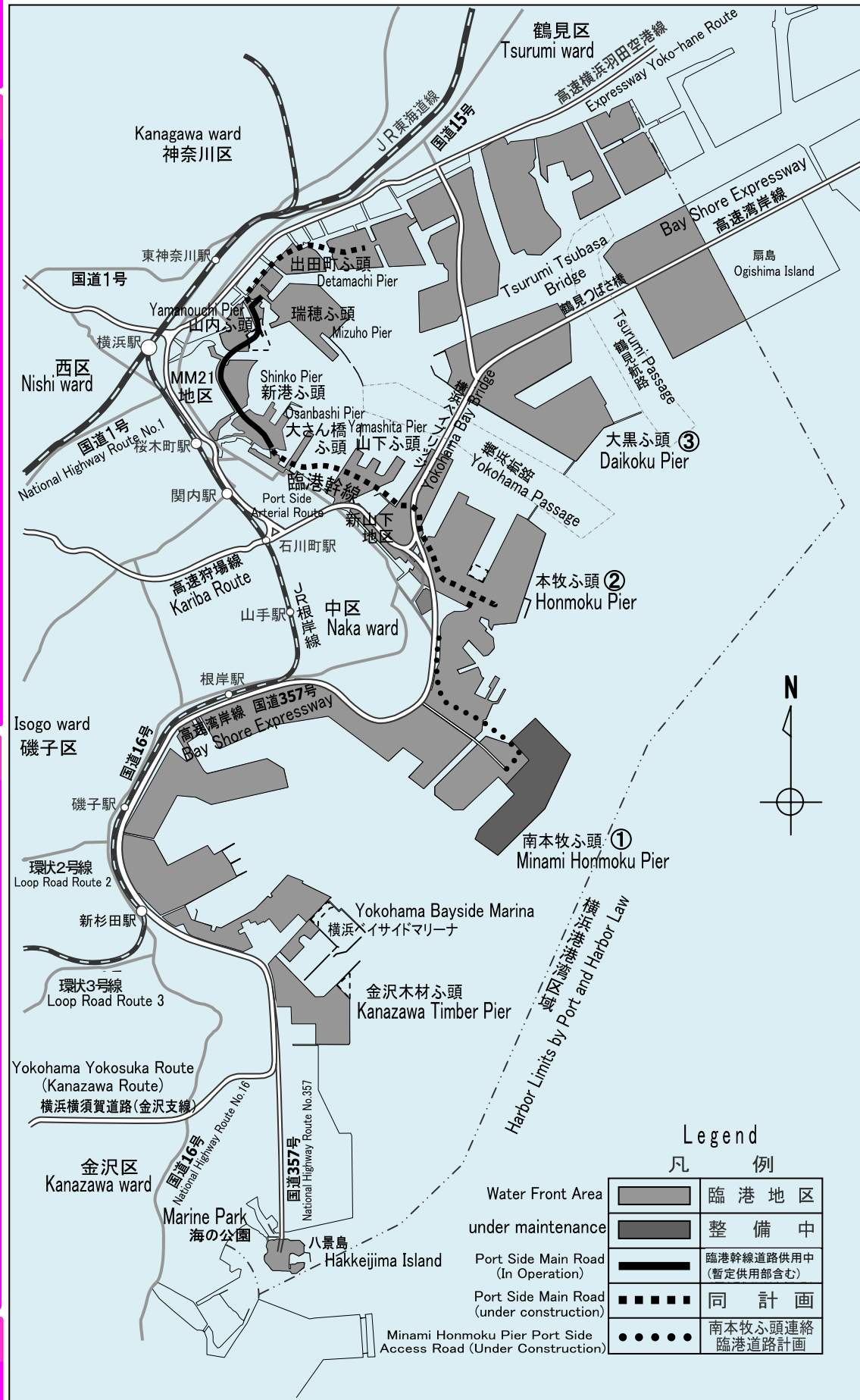
- **Area of Jetty D**
  - To upgrade the quay D1 with water depth 13-meter (national project) <to be completed by December>
  - To promote other construction projects around the quay D1
  - Upgrading the quay D4 with earth-quake resistant structure and water depth 15-meter (national project)
  - To renovate the Container Terminal D4
  - To promote construction of a wider connecting road
- **Area of Jetty BC**
  - To complete dredging work at BC1 berth (national project) by March
  - To maintain the quay C
  - To construct 2 gantry cranes by March



## ◆ Renovating Daikoku Pier Map③

- To maintain and Modernize Container Terminal C3
- To complete the soil stabilization project of the land acquired for distribution center by March.
- To raise the ground level which is a part of soil stabilization project by March

# Major Projects of Port and Harbor Bureau 2010



## ◆ Enhancing Port Services

- To review the compulsory pilotage regulations
- To review how to improve safe and efficient traffic within Tokyo Bay
- To review operational issues of navigation using the AIS system
- To improve the operation and management of the Port Information Control System
- To review the feasibility of standardized control system of the existing piers, propose/decide how we do it
- To review Yokohama Port Public Corporation in terms of its roles and future by February

## ◆ Cargo booking support to port-users

- To provide incentives for users of the Port of Yokohama
- To take emergency measures for users of warehouses, transit sheds and other facilities

## ◆ Much better collaboration with Keihin 3 Ports

- To implement the measures for enhancing the international competitiveness
- To review the integrated development plans of Keihin Ports (Scheduled by 2011)
- To jointly conduct port sales (Keihin Ports Seminar) <twice>
- To review the future information/statistics structure resulting from better collaboration



## ◆ Promoting an attractive port for ships and cargos and collecting global information

- To visit shippers/consignors to understand their needs, analyze information and effectively use the information
- To collect overseas information from local representatives
- Information collection from overseas shippers and port related sources
- To review support measures to enhance coastal shipping/container barge



※Year round activities if time is not mentioned