

# THE PORT FACTOR

Volume 1, 2006



MALAYSIA



*Capt. Abdul Rahim Akob*

## FORGING MALAYSIAN PORTS' BUSINESS SYNERGIES

I am delighted to announce the inaugural issue of "The Port Factor", an official publication of the Asean Ports Association Malaysia (MAPA). The newsletter is aimed to stimulate interest and to keep readers abreast with the Malaysian ports and shipping industry such as port management and operations, port planning and development, marketing, training, technology, safety and security, ships and cargo handling.

Asean Ports Association Malaysia (MAPA) was formed some years ago and was subsequently registered under the acronym MAPA as a non-governmental association early this year, comprising of founding members from a total of 17 Malaysian port authorities and operators. MAPA's primary objectives are two-pronged i.e. to give ports in Malaysia with a vehicle for national cooperation in port development, operations and management, and to promote and protect the interests of member ports.

MAPA is to specifically promote the exchange of data and information on shipping and cargo traffic amongst Malaysian ports, cooperation in port operations and management, develop and maintain close relationship with other regional or national ports associations or international port related associations, and to undertake other activities as are incidental or conducive to the attainment of the said objectives.

Ports in Malaysia have become an important crux in forging economic and business networks and alliances between Malaysia and developing countries. Business networking are becoming essential strategies for Malaysian ports as the process of globalisation and market liberation pose both challenges and opportunities for the nation and for business community. The port

sector has always played a major role in the development of national economies. The attractiveness of ports is no longer based on strategic location but on the provision of efficient and prompt services, excellent land infrastructure and sea transport networks. Ports have become commercial centres and manufacturing gateways.

In this respect, MAPA is working in tandem with the developments in Malaysia's external trade and new economic linkages. Ports are potential investment destinations, either to set up manufacturing projects or other business establishments. Thus being an effective vehicle, MAPA's outreach will be more extensive and in this process shall be forging synergistic collaboration with trade associations and business councils in order to facilitate information exchange, commercialisation, building a more cohesive partnership and business networking. These will directly contribute not only cargo growth amongst Malaysian ports but industrial developments as well.

Nevertheless, MAPA will harness our collective creativity, forging ahead with market-driven visions and charting roadmaps for developing, promoting and enhancing Malaysian ports capacities and capabilities in expanding opportunities and building business synergies. Ports will be growing in size and complexity of businesses, and one important asset that needs to be nurtured and enhanced will be the human resource. Ports need to share and improve its human resources and must continuously be at the forefront in its practices particularly when competing globally. This is where I hope that it could be the binding force to forge a strong and successful grouping. — *Capt. Abdul Rahim Akob, General Manager of Bintulu Port Authority & Chairman of MAPA.*

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## THE OPENING ADDRESS BY THE A.P.A. CHAIRMAN AT THE 31st APA MEETING AT YOGYAKARTA, INDONESIA 15 – 17 NOVEMBER 2005

"It is always a pleasure for me to attend our Asean Ports Association meetings, in particular, our annual Main Committee Meetings, like this one we are about to have over the next few days.

It is an occasion where I get to meet again all my fellow APA colleagues and the opportunity to meet new friends. It is also an occasion to experience the generous and warm hospitality of our host country members and in this connection, on behalf of the Asean Ports Association, I thank the Government of Indonesia and the host of this 31st APA Meeting, the Indonesian Port Corporation I, II, III and IV for the generous invitation, warm hospitality and invaluable assistance given to us to make our meeting and our visit a success.

To cite a brief history, in 1967 countries in the South East Asia region forged an economic and trade alliance called the Association of South East Asian Nations or ASEAN to advance their agenda for economic growth, social progress and cultural development. Since then, ASEAN has played a pivotal role in the international community and has put forward ASEAN's

Through these ongoing efforts, the ASEAN region, today, is the fastest growing in the world.

In terms of economic power, Asean comprises a market of over 500 million people and has an annual gross production worth well over US\$500 billion.

Moving in the same direction, a parallel cooperation tie was formed to build a strong foundation for regional cooperation among the ports in the Asean region.

The Asean Ports Association, in short APA was conceived to provide a venue for port officials concerned to meet and share experiences that may lead to finding solutions to identified problem areas and emerging issues affecting the port sector. APA celebrated its 30th anniversary last year. On that occasion I mentioned the founders of APA and today we are very fortunate to have here with us this morning at our 31st Meeting a very distinguished member who was one of the brainchild for APA's birth --- Bapak Habibie from Indonesia.

The Asean Ports Association, in short APA was conceived to provide a venue for port officials concerned to meet and share experiences that may lead to finding solutions to identified problem areas and emerging issues affecting the port sector.

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We at APA with the latest membership from Myanmar, are now looking forward towards the inclusion of Laos in the Asean Ports Association. It is our fervent hope that Laos will join the Asean fraternity as an APA member which will complete the membership of all ASEAN countries in the

Asean Ports Association. It will indeed be a progressive step forward together as ASEAN Ports within a single ASEAN community with one identity and one vision. We are aware that Laos is a land-locked country with no sea-frontage. But ports are not necessarily physical locations with a seafront. Dry ports and inland clearance depots making use of railway and road linkages coupled with air linkages feature prominently as multimodal operations in ports today to enable transportation of goods and services. We look forward indeed to Laos joining us in the near future.

Over the years ports roles have undergone dramatic changes. From just being an entry point for goods into the country, ports have an economic role to play serving as a life line to a country.

As members of the Asean Ports Association we have broadened our horizons through regional cooperation to achieve the broad objectives originally envisioned for the Asean Ports Association. We now pursue together our goals in tandem with the broader policies.

outlined by ASEAN towards an integrated and competitive ASEAN economy. We are fortunate to have our membership comprising both the public and private sector ports and towards this end, the private sector ports have a strategic and crucial role to help us spearhead a regional competitive edge in the global market in addition to being a competitive vehicle instrumental for our international export base and as a production centre responding rapidly to business opportunities and demands.

APA fosters amongst others things, networking and development of human resources. We have compiled a compendium on training needs available in ASEAN. This compendium is updated from time to time and we work with the APA permanent secretariat in Manila to look into means to see how we can maximize the usage of this information in the most effective manner in terms of human resource development in member Ports.

APA also convenes Human Resource Development Seminars, where relevant topics are presented by expert speakers in the field of Human Resource Development.

APA is also implementing a Port Familiarization Programme which constitutes a study tour of member countries which will be carried out in phases. The pilot project for this programme will be initiated by Bintulu Port of Malaysia which specializes in the handling of Palm Oil, LPG and LNG. APA hopes that with this we will move forward together, learning from each other, supporting one another towards achieving the goals and objectives of the Asean Ports Association, our individual countries and our organizations.

Asean Ports Association members will continue to work together as an ASEAN nation to develop our competitive advantages to tackle the challenges confronting us. Together we will continue to realise the vision that inspired our founding fathers to create ASEAN as a region of peace, prosperity and harmony ".

*DATIN PADUKA O. C. PHANG, General Manager, Klang Port Authority & APA Chairman 2004 – 2005*



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# TANJUNG CITY MARINA, Malaysia's First Inner City Marina



**The Malaysia Tourism Policy Study, 1992 noted that providing suitable facilities such as those available in Penang, Langkawi, Tioman and Pangkor helps in making longer stays in coastal areas and islands more attractive. The island of Penang, well known as the 'pearl of the orient' and is a well-received tourist destination with rich diversity of history, social mix, politics, economy as well as healthy environment and a vibrant daily way of life.**

From the City's earliest days, Georgetown waterfront in Penang Island has been an important centre of commerce, transport and social interaction. While much has changed along the waterfront over the past century, the value and basic needs that made this coastal area essential to the community remains.

It is also seems self-evident that Georgetown waterfront has and will continue to change, responding to meet new social and economic conditions as they arise. Uses and activities along the waterfront to provide a diversity of opportunities and choices regarding recreation, tourism commercial and other water-dependent and upland reliant activities was identified.

Penang Port envisaged that the redevelopment of Georgetown's waterfront will enhance Penang as a tourist destination and serve as a catalyst for revitalizing the inner city of Georgetown. It has proposed two projects to the Government namely 'The Redevelopment of Swettenham Pier' and 'The Development of Public Marina'. This development will be a feature attraction and complimentary to the overall waterfront redevelopment to increase tourist arrivals to Penang by sea. The intended waterfront development shall be in harmony with the unique nature of Georgetown's background of rich heritage as well as a shopping and leisure destination. Georgetown with its historic background which dated back to 19th century will be a nostalgic brand. Thus the proposed development will draw similarities to such existing waterfront development in the world.

Penang is viewed by many to be a suitable location for a marina that will anchor itself as the flag ship for all marinas along the west coast of peninsula Malaysia. Located in the midst of historic Georgetown, integrated with its other well known attractions, it will compliment other recreational marine destinations in the region such as Phuket, Thailand and Singapore.

The proposed marina facility is also part of a larger national program for stimulating marine recreational activities for Malaysians and regional and international yachters, where there are many marinas at various stages of development along the coastal towns and cities of both peninsula and east Malaysia.

Visualised as a world-class marina with world-class facilities, the objective of this project is to be the first port of call for boats coming in from the Indian Ocean and also to be developed as a hub for super yachts. It also will complement Langkawi and neighbouring islands. It is located at the Church Street Pier with maximum capacity of 102 boats or yachts ranging between 10 to 40 metres. The RM 44 million marina which commissioned in mid October 2005 had been chosen as one of the main stop-over for the 16th Raja Muda Selangor International Regatta held on 21st till 24th November 2005.

The whole development is aimed at improving the public realm. The main building components are: -

- The marina building
- The refurbished pier
- Pier edge restaurants
- Ancillary and Service Buildings

The development of Tanjung City Marina will have great advantage in boosting Penang Island's image as a tourist city. The tourism industry will receive the bulk of the development and the nation will benefit in terms of the increase of visitors from the world over. Apart from being a revenue earner it will also generate spin-offs business to develop. There is no doubt that the country's coastal areas have tremendous potential for the tourism industry. Translating these potentials into real life will benefit the county in terms of economic, social and environmental points of view.

*By : Penang Port Commission and Penang Port Sdn. Bhd.*

## Biodiesel Seen To Asset Edge At Kuantan Port



Wong Soon Fah

Global uncertainty will continue to impact Kuantan Port throughout 2006. Last year, we registered almost the same volume recorded in 2004 i.e. 9.4 million tonnes. However, as the new year beckons, Kuantan Port is cautiously positioning itself and is optimistic that it will be better than 2005.

"Strategic positioning will continue to be Kuantan Port Consortium Sdn Bhd (KPC) primary marketing focus. The four key areas include petrochemical, ASEAN automotive trade hub, China trade and palm oil. The strategic positioning of each of these key areas is calculated upon KPC's strength and competitive advantages over other local ports. Each of these areas is also carefully formulated to be in line with the national and east coast states economic growth trend," said Wong Soon Fah, COO of KPC.

He added that, "The palm oil industry is a clear national core competency. It is one of the pillars of the Malaysian economy, accounting for 27% of the world's edible oil production. Malaysia is the world's largest producer of palm oil, contributing 58% of the world's production. Malaysia's R&D is way ahead of the competition, with more than 300 patents registered. The state of Pahang also has one of the largest palm oil plantation acreage in Peninsular Malaysia with 583,276 hectares. From January to October 2005, crude palm oil (CPO) production in the East Coast stood at 2,416,004 tonnes or 33% of Peninsular Malaysia's total CPO production."

Among many of its uses, palm oil is also said to be one of the most promising renewable energy source. The depletion of fossil fuels, coupled with the increasing awareness of environmental protection, has led to concerted and escalating efforts in search for a renewable and environmentally friendly alternative energy source and biodiesel is the result. Biodiesel is a clean burning alternative fuel derived from a blending process of processed liquid palm oil and petroleum diesel which can be used in compression ignition engines or diesel engines.

Biodiesel is the term refers to methyl esters of long chain fatty acids made using an alcohol like methanol and a chemical process that separates glycerin and methyl esters (biodiesel) from fats or vegetable oils such as palm oil, rapeseed oil, and soy bean oil. Biodiesel is cleaner as it does not emit toxin, does not contain sulphur, and has lesser carbon monoxide. Using biodiesel could reduce environmental pollution by between 75 percent and 90 percent and

provide better engine lubrication as compared to petroleum diesel.

Biodiesel have become increasingly popular in recent years amid concern over the world's diminishing oil and gas reserves and as countries try to reduce their dependence on imported fossil fuels. In Malaysia, biodiesel will be fully commercialised and ready for general use from January 1, 2007. High demand of biodiesel from countries like Italy, Germany, South Korea, Columbia, and India has inspired palm oil companies in Malaysia to embark on the production of this highly touted renewable energy.

The COO mentioned that, "As at November 2005, already nine companies were issued with approved licence to produce biodiesel and two are located at Gebeng and Kuantan Port Industrial Area. The location chosen was partly due to the fact that the plant must be close to an export point to save on logistics costs. Kuantan Port Industrial Area has strong advantages in terms of the availability of palm oil and its downstream oleochemical activities as well as other raw materials to produce biodiesel. Its existing facilities such as the availability of pipe rack facility, tank farms, dedicated palm oil berth and liquid chemical berths also compliments the whole set up."

"For those who are planning to set up a biodiesel plant, rest assured that Kuantan Port is ready to receive you. We have proven track record in promoting investments in the petrochemical and palm oil industries and presently handles over 3 million tonnes of liquid cargo annually. To further enhance and to make Kuantan Port an attractive site, an additional berth will be constructed with land adjacent for tank farms for storage," remarked Wong.

By : Kuantan Port Consortium Sdn. Bhd.



# Kuching Port Celebrated 44th Anniversary



Historically, Kuching started the import and export activities at Ban Hock Wharf as early as 1948. In order to have better port facilities for trading and economic advancement of the state, Kuching Port Authority (KPA) was set up at Tanah Puteh. It became the first organized port in Sarawak, serving the state and the people, and had grown tremendously over the past four decades. Officially established on 4 April 1961, KPA began operation on 5 June 1961 at Tanah Puteh with a single wharf of 800 feet in length and storage space of 60,000 square feet. Towards the end of 1972, KPA assumed full control and operation of the Biawak Oil Jetty, which was mainly used by tugboats to carry petroleum products to the nearby Shell and Esso installations.

By 1975, with the completion of main facilities under the Port Expansion Project Phase I, it was declared open and commenced operation on 16 March 1975, named Datuk Sim Kheng Hong Wharf. Twelve years later, port expansion Project Phase II was completed. Thus, the Pending Terminal was declared open on 8 September 1988. In 1989, KPA launched its first computer system and became the first Malaysian Port Authority to have its container Tracking Systems accorded the MS ISO 9002 certification on 12 August 1998. On 24 November 1999, former Prime Minister of Malaysia, Tun Datuk Patinggi Dr. Mahathir Mohamed declared open the Senari Terminal. The migration of container operation from the Pending Terminal to Senari Terminal was completed in June 2001.

On 27 April 2004, KPA e-Port Community System was launched, where KPA is extending its services electronically through the web. This service aimed to facilitate paperless documentation, thus improving the efficiency of the overall logistic supply chain; at the same time reducing operating cost. It plays a major role in improving efficiency, speed, productivity and effectiveness of the port business. On the other hand, the Marine Department of Malaysia had also certified KPA to be compliant with the International Ship & Port Security (ISPS) Code with effect from 1 July 2004. This placed KPA on an international footing for all foreign vessels to have confidence in KPA's security measures. It is also a testimony of KPA's commitment to provide a secure and safe environment for all port users and creates a more comprehensive awareness of threats.

Kuching Port Authority recorded tonnage of 7.1 million tonnes of cargo handled in year 2004 and the number is expected to escalate in 2005.

On 4 April 2005, Kuching Port Authority celebrated its 44th anniversary. KPA's Chairman, YB Awang Bemee Bin Haji Pengiran Ali Basah, accompanied by General Manager, Madam Liu Moi Fong and Assistant General Manager, Mr. Rosli Saup attended for the function. Others present included KPA's Deputy Chairman, Mr. Kong Ping Kung, Board Members and senior staff of Kuching Port Authority. To commemorate the auspicious event, a total of 27 staff received certificates of excellence for the exemplary work in year 2002. To all the members of Kuching Port Authority, the 44th anniversary celebration is indeed a very meaningful. It took hard work and effort to achieve what we see today. Since its operation which first started in 1961, for over forty years now KPA never stops to develop. From a single wharf at Tanah Puteh with an annual capacity of 350,000 tonnes to Pending with an annual capacity of 2.9 million tonnes and now to Senari with an annual capacity of 7.0 million tonnes, KPA aims to doing better and giving better services to customers.

By : Kuching Port Authority







## ‘PANSTAR V. PS001S’ MAIDEN VOYAGE TO SABAH

Panstar V. PS001S's maiden voyage to Kota Kinabalu Port on 28th March 2006 was well-received by Sabah Ports Sdn Bhd (SPSB). This was the first direct call by a container vessel from the Far East to Sabah which marked the beginning of another milestone in the shipping fraternity that augurs well for Sabah Ports Sdn Bhd and Sabah as a whole.

The vessel which sails direct from Hong Kong will be servicing weekly calls to Kota Kinabalu Port thus

facilitating the company, DMM Shipping Agency to foster Kota Kinabalu as the hub for containers bound for other regions of Sabah. This fits very well into SPSB's plans of making Kota Kinabalu Port at present, and later Sapangar Bay Container Port, the shipping and transshipment hub of BIMP-EAGA and the region.

Sapangar Bay Container Port, being built at a cost of about RM400 million is scheduled to be operational in the first quarter of 2007. By then the

container operation at Kota Kinabalu Port would be moved to Sepangar, leaving behind the non-container operations.

Sapangar Bay Container Port would have a 500 metres jetty with 12 metres depth alongside and two inner berths of 200 metres each. On shore facilities include a 15-hectare container yard and CFS, equipped with modern container handling equipment. The annual throughput capacity is expected at 350,000 TEUs per annum.



By : Sabah Port Sdn. Bhd.



# MIRI PORT AUTHORITY NEVER ENDING QUEST FOR QUALITY

Miri Port Authority (MPA) has continuously implemented quality improvement programmes to enhance and improve its services delivery system.

Recently MPA has achieved another milestone in its pursuit towards quality management it won the Chief Secretary Ministry of Finance Quality Award (AKKSUKK) 2005. The Award is given yearly to government agencies which have demonstrated excellence in their financial management based on the six - set criteria.

The objectives of the AKKSUKK comprised the following :-

- a) To instill and further enhance accountability on financial management in public sector;
- b) To give formal recognition to government agencies who have shown excellence in financial management; and
- c) To provide publicity relating to successful management strategies and encourage healthy competition among government agencies towards the improvement of financial management and practices.

Since 2004, MPA had participated in this quality award (AKKSUKK) and for both years it had been short listed as one of the five finalists.

This year's award presentation ceremony was held at the Putrajaya International Convention Centre on 2nd December 2005. MPA emerged winner of the AKKSUKK 2005. The General Manager of MPA, Shebli bin Hairani received the award from Dato' Sri Izzudin Dali, Secretary General of Treasury. MPA received cash prize of RM 9,000.00, a trophy and certificate.

MPA was among the five finalists which had fulfilled all the requirements for the Award. The overall assessment was judged by AKKSUKK's panel on 26th – 27th September 2005. The six criteria set for the evaluation are as follows:-

- 1) Achievement of Financial Management Performance;
- 2) Management of Revenue and Expenditure;
- 3) Management of Assets and Inventory;
- 4) Reporting and Monitoring System;
- 5) Efforts and initiatives towards the improvement of the quality on financial management; and
- 6) Management of Budget.

MPA is the first government agency in Sarawak to have won this prestigious award.

*The General Manager of MPA, Shebli Hairani (left) receiving the Award from Dato' Sri Izzuddin Dali.*

Beside the AKKSUKK 2005 award, MPA had also received the Sarawak's State Secretary Quality Award in 1998. In addition, MPA was the first state agency and government port operators in Malaysia to have been certified with MS 9001 : 1994 standards in 1997, and had successfully converted the quality system standards to MS ISO 9001 : 2000 version in 2003.

In early 2005, MPA had launched the Integrated Port Management System (IPMS) which enables business transaction to be done electronically.

In April 2005, MPA has created another milestone for having successfully achieved the OHSAS 18001 : 1999 Safety Management System Certification by SIRIM International Sdn Bhd. With the certification of its Safety Management System, MPA had achieved its prime objective of making the port operations to be system-driven.

Such initiatives augurs well with the need to provide excellent service with high safety standards demanded in maritime and oil & gas related industries. These industrial sectors are critical to MPA operations as these sectors are major contributors to MPA's revenue income.

*By : Miri Port Authority*





# BPSB Operates Vegetable Oil Terminal

Biport Bulkiers Sdn. Bhd. (BBSB) is the newest gem of Bintulu Port Holdings Berhad (BHB) after Bintulu Port Sdn. Bhd. (BPSB). Both companies are a wholly owned subsidiary of Bintulu Port Holdings Berhad. BBSB was established to manage and operate a vegetable oil bulking terminal to cater for ever growing palm oil industries in the state of Sarawak, Malaysia. BBSB is currently the only company specializing in the storage and the main outlets for vegetable oils in Sarawak.

Palm oils history at Bintulu dated back in 1986, where the first refinery was built adjacent to Bintulu Port with the export and import of the oils being facilitated by Bintulu Port through pipelines stretching along its general cargo wharves and container terminal at the 1st Inner Harbour. Being the only distribution outlets in the state of Sarawak to the outside world and still remain so at this moment, palm oil products handled through Bintulu Port grew from 23,000 tonnes in 1986 to 1 million in 2004. The growth in throughput is a testimony of the strategic role played by Bintulu Port in supporting the industry. With the government current emphasis on the development of palm oil industry throughout

the country, especially in the state of Sarawak, throughput handled through Bintulu Port is set to breach 1.2 million tonnes in 2005.

In furthering its support to the industry and in tandem with the impending developments. BHB took another step forward with the formation of Biport Bulkiers Sdn. Bhd. to manage and operate a vegetable oil bulking terminal that aims to provide a safe, efficient, quality and affordable storage solutions for the industry.

Built at the cost of RM 66 millions on a 15 acres site, BBSB's bulking terminal is equipped with modern and state of the art facilities. Its storage facilities consisted of multi-sized tanks of various capacities to cater for different needs and requirements of individual companies. Each tanks farm is segregated from one another and designed with a dedicated pipeline systems to ensure optimum security and efficiency during handling of the oils. To facilitate the export and import operations, a dedicated jetty was built adjacent to the terminal. The jetty, which can accommodate 2 vessels of various sizes and lengths at any one time, is owned, managed and operated by Bintulu Port Sdn. Bhd.

*By : Bintulu Port Sdn. Bhd.*



# 30 Years of Spearheading Maritime Industry and Trade Growth

This 30 years ago, when Johor Port Authority was established, many were sceptical about its ability to manage and operate a port in Johor, the southern most state in Malaysia. Far less was expected of its abilities to develop the port industry in Johor to the magnitude it is now. Astoundingly, within a short period of time Johor Port Authority baffled all sceptics when it successfully launched Johor Port into the international maritime trading scene. The ships many thought would never come began to queue up, sometimes for days.

Beginning modestly, JPA embarked courageously into the port industry on 1 January 1976 when it was established. The odds then, were against JPA's success. On one hand there was a realisation that a port in Johor was needed to service the local industries and to create better terms of trades for local traders who were suffering from the tariffs and costs of exporting via Singapore. However, despite this recognition there was great scepticism in Johor Port's ability to return enough revenue to justify its establishment. The biggest worry at the time stemmed from the fact that Johor Port was barely an hour's steaming time from Singapore, at the time, the region's biggest and most efficient port. However, JPA illustrated its mark of distinction when it boldly decided to let commercial forces shape the future of Johor Port. As a forward looking organisation, JPA embarked on an effort to promote industrial development within the Pasir Gudang area where Johor Port was located. This move proved to be rewarding when it created ready revenue for the port when trade was executed thru Johor Port.

JPA also began an aggressive international marketing campaign which was handsomely rewarded. When in 1979 it launched itself into the container business, again, many were surprised and sceptical. Comments ranged from the fact that Johor Port was only a small party to the fact that container industry was still new to the region and the country did not require Johor to service container lines. All was proved wrong when international liners like Titan and Evergreen began landing in Johor.

It was not merely campaigning and marketing that was required to launch Johor Port into the international maritime scene, in 1984, JPA succeeded in gazetting Johor Port as a free trade zone hence becoming the first and only port in Malaysia situated within a free trade zone. All these efforts and commitment to top-class service soon led to Johor Port being the biggest fertiliser handling point in Southeast Asia and the largest in the world in handling palm oil exports in the 80s.

Despite the success it displayed within a short period of time, the tremendous challenges faced by JPA never dissipated.

In 1993 and 1995 respectively, the Government had decided to corporatise and subsequently privatise port services operation in Johor Port. This period marked a turning point for JPA's role. JPA was restructured in accordance with its main functions as a regulatory body while maintaining watch over all port operations and port development ensuring the smooth running of port operations.

Now, JPA's wings not only spread over Johor Port, situated at the southern tip of Peninsular Malaysia. Since 1999 it also oversees port operations at the Port of Tanjung Pelepas, in the western part of Johor; and since 1993, it has been responsible for the Tanjung Belungkor and Changi Ferry Terminals. These changes note a considerable increase in responsibility compared to when JPA was solely responsible for the developments in Johor Port.

JPA's responsibility over the Port of Tanjung Pelepas essentially means it is now responsible for regulating port operations located at the confluence of the region's busiest shipping routes. The Port of Tanjung Pelepas is expected to be the region's main trading centre. Currently it is already one of the main container ports in the region and is expected by many to be the ASEAN's main trading hub. With the Tanjung Belungkor Ferry Terminal JPA has already prepared an extensive strategic plan to further enhance Tanjung Belungkor's role as the third southern international gateway to the country.

JPA's commitment and level of quality was given due recognition when it was accredited ISO 9002:1994 by the Lloyds Register Quality Assurance on 'Provision of Supervision services for Johor Port (Pasir Gudang) including supervision of handling of dangerous goods/hot work, pilot certification, port security, licensing of support services contractors and licensing of private jetties'. The accreditation was successfully upgraded to ISO 9001:2000 in 2003.

On it's 30th Anniversary, JPA has established its indispensable role to ensure the development of maritime trade and port industry in the country and the region. It now plays an important role in the establishment of Johor as Malaysia's Southern Gateway and in the establishment of Johor as the main logistics and trading hub for the country and region at large. Thriving in adversity for the last 30 years, Johor Port Authority will continue to forge a remarkable and distinctive history!

By : Johor Port Authority

# Westports Malaysia : At The Forefront Of Success

*"The success of Westport is a true reflection of the great team effort put forth by the workforce that we have today" enthuses Westports Malaysia's Executive Chairman, Tan Sri G. Gnanalingam.*

Making a reference to The Taj Mahal, the Executive Chairman says, "Many people assume that this magnificent monument was built by the Emperor Shah Jahan, but not many realise the monument has been brought to form by the pool of highly skilled craftsmen and dedicated workers. That is why I believe that if Westports has carved a name for itself in the international port arena, then it is solely because of the energy that is unleashed by the workers who have relentlessly worked towards a common goal of positioning Westports Malaysia as a gateway and transshipment hub."

In return, the management has offered excellent career advancement opportunity and developed an enriching company culture that provides both professional and personal rewards. Westports unique company culture has been the driving force in attracting and retaining some of the brightest, and most dedicated professionals in its pool of workforce.

In its efforts to boost staff development and job satisfaction, various training programmes have been designed. Besides in-house trainings, staff is sent for overseas port visits such as to Hong Kong International Terminals, Le Harve and Felixstowe. These efforts have, as a matter of fact, kept staff motivation high and in turn increased efficiency and productivity of the port.

Aside from investing in a productive and committed workforce, the port has also invested heavily in the latest terminal equipment and introduced new work practices that have resulted in the port's improved efficiency and throughput. The most recent accomplishments for the port has been the clocking of 35 moves per hour on ship to shore productivity. Landside activity has also improved tremendously, with its hauliers' turnaround time clocking an average of 14 minutes.

The timely expansion plan that has been carried out to cater for looming unprecedented boom in the industry is expected to further boost the port's container volume. It has been projected with the completion of its latest expansion of CT(Container Terminal) 4 that consists of 600 meters wharf extension together with a 60 acres yard area, the port would have an additional capacity of 1 mil teus. CT4 is equipped with world-class facilities and services, which will enable more vessels of the next generation to make Westports as its preferred port of call. With its latest acquisition of two new Super Post-Panamax Twin Lifters and its natural alongside draft of 15.5 meters, Westport will no doubt be able to meet the changing needs of the customers.

Westports was among the first port in Malaysia to introduce and incorporate cutting-edge IT solutions in the national port business to enhance efficiency. Being a customer-oriented port, it is also the pioneer port in the country in setting up a Call Center. Well-known for its unconventional methods, Westports Malaysia has also made headlines with its unique "Garden Port". Westports beautifully landscaped areas dotted with blossoms of myriad hues and cascading waterfalls add charm, beauty and tranquility, all of which aim to provide a better work environment for staff.

Westports plays a vital role in contributing to the success of Malaysia's economy. To maintain this momentum, it continues to seek ways in which it could enhance its services and maintain its competitiveness. The secret of Westports success lies in its world-class terminal facilities, highly skilled workforce, and the successful collaborations and partnerships it has made with employees, customers and stakeholders. Westports Malaysia is set to perform exceptionally and achieve double-digit growth for many years to come.

*By : Westports Malaysia Bhd.*