

DEPARTMENT OF ECONOMIC
DEVELOPMENT
AND COMMERCE



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**PUERTO RICO
LIFE SCIENCES
AIR CARGO
COMMUNITY**
LOGISTICS · QUALITY · CONNECTIVITY

An introduction about the set-up of the community by:

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*Assignment for the Government of Puerto Rico, Department of Economic Development and Commerce ("DEDC")
San Juan, April 27th, 2023*

1

Content

1. Content
 2. Key messages
 3. Why a community?
 4. Proposed structure of PR's air logistics community
 5. Terms of Reference
 6. Proposed Name, Mission and Vision
 7. Program and proposed agenda for year 1 and onwards
- Exhibits

2

“Key messages” of this overview

This will only succeed with active participation by everyone!

1. This is not “only” an airfreight thing: the Life Science industry’s participation is key.
2. The government cannot develop the community: we like you to volunteer for board membership and agree within your industry section, and to shape the community.
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6. Fake it till you make it: we would like to communicate to everyone on PR Life Sciences logistics even though the success will be only there after some time.

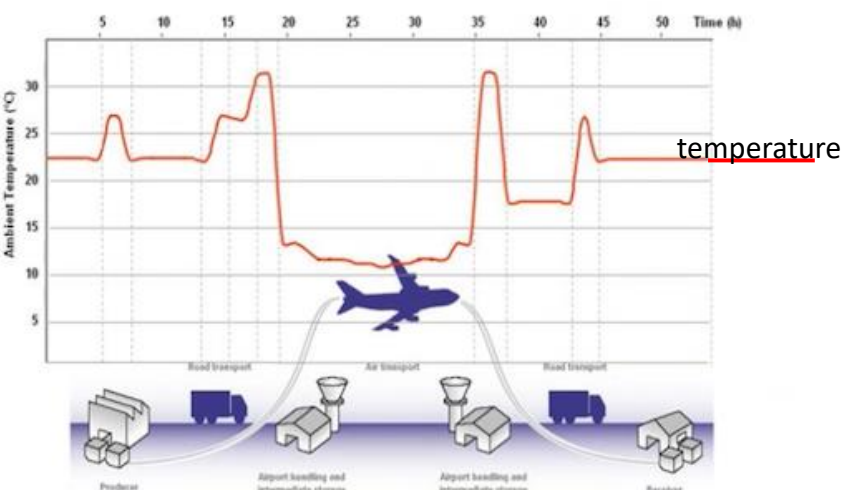
3a

In air logistics the hand-over moments are critical

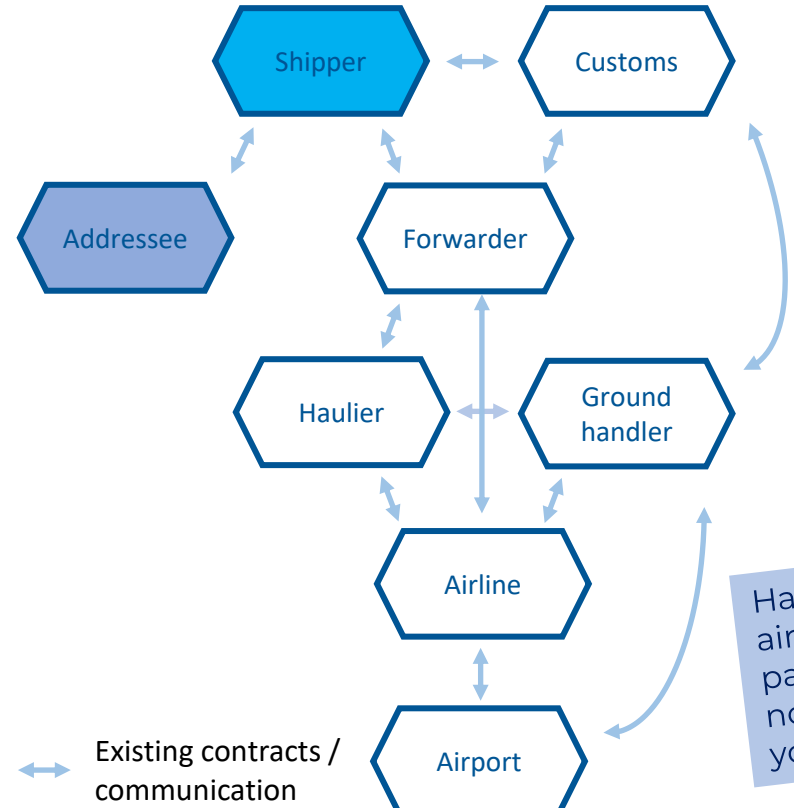
While the structure of the business is not aimed at optimal cooperation

Shipment journey & temp incursions

Contract and information flows



Shipper Addressee



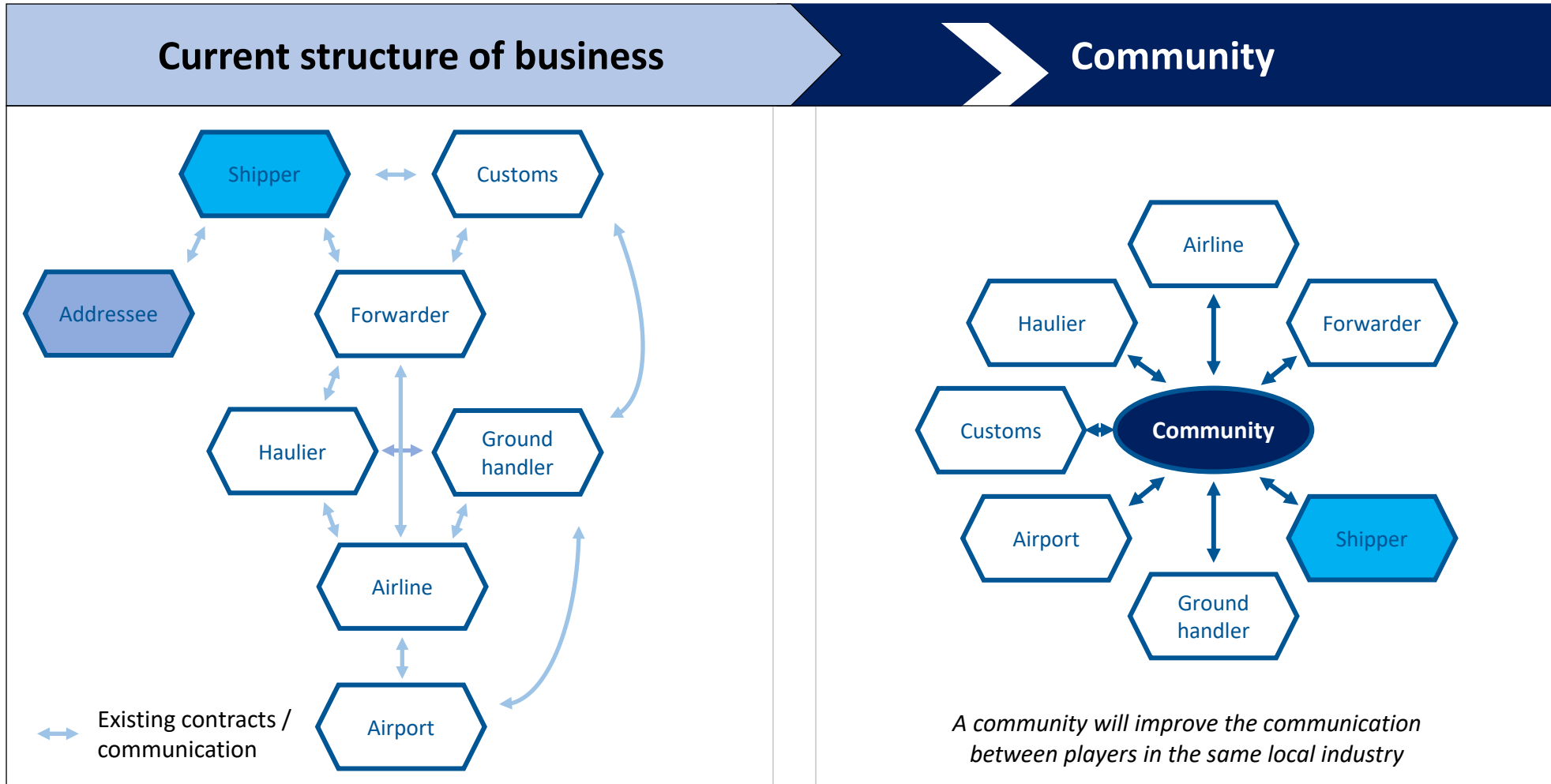
Existing contracts / communication



3b

Why an air logistics community?

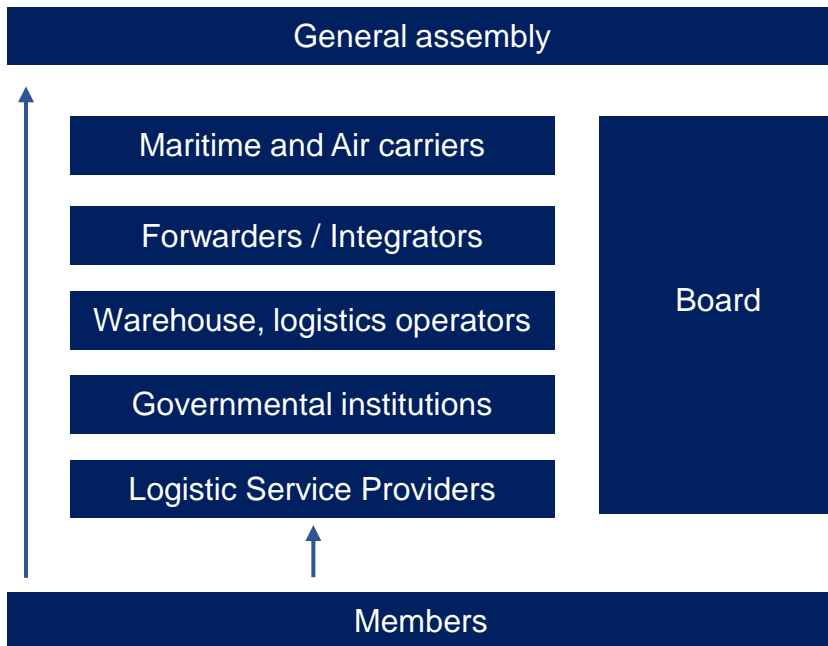
Fragmented contract between players; imperfect information flows



4a

An example of a logistics community: COEL in Panama

Big in logistics: public-private community driven by a team of stakeholders



The Logistics Business Council (COEL), established in 2012, is committed to the development of the multimodal logistics services platform in the country. From its origins, the intention has been to find spaces for decision-making that allow us to take full advantage of the enormous opportunities that Panama has.



COEL objectives and tasks include:

- 

Develop a **long-term national Logistics Strategy** and identify & prioritize logistic activities
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Continuous improvement of the competitiveness and positioning of the logistics sector
- 

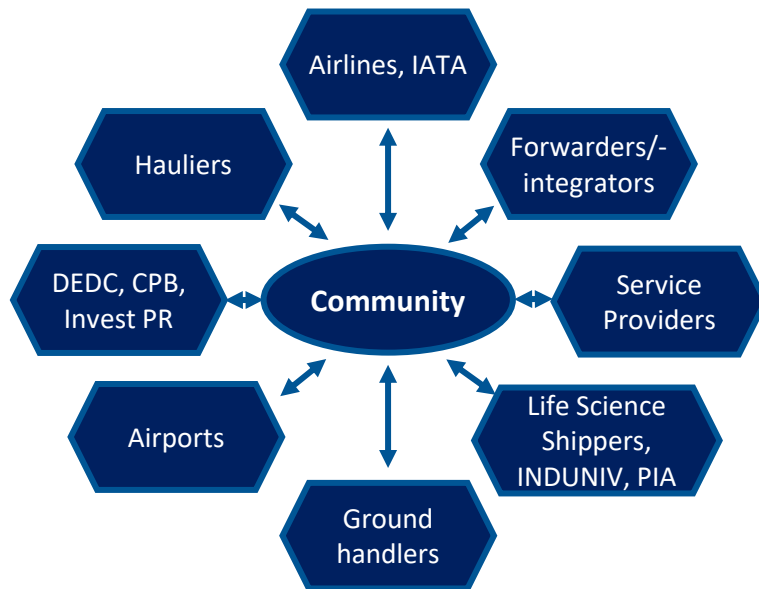
Promote and facilitate sustainable logistics business in and through Panama

Businesses have an active role & COEL achieved a lot!

4b Proposal for a PR community structure

PR should play to it's strength: involving the Life Science manufacturing community

The Community is open to all



The Community Board will be a subset of the community

DEDC proposes that the community board will be led by a core group consisting out of parties from the following sectors:

- Airports: AEROSTAR and the Ports Authority of PR)
- Handler(s)
- Airline(s)
- Forwarder(s) / integrator(s)
- Haulier(s)
- Pharmaceutical companies & medical device companies

Furthermore, DEDC proposes that Invest Puerto Rico, INDUNIV/PIA and DEDC will take part in the Board. The Community Board chooses the plans, aligns the community, and will give guidance to a small team of dedicated community (air logistics) specialists doing the projects and/or making the plans operational.

5

Terms of Reference PR's Air Cargo Logistics Community ("TOR")

Start in a loose set-up; focus on problem solving; taking initiative is encouraged

1. Every PR based company operating in the Life Science and/or Airfreight Industry can join the community meetings and participate in projects.
2. The scope of activities of the community is:
 - to improve the overall quality of airfreight related operations in Puerto Rico by adopting best practices and by striving towards a standardized way of operating
 - to represent and lobby on behalf of the airfreight community towards airports and authorities (CPB, TSA etc) regarding operational interests of the community
 - to inform and do international marketing (e.g. trade fairs, conferences) airfreight operations
3. There is no obligation to pay for costs of the community. Participants do anything unless explicitly agreed by a participant.
4. The participants will choose for one year representatives who will represent their sector in the board.
5. The community will convene 2 times per year. Meetings will be organized by the board.
6. The board will meet every two months, and will decide on all topics relevant for the community.
7. The board will communicate on behalf of the community and will lobby on behalf of the community.
8. Participants should refrain from (whether express or implied) any agreement that is intended to, or in operation is likely to, induce participants or their suppliers or agents to engage in collective anticompetitive behavior, or collectively to punish any business enterprise for its exercise of independent business judgment.
9. The airports have the lead in the board (setting agenda, spokesperson etc).
10. First year costs are sponsored by a few parties .

We drafted some rules to play by, but this is something to agree upon by all participating in the community



6 Proposed Name, Mission and Vision for the community

This will only succeed with active participation by everyone: what do you think of this?



Source: Puerto Rico Government Application to DOT and MapInfo (Map) | GAO-21-21

Mission

Develop Puerto Rico into the best quality airfreight hub in America's

Vision

Through cooperation and a focus on sustainable, state-of-the-art, standardized air logistics, we improve all chains of the shipment journey

Core Activities

Quality programs

Lobby / Intermediate

Marketing/ Public Relations

Unique Selling Points (USPs)

Biggest home market in the world (USA)

Decades of the highest standards in the Life Science industry

Well-trained, highly adaptable, bilingual and flexible workforce

Trusted government institutions, strongly promoting Life Sciences and Logistics

Cooperative Customs and FDA



7 Possible program for Puerto Rico's air logistics community

We focus on a no-regret activities: CEIV effort, discussing issues, PR-data and marketing



- May 10th, 2023:
 - Representation of PR Logistics Community at Air Cargo Convention in Munich
- May, 2023:
 - International Magazines communication 5x
- May 17, 2023:
 - CEIV Training days by IATA / INDUNIV
 - Brainstorm CEIV participants about top 10 most pressing community issues
- End of June, 2023:
 - Information / dissemination events (CEIV + “10 most pressing”)
 - Presentation of the Data effort undertaken
 - First Community Board Meeting
 - Networking event
- Summer 2023
 - First CEIV certification celebrations
- September, 2023:
 - Information / dissemination events (2 topics)
 - Second Community Board Meeting
 - Networking event
- November, 2023:
 - Information / dissemination events (2 topics)
 - Second Community meeting
 - Third Community Board Meeting
 - Networking event
- December, 2023:
 - X-mas event



7b Possible program for Puerto Rico's air logistics community

Actions aimed at building the community



<p>Improving <u>quality</u> of cargo shipments</p> <p>“Optimizing quality of individual airfreight actors with CEIV, and cooperation between actors”</p> <p>“Assessing all the limitations of PR airfreight (e.g. roads, airport access, warehouse capacity, processing delays)”</p> <p>“Standardized Redundancy and contingency plans for every Life Science airfreight actor”</p> <p>“CAPA programme for the community”</p>	<p>“Building a knowledge and experience office servicing PR’s airfreight community”</p>	<p>Increasing <u>clean and cold storage facilities</u> in air logistics</p> <p>“Assessment of airfreight cold storage capacity in Puerto Rico, and it’s airports”</p> <p>“Plans to increase individual and – if individual is not feasible – joint cold storage facilities at the two airports”</p>		
		<p>Providing valuable <u>data</u> for PR’s community players</p> <p>“Accurate data for all airfreight actors to execute on”</p> <p>“Data centralisation by the airport created buy-in from stakeholders, e.g. customs”</p>		
	<p>“Assessing PR’s airfreight track-and-trace capacity for airfreight shipments”</p>	<p>Marketing and communication</p> <p>“Sharing of data between community members”</p> <p>“We intend to tell the world the Puerto Rico Life Science story”</p> <p>“Use the community’s aggregate data to identify sub optimal airfreight chains”.</p>		

Ask the community for input on the first community meeting



8a

Communications strategy

A global Public Relations campaign – PR is the quality pharma hub in the Americas



Communication Objectives

- Establish PR as a 'high quality pharma gateway' brand
- Encourage stakeholders to join the community
- Communicate success
- Communicate the size of the market
- Describe and explain experience and flexible/adaptable workforce
- Explain benefits of close cooperation with Customs and FDA

Audiences

- Cargo community – airlines, handlers, forwarders, shippers, Customs, truckers, warehouse operators, life science companies etc . .
- Internal stakeholders – members, Govt, Invest PR
- Global air cargo stakeholders including organisations e.g. IATA
- Global B2B press – air cargo, pharma
- Local and international mainstream press



8b

Communications strategy

A global Public Relations campaign – PR is the quality pharma hub in the Americas



Outputs and reporting

- Press release campaigns
- Data and statistics – report/white paper
- Op-eds/thought leader pieces
- Ongoing media relations
- Interviews and feature placements
- Launch event/meet the press at Air Cargo Munich in May 2023
- Monthly reporting

Set up

- Establish messaging pillars based on stakeholder input
- Create boiler plate and template for the releases
- Work with PR to ensure website reflects messaging
- Build a bespoke send list/agree top tier media
- Organise meet the press event at Munich



9

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Thank you

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