

## PROMARITIME INTERNATIONAL OPENS A LIAISON OFFICE IN BRUSSELS

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Promaritime International has opened in June a Brussels liaison office in the *European Quarter*, a few yards from the EU institutions. **Two Senior Consultants are in charge of representing the company.** They will follow maritime affairs and the shaping of EU maritime policies affecting Promaritime. Active since 20 years, the company is a leading actor in the French Port of Rouen.

Presence in Brussels gives Promaritime International the opportunity to **share its expertise with the Europeans institutions.** The company will contribute to EU policy and decision making, positioning itself in the increasingly competitive market of international maritime transport. Promaritime will strengthen its network and capabilities, for clients.

In practice, Promaritime International brings its know-how to several working groups set up by the European Union. The complexity of both international maritime transport and decision making with 28 members states calls for the **contribution of experts capable of delivering sound political and legal analyses** of the maritime sector. The EU institutions welcome these contributions, as much as they request them. With its dedicated Brussels office, Promaritime International answers this demand.

Eric Lelièvre, 54 and Chairman of Promaritime International: "Our strategic and commercial position as one of the main French actors in international transport, asks for a permanent presence in Brussels. We have an obligation to help shaping decisions that will impact our business, in collaboration with our European partners. This explains why we are investing in a Brussels liaison office."

Promaritime International is already **operational in EU initiatives and working groups** dealing with practical matters. In the EU decision making process, the Commission uses contributions from both public and private representatives. This type of direct consultancy

gives an increasing role to the expertise of commercial actors in order to guarantee the coherence and adequacy of EU decisions. The shared objective is to support the EU Commission in shaping mid and long terms policies in the field of seaborne transport, and to check, for instance, whether new rules, such as the ones produced by the United States within the frame of international security for the transit of cargo, are acceptable. This expertise and advice are transmitted to the Council of the EU and the EU Parliament.

The activity of Promaritime International covers many segments of the transport chain. The latter always includes a maritime component. According to the European Commission almost 90 % of the EU external freight trade is seaborne.

Promaritime has an annual average turnover of 20 M€ in the last 5 years. The company employs 40 persons and is a lead actor of the maritime chain in the French Port of Rouen (first European port for grains and fifth French port). Its trustful relationship with top Ship-Owners gives Promaritime a unique position in the European and international maritime market: Shipping Agency, Liner agency, Chartering, and set up of International Supply-chains. Diversification, quality of service, ship-owners network, give our teams the insurance to deliver effective and customer friendly transport services in one of France's leading ports.

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