



Waking the Giant

STRAIT OF CANSO SUPERPORT CORPORATION
REVEALS ITS MASTER PLAN

Between Cape Breton and mainland Nova Scotia lies a Superport once called a sleeping giant. Over the past 55 years this man-made ice-free harbour, created as a result of the construction of the Canso Causeway, has evolved into the fastest growing cargo port in Canada and the largest in Nova Scotia. Despite its steady growth, the port is still one of the best kept secrets in the country. The Strait of Canso Superport Corporation plans to change that.



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TIM GILFOY, CEO

Strait of Canso Superport Corporation Limited

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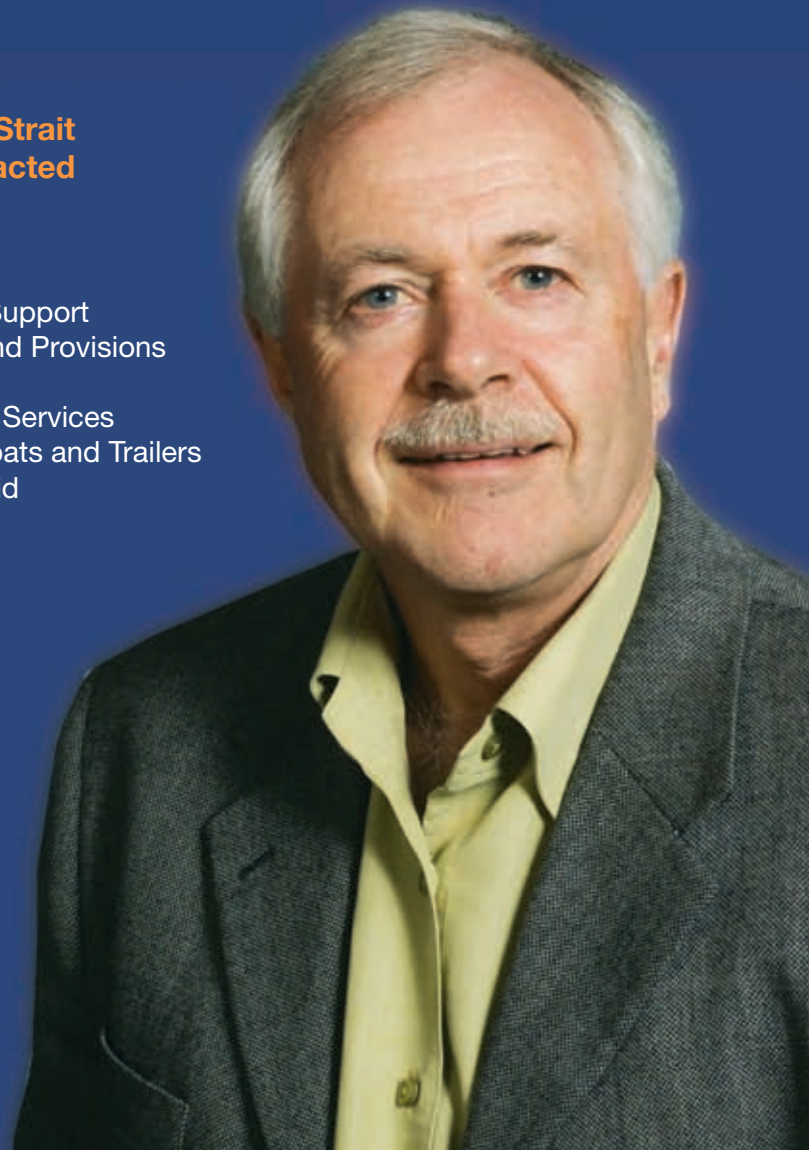
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Transshipping Salt to North Eastern United States

In 1955, the \$23-million Canso Causeway was completed. An unexpected result of the causeway construction was the creation of a deep water, ice-free port that would serve as a catalyst for economic growth in northeastern Nova Scotia. In the relatively short time in which the port has existed, industries such as NuStar Energy, Nova Scotia Power, NewPage Corporation, Georgia Pacific and Martin Marietta Materials have established and expanded in the Strait of Canso. The Mulgrave Marine Terminal and Port Hawkesbury Pier have also modernized and expanded in recent years. The combined throughput of these industries in 2009 was 33.5-million tonnes of product, making the Superport one of the largest tonnage ports in Canada. The economic impact of these port dependent businesses is significant in the Strait area. These businesses provide 1,400 full-time equivalent jobs, \$136-million in annual wages and salaries and generate \$193-million in annual expenditures for goods and services. The ice-free port has transformed the economic fabric of the Strait of Canso and there is plenty of room to grow.

THE STRAIT GOODS

The Strait of Canso is one of the finest deep water, ice free ports on the eastern seaboard of North America. The port is home to several industries serving international markets. In 2009 the Strait of Canso port handled 33.5 million tonnes of cargo, making it one of the largest tonnage ports in Canada.

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Thousands of acres of prime industrial land is available immediately adjacent to this deep water, ice-free port. This combination is a unique asset for the global shipping industry and is attracting worldwide attention.

The Maher Melford Terminal planned for the Strait of Canso is an example of the interest that the container industry has for growth opportunities in the port. As older traditional ports become constrained by city growth, greenfield sites such as the industrial land in the Strait of Canso become more and more attractive. Sites with uninhibited growth potential provide the design flexibility to take advantage of optimal layout and the latest technology to create operational efficiencies. The Maher Melford website, www.mahermelford.com, provides details on this development. The greenfield development opportunities are not confined to container growth.

The Strait of Canso Superport Corporation has recently completed a Port Master Plan for the Strait of Canso. This initiative was a collaborative effort with funding partners, which included the Superport Corporation, Enterprise Cape Breton Corporation, Nova Scotia Department of Economic Development, the Municipality of the District of Guysborough and the Municipality of the County of Richmond. This document, completed by AECOM, examines global shipping trends not only in containers, but also non-containerized commodities and analysed numerous opportunities that combine the attributes of the Superport with the global trend toward larger and larger vessels. The possible development opportunities are interesting.

Total non-containerized imports through all Canadian ports grew at 3.6% annually from 2000-2005 while non-containerized exports grew at 3.8% over roughly the same period. As with most commodities, global economic trends have caused this growth pattern to decline in recent years; however, a rebound and

Welcome to the Strait of Canso

Nova Scotia's New Industrial Heartland



Strait Area Mayors & Wardens Contact Information



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 CAO – Maris Freimanis
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 Port Hawkesbury NS B9A 2R7
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 CAO – Debbie Kampen
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Municipality of the County of Antigonish
 Warden – Herbert Delorey
 CAO – Alan Bond
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Town of Mulgrave
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Municipality of the County of Inverness
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 CAO – Joe O'Connor
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Municipality of the District of Guysborough
 Warden – Lloyd Hines
 CAO – Barry Carroll
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 CAO – Warren Olsen
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 Arichat NS B0E 1A0
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Atlantic Gateway Activity at Nustar Energy


return to the historical growth patterns is expected. Metallic ores, coal and crude oil shipments have dominated non-containerized imports and exports through Canadian ports. On a regional basis the Strait of Canso has been a dominant player in the import and export of non-containerized products. In 2009 when most ports witnessed a decline in tonnage due to the global recession, the Strait of Canso saw a 7% increase, due in large part to the crude oil products that pass through the port.

The uniqueness of our port presents interesting opportunities to expand shipments of crude oil, aggregates, metallic ores, coal and other local minerals. The world is our marketplace and we are well positioned to serve that market.

The heavily populated regions of north eastern United States has always been a focal market for export. One of the interesting revelations of the Strait of Canso Port Master Plan is the important role that U.S. Great Lakes ports play in Canada's import and export trade. Canada accounts for about 88% of the Great Lakes export tonnage and nearly 98% of the U.S. Great Lakes ports tonnage originates in Canada.

The Strait of Canso has direct access to these U.S. Great Lakes ports through the St. Lawrence Seaway. This presents a very interesting short sea transshipping opportunity from the Strait of Canso. Potential exists to have lighter draft vessels importing and exporting to U.S. Great Lakes ports, use the Strait of Canso as a transshipment point to transfer cargo to and from larger draft ocean carriers. The deep ice-free waters of the Strait of Canso combined with plentiful industrial land can support new terminal development for this emerging opportunity.

The economic growth in the Strait of Canso over the past 55 years can be attributed to industry recognition of the unique, world-class port created by the construction of the Canso Causeway. While this growth has served us well to this point, a more concerted and focused effort is needed to take the port into the future.




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AECOM,
Strait of Canso Port Master Plan 2010

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Warden Lloyd Hines,

Municipality of the District of Guysborough



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An integral part of the Strait of Canso Port Master Plan is the recommended governance structure to market the port and implement the recommendations of the Port Master Plan. Without such a structure the Strait of Canso Port Master Plan could become just another report on the area's potential that sits on someone's shelf. The Strait of Canso Superport Corporation is determined not to let that happen. There are too many interesting development opportunities whose realization cannot be left to chance. It is essential that the Strait of Canso Superport Corporation establish a governance structure with a budget to market the port to the world and bring to realization some of the opportunities identified in the Port Master Plan.

Canada Port Authorities (CPAs) are deemed essential to Canada's Marine Transportation Sector. Presently, there are 18 CPAs; the Strait of Canso is not

one of them. Port Metro Vancouver is the largest with a throughput of 101.9 million tonnes in 2009. The ports of Saint John, Montreal, Quebec and Halifax respectively handled 26.9, 23.8, 22.9 and 9.65-million tonnes.


In 2009, the total combined tonnage of the eight smallest CPAs was approximately 23-million tonnes. The Strait of Canso handled 33.5-million tonnes in 2009.

There is no question that the Strait of Canso is essential to Canada's marine transportation sector and is poised to play an even greater role in future growth in this sector. Canada Port Authority status will be one of the options considered as part of the establishment of a governance structure for the Strait of Canso. Other models will be considered with the ultimate goal of establishing a structure with a guaranteed source of revenue, which will


serve the long-term growth needs of the port.

There are exciting and challenging times ahead for the Strait of Canso Superport Corporation. The industry base in the Strait of Canso has developed to serve both global and domestic markets. We are not intimidated by the globalization trends in today's marine transportation sector. This trend attracted industries to the port in the past and the underutilized capacity in this deep water, ice-free port will attract new industries and opportunities in the future. The challenge is to establish a level playing field with other essential ports in Canada and equip the Strait of Canso Superport Corporation with the resources to market this asset to the world. The establishment of an appropriate governance structure would serve this goal.

The future is ours. The challenge is to make it happen. | END



The Department of Economic and Rural Development is a proud partner in the preparation of the **Strait of Canso Port Master Plan**. We look forward to working with the **Strait of Canso Superport Corporation** on growing the economy in the strait region.




NOVA SCOTIA
Economic and Rural Development