



PERFORMANCE PROFILE

A DC VELOCITY SPEED CHALLENGE

Presented by The Port of
New York & New Jersey

Close call

In addition to being the port of call nearest to the nation's most densely populated region, The Port of New York & New Jersey offers shippers and importers many advantages for smooth sailing.

FOR BROOKLYN-BASED EMPIRE MERCHANTS, REACHING ITS customers with speed and superior service is the hallmark of its success as the largest beverage distributor in metropolitan New York. That's why Empire Merchants relies on The Port of New York & New Jersey to assure that its supply chain flows as smoothly as the fine wines it imports.

"This is a very large consumer market in this region," says Jon Donnelly, director of purchasing at Empire Merchants. "The Port of New York & New Jersey offers us multiple terminals that help us reach our customers quickly."

Empire's products arrive from all over the world – Europe, Australia, Chile, New Zealand and South Africa. Its sister companies (Empire is a member of the Charmer Sunbelt Group) also rely on the port system's rail and over-the-road connections to transport products throughout the East and to points beyond.

Like Empire Merchants, many importers, retailers, manufacturers and other shippers find tremendous advantages in using the facilities and people of The Port of New York & New Jersey. As the nation's third-busiest port and the largest on the East Coast, The Port of New York & New Jersey offers close proximity to a massive population base; solid access to rail, air and highway transit; available space to establish distribution centers and warehouses; and a wealth of experienced third-party supply chain partners. That's why many of the world's largest companies, including Toyota, Bristol-Myers Squibb, Cargill, ConocoPhillips and Barnes & Noble, choose to move their goods through The Port of New York & New Jersey.

With its strategic location, the port provides importers with immediate access to over one-third of the nation's consumer market as well as half of all Canadian consumers - all within a day's reach. The port's six container terminals offer more first-calls than all other East Coast ports combined. More than two

dozen direct sailings are offered weekly from Asia alone, as well as direct access to Europe, South America and all other major world markets. The top ocean carriers provide container, reefer, breakbulk and roll-on/roll-off cargo handling at the port. Together, they process over 5.3 million TEUs, 60.9 tons of bulk cargo, 315,000 tons of breakbulk cargo and over 1 million vehicles annually.

Adjacent rail and intermodal services connect shippers to the networks of CSX, Norfolk Southern and Canadian-Pacific Railway, providing easy reach to customers in the East, Midwest, Canada and points beyond. The top 15 air carriers also offer cargo service from the area's three major airports, with John F. Kennedy and Newark Liberty together handling one-fifth of all cargo flown into and out of the United States.

A wide range of warehousing and transportation providers also offer complete supply chain services. For those looking to locate their own facilities in the region, the economic development authorities in both New York and New Jersey offer attractive incentive programs. The New Jersey EDA also emphasizes that the state's labor pool is exceptionally large, diversified, well educated and highly skilled.

Lastly, the port authority has invested more than \$2 billion during the past 10 years in infrastructure improvements and deepening its channels and berths – all to assure that the port remains among the most modern operations in the world.

These and other strategic advantages are why market leaders turn to The Port of New York & New Jersey to keep their supply chains ship shape.

For more information on the opportunities available at The Port of New York & New Jersey, call 888-PORTNYNJ (888-767-8696) or visit www.portnynj.info.



To watch a short video showing operations at The Port of New York & New Jersey, go to www.DCVTV.com and click on Channel 2.