

# Vision + leadership = partnering + results

by Anne Phillips

## Partnership builds the new Port of Prince Rupert

**D**ON KRUSEL, PRESIDENT & CEO of the Prince Rupert Port Authority, worked long and hard with his team to find and sell all the partners in the new Fairview Container Terminal on his vision of Prince Rupert as a major container port.

The first phase of the new port was developed under a \$170 million public-private partnership (P3) between the Prince Rupert Port Authority, Maher Terminals, CN, the Province of British Columbia and the Government of Canada. Maher Terminals and CN worked together to design the facility from the ground up.

In mid-September 2007, the Fairview Container Terminal opened for business, signalling a new era in freight transportation

The first phase can handle 5,000 TEUs (20-foot equivalents). Huge container cranes (seen below), purchased and shipped from China, can offload the ship cargo containers directly onto specially designed rail cars. From there, the train makes its way through one of the least difficult gradients of the Rocky Mountains to connect with the North American intermodal system and the ultimate dispersal of the freight to its intended destinations. Further investments in the rail system and port will enable the handling of 4 million TEUs by 2015.

In mid summer, the arrival of the container cranes – three of them by ship from China – was visible evidence of the scale of Don Krusel's dream. Each crane weighed



Container cranes shipped from China, await offloading and positioning to function at the new Fairview Container Terminal at the Port of Prince Rupert, BC.

for Canada. The new port opens a high-speed, congestion free route between Asia and North America – right to Memphis – and provides economic opportunities for community leaders in the interior of British Columbia and other areas of the country. The location of the port, one of the world's best natural deep-water harbours, shaves two days off shipping time from Asia to Canada. As supply chain specialists know, this time saving is a critical factor.

1,800 tonnes and stood 30 stories high. Crossing the ocean with those onboard was a huge challenge for the captain and crew. Putting together the procurement that resulted in the P3, and ensuring the procurement of goods and services to build the Fairview Container Terminal in Prince Rupert must have been no less a challenge for Krusel and his team. Looking up, way up at those cranes, one had to recognize that vision and leadership led to a dream being realized. ~~~