

# Development Opportunities for Port of Portland

## Evaluation and Recommendations



Customer dedicated cargo handling is the target of Port of Portland (PoP), providing both airport and seaport cargo services. The marine division is the leading inbound automotive port for finished vehicles from Asia on North America's West Coast. The airport holds a promising spoke function and currently services airlines incl. Delta, Mexicana, North West, Lufthansa and many more. Due to numerous expansion sites on and around the airport/seaport, PoP offers the ideal conditions to become one of the hot spots for logistics services on the U.S. West Coast.

### Scope of the project

Identification of the status quo (buildings, areas, operations), market survey of European top managers in the logistics industry, recommendations for growth.

### Achievements

The biggest advantage of PoP is the hinterland connection. Two well-known railroad companies offer their services as far as Chicago. It takes less time to get from Portland to Chicago than from any other port on the West Coast. TransCare analyzed the status quo of PoP in terms of buildings, space and operations. Furthermore a market survey among top managers in the European logistics industry was conducted. TransCare's experts examined the airport and seaport and presented the results to PoP's board of directors. Recommendations for further growth were made.

"It is unbelievable how quickly TransCare understood the current situation of our company and how the team was able to make remarkable recommendations for further development within such a short time.", says Bill Wyatt, CEO of Port of Portland.

### CLIENT

Port of Portland  
Portland, USA  
[www.portofportland.com](http://www.portofportland.com)

### Our Services

- Market survey of European top managers in the logistics industry.
- Analysis of facilities and infrastructure.
- Documentation of the results in a short SWOT analysis.
- Strategic and operational development recommendations for PoP.
- Development of an action plan with necessary and urgent steps for further growth.
- Capacity calculations and estimation of the required area.