

**MARKETING GREEN LOGISTICS:
ENVIRONMENTAL STRATEGIES FOR
TRANSPORTATION BASED GATEWAYS
AND CORRIDORS**

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KEY ISSUES

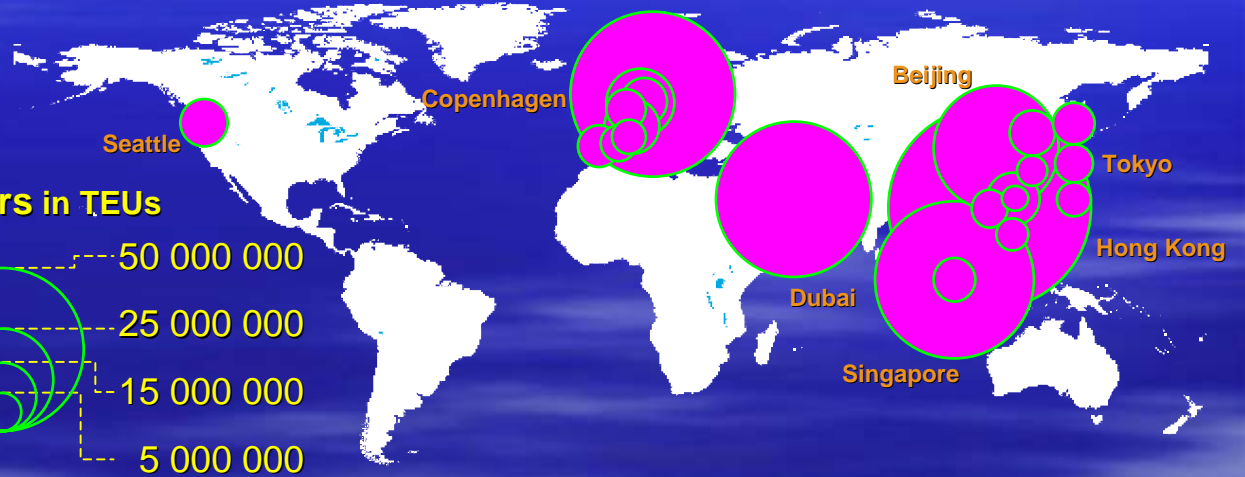
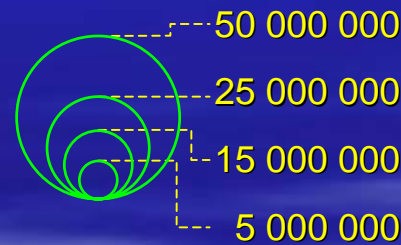
- **HOW ARE STAKEHOLDERS PARTICIPATING IN GATEWAY DEVELOPMENT?**
- **HOW IS THE ENVIRONMENT A FACTOR OF CHANGE?**
- **HOW INVESTMENT CHOICES CONSIDERING ENVIRONMENTAL IMPACT?**
- **HOW THESE DEVELOPMENTS AFFECTING GATEWAYS?**

Containers Handlings in Gateways Areas over than 5 000 000 TEUs

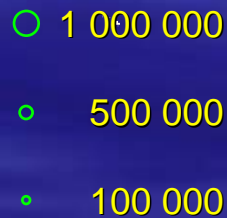


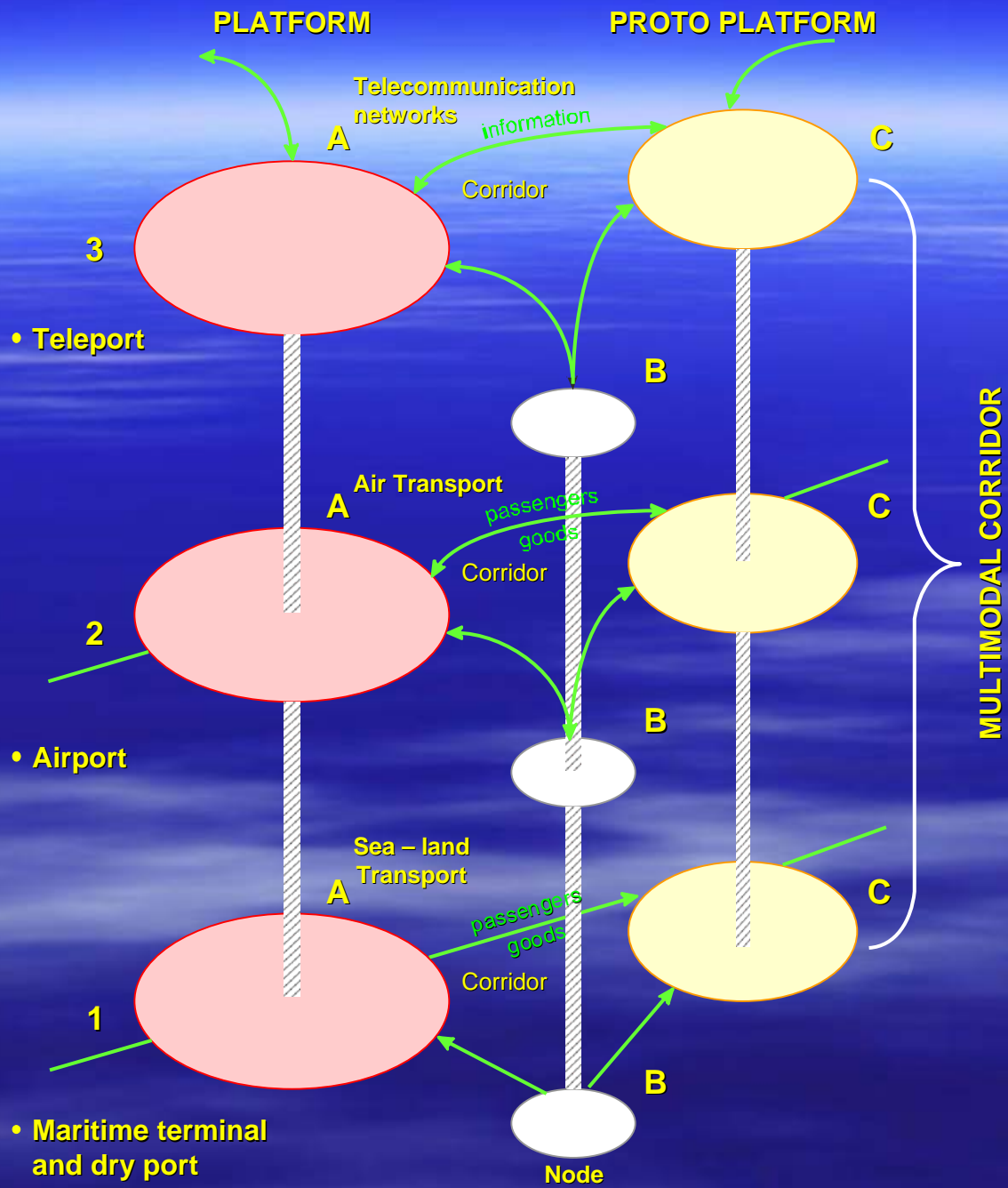
Capacity of Main Container Terminal Operators

Containers in TEUs

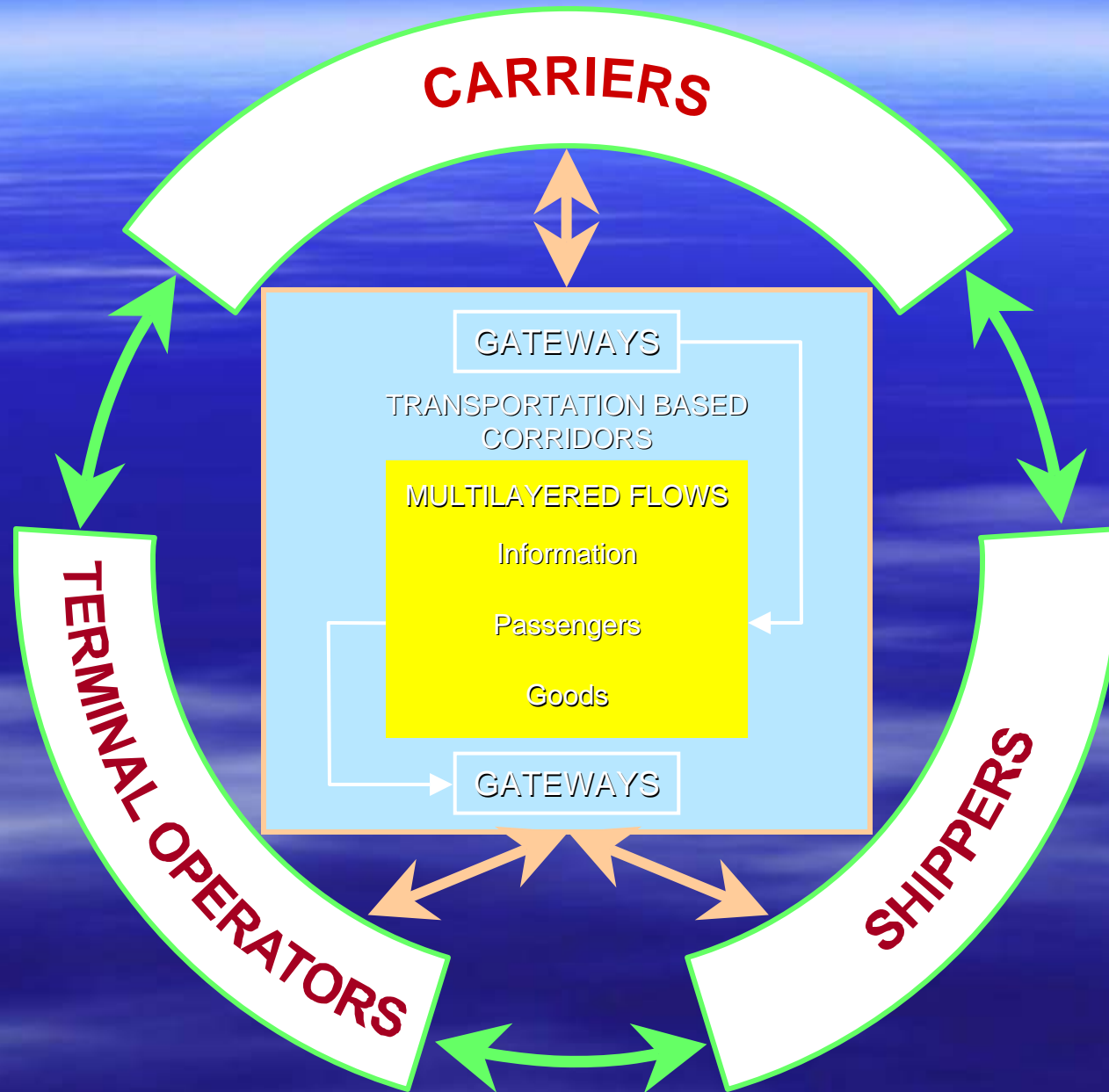


Capacity of Main Container Shipping Carriers

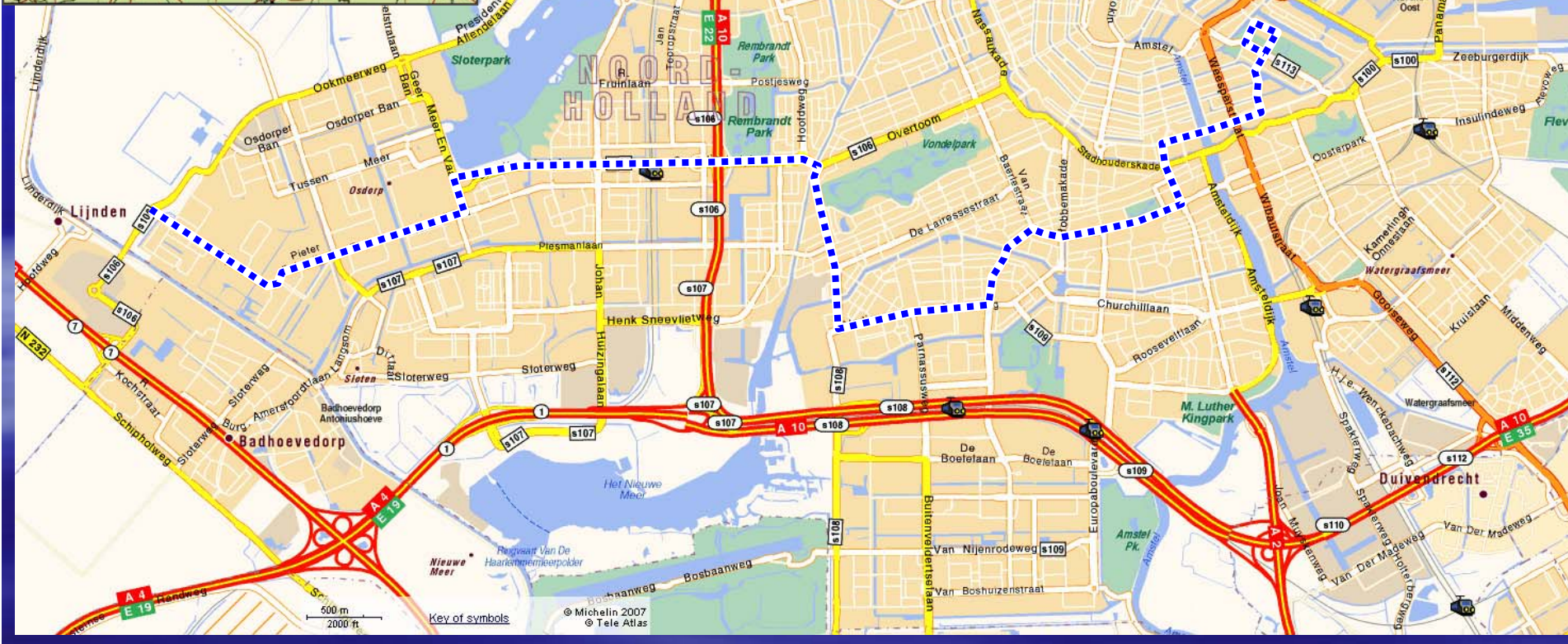




COMPONENTS OF TRANSPORTATION SYSTEM



CARGO TRAMWAY IN AMSTERDAM, 2007



POTENTIAL CARGO DIVERSION OF SHIPPING LINES IN AMERICAS TRADE PATTERN



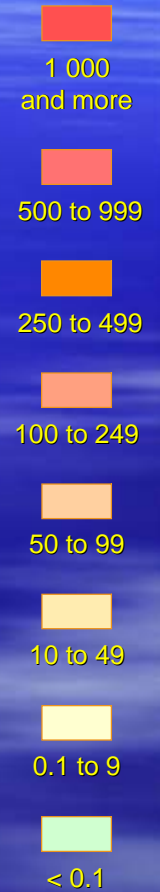
TRANSPORT SYSTEM IN CHINA'S PEARL RIVER DELTA, 2007



CHINA CONTAINER ROAD TRANSPORT, 1990-2004



TEUs



CHINA CONTAINER FLUVIAL AND COASTAL TRANSPORT, 1990-2004



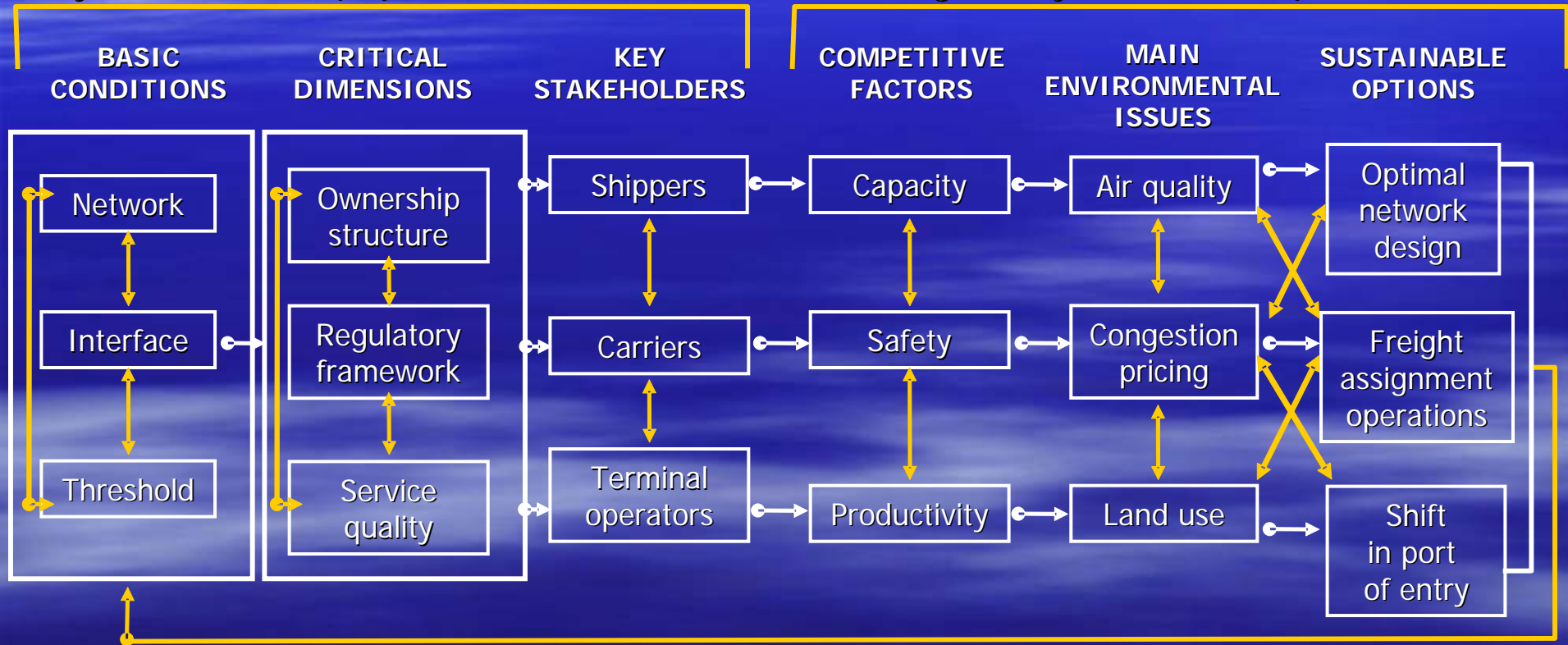
MARKET APPROACH TO SUSTAINABLE GATEWAYS

- **INVESTMENTS**
- **CREDIT RATES**
- **INSURANCE PREMIUM**
- **MARKET CAPITALISATION**
- **REVENUES**
- **NEW MARKETS**
- **STRATEGIC ALLIANCES**

FRAMEWORK FOR UNDERSTANDING SUSTAINABILITY OF TRANSPORTATION BASED GATEWAYS AND CORRIDORS

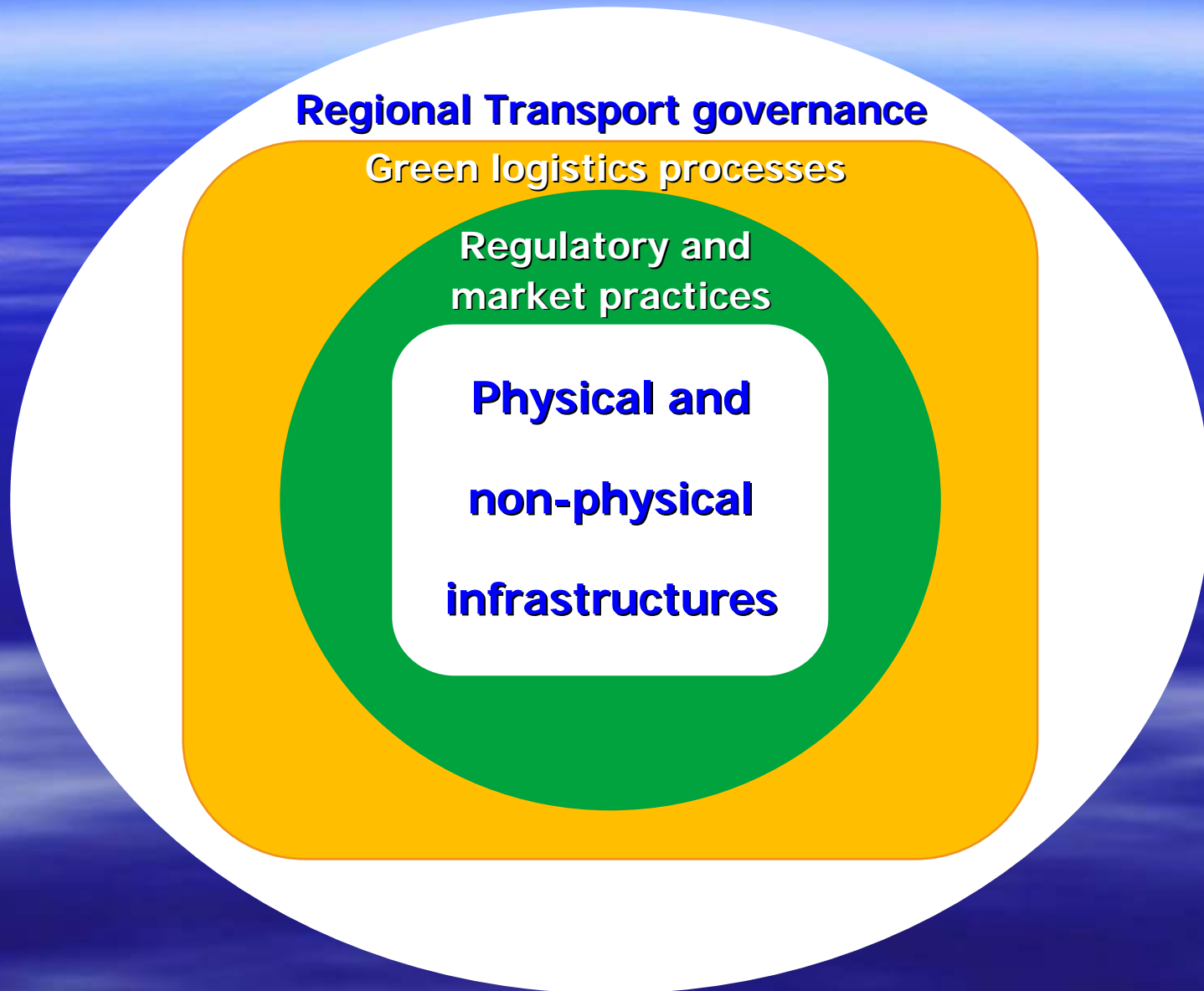
Physical and non-physical infrastructures

Regulatory and market practices



Green logistics processes

SUSTAINABLE TRANSPORTATION FACILITATION SYSTEM



CONCLUSION

- **TRAFFIC GROWTH**
- **SUSTAINABILITY AS COMPETITIVE ASSET**
- **VANCOUVER GATEWAY STATUS**