



U.S. Department  
of Transportation

**THE ADMINISTRATOR**  
1200 New Jersey Avenue, S.E.  
Suite W62-300  
Washington, D.C. 20590



**Great Lakes  
St. Lawrence Seaway  
Development Corporation**

November 21, 2024

The Honorable Tom Cole  
Chairman  
Committee on Appropriations  
U.S. House of Representatives  
Washington, DC 20515

Dear Chairman Cole:

As requested in the House Report (H. Rept. 118-154) of House Bill 4820 (Transportation, Housing and Urban Development, and Related Agencies Appropriations Act, 2024), the Great Lakes St. Lawrence Seaway Development Corporation (GLS) is providing the House and Senate Committees on Appropriations with the enclosed biannual report on progress implementing its 2021 trade and economic development strategic plan, which focused on three key core strategic areas: (1) Raising Great Lakes Seaway System and Regional Awareness; (2) Promoting Great Lakes Cruising; and (3) Strengthening the System Through Business Intelligence, Resiliency, and Efficiency. This report provides a summary of the GLS's Office of Trade and Economic Development's (OTED) efforts to increase Great Lakes Seaway System utilization via GLS trade and marketing initiatives.

Since the St. Lawrence Seaway opened to global commercial waterborne trade in 1959, the GLS, a wholly owned Federal government corporation and an operating administration of the U.S. Department of Transportation, has actively promoted the entire Great Lakes St. Lawrence Seaway System, consisting of the five Great Lakes and the St. Lawrence River, to increase trade, which ultimately results in job creation and economic activity.

A similar response has been sent to the Ranking Member of the House Committee on Appropriations; the Chair and Vice Chair of the Senate Committee on Appropriations; the Chairman and Ranking Member of the House Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies; and the Chair and Ranking Member of the Senate Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies.

Sincerely,



Adam Tindall-Schlicht

Enclosure



U.S. Department  
of Transportation

**THE ADMINISTRATOR**  
1200 New Jersey Avenue, S.E.  
Suite W62-300  
Washington, D.C. 20590



**Great Lakes  
St. Lawrence Seaway  
Development Corporation**

November 21, 2024

The Honorable Rosa L. DeLauro  
Ranking Member  
Committee on Appropriations  
U.S. House of Representatives  
Washington, DC 20515

Dear Ranking Member DeLauro:

As requested in the House Report (H. Rept. 118-154) of House Bill 4820 (Transportation, Housing and Urban Development, and Related Agencies Appropriations Act, 2024), the Great Lakes St. Lawrence Seaway Development Corporation (GLS) is providing the House and Senate Committees on Appropriations with the enclosed biannual report on progress implementing its 2021 trade and economic development strategic plan, which focused on three key core strategic areas: (1) Raising Great Lakes Seaway System and Regional Awareness; (2) Promoting Great Lakes Cruising; and (3) Strengthening the System Through Business Intelligence, Resiliency, and Efficiency. This report provides a summary of the GLS's Office of Trade and Economic Development's (OTED) efforts to increase Great Lakes Seaway System utilization via GLS trade and marketing initiatives.

Since the St. Lawrence Seaway opened to global commercial waterborne trade in 1959, the GLS, a wholly owned Federal government corporation and an operating administration of the U.S. Department of Transportation, has actively promoted the entire Great Lakes St. Lawrence Seaway System, consisting of the five Great Lakes and the St. Lawrence River, to increase trade, which ultimately results in job creation and economic activity.

A similar response has been sent to the Chairman of the House Committee on Appropriations; the Chair and Vice Chair of the Senate Committee on Appropriations; the Chairman and Ranking Member of the House Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies; and the Chair and Ranking Member of the Senate Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies.

Sincerely,



Adam Tindall-Schlicht

Enclosure



U.S. Department  
of Transportation

**THE ADMINISTRATOR**  
1200 New Jersey Avenue, S.E.  
Suite W62-300  
Washington, D.C. 20590



**Great Lakes  
St. Lawrence Seaway  
Development Corporation**

November 21, 2024

The Honorable Steve Womack  
Chairman  
Subcommittee on Transportation, Housing  
and Urban Development, and Related Agencies  
Committee on Appropriations  
U.S. House of Representatives  
Washington, DC 20515

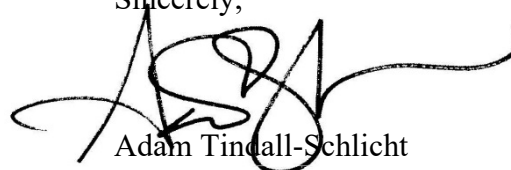
Dear Chairman Womack:

As requested in the House Report (H. Rept. 118-154) of House Bill 4820 (Transportation, Housing and Urban Development, and Related Agencies Appropriations Act, 2024), the Great Lakes St. Lawrence Seaway Development Corporation (GLS) is providing the House and Senate Committees on Appropriations with the enclosed biannual report on progress implementing its 2021 trade and economic development strategic plan, which focused on three key core strategic areas: (1) Raising Great Lakes Seaway System and Regional Awareness; (2) Promoting Great Lakes Cruising; and (3) Strengthening the System Through Business Intelligence, Resiliency, and Efficiency. This report provides a summary of the GLS's Office of Trade and Economic Development's (OTED) efforts to increase Great Lakes Seaway System utilization via GLS trade and marketing initiatives.

Since the St. Lawrence Seaway opened to global commercial waterborne trade in 1959, the GLS, a wholly owned Federal government corporation and an operating administration of the U.S. Department of Transportation, has actively promoted the entire Great Lakes St. Lawrence Seaway System, consisting of the five Great Lakes and the St. Lawrence River, to increase trade, which ultimately results in job creation and economic activity.

A similar response has been sent to the Ranking Member of the House Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies; the Chairman and Ranking Member of the House Committee on Appropriations; the Chair and Vice Chair of the Senate Committee on Appropriations; and the Chair and Ranking Member of the Senate Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies.

Sincerely,



Adam Tindall-Schlicht

Enclosure



U.S. Department  
of Transportation

**THE ADMINISTRATOR**  
1200 New Jersey Avenue, S.E.  
Suite W62-300  
Washington, D.C. 20590



**Great Lakes  
St. Lawrence Seaway  
Development Corporation**

November 21, 2024

The Honorable Mike Quigley  
Ranking Member  
Subcommittee on Transportation, Housing  
and Urban Development, and Related Agencies  
Committee on Appropriations  
U.S. House of Representatives  
Washington, DC 20515

Dear Ranking Member Quigley:

As requested in the House Report (H. Rept. 118-154) of House Bill 4820 (Transportation, Housing and Urban Development, and Related Agencies Appropriations Act, 2024), the Great Lakes St. Lawrence Seaway Development Corporation (GLS) is providing the House and Senate Committees on Appropriations with the enclosed biannual report on progress implementing its 2021 trade and economic development strategic plan, which focused on three key core strategic areas: (1) Raising Great Lakes Seaway System and Regional Awareness; (2) Promoting Great Lakes Cruising; and (3) Strengthening the System Through Business Intelligence, Resiliency, and Efficiency. This report provides a summary of the GLS's Office of Trade and Economic Development's (OTED) efforts to increase Great Lakes Seaway System utilization via GLS trade and marketing initiatives.

Since the St. Lawrence Seaway opened to global commercial waterborne trade in 1959, the GLS, a wholly owned Federal government corporation and an operating administration of the U.S. Department of Transportation, has actively promoted the entire Great Lakes St. Lawrence Seaway System, consisting of the five Great Lakes and the St. Lawrence River, to increase trade, which ultimately results in job creation and economic activity.

A similar response has been sent to the Chairman of the House Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies; the Chairman and Ranking Member of the House Committee on Appropriations; the Chair and Vice Chair of the Senate Committee on Appropriations; and the Chair and Ranking Member of the Senate Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies.

Sincerely,



Adam Tindall-Schlicht

Enclosure



U.S. Department  
of Transportation

**THE ADMINISTRATOR**  
1200 New Jersey Avenue, S.E.  
Suite W62-300  
Washington, D.C. 20590



**Great Lakes  
St. Lawrence Seaway  
Development Corporation**

November 21, 2024

The Honorable Patty Murray  
Chair  
Committee on Appropriations  
United States Senate  
Washington, DC 20510

Dear Chair Murray:

As requested in the House Report (H. Rept. 118-154) of House Bill 4820 (Transportation, Housing and Urban Development, and Related Agencies Appropriations Act, 2024), the Great Lakes St. Lawrence Seaway Development Corporation (GLS) is providing the House and Senate Committees on Appropriations with the enclosed biannual report on progress implementing its 2021 trade and economic development strategic plan, which focused on three key core strategic areas: (1) Raising Great Lakes Seaway System and Regional Awareness; (2) Promoting Great Lakes Cruising; and (3) Strengthening the System Through Business Intelligence, Resiliency, and Efficiency. This report provides a summary of the GLS's Office of Trade and Economic Development's (OTED) efforts to increase Great Lakes Seaway System utilization via GLS trade and marketing initiatives.

Since the St. Lawrence Seaway opened to global commercial waterborne trade in 1959, the GLS, a wholly owned Federal government corporation and an operating administration of the U.S. Department of Transportation, has actively promoted the entire Great Lakes St. Lawrence Seaway System, consisting of the five Great Lakes and the St. Lawrence River, to increase trade, which ultimately results in job creation and economic activity.

A similar response has been sent to the Vice Chair of the Senate Committee on Appropriations; the Chairman and Ranking Member of the House Committee on Appropriations; the Chairman and Ranking Member of the House Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies; and the Chair and Ranking Member of the Senate Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies.

Sincerely,



Adam Tindall-Schlicht

Enclosure



U.S. Department  
of Transportation

**THE ADMINISTRATOR**  
1200 New Jersey Avenue, S.E.  
Suite W62-300  
Washington, D.C. 20590



**Great Lakes  
St. Lawrence Seaway  
Development Corporation**

November 21, 2024

The Honorable Susan Collins  
Vice Chair  
Committee on Appropriations  
United States Senate  
Washington, DC 20510

Dear Vice Chair Collins:

As requested in the House Report (H. Rept. 118-154) of House Bill 4820 (Transportation, Housing and Urban Development, and Related Agencies Appropriations Act, 2024), the Great Lakes St. Lawrence Seaway Development Corporation (GLS) is providing the House and Senate Committees on Appropriations with the enclosed biannual report on progress implementing its 2021 trade and economic development strategic plan, which focused on three key core strategic areas: (1) Raising Great Lakes Seaway System and Regional Awareness; (2) Promoting Great Lakes Cruising; and (3) Strengthening the System Through Business Intelligence, Resiliency, and Efficiency. This report provides a summary of the GLS's Office of Trade and Economic Development's (OTED) efforts to increase Great Lakes Seaway System utilization via GLS trade and marketing initiatives.

Since the St. Lawrence Seaway opened to global commercial waterborne trade in 1959, the GLS, a wholly owned Federal government corporation and an operating administration of the U.S. Department of Transportation, has actively promoted the entire Great Lakes St. Lawrence Seaway System, consisting of the five Great Lakes and the St. Lawrence River, to increase trade, which ultimately results in job creation and economic activity.

A similar response has been sent to the Chair of the Senate Committee on Appropriations; the Chairman and Ranking Member of the House Committee on Appropriations; the Chairman and Ranking Member of the House Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies; and the Chair and Ranking Member of the Senate Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies.

Sincerely,



Adam Tindall-Schlicht

Enclosure



U.S. Department  
of Transportation

**THE ADMINISTRATOR**  
1200 New Jersey Avenue, S.E.  
Suite W62-300  
Washington, D.C. 20590



**Great Lakes  
St. Lawrence Seaway  
Development Corporation**

November 21, 2024

The Honorable Brian Schatz  
Chair  
Subcommittee on Transportation, Housing  
and Urban Development, and Related Agencies  
Committee on Appropriations  
United States Senate  
Washington, DC 20510

Dear Chair Schatz:

As requested in the House Report (H. Rept. 118-154) of House Bill 4820 (Transportation, Housing and Urban Development, and Related Agencies Appropriations Act, 2024), the Great Lakes St. Lawrence Seaway Development Corporation (GLS) is providing the House and Senate Committees on Appropriations with the enclosed biannual report on progress implementing its 2021 trade and economic development strategic plan, which focused on three key core strategic areas: (1) Raising Great Lakes Seaway System and Regional Awareness; (2) Promoting Great Lakes Cruising; and (3) Strengthening the System Through Business Intelligence, Resiliency, and Efficiency. This report provides a summary of the GLS's Office of Trade and Economic Development's (OTED) efforts to increase Great Lakes Seaway System utilization via GLS trade and marketing initiatives.

Since the St. Lawrence Seaway opened to global commercial waterborne trade in 1959, the GLS, a wholly owned Federal government corporation and an operating administration of the U.S. Department of Transportation, has actively promoted the entire Great Lakes St. Lawrence Seaway System, consisting of the five Great Lakes and the St. Lawrence River, to increase trade, which ultimately results in job creation and economic activity.

A similar response has been sent to the Ranking Member of the Senate Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies; the Chairman and Ranking Member of the House Committee on Appropriations; the Chair and Vice Chair of the Senate Committee on Appropriations; and the Chairman and Ranking Member of the House Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies.

Sincerely,



Adam Tindall-Schlicht

Enclosure





U.S. Department  
of Transportation

**THE ADMINISTRATOR**  
1200 New Jersey Avenue, S.E.  
Suite W62-300  
Washington, D.C. 20590



**Great Lakes  
St. Lawrence Seaway  
Development Corporation**

November 21, 2024

The Honorable Cindy Hyde-Smith  
Ranking Member  
Subcommittee on Transportation, Housing  
and Urban Development, and Related Agencies  
Committee on Appropriations  
United States Senate  
Washington, DC 20510

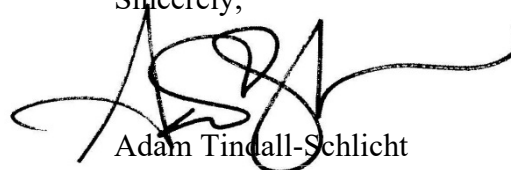
Dear Ranking Member Hyde-Smith:

As requested in the House Report (H. Rept. 118-154) of House Bill 4820 (Transportation, Housing and Urban Development, and Related Agencies Appropriations Act, 2024), the Great Lakes St. Lawrence Seaway Development Corporation (GLS) is providing the House and Senate Committees on Appropriations with the enclosed biannual report on progress implementing its 2021 trade and economic development strategic plan, which focused on three key core strategic areas: (1) Raising Great Lakes Seaway System and Regional Awareness; (2) Promoting Great Lakes Cruising; and (3) Strengthening the System Through Business Intelligence, Resiliency, and Efficiency. This report provides a summary of the GLS's Office of Trade and Economic Development's (OTED) efforts to increase Great Lakes Seaway System utilization via GLS trade and marketing initiatives.

Since the St. Lawrence Seaway opened to global commercial waterborne trade in 1959, the GLS, a wholly owned Federal government corporation and an operating administration of the U.S. Department of Transportation, has actively promoted the entire Great Lakes St. Lawrence Seaway System, consisting of the five Great Lakes and the St. Lawrence River, to increase trade, which ultimately results in job creation and economic activity.

A similar response has been sent to the Chair of the Senate Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies; the Chairman and Ranking Member of the House Committee on Appropriations; the Chair and Vice Chair of the Senate Committee on Appropriations; and the Chairman and Ranking Member of the House Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies.

Sincerely,



Adam Tindall-Schlicht

Enclosure





## **Great Lakes St. Lawrence Seaway Development Corporation**

### **Office of Trade and Economic Development**

#### **Activities and Accomplishments**

*(January-June 2024)*

---

#### Summary

As requested in the House Report (H. Rept. 118-154) of House Bill 4820 (Transportation, Housing and Urban Development, and Related Agencies Appropriations Act, 2024), the Great Lakes St. Lawrence Seaway Development Corporation (GLS) is providing the House and Senate Committees on Appropriations with the enclosed biannual report on its progress implementing its 2021 trade and economic development strategic plan,<sup>1</sup> which was developed in coordination with Great Lakes St. Lawrence Seaway System stakeholders. The strategic plan focused on three key core strategic areas: (1) Raising Great Lakes Seaway System and Regional Awareness; (2) Promoting Great Lakes Cruising; and (3) Strengthening the System Through Business Intelligence, Resiliency, and Efficiency.

In the first half of 2024, the Great Lakes St. Lawrence Seaway Development Corporation (GLS) participated in 17 industry and cargo-related initiatives with a focus on raising awareness of the Great Lakes St. Lawrence Seaway System. Of these activities, the GLS had seven speaking roles, which increased visibility and impact. Additionally, the GLS participated in six key activities to promote cruise ship tourism in the Great Lakes. Details on outcomes and outputs of these initiatives are detailed in the appropriate sections below.

The GLS also increased intra-governmental activity, by working closely with its federal partners at the U.S. Department of Transportation's Maritime Administration (MARAD) and the U.S. Department of Commerce's U.S. Commercial Service, to increase awareness about the Seaway System. GLS also explored collaboration with international trade partners to lay the foundation for future marketing initiatives. Furthermore, GLS placed additional focus on strengthening the Great Lakes Seaway System through business intelligence, resiliency, and efficiency during the first half of calendar year 2024.

### **STRATEGIC GOAL**

#### **Raising Great Lakes Seaway System and Regional Awareness**

#### Summary of Accomplishments:

- The GLS presented at seven domestic and international conferences and seminars, reaching 1,602 audience members. The GLS also attended and exhibited at an additional five domestic and international trade shows with a total of 19,750 attendees.

---

<sup>1</sup> [https://dsmic.org/wp-content/uploads/2021/11/GLS\\_HTAC\\_12-01-21.pdf](https://dsmic.org/wp-content/uploads/2021/11/GLS_HTAC_12-01-21.pdf)

- Memorandums of Cooperation – On behalf of the binational marketing initiative Highway H<sub>2</sub>O, GLS Administrator Adam Tindall-Schlicht signed a Memorandum of Cooperation (MOC) with the Ports of Genoa, Italy, on March 12, 2024, and the Port Authority of Bilbao, Spain, on May 16, 2024.

Each MOC establishes mutually beneficial cooperation in the areas of trade facilitation and expansion, joint marketing and promotion, exchange of data and best practices, training and skill development programs, collaborative research and development, and environmental cooperation and sustainability. Discussions with Genoa since the signing of the MOC reflect immediate opportunities to grow export agriculture tonnage from U.S. and Canadian ports, as well as project cargo imports arriving from Genoa. Discussions with Bilbao since the signing of the MOC reflect a desire from Spanish companies to visit the Great Lakes ports for additional, in-depth meetings to pursue future trade opportunities.

The GLS's Office of Trade and Economic Development (OTED) arranged follow-up meetings for Seaway stakeholders with both regions during the annual Breakbulk Europe exhibition in Rotterdam, Netherlands, on May 23 and 24, 2024.

#### Activities Completed:

- International Transportation Management Association (ITMA) Presentation, Houston, Texas, January 10, 2024: GLS Deputy Administrator Anthony Fisher presented at an ITMA luncheon with approximately 100 attendees to provide an overview of the Great Lakes Seaway System, highlighting its opportunities and relevance to ITMA members. This resulted in audience members and other decision makers in the maritime shipping industry becoming more aware of the bulk and breakbulk cargo maritime supply chain to the Midwest via the Great Lakes Seaway System.
- American Association of Port Authorities (AAPA) Powers Summit and Expo, Tampa, Fla., January 21-24, 2024: The GLS executive team and staff attended this annual conference to explore the dynamic intersection of energy, resilience, and sustainability. GLS Administrator Adam Tindall-Schlicht presented on the Great Lakes Green Shipping Corridor Network to an audience of 275 attendees as part of a panel discussion.
- U.S. Commercial Service Field Presentation (Virtual), February 7, 2024: OTED partnered with the Duluth Seaway Port Authority to present a Great Lakes Seaway System introductory briefing to U.S. Commercial Service's (USCS) domestic field offices in a virtual all-hands to approximately 750 trade specialists across the country. The growing federal agency partnership between the GLS and USCS furthers efforts to educate importers and exporters who seek a cost-efficient and reliable shipping route to the Midwest. Since USCS interacts with companies all over the world, educating USCS trade specialists has a cascading, multiplying effect to spread awareness of the Great Lakes Seaway System.

- UK-Great Lakes Seaway System Green Corridor Trade Mission, London and Liverpool, England, February 25-29, 2024: OTED supported, attended, and presented at a trade mission organized by the United Kingdom (UK) Consul General in Minneapolis, Minn., to explore a dedicated trade lane between London and Liverpool, England, and Cleveland, Ohio, and Duluth, Minn. In support of this trade mission, OTED provided data analysis that identified current trading patterns between the UK and the Great Lakes Seaway System. OTED was an invited speaker during the trade mission, presenting twice to UK ports, terminal operators, elected and appointed officials, and other public and private sector decision makers. In total, OTED staff reached an audience of 107.
  - The initial focus was on increasing container cargo movements between the UK and the Great Lakes via the St. Lawrence Seaway. Upon further discussion, particular commodity opportunities came into focus, including steel and agricultural products shipments. The trade mission highlighted the need to develop a direct UK-Great Lakes route that moves cargo traded between the two regions via sustainable shipping.
  - OTED is currently engaged with a European ocean carrier, which already provides cargo service between Europe and the Great Lakes, to determine emissions-related benefits of a direct UK-to-Great Lakes route.
- Ohio DOT Freight Advisory Committee, Toledo, Ohio, March 13, 2024: OTED presented at the Ohio Department of Transportation's Freight Advisory Committee (OFAC) meeting to an audience of 20 multimodal transportation representatives. OFAC membership includes representatives from the manufacturing, construction, and energy sectors, each of which are critical supply chains supported by the Great Lakes Seaway System. OTED's presentation emphasized the global connectivity of Ohio ports for potential users.
- Transportation Go!, Toledo, Ohio, March 13-14, 2024: GLS Deputy Administrator Anthony Fisher and the OTED staff attended the Soya and Specialty Grains Alliance (SSGA) annual Transportation Go! meeting in Toledo, Ohio. Deputy Administrator Fisher addressed an audience of 120 officials on GLS's role in maritime transportation supporting agricultural exports.

OTED led a Great Lakes Port Panel spotlighting the operations, investments, and growth strategies for the ports of Duluth, Minn., Burns Harbor, Ind., Toledo, Ohio, Monroe, Mich., and Cleveland, Ohio. A focus of the panel was on the development of these four ports as a container shipping network within the Great Lakes, offering supply chain redundancy and resiliency, cargo diversification, and increased utilization of the System.

Ancillary meetings at Transportation Go! focused on the Green Shipping Corridor Network (GSCN), and specifically, how agriculture exports can influence advancements maritime decarbonization on the Great Lakes. As a direct follow up, agriculture exporters from Great Lakes states participated in the GLS's 2<sup>nd</sup> Collaborative Forum of the GSCN.

- National Customs Brokers and Forwarders Association of America (NCBFAA) Annual Conference, Fort Lauderdale, Fla., April 14-17, 2024: OTED staff exhibited at the NCBFAA Annual Conference to promote the Great Lakes Seaway System to approximately 500 customs brokers and forwarders, many of whom were not aware of the Seaway System prior to this event. The GLS emphasized the Seaway's capacity to add supply chain resiliency and redundancy. The GLS is being considered as a speaker for the 2025 NCBFAA annual conference.
- JOC Breakbulk and Project Cargo Conference, New Orleans, La., April 24-26, 2024: OTED staff exhibited at Breakbulk24, organized by the Journal of Commerce (JOC) within S&P Global Market Intelligence. JOC Breakbulk24 is a premier, senior-level conference and networking venue for the breakbulk and project cargo shipping and logistics industries, featuring approximately 600 attendees involved in the movement of cargo between the Great Lakes and its strategic maritime trade lanes of Europe, North Africa, and the Middle East. During the conference, an ocean carrier trading into the Great Lakes, highlighted their fleet expansion of 15 vessels by 2026.
- ACP CLEANPOWER Conference, Minneapolis, Minn., May 6-9, 2024: OTED staff, along with Great Lakes Seaway System stakeholders, exhibited at ACP's CLEANPOWER conference and exhibition, which brought together over 8,000 policymakers, corporate leaders, and experts in the clean energy sector, including wind manufacturers and wind energy transportation logistics professionals.
- Trade Winds Conference, Istanbul, Turkey, May 12-15, 2024: OTED staff exhibited at Trade Winds, the largest annual U.S. government-led trade mission and business development forum. It featured customized business-to-business and business-to-government meetings, networking forums, and other conference programming. OTED staff reached an audience of 230 forum participants. Additionally, OTED met individually with nine Turkish organizations to discuss expanding trade between Turkey and the Great Lakes, including the Turkey Exporters Assembly, the Association of International Forwarding and Logistics Service Providers, and the Port Operators of Association of Turkey.

OTED staff also met with nine American companies regarding utilizing the Great Lakes for exports. Where appropriate, OTED staff facilitated introductions between participating companies and Great Lakes carriers. Finally, OTED staff met with 12 USCS and two Foreign Agriculture Service officials, representing countries throughout Europe, to discuss additional opportunities for promoting the Great Lakes Seaway System in a meaningful way in each of the countries in which they serve abroad.

- Trade Mission to Bilbao, Spain, May 15-20, 2024: GLS Administrator Tindall-Schlicht led a Great Lakes Seaway System delegation to Bilbao, Spain, where industry representatives discussed current and future trade opportunities between the two regions. On behalf of the binational Highway H<sub>2</sub>O marking initiative, the Administrator signed an MOC with the Port of Bilbao. The MOC includes mutually beneficial arrangements to facilitate and expand commerce, exchange trade data and information, best practices,

establish joint marketing efforts, develop training, research programs, and jointly recognize the importance of environmental stability in both regions.

During the visit, the GLS presented to Uniport, a logistics cluster of nearly 150 businesses at the Port of Bilbao, including manufacturers located within the port itself, on supply chain access and expanding trade through the Seaway System, including agricultural exports.

Moreover, OTED held meetings with two significant cargo handling companies that ship to North America. These meetings resulted in information sharing that will facilitate increased use of the Great Lakes Seaway System. Several Midwestern energy project cargoes that previously were planned to move through less efficient North American coastal routes will now utilize the Seaway System.

- Breakbulk Europe, Rotterdam, Netherlands, May 20-24, 2024: GLS Administrator Tindall-Schlicht led a delegation of 22 stakeholders from the Great Lakes Seaway System to the annual Breakbulk Europe exhibition. Throughout the event, stakeholders were based in the Highway H<sub>2</sub>O information booth, addressing questions about the System, individual ports, Seaway logistics, and Great Lakes cargo delivery.
- Posidonia, Athens, Greece, June 3-8, 2024: OTED staff exhibited at Posidonia, the world's largest exhibition for the global shipbuilding industry, attracting over 28,000 visitors from 100 countries. This year's event represents the fourth time the GLS has hosted a binational delegation and exhibited in the U.S. Pavilion. OTED staff met with carriers about system capabilities and the potential to increase cargo via the Seaway. During the week, the GLS engaged with three ocean carriers that currently service the Great Lakes: a Bulgarian carrier, a Polish carrier, and a Canada-based carrier. All three are currently building new vessels specifically for service into the System. Combined, these three carriers will have over 20 new vessels in service within the next three years, all of which will have improved efficiency.

A Greek ocean carrier also engaged with the GLS on the potential for offering a container feeder service in the System and was given an update on the infrastructure underway at four U.S. Great Lakes ports. Additional System stakeholders expressed interest about expanding participation in the GSCN.

### **STRATEGIC GOAL**

#### **Promoting Great Lakes Cruising**

##### **Summary of Accomplishments:**

- The GLS participated in six domestic and international cruise industry conferences and exhibitions with over 11,200 attendees.

- As a result of a yearslong continued relationship with the GLS, a cruise line announced at Seatrade Cruise Global its intention to build a cruise ship for the Great Lakes. It is anticipated that the ship will be constructed in 2025 in time for a 2027 maiden voyage via the Seaway.

#### Activities Completed:

- CBP/Stakeholder Cruise Summit, Miami, Fla., February 13, 2024: OTED attended the U.S. Customs and Border Protection (CBP) Cruise Summit on Biometric Integration in U.S. ports of entry. For the first time, the GLS hosted its own breakout session where CBP's biometrics team focused on Great Lakes ports of entry. The partnership between the GLS and CBP continues to ensure a seamless process for passengers at Great Lakes ports of entry of Cleveland, Ohio; Detroit, Mich.; Sault Ste. Marie, Mich.; and Duluth, Minn. The GLS also facilitated discussions between CBP and Great Lakes ports for future passenger clearance facilities in Buffalo, N.Y., and Bay City, Mich.
- CLIA Cruise Week Europe, Genoa, Italy, March 9-16, 2024: GLS Administrator Tindall-Schlicht and GLS staff members attended the Cruise Line International Association (CLIA) Innovation Expo and Cruise Week Europe, meeting with cruise line executives on prioritizing sustainability and green shipping, driving innovation, and increasing cruise traffic on the System. In partnership with CLIA, the GLS is advancing technology development to support carbon reduction for cruise ships. Integrating the GSCN with Great Lakes cruise activity was also discussed.
- Seatrade Cruise Global, Miami, Fla., April 8-11, 2024: OTED exhibited and presented at the annual Seatrade Cruise Global, the cruise industry's largest business-to-business exhibition and conference in North America, with over 11,000 attendees, maximizing direct outreach to cruise line owners, operators, and itinerary planners.
- Cruise 360, Fort Lauderdale, Fla., April 16-21, 2024: In partnership with the Great Lakes St. Lawrence Governors and Premiers and the Cruise the Great Lakes initiative, OTED exhibited at Cruise Line International Association's (CLIA) Cruise 360 event. This event brought together travel professionals, cruise line representatives, ports and destinations, industry suppliers, and CLIA preferred partners. Participating OTED staff educated attendees of the various cruise lines operating in and individual travel itineraries available on the Great Lakes.
- Cruise the Great Lakes Annual Meeting, Mackinac Island, Mich., May 14-15, 2024: OTED attended the annual meeting, which provided an opportunity for members and cruise partners to discuss past successes and future opportunities to promote the Great Lakes as a destination for cruise passengers. Strategies for raising awareness continued to emphasize earned media as the most effective method.

- Canada/New England Cruise Symposium, New York, N.Y., June 11-13, 2024: The annual symposium brought together 200 industry delegates representing ports, cruise lines, marine agencies, tourism representatives, and government partners. Great Lakes/Seaway participants provided attendees with in-depth information about Great Lakes cruising. At the event, it was announced that the two Great Lakes cruise vessels, previously removed from Great Lakes cruise service due to American Queen's bankruptcy, will return to the System in 2025 via the new Victory Cruise Lines.

## **STRATEGIC GOAL**

### **Strengthening the System Through Business Intelligence, Resiliency, and Efficiency**

#### **Accomplishments:**

- OTED's Great Lakes Regional Representative was named to the Steering Committee and Supply Chain Committee for the U.S. Department of Transportation's National Multimodal Freight Network, ensuring that Great Lakes/Seaway ports and the Seaway System's capabilities will be well represented as the network is developed.

#### **Activities Completed:**

- OTED staff facilitated and supported intra-governmental conversations to enhance container capabilities on the Great Lakes. OTED continues to work specifically with the ports of Burns Harbor, Ind., and Monroe, Mich., to explore CBP clearance facilities for containers and the Port of Cleveland, Ohio, to explore remote scanning capabilities. The GLS is strategically focused on new ports of entry for container clearance on the Great Lakes to increase cargo tonnage to Midwest destinations. GLS-led discussions are currently taking place with several European freight forwarders to support services into Michigan and Indiana.
- Aluminum Transportation Feasibility Study: OTED and the American Great Lakes Ports Association have partnered with CPCS, a consulting firm, to develop a feasibility study that compares cost and emissions associated with the movement of aluminum by two different transportation routings. The feasibility study will consider a proposed transportation route utilizing maritime shipping between the Port of Oswego, N.Y. and Nicholson Terminals located at the Port of Detroit, Mich. This routing would include truck drayage to Oswego, vessel loading in Oswego, maritime shipping from Oswego to Detroit via the Seaway, unloading in Detroit, and truck drayage to Dearborn. The two-phase study is in its final stages of completion.
- SelectUSA Investment Summit, National Harbor, Md., June 23-26, 2024: The GLS and Great Lakes stakeholders exhibited at the U.S. Department of Commerce's (DOC) foreign direct investment event. This initiative supported the emerging partnership between the GLS and the DOC to raise awareness of the Seaway System, maritime operations in Great Lakes ports cities, and the overall economic impact to the region, including job creation.



- National Multimodal Freight Network: The GLS is continuing participation in the National Multimodal Freight Network Steering Committee and Supply Chain Committee.
- Port Infrastructure Development Program (PIDP) Grants: The GLS promoted the application period for the PIDP, as well as other Bipartisan Infrastructure Law (BIL)-funded programs, to help strengthen infrastructure within the Great Lakes Seaway System.
- Green Shipping Study: The GLS is exploring a student consulting project with the University of Oxford's Saïd Business School to research the value of sustainable shipping between the UK and Great Lakes ports, including the monetized value of reduced greenhouse gas emissions via the St. Lawrence Seaway. Outcomes of the study will include concrete values for decarbonization efforts, factually demonstrating that the Seaway is a viable, effective route for sustainable shipping.

#####