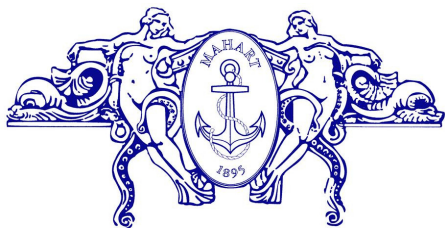




MASTER PLAN AND FEASIBILITY STUDY FOR THE DEVELOPMENT OF THE TEN-T PORTS, INCLUDING KOMÁROM PORT



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MAHART

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THE CEF PROJECT

Master Plan and Feasibility Study for the development of the TEN-T ports, including Komárom Port

Maximum EU contribution: €889,683

Estimated total cost: €1,046,686

Beneficiary in HU: Ministry for Innovation and Technology

Implementing Body: MAHART Zrt.

Implemented concurrently and in a co-ordinated manner with the “Master plan and Feasibility study for the public port Komárno”

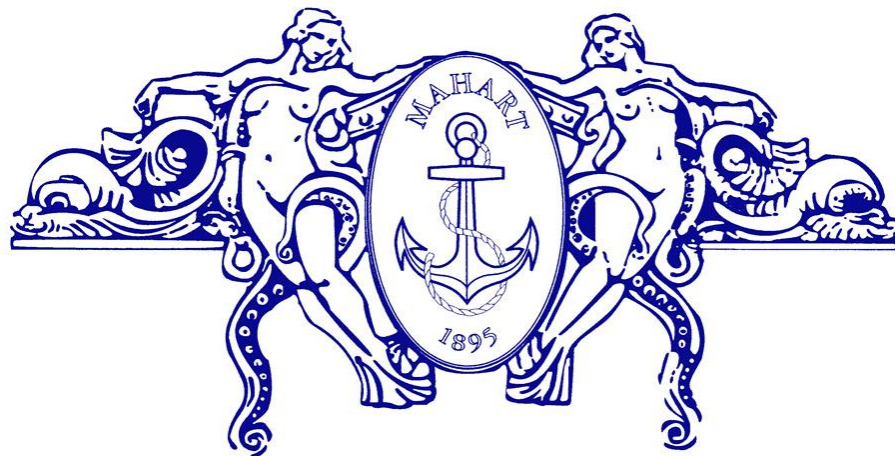
MAHART Zrt.

100% state owned

Established in 1895 the oldest company in the Hungarian IWW sector

It used to be the operator of several Hungarian ports and the vessel fleet

Currently it has coordination tasks in the development of the IWW sector



The core idea of the project

The development of the Komárno–Komárom port, in cooperation with Slovakia, shall be embedded in an overarching development strategy of the Danube IWW freight transport system

Therefore the project has a much broader scope covering potential IWW freight transport developments on the entire Hungarian section and ports of the corridor

PROJECT ELEMENTS

ANALYSIS

STRATEGY DEVELOPMENT

STRATEGIC ENVIRONMENTAL ASSESSMENT

**FEASIBILITY STUDY AND COST-BENEFIT ANALYSIS OF
THE DEVELOPMENT OF THE KOMÁROM PORT**

20 CASE STUDIES

COMMUNICATION AND MARKETING

ANALYSIS

Primary and secondary research

- Questionnaire surveys, focus groups
- Detailed macro-regional market analysis
- Assessment of the international strategic and economic context
- Detailed assessment of the infrastructure and assets

Focused thematic studies

- Technological development in the port industry
- Environmental and climate impacts and factors
- Human resources

Elaboration of a full analytical study

STRATEGY DEVELOPMENT

Identification of strategic alternatives

Defining strategic directions in co-creation with the actors of the IWW industry

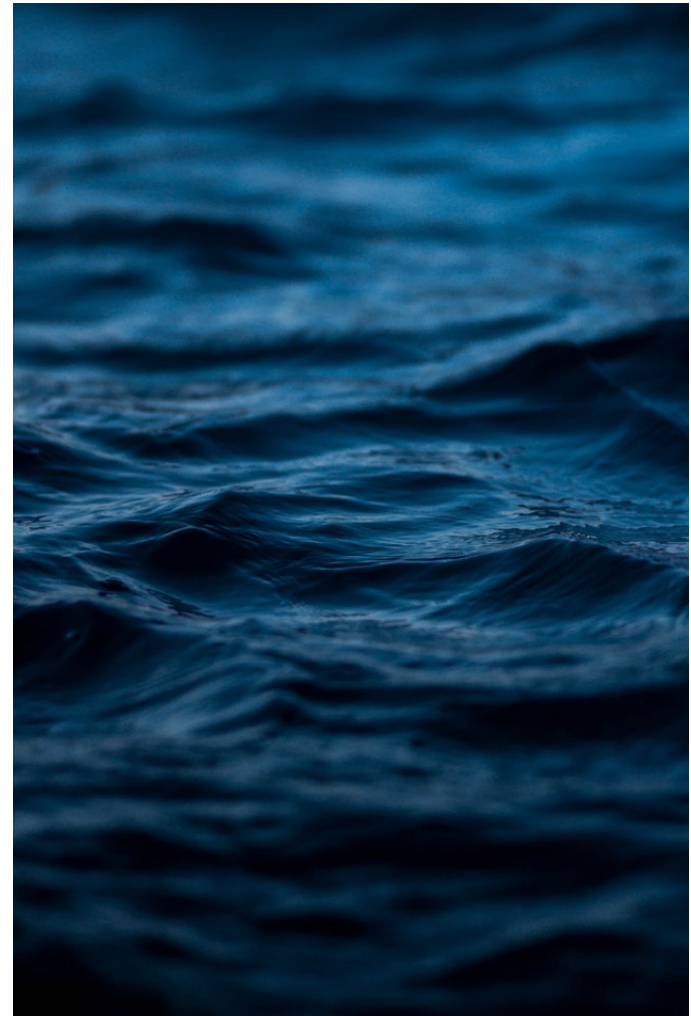
Development of a detailed strategy

- Port development
- Organisational structure and financing
- Updating the national regulatory framework
- Human resource development and knowledge management
- Marketing strategy
- Transnational cooperation strategy

Elaboration of an action plan

STRATEGIC ENVIRONMENTAL ASSESSMENT

Conducting a full process of a strategic environmental assessment of the master plan according to Directive 2001/42/EC on the assessment of the effects of certain plans and programmes on the environment (SEA Directive)



FEASIBILITY STUDY AND COST-BENEFIT ANALYSIS OF THE DEVELOPMENT OF THE KOMÁROM PORT

In close cooperation with the Slovak partners and the development of the Komárno port

Detailed feasibility study

Cost-benefit analysis

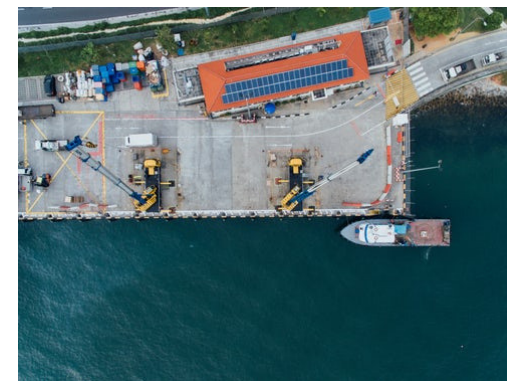
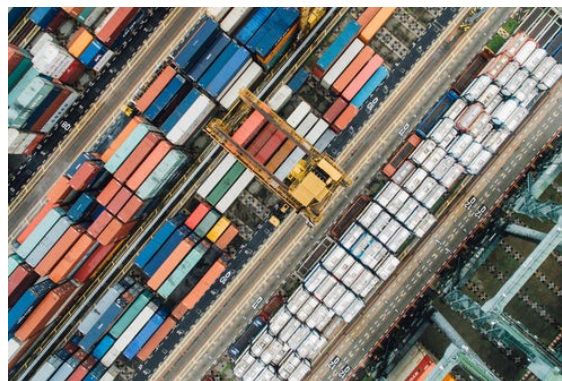
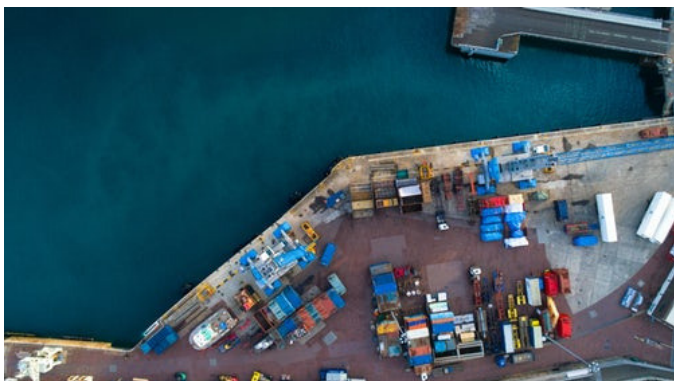


20 CASE STUDIES

Case studies to support designing of port developments in the Hungarian IWW sector

Projects will be identified based on the strategy, through a co-creation process involving the industry stakeholders

The case studies will serve as project plans for the implementation of the strategy



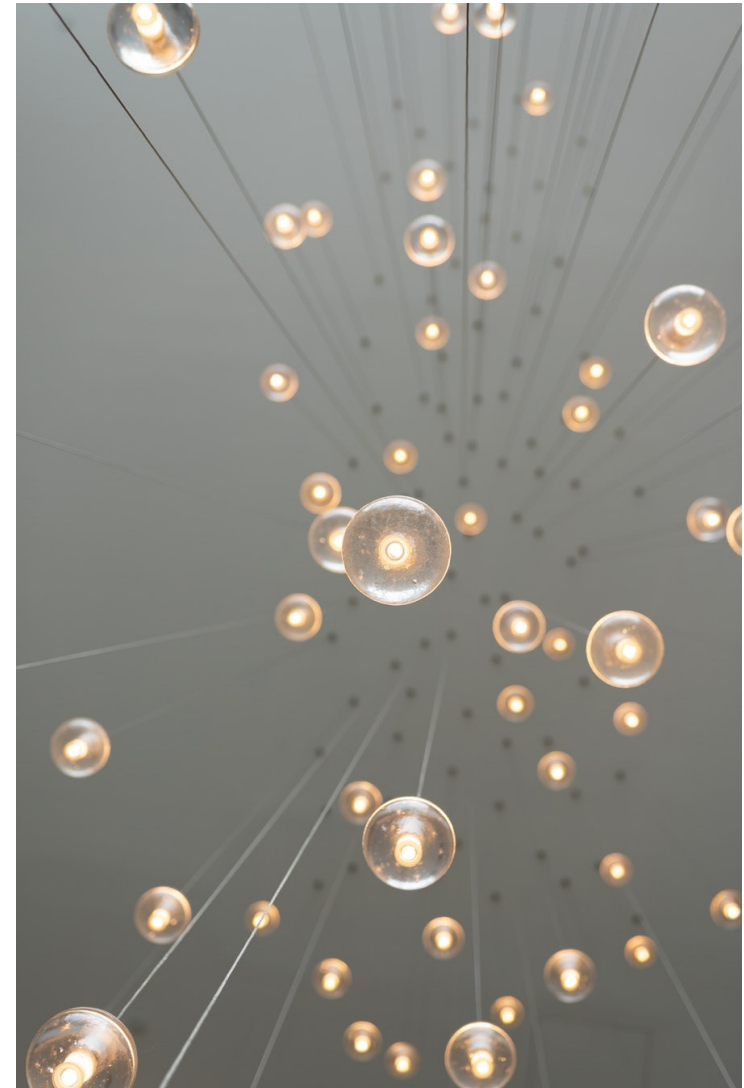
COMMUNICATION AND MARKETING

An overarching marketing strategy for the IWW sector is developed as part of the master plan

Communication and marketing plan

Several marketing and communication actions to support the visibility of the master plan:

- Workshops and international conference
- Visual identity
- Digital communication platform
- Publications and maps
- Press events
- Gifts



CURRENT STATUS

The public procurement process for selecting the contractor for the development of the master plan is ongoing

Expected time of contracting: October 2018

Implementation until end of 2019



Cooperation and cooperation with the Slovakian twin-project and partners and the Hungarian stakeholders