

19.12.2022

Port of Barcelona commercial reps coordinate internationalisation strategies

- **The Port of Barcelona commercial representatives' annual meeting provides them with first-hand news and developments in port activity in Barcelona and allows them to coordinate strategy in the most significant markets.**

Last week Port of Barcelona commercial representatives held their annual meeting together with the Marketing and Commercial sub-directorate, providing them an opportunity to coordinate strategies and share experiences in the Port of Barcelona's external projection.

The meeting was held at the Port of Barcelona's head office at the World Trade Center and also gave the president of the Port of Barcelona, Lluís Salvadó, the chance to meet the commercial representatives as he welcomed them, together with the general manager Jose Alberto Carbonell, and thanked them for their work in the Port of Barcelona's main hinterland and foreland markets.

The meetings, which began on Tuesday, were a chance for the seven commercial representatives to learn first-hand about the news and developments in port activity at the Port of Barcelona, as well as the key projects begun or promoted this year, such as the energy transition (Nexigen project), the America's Cup, the digitalisation drive or the improvement of railway connections, to name just a few.

The commercial representatives shared updates on their markets with the members of the Marketing and Commercial sub-directorate, as well as the perspectives and future opportunities presented by such markets, to help coordinate the Port's commercial efforts.

The Port of Barcelona has eight commercial representatives distributed in six strategic geographical areas for port activity: in the Iberian Peninsula Luis Puzo is in charge of the region comprising Aragon, La Rioja and Navarre; in France there are two representatives - Nathalie Thomas and Claire Pérez; in China, Joan Dedeu; in Southeast Asia, Luz Pérez; in South America, Hugo Lejtman; in Japan, Takao Suzuki; and in the Maghreb, the Port of Barcelona has just incorporated a representative, Zouhair Benjelloun.

Follow us on:



Communication department. Press office.

T +34 93 306 88 40 | comunicacioport@portdebarcelona.cat | www.portdebarcelona.cat

19.12.2022

PHOTO. Port of Barcelona president Lluís Salvadó, general manager Jose Alberto Carbonell, deputy general manager of Commercial and Marketing Carla Salvadó, and the head of External Relations, Manel Galán, accompanied by the seven commercial representatives who attended the meeting.



Follow us on:



Communication department. Press office.
T +34 93 306 88 40 | comunicacioport@portdebarcelona.cat | www.portdebarcelona.cat