

Regional Sealink Project



Presented by Sealink Promotional Co. Ltd
SAMIC, 2012

Regional Sealink Project



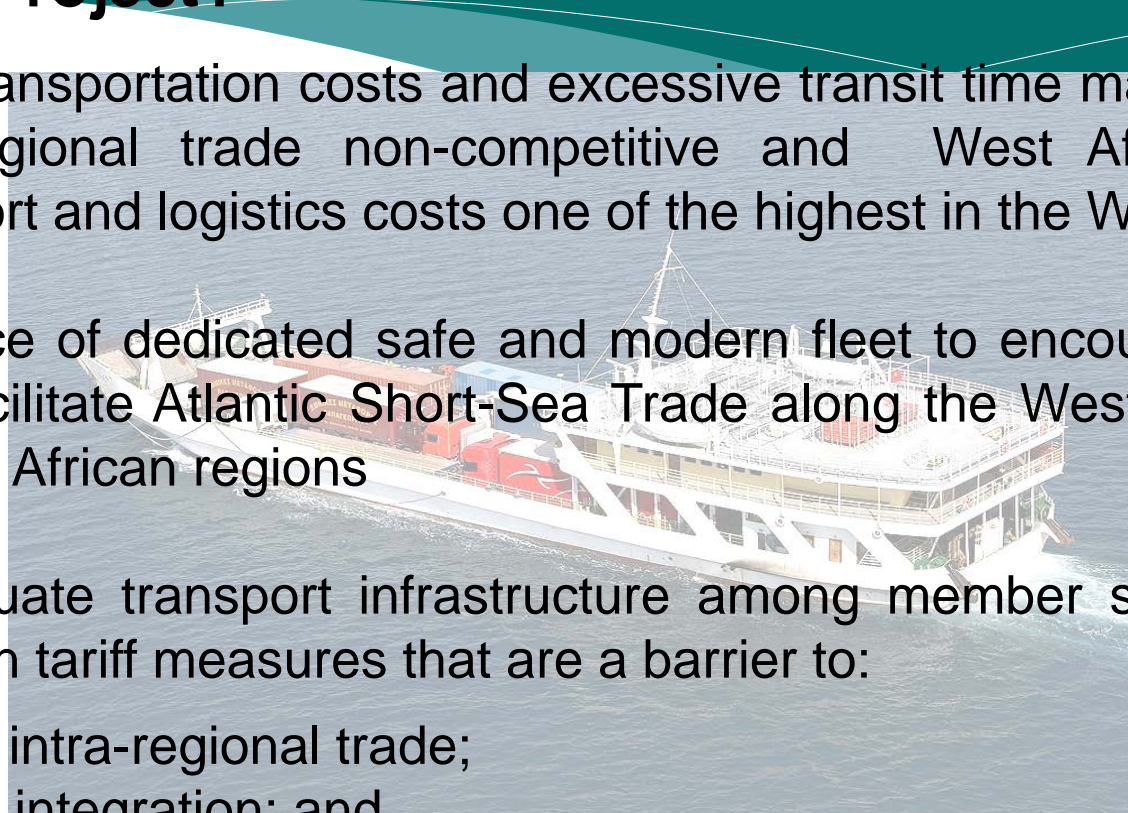
Outline of Presentation

1. Introduction – Why a dedicated Regional Sealink Project?
2. Value Proposition
3. Project Implementation Update
4. Invitation to Participate / Support
5. Concluding Remarks

Regional Sealink Project

1.0 Introduction – Why a dedicated Regional Sealink Project?

- ❑ High transportation costs and excessive transit time making intra-regional trade non-competitive and West African transport and logistics costs one of the highest in the World.
- ❑ Absence of dedicated safe and modern fleet to encourage and facilitate Atlantic Short-Sea Trade along the West and Central African regions
- ❑ Inadequate transport infrastructure among member states and non tariff measures that are a barrier to:
 - Increase intra-regional trade;
 - Regional integration; and
 - Free movement of persons and services



Regional Sealink Project

1.0 Introduction – Why a dedicated Regional Sealink Project? ... Cont'd

- ❑ Low level of intra-regional trade at less than 10% and 12% for African and ECOWAS trade respectively compared to EU, NAFTA and ASEAN intra-regional trade of about 50%, 40% and 25% respectively
- ❑ Growth of intra-ECOWAS trade in the past decade from **4.7 million** tonnes to **13.2 million** tonnes without corresponding increase in transport infrastructure.
- ❑ Low level of African container traffic at less than 1% of total world container traffic of over 400 million containers
- ❑ Increase in West African Loaded and unloaded dry cargo in million tonnages from **41.4** and **66.2** in 2009 to **53.8** and **73.2** in 2010 respectively. Central Africa rose from **8.5** to **9.2** and **10.9** to **11.4** respectively.

Regional Sealink Project

1.0 Introduction – Why a dedicated Regional Sealink Project? ... Cont'd

The “Regional Sealink Project” Technical Feasibility Study and Business Plan commissioned by NEXIM Bank in March 2011 validates and supports the concept based on;

- (1) Enthusiasm shown by the private sector and general cargo Merchants / Traders
- (2) Partnership and co-sponsorship of the project’s SPV by the private sector through FEWACCI and Transimex S. A. Cameroun
- (3) Endorsement of ECOWAS Commission and various member states Maritime Transport / Ports Authorities and stakeholders

Regional Sealink Project

2.0 Value Proposition ...Cont'd

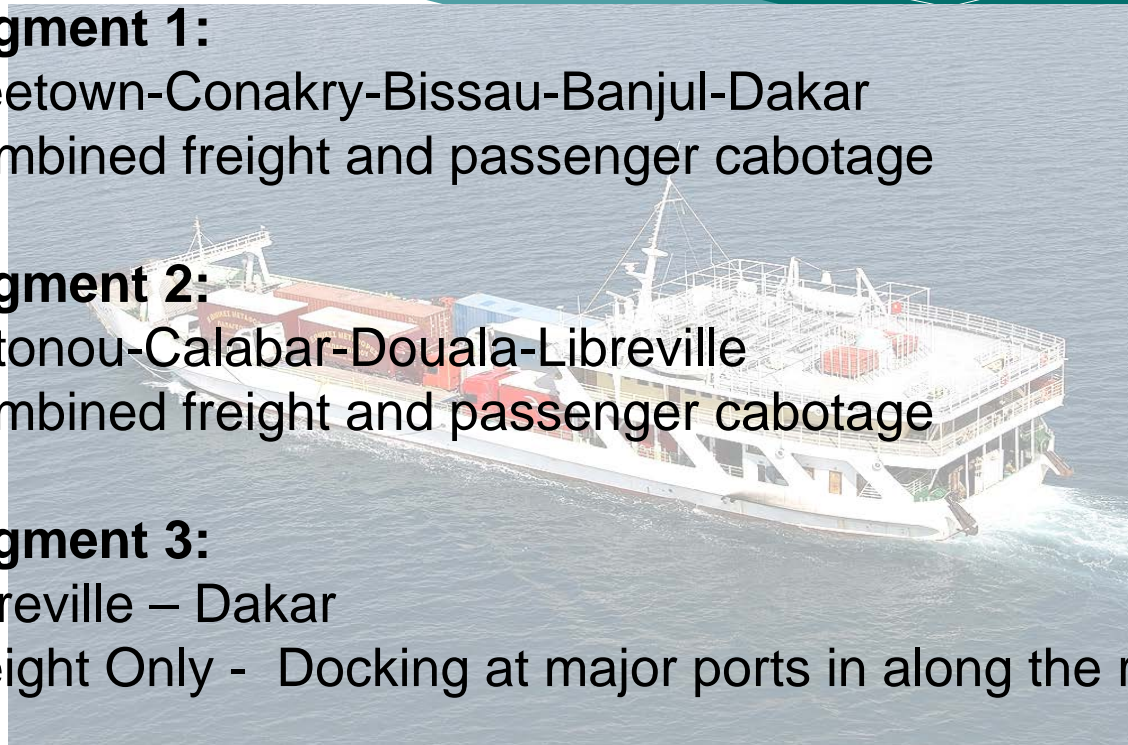
Value Proposition	Desired Results
Commitment to enhancing regional trade & competitiveness	<ul style="list-style-type: none"> • Provision of state of the art regional maritime services for short-sea trade within West and Central Africa regions . • Enhance transport sector / logistics activities and intra-regional trade
Effective Market Segmentation and Scheduling / Routing Strategy	<ul style="list-style-type: none"> • 3 – Initial Market Segments comprising 1 freighter and two combined passenger / freight vessels • 10 initial ports of call • Operation on the basis of timeliness, security, safety and professionalism
Enhancing Economic Regional Economic Activities Through Proven Market Demand	<ul style="list-style-type: none"> • Feasibility study and Business Plan indicates substantial inter-regional trade flow along the Project's proposed routes. • Historical demand coupled with infrastructural inadequacies and challenges
Partnership with experienced Technical Partners	<ul style="list-style-type: none"> • Technical partner with international experience in Maritime services to provide technical / managerial guidance to ensure adoption of international best practice in the operation of the Shipping line.

Regional Sealink Project

2.0 Value Proposition ...Cont'd

Tentative Routing Strategy - Three Major Market Segments:

- **Segment 1:**
Freetown-Conakry-Bissau-Banjul-Dakar
Combined freight and passenger cabotage
- **Segment 2:**
Cotonou-Calabar-Douala-Libreville
Combined freight and passenger cabotage
- **Segment 3:**
Libreville – Dakar
Freight Only - Docking at major ports in along the route



Regional Sealink Project

2.0 Value Proposition



Regional Sealink Project

3.0 Project Implementation Update

A Special Purpose Vehicle (SPV) as a promotional company incorporated as Sealink Promotional Company Ltd (SPCL) with sponsors – FEWACCI, Transimex S. A. and NEXIM as sponsors with nominal shareholding.

SPCL promotional mandate is to:

- Raise money for the promotional activities of the project
- Identify and Select Initial Investors / Country Location
- Incorporate and Raise Funds for Transnational Maritime Shipping Company (TMSC)
- Identify and Select Management Team
- Identify and Select Technical Partners
- Identify and Select Best Financing Scheme
- Initiate Acquisition of Vessels
- Design Procedures for Good Corporate Governance

Regional Sealink Project

3.0 Project Implementation Update... Cont'd

Other operational activities of the SPCL are to:

- Negotiate with Government Agencies and Port Authorities
- Modify and Update Business Plan based on additional information and technical suggestions
- Modify and Update Technical Report based on:
 - ✓ Planned regional improvement of the ports,
 - ✓ Needs related to setting up the loading procedures,
 - ✓ Interaction between uniformed services such as customs, immigration and police

The funding of the SPV is distinct from funding of the TMSC

The estimated funding requirements of the SPV is US\$1.7m

Regional Sealink Project



RC 992642



CORPORATE AFFAIRS COMMISSION
FEDERAL REPUBLIC OF NIGERIA

Certificate of Incorporation

I hereby certify that


SEALINK PROMOTIONAL COMPANY LIMITED

*is this day incorporated under the COMPANIES AND ALLIED MATTERS
ACT 1990 and that the Company is Limited By Shares.*

*Given under my hand at Abuja this Tenth day of November,
2011*

472795




BELLO MAHMUD

Registrar - General

Regional Sealink Project

Special Purpose Vehicle – Funding Arrangement / Support

Source	Amount Committed	Additional Funding Needs	Total
NEXIM	US\$ \$376,287		US\$ 376,287
FEWACCI & Central Africa Chambers	US\$ 200,000		US\$ 200,000
Sponsors / Development Partners	US\$ 603,700	US\$ 593,790	US\$ 1,197,490
Total	US\$ 1,179,987	US\$ 593,790	US \$ 1,773,777

Regional Sealink Project

3.0 Project Implementation Update... Cont'd

Upon the formation of TMSC, SPCL as founder would be dissolved / absorbed.

The Management of TMSC would be essentially private sector driven.

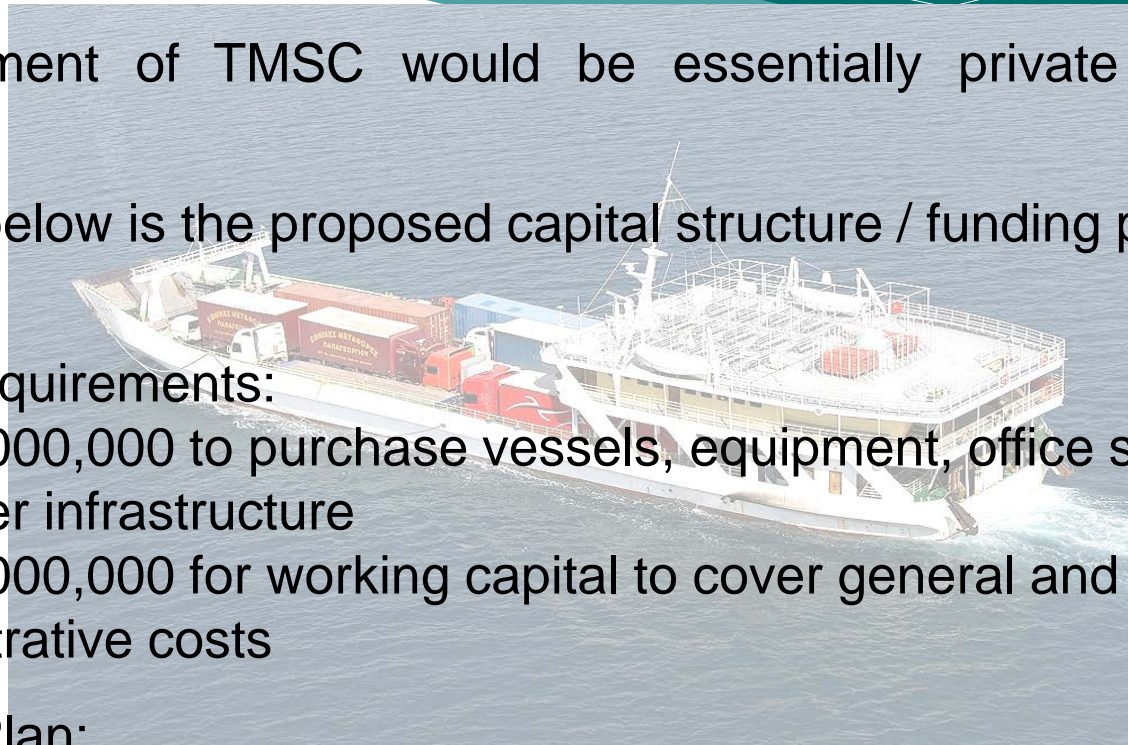
Summarised below is the proposed capital structure / funding plan of TMSC

1) Funding Requirements:

- US\$36,000,000 to purchase vessels, equipment, office space and other infrastructure
- US\$24,000,000 for working capital to cover general and administrative costs

2) Financing Plan:

- Equity US\$36,000,000
- Debt Financing US\$24,000,000



4.0 Invitation to Participate / Support

The objectives of this presentation are;

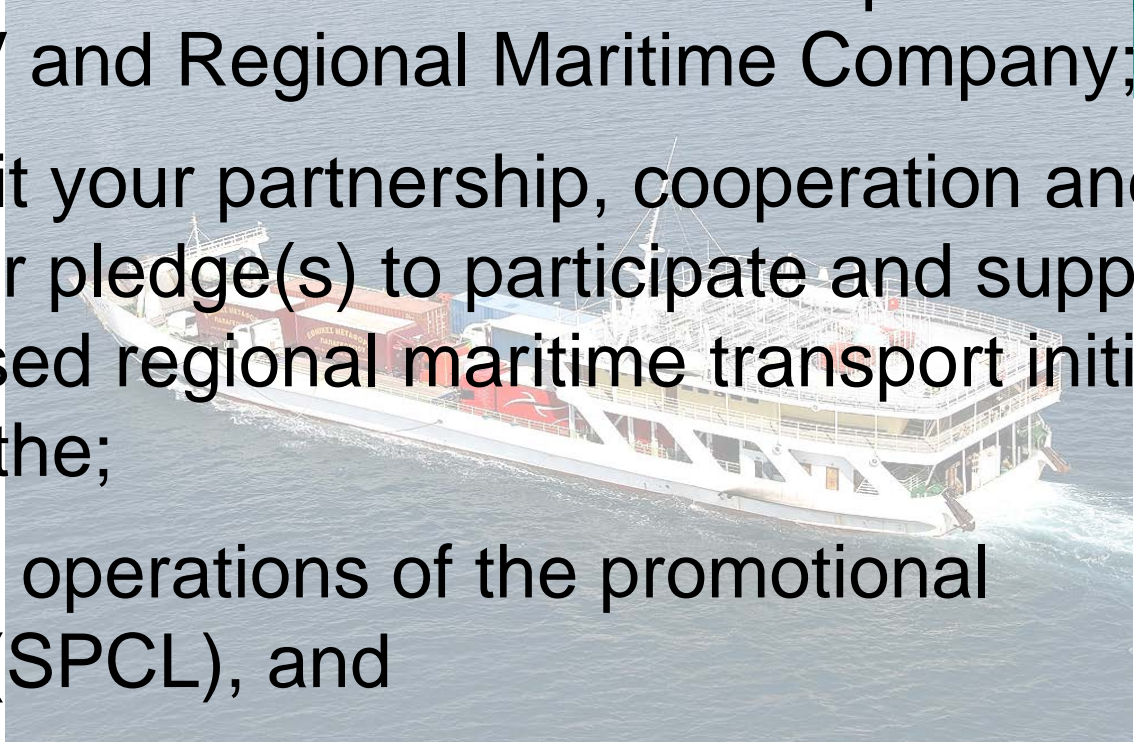
1) To inform / update this Conference on this initiatives and unfolding developments thus far

- Issuing House, Marketing and Legal Consultants being short listed
- Investors' Forum being scheduled, etc
- Investment Capital / Expressions of interest being received



Regional Sealink Project

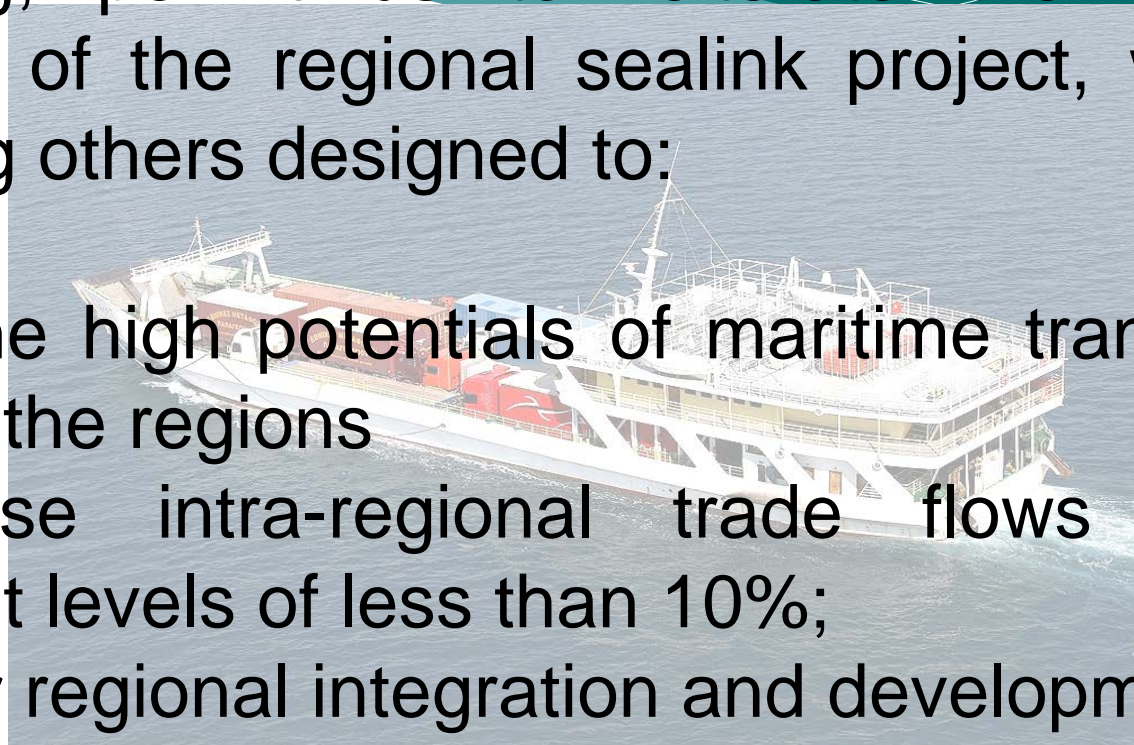
4.0 Invitation to Participate / Support...Cont'd

- 
- 2) Invite / Solicit for investment and partnership in the SPV and Regional Maritime Company;
 - 3) To solicit your partnership, cooperation and obtain your pledge(s) to participate and support the proposed regional maritime transport initiative to ensure the;
 - Effective operations of the promotional company (SPCL), and
 - Realisation of the proposed sealink project

5.0 Concluding Remarks

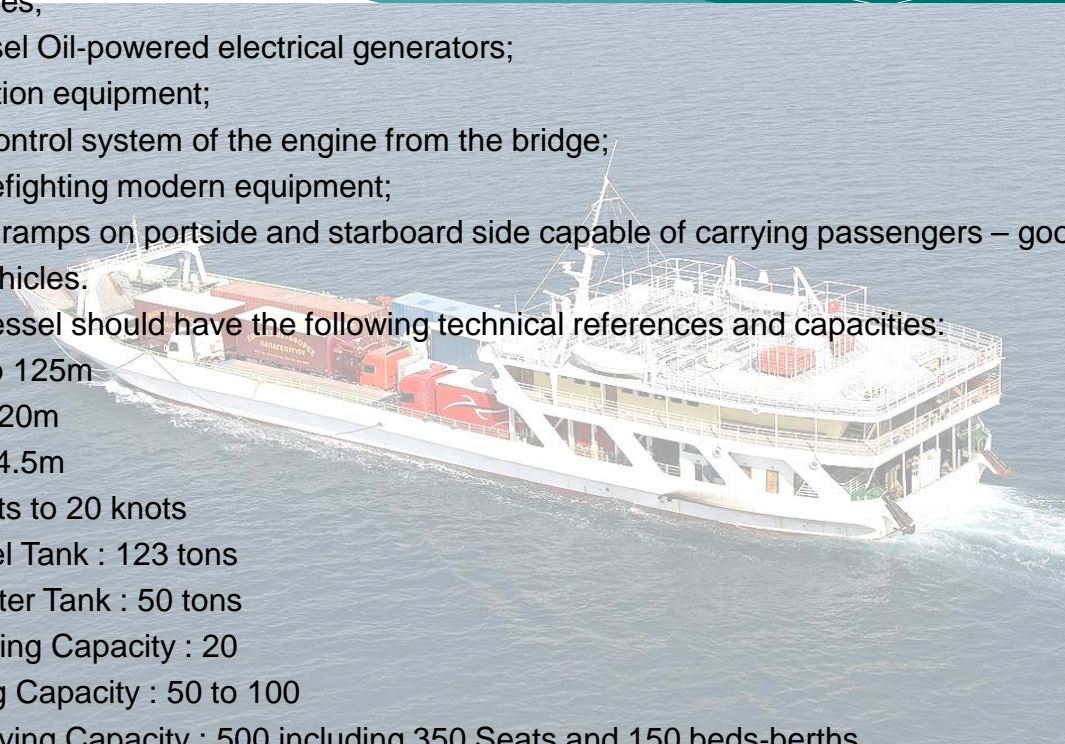
In closing, permit us to reiterate the broad objectives of the regional sealink project, which are among others designed to:

- Tap the high potentials of maritime transport within the regions
- Increase intra-regional trade flows from current levels of less than 10%;
- Foster regional integration and development



The vessel to acquire is a RORO (73/15) type vessel for cargo-passenger transport equipped with:

- * Four (04) bow thrusters;
- * Four (04) engines;
- * Three (03) Diesel Oil-powered electrical generators;
- * Modern navigation equipment;
- * An automatic control system of the engine from the bridge;
- * Rescue and firefighting modern equipment;
- * And two lateral ramps on portside and starboard side capable of carrying passengers – goods – containers – vehicles.
- * The targeted vessel should have the following technical references and capacities:
- * Length : 70m to 125m
- * Width : 15m to 20m
- * Draft : 2.5m to 4.5m
- * Speed : 15 knots to 20 knots
- * Capacity of Fuel Tank : 123 tons
- * Capacity of Water Tank : 50 tons
- * Container carrying Capacity : 20
- * Vehicle carrying Capacity : 50 to 100
- * Passenger carrying Capacity : 500 including 350 Seats and 150 beds-berths
- * Commodities carrying Capacity : 500 to 1000 tons
- * 1 full Bar (Kitchen & service)



Regional Sealink Project



Thank You for
your kind attention and
the privilege to present the
Regional Sealink Project
www.regionalsealink.com
info@regionalsealink.com
tidiane_traore@yahoo.com