



Internationalization Workshop

Algeciras Port: a key hub for connectivity with Southeast Asian countries

Thursday, March 27th, 2025



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12:15 h.

Reception and attendee registration

12:30 h.

Institutional opening

- Ms. Helen Pietersen, Manager of the International Trade Department, Madrid Chamber of Commerce
- Mr. Gerardo Landaluce Calleja, President of the Port of Algeciras Bay Authority
- Mr. Tomás González, President of ASEMPEA
- Mr. Fernando Ferrero, Director of Economy Internationalization, Andalucía Trade



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12:45 h.

Part 1: Connectivity and international trade

- Mr. Nicolas A. Martinez, Business Development Manager, Port of Algeciras Bay Authority
- Ms. María Lara, Representative, Andalucía Trade

Topics:

- Algeciras Port and its strategic positioning as a global logistics hub
- Connectivity and maritime alliances: how they facilitate trade with Southeast Asia
- Port community: key synergies to optimize supply chains
- Trade flows: Main markets and trends with ASEAN countries



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13:10 h.

Part 2: Institutional perspective, cooperation, and investment attraction

- Mr. Tomás González, President of ASEMPEA
- Ms. Althea Karen Antonio, Trade Counselor, Philippine Trade and Investment Center, Philippine Embassy
- Mr. Prabhata Ganendra, Commercial Attaché, Embassy of the Republic of Indonesia to Spain in Madrid
- (TBD) Representative, Embassy of Malaysia-Matrade

Topics:

- ASEMPEA: Current landscape of business opportunities in Southeast Asia
- Short- and medium-term forecasts: Growth, key sectors, and challenges
- Cooperation strategies: How the Port of Algeciras Bay, Andalucía TRADE, and ASEMPEA can collaborate to drive business expansion
- Trade offices and embassies: tools to facilitate investment and trade
- Trade flows: challenges and opportunities in relations with Southeast Asia
- Medium-term vision: projections and strategies to strengthen collaboration between the Port of Algeciras Bay and these markets



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Part 3: Business vision and growth in Asian markets

- Mr. Jordi Espin, Transprime, Secretary General & European Shippers' Council, Strategic Relations Manager
- Ms. Meritxell Souto, Ashton Cargo Director

Topics:

- Shippers, logistics operators, and key associations: Industry expectations and trends
- Market expansion: key factors for growth in Asia
- Challenges and needs: barriers companies face and how to overcome them



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13:50 h.

Q&A

14:00 h.

Networking cocktail



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Important note:

The session will be conducted in English. No translation services will be available.

With the special participation of:



Strategic partners:

