

Abstract

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An assessment of ion criteria of Hub ports in Mediterranean region from the liner shipping perspective

Globalization of world economy, containerization, privatization of port industry and the substantial economic growth in the Mediterranean have significantly affected the ion criteria of hub ports in the Mediterranean region. The Mediterranean area is now a growing market that can offer and absorb containers and commodities. The shipping lines criteria for ion hub ports in the Mediterranean transshipment container market create competitive port market that attracts the global carriers. Such criteria depend on different factors such as the geographical location, the availability of infra/superstructure, the level of port performance and others. The researcher in this paper emphasizes the assessment of ion criteria of Hub ports in the Mediterranean region from the liner shipping perspective in order to discuss the conceptual meaning of port competitiveness and port attractiveness from different port users' perspectives. The researcher also focuses on assessment of the criteria which create competition between ports in the Mediterranean transshipment container market that attracts the global carriers such criteria focus on different factors such as ports' location, accessibility, throughput, capacity, market structure and ports' infra /superstructure. In order to explain such concepts, a case study for the competitive advantage of the Suez Canal Container Terminal (SCCT) is provided. The conclusion illustrates that there is a struggle between different ports to be able to complete and attract more customers. Key words: Hub port, port competition, shipping lines, market share, location, throughput