

Euroferries Express Ltd
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For immediate use

New ferry link puts Boulogne back in limelight

BOULOGNE'S new ferry link with Kent signals the town's comeback after years in the shadow of Calais.

Per Staehr, Shareholder and Board Adviser said "We are pleased that we will be well placed to reactivate France/UK service utilising the recently commissioned Nova Star RoPax and further look forward to making additional announcements regarding the introduction to the Channel of our High Speed vessel plans."

The President and CEO, Mark Amundsen of Nova Star Cruises Ltd welcomes the vessel deployment, for which there has been strong interest, and we are pleased to have reached agreement with Euroferries Express Ltd and look forward to working closely with them.

Civic chiefs in Boulogne expect an overdue renaissance of a town for centuries loved by the British but side-lined for nearly 10 years by massive investment in its northern rival.

The important day visitor as foot passenger, car user or the traditional coach visitors all now use Calais and head south to Boulogne. Coaches still make the trip but nowhere near as many as when there was a direct link and for foot passenger this destination has long gone.

The specialist shops and restaurants that are part of the charm of Boulogne and so attractive to Kentish visitors remain ready to receive this traditional visitor.

New shops will be opened in the terminal; the new 4km dual carriageway already links Gare Maritime with the national motorway to Paris and north Belgium.

The completion of the 9m Euro Port project makes the London-Dover-Boulogne-Paris journey quicker than going via Calais. In a few years' time, the port redevelopment scheme with hotel, casino and shops is set to forge closer links between town centre and port.

The President of Boulogne Chamber expects 3.5 million passengers a year to use the new service and terminal.

"For Boulogne people, the link was psychological and economic. The announcement about the link, will have people of Boulogne smiling again."

He accepts that some 80 per cent of passengers will be British. "Our challenge is to increase the number of French people going to Kent," he said. He is keen to promote social and educational links between Boulogne and Kent, especially Ramsgate and Canterbury.

Boulogne has held a place in the affections of Kentish people for many years. While they may go to Calais and Cite Europe for Tesco and Auchan, the new terminal shops will be very convenient, and the Francophile with love of fine French cheeses, fine old architecture and character gravitate to Boulogne to experience the excellent selection of restaurants.

This message for Kent: "Come to Boulogne, the new link will reinforce the links between Kent and the Cote d'Opale".

"Boulogne is back, but we want to be back in a new condition and with new policies. And more opportunities for business people to work together."

Boulogne's new hub port

Massive re-development has taking place at the port of Boulogne, with a new ferry terminal now completed.

The ferry berth at the new terminal, named the Hub Port, is prepared for Euroferries Express NOVA STAR, due to use for the first time this autumn to Ramsgate with its commercial port adjacent to the Marina and Victorian seaside town; ready to meet demand for increased passenger and freight in the SE.

The 2,400 tonne link-span took three days to be brought from Rotterdam, where it was constructed, to Boulogne. Costing Euro10.5 millions, it can move vertically and horizontally to ensure correct alignment for the proposed Nova Star service at all states of the tide.

New facilities have been provided for British and French border controls, as well as all the other accommodation required in support of a modern port terminal.

Boulogne is also France's number one fishing port with hundreds of lorries arriving and leaving every day.

The cargo terminal is busy, Boulogne looks set to make the most of the improving economic situation, and shall be the hub and spoke for Euroferries Express, in particular the coaches routing to destinations throughout Europe.

As part of the introduction of the Euroferries Express service it will shortly, announce its loyalty card, a VISA enable pre-paid card sourced through its Partner, Incendia Group Ltd, that will recognise its frequent travellers and provide promotions relating to its previously notified Express Coach service to London and those of its Partners.

No further statement or comments will be made at this time in view of the strict non-disclosure obligations on the contracting parties.

Notes to editors:

- i. Please feel free to use this link which shows the Nova Star vessel - built by ST Marine of Singapore at a cost of more than \$165M for use on the Channel. A dream vessel of which everyone will be proud.

<https://www.dropbox.com/sh/icjg58h4hxq2exi/AAC2U43SF2HmiwyYXTd0gke8a/NSC%20Press%20Kit?dl=0&preview=NSCBROLL.mov>

ii. Please contact for further high res images.

iii. A statement from Adrian Gillan (Director).

This is a marvellous opportunity to implement the Ramsgate to Boulogne Ferry Bridge.

By providing this ferry service we can meet the shared vision of all stakeholders be they government; residents; tourism; retail; hotel/hospitality industry or general businesses of Isle of Thanet and Kent region. This ferry route will work in tandem with the recently completed transport links that include the M2 /Thanet Way extension and much improved High Speed train service into London. Our planning has always recognised the importance of the ferry bridge becoming part of an integrated transport system and at the same time acknowledging the tremendous benefit arising from the proximity to Manston Airport.

We have always recognised in our planning the proximity of Manston Airport's future development as an international airport alongside a thriving port, with excellent road and rail links throughout the UK via London. Alternatively by way of Ramsgate port to unfettered routes throughout Europe. This seamless link of transport opportunities should be attractive to commuters, tourists and contribute materially to the prosperity of Kent. Of course, Manston Airport as a viable Business Park will contribute to the prosperity of Kent remains within the plans of TDC and we await their decisions as to how they are to proceed.

There is no doubt that with the port beginning its life again, Ramsgate and Thanet can re-establish a long ago service to the continent, alongside Manston in whatever form it takes.

The company, its shareholders and Partners have expended significant resources in the planning and delivery of this service planned to commence this November and we very much value and appreciate the commitment and support provide to us from business interests to enable this vision to become reality.

Adrian Gillan

Director

For more information on Euroferries Express Ltd please contact Lynn on 01342 324513 or email: lynn@goodcompanypublicity.co.uk