



TRIVANDRUM CHAMBER OF COMMERCE AND INDUSTRY

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Ref: 057/TCCI-Tvm Port/2023

06th June 2023

Sri Ahmed Devarkovil,
Minister for Ports,
Kerala

Dear Minister,

Sub: -Appropriate Branding for Seaport in the Capital-reg

People of Thiruvananthapuram are grateful for your hands-on involvement in expediting the construction of the Seaport in Thiruvananthapuram, showcasing the Government of Kerala's dedication to timely progress and successful completion.

We understand that the Government has decided to Brand the Port as **Vizhinjam International Seaport**. It is only fitting that the State Government's dream Project is known by the name of the place/City it belongs to.

The practice of associating Seaports with the names of their respective Cities holds substantial advantages, as evidenced by renowned Ports worldwide that bear such nomenclatures - Port of Shanghai, Hong Kong, Singapore, Colombo, Jebel Ali, Salalah, Los Angeles, Cochin, Mumbai, Chennai, etc.

Strategic benefits of naming the Port aligning with the City

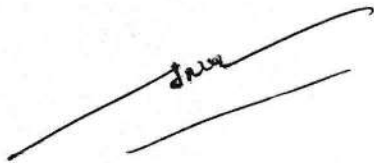
1. Naming the Seaport after the City establishes a clear geographical connection, making it easier for International Trade Partners and Shipping Companies to identify and locate the Port, facilitating efficient logistics and transportation networks.
2. A Seaport named after the City becomes a point of reference, a gateway to the Region's resources, industries, and unique offerings, acting as a catalyst for collaboration and partnerships with other coastal Cities, fostering mutual development and cooperation.
3. The name association between the Seaport and the City creates a strong Brand recognition that can attract increased tourism, investment and business opportunities, driving local economic growth and prosperity.

4. Name of the City proves more advantageous than investing significant financial resources into separate advertising and brand-building endeavors.
5. Naming a Seaport after the City it represents serves as a powerful symbol of identity and pride, honoring the historical, cultural, and economic significance of the City's Maritime heritage.

Considering this, we request you to kindly rename/rebrand the Port after Thiruvananthapuram (Trivandrum), to enhance its global recognition.

Thanking you

Yours sincerely,
For TCCI



S N Raghuchandran Nair
President



Abraham Thomas (Joji)
Secretary