

## JJA, a specialist in house & garden furnishings, has chosen HAROPA PORT | LE HAVRE for its new logistics platform



The official opening  
on 8 July last

of the biggest no-presale logistics platform  
ever built in France

Left to right: Romain Peyronie – CEO, PRD, Stéphane Raison – CEO, HAROPA PORT, Edouard Philippe – Mayor of the Le Havre and Chairman of the Le Havre urban district authority, Jacques-Olivier Abiteboul – CEO, JJA Group, Serge Fautré – CEO, AG Real Estate, Baptiste Maurand – Deputy CEO, HAROPA PORT

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►► **The site as a whole has been operated since 1 July by JJA**, a company with expertise in branded French industrial logistics, specialising in furnishings and decorative products for house and garden. Ultimately, JJA plans to employ a workforce of more than 250.

►► **As a major importer**, JJA is expecting the first containers to arrive at its warehouse during August. Handling 50,000 TEU every year by 2025, JJA will be one of the biggest contributors to the Port of Le Havre.

### A logistics platform with impressive specifications

Launched with no presales or prospective tenants by AG Real Estate with an investment of €65 million, the construction site managed by property development firm PRD took 16 months. This is the biggest logistics warehouse ever built in Le Havre.

► An area of **92,000 sq. m.** - equivalent to 13 football pitches

► Warehousing capacity: **1 million cubic metres** or 110,000 pallets

### The advantages of operating on Le Havre port land

- **A responsive container supply chain:** flexible port container handling, faster goods processing, lower costs for parking and holding full/empty containers
- **An exceptional maritime service offering** for imports and exports, HAROPA PORT being among the world's Top 20 best-connected ports
- **An ideal location inside Normandy Bridge Logistics Park 3** right next to the multimodal terminal and all motorway connections

"What we are seeing today is a key step forward in the development of the new HAROPA PORT, France's leading logistics hub. JJA's arrival in the Port of Le Havre comes as confirmation of the interest taken by the major shippers in logistics activity deployed along the entire Seine Axis, and is a response to our determination to develop logistics facilities on land held by our ports. The objective central to our strategy is clear: to be identified internationally as one of the main natural gateways to France and Europe."

Stéphane Raison, CEO, HAROPA PORT

"Few warehouses of this size are constructed on a no-presale basis, without tenants. We have taken advantage of this opportunity, building an application that went through in less than two months. The first containers of garden furniture should be arriving from Asia on 16 August, carried by the French group CMA CGM, our historical partner. Using this new facility, we want to develop our logistics business and hope to move up from 50,000 to 100,000 containers a year over the next three years, approximately 80% of which will go through Le Havre and soon account for 30% of our export activity. Another key benefit of choosing Le Havre: the possibilities offered by its connection to the Seine, which could lead to significant river transport options in the years to come."

Jacques-Olivier Abiteboul, Chairman, JJA Group

HAROPA PORT contact:

Virginie Allili

[virginie.allili@haropaport.com](mailto:virginie.allili@haropaport.com)

+33 6 30 94 88 80



JJA contact:

Antoine Rochette

[antoine.rochette@jja-sa.com](mailto:antoine.rochette@jja-sa.com)

