AAPA LIGHTHOUSE AWARDS
Illuminating Excellence in the Port Industry



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2026 AAPA Lighthouse Award Nomination for Public Relations/Communications
Excellence in Community/Educational Outreach - Small Port

"High-Tech Machinery Exports in Albany, NY Reach Six-Year High VIDEO**"**

PORT OF ALBANY

Executive Summary

The Port of Albany – Rensselaer, NY proudly submits its video, High-Tech Machinery Exports in Albany, NY Reach Six-Year High, for consideration in the AAPA Lighthouse Awards. The video showcases how strategic infrastructure investment, regional manufacturing growth, and maritime logistics capabilities have enabled the Port to facilitate a six-year high in advanced machinery exports while supporting workforce development, renewable energy supply chains, and international trade.

Through compelling visual storytelling, the video demonstrates the Port's role as a critical logistics hub connecting Capital Region manufacturers to global markets and illustrates how public port investments generate measurable economic benefits throughout the region. This video has been shared on the Port of Albany-Rensselaer website (Port Operations & Facilities | portofalbany) on the Port's terminal operator's website (Logistec Terminals) and on the production company's website while the main unveiling was at the Port of Albany, NY Maritime Summit on May 19th to a crowd of 200 people.

The video can be viewed here https://vimeo.com/1184104232/e9381a5df6

Section 1: Background, Purpose and Goals

The Port of Albany serves as a major inland deepwater port connecting New York's Capital Region to global markets. Over the last several years, the Port has undertaken a deliberate strategy of infrastructure modernization designed to strengthen supply chain capabilities and accommodate increasingly complex cargo movements.



The purpose of the video is to communicate how these investments have translated into measurable economic outcomes. Specifically, the video highlights a dramatic increase in high-tech machinery exports moving through the Port, demonstrates the Port's importance to regional manufacturers, and educates stakeholders about the value of maritime infrastructure investments. This also seeks to enlighten the audience on the interconnectedness of the overall economic ecosystem and the value of investments to enable beneficial business development and exports.

The primary goal is to increase public understanding of the Port's role in economic development while showcasing how public port infrastructure supports manufacturing, exports, job creation, and international commerce. The intended audience is wide, including community residents, businesses, Port tenants, regional elected officials, those making investments and future customers as well.

Section 2: Implementation & Resources

The video combines operational footage, cargo handling activities, export statistics, economic development reporting, and regional business context to tell a comprehensive story about export growth through the Port of Albany.

The production features oversized generators, wind energy components, heavy-lift cargo operations, rail connections, truck transportation, terminal infrastructure, and vessel loading activities. By documenting real cargo movements and export operations, the video provides viewers with a firsthand look at the complexity and scale of modern maritime logistics.



The Albany area's regional economic development organization development a press kit to highlight the rise in export activity in the Capital Region. The Center for Economic Growth (CEG) highlighted that there has been a significant economic boom in New York's Capital Region, reporting that the Port of Albany exports of high-tech machinery soared to a six-year high of $134.3 million in 2025. Driven largely by over $170 million in local investments from energy giant GE Vernova, the region experienced a 135.4% inflation-adjusted spike in annual exports compared to the previous year. This manufacturing surge established Saudi Arabia as the top destination for Albany's shipments—primarily for electric generating sets and motor parts—followed closely by Australia, South Korea, and Brazil. Beyond expanding global trade footprint, these supply chain and facility upgrades directly bolstered the local workforce, creating hundreds of new positions and driving Schenectady County's machinery manufacturing employment to its highest level since early 2019.

The video developed seeks to double down in sharing this invigorating data by depicting the activity in a video which in modern snapshot data consumption can be more easily consumed and shared.

Supporting resources include economic data, export statistics, regional manufacturing investment information, and footage gathered throughout Port operations. By sharing this video broadly, including on social media, website platforms and in real time thought leadership events, like the Port's Maritime Summit, it extends the implementation of the messaging widely.



Section 3: Innovation & Relevance

The video's innovation lies in its ability to translate a highly technical logistics and trade story into an accessible and engaging public communication product. It celebrates not only the unique and awe-inspiring transportation activities at the Port of Albany – but also the manufacturing capabilities and production output that is occurring in the Albany, NY region. With safety and security measures in place it is very unusual to be able to have an up-close view of the regionally manufactured goods and the transportation activity of these mega pieces. Further, shining a line on awareness that this MADE in the U.S.A. cargo is being exported outside of the United States, bringing economic prosperity to the region while bringing energy wherewithal to international destinations is very special. The BIG LIFT capabilities at the Port of Albany are specialty maritime commerce activities that do not occur at all Ports.



A Schenectady manufacturing employee inspects a generator. Courtesy GE Vernova

Rather than focusing solely on statistics, the production visually demonstrates how infrastructure investments create economic opportunity. The video links maritime transportation, advanced manufacturing, renewable energy production, workforce development, and global commerce into a single narrative that is understandable to a broad audience.



The subject matter is highly relevant to contemporary maritime industry priorities, including supply chain resiliency, domestic manufacturing growth, energy sector development, and export competitiveness.



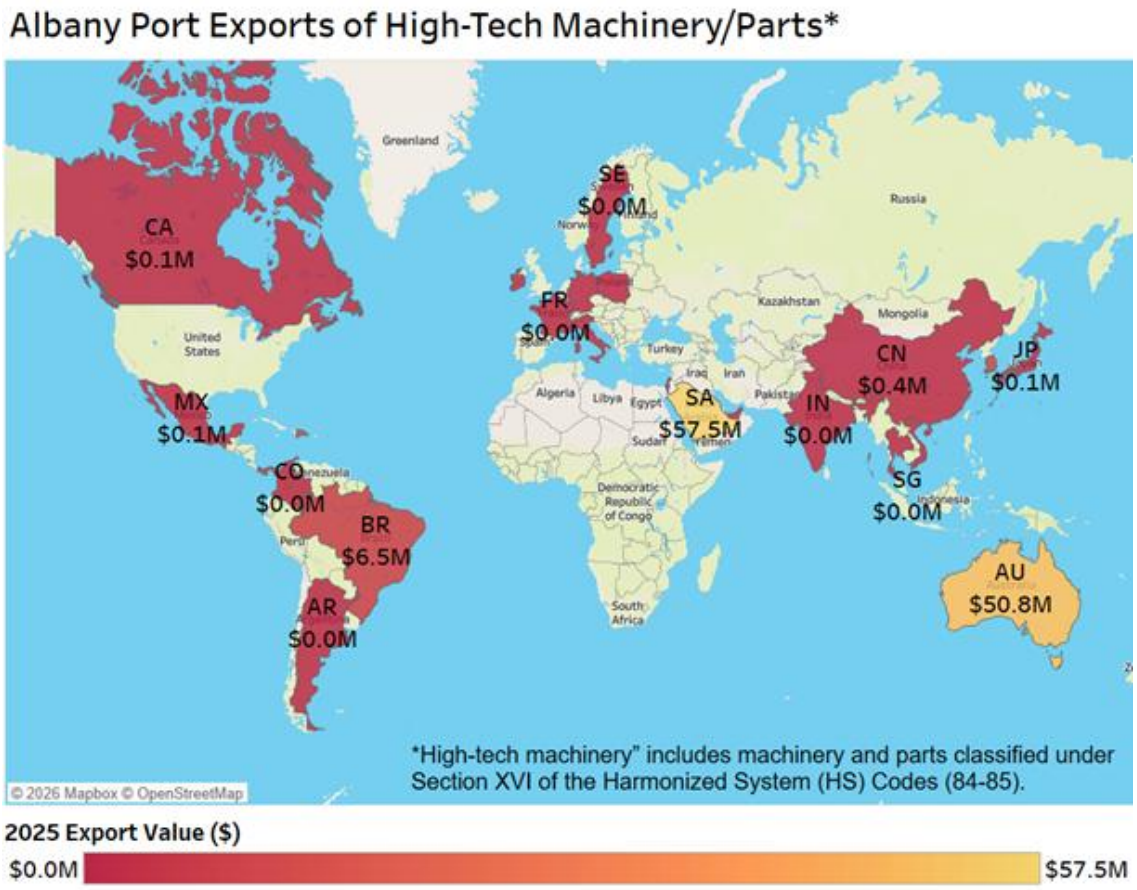
Section 4: Results, Evidence & Impact

The video documents significant economic outcomes, including a 135 percent increase in high-tech machinery exports and the highest export levels recorded in six years.

It showcases more than 200 pieces of onshore wind energy equipment moving through the Port, including hubs, drive trains, and machine heads manufactured in the Capital Region and destined for international markets.

The video also demonstrates the impact of GE Vernova's investments in regional manufacturing operations and illustrates how Port infrastructure supports major international contracts and long-term industrial growth. The results of showcasing this information in a video format expands the reach of the positive message available related to economic activity and the pivotal Port role in the New York economy.

The Port now expects to secure additional contracts of more regionally manufactured “big lift” cargo like what is highlighted in the video, over the next four to six years. In fact, it has been described as 2-3x the amount of cargo to move, in terms of orders of magnitude of future activity planned. This means more work at the Port and in the regional manufacturing. This also means an excellent return on investment in the necessary maritime infrastructure that has been developed at the Port to serve this work.



The production also highlights the Port's role in facilitating exports to destinations including Australia, Saudi Arabia, South Korea, and Brazil while supporting regional manufacturers and strengthening global trade connections.

Section 5: Integration, Adaptability & Scalability

The Port of Albany's export growth story demonstrates successful integration between public infrastructure, private manufacturing investment, transportation networks, and international trade.

Over the past six years, investments in rail enhancements, roadway improvements, wharf reconstruction, terminal upgrades, warehouse construction, and maritime facility rehabilitation have expanded the Port's ability to handle oversized and high-value cargo.



The video illustrates how these investments have created a scalable logistics platform capable of supporting emerging industries such as renewable energy while remaining adaptable to changing market demands and global trade opportunities. The Port highlighted these facts at the Spring Maritime Summit that drew close to 200 attendees with business leaders, elected officials, tenants and Port partners in attendance.

Section 6: Stakeholder Engagement & Collaboration

The story featured in the video is the result of collaboration among numerous stakeholders, including the Port of Albany, regional manufacturers, labor organizations, transportation providers, vessel operators, economic development agencies, and public-sector funding partners. The video highlights how cooperation among these stakeholders has strengthened the regional economy and enabled significant export growth. It also demonstrates the Port's role as a connector between local industry and international markets, supporting longshore labor, trucking operations, security services, welding contractors, and numerous related businesses throughout the Capital Region.



Showcasing the video at the Port's Maritime Summit where a broad audience of industry related experts and partners, enabled more awareness and excitement related to the results and possibilities at the Port.

Section 7: Conclusion

The “High-Tech Machinery Exports in Albany, NY Reach Six-Year High” video exemplifies excellence in maritime communications by effectively illustrating the relationship between infrastructure investment, manufacturing growth, workforce development, and global trade. The accessibility and vitality of video format redoubles the value and excitement of what is taking place at the Port of Albany and with regional manufacturers.

Through powerful visuals, compelling storytelling, and clear economic context, the video demonstrates how the Port of Albany serves as a catalyst for regional prosperity and international commerce.

By making a complex trade and logistics story accessible to stakeholders, policymakers, businesses, and the public, the production highlights the essential role public ports play in strengthening supply chains, supporting American manufacturing, advancing renewable energy development, and expanding U.S. exports.

This video embodies the spirit of the AAPA Lighthouse Awards and the Port of Albany is proud to nominate this for recognition in Communications Excellence.