Adolfo Utor is the President and main shareholder of Baleària. Spain’s leading shipping company in the transport of passengers and cargo between the Balearic Islands and the Spanish Peninsula (through the ports of Barcelona, Valencia and Denia). Baleària are one of the largest operators in the Strait of Gibraltar connecting Ceuta, Melilla and the Canary Islands with the ports of the Peninsula.

Internationally, Baleària have an ambitious expansion plan, with operations extending to Morocco, Algeria, US and the Caribbean.

Utor always linked to the shipping industry, also chairs the Commission of Regular Lines of ANAVE (association of which he was president from 2008 to 2011) and is a member of the Board of Directors of the Valencia Association of Employers (AVE), among other high-profile positions. He is also the Academic Director of the Chair of Business Culture of the University-University Business Foundation (AEOC) of the University of Valencia.

What are the key factors of your success?

It is, without a doubt, our own and distinct culture. A culture based on innovation, on people, on values, and on the continuous commitment to adapt to change. We consider customers dynamic, responsible with corporate citizenship, with obligations and rights, that defend inclusion, the environment and sustainable growth. We know and work so that all our efforts respond harmoniously to our stakeholders, customers, workers, suppliers, shareholders and the society of which we are a part.

Our success is a result of our own convictions, in the clarity with which we approach our transcontinental mission each day, and our ability to adapt to change by being innovative.

What are your main objectives for Baleària?

Baleària has two main objectives, firstly, to respond to our stakeholders’ expectations by ensuring competitiveness, secondly, to fulfill our transatlantic mission in a sustainable way, under territories by sea and facilitate fair trade, the mobility of people, goods, knowledge and culture, and thereby contribute to the progress and welfare of citizens of the territories in which we operate. Therefore, our objectives are to deploy a fleet that is increasingly eco-efficient and to provide excellent services to our customers, generating resources to continue doing what we like the most, building ships and opening new lines.

We are one of the pioneering shipping companies worldwide in the use of liquefied Natural Gas (LNG), applied to maritime transport.

What new markets do you plan to explore in the next 5 years?

We currently operate in five countries (Spain, Morocco, Algeria, USA and the Bahamas) and we all have an interest in expanding our services. Between the United States and the Bahamas, for example, we operate with the island of Grand Bahama, but we are studying adding new connections with other Bahamian islands. We are also assessing different projects in the Caribbean region, Puerto Rico and the Dominican Republic.

We are also interested in being able to expand services in Europe with new ports in Northern Africa. We are also focusing on the ‘maritime wave’ promoted by the European institutions, a space of growth with a lot of projections.