



الأكاديمية العربية للعلوم والنقل البحري

Arab Academy for Science, Technology & Maritime Transport

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A Sustainable Development Perspective for Mega Projects

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Presentation Title: **CLOUD COMMUNITY IN E-CLUSTERS:
TOWARDS SUSTAINABLE LOGISTICS
CLUSTERS**

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● Clusters?

● Industrial clusters

● Why clusters in the first place

● Logistics clusters

● E-Clusters

● Challenges & Opportunities

● Cloud community in E-Clusters



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Industry Clusters .. What are they?



Industry clusters are groups of similar and related firms in a defined geographic area that share common markets, technologies, worker skill needs, and which are often linked by buyer-seller relationships.

Industrial Clusters



But .. Why cluster in the first place?



Why cluster?

- Trust
- Tacit knowledge exchange
- Collaboration
- Research and education
- Supply base/ customer base



Logistics Clusters



This is a particular type of cluster – a cluster of firms with logistics-intensive operations. This includes mainly three types of companies:

- logistics services providers
- companies with logistics-intensive operations
- the logistics operations of industrial firms.

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Examples of Logistics Clusters



Advantages of logistics clusters

- Operational advantages
- Value-added activities
- Jobs creation
- Economic impact



E-Clusters

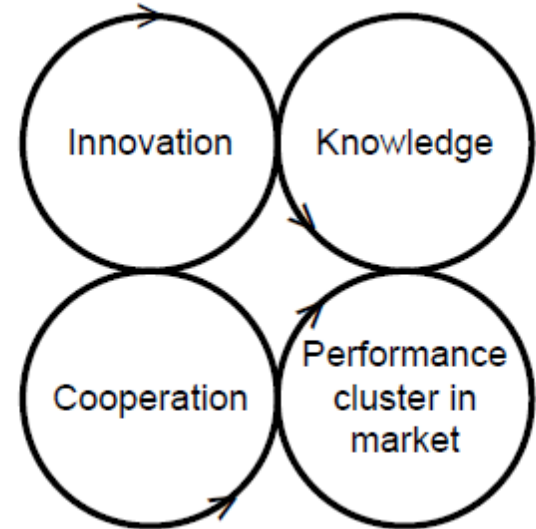
E-Clusters are defined as “digital enterprise communities enabled by one or more intermediaries and based on a new type of electronically enabled inter-organizational system”. The e-clusters use information and communication technologies as a digital platform for cooperation



Key Drivers

● **Innovation**

● **Organizational Knowledge**



Challenges within current systems

- Legacy systems
- Lack of synchronization
- Connectivity problems
- High costs
- Monitoring & tracking



But .. There are some opportunities

- Current ICT advancements
- Ubiquitous computing
- Auto-ID technology
- Wireless communication





Cloud Community in E-Clusters

- Electronic logistics platform
- Community cloud
- OPEX instead of CAPEX
- Pay as you go
- Logistics as a service
- Process optimization



Examples



logistics mall



LOGICAL

transnational logistics improvement through cloud computing
and innovative cooperative business models

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