



The International Maritime Transport and logistics Conference
Towards Global Competitiveness in Maritime Industry



"INVESTING IN PORTS"
The Trends, The Future



Digital Revolution and Open Data in Maritime Business

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1- Digitalization Storm on the way for Maritime Industry

Maritime Industry is faced with the perfect storm in the next few years.

Many will conclude that, it is all the fault of “Global Economic Risks”, but in fact it is actually nothing to do with it.

The perfect storm which confronting the maritime industry, and will disrupt all elements of the maritime business is “Digital Transformation”.

Follow the maritime press or listen to the various presentations on smart shipping.

“You can't miss the calls for maritime business to change its business model”



2-Adapt or Sink

Despite the technological advances over the past years, the maritime Industry remains rather relatively backwards in the adaptation and adoption of digitalization.

In recent years, Maritime Industry seems to have woken up to the idea of 'adapt or sink' and already moved in this direction.

Digital capabilities such as e-business platforms can improve traditional maritime business experiences.

Additional advances in automation, big data and analytics, and the Internet of Things create additional opportunities for substantial gains along the entire maritime industry value chain.



The direction ahead has been more or less been mapped, but many details still need to be determined.

Calls for the industry to embrace technology are being heeded aimed at eliminating the need for printed documents such as the Bill of lading.

"highlighting the potential of technology in saving hundreds of millions of dollars annually"

What is clear, that we will see more institutions and players in the maritime industry adopting for digitalization.

An increasing number of startups are entering the market, hoping to 'disrupt' the industry by offering a digitized and seamless end-to-end business process.

3- Future Trends In Maritime Industry

The Maritime Industry Future is driven by Three interrelated and reinforcing trends:

1. The Maritime Industrial Internet,

which merges big data with big iron, integrating cloud-based analytics with industrial machinery, resulting in greater efficiency and reduced downtime.

2. The Global Brain,

The collective intelligence of human beings across the globe integrated by digital communication, resulting in crowdsourcing, open collaboration, and a much faster pace of innovation.

3. Advanced Manufacturing,

which weaves together design, product engineering, manufacturing, supply chain, distribution and servicing into one cohesive intelligent system, delivering greater speed and flexibility at lower costs.

In Marine Industry, traditional strategies to reduce costs and improve margins can now only deliver limited incremental gains.

Digital Maritime Innovations will be a game changer, By unlocking the value of greater data driven information.

A new set of innovations is transforming industry at an accelerating pace, driven by the merging of digital and physical technologies.

"These innovations can change the face of the Marine industry."

One possible obstacle, would be the industry's mindset. Many industry players are still stuck in their traditional way of doing things.

"still using the telephone and fax to manage paperwork, despite their inefficiencies."

Changing this mindset will likely be key to getting more industry players to accept and adopt technology.

4-Digital Culture & Maritime Business

Digital culture in maritime business is really multifaceted, because a maritime business organization are multifaceted.

If we look at the maritime business world, it involves so many people, it spans from commercials in agencies, line managers to technical superintendents and seafarers.

Additionally, people are spread geographically across head office, regional offices, and agencies.

To qualify maritime business organization as having a digital culture, the culture you build has to be multifaceted, because it's different to be digital on board or on shore.

Without a cultural or mindset shift towards promoting the value of use new digital tools to employees, will likely create conflict rather than innovation.



The biggest mistake is the belief that you can embrace digital without fundamentally changing the culture.

But that doesn't happen overnight. It's a process that needs to start with some lighthouse projects or successes."

"At first it can be difficult but once you are familiar with it... Digital offers so many opportunities. "

It's about getting started with the right priorities, and not trying to do it all at once, but rather select 2-3 areas that you want to start with

It may be shared services centers or predictive maintenance... Pick one, and start building use cases and start bringing in new capabilities.

5- Maritime Business New Startups

"Recent BCG research" shows that emerging digital ecosystems could account for more than \$60 trillion in revenue by 2025 (or more than 30% of global corporate revenue),

"Only 3% of established companies have adopted an active digital strategy"

As we stand March 2019, more than \$3.3 billion has been invested in new startups offering a digitized and seamless end-to-end marine business process.

Ship-owners, vendors, equipment suppliers, service providers, agents, repair companies will all face major challenges in the digital environment.

The role of the middle man becomes redundant, eliminating many of the inefficiencies that have traditionally cushioned the industry, as a new more streamlined model takes shape.

The number of mobile users today is greater than the number of desktop users!

Consequently, We have realized the need to effectively use mobile channels to improve productivity and profitability of maritime business.

Mobile applications are now playing a vital role in business with a workforce relying on the convenience of access on-demand to information & solutions.

Using Mobile Applications opens the new windows for maritime business to strengthen their straight relationships and further reduce their costs.

"Furthermore, it pursues new revenue streams beyond traditional shipping services."

6- "Ship Hub" Mobile Application

"Ship Hub Mobile Application" is the first mobile application which create digital platform for the marine business.

"Ship Hub Mobile Application" connecting all concerned parties in marine industry so they can communicate efficiently and build trusted worldwide network.

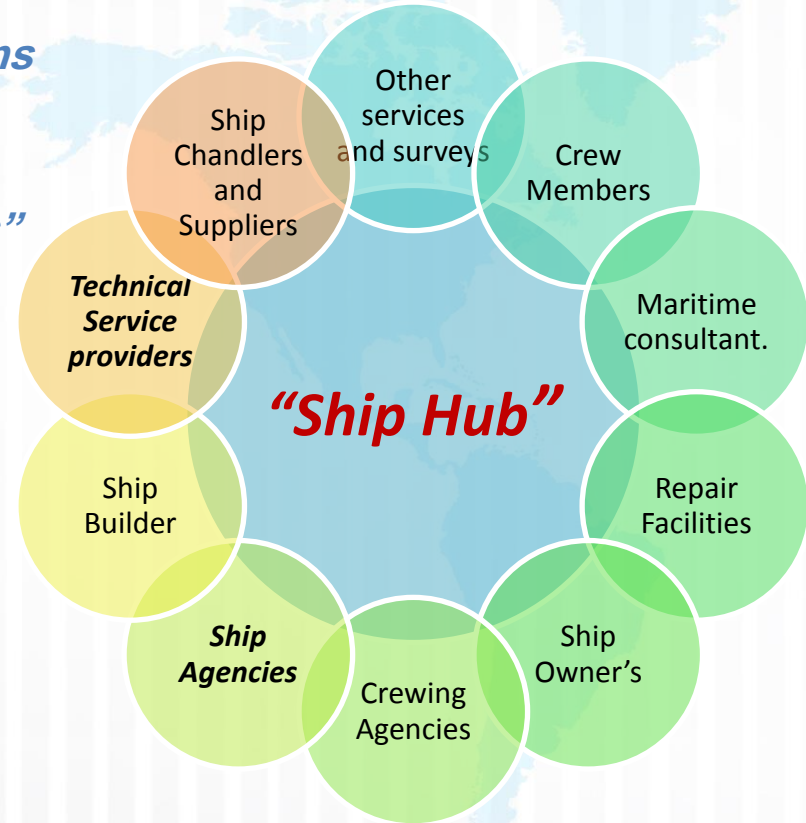
More Than 50,000 company already registered on "Ship Hub Mobile Application" data base covering all ports around the globe.

"Ship Hub Mobile Application" will keep Your maritime network under control, anytime & anywhere.

Smart Ports, fast loading / discharging operations leads to very limited ship's Port stay.

*“Oct.2018: IMO Promotes Just-In-Time Operations”
Implementing “just-in-time” ship operations means ships receive information in advance so they can adjust their arrival time at the berth.*

At the same time so many services have to be arranged by ship's owner / ship's management companies during ship's port stay.



Just join “ship Hub Mobile Application” and start;
Search for required service your ship’s need at any port.
Access to full style contact details for all companies provide such service.
Direct contact to your selected service providers (By mail, tel. , etc.)
Send Request For quotation “RFQ” to selected service providers.
Create your favorite service providers around the world.

“No Extra Fees – No Middle Man – No Delay –No Paper work “

“Ship Hub Mobile Application” digital platforms come with the promise of exponential growth scale through worldwide network effects and no assets needed.

Maritime business has traditionally been a slow sector to adapt to digital technologies and adopt new ways of working.

"But 2019 looks like being the year that changes"

The choice for today is going to set the foundation for the future of maritime business.

It's on us to decide whether we'd like our maritime business is to be one of the first.

"Ship Hub Mobile Application" Is your first step to join digital maritime business era.



SHIP HUB
MOBILE APPLICATION
Your Link to Digital Maritime Business

A light blue world map is centered on a white background. The map shows the outlines of continents and oceans. A solid blue horizontal bar runs across the top and bottom of the image. In the center of the map, the text "Thank You For your Attention" is written in a bold, italicized, blue font.

“Thank You For your Attention”