

SUMMARY OF PRESENTATION

The Challenge for Digitalization in Maritime: Sector, Corporate and Startup Perspective

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The digitalization is a key for the Maritime sector. It means that organizations in maritime will quickly need to identify the opportunities all kinds of new tech (AI, blockchain, virtual reality, app building platforms, cyber security, data analytics, online market places) bring for them. How is digital disrupting your operations, your client base or your supply chain?

Our sector is generally slow in adopting new technologies. Therefore it is extra vulnerable for entry of new (disruptive) parties that will take over your spot in the value chain, or deliver exceptional value to your clients. Leaving you in a space with little margins and no bargaining power. And this in a time where maritime has to deal with so many challenges, like reducing emissions to zero, increasing regulation and a new global political era.

Corporates that do engage in the new digital era, find themselves in spot where they struggle to find ways to actually make speed in this field. It means rapidly increasing their knowledge of the topic, learning new ways of working (lean, lean startup, agily) and finally also the need for a deep understanding of (new) business models. These new business models are where the disruption is coming from, but also where new market opportunities lie ahead.

And finally, the startups. They are clearly making waves in Maritime. But still they struggle to onboard the corporates in big numbers, because of many reasons, one of them being the lack of experience in corporates with rapidly implementing new technologies. Still the startups are growing. Investments in startups in Maritime increase. And some of them are becoming the new standard for the industry.