

SUMMARY OF PRESENTATION

Port in a State of Constant Change: Rethinking Maritime Logistics Together!

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The Port of Hamburg is located in the heart of Hamburg. This results in numerous challenges that HPA faces on a daily basis. A demanding symbiosis of port and city is therefore very important in Hamburg. These challenges are to be met with current megatrends.

Thanks to intelligent solutions for the flow of traffic and goods, the HPA is improving the port's efficiency. Smart PORT logistics combines economic and ecological aspects in three sub-sectors: traffic flows, infrastructure and the flow of goods. An intermodal Port Traffic center for sea, rail and road transport forms the basis for networking the flow of traffic. Intelligent networking is a prerequisite for smooth, efficient transport in the port of Hamburg and ultimately for the flow of goods: optimum data capture and rapid information sharing allow logistics managers, carriers and agents to select the most efficient means of transport for their goods.

The HPA promotes environmentally-friendly mobility and advocates reduced energy consumption. Smart PORT energy therefore helps limit its dependence on conventionally generated power, reduce emissions and save money. It focuses on three core areas: renewable energies, energy efficiency and mobility.

In order to anchor innovations sustainably in an organization and bring the topic of digitization into everyone's heads, the HPA relies on networking instead of hierarchy, openness instead of silos, participation instead of passivity and agility instead of rigid processes. Showrooms are also used to show how the smart PORT works. Therefore, digitalization also has an impact on our working world today.