



BIPC 2020

Case Studies and Implications for Ports related to Covid19

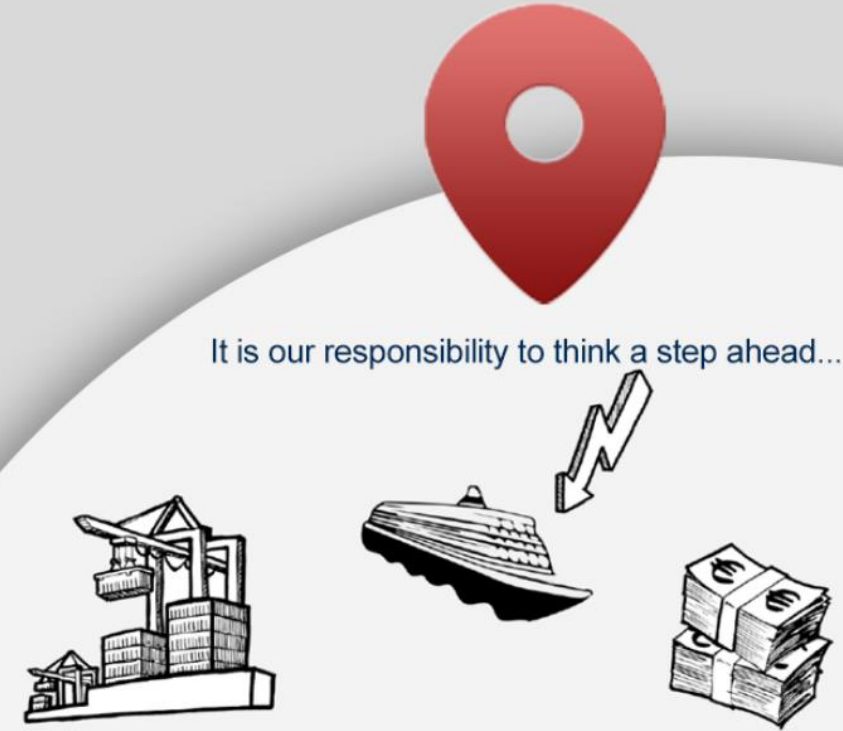
Jens Meier (CEO Hamburg Port Authority)

BIPC, Nov. 2020

2015: Big ships, big challenges → The maritime logistics chain under stress due to the ULCVs & their effects on ports



"IT IS BETTER TO LIGHT
A CANDLE THAN TO
CURSE THE DARKNESS."



...before detrimental effects happen

The need to rethinking strategies

**INNOVATION & DIGITALIZATION essential for
effective crisis management**

**Digitalization proved to be a
powerful tool**

**Corona was a stress test for digitalization
and the HPA successfully passed it**

The Port of Hamburg was and is completely open and efficient during the Corona crisis

Crew changes

Rolling shift systems

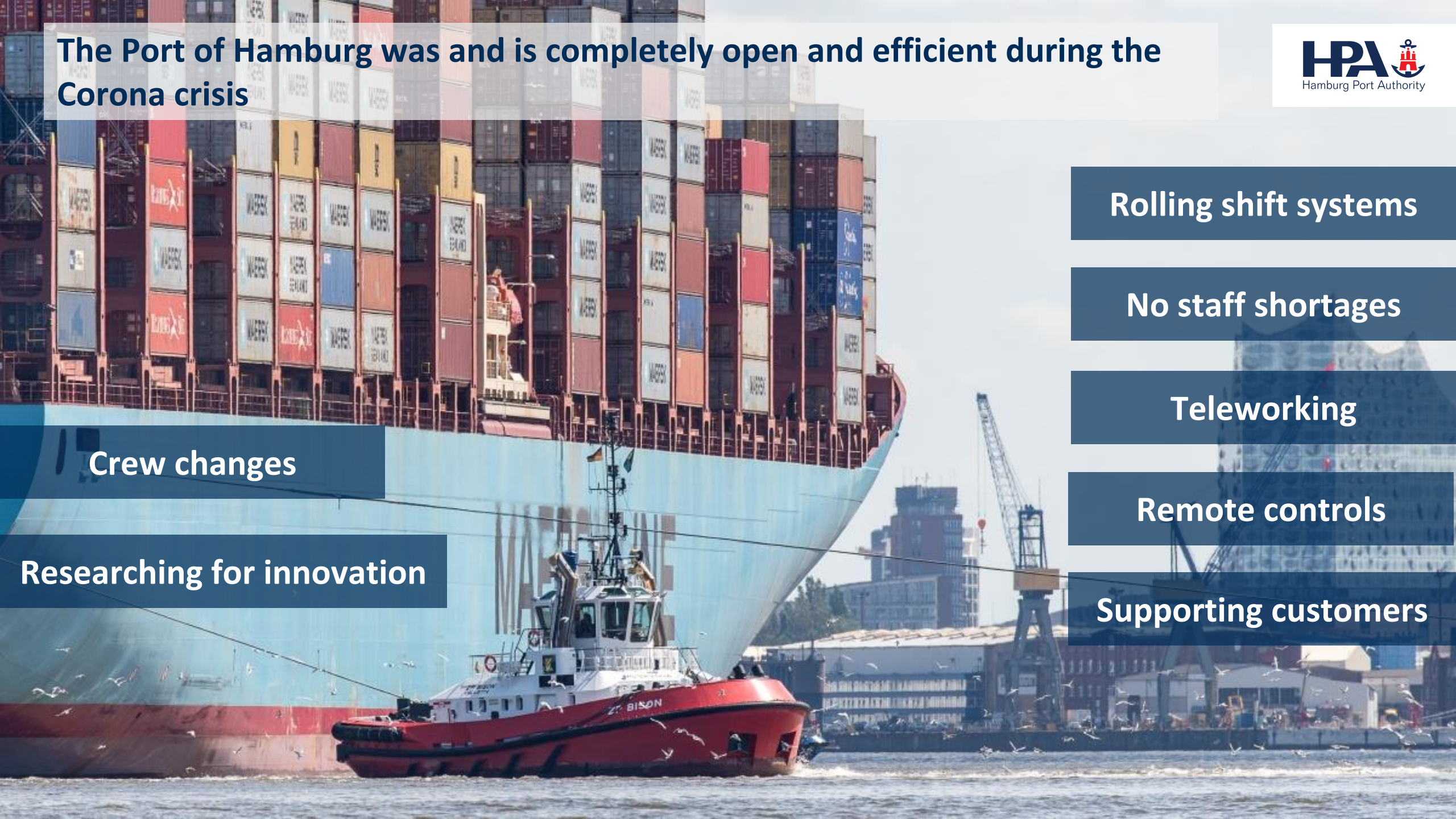
No staff shortages

Teleworking

Remote controls

Supporting customers

Researching for innovation



COLLABORATION is the key to success



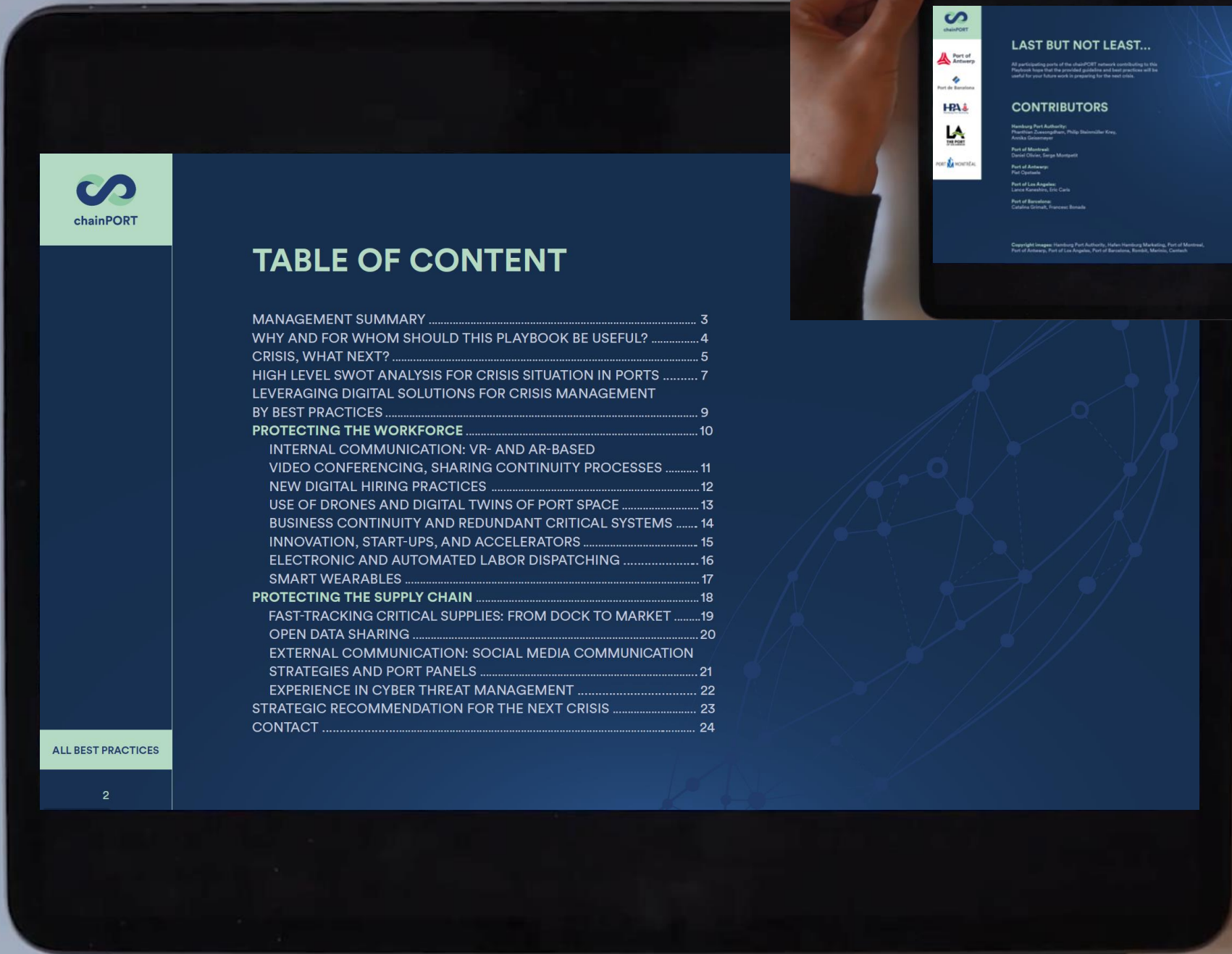
chainPORT PLAYBOOK – digital guideline for Senior Management to use digital solutions to be prepared for the next crisis



What is chainPORT PLAYBOOK?

- Strategic Guideline for Senior Management of Port Authorities to prepare their organisations and ports in the crisis management with digital solutions
- Interactive, Digital and Online





chainPORT

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ALL BEST PRACTICES



LAST BUT NOT LEAST...

All participating ports of the chainPORT network contributing to this Playbook hope that the provided guideline and best practices will be useful for your future work in preparing for the next crisis.

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PERCEIVED STATE OF THE PLANET

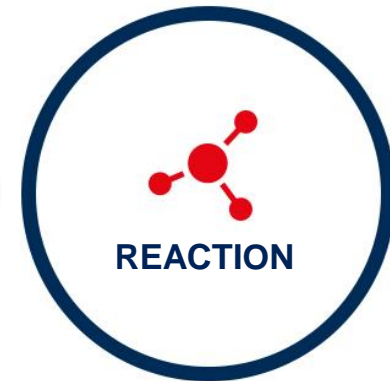


ACTUAL STATE OF THE PLANET

The background image is a first-person perspective from the front of an orange autonomous watercraft (AWC) moving through a canal. The watercraft has a bright orange hull and a white upper section. A black metal frame arches over the watercraft, with a circular sensor or camera mounted at the top. The canal is bordered by green trees and a multi-story brick building on the left, and a grassy hill on the right. The sky is blue with scattered white clouds, and the sun is visible in the upper left, creating a bright glare. The water shows a wake behind the watercraft.

**Sustainability through
innovation and new
technologies**

Digital Trust Strategy

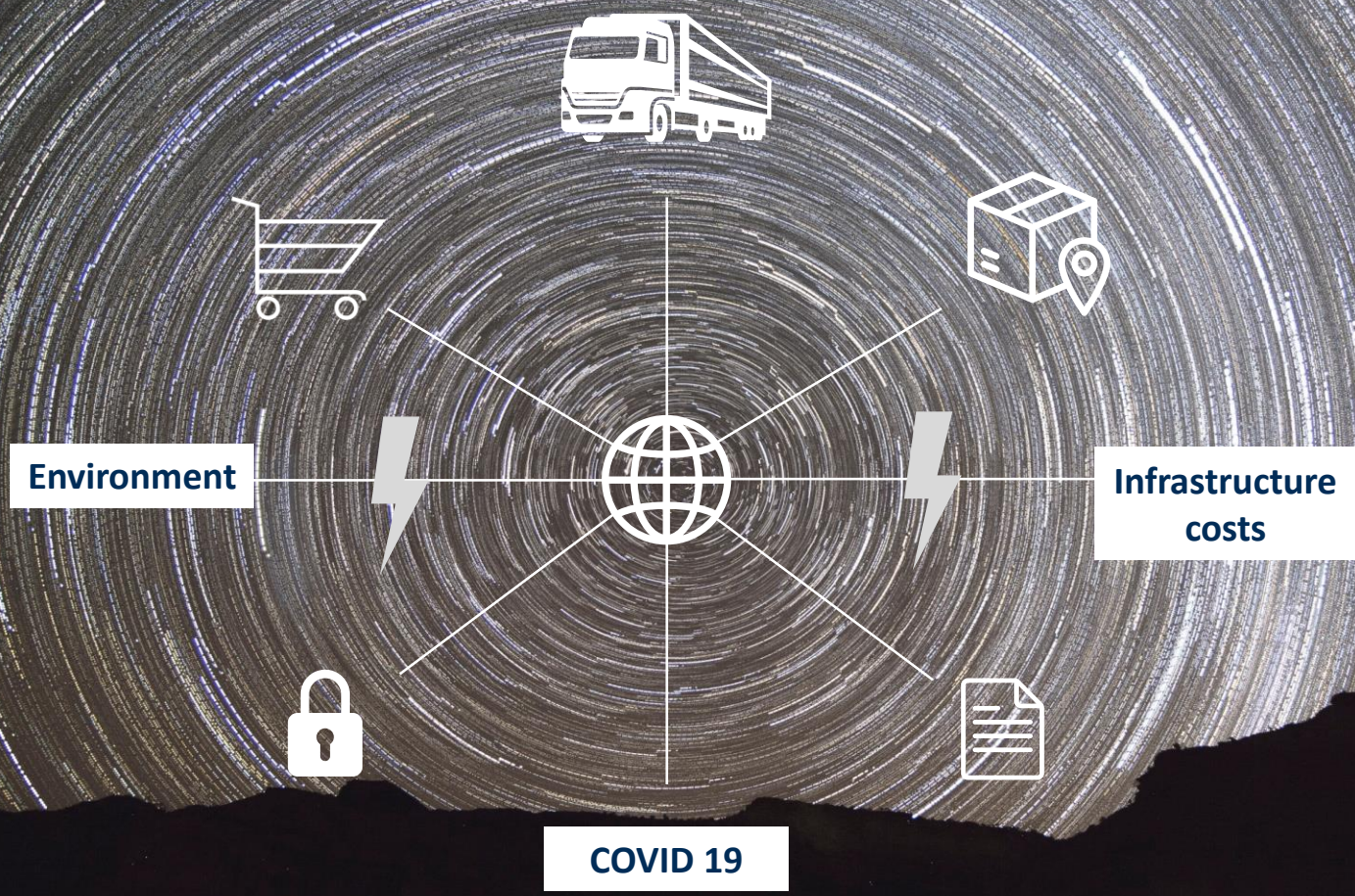


Build a DIGITAL TRUST CULTURE

- Relieve the fear towards new technologies
- Turn distrust into strength through training and collaboration
- Raise Cyber Security Awareness
- Digital transformation strategies must include security concepts.

Security is a business enabler

2020 the world is at the brink: old problems, new challenges – same strategies?

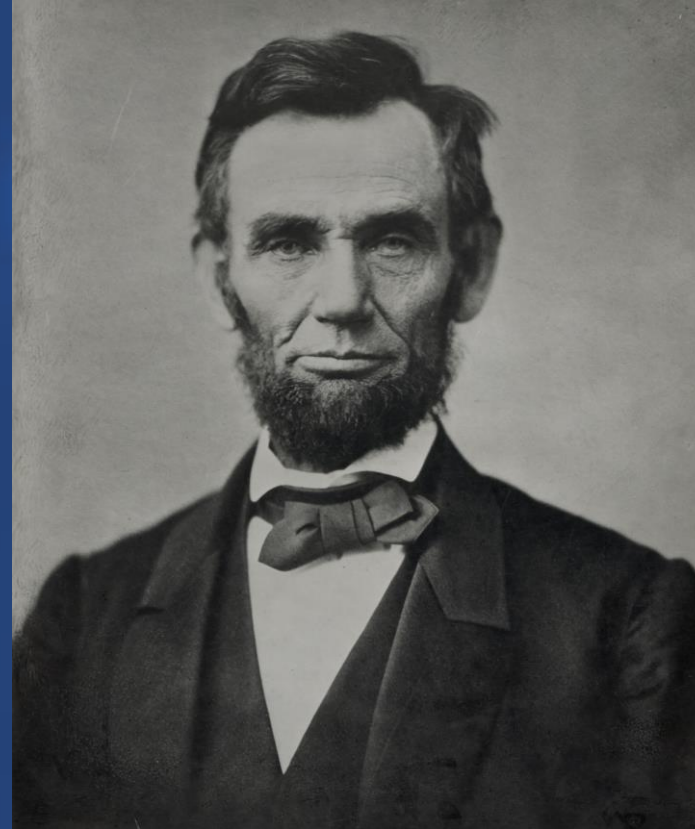


2020



Computers are useless.
They can only give you
answers.

- *Pablo Picasso*



"The best way to
predict your future
is to create it."

- *Abraham
Lincoln*

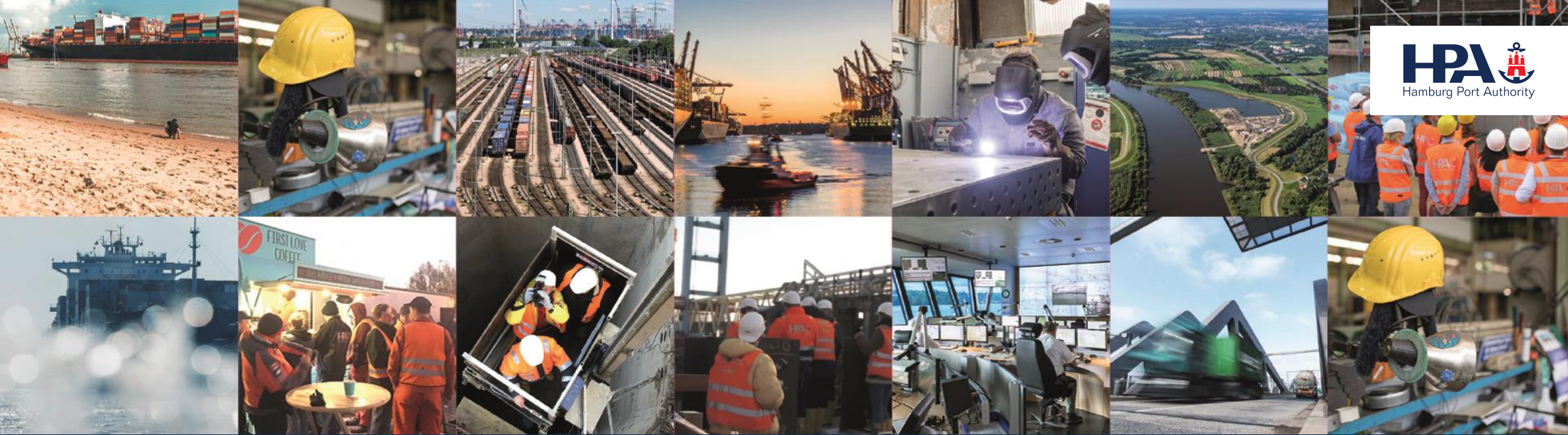
...both these wise men are right: so let us TOGETHER ask the right QUESTIONS, develop the right ANSWERS and create the future of ports!

Guiding principles

Future ports:

- ✓ ...will be solution ports
- ✓ ...will have a new social license to operate with their communities
- ✓ Decarbonisation will be reverted by means of technology





LOOKING BEYOND TEUs → The success of a port should not be based only on volumes or on how much profit we make.

FUTURE PORTS

Other success factors must come to the front such as:

- ✓ the quality of the jobs we create; the safety & security we guarantee
- ✓ the innovative strength that arises in the port...and
- ✓ the role we play for a free world and for trade.

Thank you very much



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