



# MAMAR Project

## Resilient Infrastructure



- With high levels of demand to provide predictability, visibility, reliability and data transparency by the trade, there is a pressing need to use technology effectively to facilitate trade and achieve greater economic and environmental impact. Technology can enable efficient exchange of ports documents among all port community players is vital and necessary to ensure streamlined processes and operations within the community. This can be only achieved through seamless integration, and the adoption of Single Window concept to increase efficiency. In this document, the Single Window (MAMAR) which was developed since 2014 and operated by **Maqta Gateway® LLC** is showcased with its impact in transforming the way of doing business. With a corporate vision to Digitally Facilitate Trade in UAE, Maqta Gateway developed other value-added solutions to complement MAMAR and provide an overall unique and enhanced user experience, facilitating the exchange of goods and movement of people, and contributing to the sustainable development in the emirate.

# Table of Contents

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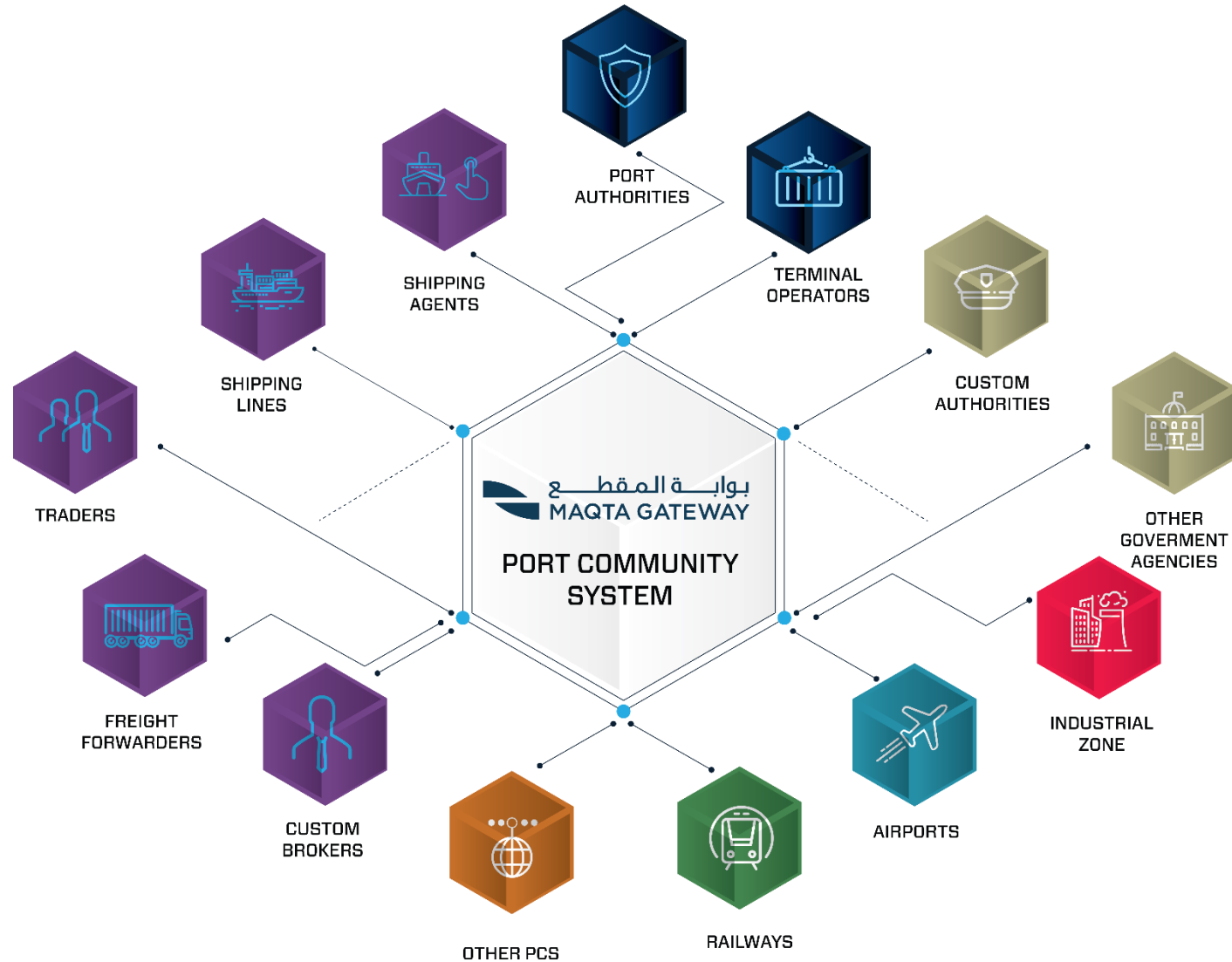
1. [Table of Contents](#)
2. [Project Description](#)
3. [Project Elements Overview](#)
4. [Our Service Catalog](#)
5. [Trade Values](#)
6. [Project Blueprint](#)
7. [Project Objectives](#)
8. [Vision and Leadership](#)
9. [Engagement Model](#)
10. [Project Stakeholders](#)
11. [Project initiation & Requirement Gathering](#)
12. [Rollout, Trainings, and Pilots](#)
13. [Customer satisfaction Surveys and studies](#)
14. [Customer Site Visits and Communication](#)
15. [Customer Events](#)
16. [Customer Suggestions](#)
17. [Customer Awards](#)
18. [MoUs with Government Entities](#)
19. [Platform Integration Map](#)
20. [Collaboration with other ports: Port of Antwerp](#)
21. [Collaboration with other ports: LOGINK](#)
22. [Innovation: Value-added Products](#)
23. [Results & Impact: Sustainability](#)
24. [Operational Key Performance Indicators](#)
25. [Our Commitment to UN SDGs](#)

# Project Description



- Established in 2016, **Maqta Gateway® LLC** is a wholly owned subsidiary of Abu Dhabi Ports, the master developer of ports and industrial zones in Abu Dhabi, United Arab Emirates. Maqta Gateway is a central pillar of the company's strategy to be a leader in the development of integrated, digital, global trade. **Maqta Gateway®** is the developer and operator of the first Port Community System (PCS) in the United Arab Emirates- evolved to the Single Window MAMAR-, facilitating the exchange of goods and the movement of people, and contributing to the sustainable development of Abu Dhabi. MAMAR came to address the trade needs for high levels of predictability, visibility, reliability and data transparency, to facilitate trade and streamlined processes and operations within the community and in the long run to achieve greater economic impact. And what is also important is ensuring the availability of information and data to serve as analytical tool and support further process improvements and decision making. It offers ports, exporters, importers, shipping lines, customs and government agencies a single point of contact and real time information at any time of the day - even via mobile, significantly enhancing processing times and communication procedures.
- MAMAR is an Arabic word for 'Channel' to imply the centralization efforts to offer community-based services at single point of contact and streamline processes and operations.
- MAMAR currently is operational in 5 ports and 54 private jetties, and integrated with 20 Shipping Lines, and covers 100+ Services from Seaside to hinterland. It is the first solution in Middle East to achieve PCS-to-PCS Integration, and is integrated with 3 single windows, and 11 ports in China, Belgium and Spain.

# Project Elements Overview



# Our Service Catalog

28 AD Ports License Services

43 Alerts & Notifications

45 Payment Services

46 Business Intelligence

47 Mobile Services

## SEASIDE SERVICES



## TERMINAL SIDE SERVICES



## LAND SIDE SERVICES



## FZ/NFZ SERVICES



01 Vessel Registration Request

41 Vessel/Voyage Schedule Request

02 Voyage Declaration

03 Berthing Request

04 Vessel Call Request

05 Marine Services Request

06 Marine "Permit to work" Request

07 Special Safeen Services Request

08 Vessel Shifting Request

09 Port Clearance Request

26 Passenger Handling Request

### Container

10 Import Container Manifest Declaration

11 Export Container Manifest Declaration

12 Container Discharge Handling Request

13 Container Load Handling Request

51 Bill of Lading

14 Container Delivery Order Issuing Request-Terminal

15 Container Delivery Order Issuing Request-Customs

16 Container Booking Request

17 Verified Gross Mass (VGM) Declaration

52 Delivery Plan

40 Container Cargo Statistics Request

44 Event Subscription Request

48 Gate In/Gate Out Notifications

49 Transport Order

50 Truck Appointment

### General Services (FZ / NFZ)

29 KIZAD NOC Request

30 Technical Query Request

31 Non-technical Query Request

32 Kizad "Permit to Work" Request

33 KIZAD Letter Request

35 Project Plan Review Request

### Freezone Services (FZ)

36 Employee Services Request

37 Freezone Leasing Request

38 Licensing Request

### Non-freezone Services (NFZ)

39 Non-freezone Leasing Request

### GC Cargo

18 Import GC Manifest Declaration

19 GC Cargo Discharge Handling Request

20 GC Cargo Load Handling Request

21 GC Cargo Service Request

### RORO

22 Import RORO Manifest Declaration

23 RORO Discharge Handling Request

24 RORO Load Handling Request

25 RORO Cargo Service Request

### Cruise

27 Cruise Service Request

**100+**  
Services

**Service Offerings span the entire Port community from Seaside to Hinterland**

- MAMAR ensures smooth transport and logistics operations involving Abu Dhabi ports, airports, railway networks and hinterland services (industrial zones). It feeds into wider global supply chain communication platforms and acts as an accelerator for development and trade in the Emirate, a core objective for Abu Dhabi Ports and a central pillar of the Abu Dhabi Economic Vision 2030.
- MAMAR is in progress to cover all mode of transports including air and rail (currently sea transportation is completed).
- Through MAMAR, the following **Trade Values** were set and achieved:
  - Accelerating development and trade in the emirate
  - Standardizing information exchange and messaging
  - Increasing security and decrease risks through increased transparency
  - Reducing paperwork, administrative and processing times
  - Providing a single point of contact and real-time information at any time of the day – and anywhere via mobile devices

# Project Blueprint



**MAMAR**  
YOUR DIGITAL WAY

## Customers



- SeaTrade
- Air Trade
- Rail Trade
- Hinterland

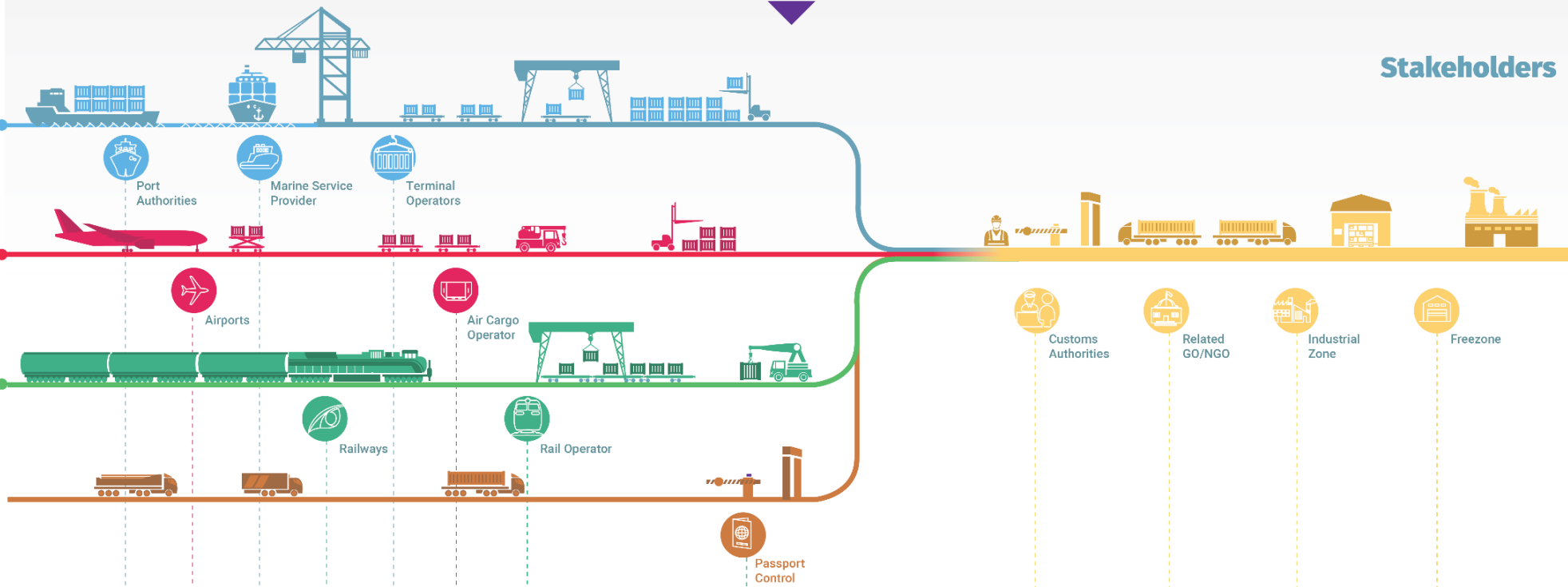


Other Port Community Systems



Security Authority

## Stakeholders





## The Specific Objectives (KPIs):

- Increased productivity and processing speed
  - Reduction of Administrative Workload
  - Reduction of physical trips
  - Reduction of human errors through y the re-use of information
- Improvement in transparency
- Cost reduction of equipment and personnel
  - Reduction of printed papers
  - Contribution to the operational cost reduction
- Customer Satisfaction Level

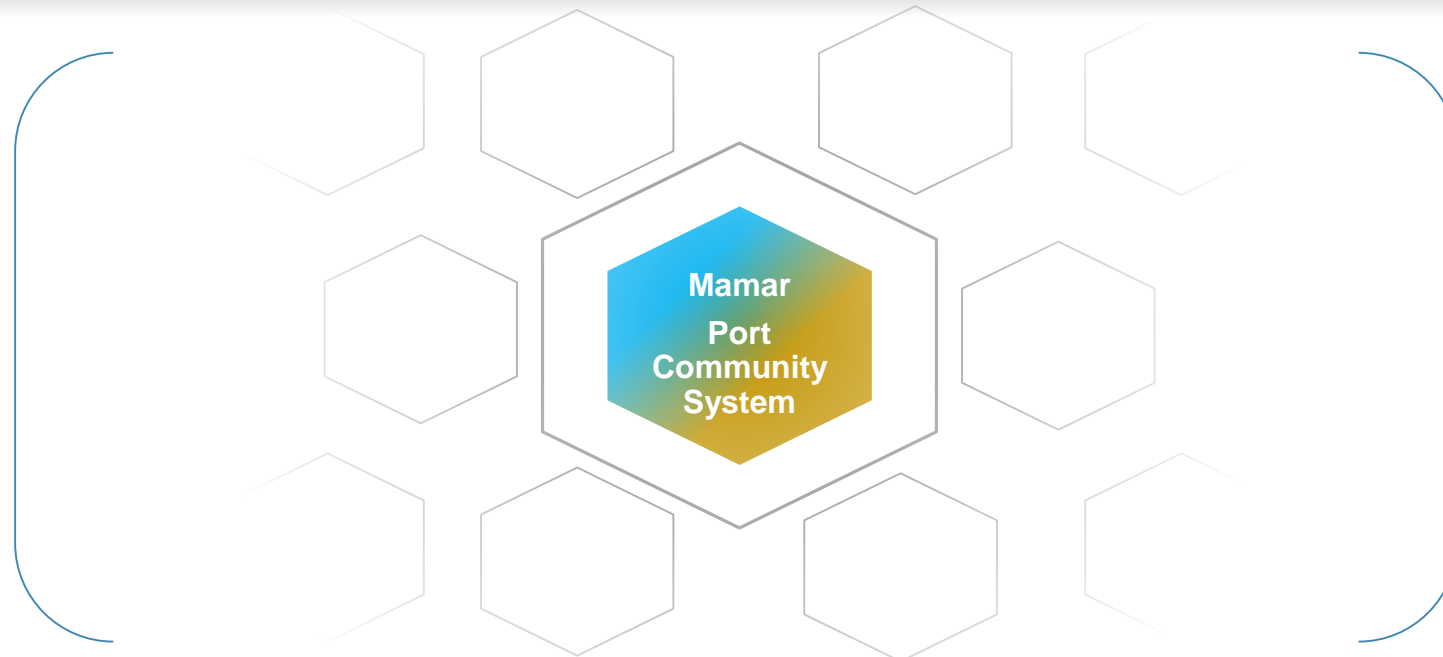
## Abu Dhabi Emirate Plan



حكومة أبوظبي  
GOVERNMENT OF ABU DHABI

## Maritime Transport Development & sustainability

Port facilities infrastructure Development Program



Maqta Gateway Vision is derived from Abu Dhabi Ports Vision



To be the  
**preferred provider** of  
world-class integrated  
ports and industrial zone  
services..



To be the  
**preferred provider** of  
innovative solutions,  
enabling trade and  
transforming port  
communities.

# Vision and Leadership

## Abu Dhabi Ports Strategic Initiatives



**Ports Growth & Development Program**



**KIZAD Growth Program**



**Diversifying & Growing SAFEEN Business**



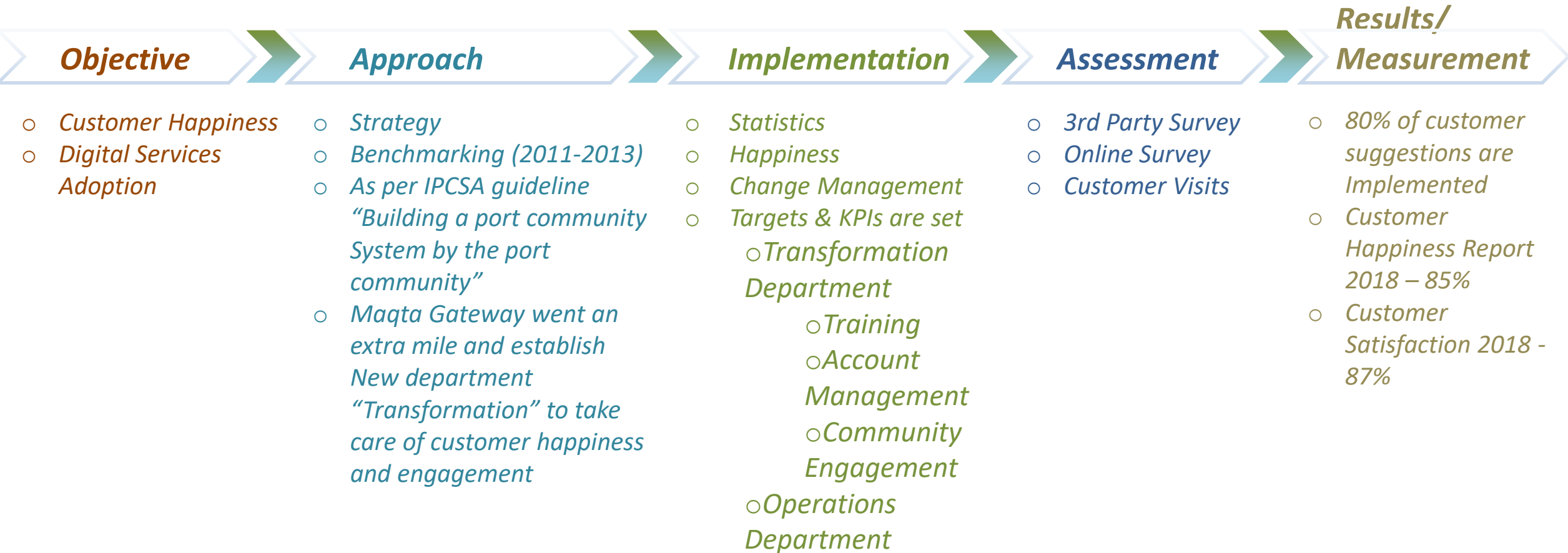
**Digitilisation & Smart Port Program**



**Excellence & Innovation Programs**

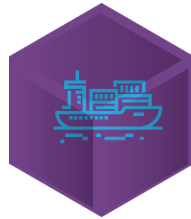


**HR Development & Engagement Program**

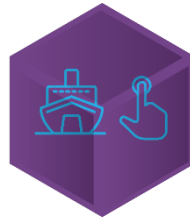


## — Profiles Covered

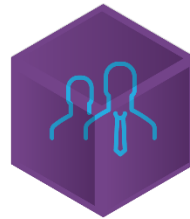
### *Customers*



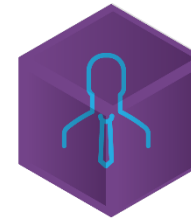
SHIPPING  
LINES



SHIPPING  
AGENTS



TRADERS



CUSTOM  
BROKERS



FREIGHT  
FORWARDERS



TRUCKING  
COMPANIES

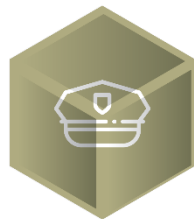
### *Stakeholders*



PORT  
AUTHORITIES



TERMINAL  
OPERATORS



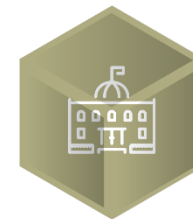
CUSTOM  
AUTHORITIES



INDUSTRIAL  
ZONE



OTHER PCS



OTHER  
GOVERNMENT  
AGENCIES



AIRPORTS



RAILWAYS

# Project initiation & Requirement Gathering

Through out Maqta Gateway processes the customers are engaged in different phases of the product life cycle, from the conceptual phase until the operation phase

Brainstorming sessions are conducted with customers at initial phase and during the business requirement gathering to ensure that the solution are aligned with customer needs and to increase customer satisfaction





# Rollout, Trainings, and Pilots

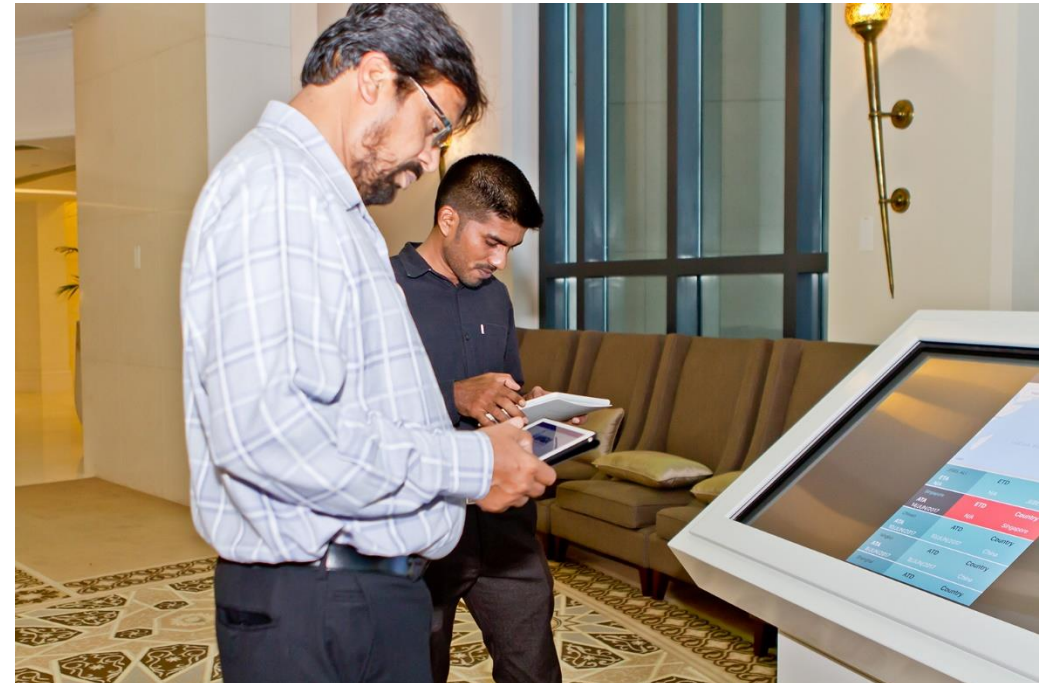
Before releasing updates or new solutions/products its verified by the customers, users are trained on how to use the system, user manual are handed manually or shared online, and for some complex solution pilot phase is conducted with 1-4 customers to ensure that the smooth transition





# Customer satisfaction Surveys and studies

Multiple Surveys and studies are conducted to ensure that customer satisfaction, perception and the impact of the products & operation on the customer are collected and analyzed



# Customer Site Visits and Communication

Through out our account management process, our account officers are visiting our customers on a daily basis (3 visits a day) and about (600 visits annually).





# Customer Events

We conduct multiple events with our customers to present our new products, awarding our customers on their adoptions and interactions with the system, ensuring to hear their feedback and suggestions



# Customer Suggestions

Though out our trainings, site visits, meetings, and our happiness index service we are collecting customer feedback and suggestion (80%) of the suggestion implemented as of 2018.





# Customer Awards

We conduct multiple events with our customers to present our new products, awarding our customers on their adoptions and interactions with the system, ensuring to hear their feedback and suggestions



# MoUs with Government Entities

## 7 Signed MoUs with Government Entities



جهاز أبوظبي للرقابة الغذائية  
ABU DHABI FOOD CONTROL AUTHORITY



UNITED ARAB EMIRATES  
MINISTRY OF CLIMATE CHANGE  
& ENVIRONMENT



دائرة المالية  
DEPARTMENT OF FINANCE



ABU DHABI GLOBAL MARKET  
سوق أبوظبي العالمي



مرفأ أبوظبي  
ABU DHABI TERMINALS



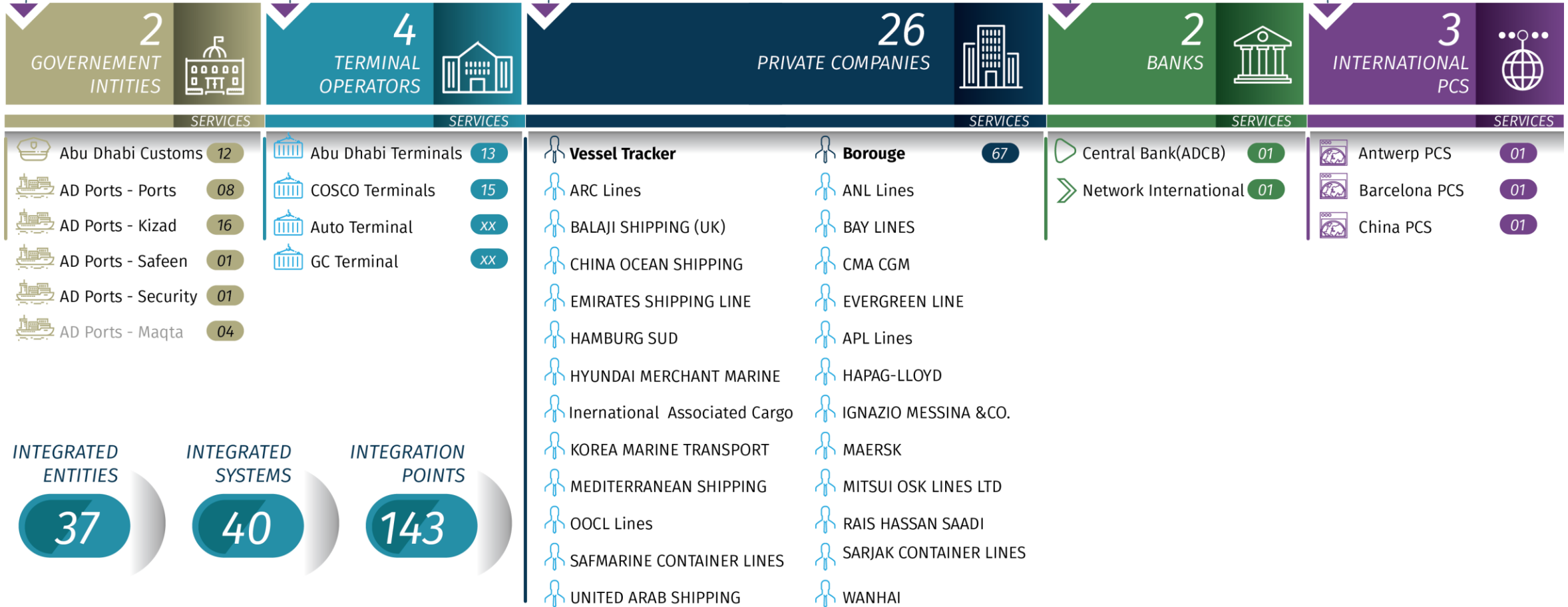
مطارات أبوظبي  
ABU DHABI AIRPORTS



الاتحاد للقطارات  
ETIHAD RAIL

# Platform Integration Map

## Our Platform Integration Map





We once again illustrate our ambition to be an open innovation hub that introduces new technologies, as we continue to believe that innovation and digitization are crucial for the success of trade in the long term, and therefore one of our core priorities. With Maqta Gateway and Abu Dhabi Ports we found a strong partner in searching for global collaboration initiatives, to come up with innovative solutions that enable safer and more efficient processes in the Port



**Port of  
Antwerp**





# Collaboration with other ports: LOGINK



“

*Our vision is very simple – it is to connect **with all the partners in the world** to facilitate China’s large volumes of import and export business to **reduce costs and improve the efficiency of logistics***

”

# Innovation: Value-added Products



# Results & Impact: Sustainability

Based on a report issued by Abu Dhabi Government:

هيئة الأنظمة والخدمات الذكية  
SMART SOLUTIONS & SERVICES AUTHORITY



**76.8k Days**  
**man-day**  
of work are saved



**AED 3.75 Million**  
**Physical Visits**  
reduction for our customers

2015	2016	2017	2018
14k	17.8k	19k	26k
day	days	days	days

2015	2016	2017	2018
679	865	936	1.27
thousand	thousand	thousand	million



**27.3 tones**  
**Reduction**  
In CO<sub>2</sub> emission

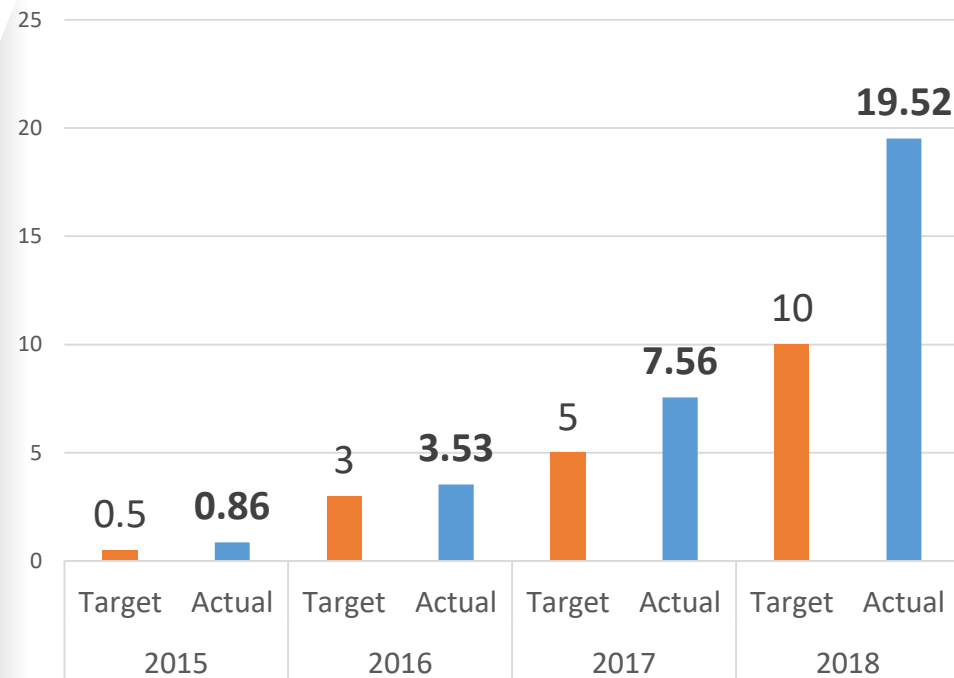


**AED 421.6 million**  
**Savings**  
For stakeholders and customers

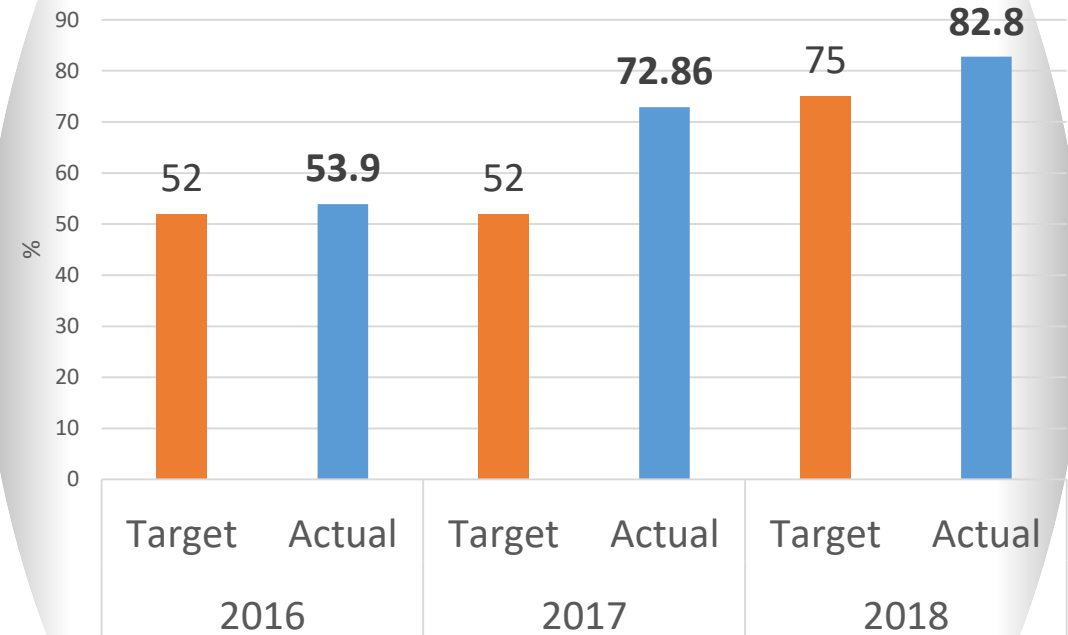
2015	2016	2017	2018
4.9k	6.3k	6.8k	9.3k
tones	tones	tones	tones

2015	2016	2017	2018
679	119	128	174
thousand	million	million	million

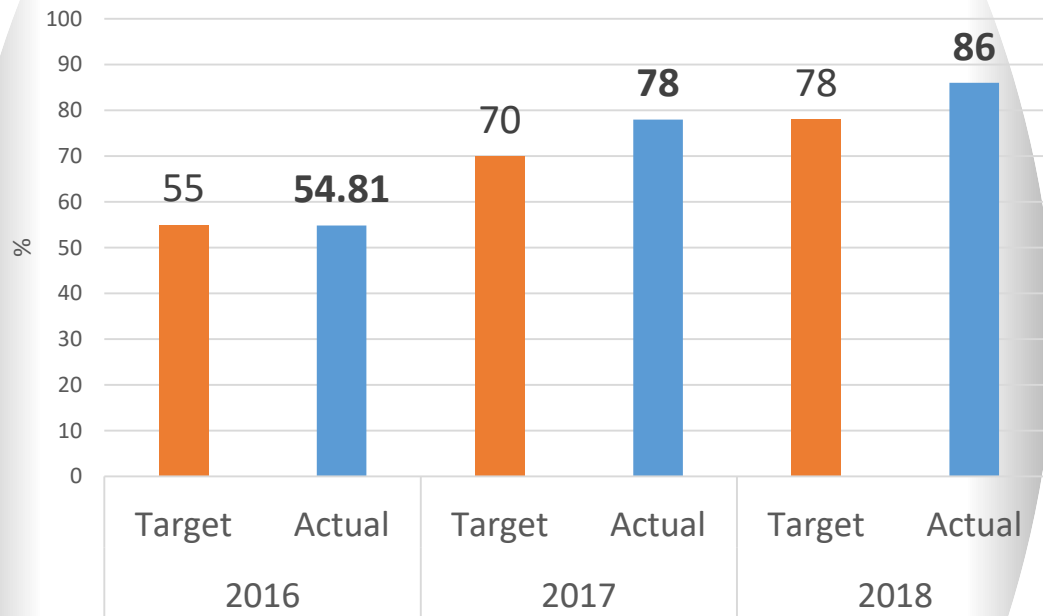
## Number of Reduced Printed Paper Copies (in millions)



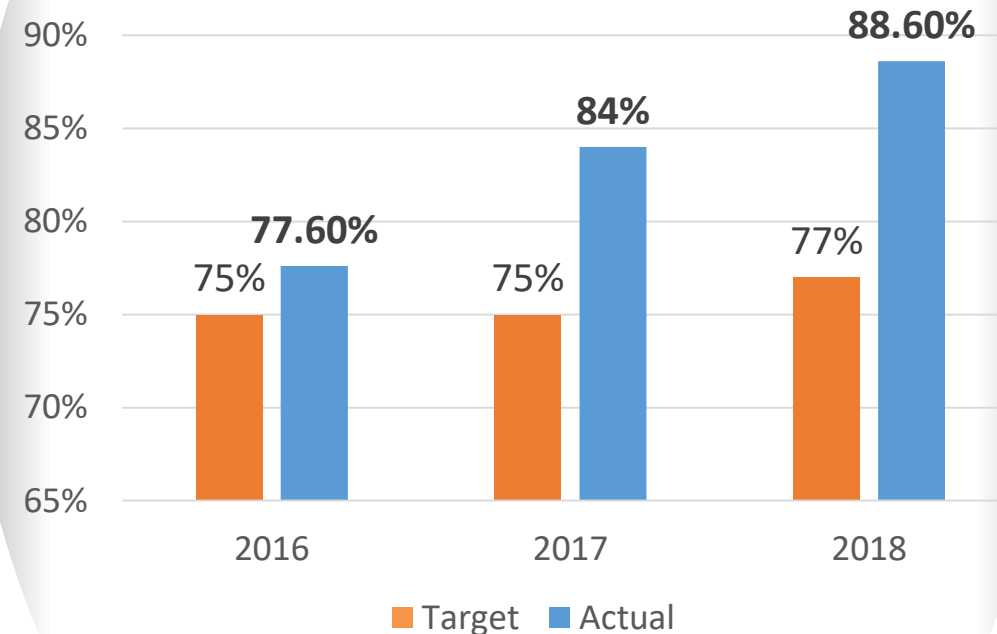
## Percentage of Reduction of human error through the automation



## Customer satisfaction with the effectiveness of the channels in obtaining digital services



## Overall Customer satisfaction with digital services



Below are the results of the Operational Key Performance Indicators (KPIs) were defined for the initial stages along with the achieved results, based on end-users' surveys:

- Increased productivity and processing speed
  - Reduction of Administrative Workload **(48%)**
  - Reduction of physical trips **(41%)**
  - Reduction of human errors through y the re-use of information **(54%)**
- Improvement in transparency **(51%)**
- Cost reduction of equipment and personnel
- Reduction of printed papers **(39%)**
- Contribution to the operational cost reduction **(20%)**

# Our Commitment to UN SDGs

The United Nation's Sustainable Development Goals (UNSDG) are a global blueprint for governments and organizations to address today's most significant development challenges. The UNSDGs are a set of 17 Goals which are at the core of the United Nation's 2030 Agenda for Sustainable Development.

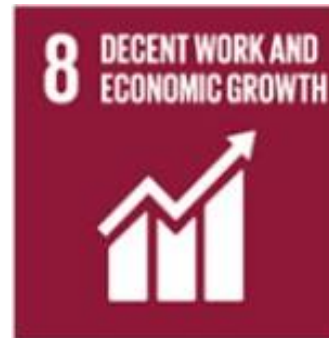
Abu Dhabi Ports is committed to working together with governments, private sector companies, institutions and civil society organizations in the UAE and globally to support the attainment of the UNSDGs by 2030.





# Our Commitment to UN SDGs

We understand our role in shaping a sustainable future for all. As part of our annual sustainability committee's review meeting, we assessed how the UNSDGs aligned with our own sustainability strategy. We found 6 of the 17 UNSDGs were directly relevant to our business and sustainability agenda.

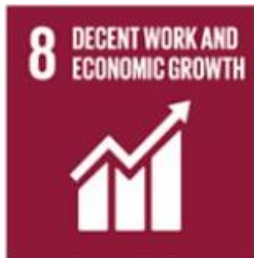




# Our Commitment to UN SDGs



**Quality Education:** At Abu Dhabi Ports we have several programs in place such as NAWRAS and PIER program, where the youth and adults gain exposure to maritime industry and develop skills for career development. Our maritime academy is a leading maritime education and training provider in the UAE and the region.



**Decent Work and Economic Growth:** We contribute 3.6% of the non-oil GDP and provide direct and indirect employment to 90,000 people in the UAE. We are focused towards diversifying the economy by supporting the industrial as well as the tourism sector in the UAE.



**Industry, Innovation and Infrastructure:** We manage Abu Dhabi's maritime and industrial (KIZAD) infrastructure. We are continuously expanding to develop quality, reliable, sustainable and resilient infrastructure to support the businesses, grow the economy and generate employment.

# Our Commitment to UN SDGs



**Responsible Consumption and Production:** At Abu Dhabi Ports, we are committed to the efficient use of natural resources and have taken several measures to reduce water, fuel, electricity and paper consumption. We manage our waste responsibly and have achieved significant reductions in waste generation and disposal.



**Climate Action:** Addressing climate change is one of the top priorities of our sustainability strategy. We keep track of our GHG emissions through the annual greenhouse gas inventory created for our operations. We have taken several measures to reduce our GHG intensity by reducing energy and water consumption as well as by integrating renewable energy into our operations.



**Life Below Water:** Careful management of marine biodiversity is a key feature of our sustainability strategy. We have been safeguarding the Ras Ghanada coral reefs for past many years. We also undertake marine water quality monitoring to ensure that it is maintained at levels desirable for prospering marine biodiversity.

**THANK YOU**

