Trends in communications behaviour in maritime and ports

International Seminar on Port Business Analysis, Development and Marketing
4 December - 7 December 2023

Victor Shieh
7 December 2023
Content is king (and measurable)
IAPH Insider - 9 November 2023

This edition covers:

- IAPH Insider highlight with Patrick Verhoeven
- Winners of the IAPH Sustainability Awards announced
- IAPH honours three distinguished personalities
- New IAPH Board and staff orientation event held
- New IAPH publications introduced in Abu Dhabi
- International maritime media attended #AIA1432GC
- #AIA2024 to be held in Hamburg 8-10 October 2024
- The November-December issue of Ports & Harbours is out
- Welcome to five new associate members
- Member Port News
- World Maritime News
- Calendar of Events

IAPH Insider highlight with Patrick Verhoeven

The 2023 World Ports Conference was held over three days last week at the Abu Dhabi National
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New IAPH Board ratified with Jens Meier appointed as new IAPH President

HAROPA's CEO and Chair of the Management Board Stephane Raison and Port of Los Angeles Executive Director Gene Seroka join IAPH Board as Regional Vice Presidents of Europe and North America

Winning projects of the #IAPH2023 Sustainability Awards are announced

Winners announced during IAPH 2023 Conference Gala Dinner in Abu Dhabi
Paul Butterworth AFNI of Odgers Berndtson closed day 2 of #IAPH2023 by steering a panel of top port professionals across 3 geographical regions on their leadership experiences. It’s clear that ‘becoming an ally for empowerment’ and being open to the unknown as a leader is crucial to establish a clear line of succession in ports.

Great update from Antonis Michail on achievements to date of WPSP and valuable insights from panelists on next steps to continue to support the sustainable efforts of ports worldwide. #IAPH23
AI is already in use and here
You

Provide a 250 word summary on how IAPH is closing the gaps in digital infrastructure in ports

ChatGPT

The International Association of Ports and Harbors (IAPH) is actively addressing and closing the gaps in digital infrastructure within port facilities. Recognizing the transformative power of digitalization in enhancing operational efficiency, safety, and sustainability, IAPH has embarked on comprehensive initiatives.

Firstly, IAPH is spearheading collaborative efforts to standardize digital practices across ports globally. By establishing common protocols and frameworks, they aim to create interoperability, allowing seamless communication and data exchange among different ports and stakeholders. This standardization reduces fragmentation in digital systems, streamlining processes and improving overall efficiency.

Moreover, IAPH is actively promoting the adoption of digital technologies such as Internet of Things (IoT), artificial intelligence, and blockchain within port operations. These technologies enable real-time monitoring, predictive analytics, and secure data sharing, leading to better decision-making and enhanced transparency.

The association is also engaged in capacity-building initiatives, providing training and support to ports to bridge the digital skills gap. By empowering port personnel with the necessary expertise, IAPH ensures that they can leverage digital tools effectively.
Traditional media has been superceded by multi-channelism
At COP28 UAE Shipping CEOs join forces to decarbonize the industry 🌍. A.P. Møller - Maersk, CMA CGM GROUP (Official) Hapag-Lloyd AG, Maersk Cargo and Wallenius Wilhelmsen are united on calling for concrete regulatory measures to accelerate the green transition of global maritime transport.


#Maersk #walleniuswilhelmsen #COP28UAE #ClimateAction
Channels still vary by region
Each region of the world varies in terms of internal and external audiences

- Europe, Americas and Australia/New Zealand: LinkedIn, Twitter
- South-East Asia, Oceania, Africa and South America: more sophisticated use of additional social channels for business (e.g. Facebook)
- China: The importance of WeChat
- South Asia: Multiple use of traditional and new channels
- Use of TikTok, Snapchat, Instagram emerging, depending on region
Authenticity in communicating about sustainability
Victor Shieh - You
Communications Director

Having been in conversation with this report’s author Henry Kirby for a while, the results of his investment community study “Capital Perspectives: Navigating ESG Risks in the Maritime Sector” do not surprise me: 1) 68% perceive that ESG-related financial risks in the maritime sector are greater than those in other sectors and 2) 64% warned that they are actively considering divesting from maritime assets soon due to the ESG risk they consider the sector to be exposed to. Yet what does surprise me is that 3) overall, 89% of the respondents hold the opinion that the sector is slightly or far ahead in managing ESG-related risk. Woodrow therefore posits: “the industry might be ahead in implementing ESG risk management strategies but has not successfully communicated these efforts to investors and other stakeholders.” #Maritime #Communicators to ground control: “Houston, we have a problem.”

Woodrow Public Relations and Communications Services

ESG factors are an essential part of financial markets’ decision-making. But this places #maritime companies in a difficult position. How can an industry seen as ‘slow to move’ secure steady... see more

How do ESG factors influence capital markets’ views of the maritime sector?

We analysed the views of 100 capital market leaders with exposure to maritime assets. They told us that:

- Two thirds of investors are considering dropping maritime investments altogether.
- Climate impact isn’t investors’ biggest concern. It’s not the second biggest either.
- Shipping, ports and maritime tech are among the ‘riskiest’ areas for investors.

Download here: www.woodrowcommunications.com/esgmaritime

https://www.woodrowcommunications.com/esgmaritime
Hero – Hub – Help
International Association of Ports and Harbors (IAPH) - Following Non-profit Organizations

It’s been a very busy two weeks for our Managing Director Patrick Verhoeven. He looks back at London International Shipping Week 2023, our new London office alongside British Ports Association and ahead to the IAPH World Ports Conference.

During the upcoming IAPH World Ports Conference in Abu Dhabi at the end of this month, attendees will be provided with access to the Quarter 2 2023 IAPH World Ports Tracker report, which includes forensic analysis of the first six months of data of 2023 of the UNCTAD Liner Shipping Connectivity Index, which looks at trends by region of the most connected countries. Co-authored by Thanos Paliadis and Theo Nolteboom and with inputs from the UNCTAD Review of Maritime Transport’s Jan Hoffmann, all three of these top level maritime economists will be taking part in person at IAPH2023. For further information: https://towardsdatascience.com/…

International Association of Ports and Harbors (IAPH) - Following Non-profit Organizations

This week IAPH regular and associate members are in London at the offices of the International Chamber of Shipping holding our Technical Meetings. - A short summary of what we are discussing here is our MO Patrick Verhoeven. With thanks to our ICS colleagues hosting us at this fine location in the city, and to Port of London Authority and T7 Club Mutual Insurance Ltd for hosting the network receptions. #ports #shippingindustry #ClimateandEnergy #DataCollaboration #RiskandResilience #Cruise #Legal

World Ports Sustainability Program - Following Maritime Transportation

*The conservation programs identified over 880 flora and fauna species, including 22 threatened ones. With a dedicated seeding nursery, more than 1,280 hectares of restating flora were restored* – Porto do Açú. https://bit.ly/3K038fs
Thank you!

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