Maqta Gateway
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 though seamless integration, and the adoption of Single Window concept to increase efficiency. In this document, the Single Window (mPCS) 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 mPCS 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.
Project Description: mPCS

- 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 mPCS—, facilitating the exchange of goods and the movement of people, and contributing to the sustainable development of Abu Dhabi. mPCS 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.

- mPCS 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 Description: mPCS
Project Description: mPCS

Service Offerings span the entire Port community from Seaside to Hinterland

100+ Services
Project Objectives: mPCS

- mPCS 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.

- mPCS is in progress to cover all mode of transports including air and rail (currently sea transportation is completed).

- Through mPCS, 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 Objectives: mPCS Blueprint
Project Objectives: mPCS

The Specific Objectives (KPIs):

- Increased productivity and processing speed
  - Reduction of Administrative Workload
  - Reduction of physical trips
  - Reduction of human errors through 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
Vision and Leadership: mPCS

Abu Dhabi Emirate Plan

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: mPCS

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
Project Stakeholders: mPCS

- 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

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## Engagement Model: mPCS

<table>
<thead>
<tr>
<th>Objective</th>
<th>Approach</th>
<th>Implementation</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Happiness</td>
<td>Strategy</td>
<td>Statistics</td>
<td>3rd Party Survey</td>
</tr>
<tr>
<td>Digital Services</td>
<td>Benchmarking (2011-2013)</td>
<td>Happiness</td>
<td>Online Survey</td>
</tr>
<tr>
<td>Adoption</td>
<td>As per IPCSA guideline</td>
<td>Change Management</td>
<td>Customer Visits</td>
</tr>
<tr>
<td></td>
<td>“Building a port community System by the port community”</td>
<td>Targets &amp; KPIs are set</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Maqta Gateway went an extra mile and establish New department</td>
<td>Transformation Department</td>
<td></td>
</tr>
<tr>
<td></td>
<td>“Transformation” to take care of customer happiness and engagement</td>
<td>Training</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Account Management</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Community Engagement</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Operations Department</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Operations Department</td>
<td></td>
</tr>
</tbody>
</table>

- 80% of customer suggestions are implemented
- Customer Happiness Report 2018 – 85%
- Customer Satisfaction 2018 - 87%
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.

**Project initiation & Requirement Gathering**

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
Throughout our account management process, our account officers are visiting our customers on a daily basis (3 visits a day) and about (600 visits annually).
Project Stakeholders: mPCS

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.
Project Stakeholders: mPCS

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
Project Stakeholders: mPCS

7 Signed MoUs with Government Entities

[Logos of various government entities]
Project Stakeholders: mPCS

Integration Map

Our Platform
Integration Map

Abu Dhabi Customs 12
AD Ports - Ports 06
AD Ports - Kizad 16
AD Ports - Safeen 01
AD Ports - Security 01
AD Ports - Maqta 04
Abu Dhabi Terminals 13
COSCO Terminals 15
Auto Terminal XX
GC Terminal XX

INTEGRATED ENTRIES 37
INTEGRATED SYSTEMS 40
INTEGRATION POINTS 143

Vessel Tracker
ARC Lines
BALAJI SHIPPING (UK)
CHINA OCEAN SHIPPING
EMIRATES SHIPPING LINE
HAMBURG SUD
HYUNDAI MERCHANT MARINE
International Associated Cargo
KOREA MARINE TRANSPORT
MEDITERRANEAN SHIPPING
OOCL Lines
SAFMARINE CONTAINER LINES
UNITED ARAB SHIPPING

Borough
ANL Lines
BAY LINES
CMA CGM
EVERGREEN LINE
APL Lines
HAPAG-LLOYD
IGNAZIO MESSINA &CO.
MAERSK
MITSUI OSK LINES LTD
RAIS HASSAN SAADI
SARJAK CONTAINER LINES
WANHAI

Central Bank(ADCB) 01
Network International 01
Antwerp PCS 01
Barcelona PCS 01
China PCS 01
Project Stakeholders: mPCS

Collaboration with other ports: Port of Antwerp

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.
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
Innovation: MANARA

Innovative mobile application to track and trace vessels while providing visibility in voyage related transactions in more than 5 entities. It sends alerts and notification and provides historical routes details for vessels visiting Abu Dhabi Ports.

Impact Results:
30% Reduced Calls
30% Improvement in transparency
3% reduced cargo- and vessel-related operations time for customers
5% cost of operations for customers
Innovation: SILSAL

A blockchain-based technology (in the POC stage) developed by Maqta Gateway LLC. in 2018, providing a seamless and secure link among stakeholders in the maritime trade community. The service is available to export and import companies and their customers and will be extended to the wider trade community.

MSC BLOCKCHAIN INTEGRATION

“We greatly value our partnership with Abu Dhabi Ports, working together to facilitate trade and improve our customers’ experience through technology and innovation.”

Diego Aponte President and CEO of MSC Group
## Results & Impact: Sustainability

Based on a report issued by Abu Dhabi Government:

### 76.8k days man-day of work are saved

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td>Days</td>
<td>14k</td>
<td>17.8k</td>
<td>19k</td>
<td>26k</td>
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### 3.75 million Physical Visits reduction for our customers

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<th>2016</th>
<th>2017</th>
<th>2018</th>
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</thead>
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<tr>
<td>Days</td>
<td>679k</td>
<td>865k</td>
<td>936k</td>
<td>1.27m</td>
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</table>

### 27.3 tones Reduction in CO₂ emission

<table>
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<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tones</td>
<td>4.9k</td>
<td>6.3k</td>
<td>6.8k</td>
<td>9.3k</td>
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</table>

### 421.6 million Savings for stakeholders and customers

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tones</td>
<td>679k</td>
<td>119m</td>
<td>128m</td>
<td>174m</td>
</tr>
</tbody>
</table>
Results & Impact: Sustainability

Number of Reduced Printed Paper Copies (in millions)

- Target 2015: 0.5
- Target 2016: 3
- Target 2017: 5
- Target 2018: 19.52
- Actual 2015: 0.86
- Actual 2016: 3.53
- Actual 2017: 7.56
- Actual 2018: 10

Percentage of Reduction of human error through the automation

- Target 2016: 52
- Actual 2016: 53.9
- Target 2017: 72.86
- Actual 2017: 75
- Target 2018: 82.8
- Actual 2018: 82.8
Results & Impact: Sustainability

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

<table>
<thead>
<tr>
<th></th>
<th>Target</th>
<th>Actual</th>
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</thead>
<tbody>
<tr>
<td>2016</td>
<td>55</td>
<td>54.81</td>
</tr>
<tr>
<td>2017</td>
<td>70</td>
<td>78</td>
</tr>
<tr>
<td>2018</td>
<td>78</td>
<td>86</td>
</tr>
</tbody>
</table>

Overall Customer satisfaction with digital services

<table>
<thead>
<tr>
<th></th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>75%</td>
<td>77.60%</td>
</tr>
<tr>
<td>2017</td>
<td>84%</td>
<td>88.60%</td>
</tr>
<tr>
<td>2018</td>
<td>77%</td>
<td></td>
</tr>
</tbody>
</table>
Results & Impact: Sustainability

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 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%)
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.
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