MAMAR Project

Resilient Infrastructure

Executive Summary

- 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 (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.

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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
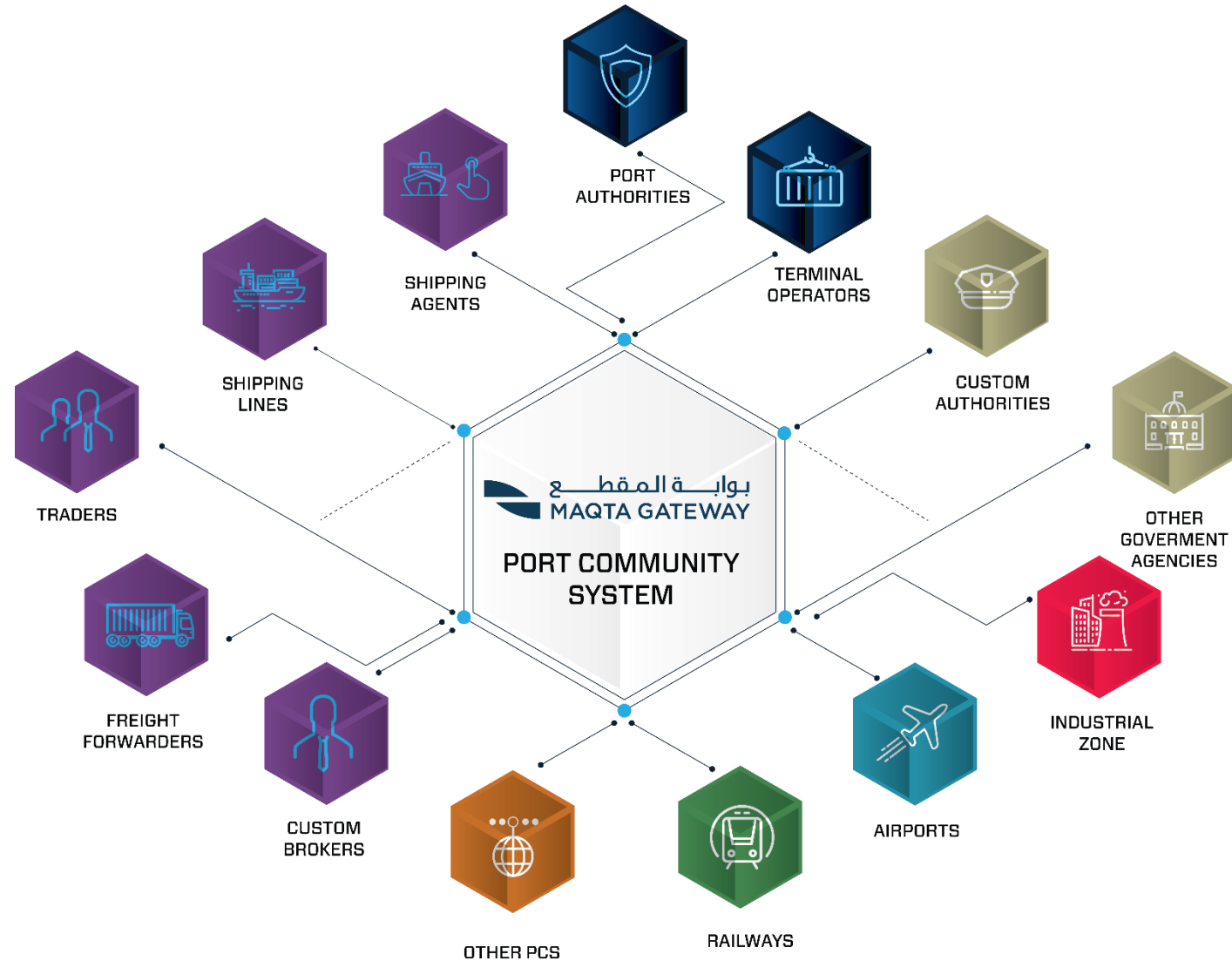
Our Service Catalog

MAMAR
YOUR DIGITAL WAY

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 Verfied Gross Mass (VGM) Declaration

52 Delivery Plan

40 Container Cargo Statistics Request

44 Event Subscription Request

48 Gate In/Gate Out Notifications

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

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

100+
Services

Service Offerings span the entire Port community from Seaside to Hinterland

Trade Values

- 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 Objectives
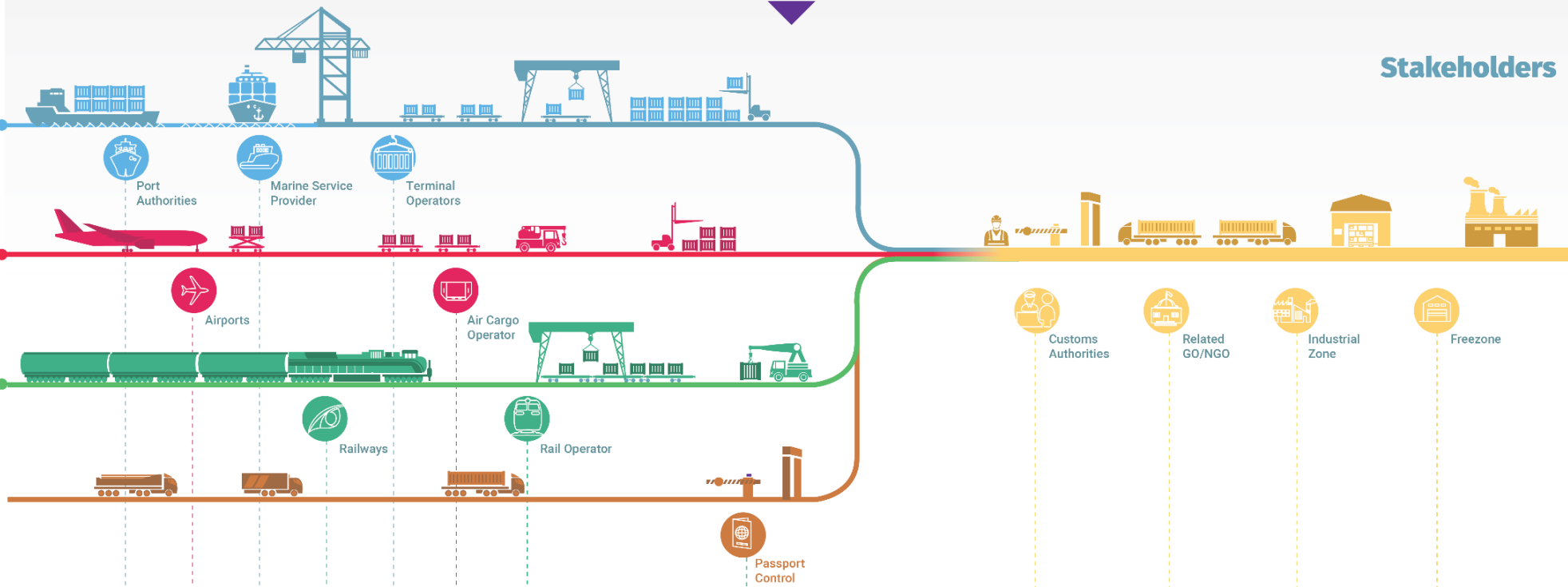
The Specific Objectives (KPIs):

– 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

Vision and Leadership

Abu Dhabi Emirate Plan

Maritime Transport Development & sustainability
Port facilities infrastructure Development Program

Mamar
Port
Community
System

Vision and Leadership
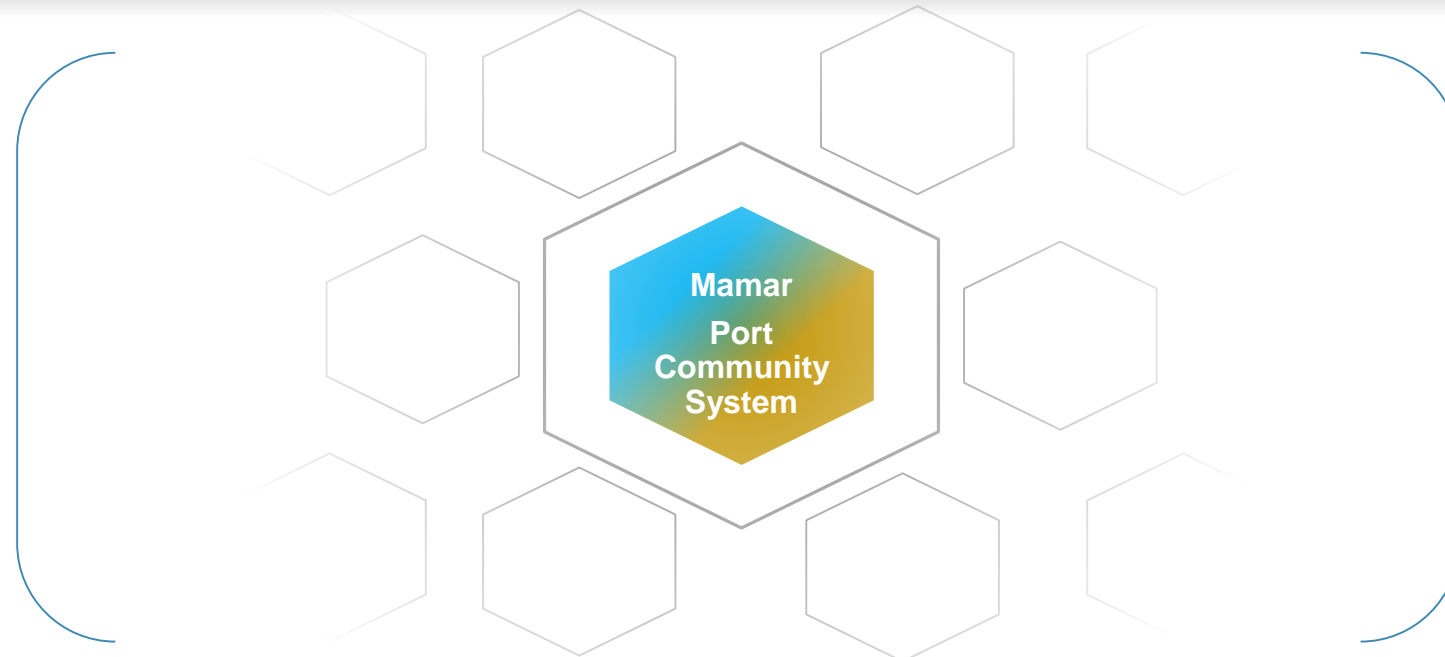
Maqta Gateway Vision is derived from Abu Dhabi Ports Vision

موانئ أبوظبي
ABU DHABI PORTS

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

بوابة المقطع
MAQTA GATEWAY

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

Engagement Model

MAMAR
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Objective → Approach → Implementation → Assessment → Results/Measurement

Objective
o Customer Happiness
o Digital Services Adoption

Approach
o Strategy
o Benchmarking (2011-2013)
o As per IPCSA guideline "Building a port community System by the port community"
o Maqta Gateway went an extra mile and establish New department "Transformation" to take care of customer happiness and engagement

Implementation
o Statistics
o Happiness
o Change Management
o Targets & KPIs are set
  o Transformation Department
    o Training
    o Account Management
    o Community Engagement
  o Operations Department

Assessment
o 3rd Party Survey
o Online Survey
o Customer Visits

Results/Measurement
o 80% of customer suggestions are Implemented
o Customer Happiness Report 2018 – 85%
o Customer Satisfaction 2018 - 87%

Project Stakeholders

– Profiles Covered

Customers
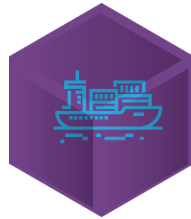
| SHIPPING LINES | SHIPPING AGENTS | TRADERS | CUSTOM BROKERS | FREIGHT FORWARDERS | TRUCKING COMPANIES |
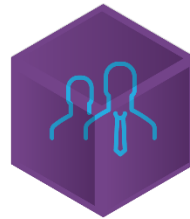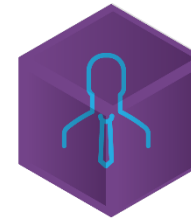
Stakeholders

| PORT AUTHORITIES | TERMINAL OPERATORS | CUSTOM AUTHORITIES | INDUSTRIAL ZONE | OTHER PCS | OTHER GOVERMENT AGENCIES | AIRPORTS | RAILWAYS |
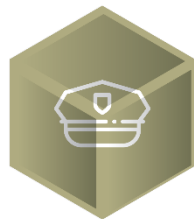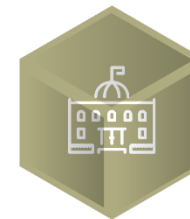
Project initiation & Requirement Gathering

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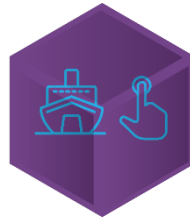
Brainstorming sessions are conducted with customers at initial phase and during the business requirement gathering to ensure that the solution are aligned with customer needs and to increase customer satisfaction

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

Platform Integration Map

MAMAR YOUR DIGITAL WAY

Our **Platform**
Integration Map

2 GOVERNEMENT INTITIES	4 TERMINAL OPERATORS	26 PRIVATE COMPANIES	2 BANKS	3 INTERNATIONAL PCS
SERVICES	SERVICES	SERVICES	SERVICES	SERVICES

GOVERNEMENT INTITIES — SERVICES
Entity	
Abu Dhabi Customs	12
AD Ports - Ports	08
AD Ports - Kizad	16
AD Ports - Safeen	01
AD Ports - Security	01
AD Ports - Maqta	04

TERMINAL OPERATORS — SERVICES
Operator	
Abu Dhabi Terminals	13
COSCO Terminals	15
Auto Terminal	xx
GC Terminal	xx

PRIVATE COMPANIES — SERVICES
Vessel Tracker		**Borouge**	67
ARC Lines		ANL Lines	
BALAJI SHIPPING (UK)		BAY LINES	
CHINA OCEAN SHIPPING		CMA CGM	
EMIRATES SHIPPING LINE		EVERGREEN LINE	
HAMBURG SUD		APL Lines	
HYUNDAI MERCHANT MARINE		HAPAG-LLOYD	
Inernational Associated Cargo		IGNAZIO MESSINA &CO.	
KOREA MARINE TRANSPORT		MAERSK	
MEDITERRANEAN SHIPPING		MITSUI OSK LINES LTD	
OOCL Lines		RAIS HASSAN SAADI	
SAFMARINE CONTAINER LINES		SARJAK CONTAINER LINES	
UNITED ARAB SHIPPING		WANHAI	

BANKS — SERVICES
Bank	
Central Bank(ADCB)	01
Network International	01

INTERNATIONAL PCS — SERVICES
PCS	
Antwerp PCS	01
Barcelona PCS	01
China PCS	01

INTEGRATED ENTITIES	INTEGRATED SYSTEMS	INTEGRATION POINTS
37	40	143

Collaboration with other ports: Port of Antwerp

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 "

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

MAMAR
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PCS
نظام مجتمع الموانئ

MAMAR
YOUR DIGITAL WAY

SILSAL
YOUR TRUSTED CHAIN

MANARA
Your Voyage Tracker

VGM
نظام إبلاغ الوزن المؤكد

PAY
نظام الدفع الإلكتروني

LMS
نظام إدارة التراخيص

MASAHA
Discover Your KIZAD

VMS
نظام إدارة السفن

KSP
نظام خدمات كيزاد

CAS
نظام التعيين

Results & Impact: Sustainability

MAMAR
YOUR DIGITAL WAY

Based on a report issued by Abu Dhabi Government:

هيـئـة الأنـظـمـة والخـدمـات الذكـيـة
SMART SOLUTIONS & SERVICES AUTHORITY

76.8k Days man-day
of work are saved

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

3.75 Million Physical Visits
reduction for our customers

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

27.3 tones Reduction
In CO_2 emission

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

AED 421.6 million Savings
For stakeholders and customers

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

Results & Impact: Sustainability

Number of Reduced Printed Paper Copies (in millions)

	Target	Actual	Target	Actual	Target	Actual	Target	Actual
Value	0.5	0.86	3	3.53	5	7.56	10	19.52
Year	2015		2016		2017		2018	
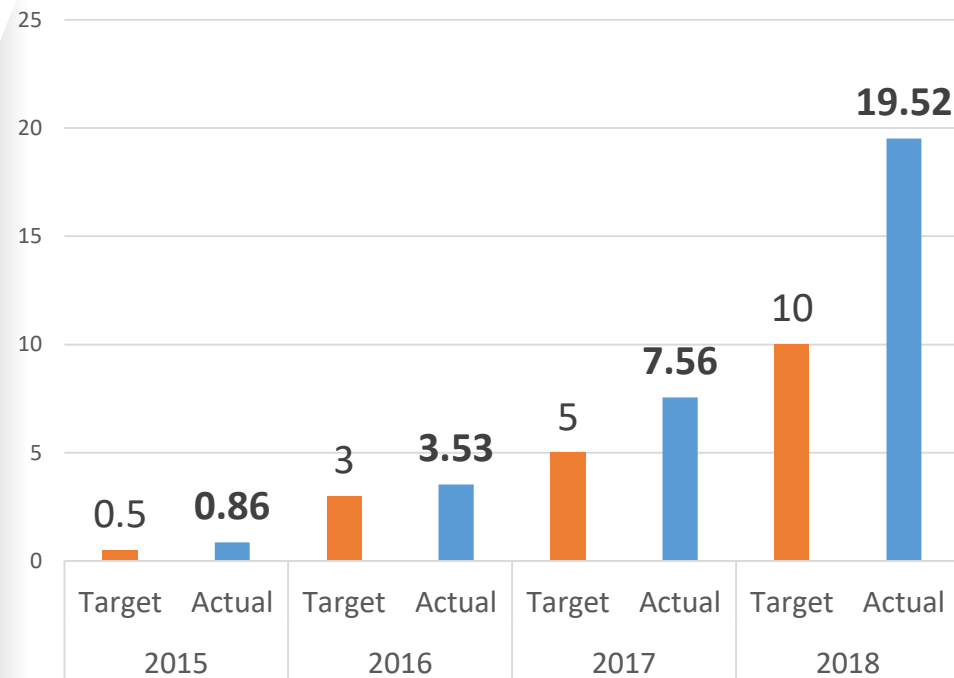
Percentage of Reduction of human error through the automation

	Target	Actual	Target	Actual	Target	Actual
Value	52	53.9	52	72.86	75	82.8
Year	2016		2017		2018	

Results & Impact: Sustainability
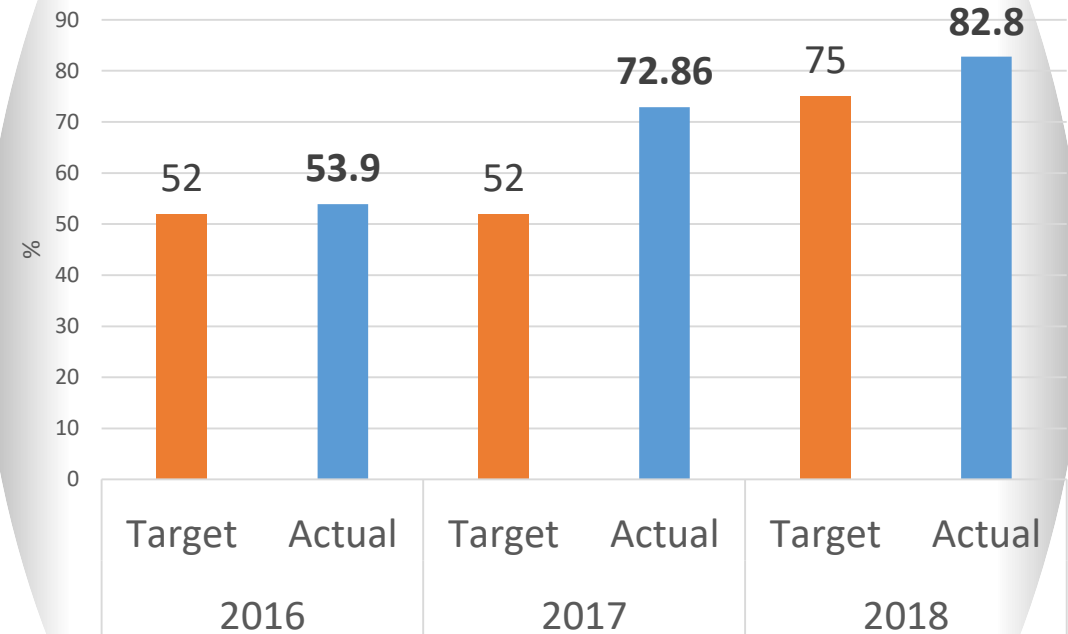
Customer satisfaction with the effectiveness of the channels in obtaining digital services

	2016		2017		2018	
	Target	Actual	Target	Actual	Target	Actual
	55	54.81	70	78	78	86
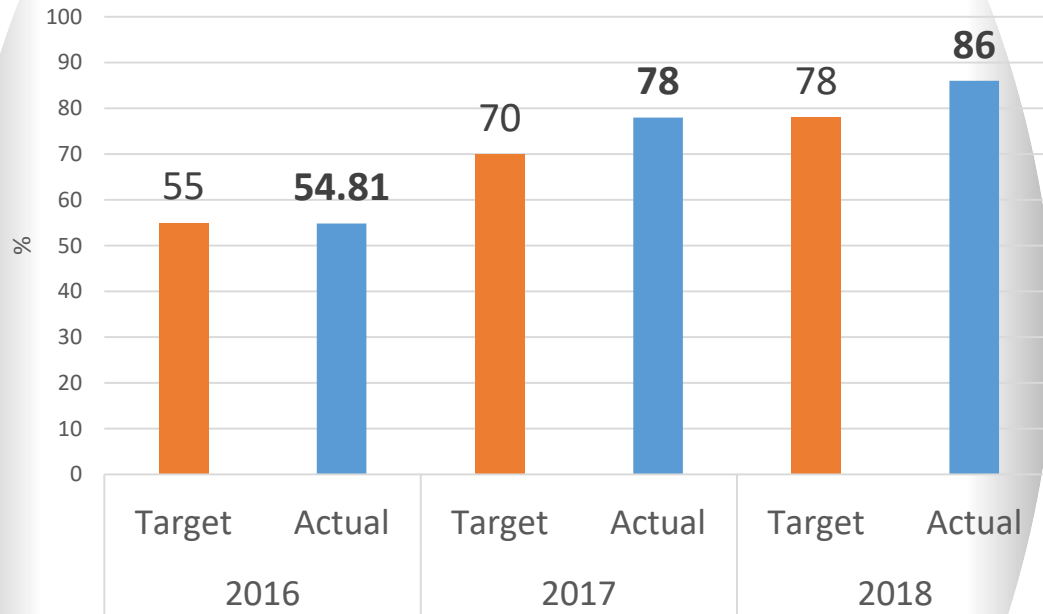
Overall Customer satisfaction with digital services

	2016	2017	2018
Target	75%	75%	77%
Actual	77.60%	84%	88.60%

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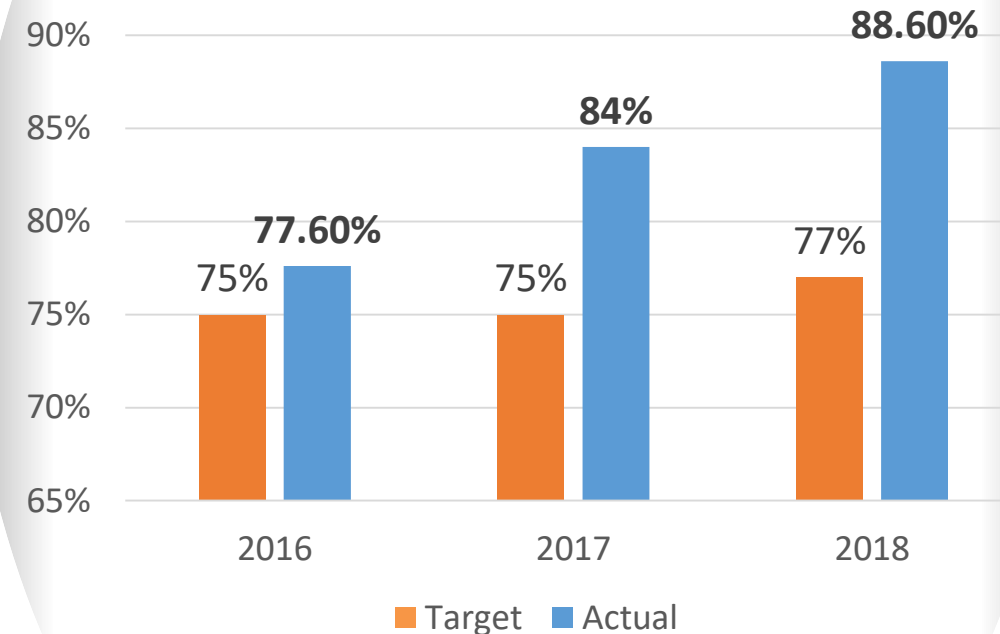
Below are the results of the Operational Key Performance Indicators (KPIs) were defined for the initial stages along with the achieved results, based on end-users' surveys:

- 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%)**
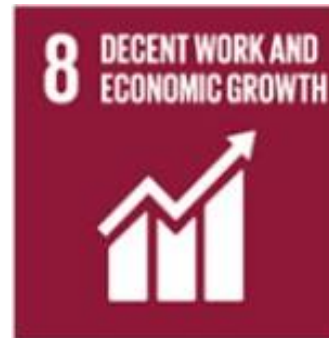
Our Commitment to UN SDGs

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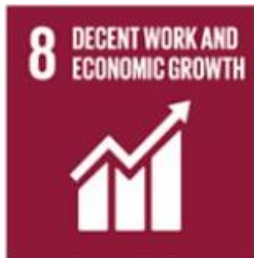
Decent Work and Economic Growth: We contribute 3.6% of the non-oil GDP and provide direct and indirect employment to 90,000 people in the UAE. We are focused towards diversifying the economy by supporting the industrial as well as the tourism sector in the UAE.

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