DIGITAL TRANSFORMATION, INNOVATION & COOPERATION

What are the challenges and opportunities for Mediterranean ports?

13 DEC 2023
CASABLANCA
Since 2018, MEDPorts has grown and increased its activities to presently have 30 members from all shores of the Mediterranean representing 70% of cargo and 90% of passenger traffic handled in the Mediterranean Sea. Indeed, we still thrive to gather as many member ports as possible in order to gain and exchange experience within the northern and southern Mediterranean ports in the face of the dynamic developments in the marine sector.

Find more at: https://medports.org/

The National Ports Agency (ANP) is the authoritative and regulatory body of the new Moroccan port system established by Law 15-02. Within the context of increasing globalization and marked by the intensification of trade in an increasingly competitive environment, the port sector in Morocco and throughout the world, has become an important resource for the country’s development and competitiveness. At the same time, it must respond to new social, societal, and environmental challenges. Find more at: https://www.anp.org.ma/en/portmaroc

PortNet is a sophisticated National Single Window which also incorporates a Port Community System and (air) Cargo Community System. It has transformed Morocco’s import/export activities and continues to expand its influence. Last year, PortNet in partnership with its stakeholders launched a series of new services designed to make the import/export supply chain practical, integrated and digital. These included paperless heavy packages declarations, waste declarations, berthing requests and import/export manifests. The PortNet system is continually refined. Find more at: https://www.portnet.ma/
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INTRODUCTION

As part of their cooperation and in conjunction with the meeting of the MEDPorts Association's Technical Committee in charge of cooperation, the Agence Nationale des Ports du Maroc and the MEDPorts Association are organizing a workshop on the theme of digital transformation. This seminar is an opportunity for companies, port community players and experts to debate, exchange and discuss the challenges and opportunities linked to the ongoing transformation of ports in the digital age.

This seminar is organized into three sessions:

- The first session focuses on the theme of digital transformation in Mediterranean ports and the strategies that can improve the efficiency, productivity and competitiveness of the region's ports. Discussions will focus on feedback from implementing digital solutions and automating port processes to optimize port operations and improve the overall customer experience.

- The second session focuses on innovation in the context of Mediterranean ports. We will explore emerging trends, disruptive technologies and innovative port models that are transforming port processes. Participants will have the opportunity to discover the latest advances in fields such as the Internet of Things (IoT), artificial intelligence and green technologies, and discuss their potential applications and benefits for Mediterranean ports.

- The third and final session focuses on the importance of cooperation in promoting this digital transformation between Mediterranean port authorities, control bodies, handling operators, shipping lines, carriers and trade associations.

We will look at successful models of collaboration and initiatives promoting seamless integration and information sharing within the supply chain. The session will highlight case studies and best practices demonstrating the positive impact of cooperation on the performance, sustainability and resilience of ports in the Mediterranean region.

CASABLANCA 13 DEC 2023
08:30 am  Registration

09:00 am  Opening Session

**Mrs. Nadia LARAKI**  
General Director, Agence Nationale des Ports  
Vice-President, MEDPorts Association

**Mr. Pino MUSOLINO,**  
President, MEDPorts Association  
President and CEO, North Central Tyrrhenian Sea Port Authority - Ports of Rome

09:30 am  Session One: Port Strategy in the Digital Age

10:20 am  Session Two: Innovation for Sustainable Development

11:30 am  Coffee Break

11:45 am  Session Three: Cooperation & Digital Transformation in Mediterranean Ports

13:00 pm  Networking Lunch
SESSION 1
Port Strategy in the Digital Age
Moderator: Philippe Guillaumet

9:30 am

The Port Strategy of the National Ports Agency in the Digital Era
Mr. Tarik MAAOUNI
IT Director, ANP

The Leading Role of New Technologies in the Competitiveness of Ports
Mr. Abdelaziz MATRACH
Vice-President, Moroccan Association of Exporters - ASMEX

Leap Forward Towards Ports Digital Evolution
Mr. Alexandre SÁNCHEZ
Port Community System Manager, Autoridad Portuaria de Valencia

Impact of Digital Technologies on Port Efficiency and Sustainability
Prof. Akram Soliman ELSELMY
Dean, College of Engineering & Technology, AASTMT

10:10 am

Session Discussion
SESSION 2

Innovation for Sustainable Development
Moderator: Cedric Etienne

10:20 am

Experience of the Port of Jorf Lasfar
Mr. Mohamed HASSOU
Regional Manager, ANP

Bouncing to the Horizons of Sustainable Innovative Ports
Prof. Alaa MORSY
Dean, Port Training Institute, AASTMT

Innovation Initiatives to Port’s Emission Reduction
Mr. Raul CASCAJO
Head of Environmental Policies, Autoridad Portuaria de Valencia

Case of Algeciras Port
Mr. Luis NÚÑEZ
Head of European Affairs Division, Port of Algeciras

Innovation for sustainable development – the IAPH World Ports Sustainability program
Mr. Victor SHIEH
Director of Communications, IAPH

Innovation and Sustainability in Ports, a Necessary Global Approach - Case of Port of Marseille-Fos
Mrs. Amal LOUIS
Head Business Development Division, Port of Marseille-Fos

11:20 am

Session Discussion
SESSION 3
Cooperation & Digital Transformation of Mediterranean Ports
Moderator: Jordi Torrent

11:45 am

Deploying a New Generation of Cooperation
Mr Abdellatif LHOUAQUI
Director of Communications and Institutional Relations and Director of Cooperation, ANP

Administration des Douanes et Impôts Indirects
Mr. Lhassane HALLOU
Directeur de la Facilitation et de l’Informatique, Customs

Power Skills Axis of Cooperation & Employability
Ms. Ana RUMBEU
Training Director, ValenciaPort Foundation

New Digital Tools for Training in a Digital World
Mr. Eduard RODÉS
Director, Escola Europea

Guichets Uniques : Une Boîte à Outils pour la Collaboration Portuaire
Mr. Youssef AHOUI
Chief Executive Officer, PORTNET S.A

The Digital Cooperation in the Port of La Spezia
Mrs. Federica MONTARESI
Secretary General, Porti di La Spezia

12:45 pm

Session Discussion
Thank you
Stay tuned for more MEDPorts Events!