

▶ DIGITAL TRANSFORMATION, INNOVATION & COOPERATION

What are the challenges
and opportunities for
Mediterranean ports?



 13 DEC 2023



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DIGITAL TRANSFORMATION, INNOVATION & COOPERATION



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/>



الوكالة الوطنية للموانئ
Agence Nationale des Ports

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>



الشباك الوطني الموحد لتبسيط مساطر التجارة الخارجية
Guichet Unique National des Procédures du Commerce Extérieur

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 stake-holders 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.



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SEMINAR PROGRAM

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**



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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 LHOUAOUI**

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!



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