

# The role of smart ports in the digital supply chain





# Background

Global Experience, Operational Innovation and Down-to-earth Attitude



## History & Experience

- Founded in 1976 as subsidiary of HHLA Hamburger Hafen und Logistik AG
- Reputation as one of the world's leading consultants in the transport sector
- Port and transport-related projects in 120+ countries, both in the private and public sector spanning six continents
- Accredited with all major development organizations and banks (World Bank, IFC, ADB, KfW, etc.)



## Operator Focus

- Approx. 1,500 projects world-wide with extensive experience in port planning
- Key focus on operational excellence maximising capacity of infrastructure to increase value creation across supply chains
- Developed HPC Ukraina (now CTO) as terminal operator in Odessa, Ukraine.



Marine Container Terminals



Governments, Communities, Ports



Intermodal Rail Terminals



Multipurpose Terminals



Bulk Terminals



Cruise Terminals



Airports



Marine Shipping

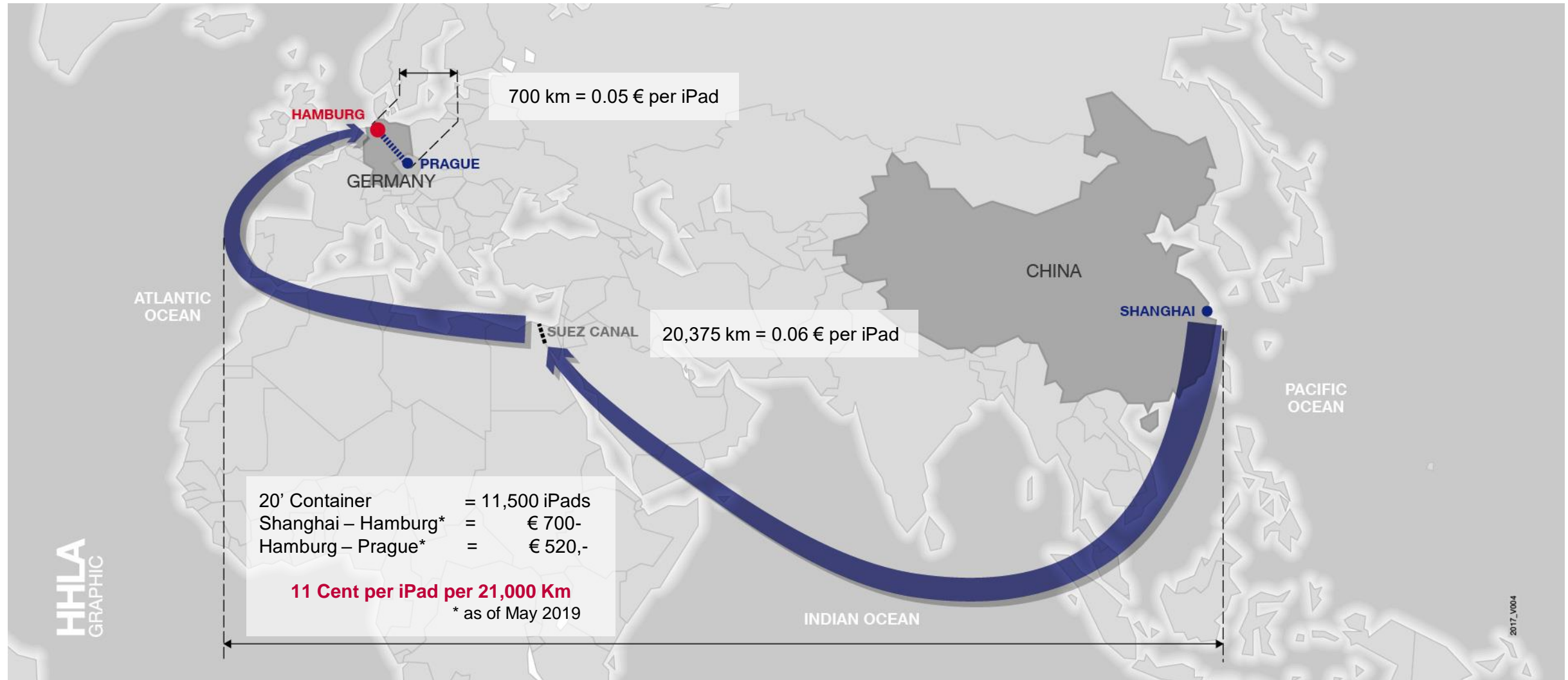






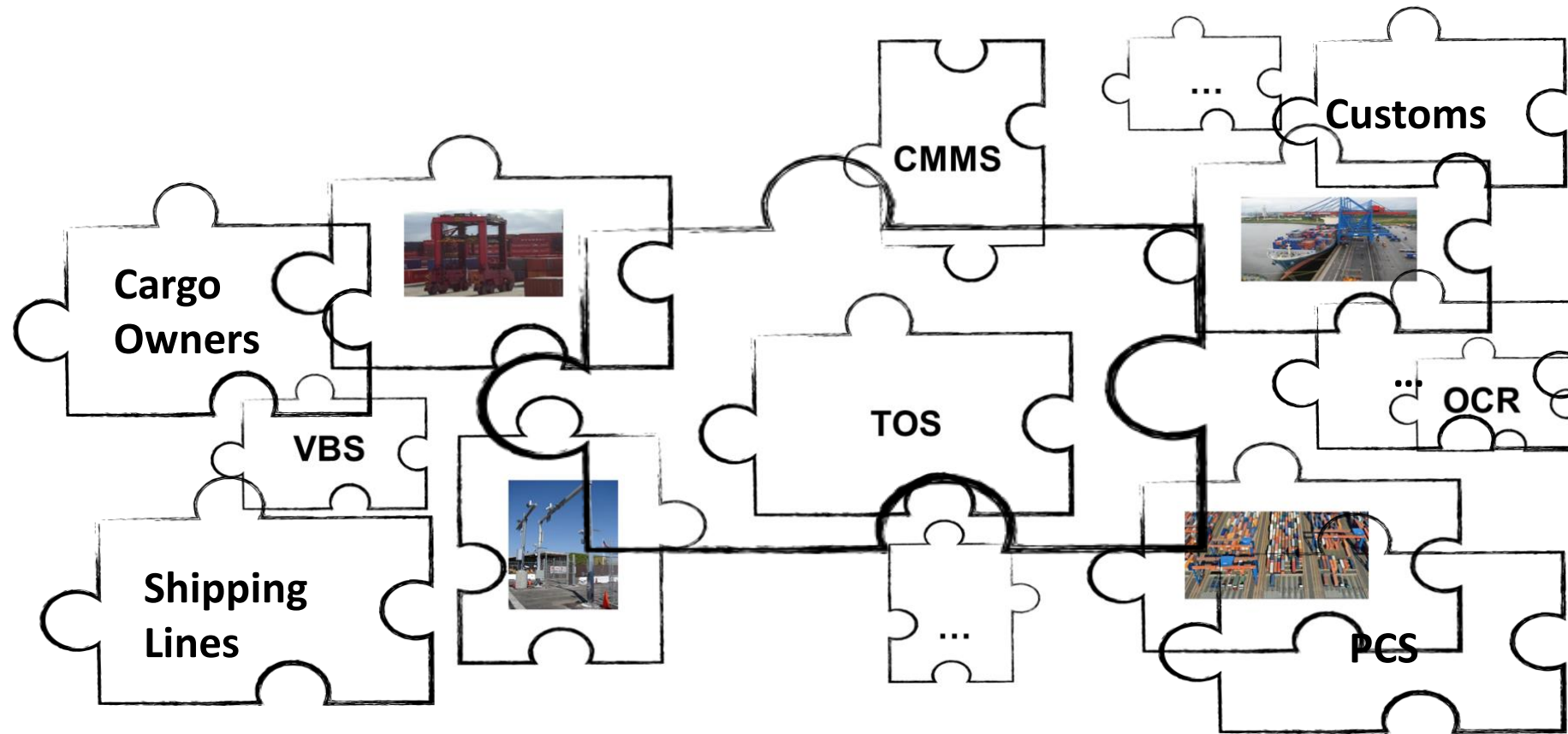
# Supply Chain Focus

## Example Shanghai - Prague

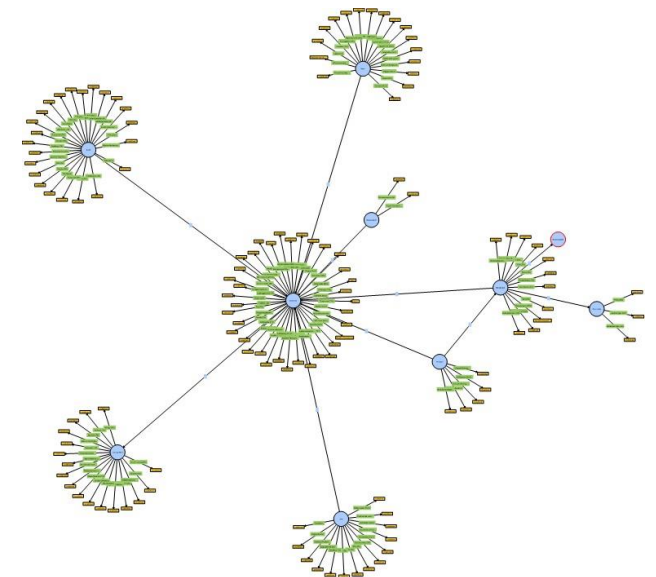
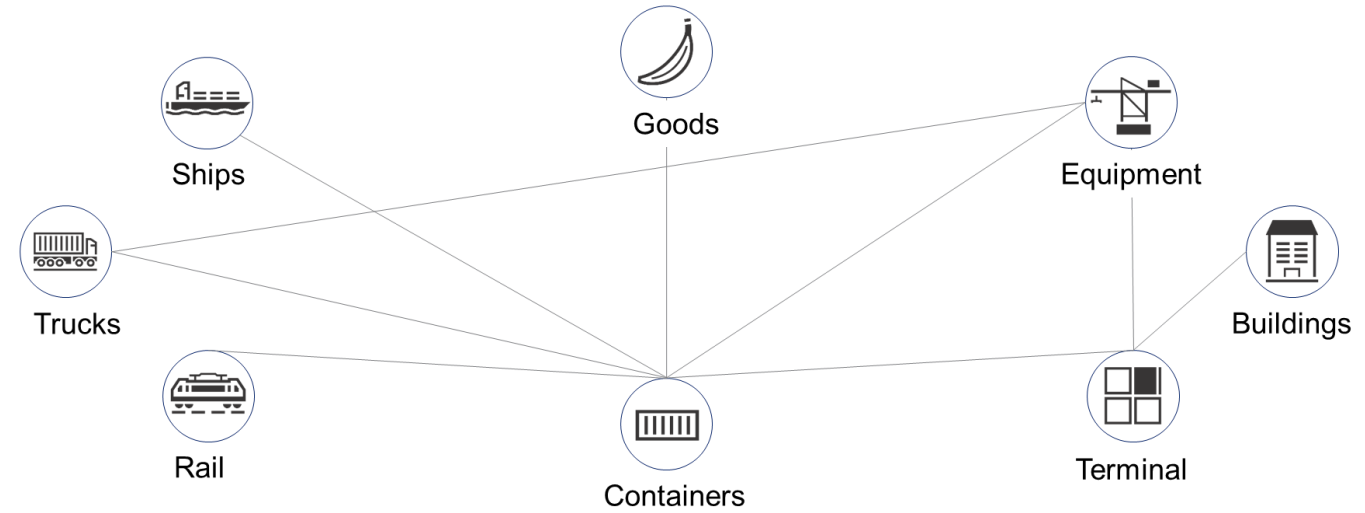
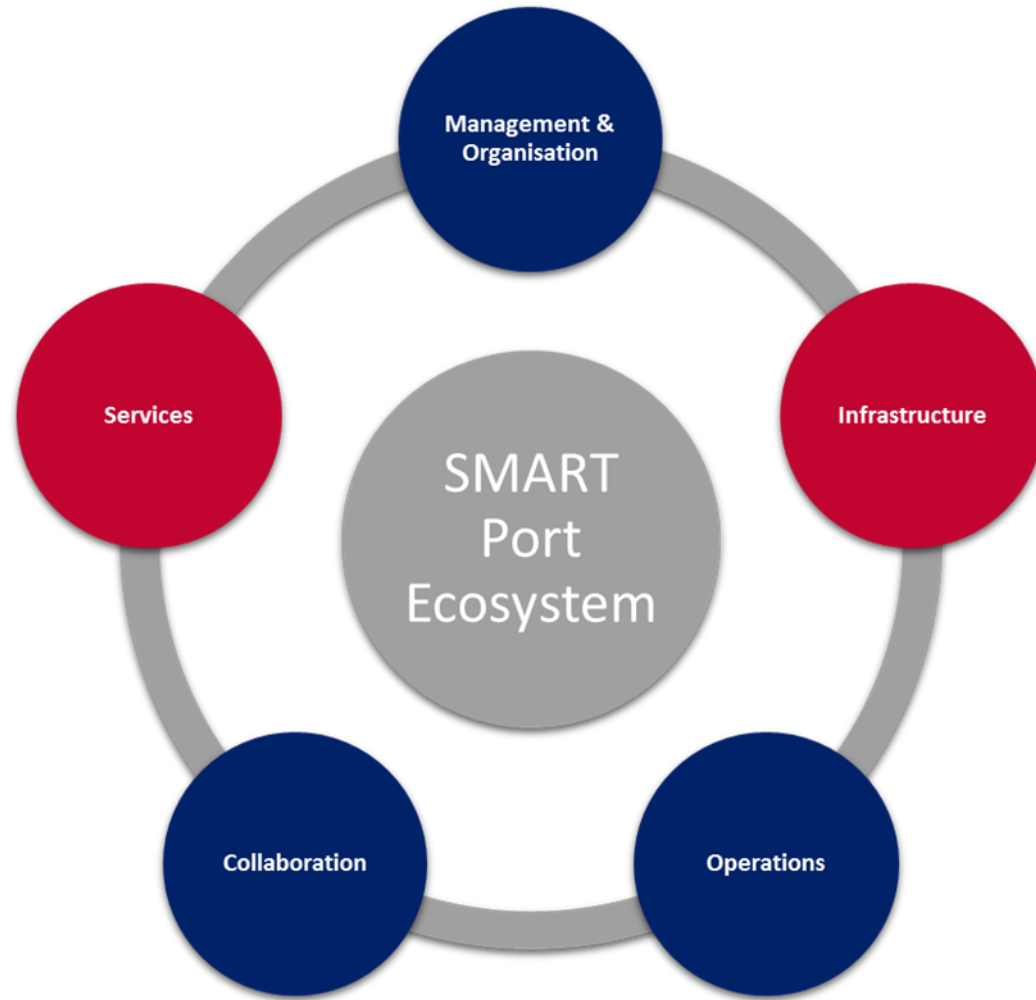


# Digitalisation in Ports and Terminals

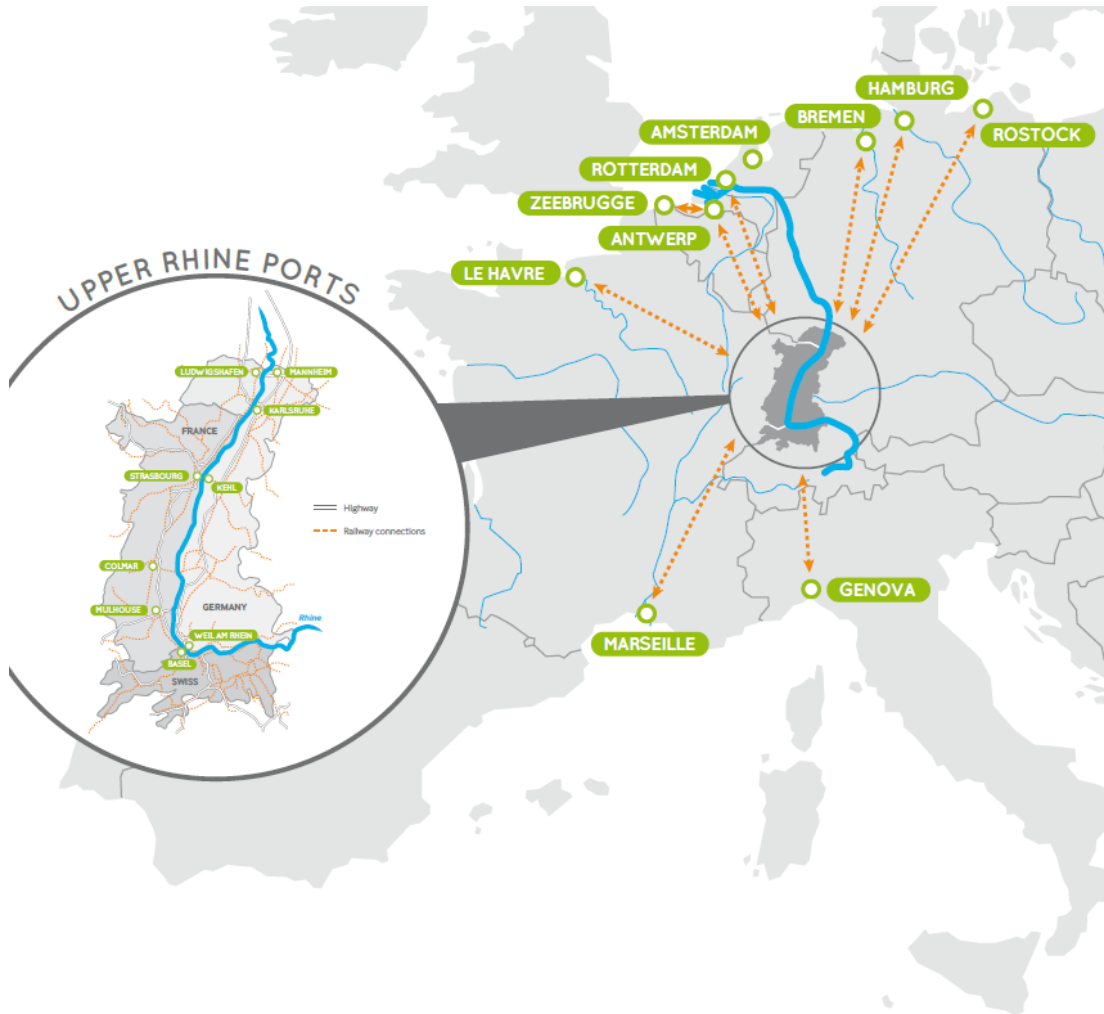
Integration beyond the terminal borders



# The Significance of Data



# Case Study: RheinPorts & Upper Rhine



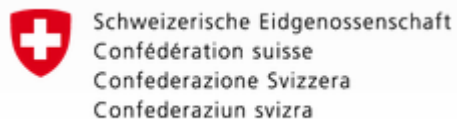


# Case Study: RheinPorts & Upper Rhine

## RPIS – Stakeholders



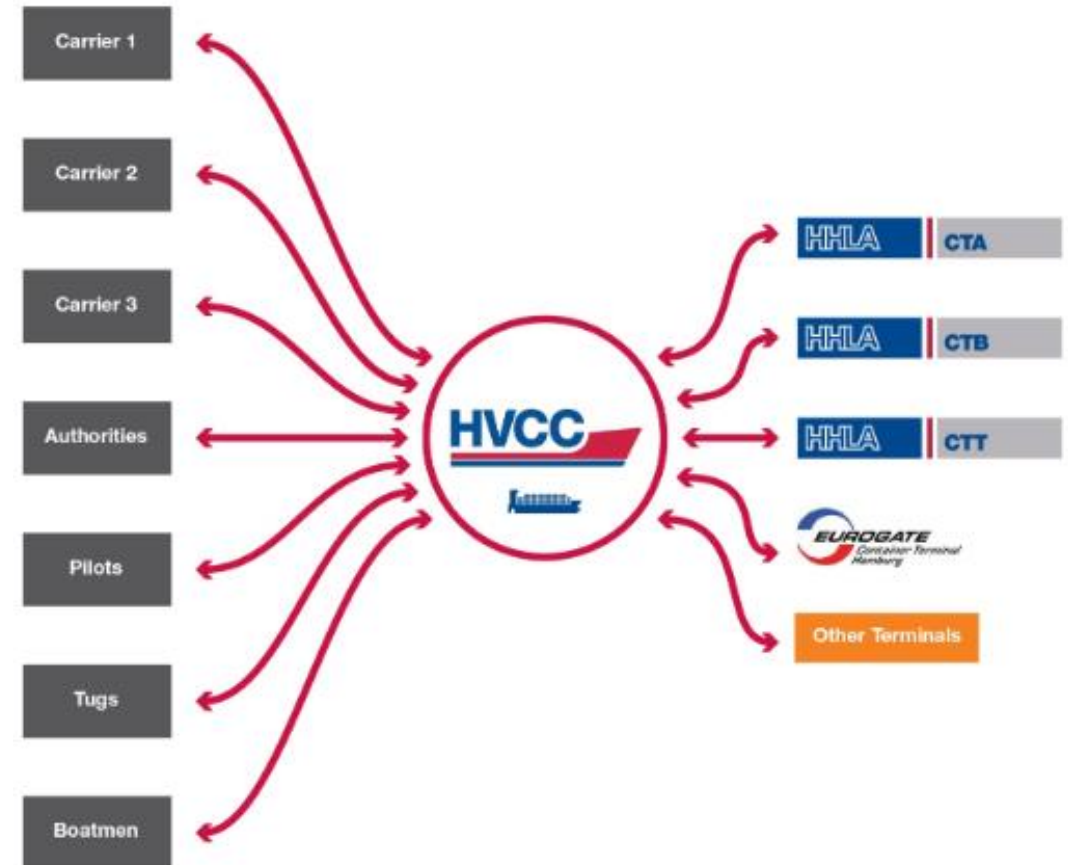
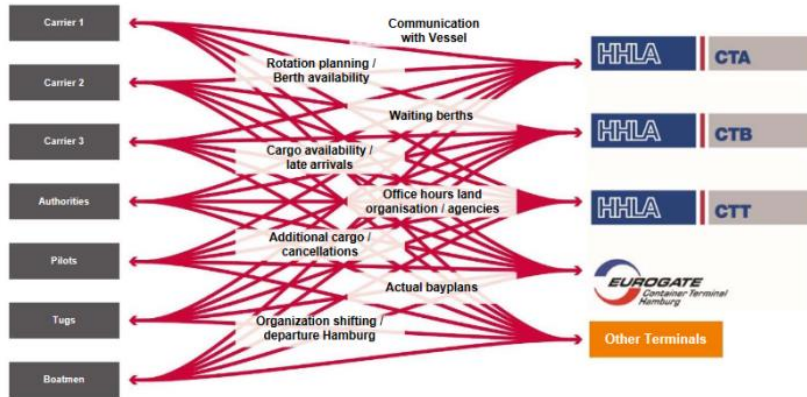
PORT RHÉNAN  
COLMAR / NEUF-BRISACH





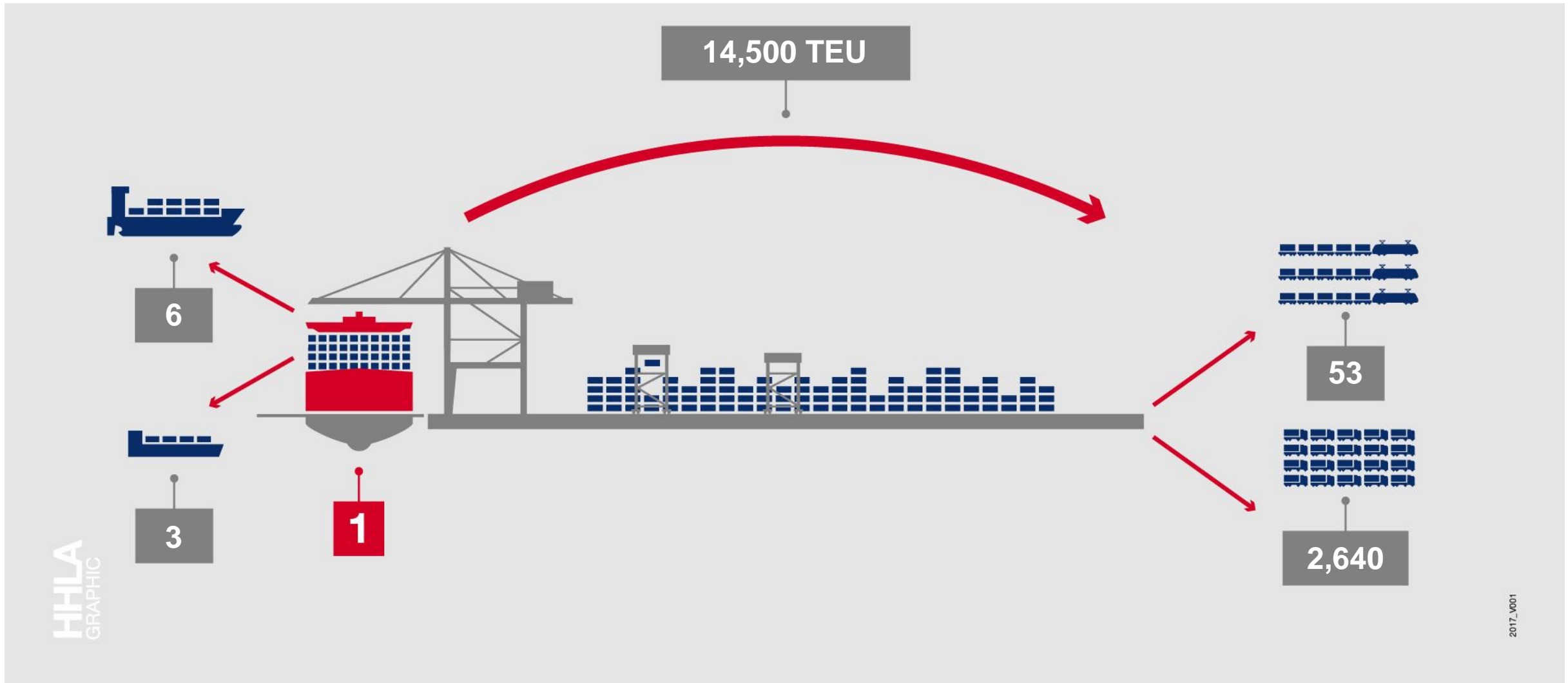
# Case Study: HVCC

## Hamburg Vessel Coordination Center – Feeder Logistics Center



# Case Study: Truck Appointment – Fuhre 4.0

Peak load e.g. 20,000 TEU container vessel





- Port infrastructure must have a digital counterpart
- Service quality and reliability become increasingly important
- Stakeholder, change & integration management is a success factor
- Modular design of IT systems & Flexible interfaces
- Standardisation as much as possible
- Involvement of new technologies
  - IoT & Big data
  - Block chain
  - Drones



# Thank You for Your Attention



**Dr. Stefan Wiech**  
Partner

**HPC Hamburg Port Consulting GmbH**  
Am Ballinkai 1  
21129 Hamburg

**+49 (0)40 74008-207**  
**s.wiech (at) hpc-hamburg.de**