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.
Digitalisation
Supply Chain Focus
Example Shanghai - Prague

20' Container = 11,500 iPads
Shanghai – Hamburg* = € 700-
Hamburg – Prague* = € 520,-

11 Cent per iPad per 21,000 Km
* as of May 2019
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
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

14,500 TEU

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Key Takeaways

- 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

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