



# Algeciras as Hub for the Blue Economy. SEArica Event

27<sup>th</sup> June 2023

Jesús Medina Blanco

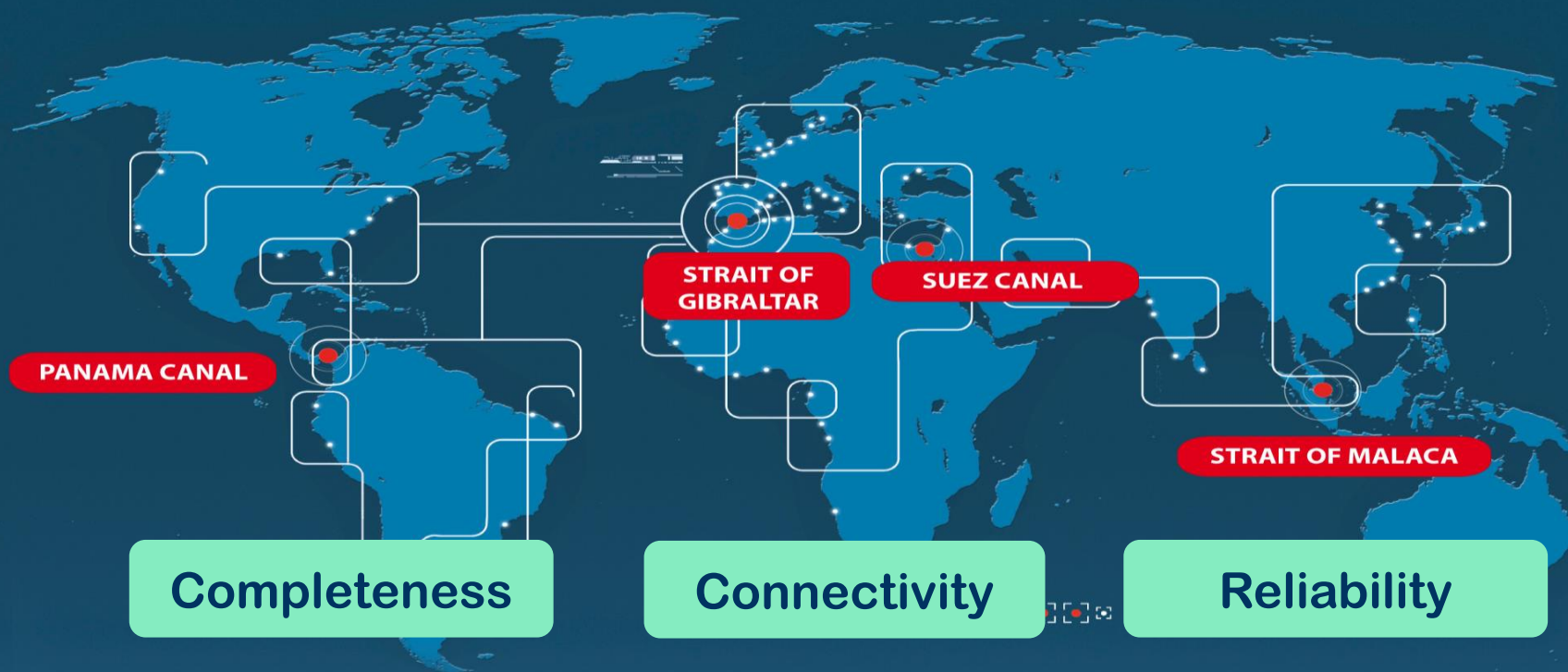
CIO Algeciras Port Authority



# Algeciras Port Positioning



**VALUE PROPOSITION: SUPERIOR QUALITY OF SERVICE AT GEOSTRATEGIC LOCATION STRAIT OF GIBRALTAR**



**1<sup>st</sup> PORT SPAIN**

**4<sup>th</sup> PORT EU**

**IN TOTAL CARGO (2022)**



**107 M tons**



**4,7 M TEU**



**463 k trucks**



**4,3 M pax\***

# Algeciras Next Generation Port

Intelligent

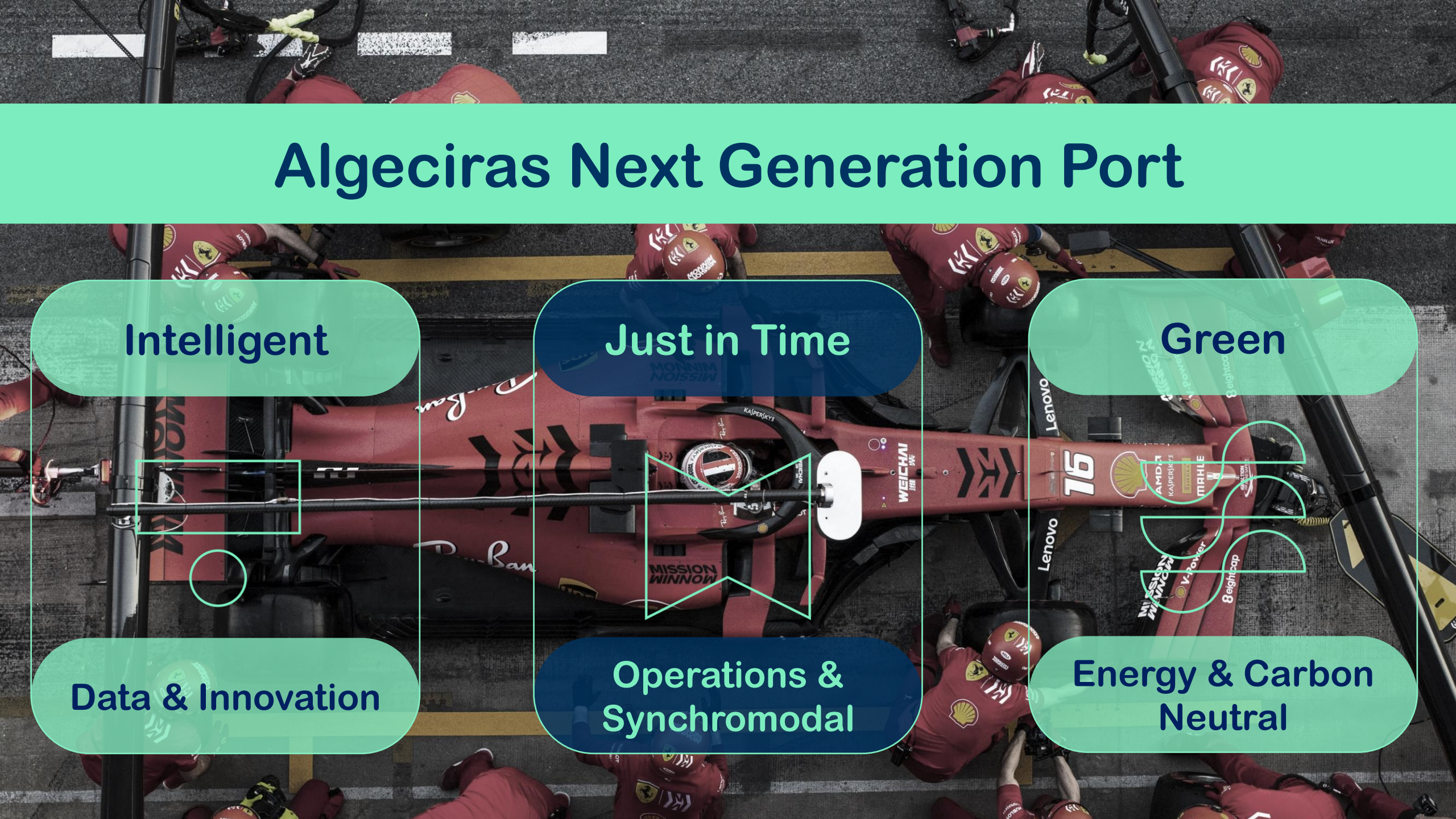
Just in Time

Green

Data & Innovation

Operations & Synchronomodal

Energy & Carbon Neutral



# Transforming the Algeciras Port

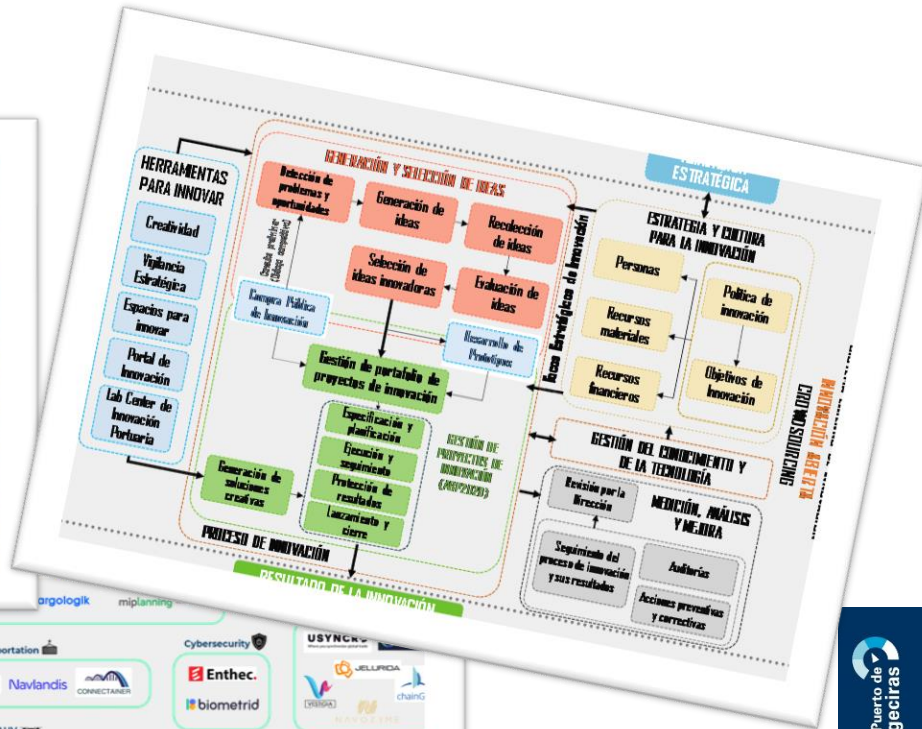


... by considering Innovation as a Key Business Process

### APBA's Training and Talent Program

#### Algeciras Port Digital Academy

- Specific courses on the most in-demand disruptive technologies (5G, IoT, IA&ML).
- Innovative campus focused on fostering citizens' employability in the digital sector.
- Tech Training
- Open Campus
- APDA
- Internship Program
- Student Reskilling
- Collaboration with educational centers for attracting and retaining talent, as well as to connect it with the industry.
- New master's degrees related to innovation and digitalization in the port logistics sector.
- Training program for the upskilling of port employees regarding digital skills.
- Digital Training Program



### 2021 3ª edición

## Concurso de ideas Travesía de la Innovación

Dirigido a empleados, emprendedores, start-ups y todos los agentes de la Comunidad Portuaria

« ¡Activa tu ingenio y aprovechemos el poder de los datos! »

Hasta el 15 de Diciembre de 2021

Basado en la convocatoria

Travesía de la Innovación

Puerto de Algeciras

# Adoption of Digital Technology



## Transport & Logistics Lagging Behind: Processes Manual & Poorly Digitized

### STAGE 01

- Digital impact primarily in **operations** and **cost reductions**
- Limited digital disruption in the industry



Construction



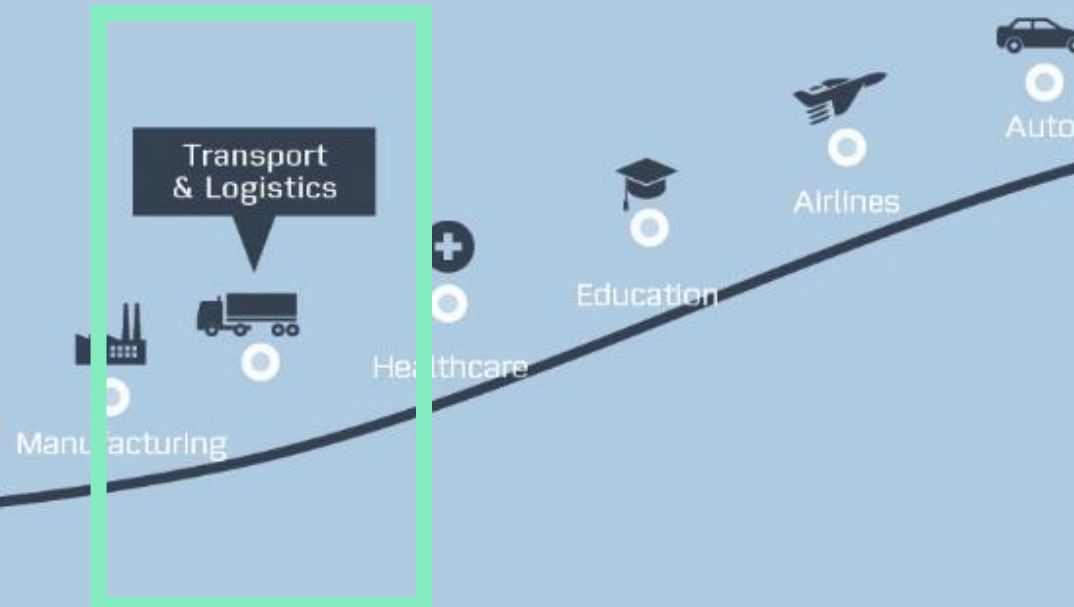
Oil & Gas



Pharma

### STAGE 02

- **Digital engagement with customers** increasingly important
- **Increasing personalisation** of the customer experience using advanced data analytics



Source: Maersk Line

# AspBAN Key Impact Notes



## 6 BUSINESS INNOVATION CHALLENGES



23

MEETINGS

5

PROPOSALS

2

CANDIDATES

- » #1 Automate vehicle **boarding/disembarkation control**.
- » #2 Use of **AIS data** to **support strategic and operational decision-making**.
- » #3 Diagnosis and prediction of the **environmental impact**.
- » #4 Reducing **traffic congestion** problems
- » #5 **Challenge:** Preserve the **marine ecosystem and biodiversity**.
- » #6 **Challenge:** **Decarbonise port activity** and **improve air quality**.



# BUSINESS COLLABORATIONS



INTELLIGENT TRACKING



PORTCDM PLATFORM



BUNKER OPS PLANNING



Biodiversity  
monitoriz.



Queue  
detection

# Project's feedback



**+ COMMON BUSINESS CHALLENGES**

**+ EASING PORT'S TRANSFORMATION**

**+ INTERNATIONAL SCOUTING**

**+ BLUE ECONOMY ATTRACTIVENESS**





# Reflections on the future



Proven valuable "tool" to **boost the impact and value generation** in favour of the Blue Economy, and to **improve the efficiency** of port innovation ecosystems.

+ FUNDING SUPPORT

+ PARTNER COLLABORATION

+ PORT ECOSYSTEM STAKEHOLDERS



# DIGITAL INNOVATION

**10% + 20% + 70%**

Algorithms

Technology

People &  
processes

The importance of human capital  
on digital innovation



The reality of  
a new port

Thank you!