

Port of the Future

**A digital transformation journey through
collaboration in port community**

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Facts & Figures

> 8,700 Vessel Calls

7,200 Hectares

**900,000 Cruise
Passengers**

2.92 Mil. Trucks

**68,000 Train
connections**

**136 Mil. Tons of
Throughputs**



Our Challenge # 1

Port in the middle of the City!



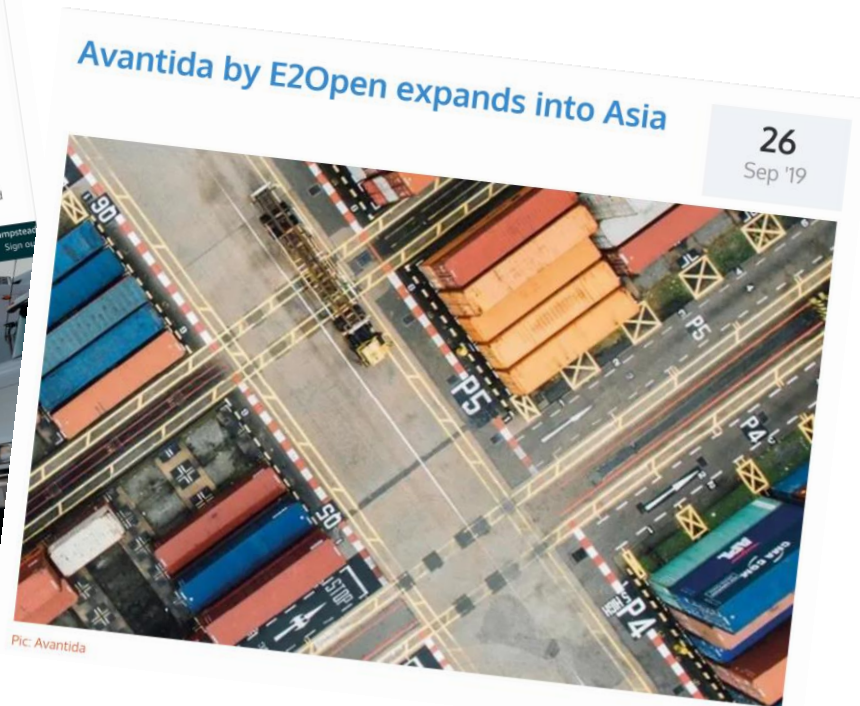
Our Challenge # 2

TRANSFORMATION

Digital Change in the Port Industry

Disruption existing business models

Emergence of New Players in the Industry: Examples



The roles of supply chain actors will change? But how and how fast?

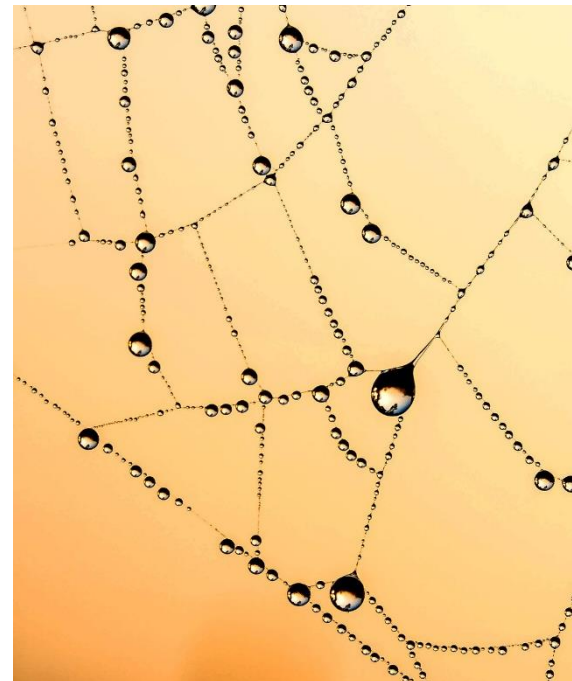




Exploring for Excellences



Co-creation and Co-petition



Thinking in Ecosystems

smartPORT Hamburg – Strategic Areas of Actions



INFRASTRUCTURE

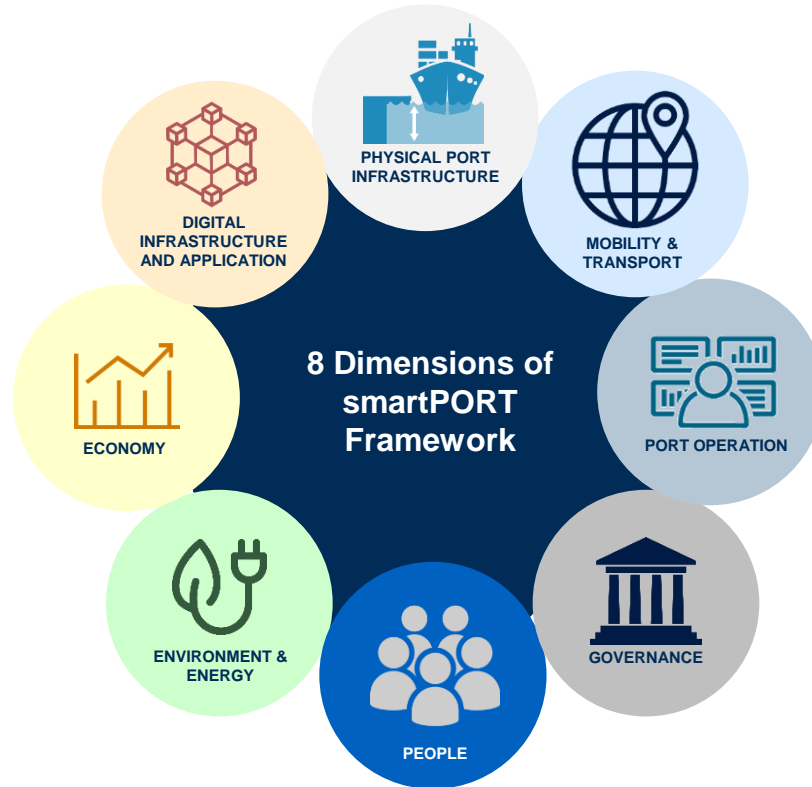


**TRAFFIC & CARGO
FLOW**



SUSTAINABILITY

Transforming Port of Hamburg to a Digital Leader



Source: HPA (2018)

Hamburg as an Innovation Platform



CAP

Germany

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53° 33' 3.906" N
9° 59' 37.255" E