

The Importance of Connectivity for Global Logistics Hubs

Zürich, 2023



Port Terminal

Warehouse

Port Terminal & Bonded Warehouse Releases
After Approval Of The Competent Authority

Exporter/Importer

Beneficial Cargo Owner – BCO
Consigner/Consignee

Forwarder

Transport And Logistic

Customs Agent

Act On Behalf Of The Exporter/Importer

Train Operator

Competent Authorities

Port Authority

Involved Dangerous Goods Loading Approval

Customs

May Act As A Gateway To Other Competent
Authorities Operating A Single Window

Health Authority

Involved In Food And
Pharmaceutical Cargo

Other Competent Authority

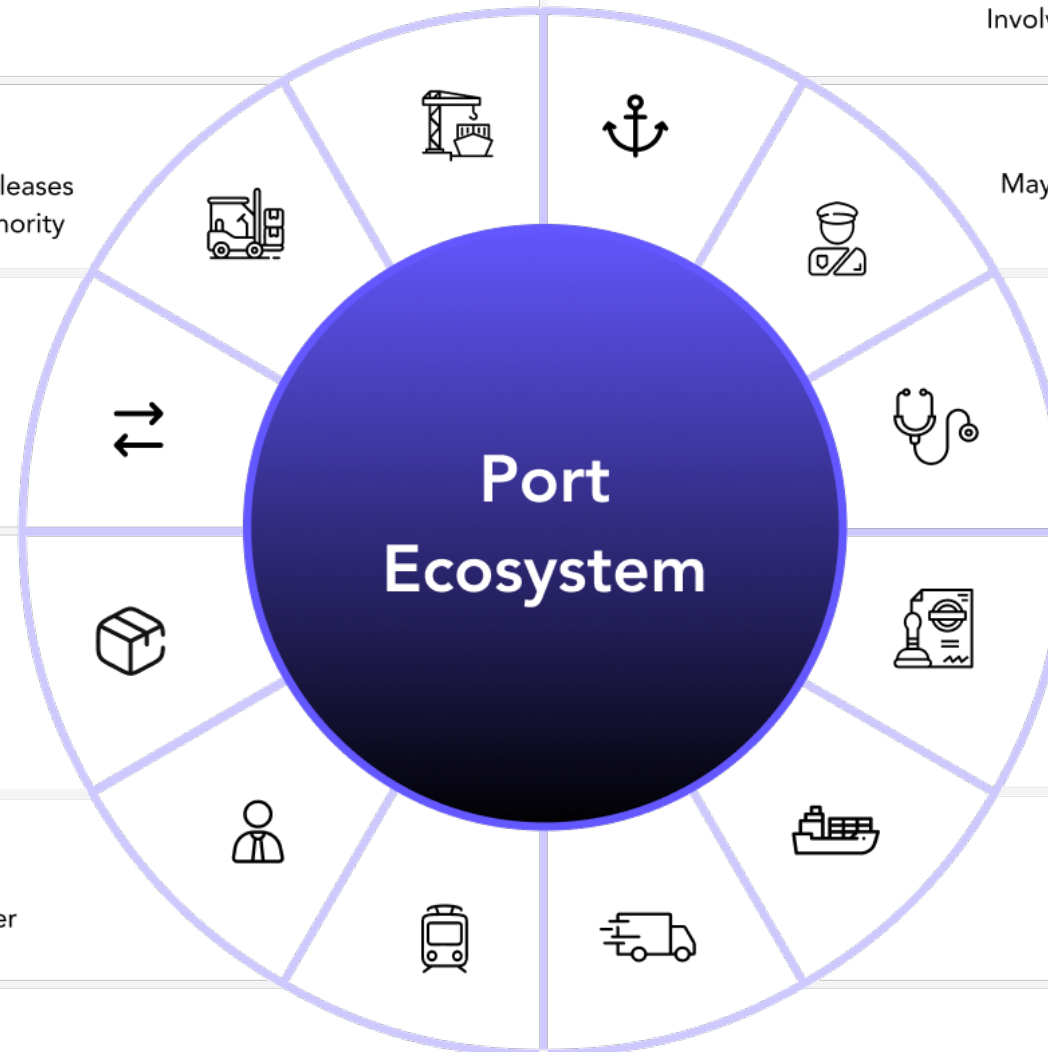
Agriculture (Phytosanitary),
Standards Institute, ...

Ship Agents

Bill Of Lading Received From Importer

Transport Company

Coordination Needed To Prevent Delays





What Is There To Gain by Achieving Interoperability With Ports?

Natural Shift Towards Ecosystem Thinking



Cargo owner



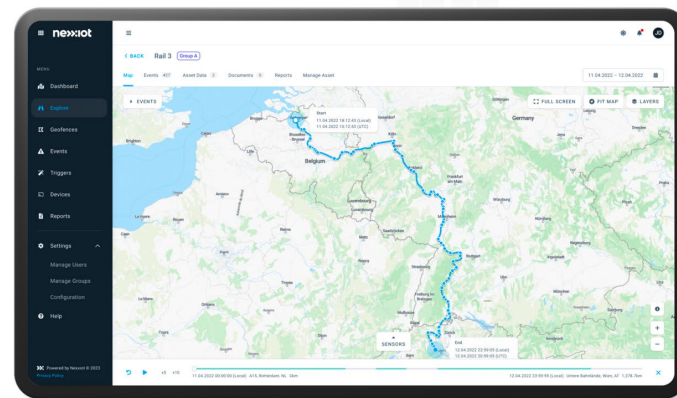
Carrier



Rail Operator



Infrastructure



ne>>>iot
project44



Address Key Port Challenges

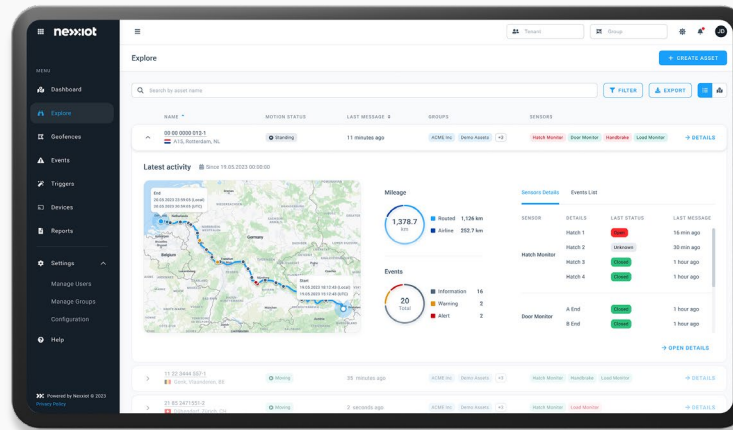
And Benefit From Improved Decision Making

**Demurrage
And Detention**

**Communication blocks
Between vessel, port and
customs**

Ad-hoc inspections

**Unpredictability of asset
location and status**



**Access cargo and asset
information in real-time**



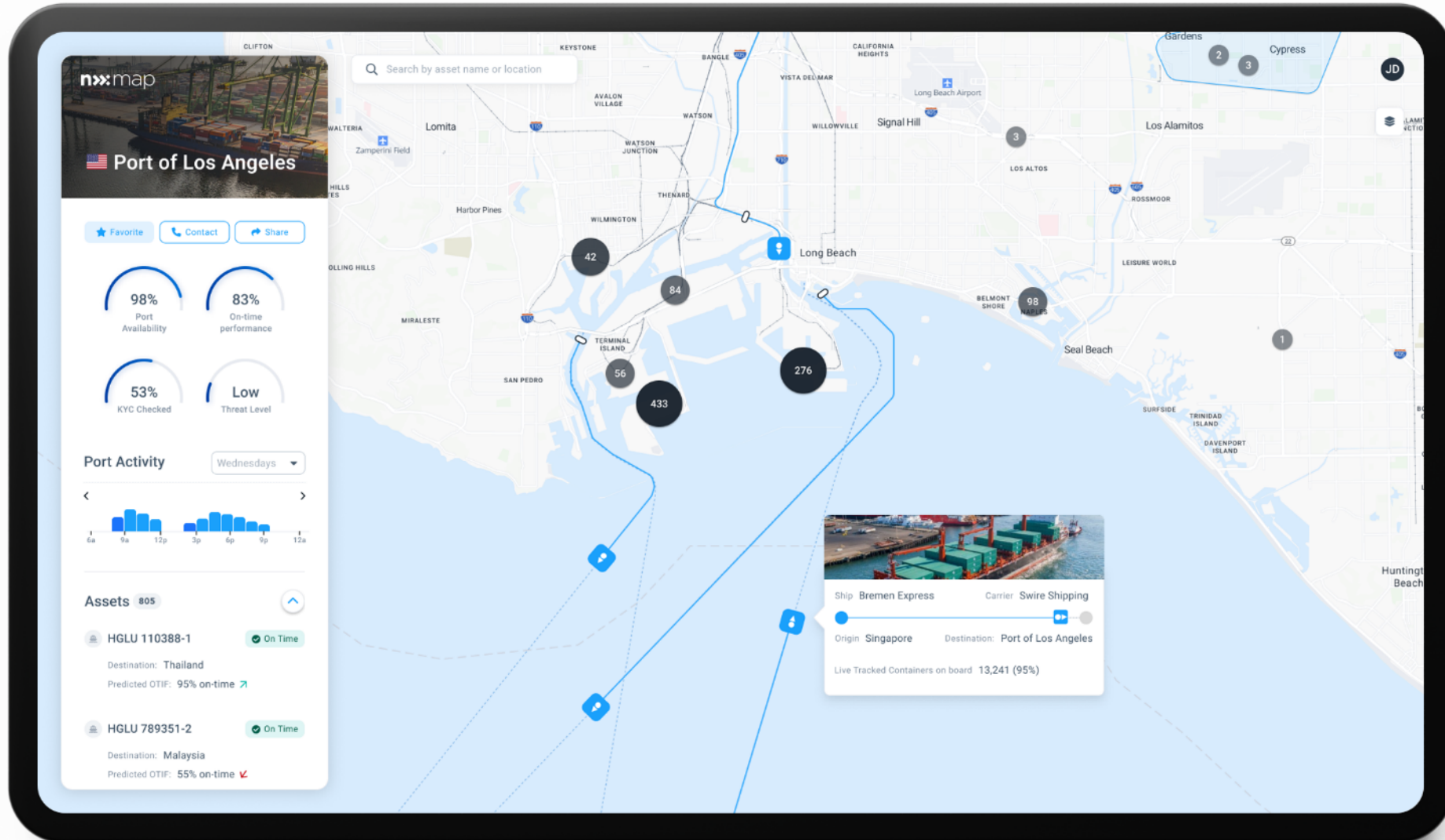
**Receive safety and
quality notifications**



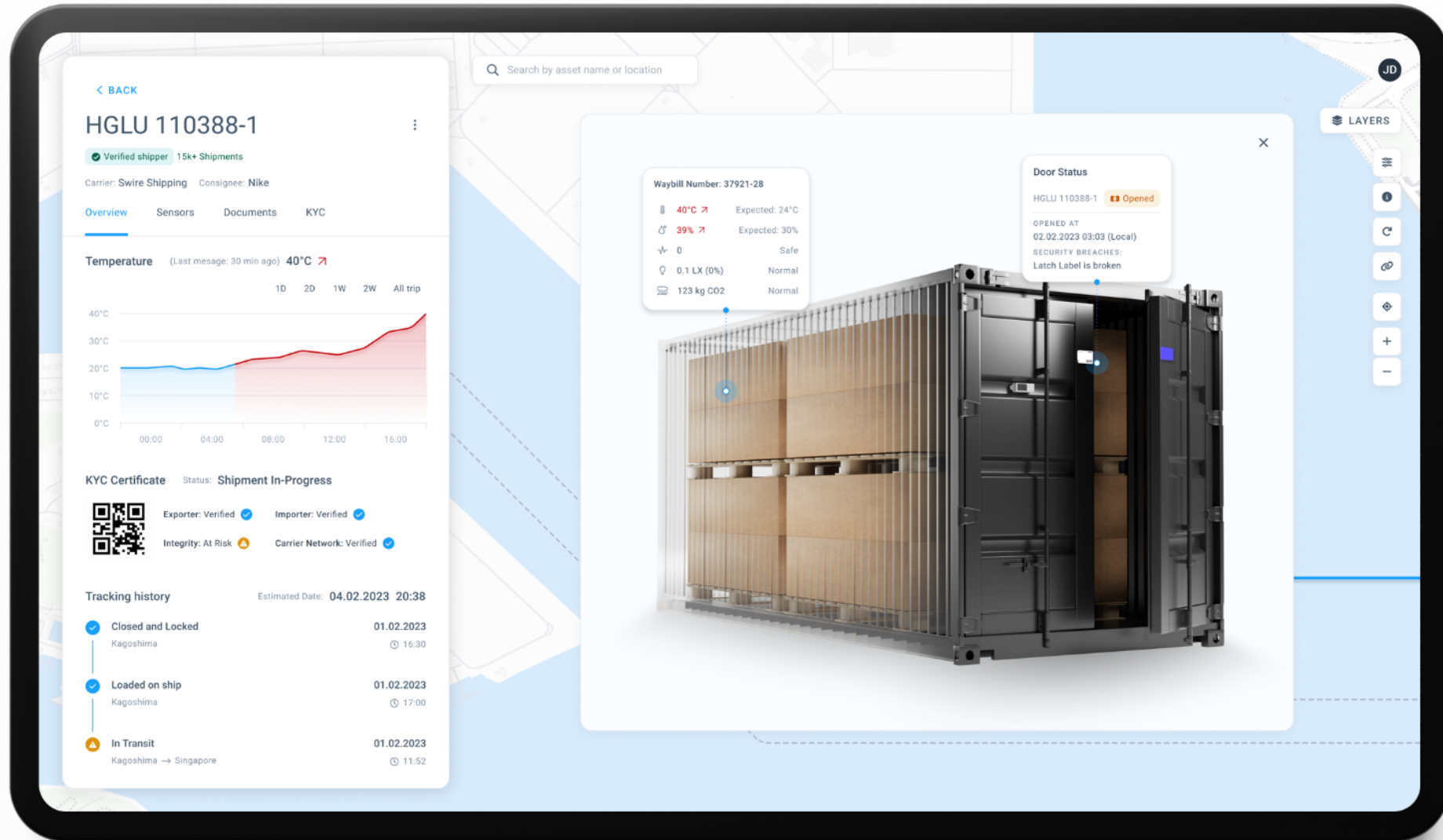
**Automate processes
with shared information**



Actionable Insights for Locations and Trade Lanes



Access In-Depth Cargo and Container Insights From Anywhere



Equipping Hapag-Lloyd 3M TEU for Worldwide **Asset Monitoring**

“We are the first carrier in the industry to undertake such a far-reaching step towards the digitalization of container shipping.

The containers leaving our depots with a tracking device will now be fully visible to us and, in the next step, to our customers as well – whether they are in a warehouse or moving on a truck, train, or barge.

We believe that the increased transparency has the potential to improve the management of strained supply chains for the benefit of our customers.”

Dr. Maximilian Rothkopf, COO of Hapag-Lloyd



Where Do We Go From Here?



Safety
Standards



Alignment For Interoperability



Data Privacy And
Security



Stakeholder
Collaboration



Easier, Safer, Cleaner
Global Transportation