

AGENDA ITEM I: INNOVATION, DIGITALISATION AND AUTOMATION

ASSOCIATION OF CARIBBEAN STATES (ACS)

**2ND COURSE ON MARITIME PORT UPGRADE FOR EXECUTIVES OF THE
GREATER CARIBBEAN
(VIRTUAL MEETING)**

ACS Secretariat, Port of Spain, Republic of Trinidad and Tobago

March 23rd, 2021

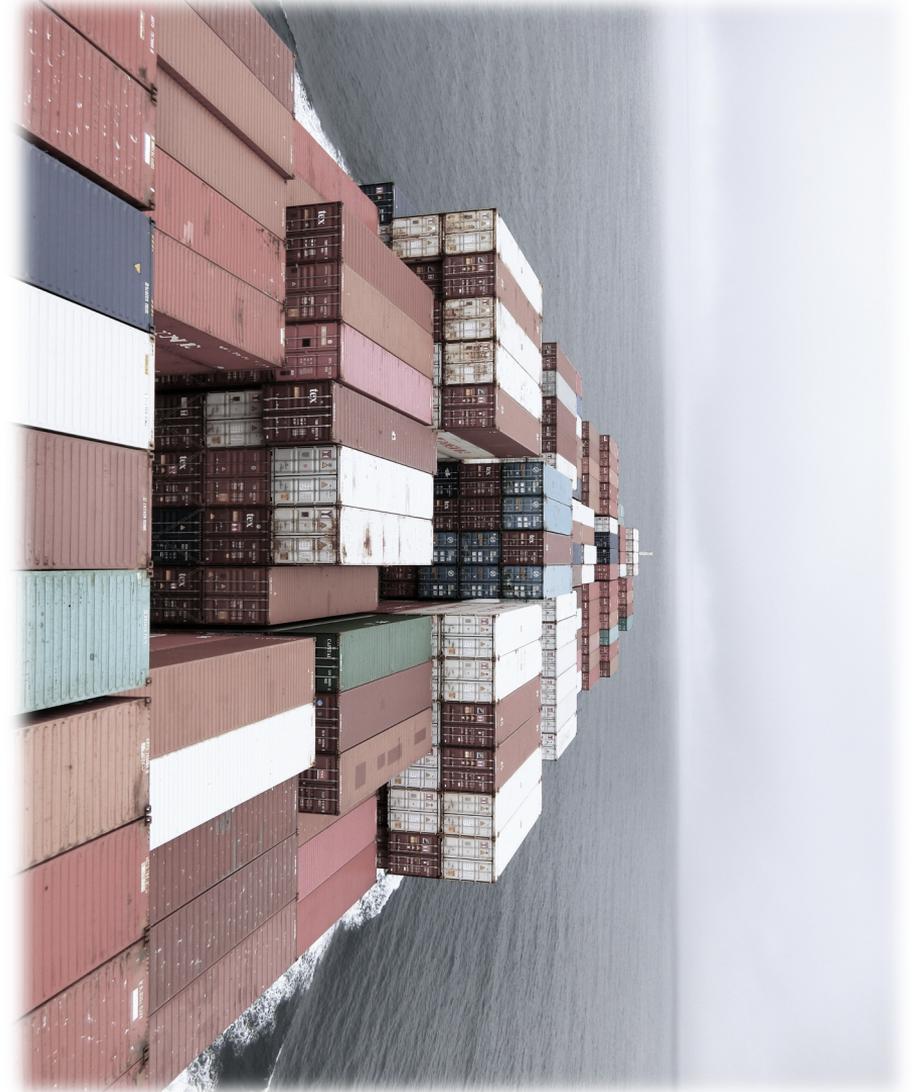


Association of Caribbean States
Asociación de Estados del Caribe
Association des Etats de la Caraïbe

The Innovation Imperative

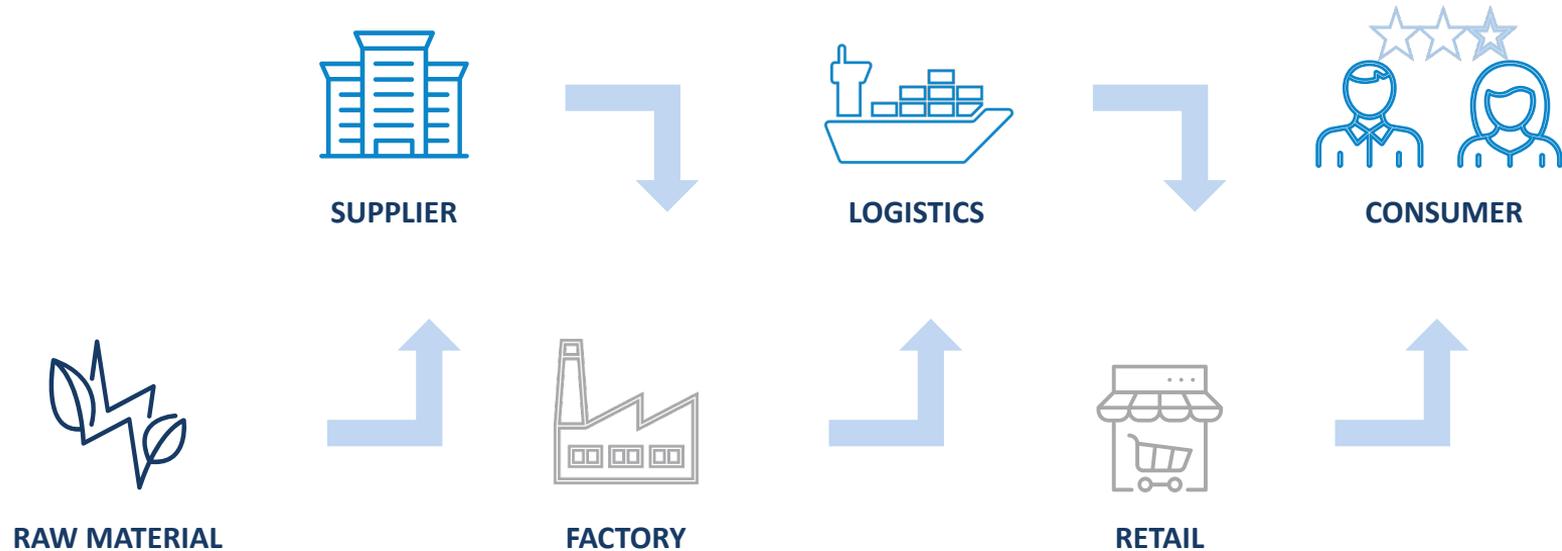
Ravi Kumar

Head of Digital Product Management
DT World – a DP World Venture



Why innovate now?

The post-pandemic supply chain



The changes and the decisions being made in supply-chains have far reaching consequences.

Trends impacting the supply chain

TYPICAL SUPPLY CHAIN TRENDS



SUPPLIER / MANUFACTURER

- SKU Optimization
- Reduce Linear Supply Chain Networks
 - Domestic OEM
 - Procurement policy



LOGISTICS

- Rise of marketplaces
- Dynamic routing
- Lights-out Warehousing



RETAILER

- Digital Differentiation
 - HSE Strategies
- Supply Chain Resiliency



CUSTOMER

- Want low prices
- Lower discretionary spending
 - eCommerce bias

← Adapting to the new workplace →

Rise of marketplaces

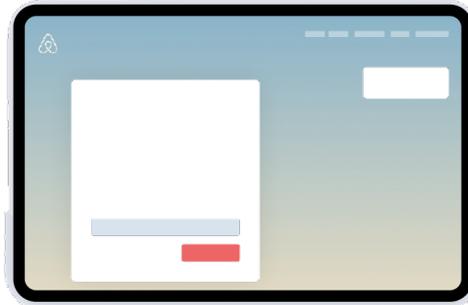
HOTEL BOOKINGS



TRIP BOOKINGS



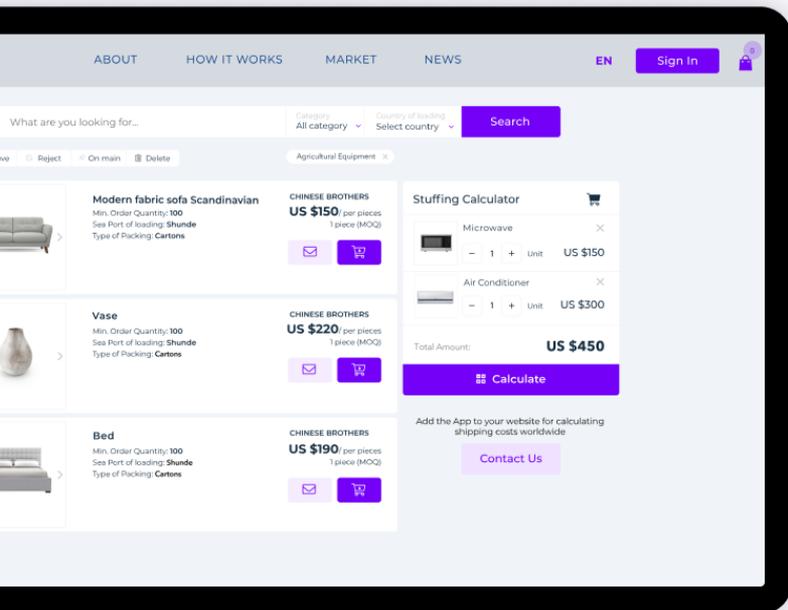
APARTMENT BOOKINGS



FLIGHT BOOKINGS



Making B2B as intuitive as B2C



EXPORT PRICE

PORT - DOOR LINER TERMS: FCY VALID 25 FEB
 ORIGIN OF SHIPMENT: New York, US DESTINATION OF SHIPMENT: Dubai, AE
 EVERGREEN 20 STANDARD 1 +
 Book now: \$ 1 080
 VIEW DETAILS

A 3D perspective view of a container N1 (40' dv 1 units) filled with cargo. The cargo is represented by red and blue blocks, illustrating the volume and weight distribution within the container.

Shipment Information:

DELIVERY MODE Door to port	TRANSIT TIME 30 days
PORT OF ORIGIN New York, US	PORT OF DESTINATION Dubai, AE
READY TO LOAD 25 Feb 2020	TOTAL USD 1 080

Cargo packing:

TOTAL: 400 packages
 PACKED: 400 packages (100%)

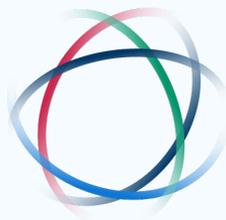
Container N1 (40' dv 1 units)
 PACKED: 400 packages (100%).
 INCLUDING:

- Cargo 1** 100 packages (100%)
- Cargo 2** 300 packages (100%)

Cargo volume: 32.64 m3 (48% of volume)
Cargo weight: 25000 kg (87% of max payload)

TOTAL PRICE
USD 32 600

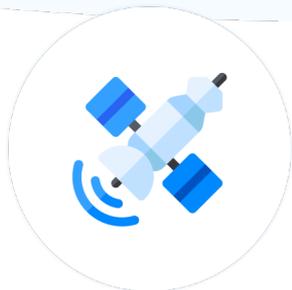
A new age logistics marketplace



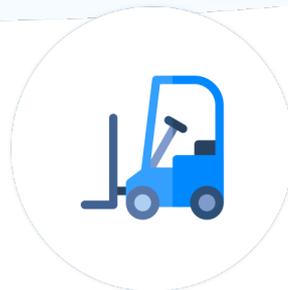
SEARATES



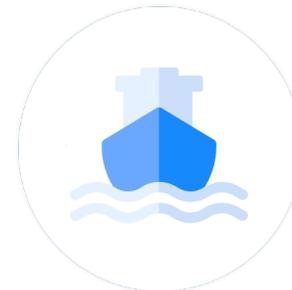
Freight Calculator



Tracking system

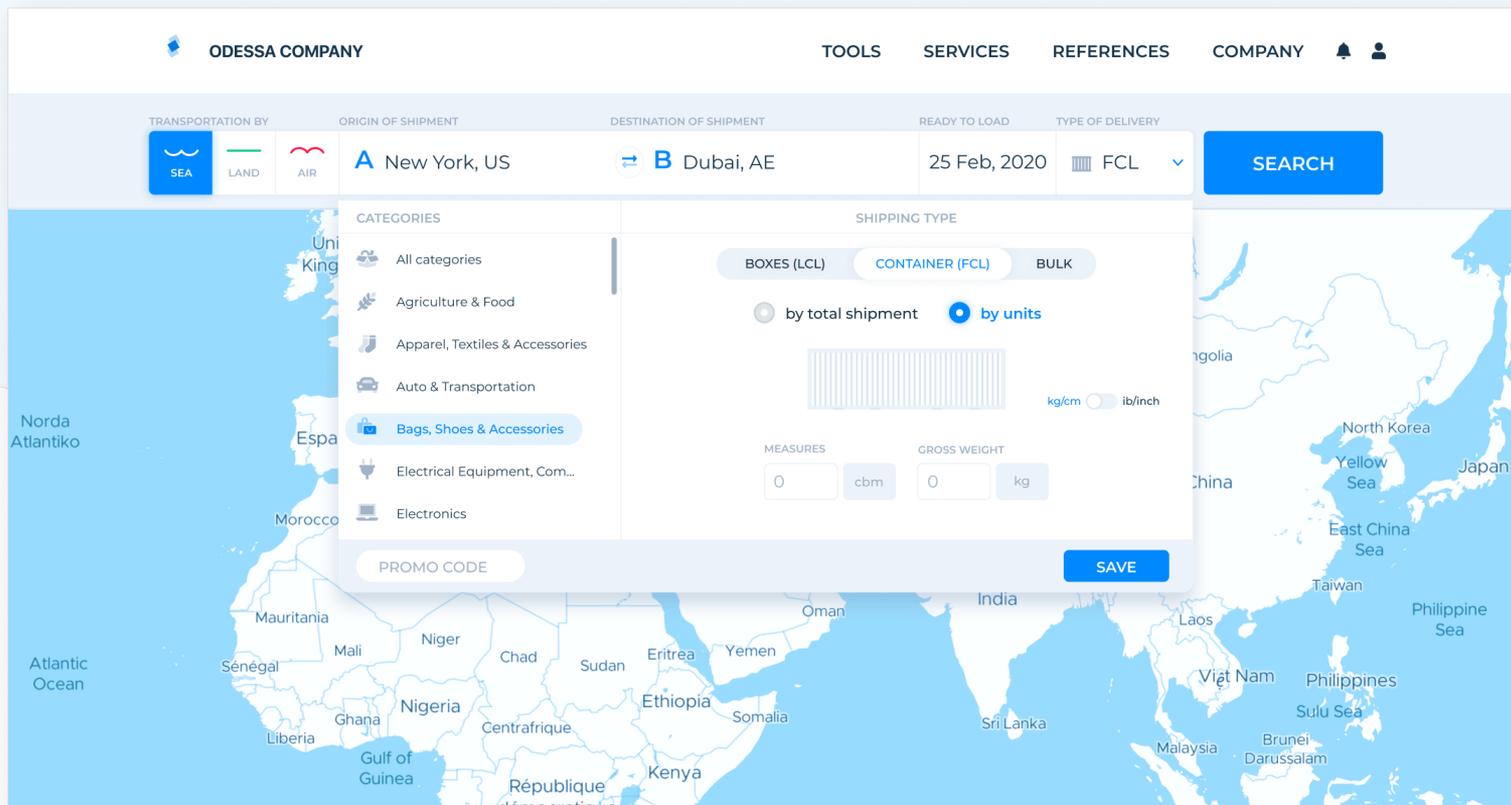


Load Calculator



Shipping Schedules

SeaRates – a new age marketplace



The screenshot displays the SeaRates website interface for ODESSA COMPANY. The main navigation bar includes TOOLS, SERVICES, REFERENCES, and COMPANY. The search form is set up with the following details:

- TRANSPORTATION BY:** SEA (selected), LAND, AIR
- ORIGIN OF SHIPMENT:** A New York, US
- DESTINATION OF SHIPMENT:** B Dubai, AE
- READY TO LOAD:** 25 Feb, 2020
- TYPE OF DELIVERY:** FCL (selected)

A **SEARCH** button is located to the right of the form. Below the search form, a **CATEGORIES** dropdown menu is open, listing various goods such as Agriculture & Food, Apparel, Textiles & Accessories, Auto & Transportation, Bags, Shoes & Accessories (selected), Electrical Equipment, Com..., and Electronics. A **PROMO CODE** field is also visible.

The **SHIPPING TYPE** section is also open, showing options for BOXES (LCL), CONTAINER (FCL) (selected), and BULK. It includes a visual representation of a container stack and a unit selection between kg/cm and lb/inch. Below this, there are input fields for MEASURES (0 cbm) and GROSS WEIGHT (0 kg). A **SAVE** button is located at the bottom right of this section.

The background of the interface features a world map with various regions labeled, including North America, Europe, Africa, and Asia.

SeaRates – a new age marketplace





MIDTRANS SHIPPING AND SERVICES...
★★★★★

CHAT

TO BE NOMINATED

ORIGIN OF SHIPMENT: **New York, US** DESTINATION OF SHIPMENT: **Dubai, AE**

USNYC AEJEA

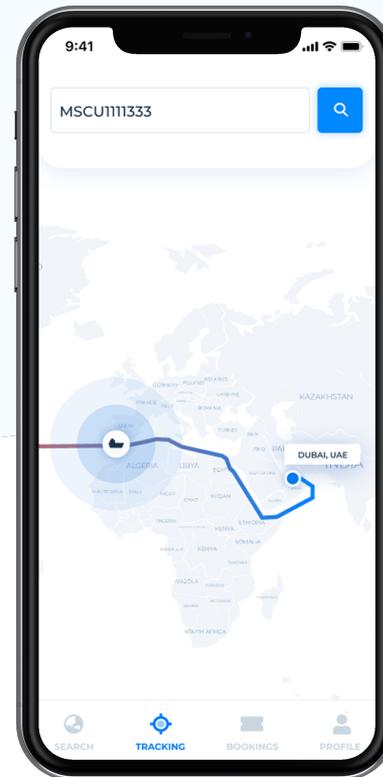
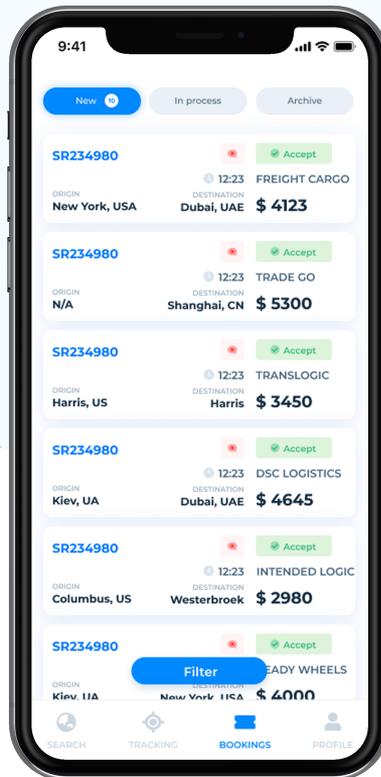
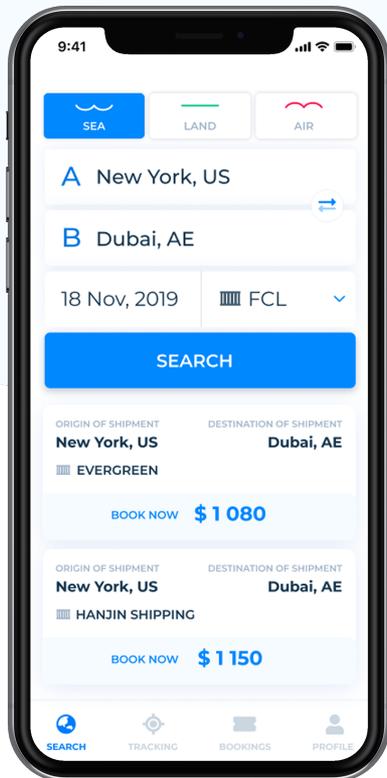


BOOK NOW **\$ 2 753**

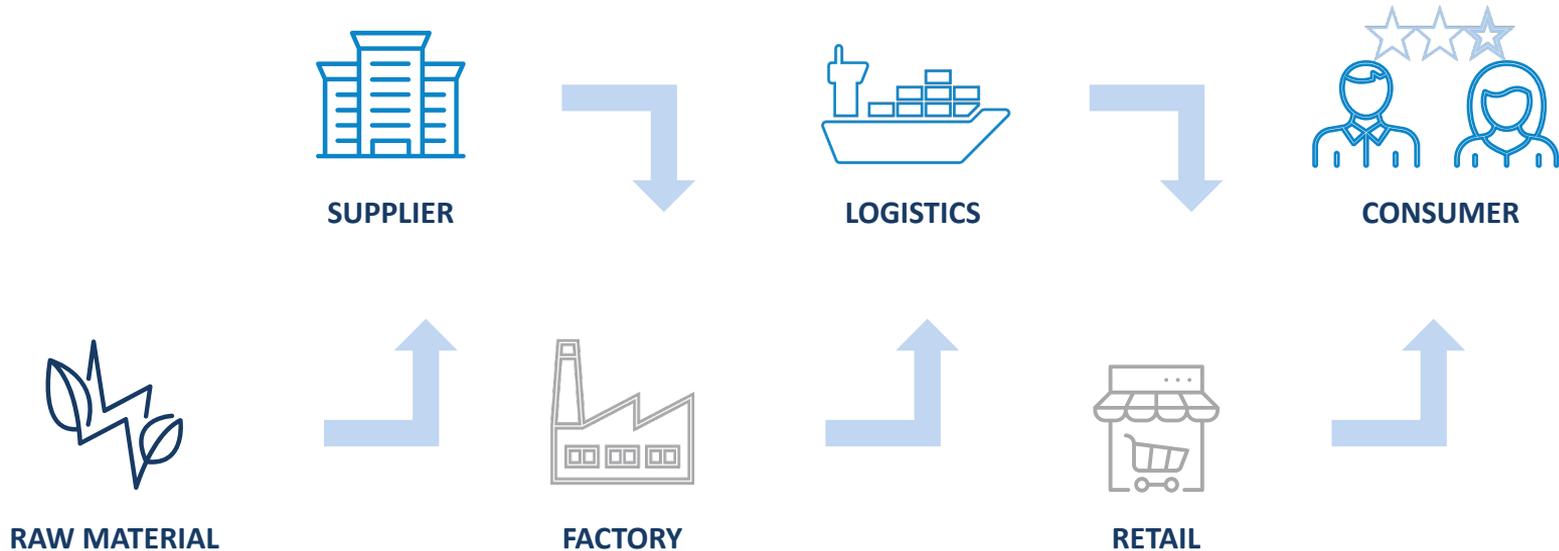
[VIEW DETAILS](#)

<input checked="" type="checkbox"/>	INLAND DELIVERY		1 day	23.33 km	USD 407
<input type="checkbox"/>	by train				
<input checked="" type="checkbox"/>	by truck		1 day	23.33 km	USD 407
<input checked="" type="checkbox"/>	PORT OF ORIGIN				USD 630
<input checked="" type="checkbox"/>	OCEAN FREIGHT		31 days	8315.91 mi	USD 1080
<input checked="" type="checkbox"/>	PORT OF DISCHARGE				USD 498
<input type="checkbox"/>					20 ST
<input checked="" type="checkbox"/>	B/L - Bill of lading fee				\$43 / per set
<input checked="" type="checkbox"/>	CUS - Customs clearance				\$46
<input checked="" type="checkbox"/>	EDI - Electronic Data Interchange Fee				\$15 / per set
<input checked="" type="checkbox"/>	PAE - Port Additional / Port Dues - Export				\$85 / per set
<input checked="" type="checkbox"/>	PIO - Pick-Up/Drop-Off Service				\$85 / per set
<input checked="" type="checkbox"/>	SS - Security Surcharge				\$20
<input checked="" type="checkbox"/>	DTHC - Destination Terminal Handling Charge				\$204

SeaRates – a mobile first marketplace



Supply Chain Interactions



The interactions in our supply chain are anything but linear and streamlined

Trade Process: Addressing the Complexity

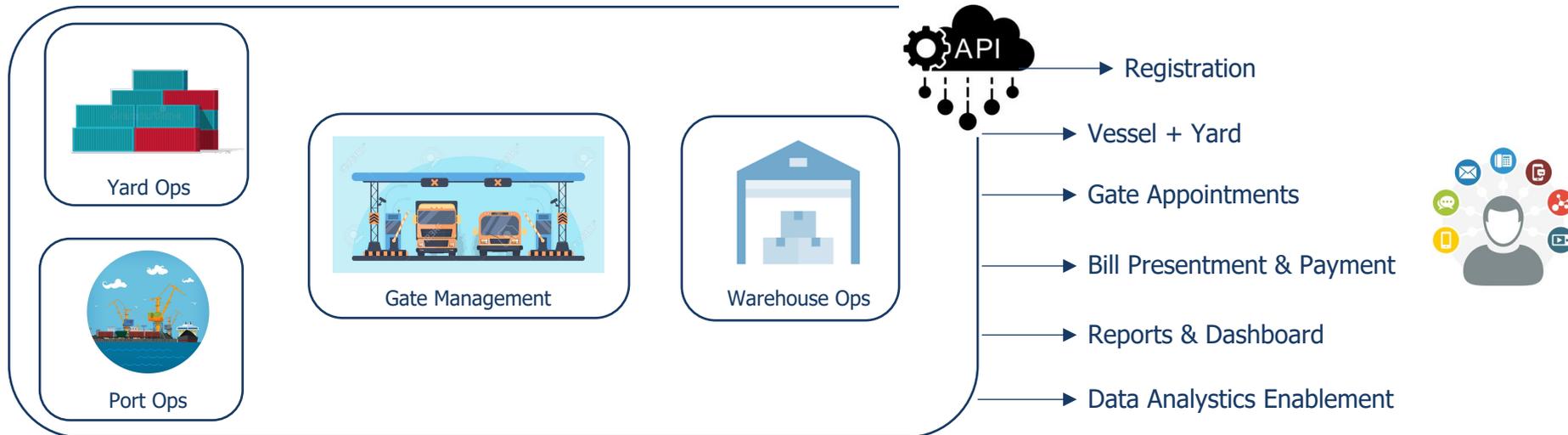
No	Stakeholders	Code	SLA	TRO	TPT	FWD	CUB	DGA	EXP	IMP	DDC	PGA	LGC	ECY	CHY	RNT	APD	PIL	TUG	SLI	CRA	COC	Interactions	
1	Shipping Agents	SLA		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		18
2	Terminal Operator	TRO	x		x	x	x	x	x	x	x	x	x	x	x		x	x			x	x?		15
3	Transport Company / Driver	TPT	x	x		x	x	x	x	x	x		x	x	x	x								12
4	Forwarder	FWD	x	x	x		x	x	x	x	x	x	x	x	x									12
5	Custom Broker	CUB	x	x	x	x		x	x	x	x	x	x	x	x									12
6	DGA	DGA	x	x	x	x	x		x	x		x	x				x							10
8	Exporter	EXP	x	x	x	x	x	x			x	x	x									x		10
7	Importer	IMP	x	x	x	x	x				x	x	x											9
9	Demurrage & Detention	DDC	x	x	x	x	x		x	x				x	x									9
10	Participating Government Agencies	PGA	x	x		x	x	x	x	x		x	x				x							9
11	Logistics Center	LGC	x	x	x	x	x	x	x	x		x												9
12	Empty container Yard	ECY	x	x	x	x	x				x				x	x					x			9
13	Chassis Yard	CHY	x	x	x	x	x				x			x		x								8
14	RNTT	RNT	x		x									x	x									4
15	Port Authority	APD	x	x				x				x												4
16	Pilot Association	PIL	x	x													x		x					4
19	Tug Companies	TUG	x	x													x	x						4
17	Shipping Lines	SLI	x	x																				2
18	Container Repair Agency	CRA	x	x?										x										2
20	CAMARA - Chamber of Commerce	COC							x															1
Interactions			18	16	12	12	12	10	10	9	9	9	9	9	8	4	6	3	2	2	2	2	1	

Cargoes Community

A next-generation community system

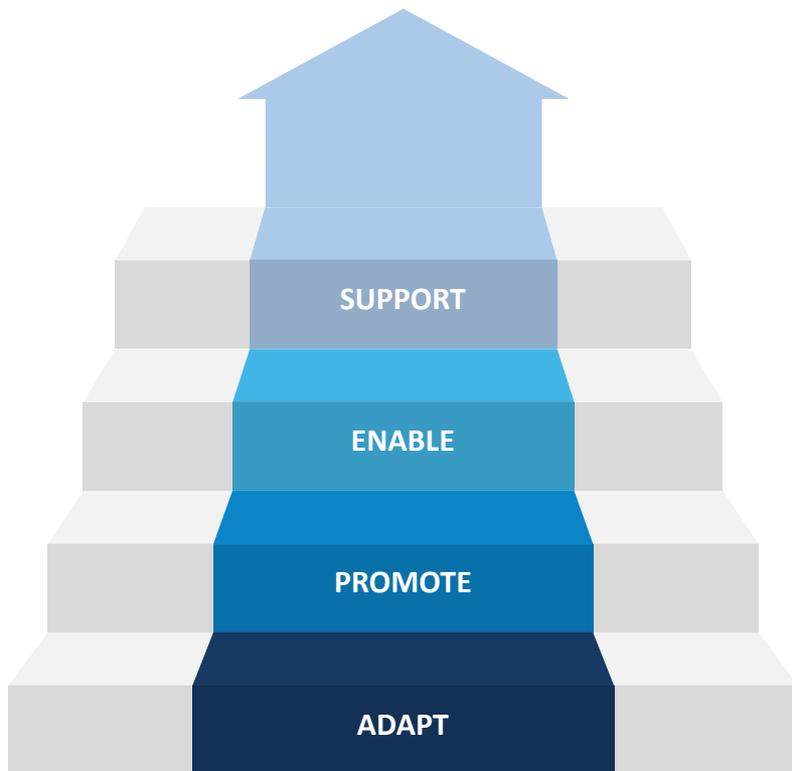
Aligned with the operational modules in a typical sea or air port

Ensures that stakeholder interactions are streamlined for contactless cargo movements from ports.



Cargoes Community

A Digital Transformation Program



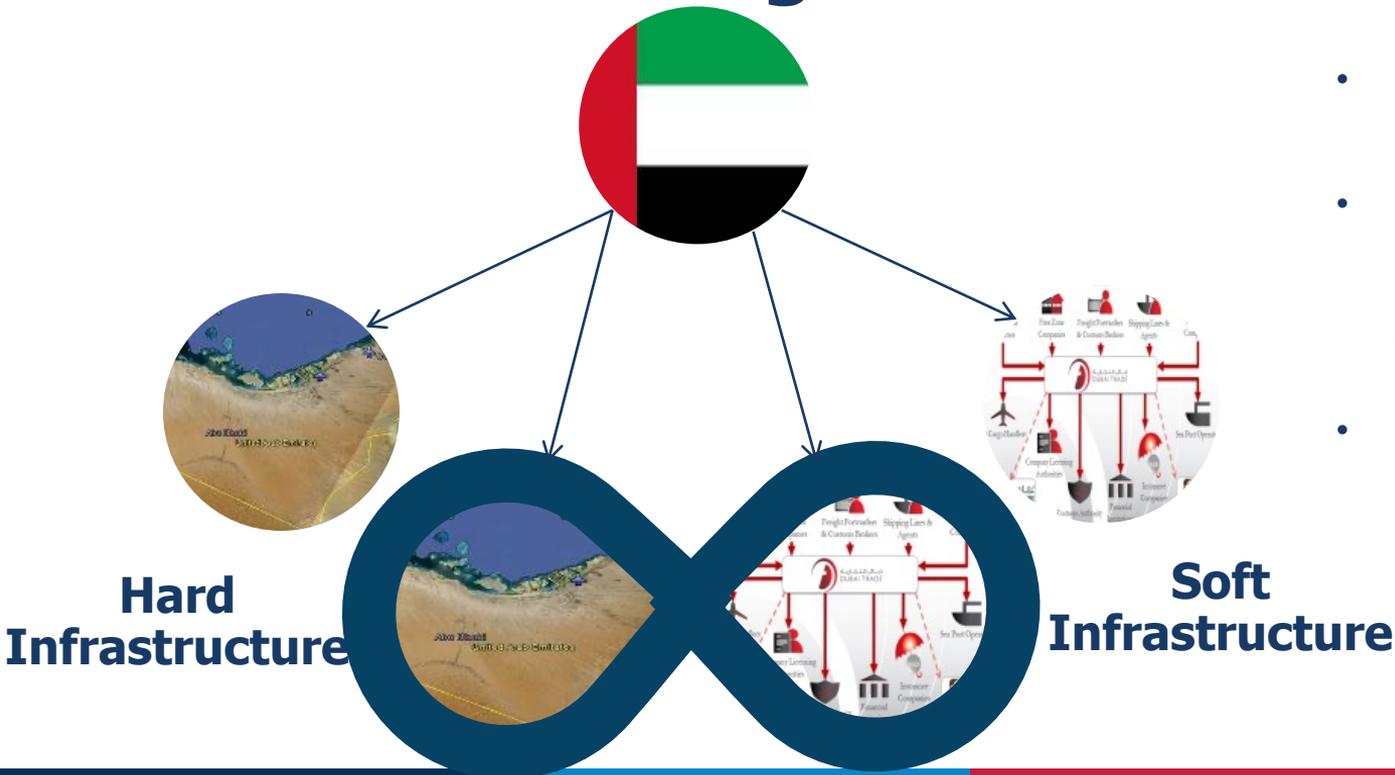
Develop a loyal customer community by providing timely support and proactive client relations.

Create a skilled user community by availing a continuous learning experience through vocational training, in-class and online.

Spread awareness within the business community. Build trust through creative marketing and effective public relations.

Customize the solution to match any location specific requirements. Localize to support local languages. Integrate with stakeholders' systems.

Cargoes Community Innovate to integrate



- Digitizing cross-border cargo movement.
- Maximize government investments in developing logistics assets in the country
- Standardization of maritime information exchange



The Innovation Imperative

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