



# THE 30<sup>th</sup> IAPH WORLD PORTS CONFERENCE

7 - 12 May 2017

Bali Nusa Dua Convention Center, Bali - Indonesia

## Smart and Plug&Play Port: A Strategy for Marseille Fos

**Frédéric Dagnet**

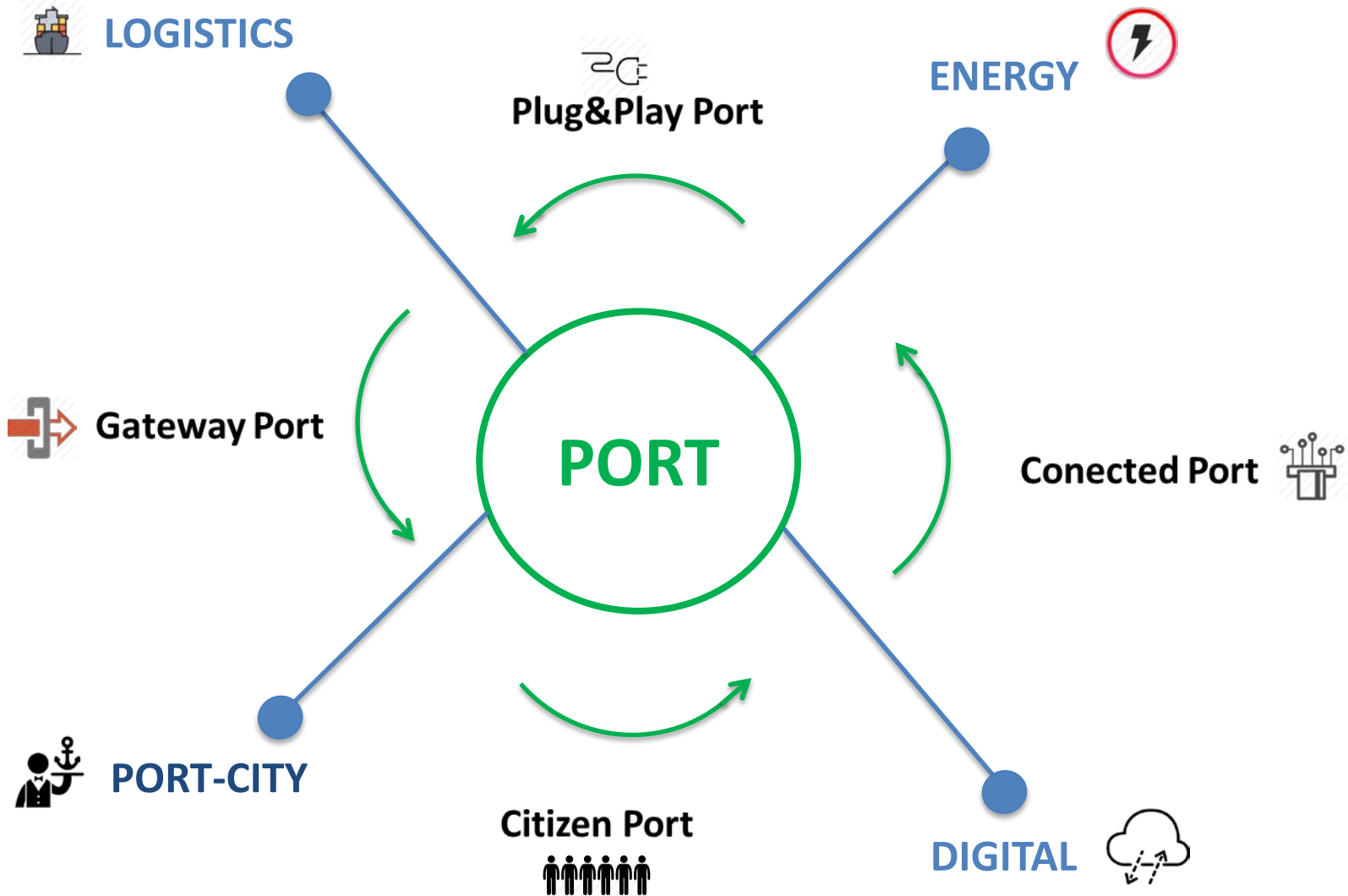
- Director Strategy & Audit Dept, Port of Marseille Fos Authority



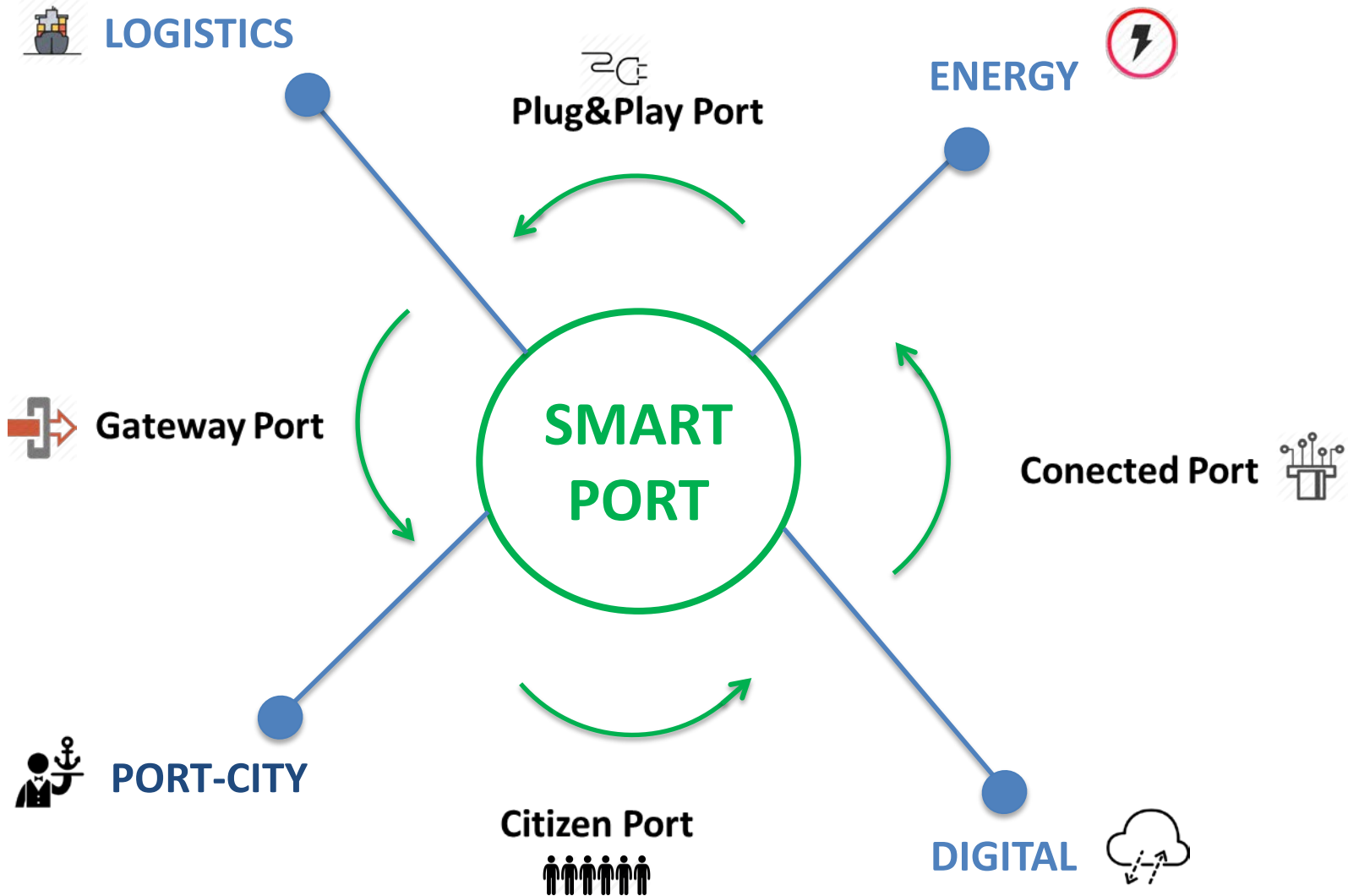
Session IV: Maritime Transport Network and Port Innovation

Enabling Trade. Energizing The World

# From the Port towards a Smart Port



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# The Port of Marseille Fos: An innovative Smart Port

- Energy
- Logistics
- Mobility
- Environment
- IT

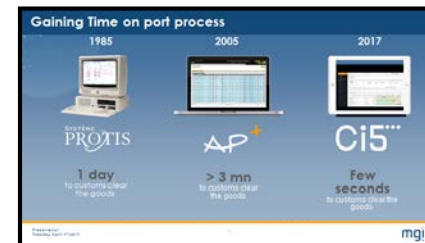
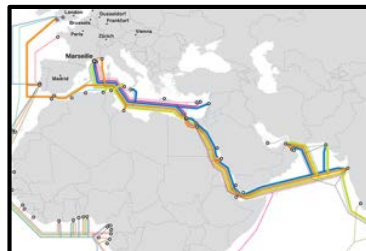
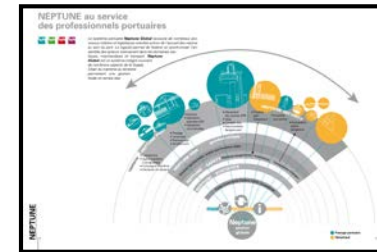


# Towards the Metropolitan Smart Port: Four ambitions

- Improving **Port Passage** Performance
- Creating **new sources of value** in the fields of digital and logistics
- Enhancing **interactions** between the Port and the Metropolis
- Promoting the **port area** and contributing to the **differentiation** of Marseille Fos



# The smart port already exists! Here are some bricks





# A National Support

Two bricks of our **Smart Port**:

-  the Innovative Circular Economy Platform
- **Innovex**, the Business Accelerator

Have been supported by the French Ministry of Economy, **Mr Emmanuel Macron**, when he visited the Port of Marseille on January 2016.



# Towards the Metropolitan Smart Port: A collaborative approach

An initiative of the **Port of Marseille Fos**, the **Chamber of Commerce of Marseille** and the **Aix-Marseille University**



With the support of **Aix-Marseille-Provence Metropolis**



## Agenda 2017:

- Deployment of pilot actions
- Call for expressions of interest
- Animating a Smart Port Academy





# Synergy with the digital ecosystem and local partners

- **Public bodies:** City of Marseille, Government, Region, District, Metropolis...
- **Private companies:** MGI, Traxens, CMA-CGM, ENGIE, Orange, EDF, Interxion...
- **Technical Clusters:** French Tech, Thecamp, Maritime Cluster, SAFE Cluster...



# Link with other initiatives

- **Energy and Digital Transitions** give a lot of different definitions and kinds of smart ports
- The **largest smart ports** have created an association in order to establish a global chain of smart ports, the so-called **ChainPORTS**
- **IAPH TFPCS** Committee has defined the **Smart Port** concept as a **trade facilitation accelerator** and a tool for improving **innovation in port industry** (open innovation, portlab...)

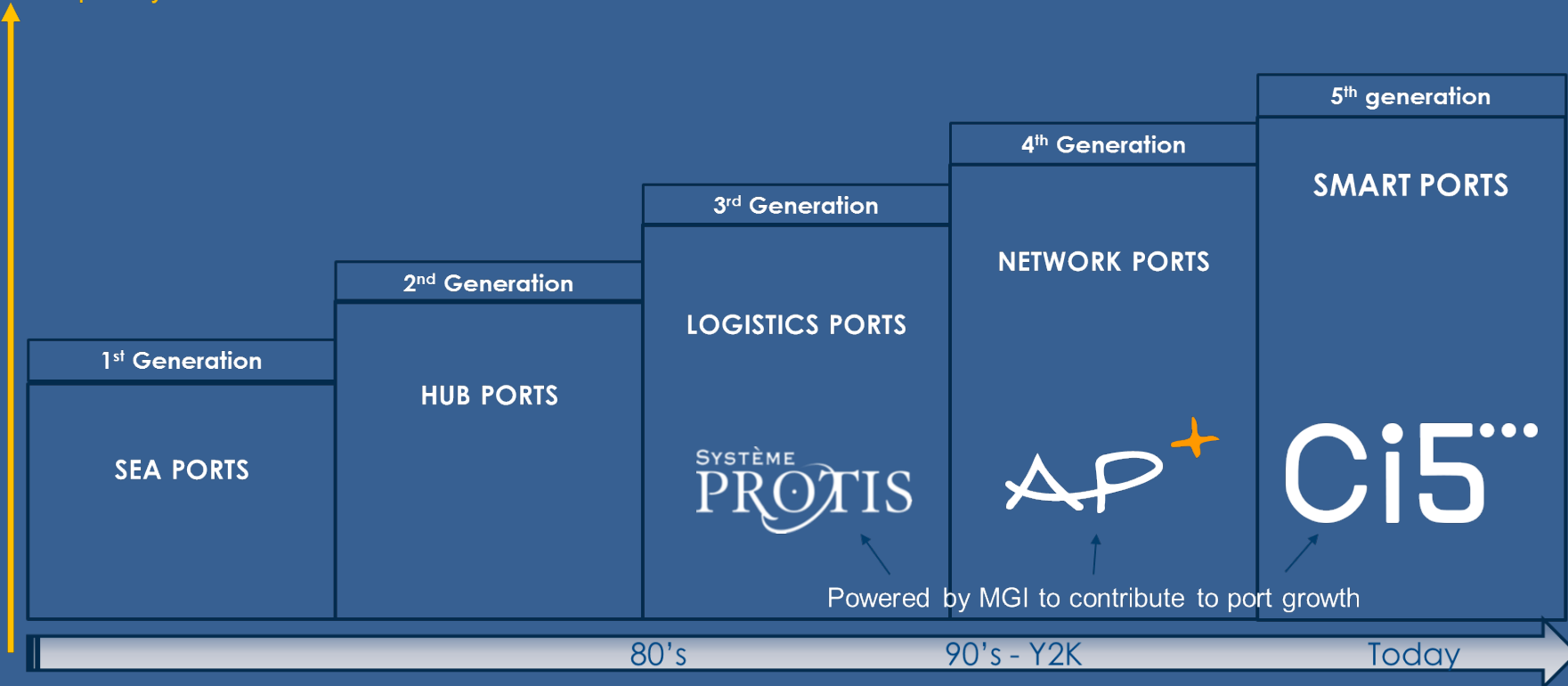


Meeting of ChainPORT representatives in Hamburg

# 5<sup>th</sup> generation ports = Smart Ports

## CCS Participate to Port Evolution

Complexity of data



- Spread the **idea of Smart Port**
- **Every port** is able to go **smarter** and to become a **Smart Port**

*Thank You*

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