

# Digitalisation in Shipping

Predictive Maintenance, Navigation & Safety, Cargo Supply Chain and Marine Interconnectivity

25-26 June 2020 | Mandarin Orchard Hotel, Singapore

**2+1 Offer!**

See registration page for details!



**Our Expert Course Instructor**



**Dr. Jasper Boessenkool**, Independent Advisor – Technology, Innovation, Digitalisation Strategies

Jasper has over 20 years' experience applying technology roadmap & strategic developments into various business disciplines, ranging from cashflow analysis, post-merger & acquisitions integration to projects' big data analytics and technical business developments. He's offered innovation valuation to port technologies, container terminal and shipping operators across the world; and had led Innovation & Future Technology at Maersk Maritime Technology, responsible for monitoring emerging technology, impact assessments and kickstarted multimillion-dollar projects including big data analytics, AI, predictive maintenance, fleet upgrades and LEAN innovation process that led to multitude of cost saving.

## Key Learning Outcomes & Case Studies Include

- ▶ Up-to-date insights into digitalisation ecosystem and investments within Shipping industry
- ▶ Review business case, roadmap, technology and stakeholders for digital strategy
- ▶ Practical applications of big data, cloud, blockchain, predictive capabilities, standardisations and impacts to shipping
- ▶ Digitalisation across cargo supply chain: remote monitoring, tracking and integrated logistics
- ▶ Applying digital transformation in maintenance, dry-docking, repair and fleet management
- ▶ Digital applications in navigation and safety
- ▶ How to optimise integration between ship and seaport operations
- ▶ Improve energy efficiency, compliance and smart emission management
- ▶ Exercise with financial metrics and assess ROIs of digital projects
- ▶ Assess cyber threats and build enhanced security

**REGISTER NOW >** [www.informacconnect.com.sg/digitalisationinshipping](http://www.informacconnect.com.sg/digitalisationinshipping)

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## ABOUT THE COURSE

Focusing on hot-buttoned issues surrounding digitalisation projects within shipping industry, this masterclass offers hands-on approaches to productivity optimisation, cost-saving measures, effectiveness of implementation and most importantly how technology can maximise bottom line. By thoroughly examining real-world case studies and latest developments, you will gain practical understanding of digital ecosystems and what are appropriately applicable to your organisations. These include digital transformation in vessel predictive maintenance, repair & fleet performance; downtime & cost reduction; navigation and safety; energy optimisation; integration between ships and seaport operations and across logistics supply chain; remote cargo management and many more.

Through attending this course, you will not only acquire clear vision of digital transformation in shipping industry, but also practical skills required in transformation projects, including financials & metrics, building business case, stakeholder managements and project mapping.

## WHO SHOULD ATTEND

- Shipowners and operators
- Shipbuilders, shipyards
- Shipping lines & carriers
- Maritime technology providers
- Ship agents
- Port & Terminal Operators

## EXPERT COURSE INSTRUCTOR



**Dr. Jasper Boessenkool**, Independent Advisor  
– Technology, Innovation, **Digitalisation Strategies**

Jasper has over 20 years' experience developing technology roadmap & strategic developments for various business disciplines specifically for maritime sectors, ranging from cashflow analysis, post-merger & acquisitions integration to projects' big data analytics and technical business developments.

He's offered innovation valuation for port technologies, container terminal and shipping operators across the world; and had led Innovation & Future Technology at Maersk Maritime Technology, responsible for monitoring emerging technology, impact assessments and kickstarted multimillion-dollar projects including big data analytics, AI, predictive maintenance, fleet upgrades and LEAN innovation process that led to multitude of cost saving.

- Led a Maersk Drilling project on Big Data Analytics and Predictive Maintenance, identifying USD 100-150 million annual cost saving and strategic implementation roadmap.
- Drove Maersk's participation to establish joint industry collaboration of USD 7.5 million, 15 innovation projects and 40 strategic suppliers and universities
- Redesigned and implemented LEAN innovation process to focus and align innovation activities
- Assess global port operators' strategy, future needs and identify innovation opportunities at corporate level
- Developed strategy of the expansion of the Port of Busan (South Korea), based on a benchmark of value-added logistics activities of the ports of Rotterdam, Singapore and Shanghai.

## WHAT PARTICIPANTS LIKED ABOUT THIS OUR SHIPPING COURSES

*"Very insightful, very relevant to our business right now. The course offers practical strategy for managing our digital journey, looking at different perspectives, including at relevancy of technology, costs and customer experience."*

**Goh Geok Teck**, Managing Director, **Ocean Network Express (Singapore)**

*"Informative programme with great focus on real-world applications. Trainer offered practical advice on automating corporate processes, how to best enhance cybersecurity and relevant digital initiatives. Very knowledgeable trainer, interesting topics and well presented."*

**Simran Sethi**, CFO, **Tata NYK Shipping**

*"The subject matter was very relevant. It went into sufficient detail, well-organised and very timely. Key aspects delivered encompassed cyber security, visualisation and critical needs for each system, change management ideas, and testing principles."*

**Alex Hartnoll**, Business Transformation Manager,  
**Sea Consortium/X-Press Feeders**

*"Trainer has extensive knowledge, experience and training delivery. Cybersecurity practices were well discussed."*

**Melissa Ho**, Senior Manager (Planning), **MPA**



## TRAIN THE TEAM!

Save up to **40%** with Our In House Training Programmes!

### InformaConnect Singapore Training Academy

Informa Connect Singapore is the Trading name for IBC Asia (S) Pte Ltd. Our name has changed but our vision and purpose remain the same.

To talk through the many options available please call our training specialist:  
**Miki Kong**

☎ +65 6508 2477

✉ [onsite.training.sg@informa.com](mailto:onsite.training.sg@informa.com)

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## 2-Day Agenda Outline

### DIGITALISATION & DIGITAL INNOVATION IN SHIPPING

- How is digital innovation different?
- Developments in maritime
- Digital ecosystem in shipping
  - Parties involved and impacted
  - Investment trends
  - The touchpoints – operations, logistics, onboard, terminals
  - The role of VCs
  - Technology transfer strategies and open innovations

### MAPPING OUT A DIGITAL STRATEGY

- What is a digital strategy?
- Decision-making objectives in digital projects
- Digital strategy and “breakthrough innovation”
- The role of the Chief Digital Officer
- How to organize and implement digitization in shipping
- Developing the digital ecosystem
- Barriers to adoption

### DIGITALISATION OF GLOBAL TRADE AND POTENTIAL FOR MARITIME INDUSTRY

- Cross industry collaboration
- Next steps in cargo documentation
- Blockchain applications in shipping
- Opportunities and challenges for block chain in shipping
- Examples: Tradelens, BLOCK, GSBN, etc

### DATA, PREDICTIVE ANALYTICS, AND LATEST APPLICATIONS

- Standardisation and regulation (i.e. IHO, IEC standards)
- Cloud services for vessel (procurement, crewing, performance optimisation)
- Sustainable connectivity solutions and impacts on shipping
- Radar, GPS, sensors, satellites, LIDAR, etc

### SMART LOGISTICS - DIGITALISATION IN CARGO SUPPLY CHAIN

- Port services and cargo redistribution
- End-to-end cargo tracking and monitoring
- Increase cargo capacity
- Remote cargo management
- Data interoperability standards
- Cargo owners, terminals, shippers and agents collaboration

*Examples: Intra (multi-carrier platform), Pronto (port of Rotterdam)*

### DIGITAL TRANSFORMATION AND SHIP MAINTENANCE

- Present issues with maintenance & repair budget management
- Data-driven condition monitoring
- Vessel performance indicators
- Predictive maintenance and downtime reduction
- Component lifetime extension

### DIGITAL APPLICATIONS IN NAVIGATION AND SAFETY

- IMO MSC 101 (2024)
- Electronic navigational charts
- Electronic navigation tools
- Collision avoidance
- Connected ports & vessel traffic centres
- Voyage planning, vessel routing & execution
- AI-driven navigation
- Propulsion monitoring, Fuel efficiency and optimisation (e.g. SimBunker)

*Examples: Twill, xChange, etc*

*Case study: Smart Ships and Smart Fleets - Using Ship-specific Data Collection and Large-scale Fleet Management Systems*

### CONNECTING SHIP AND SEAPORT OPERATIONS

- Real-time data exchange between ships and ports:

- Passage planning, vessel traffic optimisation
- Sea Traffic Management and PortCDM
- Port call coordination and synchronization
- Artificial intelligence in real-time port operations platforms (e.g. Awake.AI, Silo.AI)
- Berthing and mooring

### SMART SHIPS, ENERGY AND EMISSION MANAGEMENT

- Fuel consumption and energy efficiency assessment
- Energy management systems
- Requirements for onboard facilities, sensors and onshore portals
- Regulatory compliance and automated reporting

### CYBERSECURITY REQUIREMENTS FOR SHIPPING

- Threats/attacks to IOT systems, navigational systems aboard vessels and onshore
- Global cyber security approaches
- Shipboard products and varying levels of cyber risks
- Cyber initiatives for retrofits and newbuilds
- Vessel cybersecurity verification, certifications

### VALUE, FINANCIALS AND METRICS OF DIGITALISATION PROJECTS

- Value of digitalisation: efficiency, value and platforms/network effects
- Cost of digitalisation: CAPEX and OPEX considerations
- The business case, metrics and ROI
- Selling digitization internally & stakeholder management

### THE FUTURE OF DIGITISATION: TRENDS AND NEW DEVELOPMENTS

- Emerging technologies and impacts: AI, Cloud, Drones, Additive Manufacturing
- Implications to your organisation

## INFORMACONNECT TRAINING ACADEMY UPCOMING EVENTS

- **Advanced Warehouse Operations & Management**  
10-11 June 2020, Singapore
- **Essentials of Ship & Port Agencies**  
1-2 July 2020, Singapore

- **Intelligent Container Shipping**  
19-20 November 2020, Singapore
- **Liner Shipping – Modelling, Strategy & Profitability**  
17-18 November 2020, Singapore

# Digitalisation in Shipping

Informa Connect is A Trading Name of IBC Asia (S) Pte Ltd

25-26 June 2020 | Mandarin Orchard Hotel, Singapore

## 5 Easy Ways to Register

**1 MAIL**  
the attached registration form with your cheque to **IBC Asia (S) Pte Ltd**  
**c/o Informa Regional Business Services**  
103 Penang Road, Visioncrest Commercial #04-01, Singapore 238467

**2 Telephone**  
Customer Service Hotline +65 6508 2401

**3 Email**  
register@informa.com

**4 Fax**  
+65 6508 2407

**5 Web**  
www.informacommconnect.com.sg/  
digitalisationinshipping

## Connect with Us

Follow us on LinkedIn and Twitter to find out more about the latest industry information.

 **Twitter:** www.twitter.com/  
@informacommconnectsg

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## RESERVE YOUR PLACE TODAY!

Yes! I/We Will Attend **Digitalisation in Shipping**  
25-26 June 2020, Mandarin Orchard Hotel, Singapore

### FEE PER DELEGATE

**2 Day Training Course**

### EARLY BIRD RATE

Register and Pay on or before  
**1 May 2020**

**SGD 3,395 (SAVE SGD 200)**

### NORMAL RATE

Register and Pay after  
**1 May 2020**

**SGD 3,595**

- Special Group Discount pricing is applicable to groups of 2 or more delegates from the same organisation registering for the same event, at the same time.
- Fee stated is the discounted price PER DELEGATE. Only one discount applies - either the early bird rate OR the Special Group Discount.
- All fees stated include luncheons, refreshments and complete set of documentation. It does not include the cost of accommodation and travel.
- A 7% Goods & Services Tax (GST) is applicable to all Singapore based companies for Singapore venue.

## Register 2 Delegates & the 3rd attends FREE!

*\*Applicable to Normal Rates only*

### Delegate 1 Details

Name: Dr/Mr/Ms \_\_\_\_\_

Job Title: \_\_\_\_\_

Department: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile No.: \_\_\_\_\_

Email: \_\_\_\_\_

### Delegate 3 Details

Name: Dr/Mr/Ms \_\_\_\_\_

Job Title: \_\_\_\_\_

Department: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile No.: \_\_\_\_\_

Email: \_\_\_\_\_

Who is Head of your Department? \_\_\_\_\_

### Company Information

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

### Delegate 2 Details

Name: Dr/Mr/Ms \_\_\_\_\_

Job Title: \_\_\_\_\_

Department: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile No.: \_\_\_\_\_

Email: \_\_\_\_\_

### Delegate 4 Details

Name: Dr/Mr/Ms \_\_\_\_\_

Job Title: \_\_\_\_\_

Department: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile No.: \_\_\_\_\_

Email: \_\_\_\_\_

Who is Head of Training? \_\_\_\_\_

Main Business/Activity: \_\_\_\_\_

Postal Code: \_\_\_\_\_

### Payment Method (Please tick):

- I enclose my bankers draft / cheque payable to IBC Asia (S) Pte Ltd
- I am paying by bank transfer (copy attached)
- Payment by Credit Card. (AMEX, VISA or MasterCard accepted)

### CREDIT CARD PAYMENTS

The best way to pay by credit card is through our secure on-line registration process, simply log on to the website at [www.informacommconnect.com.sg/digitalisationinshipping](http://www.informacommconnect.com.sg/digitalisationinshipping) and click "Register On-line". If you would prefer to pay over the phone please complete the contact name and details and our Customer Services Team will call within 24 hours to take payment. As we treat your credit card information in the strictest confidence, please do not send payment details by email.

Credit card contact: \_\_\_\_\_ Department: \_\_\_\_\_

Direct phone number: \_\_\_\_\_ Email: \_\_\_\_\_

### HOTEL INFORMATION

#### Mandarin Orchard Singapore, by Meritus

333 Orchard Road, Singapore 238867  
Tel: +65 6831 6062 | Fax: +65 6737 3130 | Mobile No.: +65 8298 9442

Contact Person: Tan Ai Li  
(Assistant Director Of Business Development, Catering Sales) Email: aili.tan@meritushotels.com  
Website: www.meritushotels.com

### PAYMENT TERMS

Payment must be received 10 business days prior to the event. To take advantage of discounts with an expiry date, registration and payment must be received by the cut-off date.

- Payment by bankers draft or cheque in S\$ or US\$ should be made in favour of "IBC Asia (S) Pte Ltd" and mailed to:  
IBC Asia (S) Pte Ltd  
c/o Informa Regional Business Services  
103 Penang Road, Visioncrest Commercial #04-01, Singapore 238467  
Attn: The Accounts Receivable Team

- Payment by bank transfer in S\$ or US\$ made payable to:  
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The Hongkong and Shanghai Banking Corporation Limited 21 Collyer Quay, HSBC Building  
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- Payment by Credit Card (AMEX, VISA or MasterCard). The best way to pay by credit card is through our secure portal built into the website. To pay by phone please indicate the contact name and details below and our Customer Services Team will call within 24 hours to take payment. Please do not send credit card information by email.

### CANCELLATIONS / SUBSTITUTION

Should you be unable to attend, a substitute delegate is welcome at no extra charge. Cancellations must be received in writing at least 10 business days before the start of the event, to receive a refund less 10% processing fee per registration. The company regrets that no refund will be made available for cancellation notifications received less than 10 business days before the event.

### IMPORTANT NOTE

Please quote the name of the delegate, event title and invoice number on the advice when remitting payment. Bank charges are to be deducted from participating organisations own accounts. Please fax your payment details (copy of remittance advice, cheque or draft to +65 6508 2407).

Attendance will only be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published. Informa Connect Singapore assumes no further liability or obligation, beyond the refund of the paid registration fee, in the event of postponement or cancellation by Informa Connect Singapore.

### DATA PROTECTION

The personal information entered during your registration/order or provided by you will be held on database and may be shared with companies in the Informa Group in the UK an internationally. Occasionally, your details may be obtained from or shared with external companies who wish to communicate with you offers related to your business activities. If you do not wish your details to be used for this purpose please contact our Database Department at Email: database.sg@informa.com, Tel: +65 6508 2400 or Fax: +65 6508 2408.

Please photocopy for additional delegates