

Presentación de Algeciras BrainPort 2020

Demo-Workshop Algeciras BrainPort 2020

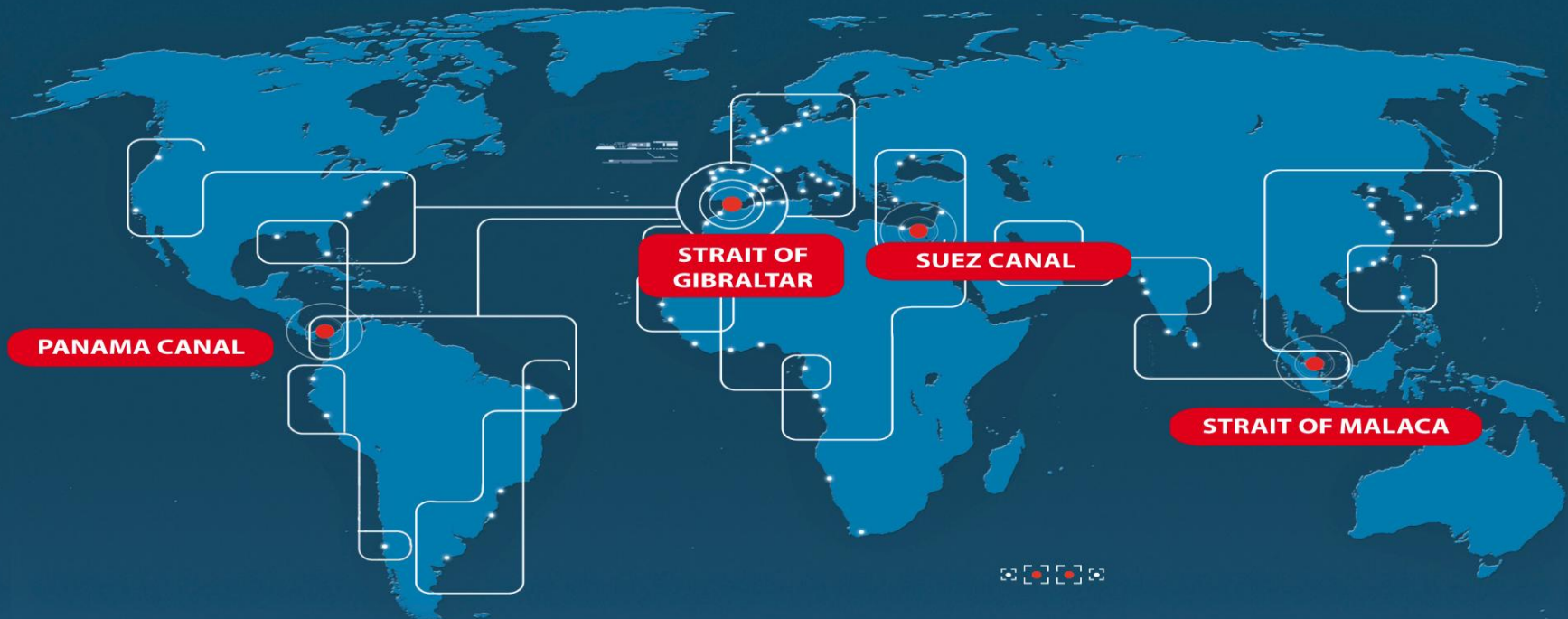
Francisco de los Santos

fsantos@apba.es



Algeciras, 19 de Octubre de 2016

Algeciras Port Logistics Context



Key Global Maritime Node Linking Europe with Africa and the Mediterranean with the Atlantic

Algeciras Port Logistics Context

2015

TOTAL THROUGHPUT
98,2 MILL TON

CONTAINERS
4,5 MILL TEUs

RO-PAX
Trucks : 290.142
Passengers : 5,2 MILL



Port Technology & Innovation Program 2014-2020

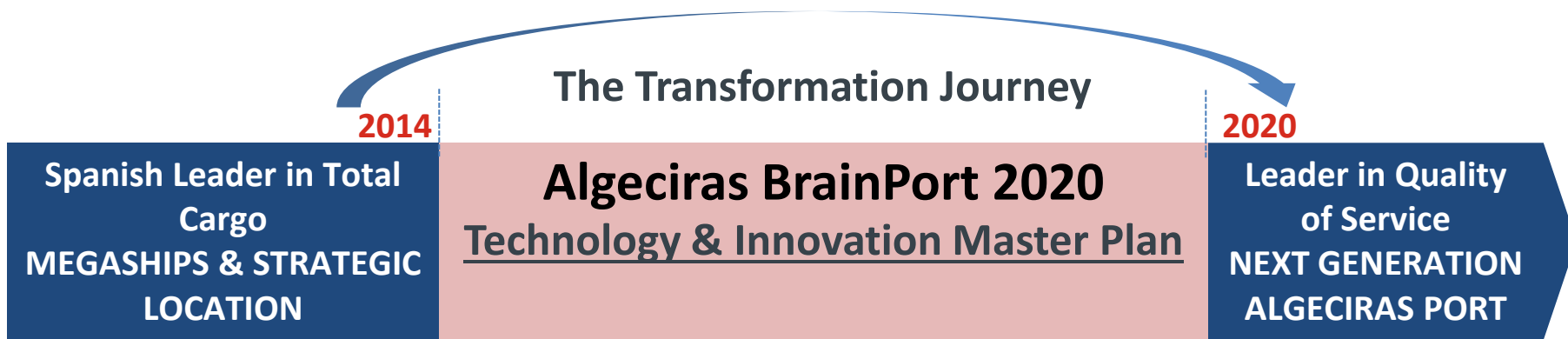
ALGECIRAS PORT STRATEGIC PLAN 2020



Technology & Innovation to the Core for Operational Excellence & Continuous Improvement Mindset With and For Algeciras Port/Logistics/Trade Community.

Port Technology & Innovation Master Plan 2014-2020

Algeciras Port Value Proposition: 1st Spanish and 4th European port in total cargo. Superior quality of service at geostrategic location. ***"The Just-In-Time Full Service Port"***



Quality of Service at Competitive Price: Completeness + Efficiency + Reliability + Flexibility

Operational Excellence & Port Authority As Efficiency Partner

**PORT COLLABORATIVE
DECISION MAKING**

**PORT LOGISTICS
INTEGRATION**

**SYSTEMATIC
INNOVATION CULTURE**

Technology & Innovation Master Plan Principles

Technology & Innovation to the Core



Visibility & Transparency



Port Collaborative Decision Making



Technology & Innovation Master Plan Principles

To Be Ready for the Future



Next Generation Port Concept – “Smart/Brain Port”



Rafael Yuste, científico español que ha inspirado el Brain Activity Map Project (BAM) y firmante sénior del artículo de '*Neuron*'

Algeciras Next Generation Port Concept

NGP Next Generation Port Concept: BrainPort Vision



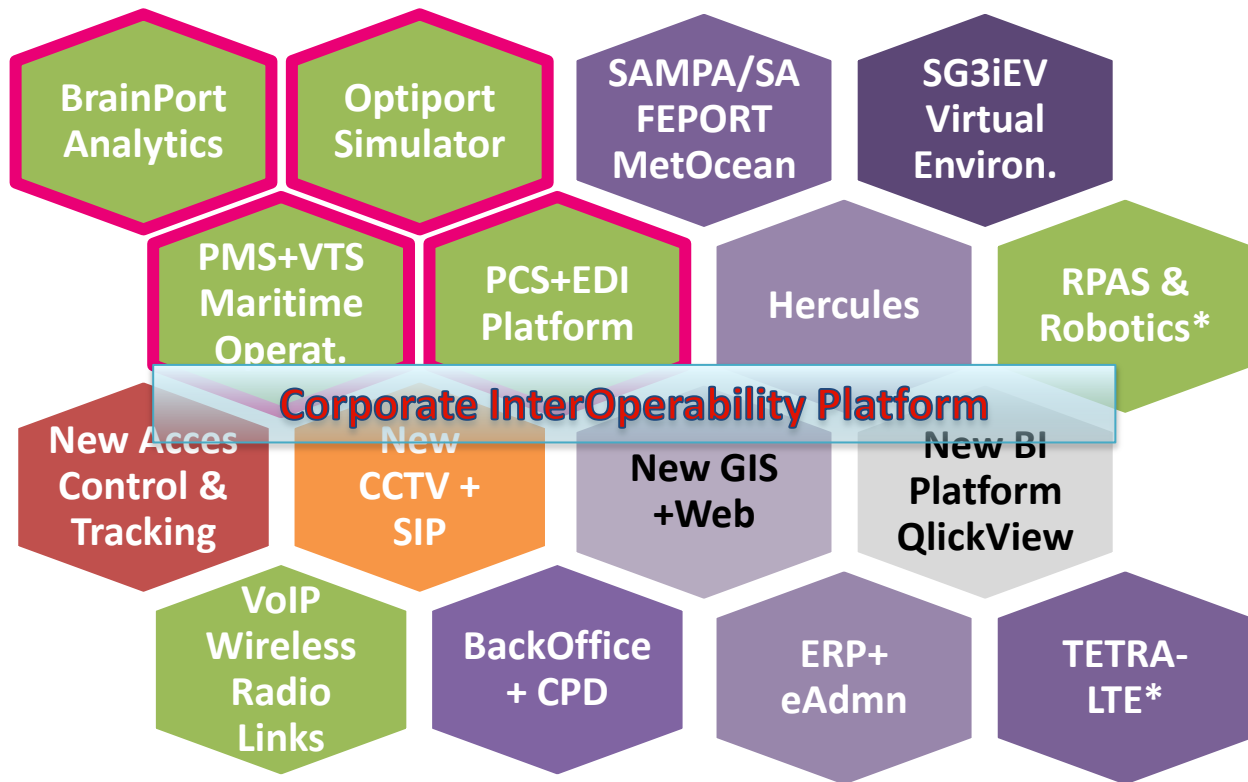
- **Port Digital Layer: Real Time Info & Efficiency of Every Business Process**
- **Business Analytics Platform: Learn & Take Better Decisions**
- **Port Collaborative Platform: Smart Integration of Systems and Agents to Share Information => Towards a High Quality Seamless Logistic Chain**
- **Holistic Port Processes Simulator for Planning (years) and Management (hours) => What if scenarios?**
- **Systematic Innovation Culture at Port Community Challenges the Status-Quo => Continuous Improvements Mindset & Ready to Adopt New Business Models**

Technology & Innovation Master Plan 2014-2016

What's going on in practice?

2014 – 2015/6

**New Digital Ecosystem
New Innovat. Framework**





**Puerto de
Algeciras**



Gracias!