

The AIVP Days

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General Assembly
and the AIVP Days

Port cities: prepare for employment

Proceedings Les actes Las ponencias

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The AIVP Days in Genoa - Port Cities: Prepare for Employment

**Round Table 2 : The planning of the port of Genoa, its economic evolution
and futur development**

Thursday 26th of June 2014, 17.15 - 18.45

Alessandro Pitto is Vice President of the Freight Forwarders' Association of the port of Genoa and Managing Director of Casasco & Nardi S.p.A., a privately-owned forwarding company, with a consolidated turnover in excess of 55 Mn of Euros.
Alessandro Pitto is also member of the board of Hub Telematica and of the Council of the Genoa Chamber of Commerce.
As a contract professor with the University of Genoa, he wrote several papers about the economics of international shipping and logistics on national and international journals.



Alessandro Pitto

Vice Presidente Spediporto
Associazione Spedizionieri Corrieri
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DU SYSTEME PORTUAIRE
COMMUNAUTAIRE AUX RESEAUX
LOGISTIQUES INTEGRES



FROM PORT COMMUNITY SYSTEMS
TO INTEGRATED LOGISTICS NETWORKS



DEL SISTEMA PORTUARIO
COMUNITARIO A LAS REDES
LOGÍSTICAS INTEGRADAS

FROM PORT COMMUNITY SYSTEMS TO INTEGRATED LOGISTICS NETWORKS

Alessandro Pitto
SPEDIPORTO | Freight Forwarders' Association of the Port of Genoa



Market Context

CHANGE & SPEED



SUPPLY CHAINS

**EXTENDING ON GLOBAL
SCALE**



INFORMATION

**& THE NEED FOR
FURTHER
INFORMATION**



PLAYERS

**PRIVATE SECTOR
PUBLIC BODIES**

Freight Forwarders are increasingly involved
in information management



and required to add value to the supply chain
integrating & managing information



The Role of Ports

“PORTS ARE NATURAL BOTTLENECKS IN THE TRANSPORT CHAIN, YET THEY ARE LOGICAL PLACES TO CARRY OUT CUSTOMS CONTROLS”

World Customs Journal

**PORT ARE COMPLEX
TRANSPORTATION NODES
AND BORDER POINTS**

**NEED FOR EFFICIENT
MANAGEMENT OF
INFORMATION FLOWS**

**PORT ARE INCREASINGLY
FACING PHYSICAL
CONSTRAINTS**

Freight Forwarders play the role of interfaces
between players inside the port



and also between the port and the outside
world



Port Community System to the rescue

In order to boost the efficiency of port operations, to maximize the efficient deployment of the port infrastructure and to manage an increasing volume of information,

Port Community Systems
have rapidly emerged as the natural answer.



WHAT THEY ARE



WHAT THEY DO



WHO THEY ARE

PCS: What they are

A PCS is an electronic platform that connects the multiple systems operated by a variety of organisations that make up a seaport or airport community. It is shared in the sense that it is set up, organised and used by firms in the same sector – in this case, a port community.

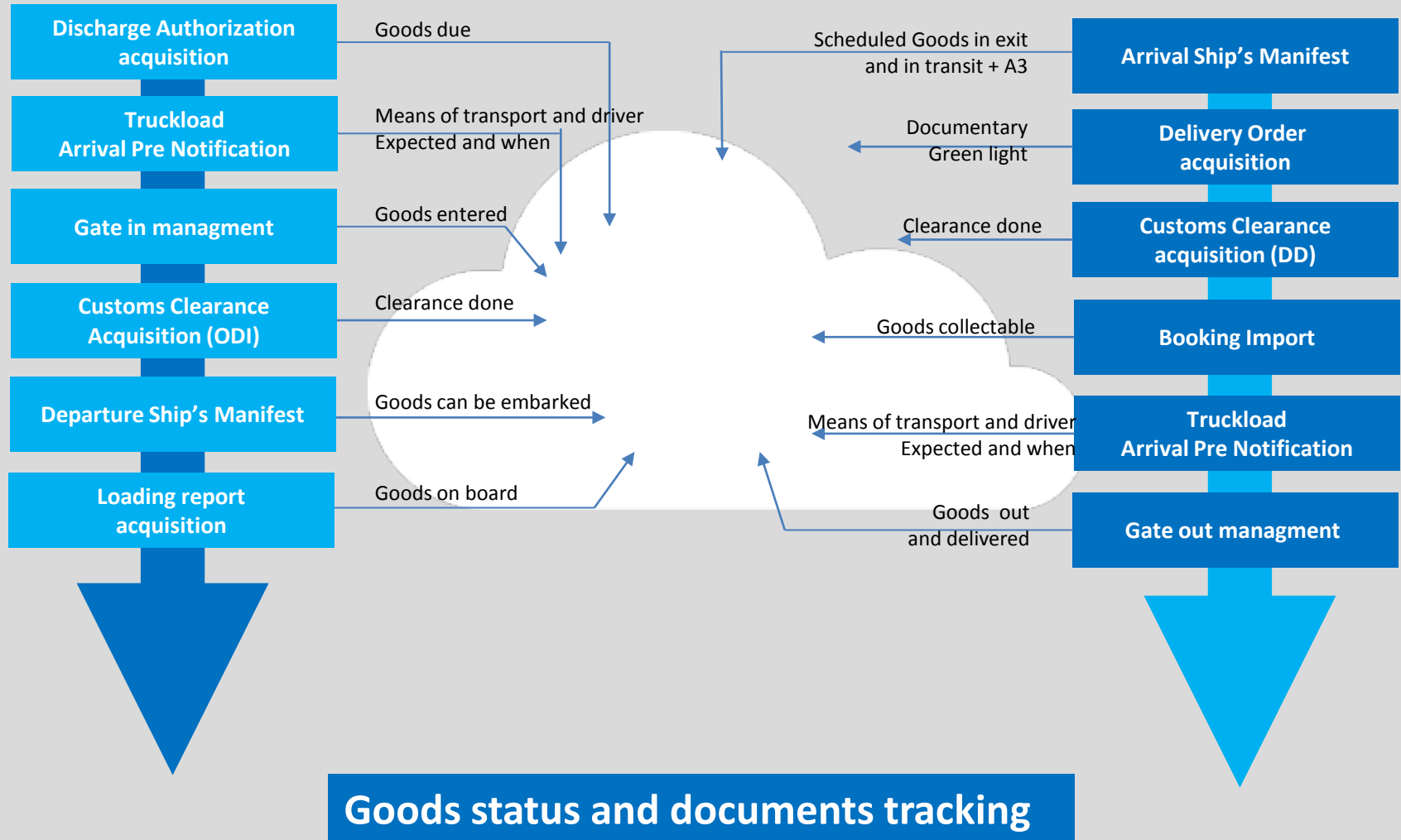
A good collaboration between all the parties involved is one of the success factors of a PCS. Distinctive for all PCSs is the link to Customs and port authorities and other institutions such as veterinary offices or coastguard, for example.

Key drivers for the establishment of Port Community Systems were, on the one hand, the need for a standardised communication platform in order to improve the systems in terms of punctuality, reliability or costs and, on the other hand, the need to improve competitive position among ports.





PCS: What they do



PCS: Who they are

PCSs in Europe have a long tradition.

The first to be established in ports in Germany, France and UK began to operate in the late 70s or early 80s.

Some of the most prominent

DAKOSY
Datenkommunikationssystem AG

SOGET
Fluidity for your business

portbase[®]
home of logistics intelligence

Port of Antwerp | **APCS**
PORT COMMUNITY SYSTEM



Governance and ownership of such PCS vary widely throughout Europe, as they can be 100% public, 100% private or developed by joint private-public initiatives.



As Market evolves will PCS do the same?

INFORMATION COMES FIRST

Information will need to be managed in advance

Sea-side (Customs pre-clearing, AMS notifications)

But also **land-side** (pre-notification of container delivery/collection by truck, rail or barge)

MORE CONTROLS IN LESS TIME

The need for control on the flow of goods is increasing

Controls are increasingly carried out on international scale, thus the need for advanced data exchange

Controls must not prevent or slow down the free flow of legitimate goods

More information allows for smarter, less-intrusive controls

INTEROPERABILITY WILL BE ESSENTIAL

Between Players In A Given Port
B2B, B2G, G2G Transactions (Single Window)

Between A Port And Its Inland
(Dry Ports, Cfs, Rail Terminals)

Between Ports On National And European Scale
(Common Customs Code)



Conclusions

PCS can be considered as a strategic tool adopted by seaports to improve their competitive positioning

As port-centric systems, they have already reached, or are now reaching, their maturity.

In the wake of the evolving market requirements, they will need to re-define their mission to embrace a wider scope and open themselves to a National or European scale.

By doing so, they will support the evolution of seaports, from «bottlenecks» to **nodes of logistics networks**, extending on national and continental scale

Freight Forwarders will need to be at the forefront of this change



In order to turn today's challenges in opportunities to widen the scope of activity



**THANK YOU FOR YOUR
ATTENTION**