

The Digitisation Process in the Maritime Sector: The Italian Experience

at Posidonia

Thursday 6 June, 14:45-16:30. Posidonia Seminar Room 1A

The maritime industry is undergoing a significant transformation driven by digital technologies. This seminar will explore the Italian experience in digitising its maritime sector, focusing on the key areas of digitisation in Italian maritime operations. Success stories, challenges and opportunities faced by Italian stakeholders will be shared as well as some lessons learned that can be applied globally in maritime transportation.

Why Italy?

Italy boasts a long and rich maritime tradition. Analysing its approach to digitalisation offers valuable insights for other countries due to:

- Italy's prominent role in Mediterranean shipping.
- The diversity of its maritime sector, encompassing ports, logistics, and shipbuilding.
- A mix of established players and innovative startups driving digital adoption.

Key Areas of Focus:

- **Port Operations:** We will examine how Italian ports are utilising digital tools to improve efficiency in areas like cargo handling, terminal management, and automation.
- **Maritime Logistics:** Focus will be placed on how Italian logistics companies are leveraging data analytics, blockchain, and digital platforms to optimise supply chains.
- **Smart Shipping:** This section will explore the use of digital technologies on board vessels, including navigation systems, condition-based maintenance, and crew communication tools.

Target Audience:

This seminar is designed for a broad audience interested in the digital transformation of the maritime sector, including:

- Maritime industry professionals (port authorities, shipping companies, logistics providers)

- Policymakers and government officials
- Technology solution providers
- Investors and other stakeholders interested in the future of maritime transportation

Organized by:

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