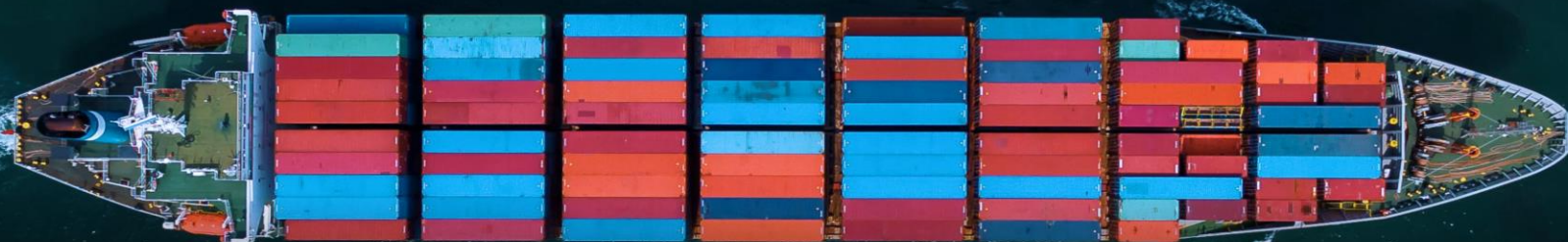


# Missão Empresarial Alemã para o "Setor Portuário e Logística, incluindo respetiva Digitalização, em Portugal"

23/11/2021

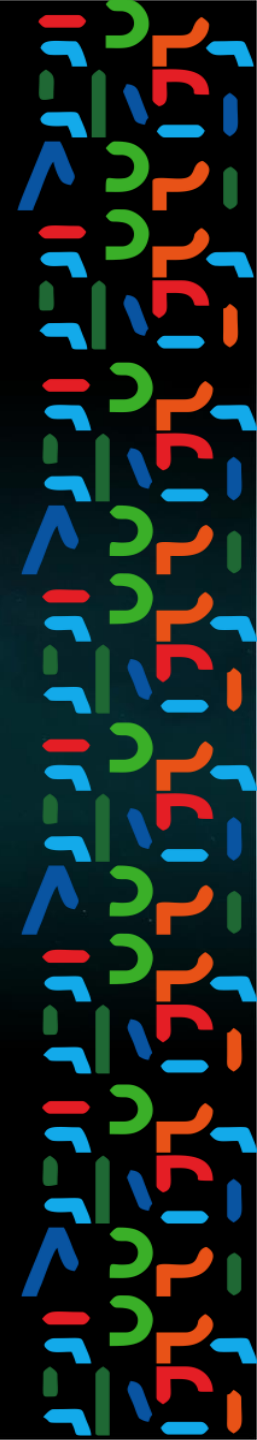


Associação  
dos Portos  
de Portugal

**JOSÉ LUÍS CACHO**  
PRESIDENTE

**AHK**

Deutsch-Portugiesische  
Industrie- und Handelskammer  
Câmara de Comércio e Indústria  
Luso-Alemã



## Who we are

APP – Ports of Portugal is a non-profit association established in 1991, with the aim of being a forum for debate and exchange of information on matters of common interest to ports and maritime transport.

It is intended that the APP will contribute to the development and modernization of the National Port System, assuming a role that underlay its creation: to constitute itself as a privileged space for reflection and decision.

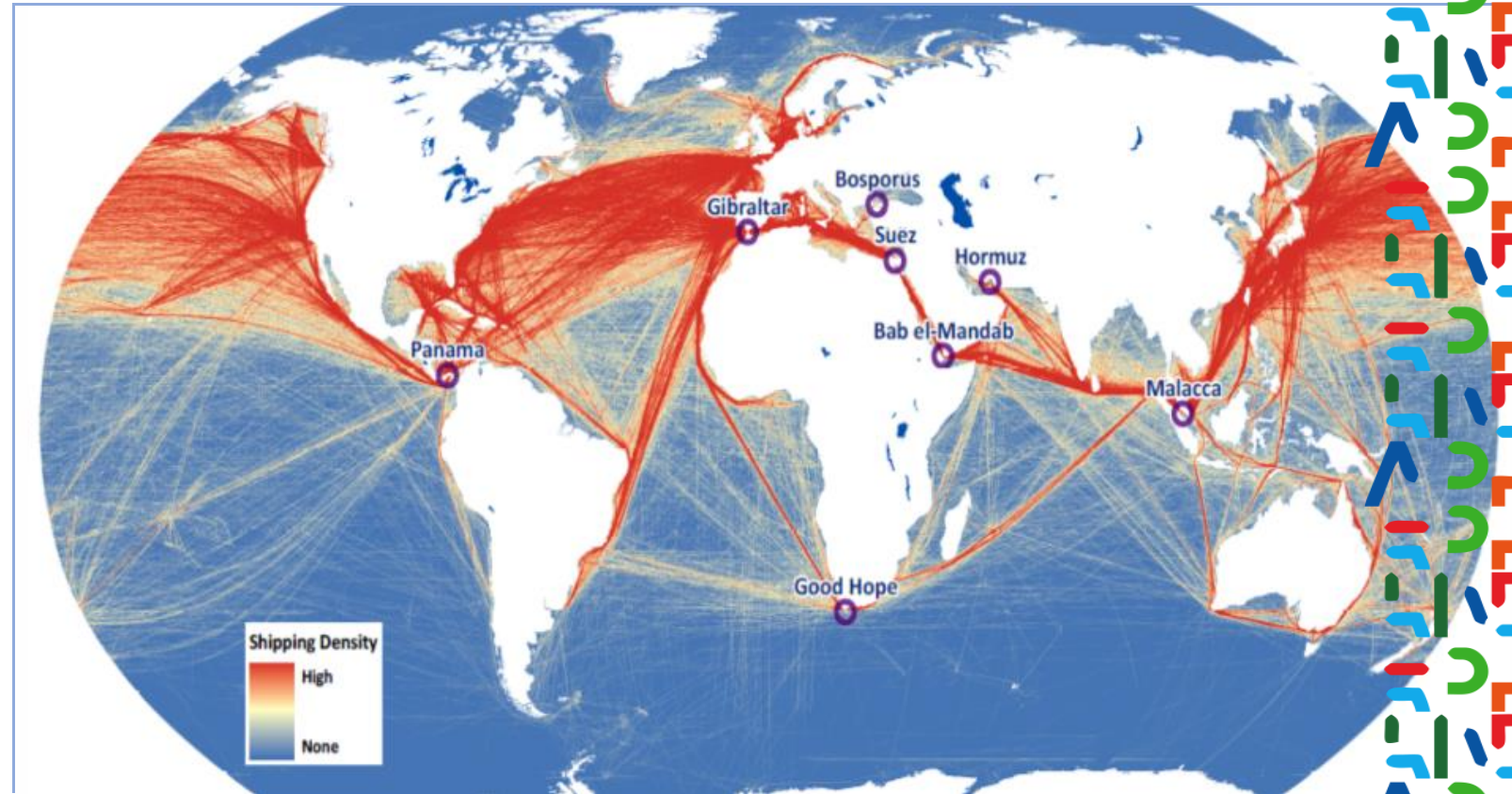
 <b>APDL</b> <small>ADMINISTRAÇÃO DOS PORTOS DO DOURO, LEIXÕES E VIANA DO CASTELO</small> > ADMINISTRAÇÃO DOS PORTOS DO DOURO, LEIXÕES E VIANA DO CASTELO (APDL, S.A.)	 <b>Porto de Aveiro</b> > ADMINISTRAÇÃO PORTO DE AVEIRO (APA, SA)	 <b>Porto da Figueira da Foz</b> > ADMINISTRAÇÃO DO PORTO DA FIGUEIRA DA FOZ (APFF,SA)	 <b>Porto de Lisboa</b> > ADMINISTRAÇÃO DO PORTO DE LISBOA (APL, SA)	 <b>PORTO DE SETÚBAL</b> > ADMINISTRAÇÃO DOS PORTOS DE SETÚBAL E SESIMBRA (APSS, SA)
 <b>APS</b> <small>Administração dos Portos de Sines e do Algarve S.A.</small> > ADMINISTRAÇÃO DOS PORTOS DE SINES E DO ALGARVE (APS, S.A.)	 <b>PORTOS DA MADEIRA</b> > ADMINISTRAÇÃO DOS PORTOS DA REGIÃO AUTÓNOMA DA MADEIRA (APRAM, SA)	 <b>PORTOS DOS AÇORES</b> > PORTOS DOS AÇORES, SA	 <b>IMT</b> > INSTITUTO DA MOBILIDADE E DOS TRANSPORTES (IMT, IP)	 <b>DOCAPESCA</b> <small>PORTOS E LOTAS, S.A.</small> > DOCAPESCA, PORTOS E LOTAS, S.A.



## Portuguese Ports: strategic location

The Portuguese ports, located on the Atlantic front of Europe, are centrally located in world trade.

National ports are today modern port infrastructures serving businesses and the economy.



source: Jean-Paul Rodrigue, *The Geography of Transport Systems*

## Maritime transport is a determining factor in the world economy



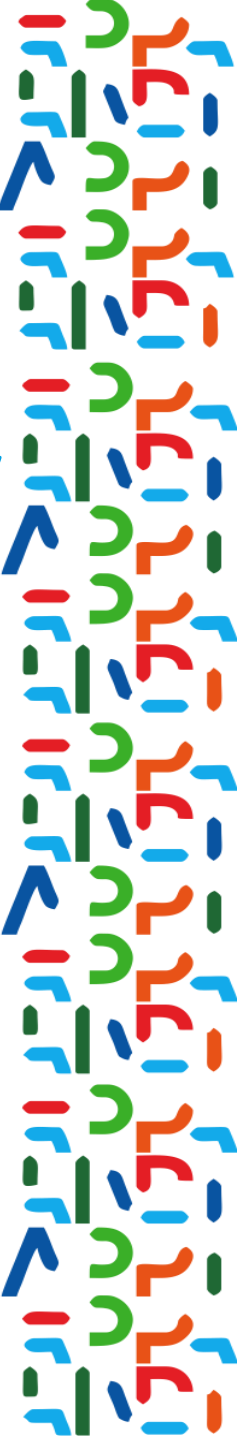
According to the United Nations, maritime transport accounts for more than 80% of world trade.

## Ports are the interface between sea and land mode



The impacts of “e-commerce” and the growing need for greater “digitalization”, as well as “decarbonization” and greater “sustainability”, motivate, across the board, profound changes in supply chains.

## Port authorities face several challenges



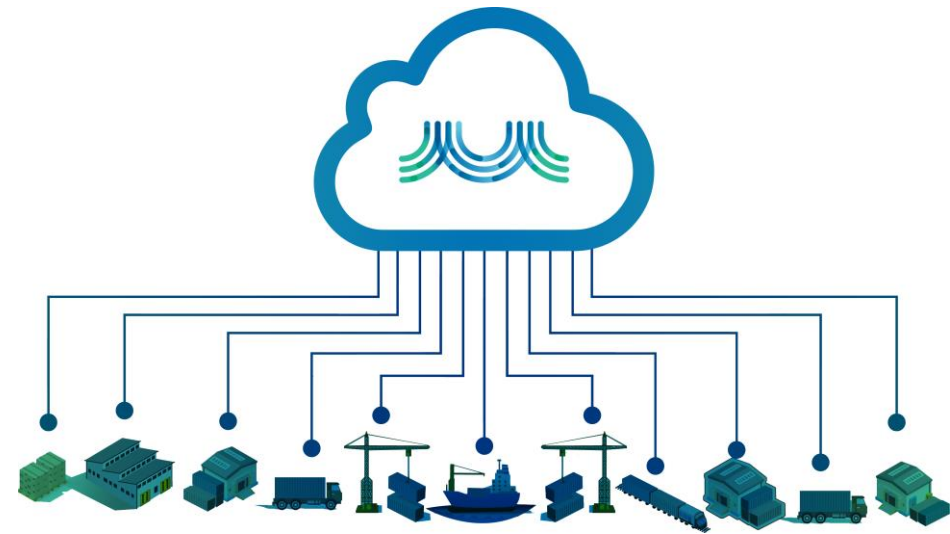


## Digitization and innovation

Digitization and collaborative innovation are essential for ports to be able to **integrate the evolution of global logistics chains**.

APP –Ports of Portugal Association has developed the **JUL Project – Logistics Single Window**, which offers a new concept of multimodal digitization, **integrating all players along the supply chain**.

In ports, **automation** of operations, **artificial intelligence**, **5G** networks and **big data** processing are particularly important, always with high levels of **cybersecurity** or **cyber-resilience**.



## Energy transition

The energy transition impacts many ports, characterized by having a decisive **role in their countries' energy supply**.

The drastic reductions in the handling of fossil products **limit the capacity to invest** in infrastructure and impact the sustainability of the port business.

On the other hand, port authorities should seek the use clean energy sources such as **photovoltaics, wind or wave energy**.



## Community Manager Model

The **Landlord Port** model, while just a “landlord port”, led port authorities to **reduce their knowledge about the market** and its needs.

It is necessary to **understand the economic, business and social context that surrounds the port** and its hinterland, as well as the logistics corridors in which it operates or can act, including the dynamics of **dry ports and logistic platforms**.



## Alliances, verticalization and ships

Today's maritime transport is characterized by **strong alliances**, the use of increasingly **larger ships** and **the vertical integration of logistics chains** by the main shipping players.

**Port authorities** must be able to position themselves as **business partners**, capable of dealing with peak operations, with an efficient distribution of the cargo in the hinterland.





## Neashoring

Companies are **reviewing their location models** in order to minimize any impacts caused by long-distance transport.

This **relocation**, or nearshoring, may introduce **changes in maritime freight flows**.



## Conclusions

- Ports are characterized by a **multiplicity of actors**, both authorities and economic agents, whose performance of each directly **impacts the competitiveness of the port**.
- The greater the **articulation between everyone** and the capacity of each one to offer competitive and integrated solutions, the greater the competitiveness of the port in international logistics chains.
- Port authorities must position themselves as the **driving and coordinating** element of the port community, as a whole, contributing to **sustainable growth** in all aspects, ensuring the **supply of the hinterland** they serve.



THANK YOU



Associação dos Portos de Portugal

# A força do Atlântico



[www.portosdeportugal.pt](http://www.portosdeportugal.pt)

