



Technology & Impacts on Shipping Agency.

André Zanin
FENAMAR - Brasil



mediaX Global Innovation and Leadership Workshop

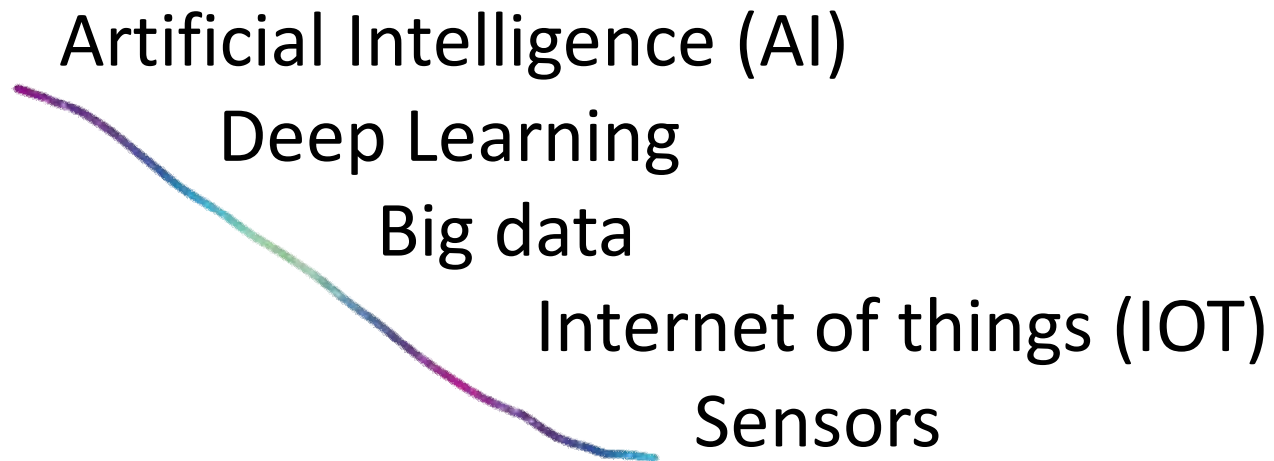
**Human Sciences and Information Technologies
for Innovation and Training
for Brazil's Transportation Infrastructure**

June 10 - 15, 2018

- Project launched by our National Confederation of Transport
- 4 Meetings - 3 in Brasil – CNT headquarter / Brasília
- Last Workshop – At Stanford University – Palo Alto – June 2018
- 30 delegates from different Modes of Transport enrolled into the program.

➤ One week at Stanford University ...

*Disruptive
Exponentiality*



Capacity increasing x Costs decreasing

BLOCKCHAIN – Everybody heard about that ?

Cryptocurrency ? Distributed Database – Open public ?

Through this platform is quite possible to built an environment where a vessel can Interact **directly** with all players and Authorities to obtain the clearance...

BLOCKCHAIN subject was in the Workshop *agenda* and here are some slides about the presentation...

Speaker Background

- 20+ years in technology, Stanford Engineering
- Working with financial institutions and industry organizations



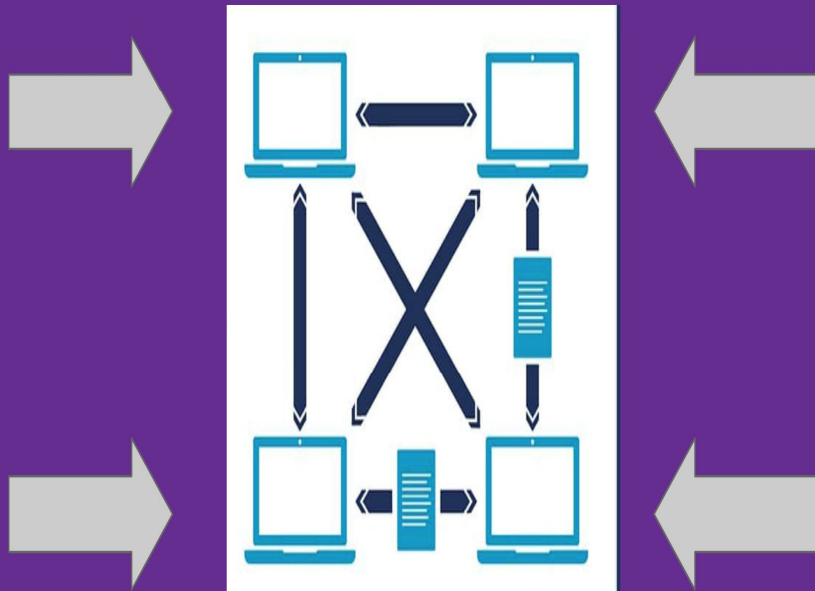
Why the Blockchain (1)?

Decentralized Transactions

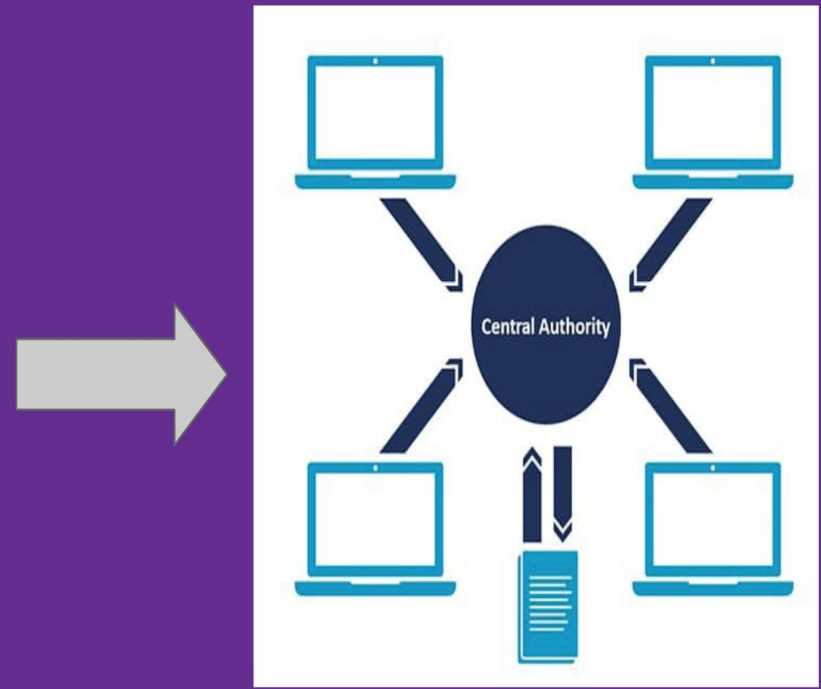
- Much faster settlement
- Elimination of 3rd parties
- Much lower costs



Data Security - Blockchain



Data Security - Traditional



Maersk and IBM Introduce TradeLens Blockchain Shipping Solution

Industry-wide collaboration announced in January advances as more than 90 organizations participate in the global trade solution. More than 154 million events captured on the platform and growing by one million per day.



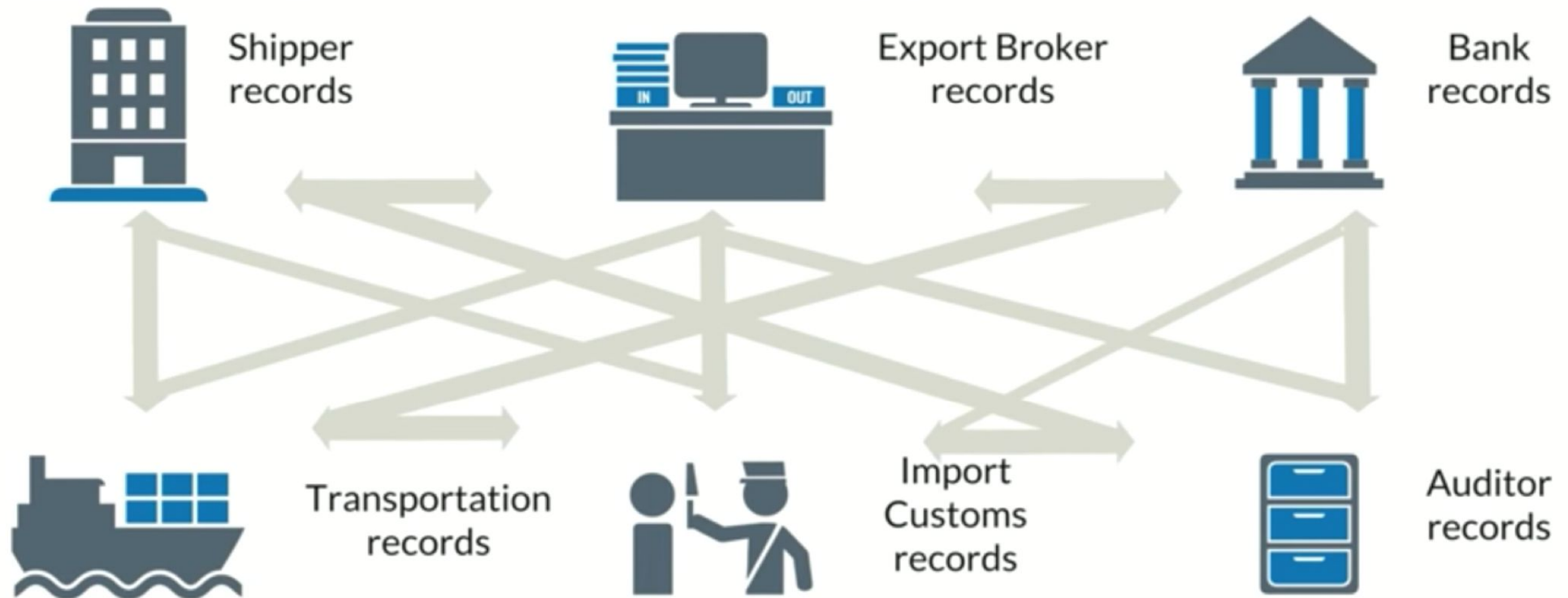
COPENHAGEN, Denmark and ARMONK, N.Y., Aug. 9, 2018 /PRNewswire/ -- In a follow up to their January announcement, A.P. Moller –Maersk (MAERSKb.CO) and IBM (NYSE: IBM) today announced the creation of [TradeLens](#), jointly developed by the two companies to apply blockchain to the world's global supply chain. TradeLens is the result of a collaboration agreement between Maersk and IBM, a blockchain-enabled shipping solution designed to promote more efficient and secure global trade, bringing together various parties to support information sharing and transparency, and spur industry-wide innovation.

As part of the TradeLens early adopter program, IBM and Maersk also announced that 94 organizations are actively involved or have agreed to participate on the TradeLens platform built on open standards. The TradeLens ecosystem currently includes:



- More than 20 port and terminal operators across the globe, including PSA Singapore, International Container Terminal Services Inc, Patrick Terminals, Modern Terminals in Hong Kong, Port of Halifax, Port of Rotterdam, Port of Bilbao, PortConnect, PortBase, and terminal operators Holt Logistics at the Port of Philadelphia, join the global APM Terminals' network in piloting the solution. This accounts for approximately 234 marine gateways worldwide that have or will be actively participating on TradeLens.
- Pacific International Lines (PIL) have joined Maersk Line and Hamburg Süd as global container carriers participating in the solution.
- [Customs authorities](#) in the Netherlands, Saudi Arabia, Singapore, Australia and Peru are participating, along with customs brokers Ransa and Güler & Dinamik.
- Participation among beneficial cargo owners (BCOs) has grown to include Torre Blanca / Camposol and Umit Bisiklet.
- Freight forwarders, transportation and logistics companies including Agility, CEVA Logistics, DAMCO, Kotahi, PLH Trucking Company, Ancotrans and WorldWide Alliance are also currently participating.

Opportunity... Own Record Keeping



Inefficient, expensive, vulnerable

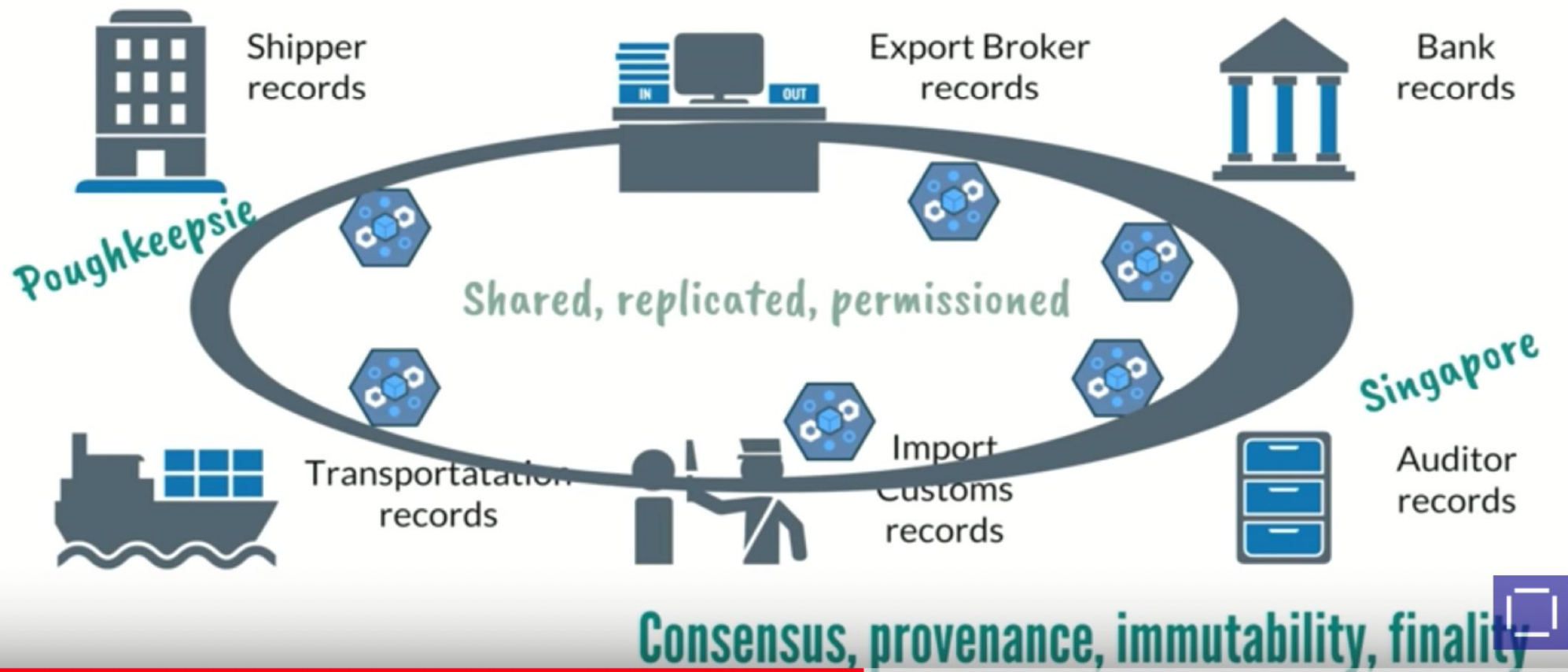
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Number of Plant Orders:	1	Volume of Shipment:	0.17 m ³
Number of Cases:	1	Net weight of shipment:	0.90 kg
		Gross Weight of Shipment:	0.90 kg

Set of Documents For Every Asset Transferred



Solution





**THANK
YOU**



**HOPE
IT
HELPED**