



FONASBA

FONASBA ANNUAL MEETING 2022

ASSOCIATION BEST PRACTICES COMMITTEE MEETING

INNOVATION – NIMBLE & RESPONSIVE TO CHANGE



Centro de Navegación
ARGENTINA

May 2022

About Centro de Navegación



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ARGENTINA

Centro de Navegación is a non-profit civil entity representing ship agents and the interests of maritime transport in Argentine waters and ports.

Founded in 1900, it brings together companies related to water transport, logistics and ports, providing advice, information, representation and academic training in order to improve competitiveness and efficiency of foreign trade within our country.

Purpose

The promotion of navigation between Argentina and the rest of the world.



Our Services

- **Representation.** To protect the interests of its 82 members in the exercise of the activity.
- **Advice.** Legal, tax, maritime, port and customs advice with extensive experienced specialists within the sector.
- **Information.** Update of rules, regulations, laws and documentation relevant to the activity.
- **Training.** CNAV supports training as one of its main purposes. Courses, workshops and conferences are organized to facilitate operations and professionalize the sector.
- **Mercuria IT Platform.** Advanced information system available for all member and non member ship agents to comply with official documentary requirements.



Innovation – Nimble & Responsive to Change

What to do within a black swan situation such as the COVID-19 pandemic?

The three “A” key strategy.

- **Awareness.** Be aware of **situation**, even with its **limits** and **uncertainty**.
- **Attitude.** **Resilience** and **creativity** before adversity.
- **Action.** **Counterstrike** and **quick response** to change.



CNAV's Experience and Initiatives

- **Team Building.** Staff **renewal** keeping CNAV's standard of professional **excellence**.
- **New Office. New layout** and **expansion** of CNAV's **office**, including a new conference auditorium for more than 60 people and a coworking space for members.
- **Installation of Technology.** We have installed new laptops, internet and telephone terminals and new HD monitors in all offices, training room and coworking space and a modern videowall in the auditorium for video conferences.
- **Training.** We **expanded** our **academic offer** by means of dictating **new training courses** and **webinars** for members and non members, and signed **academic cooperation agreements** with **universities** and **authorities**, to improve benefits for our members.
- **Regional expansion.** We have created **two** regional offices (**Zárate-Campana** and **Ushuaia**), improving response management and speed to solve members' local issues.



CNAV's Experience and Initiatives

- **Study committees.** We created these committees to **develop** and **share technical studies** with government and stakeholders, aiming to **improve** the industry and foreign trade in Argentina.
 - **COVID-19 Protocols.** CNAV worked in cooperation with national authorities, developing sanitary protocols and rate rebates applied to cargo and cruise ships calling Argentine ports during the pandemic.
 - **Paraguay-Paraná Waterway (Hidrovia).** CNAV developed a technical and tariff study delivered to the Transportation Ministry to be applied to the bidding of the new concession.
 - **e-B/L.** CNAV developed a legal and technical study delivered to the Customs Authority in order to prove the feasibility and convenience of the implementation of e-B/L in Argentina.
- **Digital Library.** A **data platform** with exclusive **remote access** for **members** to regulation, institutional and all other information. A key tool for the day to day of the shipping agencies.
- **Communication & Marketing.**
 - **Trademark.** We modernized and registered CNAV's logo as a trademark.
 - **E-mail.** We simplified and registered the domain of e-mail accounts for all members of the Executive Committee and Staff of CNAV (@cnav.org.ar replacing @centrodenavegacion.org.ar).
 - **Social media.** We expanded our communication in our website and social networks (LinkedIn, Twitter) and initiated a newsletter section summarizing all institutional activity.



Results Achieved - Milestones

- **COVID-19 Crisis Committee**

CNAV was appointed as part of this committee summoned by Government, from which we have **managed to successfully combat** the COVID-19 **crisis**, crucial to **guarantee maritime traffic** from and to our ports, and achieving authorization to ensure **international crew changes** in all Argentine ports.

- **Incorporation of new members**

During the period 2020-2022, **seventeen new members** joined Centro de Navegación (**20% membership increase**) as a positive feedback registered within the ship agency and port markets towards CNAV's actions, including all container terminals from Zárate-Campana, Buenos Aires, Dock Sud and La Plata ports.

- **Improvement in interaction with members and stakeholders**

- Only in 2021, CNAV provided training **courses** to more than **250 students** representing members and others, having **tripled** in one year the **amount** of students **attendance** recorded on the previous three years before the pandemic (248 students between **2017-2019**).
- CNAV **increased** its **activity** within all the **country**, by opening **two regional offices**, but also by **maximizing** the face to face and distance **communication capacity**, of great importance to **improve service** during the pandemic, but also, the **day after**.
- Several **cooperation agreements** have been signed with **other chambers** representing different stakeholders, acknowledging that **cargo, port and ship** are all important links **part** of the **same foreign trade chain**.



CNAV's Video

[Click here to see video](#)



FONASBA

The Federation of National Associations of Ship Brokers and Agents



Contact



Florida 537, piso 20°
Buenos Aires - C1005AAK
Argentina



+5411 3220 1777



info@cnav.org.ar



www.centrodenavegacion.org.ar



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Thank you.
