



Navigating AI – Impacts & Transformation of Dry Cargo Shipbroking

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- FONASBA Annual Meeting 2025



AI is not a magic fix, but it is a valuable tool

Structure

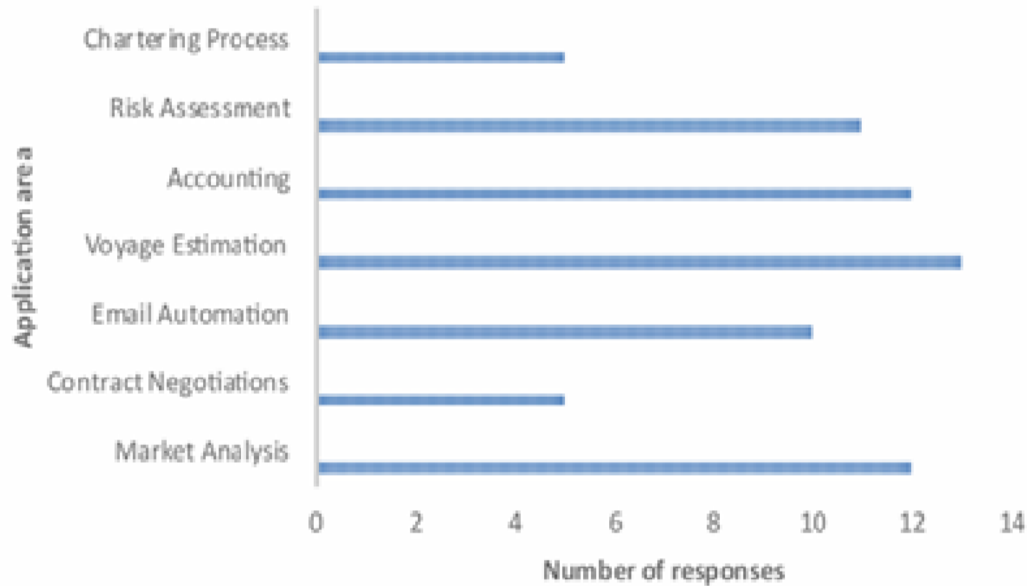
Objective, Scope & Limitations

Method: SWOT + Ansoff Matrix, questionnaire & literature



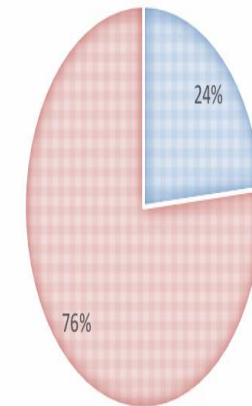
Questionnaire – Adoption & Attitudes

AREAS WHERE AI CAN BE APPLIED

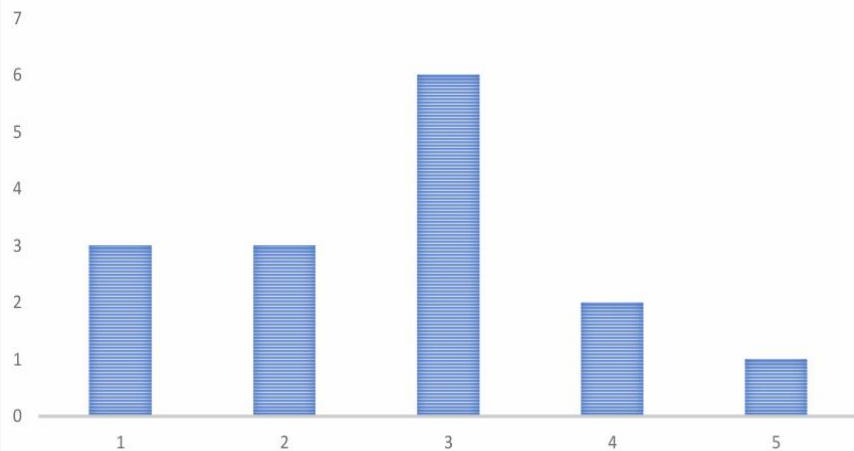


AI IMPLEMENTED

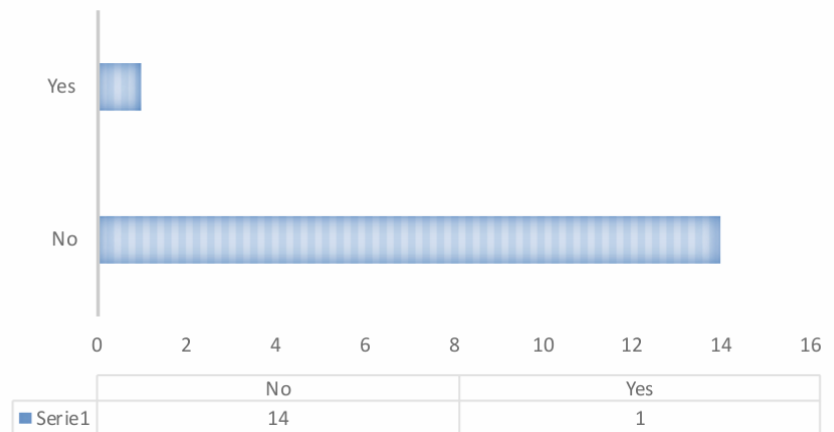
■ Yes ■ No



AI REVOLUTION INDUSTRY (1-5)

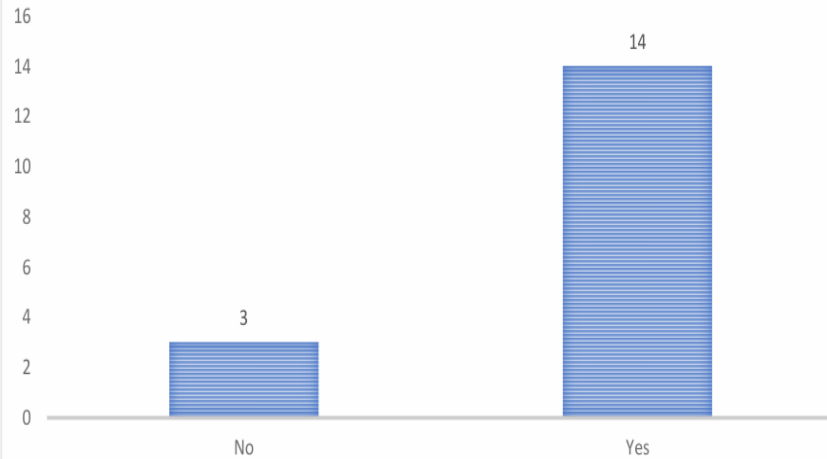


AI REPLACES HUMAN INTERACTION

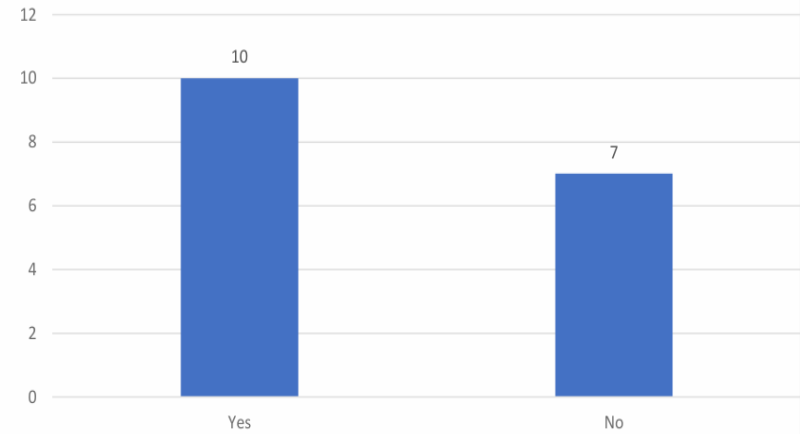


Questionnaire – Adoption & Attitudes

FORESEE RISKS JOB DISPLACEMENT & DATA SECURITY



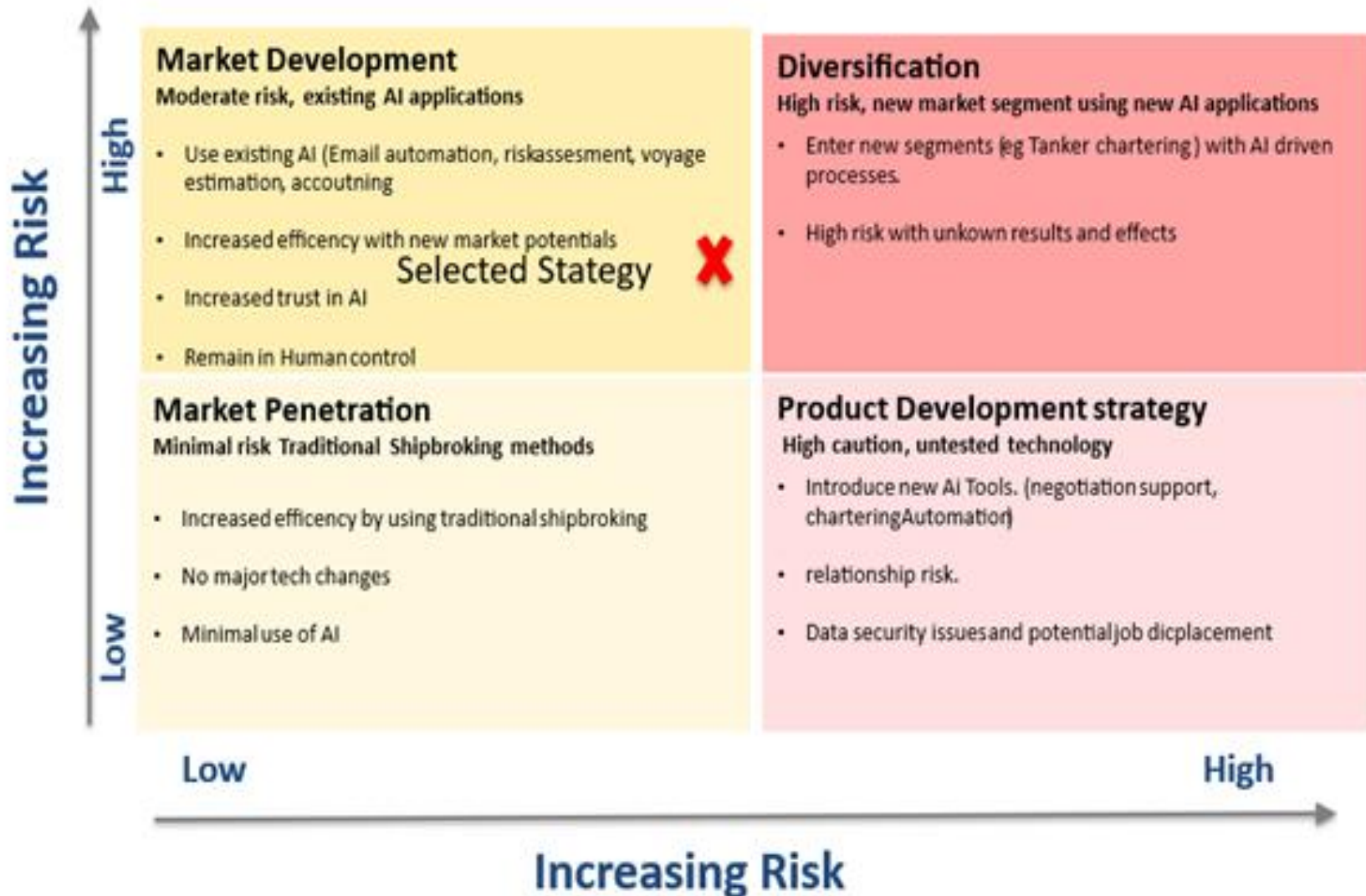
AI Improves Efficiency



Swot Analysis – usage in AI



Ansoff Matrix – Strategic Options





Next Step

Map current technology and data readiness

Start small with email automation and voyage calculations

Keep human oversight and control

Ensure data security and privacy

Monitor regulations and industry peers

Train staff and support gradual adoption

Thank You

Questions & Answers

