

### **Navigating AI – Impacts & Transformation of Dry Cargo Shipbroking**

- Otto Hillerström
- FONASBA Annual Meeting 2025



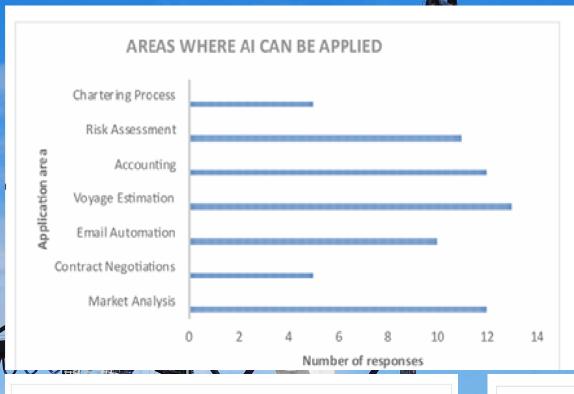
## **Structure**

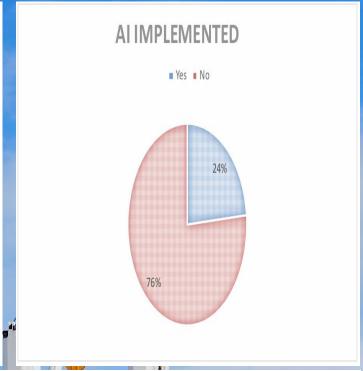
Objective, Scope & Limitations

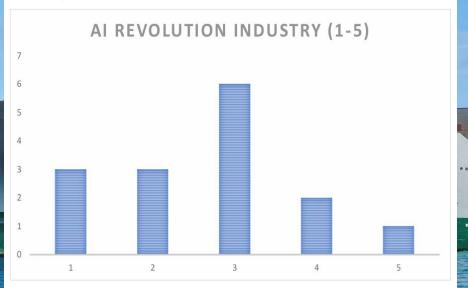
Method: SWOT + Ansoff Matrix, questionnaire & literature

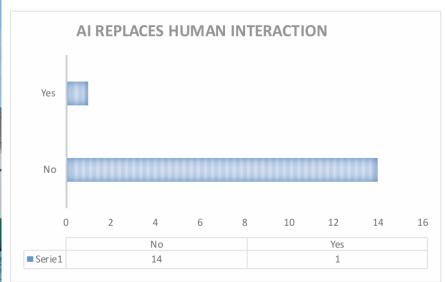


# **Questionnaire – Adoption & Attitudes**

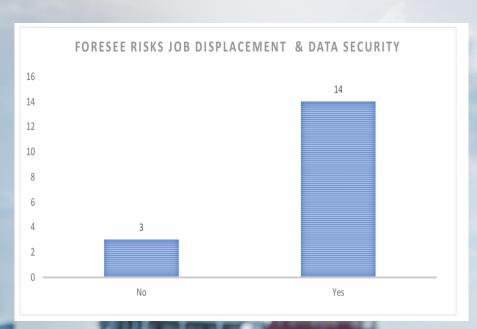








# Questionnaire - Adoption & Attitudes







# **Swot Analysis – usage in Al**

# NTERNAL

# EXTERNAL

#### STRENGTHS

- AI SYSTEMS CAN PROCESS AND ANALYZE LARGE VOLUMES OF MARKET DATA.
- AI POWERED NETWORKING TOOLS MAY INCREASE BUSINESS OPPORTUNITIES
- AUTO SORTING EMAIL SYSTEMS CAN REDUCE TRAFFIC BY 50%
- IN ACCOUNTING AI CAN ENHANCE ACCURACY AND EFFICIENCY.
- AI ASSESS RISKS WHICH OTHERWISE ARE HARD TO DETECT.

#### WEAKNESS

- DATA SECURITY AND DEPLOYMENT OF AUTONOMOUS SYSTEMS ARE UNCERTAIN.
- CANNOT REPLACE HUMAN INTERACTION
- AI MAY REDUCE HUMAN INTUITION
- RISKS WITH AI APPLICATIONS LIES IN QUALITY AND ACCURACY OF MASTERDATA
- REGULATORY UNCERTAINTY

#### OPPORTUNITY

- AI APPLICATION IS NOT IMPLEMENTED ON A WIDER BASIS IN THE SHIPPING COMMUNITY AND HAVE GROWTH POTENTIAL
- SHIPPING PROFESSIONALS ARE OPEN TO AI ADMINSTRATIVE TASKS.
- CONTINOUS DATA INPUT AND USER ENGAGEMENT INCREASE AI RELIABILITY AND ACCURACY
- SHIP BROKERS MAY INCREASE PRODUCTIVITY WITH AI SUPPORT
- AI MAY ENHANCE COLLABORATION & EFFICIENCY OF THE SUPPLY CHAIN.

#### THREAT

- HIGH ENERGY CONSUMTION AND FUTURE ENVIRONMENTAL LEGISLATIONS MAY LEAD TO HIGHER ALOPEX.
- AI POWERED CARGO MATCHING SYSTEMS COULD POTENTIALLY UNDERMINE LOYALTY AND TRUST BUILT BY BROKERS
- ALCOULD LEAD TO RISK OF JOB DISPLACEMENT DUE TO AUTOMATION OF ROUTINE TASKS

HELPFUL

DAMAGING

# Increasing Risk

## **Ansoff Matrix – Strategic Options**

High

#### **Market Development**

Moderate risk, existing Al applications

- Use existing AI (Email automation, riskassesment, voyage estimation, accounting
- Increased efficency with new market potentials
  Selected Stategy



- Increased trust in Al
- · Remain in Human control

#### Market Penetration

Minimal risk Traditional Shipbroking methods

- Increased efficency by using traditional shipbroking
- · No major tech changes
- · Minimal use of Al

#### Diversification

High risk, new market segment using new AI applications

- Enter new segments (eg Tanker chartering) with Al driven processes.
- · High risk with unknown results and effects

#### Product Development strategy

High caution, untested technology

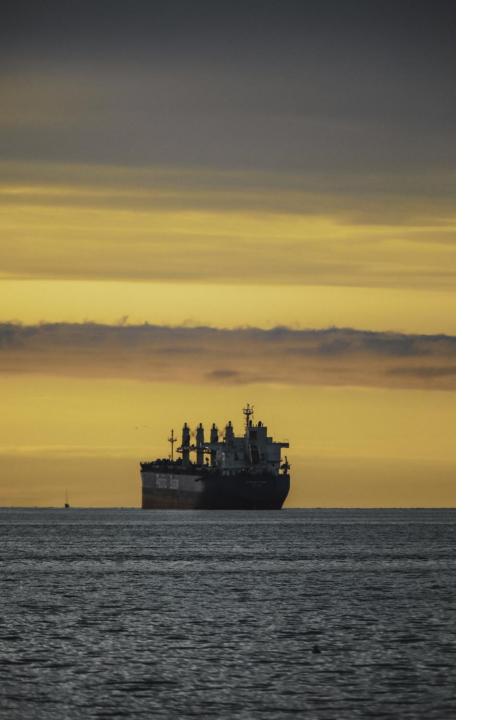
- Introduce new Ai Tools. (negotiation support, chartering Automation)
- relationship risk.
- Data security issues and potential job dicplacement

Low

High



WO



# **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

