

Maritime Digitisation & Partnership



A PERFECT STORM

- ❖ Geopolitical tensions
- ❖ Supply chain disruptions
 - ❖ Cyber threats
- ❖ Misalignment between Stakeholders

MARITIME TRADE- GLOBAL IMPACT

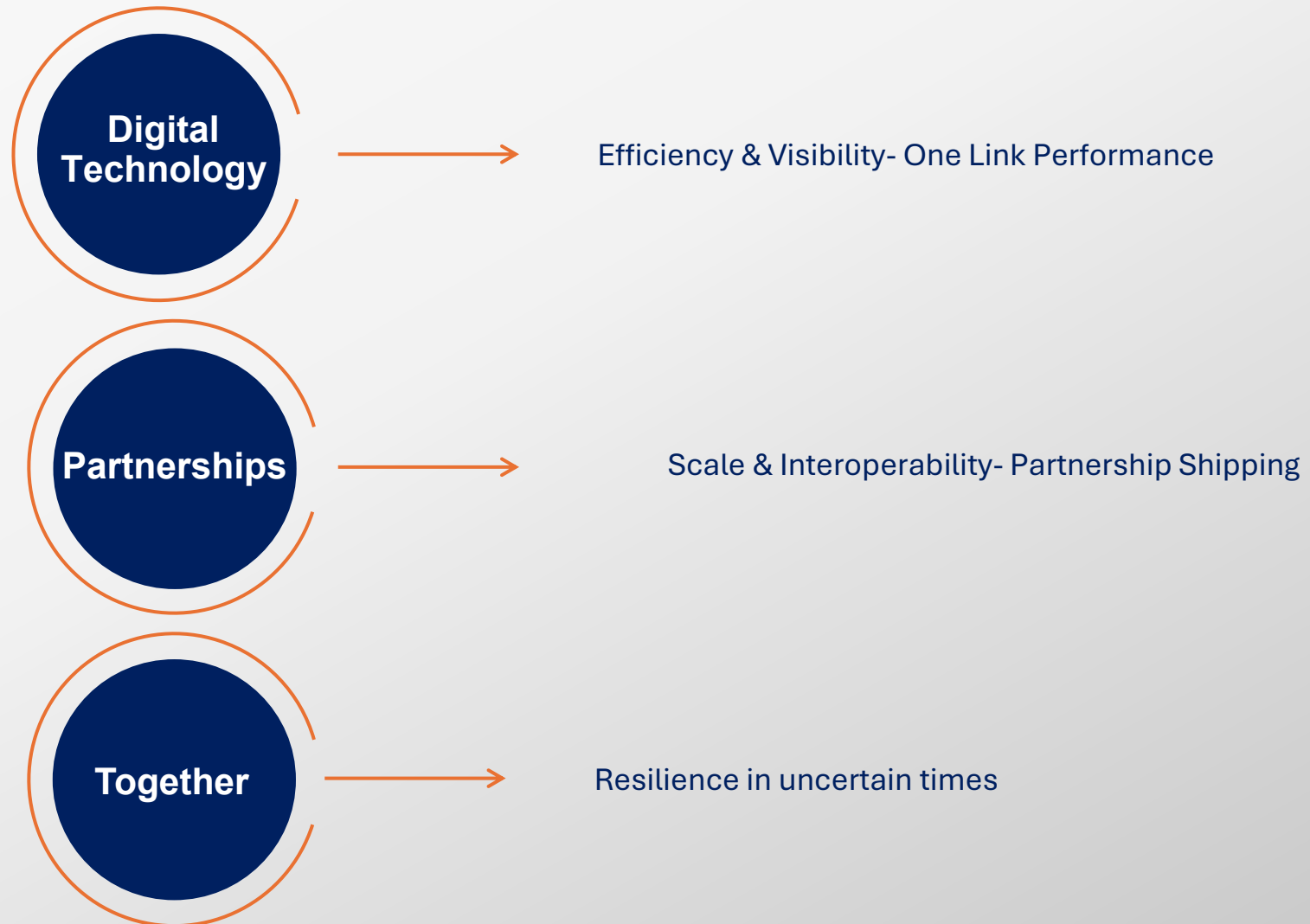


~90% of global trade moves by sea

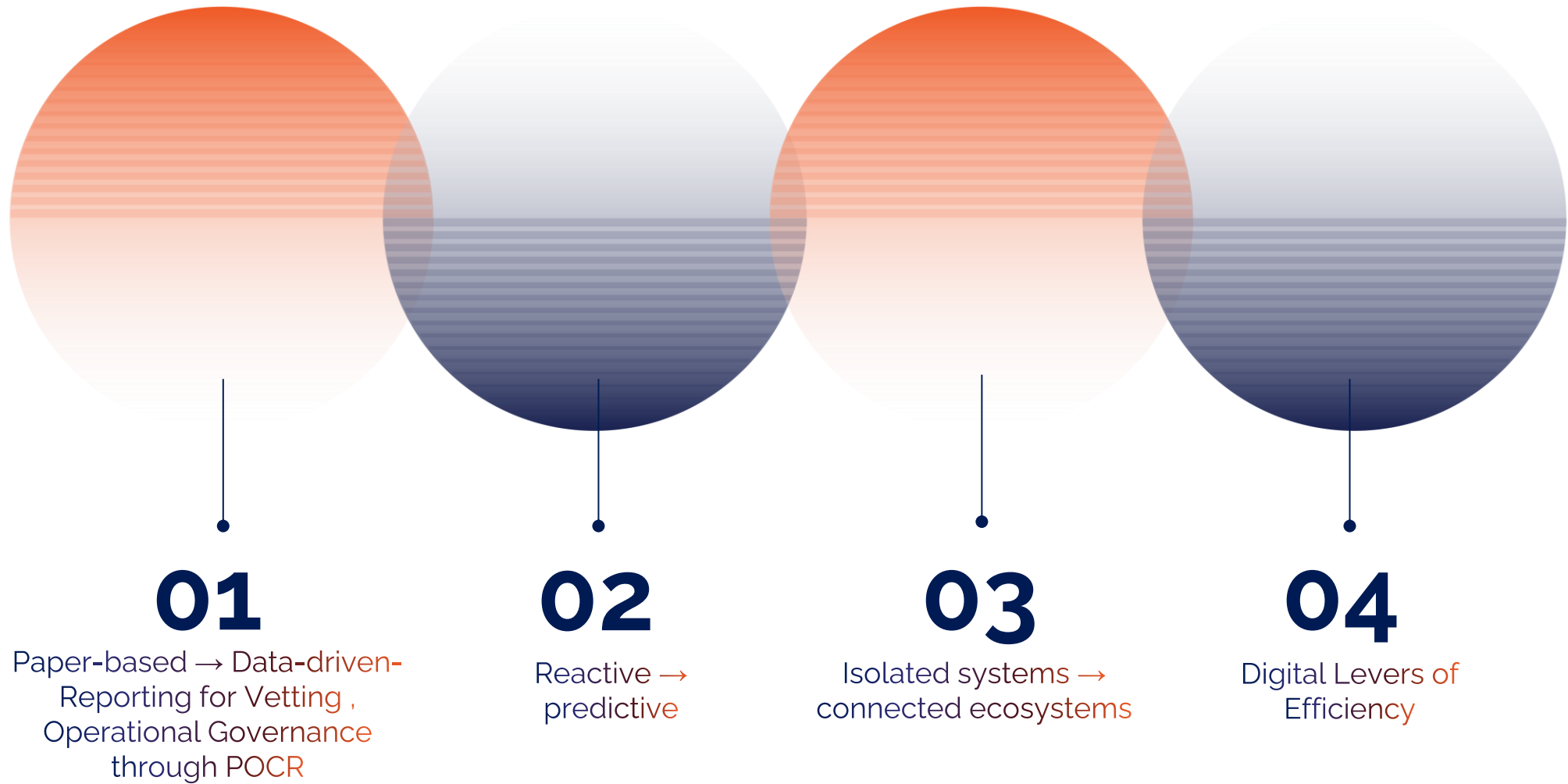
Increasing regulatory and security pressure

Rising expectations for efficiency and transparency

Digitalisation + Partnership = Resilience



THE SHIFT TO DIGITAL MARINE OPERATIONS



MEASURABLE OUTCOMES

- Reduced downtime
- Lower fuel consumption
- Faster decision-making
- Improved safety
- Reduced human error
- Better Alignment with Clients during normal Operation and Emergency Response

EMPOWERING PEOPLE, NOT REPLACING THEM

- HR Maritime at Columbia
- Crew Welfare , Mental Health Support
- Reduced cognitive load
- Upskilling opportunities
- Digitalisation and AI as a tool to empower people

Digital Backbone - **SMART SEA**

- **Multiple vendors**
- **Standardized approach**
- **Connected Supply Chain**
- **Shared data**



COLLABORATION OVER COMPETITION



CAN PEOPLE THRIVE IN THIS COMPLEXITY?

- 1. People Powered By Technology**
- 2. Sustainability**
- 3. Partnerships/Joint Ventures**



HUMAN EXPERIENCE IN A FRAGMENTED WORLD

Risk → Overload & Frustration

Opportunity → Empowerment & Ownership

Key Message → Thriving depends on design, training,
and culture. Not technology alone

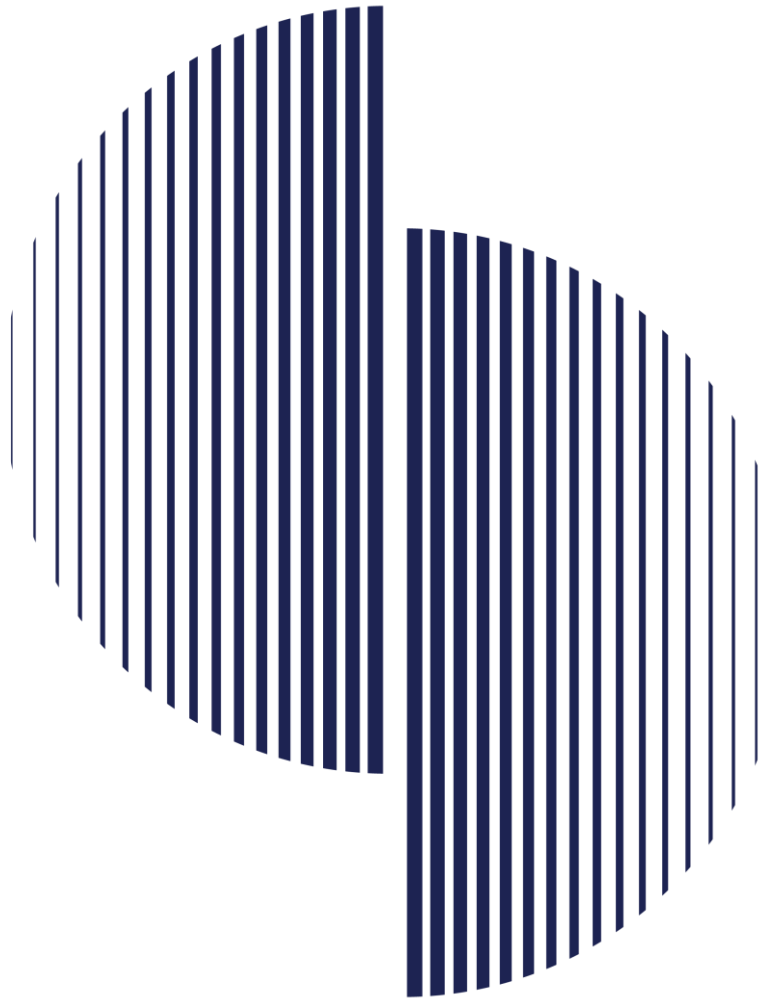
RISK is FLUID

- State-sponsored attacks
- Ransomware
- GPS spoofing
- Supply chain vulnerabilities
- Unreliable Data

**AGILITY IS THE
ANSWER**

FUTURE TEAMS

AI handles
scale & speed



Humans handle
judgment &
context with
Agility ,Creativity
and Commonsense

1. Digitalisation drives efficiency and resilience
2. Fragmentation is both a risk and an innovation engine
3. People must be at the centre
4. AI is redefining cybersecurity
5. Partnerships are the multiplier



An aerial photograph of a coastal landscape. On the left, there is a body of water. A road runs vertically through the center of the image. To the right of the road, there are fields and some buildings. The image is overlaid with a dark blue gradient on the left side where the text is located.

Navigating the Future Together

- The maritime industry is at a turning point
- Technology is the enabler
- Collaboration is the answer



WHERE *everything* **IS POSSIBLE**

