



**Port de Barcelona**



SHORTSEA PROMOTION CENTRE - SPAIN

**SILBARCELONA**  
expo & congress  
26-28 June 2019 //B2B

# Six questions about innovation

## A Port of Barcelona's perspective



Port de Barcelona

**Carles Rúa**  
Head of strategic projects & innovation

26 June 2019



I keep six honest serving-men  
They taught me all I knew;  
Their names are What and Why and When  
And How and Where and Who.

I send them over land and sea,  
I send them east and west;  
But after they have worked for me,  
I give them all a rest.

*Rudyard Kipling*



**WHY?**

**INNOVATION**

The changing environment

Changing economic context

Demand driven logistics

Technology is available

Transport disruption

Infrastructure as a commodity

Best added value required



Port de Barcelona

**WHEN?** INNOVATION  
When to start?

Sorry, you  
are late...

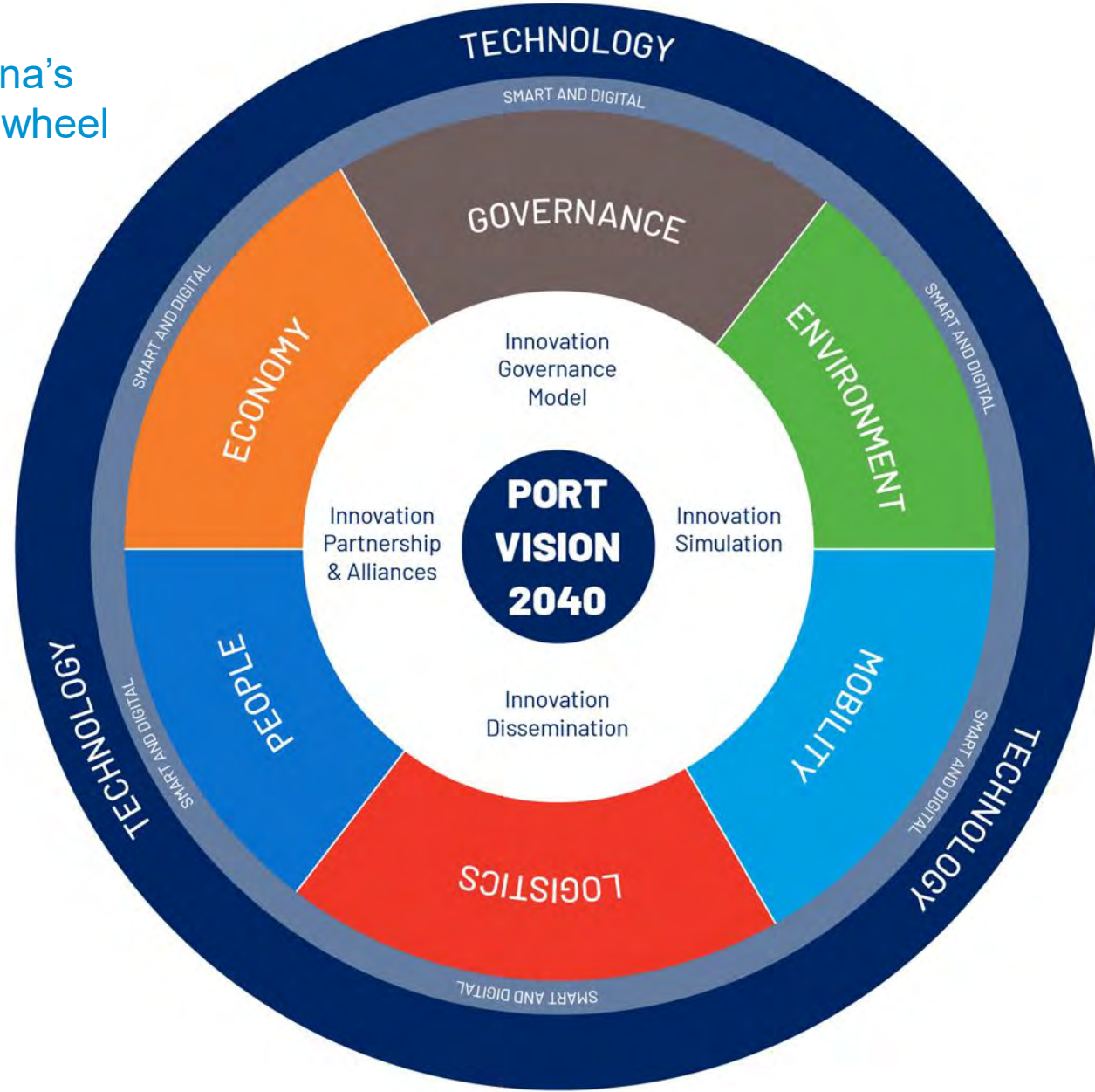




# HOW?

## INNOVATION

The Port of Barcelona's innovation steering wheel

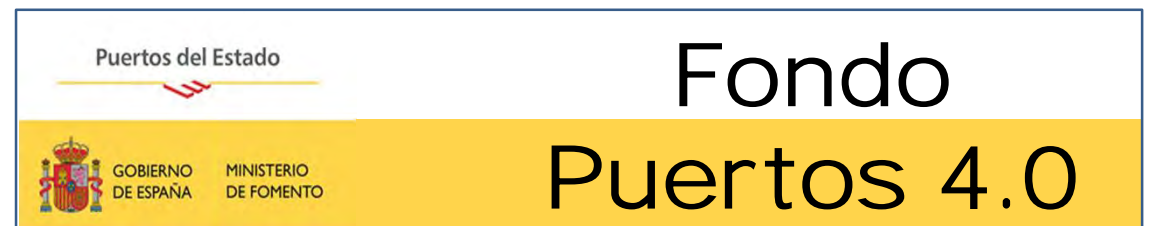




# HOW?

## INNOVATION

The Port de Barcelona's innovation ecosystem





# HOW?

INNOVATION  
Port collaboration



## 1 Smart Ports Booth

- 150 sqm booth under “Smart Ports” concept, only 5/7 ports (max).
- Innovative, landmark projects will be shown by each Port.
- Opportunity to bring technological / commercial partners.

## 2 Smart Ports Agora

- Smart Ports will have an Agora to be used as showcase for innovative projects.

## 3 SIDE EVENT: Smart Ports Summit organized by **KNect365**

## 4 SIDE EVENT: Smart Ports Sustainability ahead. IMO2020, Transparency & Digitization organized by





# WHAT?

## INNOVATION The smart model



LOGISTICS

Integrates physical and technological infrastructures with processes that share information with operators and clients in real time in order to make the logistics chain more efficient, predictive and productive.



MOBILITY

Connects infrastructures, means of transport and technology to facilitate agile decision making, and to efficiently, sustainably manage traffic, transport and mobility in all its modes.



ENVIRONMENT

Protects and is respectful of the environment, efficiently managing natural and energy resources, promoting the use of clean energy and contributing to the fight against climate change.



ECONOMY

Facilitates competitiveness, innovation, internationalisation and entrepreneurship to create economic value in its surroundings and boost the labour market.



PEOPLE

Promotes the relationship between people and the port world and stimulates culture and social cohesion, fostering diversity, learning, creativity and popular participation.



GOVERNANCE

Leads the digital transformation to add value to society, with transparent and sustainable management of resources, based on participation and collaboration, without forgetting physical, digital and legal security.



TECHNOLOGY



Port de Barcelona

**WHO?**

**INNOVATION**

Who has to deal with innovation



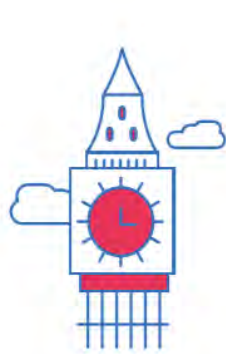
**OPEN  
INNOVATION**



# WHO?

## INNOVATION

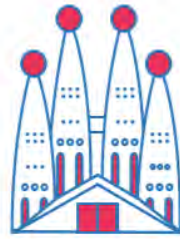
Founders' 10 Most Favorite Startup Hubs in Europe



**1**  
London



**2**  
Berlin



**3**  
Barcelona



**4**  
Paris



**5**  
Lisbon



**6**  
Amsterdam



**7**  
Munic



**8**  
Milan



**9**  
Zurich



**10**  
Copenhagen



# WHO?

## INNOVATION

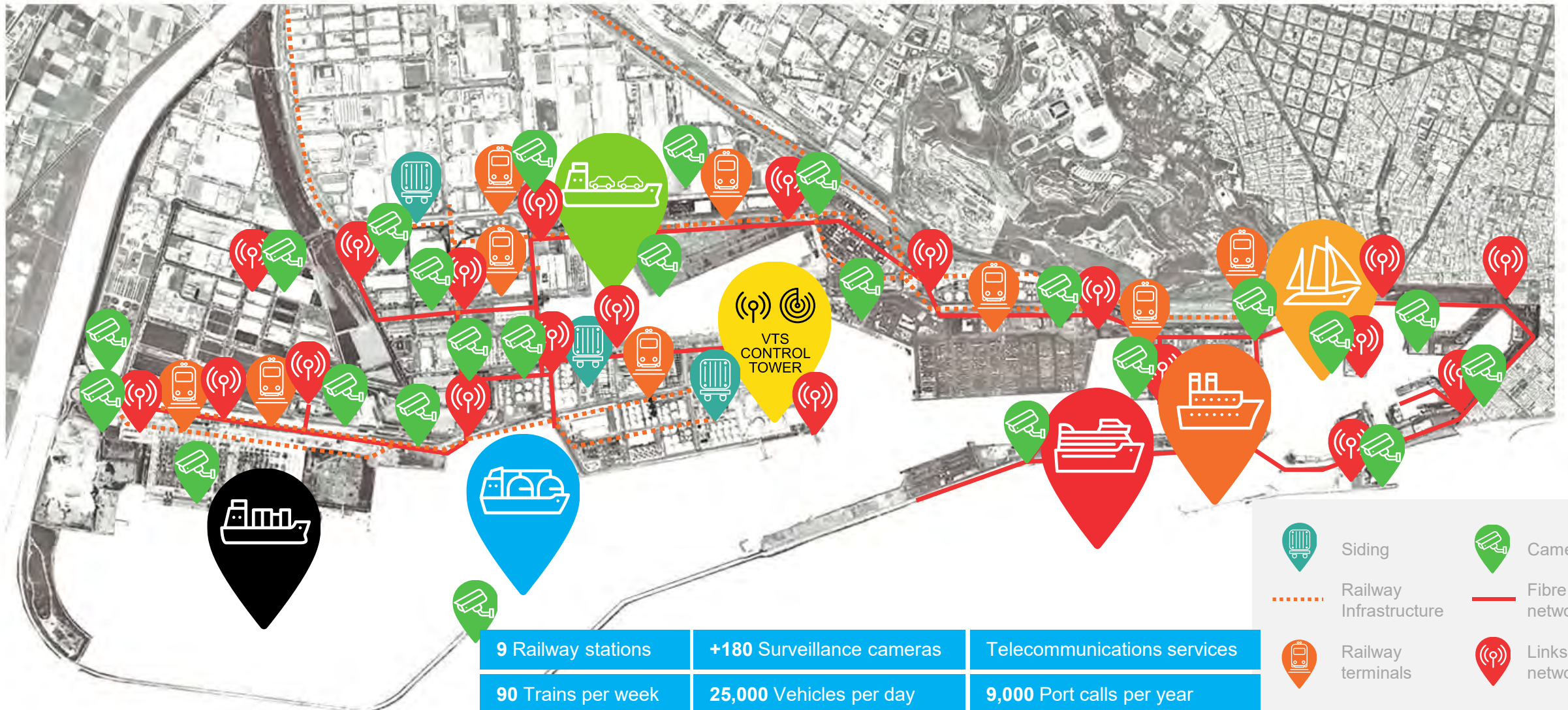
Top 10 European Hubs by capital invested





# WHERE? INNOVATION

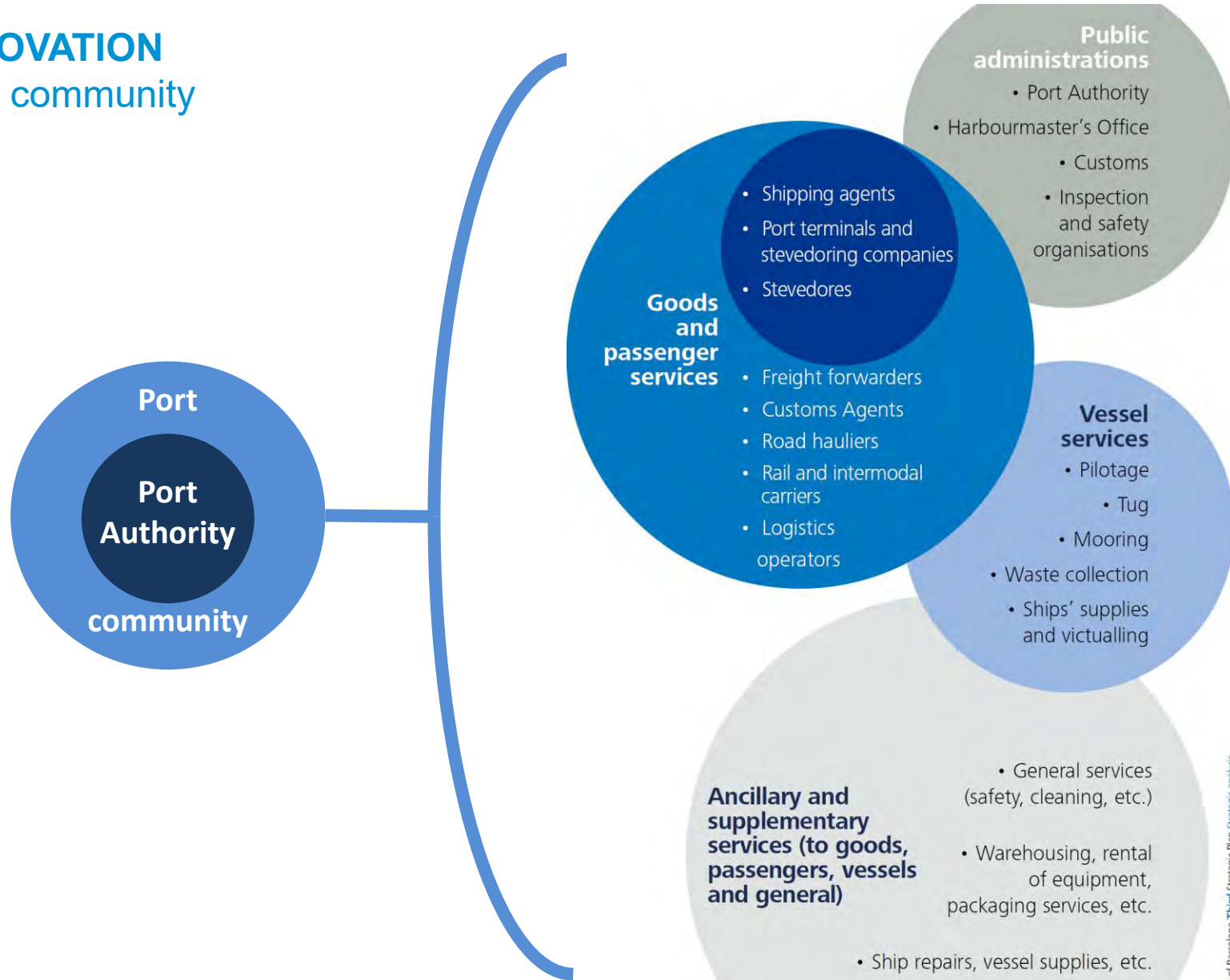
Things happen in the port...





# WHERE? INNOVATION

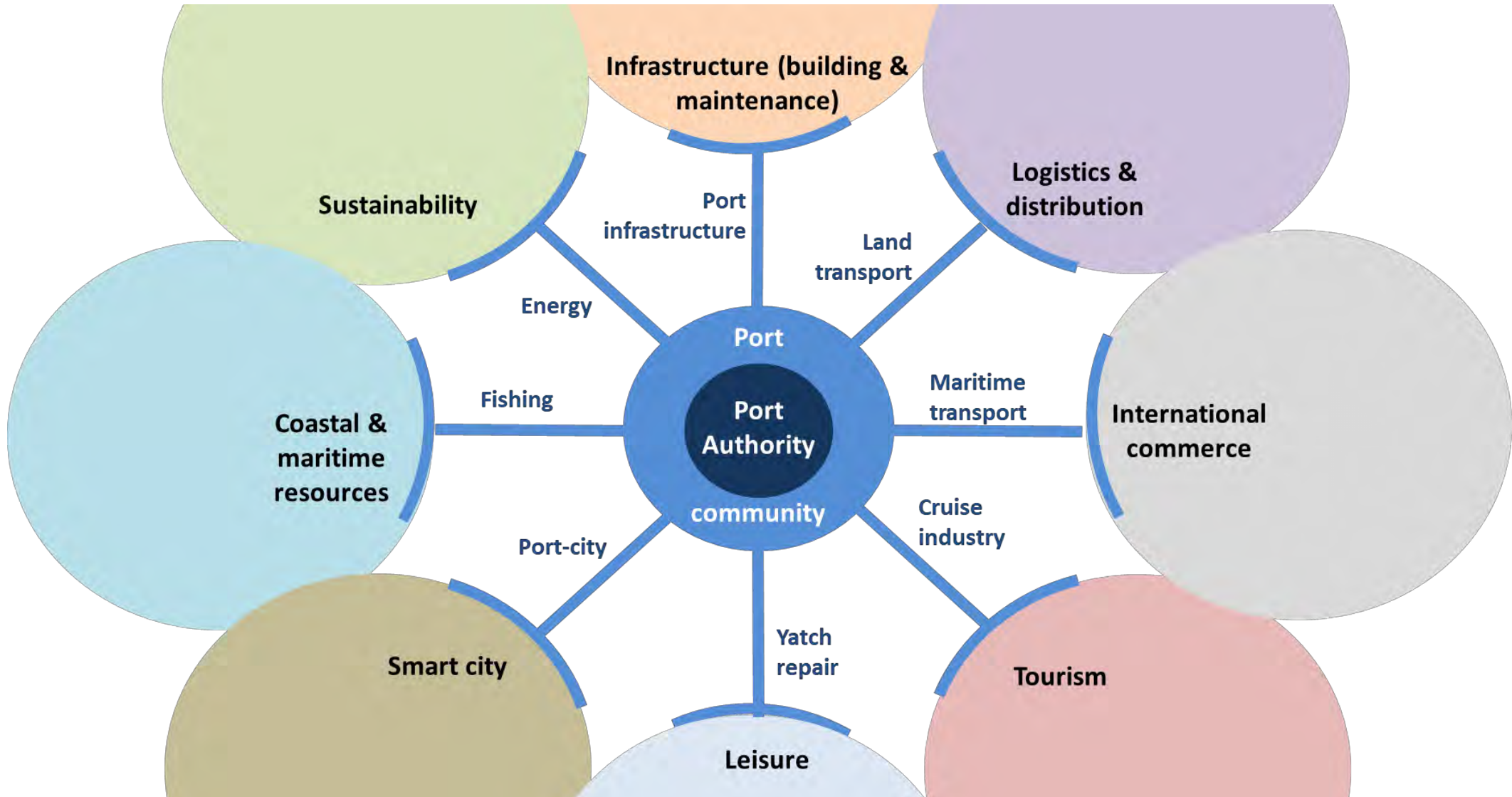
Port community





# WHERE? INNOVATION

The port: an ecosystem of ecosystems.





**WHY?** INNOVATION  
The impact



Improved processes  
Better services  
New relational models  
New business models  
New human capital



# WHY?

INNOVATION  
The Port mission



To contribute to the competitiveness of our hinterland by providing efficient services responding to its needs for maritime transport, land transport and logistic services

# Thank you

[www.portdebarcelona.cat](http://www.portdebarcelona.cat)



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