

Shipping in the year 2025

Disruption in the maritime business, starting today

Monday October 5th 2015 | Aalborg University Copenhagen Campus | Copenhagen SV

Innovation will result in drastic changes in the maritime industry in the coming 10 years. Implementation of new types of equipment and better software are merely ripples on the surface – the true changes will be related to fundamental business model transformations.

Business models are not easily changed in established companies. Instead, new upstarts challenge, disrupt, and reconfigure industries. Think Kodak. Think Blockbuster. Think Nokia. What do these companies have in common? They are all still alive—but they are doing business in fundamentally different ways, forced to do so by other players.

This conference will look at emerging business models in the maritime sector, with an emphasis on late-stage start-ups, the vanguard of the disruption for the next 10 years.

The conference will contain an interactive scenario development session focused on plausible industry configurations in 2025. The session will help you think through the different possible pathways to success and reveal some of the pitfalls—like the ones Kodak, Blockbuster, and Nokia fell into.

09:00	Chairman's opening (<i>Steven Balleby, RevMan Consulting</i>)
09:05	Introduction to interactive scenario development (<i>Mathew Spaniol, Danske Maritime</i>)
09:20	Strategic challenges to the maritime business models in the coming 10 years (<i>TBA</i>)
09:45	Break-through technology trends for the next 10 years (<i>TBA</i>)
10:05	The emergence of big data usage in shipping (<i>TBA</i>)
10:30	Coffee Break

The Emergence of new maritime business models

11:00	Online container shipping (<i>Graham Parker, Kontainers</i>)
11:15	Online LCL freight (<i>Thorsten Boeck, Transporteca</i>)
11:30	Genuine electronic Bills of Lading (<i>TBA, Electronic Shipping Solutions</i>)
11:45	Changing cost management landscape (<i>TBA, DA-Desk</i>)
12:00	Discussion

12:15 Lunch

Preliminary draft program

How will technology fundamentally change the shipping industry?

13:00	The satellite revolution and the impact on maritime business models (<i>TBA</i>)
13:20	Ramifications of containers being online all the time (<i>TBA</i>)
13:40	Computer simulation tools and artificial intelligence augmenting complex human decision making (<i>Nicolas Guilbert, Ange Optimization</i>)
14:00	The impact on HR – what will be needed? (<i>Morten Løkkegaard (TBC), Humanostics</i>)
14:20	Coffee Break
14:40	Radical changes needed in maritime company culture (<i>Lars Jensen, SeaIntel Consulting</i>)
15:00	Interactive session involving all participants: Scenario Development for the Shipping Industry (<i>Mathew Spaniol, Danske Maritime</i>)
16:45	Wrap-up and closing (<i>Niels Rytter, Aalborg University</i>)

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Full-day conference participation, including lunch, has a price of 1900 DKK / 250 EUR excluding Danish VAT where applicable. 3rd and subsequent participants from the same company will receive a 15% discount on the conference fee (not applicable for Early Bird registrations).

To register for the conference, please follow the instructions at www.shipping2025.aau.dk. For further details please contact us at j9nr@m-tech.aau.dk.

Early Bird
Discount

Register before July 1st to take advantage of a special
conference rate of 1400 DKK / 185 EUR (excl. Danish VAT
where applicable)



Venue:
Aalborg University

Copenhagen Campus

A.C.Meyers Vænge 15
2450 Copenhagen SV

5 min. walking distance from Sydhavn S-Train station
10 min. walking distance from Danish Maritime Fair

For a hands-on experience of container shipping, try the Liner Shipping Game™ demonstration sessions using vessels built from LEGO™ bricks at Danish Maritime Days.

More information here:
<http://linergame.com>

