

Information and Communications Technology: A Smarter way to Business in Shipping

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Electronic Interaction Vs Traditional Interaction

1. Is Electronic Interaction Better? If Yes Why?
2. Adopting Electronic Interaction means no traditional interaction any more?

The 2 Principal Elements of Smart Shipping

1. Safe, Secure and Environmentally sound Navigation; and
2. Efficiency.

Navigation

The ship herself is a high money value investment and her safe and secure Navigation is very important to the owner and/or her operator. Cargo also is of great importance and therefore Safe and Secure Navigation is a top priority.

ICT has provided us with :

1. Satellite Communications;
2. Cargo Tracking;
3. Integrated Bridge Systems.

Efficiency

The utilisation of ICT will provide the ship with a vast options to improve her efficiency, whether this efficiency is by reducing the carbon foot print of the vessel or by navigating the vessel with weather routing techniques.

ICT will aim in:

1. Enhancing Safety and Coordination;
2. Improve trade patterns;
3. Remote problem solving; and
4. Exchange Information.

Conclusion

It is still valid that traditional Interaction remains valid as we speak because we have not reached a way to replace social interaction completely with “electronic social interaction”.

As technology progress the opportunities for a fully interactive shipping business will be part of our daily life in the very near future.

Thank You!