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EXECUTIVE VICE PRESIDENT

**AAPA 2011 Maritime Economic
Development Seminar:** The Port's Role
in Trade Promotion and Economic
Development

“Since light travels faster
than sound, people
+ appear bright until you
hear them speak.”

Anonymous



MARITIME PORTS AS
DIGITAL *CHANNELS*
TO ECONOMIC
DEVELOPMENT

Smart

Digital

Infrastructure

*DRIVING
LONG TERM
VALUE*



Digital Economic Development

+ CONNECTED Maritime Ports Channel More Trade Activity

- Origin of Trade *is* NETWORKS
- Connected and Empowered Maritime Ports



Digital Economic Development

+ Digital Infrastructure is CRITICAL

- 4th Utility-*Broadband*
 - High speed data drives
 - New port activity
 - New port efficiency
 - New port security



Digital Economic Development

Albert Einstein is attributed with having observed that “...the
+ significant problems of today cannot be addressed with the same level of awareness used to create them.”

+ Empowered Maritime Ports Drive More Trade Activity

- Empowered Ports:
 - Capture customers
 - Create more activity
 - Drive new revenue
 - Create new partners



Digital Economic Development

+ Maritime Ports are Innovation Channels

■ Centers of Excellence for:

- Advanced Manufacturing
- Materials Handling
- Waste-to-Energy Technology
- Battery Technologies
- Biofuels



“There Are Three Kinds of
People - Those Who Can
+ Count and Those Who
Can't.”

Anonymous

+ Maritime Ports are Finance Channels

- Finance Vehicles:
 - Grant Funds
 - Bonds (public debt)
 - P3
 - Private Sector Capital
 - Hybrid Model



Digital Economic Development

“The future belongs to people
+ who see possibilities before they
become obvious.”

Ted Levitt

+ *SMART* is the new *MANTRA*

- Sensors enable:
 - Smart systems
 - Smart buildings
 - Smart vehicles
 - Smart grid
 - Smart ports



Digital Economic Development

+ Maritime Ports with Smart Technology Parks

- Create innovative partnerships
- Use broadband technologies as foundation
- Drive new technology clusters to your park
 - RFID
 - Container Data Centers



Digital Economic Development

+ *SMARTER* Maritime Ports Create Sustainability

With a convergence of technologies and...



Innovative Approaches



Digital Economic Development

+ MARITIME PORTS as.... ECONOMIC ENGINES

■ Six keys to Economic Development *today*

- Multiple channels
- No one model fits all
- Need a new connection enabled by technology
- Create sustainable growth
- Digital Purpose
- Create a bridge between public & private sectors

■ Six keys to P3*

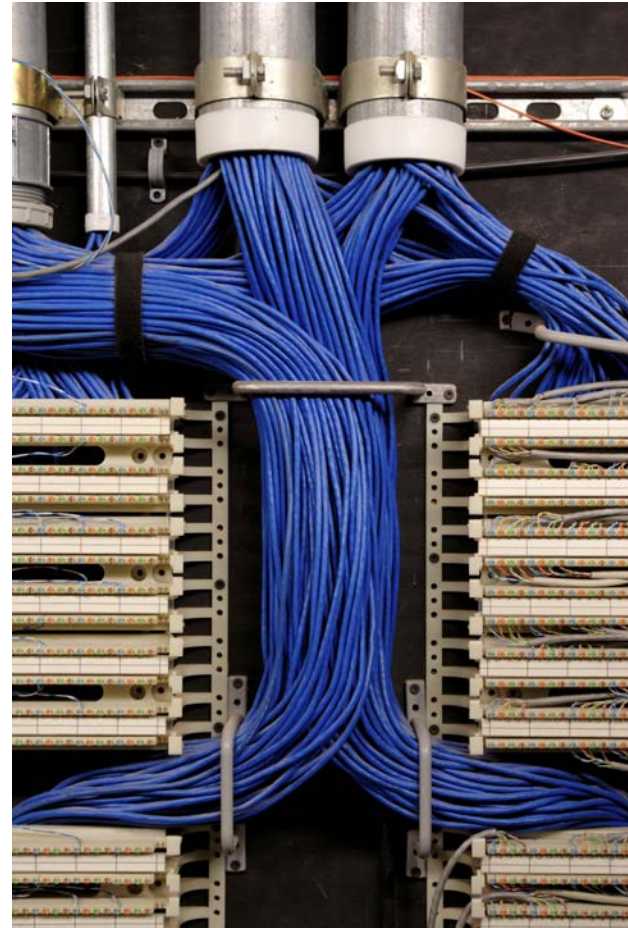
- Statutory and Political Environment
- Public Sector's Organized Structure
- Detailed Business Plan (Contract)
- Guaranteed Revenue Stream
- Stakeholder support
- Pick your partner carefully
 - The National Council for
 - Public-Private Partnership
 - website



CONNECT

+ Maritime Ports with Smart IT Infrastructure

- Build new trade opportunities
- Operate more efficiently
- Spur innovation
- Create new links with customers
- Are more secure



Digital Economic Development

+ “It’s kind of fun to do the impossible.”

Walt Disney



+ Gigabit Squared



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Gigabit Squared is an open source digital economic development corporation focused on maximizing the sustainable impact and benefits of applied information technology infrastructure. We work directly with local, regional and national government, corporations, educational institutions and institutional investors, as partners using digital innovation to increase the adoption and maximize the impact of large IT-enable infrastructure investments on the local economy.

- Digital Economic Development
- Technology Infrastructure
- Community Engagement
- Cultural and Creative Expression
- Open Leadership

“Helping Create Digital Economic Ecosystems”

+ “If you can't convince them,
confuse them.”

Harry S Truman