AAPA 2019 VIRGINIA
REVOLUTIONIZING AMERICA'S FIRST PORT
OUTSIDE THE GATE FLUIDITY

Discussion Leader:
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TRADELENS

An open and neutral blockchain-powered platform that is digitizing the global supply chain and transforming trade

- TradeLens is ushering in a new era in global supply chains—one where all parties can collaborate, share data, and realize the benefits of digitization.

- Data is published directly from the source so the right people can securely manage their supply chain in near real-time.

- TradeLens breaks down longstanding data and processing silos that exist among trading partners and simplifies the flow of documentation that accompanies every shipment.

- Currently, the platform handles 13 million events and more than 100,000 documents every week and growing.

- The platform is being driven by a broad collaboration of industry players under the leadership of IBM and Maersk.

GLOBAL TRADE IN NUMBERS

$16+ TRILLION IN GOODS
Are shipped across international borders each year

80% OF THE GOODS
Consumers use daily are carried by the ocean shipping industry

By reducing barriers within the international supply chain, GLOBAL TRADE COULD INCREASE BY NEARLY 15%

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Our Journey

January 2018
- Beta release of the platform and launch of Early Adopter Program; trials underway

August 2018
- TradeLens limited-availability release

September 2018
- TradeLens limited-availability release

December 2018
- TradeLens commercial release; 1.5 million events per day published to the platform; working with more than 100 ecosystem members

June 2019
- Hapag Lloyd and ONE agree to join. Five of the largest six carriers now plan to be on the TradeLens platform by the end of 2019.

August 2018
- TradeLens processing 2 million events per day and 100 thousand documents per week; supporting more than 150 ecosystem members

Ocean carrier additions:
- CMA and MSC join
- ZIM joins
- Seaboard Marine and KMTC join
- PIL, Namsung and Boluda join
- Maersk Line, Safmarine, Hamburg Sud, Sealand join
- Ocean carrier additions: ZIM joins
- Ocean carrier additions: Seaboard Marine and KMTC join
- Ocean carrier additions: PIL, Namsung and Boluda join
- Ocean carrier additions: CMA and MSC join
- Maersk Line, Safmarine, Hamburg Sud, Sealand join
- Formal launch of TradeLens
GLOBAL TRADE IS HIGHLY INEFFICIENT AND BURDENED BY PAPER-BASED PROCESSES

- **Data trapped in organizational silos**
  Information is held in paper and various digital formats across dozens of service providers along the supply chain, requiring complex, cumbersome, and costly peer-to-peer messaging. The result is inconsistent information across organizational boundaries, latency in obtaining shipment visibility, and blind spots that hinder the efficient flow of goods.

- **Manual, time-consuming, paper-based processes**
  The collection and processing of up-to-date data, as well as inefficient trade document exchange, requires manual checks and frequent follow-ups and results in errors, delays and high compliance costs. Late filings are common due to missing information.

- **Clearance takes too long and is often subject to fraud**
  Risk assessments by customs authorities lack sufficient and trusted information resulting in high inspection rates, added prevention measures against fraud and forgery, and delayed customs clearance.

- **High costs and poor customer service**
  These challenges have significant downstream repercussions. The inability to forecast and plan effectively, address supply chain disruptions in near real-time, and share trusted information across the supply chain leads to excessive safety stock inventory, high administrative costs, operational challenges, and ultimately poor customer service.
OUR MISSION

DIGITIZE THE GLOBAL SUPPLY CHAIN

+ **Connect the ecosystem**
  Bring together all parties in the supply chain - including shippers, freight forwarders, intermodal operators, ports and terminals, ocean carriers, customs and other government authorities, and others - onto a blockchain-based platform with a secure permission and identity framework.

+ **Drive true information sharing**
  Provide for the seamless, secure sharing of near real-time, actionable supply chain information across all parties to a trade - encompassing shipping milestones, cargo details, trade documents, the structured data embedded in trade documents, customs filings, sensor readings, and more.

+ **Foster collaboration and trust**
  Enable the digitization and automation of the cross-organization business processes integral to global trade, including import and export clearance, with blockchain ensuring secure, auditable, and non-repudiable transactions.

+ **Spur innovation**
  Lay the foundation for ongoing improvement and innovation through an open, publicly available API, the use of standards and promotion of interoperability, and the launch of an Application Marketplace that parties can use to build and deploy TradeLens-powered applications for themselves, their partners, and their customers.

Tradelens is built on an open technology stack and is underpinned by blockchain technology.
Florida Ports Council

AAPA Annual Convention | October 13-16 | Norfolk, VA

Outside the Gate Fluidity
What is FSTED?

• Florida Seaport Transportation and Economic Development (FSTED) Program
• FSTED Council a public entity created by statute and charged with carrying out the state’s economic development mission through implementation of seaport capital improvement projects at the local level.
• FSTED Council is administered by the Florida Ports Council
• Council members include:
  • Port Directors of the 15 publicly owned seaports
  • Representative from the Department of Transportation (FDOT)
  • Representative from the Department of Economic Opportunity (DEO)
First Mile, Last Mile Connectivity: Road

- **PortMiami Tunnel** linked the Port directly with the U.S. Interstate, providing quicker and easier access for both cruise passengers and containerized cargo traffic.

- **Port Tampa Bay Crosstown Connector** – dedicated express truck ramp linking the Port directly with interstates, enhancing connectivity to customers in West Central Florida and beyond.
First Mile, Last Mile Connectivity: Rail

- **JAXPORT Talleyrand Marine Terminal Development & Expansion** – this terminal provides direct switching service for Norfolk Southern and CSX rail lines and has improved capacity at the Port.

- **Port Manatee** rail improvements for an on-port track rebuild in partnership with FDOT. The Port’s short line railroad directly connects to the CSX Corp. mainline, which is less than 1 mile from the port’s north gate.
First Mile, Last Mile: Future Projects
Outside the gate fluidity in Washington state

Roger Millar – Washington Secretary of Transportation
John Wolfe – CEO Northwest Seaport Alliance
Global trade relations
Freight corridors in Washington
Maximizing export potential
Connecting two major highways to ports in Seattle and Tacoma
Connecting ports and distribution centers