Digital Economic Development

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

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“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

GBPS²

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

GBPS² Digital Economic Development
“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 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