



**DP WORLD**

## **DP WORLD SHOWCASES PORTS AND LOGISTICS SECTOR ADVANCES DURING UAE INNOVATION WEEK**

### **Report on the role of ICT innovation in the maritime and supply chain industry also unveiled**

**Dubai, United Arab Emirates, 21 November 2015:** Global marine terminal operator DP World will be showcasing some of the company's innovations for the ports and logistics industry during UAE Innovation Week, a celebration of innovation in the country in line with the directive of the President His Highness Sheikh Khalifa bin Zayed Al Nahyan to mark 2015 as the "Year of Innovation."

The event also builds on the National Innovation Strategy which was launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai as a primary tool to achieve the UAE Vision 2021.

DP World is also marking the occasion by releasing a report on Information and Communications Technology (ICT) innovation in the ports and logistics sector.

The company's Innovation Week stand at Dubai Mall from 22 November to 4 December will showcase its achievements in pioneering productivity and efficiency innovation across its operations, to move cargo for customers at greater speed, reduced cost and enhanced safety.

Examples at DP World's Dubai Mall exhibition stand include full automation and driverless cars at its Rotterdam World Gateway facility in The Netherlands and remote controlled drones to control security at ports. The exhibition also houses interactive and entertaining activities that earn visitors points they can redeem for gifts. A state-of-the-art simulator will also recreate the role of a quay crane operator at its flagship Jebel Ali facility.

Visitors also have the opportunity to deliver a one-minute elevator pitch to DP World's TURN8 programme, the successful startup accelerator initiative for entrepreneurs that encourages innovation through mentoring, business plan advisory and access to seed capital investors. Three of the most successful startups to have benefited from the programme will be featured.

Meanwhile, DP World's report "**A Turning Point: The potential role of ICT innovations in ports and logistics**" outlines five key trends that will affect almost all aspects of the trade and logistics processes in the future. These include robotics and automation; autonomous vehicles; the Internet of Things and big data; simulation and virtual reality; and cyber security. It states that the slowdown in



## DP WORLD

global trade has added fresh impetus to the need for ports and logistics firms to invest in the latest innovations in information and communications technology.

**DP World Chairman, HE Sultan Ahmed Bin Sulayem, said:** “A major initiative launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, the UAE Innovation Week underlines our visionary leadership's aspiration to develop institutions as innovative hubs that will positively impact the community and build a culture of innovation in the country. Such initiatives strengthen our position as a leading innovation centre globally, in line with the UAE Vision 2021.

“DP World has been a pioneer of some of the industry’s most innovative solutions, contributing to the success of its flagship Jebel Ali port which has been named the most productive port in the world by the Journal of Commerce. We have also developed highly efficient facilities across our global portfolio of 65 terminals by connecting and automating much of our processes, reducing delays.

“This week reflects Dubai’s status not only as a major trading and tourism destination, but also as an innovation leader, providing services that meet people’s needs. Dubai has become a successful model regionally and globally and we are following suit as a business. We encourage our people to think ahead and to develop the best long-term innovative trade solutions to maximise efficiency, reliability and safety. These developments will contribute to global economic growth and ultimately raise people's standard of living.”

**DP World Vice President for Innovation, Sara Falaknaz, said:**

“Embracing change, developing and implementing innovative solutions is part of who we are. This week celebrates individuals and institutions alike and gives us an opportunity to display our latest innovations that will contribute to the UAE Vision 2021. We are demonstrating ‘smart’ initiatives showing how we enable trade locally, in the region and around the world.”

The report, prepared in collaboration with the Economist Intelligence Unit, concludes that while significant investment is needed, timing is key as in competitive markets there is an imperative to be among the first in the game to automate.

At the same time, the threat and impact of cyber security breaches looks set to rise and ports need to work with private sector partners and the government to share information on attacks and on new capabilities.

The report also highlights that government policy may be the primary driver of some innovations, while a new suite of skills is simultaneously needed to keep up with an ever increasing tech-savvy world.

-ENDS-