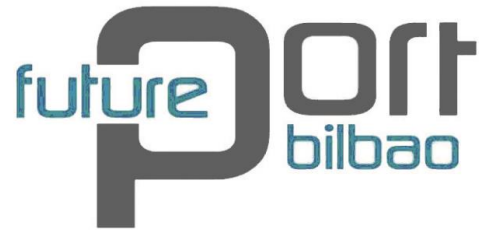


DIGITIZATION & PLATFORM INTEGRATION: THE SHIPPERS' VIEW

BILBAO, March 22nd



ESC

GSA

GLOBAL NETWORK OF SHIPPERS

THE EUROPEAN SHIPPERS' COUNCIL & GLOBAL SHIPPERS' ALLIANCE -

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Global Association of shippers**



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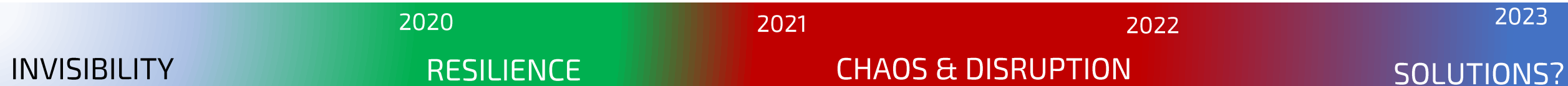
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ABOUT US

NOW AS A STARTING POINT

SHIPPERS' PROPOSITIONAL APPROACH



ABOUT US

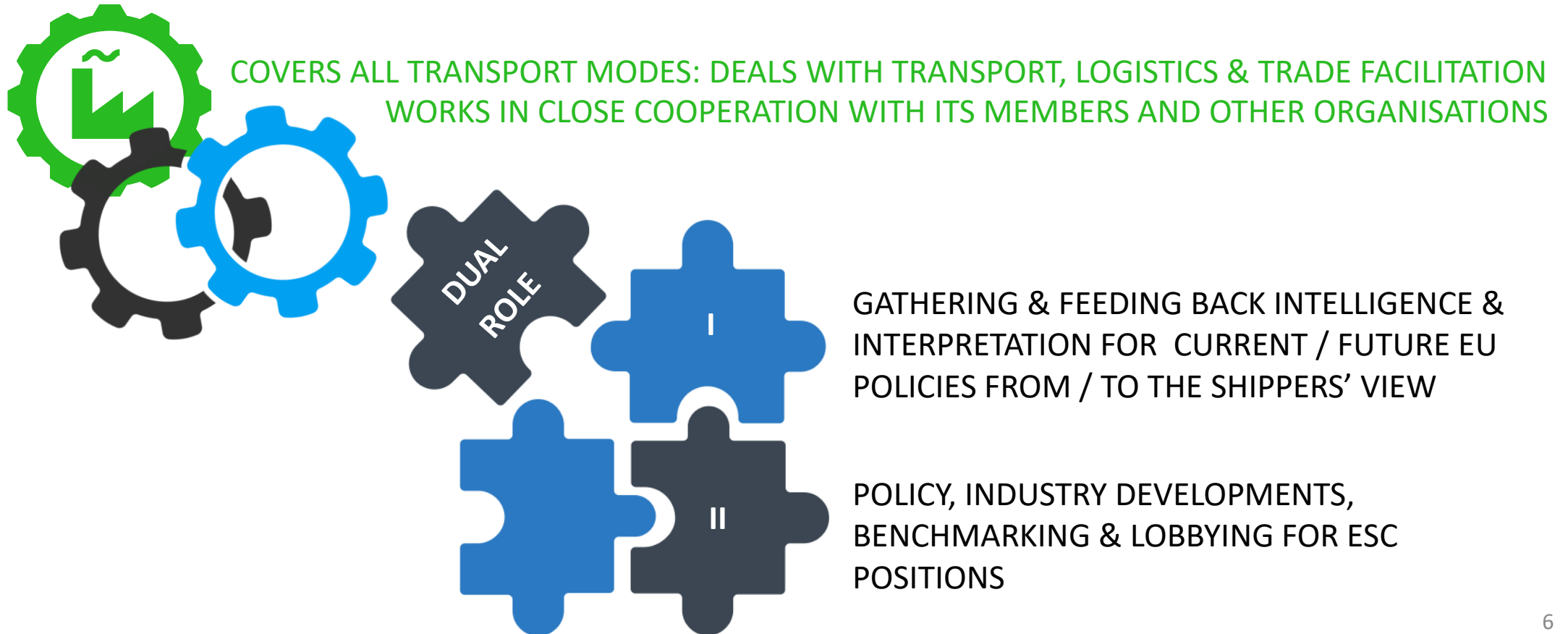


ABOUT THE EUROPEAN & SPANISH SHIPPERS' COUNCILS

BASED IN BRUSSELS & BARCELONA

MEMBERS ARE NATIONAL SHIPPERS' COUNCILS, INDUSTRY, TRADE ASSOCIATIONS & BUSINESSES

REPRESENTS THE INTERESTS OF EUROPEAN SHIPPERS: MANUFACTURERS, RETAILERS & WHOLESALERS & BCO's



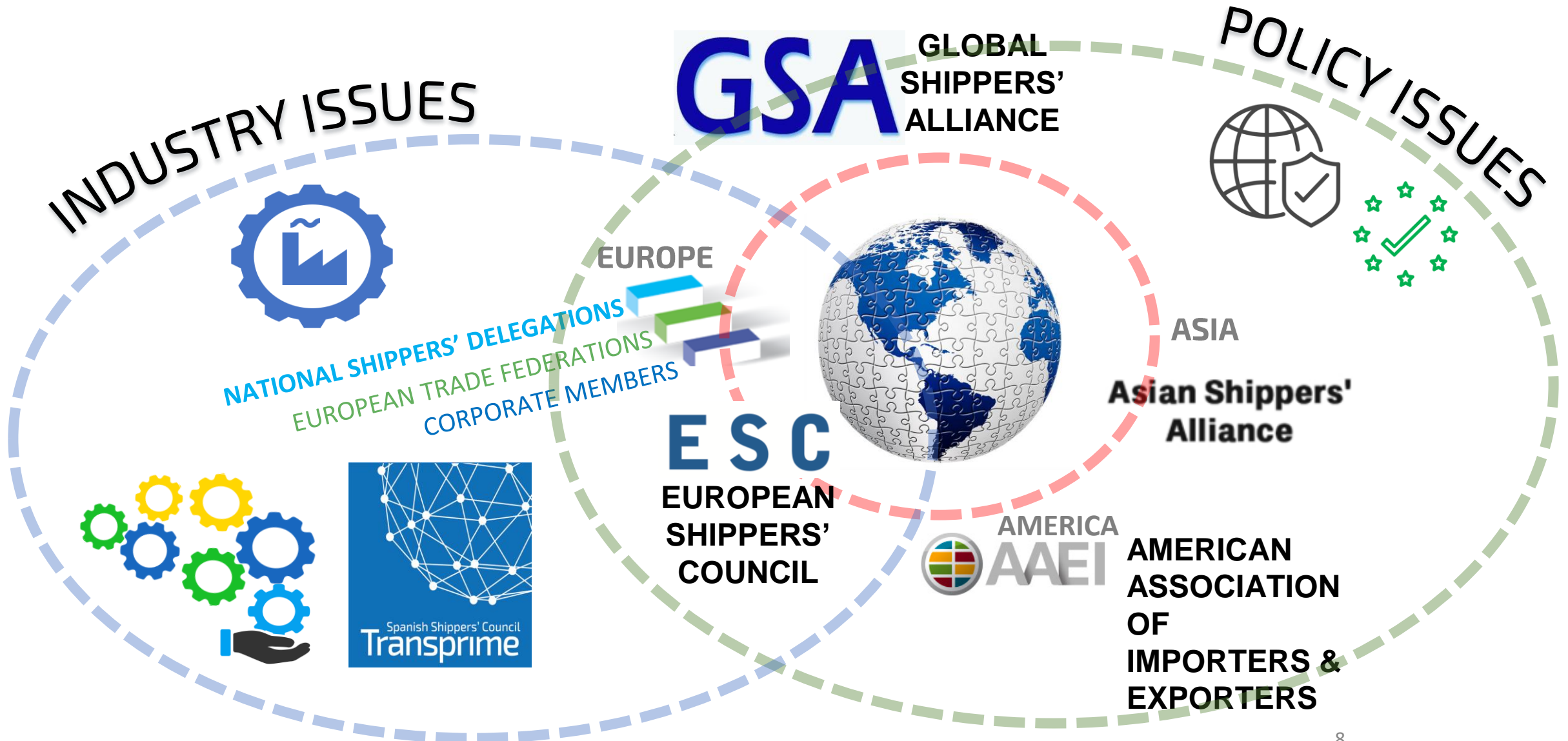
OUR MISSION



We aim to contribute to the competitiveness of the European industrial and trading base whilst underpinning growth, wealth, and employment within Europe.

We are committed to foster a highly efficient and sustainable freight transport system both within and outside of Europe, promoting openness and competition in all freight services.

SHIPPERS: THE GLOBAL STAKEHOLDERS



NOW AS A STARTING POINT



LEVEL PLAYING FIELD

REGULATOR / REFEREE



STAKEHOLDERS
AGENTS
ACTORS

STAKEHOLDERS
AGENTS
ACTORS

MEDIA & PUBLIC OPINION / EYE / PERCEPTION

LEVEL PLAYING FIELD TYPES



WHATS ON EARTH NOW?

INFORMATION TRANSMISSION

LACK OF LABOURFORCE

WAR

SPEED

ENERGY TRANSITION

CLIMATE OBJECTIVES



DECARBONIZATION

PUBLIC SCRUTINY

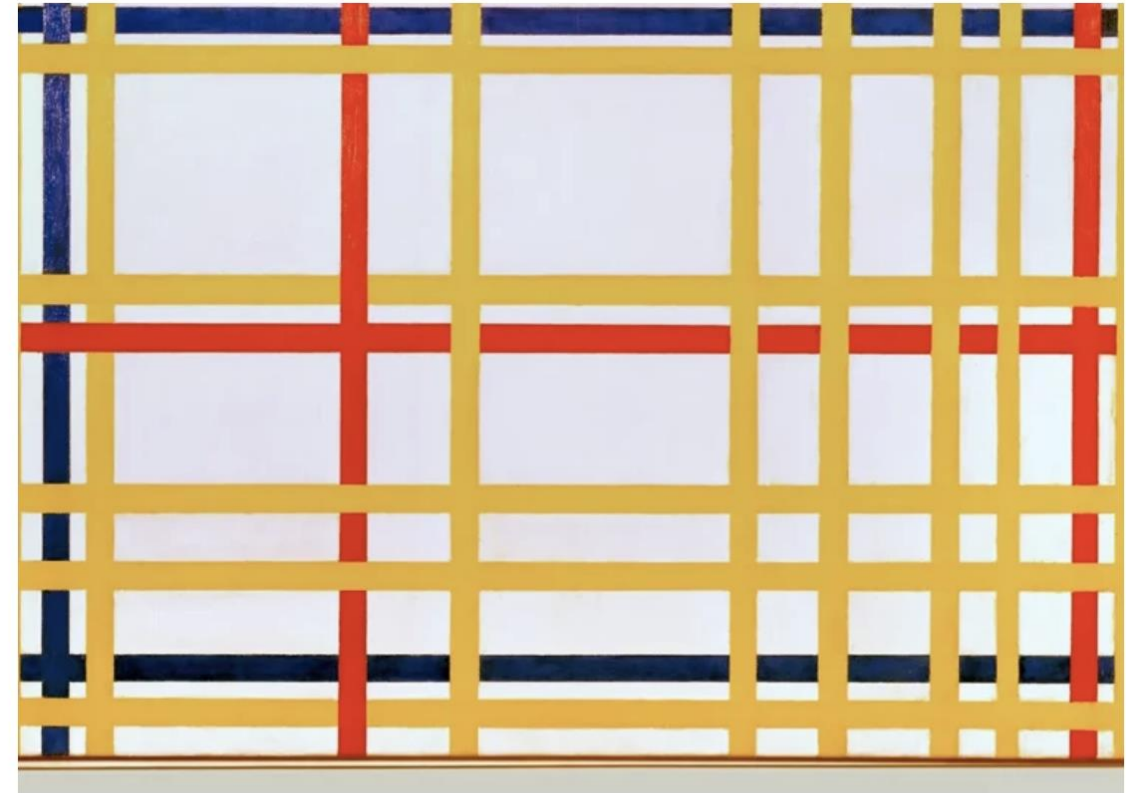
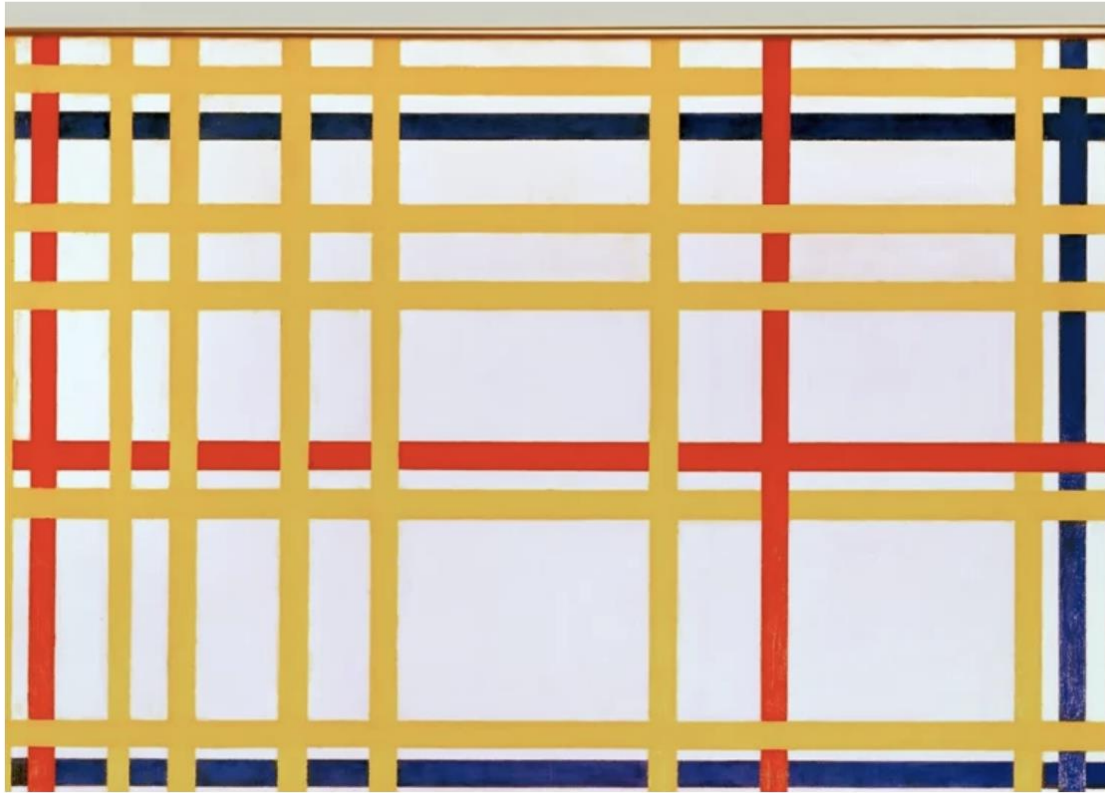
TRANSPARENCY REQUEST

MISINFORMATION

ETHICS

LEVEL PLAYING FIELD: COMMUNICATION STANDARDS

Al revés: "Ciudad de Nueva York 1", Piet Mondrian (Dominio público, vía Wikimedia Commons)



Al revés: "Ciudad de Nueva York 1", Piet Mondrian (Dominio público, vía Wikimedia Commons)

ETHICS?

MESSAGE?

MEANING?

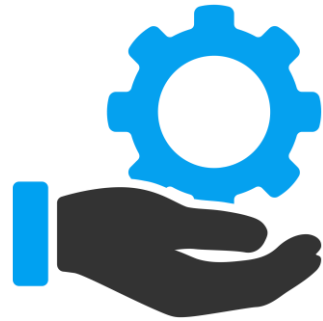
PICTURE?

INTEGRATION

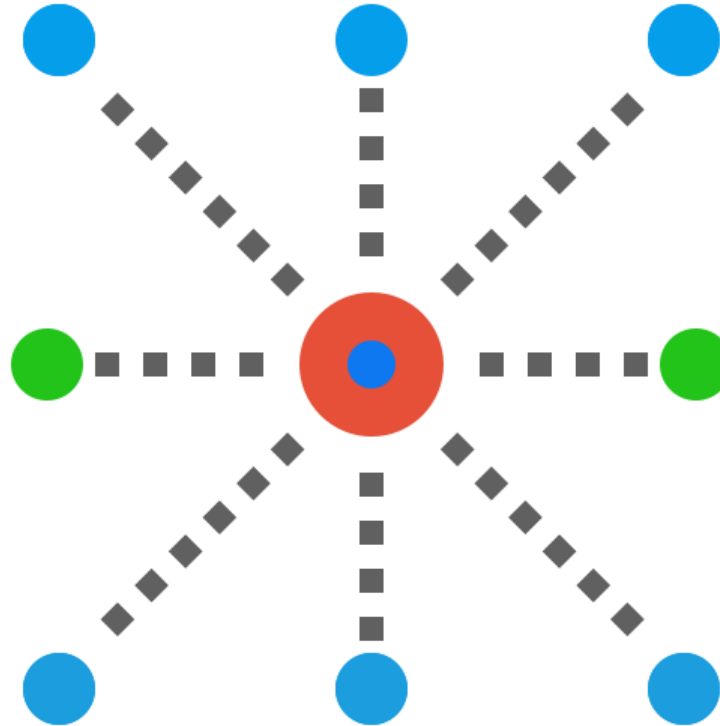
SHIPPERS' PROPOSITIONAL APPROACH



CARGO CENTRIC APPROACH



CARGO AS A
SOURCE OF
WEALTH



CARGO CENTRIC
APPROACH

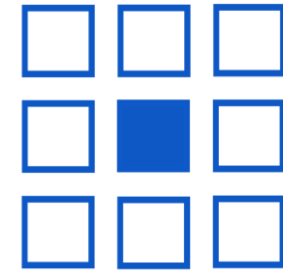
EMPOWER CARGO TO REMOVE BARRIERS



TRANSPARENCY
RULING
SPECIFICATION

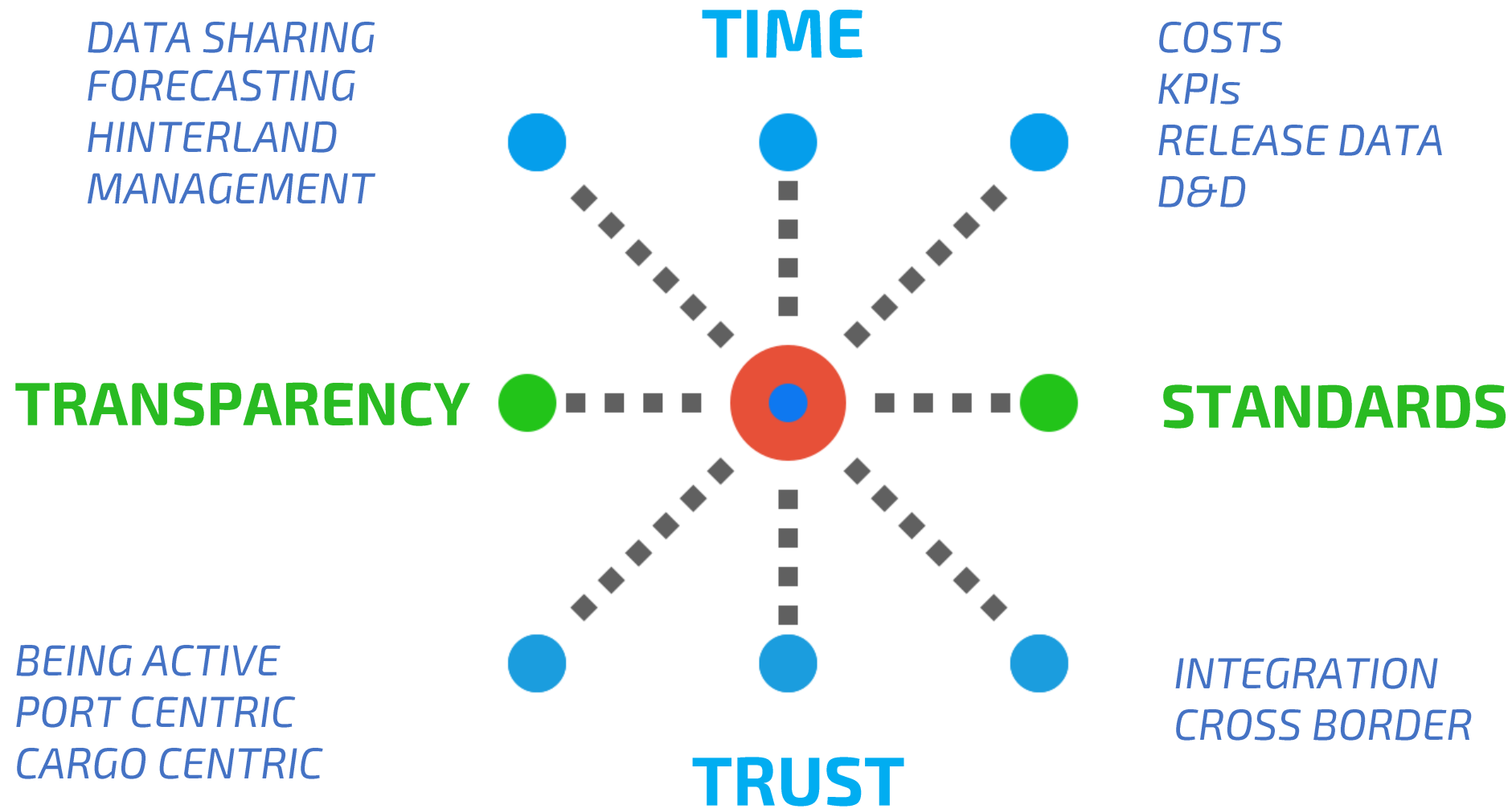


SERVICE MONITORING



STANDARDS

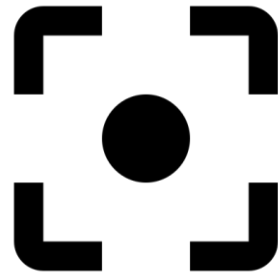
PORT & CARGO CENTRIC VIEWS TO MATCH



TO CONCLUDE

~~VALUE FOR MONEY~~

EFFICIENCY IS THE CLEANEST ENERGY SOURCE



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