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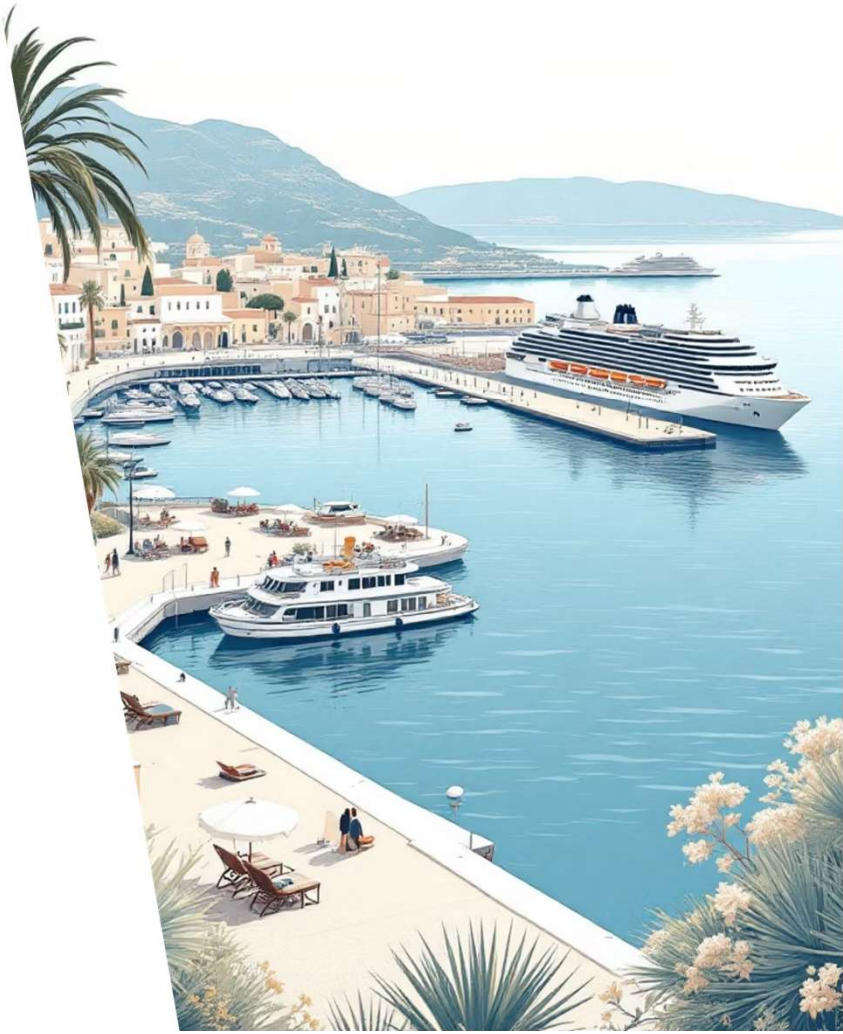
WHAT IS AI? AND WHY SHOULD THE PORT SECTOR CARE



Understanding artificial intelligence through everyday port operations

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What is AI?

Artificial Intelligence is technology that helps computers analyse information, recognize patterns and support decision-making.

Instead of following only fixed instructions, AI can learn from data and provide useful predictions or recommendations.

It is not magic. It is data turned into useful insights.



AI is probably less complicated than you think

AI is already part of our everyday lives, often without us noticing it. Examples:

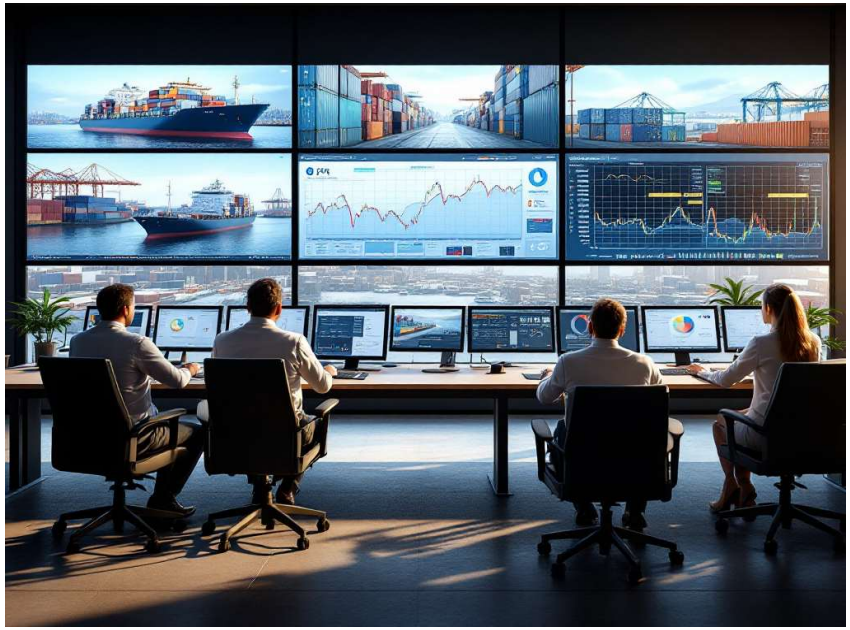
- **Navigation apps** suggest faster routes based on traffic.
- **Streaming platforms** recommend content based on our preferences.
- **Email services** detect spam and suggest automatic replies.
- **Smartphones** predict words and recognize voices.

The technology is already familiar. What changes is how we apply it to the port environment.

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From Data to Better Decisions

Ports generate large amounts of data every day from vessels, terminals, cranes, trucks, sensors and logistics systems.
The challenge is not collecting data, but turning it into useful information.



- ✓ **Analyse information in real time**
- ✓ **Identify patterns and potential bottlenecks**
- ✓ **Predict delays or operational issues**
- ✓ **Support faster and better-informed decisions**

AI helps transform port data into actionable insights.

Everyday examples in the Port Environment

AI can support many everyday port activities, from planning operations to maintaining equipment.

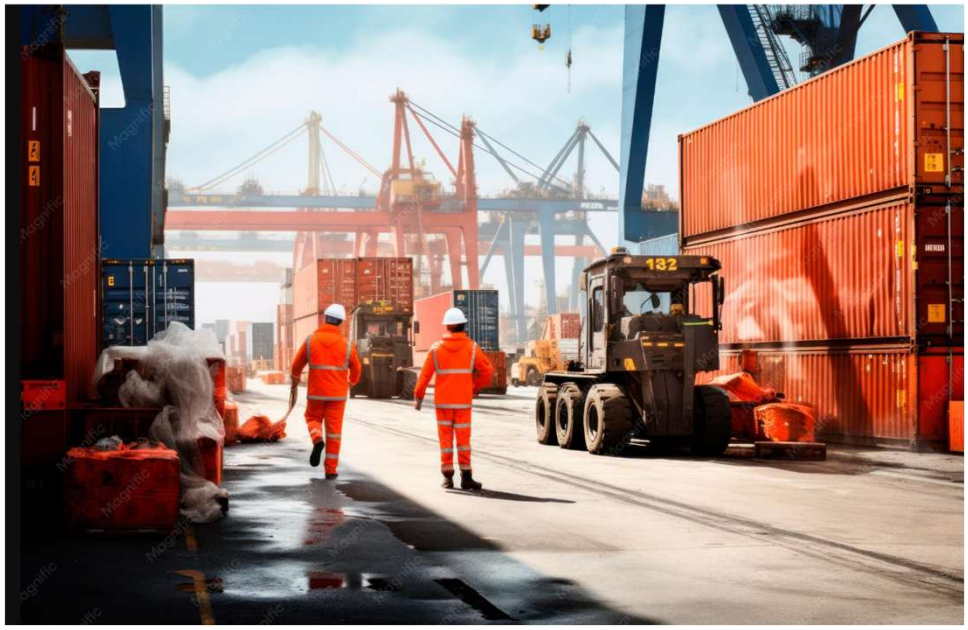
Examples:

- Vessel arrivals
- Predicting arrival times more accurately.
- Cargo volumes
- Forecasting periods of higher activity.
- Equipment maintenance
- Identifying potential issues before a breakdown occurs.
- Truck flows
- Supporting traffic planning and reducing congestion.



AI creates value when it helps solve real operational challenges.

AI does not replace expertise



AI is not a replacement for human knowledge, experience or judgement.
Port professionals understand the operational context, manage relationships and make the final decisions. AI supports them by analysing information and providing useful insights.

AI can support people by:
- ✓ **Processing large amounts of data**
- ✓ **Identifying patterns and risks**
- ✓ **Providing predictions and recommendations**
- ✓ **Reducing repetitive tasks**

People make the decisions. AI helps them make better-informed decisions.

Why it matters now

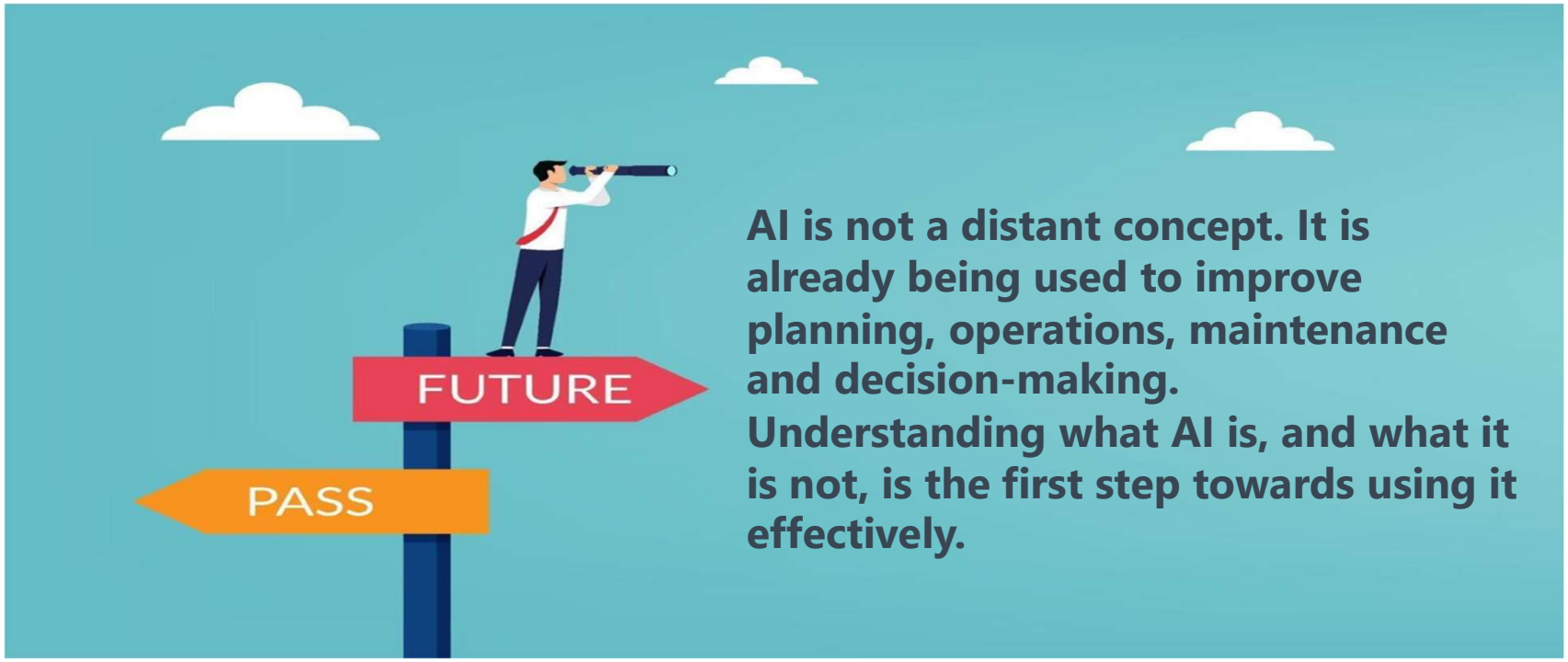
Ports are under increasing pressure to become more efficient, sustainable, resilient and competitive.
At the same time, port operations and supply chains are becoming more complex and generating more data than ever before.



AI can help ports to:
- ✓ **Respond more quickly to disruptions**
- ✓ **Optimise resources and operations**
- ✓ **Improve service levels**
- ✓ **Make better use of available data**

Turning data into actionable information is becoming a key competitive advantage.

Looking ahead



AI is not a distant concept. It is already being used to improve planning, operations, maintenance and decision-making.
Understanding what AI is, and what it is not, is the first step towards using it effectively.

The goal is not to use AI everywhere, but to identify where it can create real value.


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