



IHS Markit™

Collaboration in maritime When, where, and how?

Does the Silicon Valley model fit?

Richard Clayton

Chief correspondent

IHS Markit Maritime and Trade

COLLABORATION

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The global machine may need to accept and introduce new models from other industries and inject more innovative thinking

FOSTER THE NECESSARY COLLABORATION

IN CONSTRUCTION

HOW DO WE TRANSFORM 10000 INDIVIDUAL SHIPPING COMPANIES INTO "ONE" INDUSTRY WHICH IS ATTUNED TO SOCIETY'S SUPPORT?

THE VOICE OF THE WILLING!

COLLABORATION

How can we get a highly fragmented industry to make collective and rational decisions?

openness and Collaboration across segments and Industries

Develop and a collaborative within their companies

How can we work better together as a maritime industry to find solutions?

To have one Maritime body speak on behalf of the maritime industry

COLLABORATIVE FORUM FOCUSING SOLELY ON NEW GROWTH

UNITE THE INDUSTRY

How do we get the industry voice unified?

DATA AND KNOWLEDGE SHARED FOR EFFICIENT DEVELOPMENT

Unified Thinking

Transparency and collaboration to work in the industry

Checklist on Cooperation in industry to bring meaningful collaboration projects

Collaboration Platform

Question: How to bring together the different sectors of the logistics chain to divide and win a right solution?

HOW TO COORDINATE OF GLOBAL SHIPPING CAPACITY

BUSINESS MODEL

How do we get people to understand that you can't cut prices and not stay untouched.

How do we stimulate demand while limiting new buildings?

HOW TO ENCOURAGE CHANGE IN COMPANIES THAT HAVE ALREADY INVESTED BILLIONS IN CURRENT WAYS OF DOING BUSINESS

INCREASE PRODUCTIVITY THROUGHOUT THE GLOBAL CHAIN - LOGISTICS

How Much of the Global Economy is Tied up in our Ships? What would happen if we froze all that capital?

In a slow growth world, can the shipping industry shift focus from investment and market share to innovation and flexibility?

Ownership of Customer fulfillment

USE OF SMART CAPITAL

MOVE AWAY FROM THE INDIVIDUAL ASSET VIEW

BALANCING ALLOCATING RISK AND REWARD

CREATING AN EFFECTIVE MARKET BY TAKING THE MIDDLEMEN OUT (EG. BROKER)

1. BUREAU QUESTION: HOW DO YOU MAKE SURE THAT YOU CONTINUE TO OWN THE CUSTOMER

Finance: How to develop and implement Shipping V.2.0

As yet, there is very little sign of a radically new business model for the industry. If a new way of working, that deals with SDG/climate issues, doesn't come from within the industry it will come from outside!

We should look at the whole value chain. Just improving the ship's capital cost is not good enough. The whole business model of shipping needs to be looked at. The major disruption is going to be about the business model.

Danish Maritime Forum: sticky notes

HOW DO WE CREATE
A SILICON VALLEY
OF MARITIME?

Where's the overlap with maritime?

- **Silicon Valley is not a place, it's a state of mind**
 - It has critical mass of specialists and support teams
 - It has a diversity of backgrounds and cultures
 - It shares information
 - It encourages experimentation
 - It treats failure as progress towards success
 - It rejects formality and hierarchy
- **Silicon Valley has shortened timeframes**
 - It doesn't think in decades, it thinks in days
 - It's a young person's game

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- Show focus even at a time of uncertainty



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The next maritime Silicon Valley?

Thank you for listening