

What does he/she think and feel?

Local cargo volume
Terminal handling charge
Maximize performance

What does he/she hear?

Sustainability
Digitalization
Global Trade
Coastal shipping and inland waterways

What does he/she see?

Port location
Berth availability
Port Infrastructure
Safety and Security



What does he/she say and do?

Weather conditions
Equipment and machinery
Hinterland connectivity

Pains

- Persistent supply
- Environmental imperatives
- Security risks
- Lack of employees
- Rising costs

Gains

- Distribution of freight
- all modes of transportation
- local communities
- worldwide markets
- Satisfy requirements