

Who is involved?

Shipping and their agents identify the exact areas in shipping business processes that will be optimized when different types of information are provided and shared. Ports and their service providers (e.g. terminals, bunkers, pilots) identify how to achieve high quality data. International associations are invited to endorse the nautical and supply chain standards.

FAQ?

Shipping is 5000 years old, why have existing standards never been introduced before? Roughly 80% of goods is transported by sea, why has shipping never connected to existing supply chain standards?

International Taskforce



Port Call Optimization®

A RELIABLE PORT STARTS WITH RELIABLE INFORMATION

Shipping and ports are working together in an international taskforce promoting “Port Call Optimization” through improving quality and availability of master and event data which will deliver benefits to ports, shipping lines, terminals, service providers and society.

Lower Costs, Cleaner Environment, More Reliability and Safety for Shipping, Terminals and Ports

How?

Firstly, by improving the quality and availability of master data: e.g. depths, admission policies. This will ensure vessel – berth compatibility and a clear understanding when it's safe to arrive or leave. This is the **Avanti project**.

Secondly, by improving the quality and availability of event data: e.g. planned time of arrival berth, estimated time of completion cargo operations. This will enable just in time planning of pilot on board, pre-planning of all port services and planning to the next port. This is the **Pronto project**.

- Both projects use existing nautical and supply chain standards and formats suitable for shipping's worldwide requirements.
- Both projects are backed by internationally recognized organizations with a strong track record to ensure long term sustainable development and maintenance. This cooperative scheme will deliver a future proof step forward in port call optimization and high quality port services.

What is unique about the project?

Shipping, their agents and ports are sitting down together to discuss port call optimization, and to work on a solution that can work for every trade, for every port, from port to port and end to end. Shipping is accustomed to adapting itself to the individual port. And when developing projects, shipping normally does this per trade (e.g. only for line or tramp shipping). Ports tend to develop projects for one port only, as they might be in competition with other ports.

Development plan

01. Agree on business process of port calls
02. Agree on minimum scope of data
03. Agree on functional definitions
04. Use of functional definitions by industry
05. Agree on data model and formats
06. Use of data model and formats by industry
07. Agree on ISO quality label
08. Use of ISO quality label by industry
09. Local roll out by industry
10. Global roll out by industry

www.portcalloptimization.org

International Taskforce Port Call Optimization

Industry partners; shipping and agents



Shell



Vopak Agents



Maersk



CMA CGM
Line and Agency



MSC
Mediterranean Shipping
Company S.A and Agency



Inchcape
Shipping Services



Oldendorff Carriers

Industry partners; ports



Port of Gothenburg



Port of Rotterdam



Port of Algeciras



Port of Busan



Port of Singapore



Port of Houston



Port of
Ningbo Zhoushan



Port of Tanger Med



Ports of Auckland

Standard partners



GS1



Uk Hydrographic
Office

Endorsers



International Harbour
Masters Association



International Hydrographic
Organization



MarineTraffic



BIMCO



UK P&I Club is managed
by Thomas Miller



Lloyds Marine
Intelligence Unit



The Nautical
Institute



IALA



Green Award
Foundation



International Association
of Ports and Harbours



Intercargo



International
Chamber of Shipping



Sea Traffic
Management

Would you like further information?

Chairman: Ben van Scherpenzeel – Scherpenzeel.ehmc@harbourmaster.org

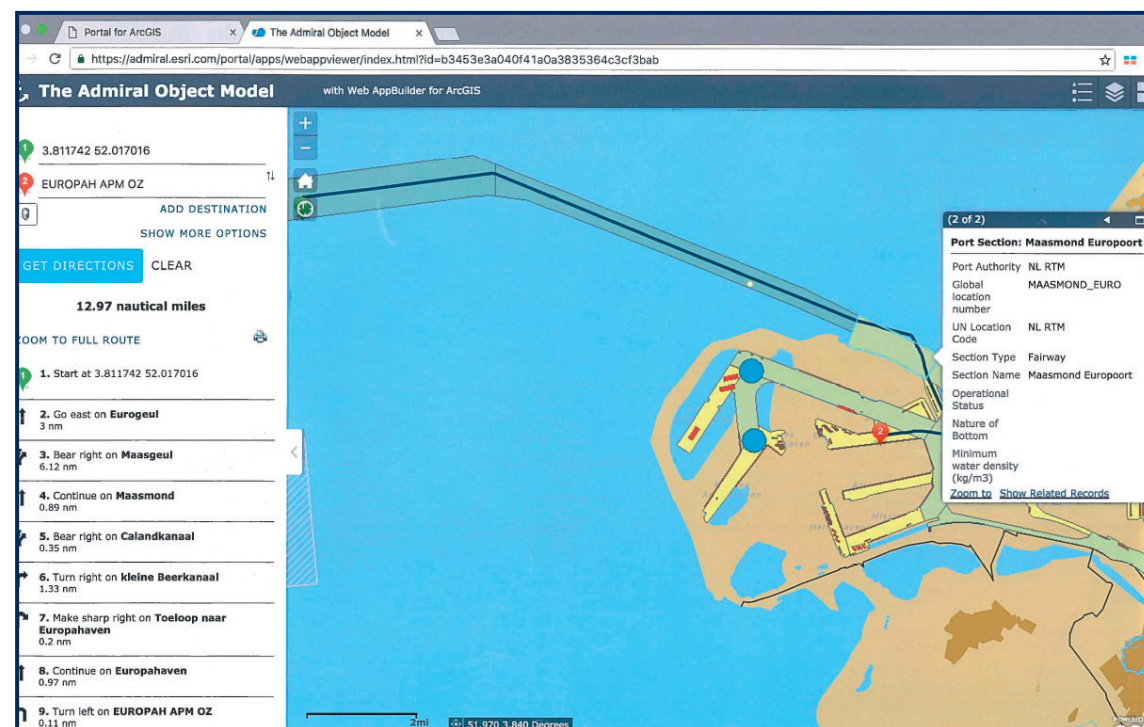
Secretary: Ingrid Römers – Romers.ehmc@harbourmaster.org

Avanti project[©]

ACCESS TO VALIDATED NAUTICAL INFORMATION

What is it?

Avanti helps Harbour Masters to manage their nautical port information so that this information is **always available, up-to-date and accessible** to all port users. It displays the controlling sizes and conditions from A to B for the port community, the port's trading partners and hydro-graphic offices. This improves the safety and efficiency of shipping as a whole. It reduces significantly the workload due to data management and answering questionnaires regarding port data. By basing Avanti on nautical standards the information can be used in conjunction with nautical charts and publications. Avanti is an initiative of the marine industry, the International Harbour Masters' Association and the United Kingdom Hydrographic Office.



Pronto project[©]

PORT'S RENDEZ-VOUS OF NAUTICAL AND TERMINAL OPERATIONS

What is it?

Pronto allows all service providers (e.g. terminals, bunker barges, pilots) to update their starting and completion times. This creates a time table per vessel per berth that is available to the port community and the port's trading partners. It reduces significantly the many person to person calls. Pronto is an initiative that originates from the Avanti project.

