

## Abu Dhabi Ports Opportunity

- I spoke with the Senior Innovation Manager of ABPorts.
- He is part of a centre of excellence which advises about innovation to the various clusters within the port.
- The clusters are Maritime, Port, Logistics, Free Zone, and Digital.
- ADPorts manages 11 ports in the AE plus 1 port in Africa.
- ADP tend to be rather conservative in their innovation decisions and prefer to buy solutions that are already tested. So our proposal to partner with us might be a bit out of their normal range.
- **However** they have a strong focus on Safety and Sustainability and are keen to hear about solutions in these areas.
- They do business in a rather different form than in Europe. They prefer to hear from us what is in their best interest, in a kind of consultative sale.
- They organise periodic sessions to listen to potential suppliers or partners, where we have 60 minutes to present our pitch or case. We have been invited to pitch on Mon 28 Jun 2021 08:00 – 09:00 (BST)
- They need to see concrete success cases and understand how a project could work. We need to be very specific in our pitch.
- They like to see clear examples of economics and operations improvement from a success story.
- He will try to invite HSE, Operations, Assets management.

## People 1/2

Abdulaziz Albalooshi – CEO- Fujairah Terminal – <https://www.linkedin.com/in/abdulaziz-albalooshi-6baa1a22/>  
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