





# Journées Méditerranéennes de l'AIPCN et Assises du port du futur du Cerema 25 au 27 octobre 2023 à Sete France

## Container ports' planning – key factors to boost resilience

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"Container ports' planning – key factors to boost resilience" (Rita Pombo, Carlos Coelho, Hugo Lopes)

## Context:



- The development of **smart business strategies** for ports is heavily reliant on a broad understanding of the factors that impact international maritime trade
- This **awareness** holds particular significance due to the continuous and far-reaching evolution of the macro environment surrounding the container shipping industry



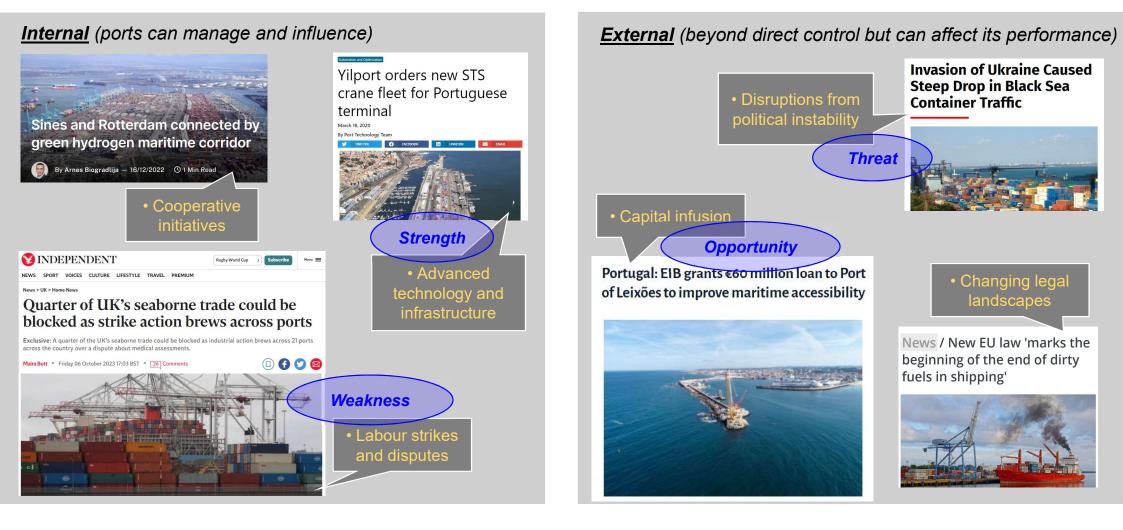
- Given this, an **integrative investigation** of the various factors involved was conducted in order to deliver a holistic action framework
- And <u>20 key strategies</u> that help enhance ports' resilience and competitiveness considering current market trends are provided





#### PIANC Mediterranean Days | 27 October 2023, Sète, France "Container ports' planning – key factors to boost resilience" (Rita Pombo, Carlos Coelho, Hugo Lopes)

## Methodology: How to analyse the macro environment revolving around container ports' business?

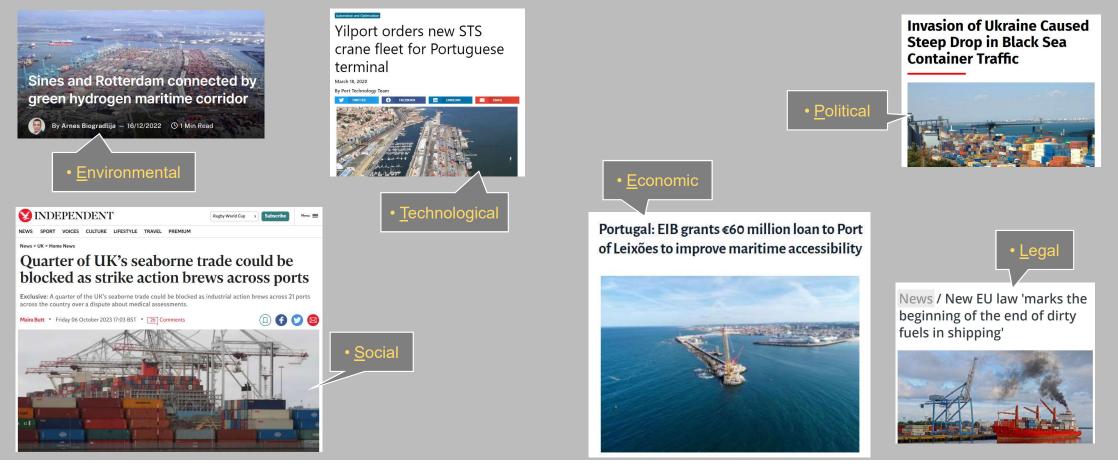




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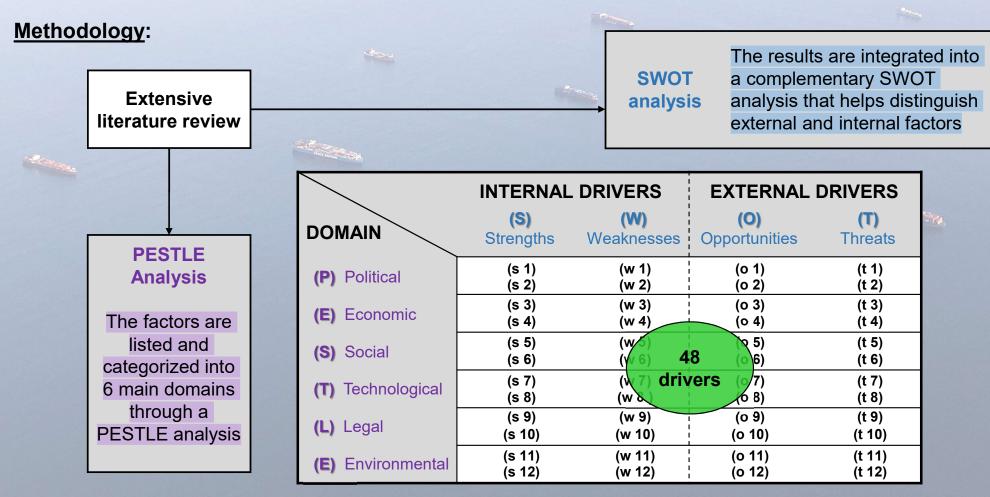
## Methodology: How to analyse the macro environment revolving around container ports' business?

#### **Domains of analysis**:





"Container ports' planning – key factors to boost resilience" (Rita Pombo, Carlos Coelho, Hugo Lopes)



PESTLE/SWOT Matrix



"Container ports' planning – key factors to boost resilience" (Rita Pombo, Carlos Coelho, Hugo Lopes)

## Results:

	INTERNAL F	ACTORS	EXTERNAL FACTORS			
	(S)	(\V)	<b>(O)</b>	(T)		
	Strengths	Weaknesses	Opportunities	Threats		
( <b>P)</b> Political	<b>(s1)</b> Attractiveness to government <b>(s2)</b> Strong political relationships	(w1) Lack of political advocacy and lobbying (w2) Sensitivity to political stability	(o1) Government support and incentives (o2) International trade agreements	( <b>t1</b> ) Unfavourable commercial policies ( <b>t2</b> ) Disruptions from political instability		
(E) Economic	(s3) Agile financial strategies (s4) Stakeholder confidence	(w3) Infrastructure limitations (w4) Competitive pricing pressure	(o3) Global trade growth (o4) Capital infusion	( <b>t3)</b> Financial market fluctuations ( <b>t4)</b> Economic downturns		
<b>(S)</b> Social	(s5) Highly skilled workforce (s6) Community engagement	<ul> <li>(w5) Labour strikes and</li> <li>disputes</li> <li>(w6) Community</li> <li>environmental concerns</li> </ul>	(o5) Workforce development and just transition measures (o6) CSR initiatives	( <b>t5)</b> Emergence of niche markets ( <b>t6)</b> Supply and demand fluctuations		
(T) Technological	<b>(s7)</b> Advanced technology and infrastructure <b>(s8)</b> Innovation culture	<ul> <li>(w7) Lack of technological expertise</li> <li>(w8) Outdated IT infrastructure and systems</li> </ul>	( <b>o7)</b> Creation of smart facilities ( <b>o8)</b> Technological skills development and training	( <b>t7)</b> Rapid technological obsolescence ( <b>t8)</b> Cybersecurity risks		
(L) Legal	<b>(s9)</b> Commitment to legal and regulatory compliance <b>(s10)</b> Contractual expertise and risk management skills	<ul> <li>(w9) Legal compliance costs and complexity</li> <li>(w10) Antitrust and competition challenges</li> </ul>	(o9) Ethical business practices (o10) Data privacy compliance	( <b>t9</b> ) Legal disputes and litigation processes ( <b>t10</b> ) Changing legal landscapes		
(E) Environmental	<b>(s11)</b> Energy efficiency and sustainable practices <b>(s12)</b> Cooperative initiatives	(w11) Sustainability implementation challenges (w12) Climate change vulnerability	( <b>o11)</b> Global decarbonization goals ( <b>o12)</b> Renewable energy integration	( <b>t11)</b> Environmental compliance challenges ( <b>t12)</b> Critical resource shortages		



"Container ports' planning – key factors to boost resilience" (Rita Pombo, Carlos Coelho, Hugo Lopes)

## Results:

	**		
	INTERN		S
	(S)	particular and the second s	<b>(T)</b>
	Strengths		<sup>-</sup> hreats
	(s1) Attractiveness to	Strengths in the Political domain	ourable commercial
(P) Political	government ( <b>s2)</b> Strong political relationships	(s1) Container terminals that promote economic stability and	ptions from political
(E) Economic	(s3) Agile financial strategi (s4) Stakeholder confidenc	job creation hold a favourable position for governments, since they can <u>be perceived as valuable contributors</u> to the local economy or national trade, and become more likely to <u>receive</u>	icial market าร omic downturns
( <b>S)</b> Social	(s5) Highly skilled workforc (s6) Community engageme	support from government bodies. (s2) Building robust relationships with political authorities and	gence of niche ly and demand าร
(T) Technological	<b>(s7)</b> Advanced technology infrastructure <b>(s8)</b> Innovation culture	<u>municipalities can streamline bureaucratic processes, facilitate</u> <u>the acquisition of permits, land access, and infrastructure</u> <u>development approvals, which are vital to ensure smooth</u>	l technological ence rsecurity risks
(L) Legal	( <b>s9)</b> Commitment to legal a regulatory compliance ( <b>s10)</b> Contractual expertise and risk management skills	terminal operations and securing opportunities for growth.	disputes and processes nging legal es
( <b>E)</b> Environmental	<b>(s11)</b> Energy efficiency and sustainable practices <b>(s12)</b> Cooperative initiatives	vulnerability ; integration shortage	ronmental ce challenges cal resource es



"Container ports' planning – key factors to boost resilience" (Rita Pombo, Carlos Coelho, Hugo Lopes)

<u>Results</u> :			
		EXTERNAL	FACTORS
		(O)	(T)
DOMAIN	Our sector it is a in the Fernancia density of	Opportunities	Threats
( <b>P</b> ) Political	(03) Global trade growth presents an opportunity for	Government support and ntives International trade ements	( <b>t1</b> ) Unfavourable commercial policies ( <b>t2</b> ) Disruptions from political instability
(E) Econom	expanding operations, attract more shipping lines, and increase cargo throughput. Particularly, terminals strategically positioned along major trade routes can benefit from increased	Global trade growth Capital infusion	( <b>t3)</b> Financial market fluctuations ( <b>t4)</b> Economic downturns
<b>(S)</b> Social	flow of goods, leading to higher revenue and market share. (04) Access to capital infusion opportunities provides container	Workforce development just transition measures CSR initiatives	<ul> <li>(t5) Emergence of niche markets</li> <li>(t6) Supply and demand fluctuations</li> </ul>
( <b>T</b> ) Technol	sources, which can be strategically allocated for infrastructure	Creation of smart ities Technological skills olopment and training	( <b>t7)</b> Rapid technological obsolescence ( <b>t8)</b> Cybersecurity risks
<b>(L)</b> Legal	development, expansion, and key investments.	Ethical business tices )) Data privacy compliance	( <b>t9</b> ) Legal disputes and litigation processes ( <b>t10</b> ) Changing legal landscapes
(E) Environ		) Global decarbonization s 2) Renewable energy	(t11) Environmental compliance challenges (t12) Critical resource
	vulnerability inte	gration	shortages



14

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			AL F	ACTORS
DOMAIN				Threats
(P) Political	<b>(s1)</b> Attra governm <b>(s2)</b> Stro relationsl	Threats in the Technological domain	ıd	<b>(t1)</b> Unfavourable commercial policies <b>(t2)</b> Disruptions from political instability
(E) Economic	( <b>s3)</b> Agile ( <b>s4)</b> Stak	(t7) <u>Rapid changes in technology can render existing systems</u> <u>obsolete very quick</u> , so it is important to maintaining a vigilant stance towards technological advancements and a continuous		<b>(t3)</b> Financial market fluctuations <b>(t4)</b> Economic downturns
<b>(S)</b> Social	( <b>s5)</b> High ( <b>s6)</b> Corr	adaptation to remain relevant.(t8) The increasing reliance on digital systems exposes	t	( <b>t5)</b> Emergence of niche markets ( <b>t6)</b> Supply and demand fluctuations
(T) Technological	<b>(s7)</b> Adva infrastruc <b>(s8)</b> Inno	terminals to cybersecurity threats, highlighting the critical importance of robust security measures in order to avoid data breaches, operational disruptions, and reputational damage.		( <b>t7)</b> Rapid technological obsolescence ( <b>t8</b> ) Cybersecurity risks
(L) Legal	( <b>s9)</b> Com regulator ( <b>s10)</b> Co and risk r		се	( <b>t9)</b> Legal disputes and litigation processes ( <b>t10)</b> Changing legal landscapes
(E) Environmental	( <b>s11)</b> Ene sustainat ( <b>s12)</b> Coop	vulnerability integration	n	(t11) Environmental compliance challenges (t12) Critical resource shortages



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## **Strategic framework**:

#### Strategies:

- SO aim to <u>leverage</u> internal <u>Strengths</u> to <u>capitalize</u> on external <u>Opportunities</u>
- **ST** aim to <u>utilize</u> internal **Strengths** to <u>counteract</u> external **Threats**
- WO focus on <u>mitigating</u> internal <u>Weaknesses</u> by <u>taking advantage</u> of external <u>Opportunities</u>
- WT focus on <u>improving</u> internal <u>Weaknesses</u> to <u>minimize</u> the impact of external <u>Threats</u>

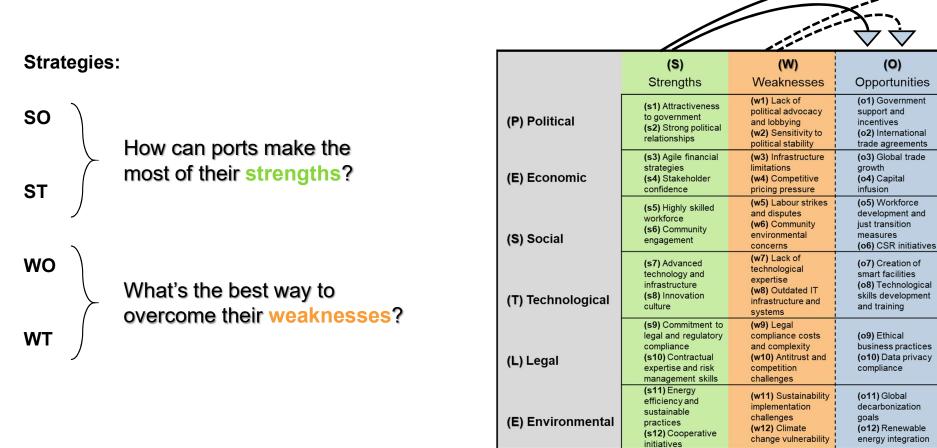
			$\nabla$	$\checkmark$
	(S)	(W)	(O)	(T)
	Strengths	Weaknesses	Opportunities	Threats
(P) Political	(s1) Attractiveness to government (s2) Strong political relationships	(w1) Lack of political advocacy and lobbying (w2) Sensitivity to political stability	(o1) Government support and incentives (o2) International trade agreements	(t1) Unfavourable commercial policie (t2) Disruptions from political instability
(E) Economic	<b>(s3)</b> Agile financial strategies <b>(s4)</b> Stakeholder confidence	(w3) Infrastructure limitations (w4) Competitive pricing pressure	(o3) Global trade growth (o4) Capital infusion	(t3) Financial market fluctuation: (t4) Economic downturns
(S) Social	(s5) Highly skilled workforce (s6) Community engagement	(w5) Labour strikes and disputes (w6) Community environmental concerns	(o5) Workforce development and just transition measures (o6) CSR initiatives	(t5) Emergence of niche markets (t6) Supply and demand fluctuations
(T) Technological	(s7) Advanced technology and infrastructure (s8) Innovation culture	(w7) Lack of technological expertise (w8) Outdated IT infrastructure and systems	(o7) Creation of smart facilities (o8) Technological skills development and training	(t7) Rapid technological obsolescence (t8) Cybersecurity risks
(L) Legal	(s9) Commitment to legal and regulatory compliance (s10) Contractual expertise and risk management skills	<ul> <li>(w9) Legal</li> <li>compliance costs</li> <li>and complexity</li> <li>(w10) Antitrust and</li> <li>competition</li> <li>challenges</li> </ul>	(o9) Ethical business practices (o10) Data privacy compliance	(t9) Legal disputes and litigation processes (t10) Changing legal landscapes
(E) Environmental	(s11) Energy efficiency and sustainable practices (s12) Cooperative initiatives	(w11) Sustainability implementation challenges (w12) Climate change vulnerability	(o11) Global decarbonization goals (o12) Renewable energy integration	(t11) Environment compliance challenges (t12) Critical resource shortage

TOWS Matrix



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## **Strategic framework:**



TOWS Matrix

(T)

Threats

(t1) Unfavourable

(t2) Disruptions

from political

(t3) Financial

(t4) Economic

niche markets

(t6) Supply and

downturns

demand

fluctuations

(t7) Rapid

risks

technological

obsolescence

(t8) Cybersecurity

(t9) Legal disputes

and litigation

(t10) Changing

legal landscapes

(t11) Environmental

resource shortages

processes

compliance

challenges

(t12) Critical

market fluctuations

(t5) Emergence of

instability

commercial policies



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## **Strategic actions** (examples):

## SO :

Incorporate energy-efficient and sustainable practices (s11) to align with global decarbonization goals (o11) and enable renewable energy integration (o12)

### **WO** :

Counteract sensitivity to political stability (w2) by capitalizing on international trade agreements (o2)

#### ST :

Employ agile financial strategies (s3) to steer through financial market fluctuations (t3), economic downturns (t4) and unfavourable commercial policies (t1)

#### **WT** :

Upgrade outdated IT infrastructure and systems (w8) to steer through supply and demand fluctuations (t6)

	<b>(S)</b> Strengths	<b>(W)</b> Weak <del>nes</del> ses	<b>(O)</b> Opportunities	(T) Threats
(P) Political	(s1) Attractiveness to government (s2) Strong political relationships	(w1) Lack of political advocacy and lobbying (w2) Sensitivity to political stability	(o1) Government support and incentive (o2) International trade agreements	(t1) Unfavourable commercial policies (t2) Disruptions flom political stability
(E) Economic	(s3) Agile financial strategies (s4) Stakeholder confidence	(w3) Infrastructure limitations (w4) Competitive pricing pressure	(o3) Global trade growth (o4) Capital infueton	(t3) Financial market fluctuations (t4) Economic downturns
(S) Social	(s5) Highly skilled workforce (s6) Community engagement	(w5) Labour strikes and disputes (w6) Community environmental concerns	(o5) Workforce development and just transition measures (o6) CSR initiatives	(t6) Supply and demand fluctuations
(T) Technological	<b>(s7)</b> Advanced technology and infrastructure <b>(s8)</b> Innovation culture	(w7) Lack of technological expertise (w8) Outdated IT infrastructure and systems	(o7) Creation of smart facilities (o8) Technological skills development and training	(t7) Rapid technological obsolescence (t8) Cybersecurity risks
(L) Legal	(s9) Commitment to legal and regulatory compliance (s10) Contractual expertise and risk management skills	(w9) Legal compliance costs and complexity (w10) Antitrust and competition challenges	<b>(00)</b> Ethical business practices <b>(010)</b> Data privacy compliance	( <b>t9)</b> Legal disputes and litigation processes ( <b>t10)</b> Changing legal landscapes
(E) Environmental	(s11) Energy efficiency and sustainable practices (s12) Cooperative initiatives	(w11) Sustainability implementation challenges (w12) Climate change vulnerability	(o11) Global decarbonization goals (o12) Renewable energy integration	(t11) Environmental compliance challenges (t12) Critical resource shortages



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TOWS matrix			Strengths		Weaknesses	
		S	SO :	W	0:	1
		1)	Incorporate energy-efficient and sustainable practices (s11) to align with global decarbonization goals (o11) and enable renewable energy integration (o12)	6)	Reduce legal compliance costs and complexity (w9) through the utilization of government support and incentives (o1)	
20 key strategic actions	portunities	2)	<ul> <li>Harness the power of strong political relationships (s2) and attractiveness to government (s1) to take advantage of government support and incentives (o1)</li> </ul>	7)	Address the lack of technological expertise (w7) by investing in technological skills development and training (o8)	
$\Longrightarrow$ 5 for each pair of factors		3)	workforce (s5) to enhance CSR initiatives (o6)	8)	Address infrastructure limitations (w3) by investing in the creation of smart facilities (o7) and take advantage of global trade growth (o3)	(
all the 40 drivers identified	opi	4)	<ol> <li>Utilize commitment to legal and regulatory compliance (s9) along with contractual expertise and risk management skills (s10) to ensure ethical business practices (o9) and data privacy compliance (o10)</li> </ol>	9)	Mitigate labour strikes and disputes (w5) by supporting workforce development and just transition measures (o5) and CSR initiatives (o6)	'
all the 48 drivers identified     in the PESTLE/SWOT		5)	confidence (s4) to attract capital infusion (o4)		<ul> <li>Counteract sensitivity to political stability (w2) by capitalizing on international trade agreements (o2)</li> </ul>	
analysis were cross-		S	ЭТ:	W	Τ:	
referenced to formulate these 20 strategic actions;		1	<ol> <li>Employ agile financial strategies (s3) to steer through financial market fluctuations (t3), economic downturns (t4) and unfavourable commercial policies (t1)</li> </ol>	16)	<ul> <li>Address the lack of political advocacy and lobbying (w1) to navigate changing legal landscapes (t10) and manage disruptions from political instability (t2)</li> </ul>	
and some strategies	ats	1:	<ol> <li>Engage in cooperative initiatives (s12) to address critical resource shortages (t12) and adapt to the emergence of niche</li> </ol>	17)	) Upgrade outdated IT infrastructure and systems (w8) to steer through supply and demand fluctuations (t6)	
address multiple drivers simultaneously, which builds a more <b>effective</b> ,	Threa	1:	<ul> <li>markets (t5)</li> <li>Leverage commitment to legal and regulatory compliance (s9) to address environmental compliance challenges (t11)</li> </ul>	18)	) Mitigate community environmental concerns (w6), address sustainability implementation challenges (w11), and tackle climate change vulnerability (w12) to	
holistic approach.		1.	<ol> <li>Invest in contractual expertise and risk management skills (s10) to mitigate potential legal disputes and litigation processes (t9) and monitor changing legal landscapes (t10)</li> </ol>	19)	<ul> <li>prevent environmental compliance challenges (t11)</li> <li>Proactively manage antitrust and competition challenges (w10) to reduce the likelihood of legal</li> </ul>	
		1:	<ol> <li>Leverage advanced technology and infrastructure (s7) and innovation culture (s8) to counteract rapid technological obsolescence (t7) and cybersecurity risks (t8)</li> </ol>	20)	<ul> <li>disputes and litigation processes (t9)</li> <li>Mitigate the impact of competitive pricing pressure (w4) to navigate supply and demand fluctuations (t6)</li> </ul>	



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## **Conclusions**:

		and the second s				
	SWOT	analysis:		<u> </u>	PESTLE analysis:	
Strengths	Weaknesses	Opportunities	• Threats		• Politic	
internal	internal	external	external		• Economic	
advantages and	limitations or	factors or	factors or		• Social	
core	shortcomings	conditions that	<u>circumstances</u>		Technological	
competencies	that hinder	can be	that pose risks		• Legal	
that provide a	performance or	exploited for	or challenges to		e Legui	
competitive edge	competitiveness	benefits	the wellbeing		Environmental	
					All and a second second	
				Standard State		
			and the second division of the local divisio			



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## **Conclusions**:

	(S)	(W)	(0)	(T)	a la series		Strengths	Weaknesses
	Strengths	Weaknesses	Opportunities	Threats			SO :	WO :
P) Political	(s1) Attractiveness to government (s2) Strong political	(w1) Lack of political advocacy and lobbying	(o1) Government support and incentives	(t1) Unfavourable commercial policies (t2) Disruptions	1 1		<ol> <li>Incorporate energy-efficient and sustainable practices (s1 align with global decarbonization goals (o11) and enable renewable energy integration (o12)</li> </ol>	through the utilization of government support and incentives (o1)
-	relationships (s3) Agile financial	(w2) Sensitivity to political stability (w3) Infrastructure	(o2) International trade agreements (o3) Global trade	from political instability (t3) Financial	-	lities	<ol> <li>Harness the power of strong political relationships (s2) an attractiveness to government (s1) to take advantage of government support and incentives (o1)</li> </ol>	<ul> <li>Address the lack of technological expertise (w7) by investing in technological skills development and training (08)</li> </ul>
E) Economic	(s3) Agile infancial strategies (s4) Stakeholder confidence	(w3) minastructure limitations (w4) Competitive pricing pressure	(03) Global trade growth (04) Capital infusion	(t3) Financial market fluctuations (t4) Economic downturns		Opportunities	<ol> <li>Leverage community engagement (s6) and a highly skiller workforce (s5) to enhance CSR initiatives (o6)</li> </ol>	d 8) Address infrastructure limitations (w3) by investing ir the creation of smart facilities (o7) and take advanta-
	(s5) Highly skilled workforce (s6) Community	(w5) Labour strikes and disputes (w6) Community environmental	(o5) Workforce development and just transition measures	(t5) Emergence of niche markets (t6) Supply and demand		d d	<ol> <li>Utilize commitment to legal and regulatory compliance (se along with contractual expertise and risk management ski (s10) to ensure ethical business practices (o9) and data p compliance (o10)</li> </ol>	<ul> <li>9) Mitigate labour strikes and disputes (w5) by supporti</li> </ul>
S) Social	engagement	concerns	(o6) CSR initiatives	fluctuations	10.00		<ol> <li>Enhance agile financial strategies (s3) and stakeholder confidence (s4) to attract capital infusion (o4)</li> </ol>	10) Counteract sensitivity to political stability (w2) by capitalizing on international trade agreements (o2)
T) Technological	(s7) Advanced technology and infrastructure (s8) Innovation culture	(w7) Lack of technological expertise (w8) Outdated IT infrastructure and systems	(o7) Creation of smart facilities (o8) Technological skills development and training	(t7) Rapid technological obsolescence (t8) Cybersecurity risks			ST : 11) Employ agile financial strategies (s3) to steer through fina market fluctuations (t3), economic downturns (t4) and unfavourable commercial policies (t1)	WT :
_) Legal	(s9) Commitment to legal and regulatory compliance (s10) Contractual expertise and risk management skills	(w9) Legal compliance costs and complexity (w10) Antitrust and competition challenges	(o9) Ethical business practices (o10) Data privacy compliance	(t9) Legal disputes and litigation processes (t10) Changing legal landscapes		Threats	<ol> <li>Engage in cooperative initiatives (s12) to address critical resource shortages (t12) and adapt to the emergence of m markets (t5)</li> <li>Leverage commitment to legal and regulatory compliance to address environmental compliance challenges (t11)</li> </ol>	<ul> <li>(s9)</li> <li>(s9)</li> <li>(s9)</li> <li>(s9)</li> <li>(s9)</li> <li>(s9)</li> <li>(s9)</li> <li>(s9)</li> <li>(s1)</li> <li>(s1)</li> <li>(s1)</li> <li>(s1)</li> <li>(s1)</li> <li>(s2)</li> <li< td=""></li<></ul>
E) Environmental	(s11) Energy efficiency and sustainable practices (s12) Cooperative initiatives	(w11) Sustainability implementation challenges (w12) Climate change vulnerability	(o11) Global decarbonization goals (o12) Renewable energy integration	(t11) Environmental compliance challenges (t12) Critical resource shortages	-		<ol> <li>Invest in contractual expertise and risk management skills to mitigate potential legal disputes and litigation processies and monitor changing legal landscapes (110)</li> <li>Leverage advanced technology and infrastructure (s7) and innovation culture (s8) to counteract rapid technological obsolescence (17) and cybersecurity risks (t8)</li> </ol>	s (s10) (s (t9) Proactively manage antitrust and competition challenges (w10) to reduce the likelihood of legal disputes and litigation processes (t0)

• Holistic overview of 48 factors that must be controlled • and 20 strategic actions that can be implemented in order to:

✓ boost resilience

- ✓ promote competitive advantages
- ✓ develop sustainable business models



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# Thank you for your attention!

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