


RALF FIEDLER	
FRAUNHOFER CENTER FOR MARITIME LOGISTICS AND SERVICES	
GROUP MANAGER	
<p>Since 2010; Fraunhofer Center for Maritime Logistics and Services CML, 2008 – 2010; Cluster Manager Hamburg Metropolitan Region for Logistics , 2002 – 2008; British maritime technology BMT, 1996 – 2002; TFK Swedish Transport Research Institute, Project manager</p>	
DIGITALIZATION FOR GREEN AND EFFICIENT OPERATIONS IN PORTS	
<p>Digitalization and the associated changes to the flow of goods introduce new challenges to the maritime industry. Increasing competition, the availability of new shipping routes, and new competitors in the logistics industry have a noticeable influence on Port Authorities. Maritime logistics actors should actively take part in redesigning the flow of goods. Information technology is the base, and digitalization in logistics is the key. Software, hardware and the worldwide connection are the tools enabling the connectivity for process optimization and the development of new business models.</p>	