



**Digital Ship Presents: iShipping Copenhagen 2017**  
 - *Investigating the Innovation Curve in Shipping*  
 Hotel Scandic Copenhagen, 1 & 2 March 2017



iShipping Copenhagen 2017 has been developed by Digital Ship to take a bird's eye view of the technical developments and drivers we have seen emerging over the last few years. Across two days of keynote presentations, plenary sessions, panel discussions and round tables, we will look at how these are going to continue transforming the maritime industry.

Through the four key sessions, we will ask how the industry is responding to change, investigate what technologies will stick, and consider what we can do to make full use of the innovation curve ahead of us.

For more information, please visit our [website here](#).

Speakers include:

**Troels Blicher Danielsen, Deputy Director General, Danish Maritime Authority**  
**Tom Erling Hansen, Head of Sales North Europe, Marlink**  
**Niels Bruus, Head of Future Solutions, Fleet Management and Technology, Maersk Line**  
**Fritz Ganzhorn, Secretary General, Danish Maritime Officers**  
**Michael Rodey, Innovation Strategy Manager, Maersk Maritime Technology**  
**Peter Sand, Chief Shipping Analyst, BIMCO**  
**Anwar Siddiqui, Advisor to the CEO, Bahri The National Shipping Company of Saudi Arabia**  
**Anshul Tuteja, Director Energy Management, Global Fleet Optimisation, Royal Caribbean Cruises**  
**Michael Hust, IT Manager, Uni Tankers**  
**Berian James, Head of Data Science, Maersk Line**  
**Valdemar Ehlers, Technical Director, Danish Maritime**  
**Bjarke Holm Hansen, Partner, Core Law Firm**  
**Hal Ramakers, Executive Vice President of Global Solutions, Brightwell Payments Inc**  
**Nick Lambert, Maritime Domain Expert, Satellite Applications Catapult**  
**Phil Tinsley, Maritime Security Manager, BIMCO**  
**Line Clemmensen, Senior Data Scientist, Maersk Line**  
**Niels Reuther, Regional Sales Manager, Marlink**  
**Ole-Kristian Sivertsen, VP of Cruise Business, Global Eagle Entertainment**  
**Manuel Valero, Sales Manager, Telenor**

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Giampiero Soncini, Director Volaris Marine Division, Volaris Group  
 Ulf Siwe, Communications Officer, The Swedish Maritime Administration  
 Ørnulf Jan Rødseth, Senior Scientist, SINTEF Ocean  
 Maurice Meehan, Manager, BSR  
 Svend Lykke Larsen, Sales & Business Development Director, Europe, Palantir  
 Martin Jarrold, Chief of International Programme Development, Global VSAT Forum (GVF)  
 Neville Smith, Director, Mariner Communications  
 Petter Brandt, Consultant, Metapharos AB  
 Jody Cleworth, Director, Maritime Transport International (MTI)  
 Aljosja Beije, Co-Owner and Managing Director, BeScope

For more information, please visit our [website here](#).

## Sessions include:

### SESSION ONE

#### The Future of Smart Shipping

Topics to be covered include:

- Smart Shipping: A macroeconomic overview
- Defining the roadmap - what is next for the industry?
- Unmanned vessels: Legal considerations
- Reviewing challenges and threats driven by autonomous shipping
- Analysing and mitigating threats: Piracy, distressed ships and cyber security breaches
- Smart ships need smarter people

### SESSION TWO

#### What Next for Big Data and IoT?

Topics to be covered include:

- Cyber security on board ships - 1 year on
- How to mitigate against cyber-attacks on board ships
- Ship and shore interface concerns for cyber security
- How great is the influence of IT in making a shipping company successful?
- Approaches to predictive maintenance to maintain structural integrity
- How to adopt a proactive approach to maintenance through big data

### SESSION THREE

#### Harnessing Disruptive Influence

Topics to be covered include:

- What advances in technology will transform the face of the industry?
- Sea traffic management and its role in harnessing disruptive influence
- Shipping 4.0: Leveraging industry 4.0 at sea
- **Focus Session:** Blockchain in practice - a guide
- Blockchain and its impact and influence on the maritime industry

### SESSION FOUR

#### The Business of Digitisation

Topics to be covered include:

- How will digitisation transform the future of shipping?
- Improving cross functional collaboration
- The journey towards the digitised ship
- Building the business case for digitisation in shipping
- A CFO perspective - calculating the financials

**Plus: Workshop, Roundtables and Networking Functions  
 - including a Gala Dinner on 1 March - free for all participants**

\*Please note some speakers and topics may be subject to confirmation and/or change.  
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## Outline agenda

Correct as at 25 January 2017

### 1 March 2017

#### 08.30 - Registration and Welcome Refreshments

09.00 - Opening Notes and Introduction by Conference Chair  
**Neville Smith, Director, Mariner Communications**

09.15 - Welcome Address  
**Troels Blicher Danielsen, Deputy Director General, Danish Maritime Authority**

09.40 - Navigating the Shipping Landscape in 2017 and Beyond  
**Peter Sand, Chief Shipping Analyst, BIMCO**

10.05 - Title to follow  
**Niels Reuther, Regional Sales Manager, Marlink**

#### 10.30 - Morning Coffee and Networking

### Session 1: The Future of Smart Shipping

10:55 - Short Intro by Conference Chair

11.00 - The Evolution of Smart Shipping  
**Fritz Ganzhorn, Secretary General, Danish Maritime Officers**

11.25 - Unmanned Vessels: Legal Considerations

- Overview of legal framework
- Regulatory and safety concerns
- Liability issues
- Is the existing legal framework able to embrace unmanned vessels?

**Bjarke Holm Hansen, Partner, Core Law Firm**

11.50 - Shipper Driven Trends for Transport and Logistics: 3D's and 3C's

- A summary of the sustainability trends and drivers from cargo owners that will impact the Shipping Industry
- Examples of private led initiatives that are leading the way, focusing on collaborative approaches to drive consistency, efficiency, and impact in targeted T&L chain segments
- How shipping companies and ports are increasingly using disruptive technology to manage
- Opportunities for disruptive technology to enable game changing and exponential impact on sustainability issues

**Maurice Meehan, Transport and Logistics Lead, BSR**

12.15 - Panel Discussion – Reviewing Challenges and Opportunities Driven by Autonomous Shipping

Moderated by: **Nick Lambert, Maritime Domain Expert, Satellite Applications Catapult**

- Exploring regulatory, legal, security, navigational and infrastructural challenges
- Analysing and mitigating threats: piracy, distressed ships and cyber security breaches
- What can the maritime industry learn from other sectors?

Panellists include:

**Michael Rodey, Innovation Strategy Manager, Maersk Maritime Technology**

**Tom Erling Hansen, Head of Sales North Europe, Marlink**

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**Martin Jarrold, Chief of International Programme Development, Global VSAT Forum (GVF)**  
**Manuel Valero, Sales Manager, Telenor**  
**Valdemar Ehlers, Technical Director, Danish Maritime**

## 13.00 - Lunch and Networking

### 14.00 – 15.45 - Roundtable Sessions

These roundtables are open to all participants (end users, suppliers, sponsors etc) and will take place simultaneously – all hosted by key partners and sponsors. Each table can host up to 10 participants, and delegates will be invited to sign up on the morning of the conference (1 March) to the roundtable they wish to attend, via our interactive WebApp.

The roundtable sessions will last for 1h45in total, with the discussion itself lasting one hour, followed by a summary from each table to the whole room.

The content will be focused on solutions and business strategy, rather than products or sales pitches. All roundtables will be co-hosted by an end user.

## 15.45 - Afternoon Tea and Networking

### **Session 2: What Next for Big Data and IoT?**

16.15 - Short Intro by Conference Chair

16.20 - Cyber Security on Board Ships – 1 Year On

- Updated industry guidelines
- What are the threats to ships?
- How to mitigate against cyber-attacks on board ships
- Ship and shore interface concerns for cyber security
- Leadership buy-in is key to minimising cyber attacks

**Phil Tinsley, Maritime Security Manager, BIMCO**

16.45 - Big Data – How Do We Reap the Benefits?

**Petter Brandt, Consultant, Metapharos AB**

17.10 - Smart Ships Need Smarter People

- How big is the influence of IT in making a shipping company successful?

**Giampiero Soncini, Director Volaris Marine Division, Volaris Group**

17.35 – Question & Answer Session

Drawing on the expertise of our session speakers and guest delegates, this Q&A session will ask them to expand on the future of Big Data and Performance Management in shipping.

**17.50 - Conference Day 1 Conclusions, followed by Conference Drinks Reception**

**19.30 - Networking Dinner, kindly sponsored by Marlink**

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**2 March 2017**

**08.30 - Registration and Welcome Refreshments**

**0915 - Exclusive Invitation to Attend Marlink Workshop**

This private session will provide participants with an interactive, hands-on overview and demonstration of Marlink's XChange-based crew solutions, including XChange Media, the new XChange Telemed service, as well as Palantir's KeepUp@Sea solution for standardised onboard IT. Participants will have the opportunity to experience multiple interactive demo sessions, hosted from different stations.

**Please note this session is for shipping companies only.**

Please confirm your place when registering through our website, or contact [jo@thedigitalship.com](mailto:jo@thedigitalship.com)

Refreshments will be served during the session.

**10.45 - Morning Coffee and Networking**

**Session 3: Harnessing Disruptive Influence**

11.00 - Short Introduction by Conference Chair

**Giampiero Soncini**, Director Volaris Marine Division, Volaris **Group**

11.10 - Sea Traffic Management and its Role in Harnessing Disruptive Influence

- What advances in disruptive influence will transform the face of the industry?
- Looking at possible first signs of disruption
- Lowering the threshold for new entries in the shipping service market

**Ulf Siwe**, Communications Officer, The Swedish Maritime Administration

11.35 - Shipping 4.0: Leveraging Industry 4.0 at Sea

**Ørnulf Jan Rødseth**, Senior Scientist, SINTEF Ocean

12.00 - Blockchain in Practice – a Guide

- How to ensure the security of transaction management and create a database of assets
- Encryption methodologies – a guide for the shipping industry
- Ensuring transparency and accountability to restructure and effectively channel assets

12.25 - Panel Discussion - Blockchain and its Impact on the Maritime Industry

Moderated by: **Maurice Meehan**, Manager, BSR

- Beyond the hype – the long-term advantages and opportunities
- Calculating the cost savings afforded by blockchain and IoT
- Applying blockchain applications to accurately track assets and achieve frictionless trade

Panellists include:

**Jody Cleworth**, Director, Maritime Transport International (MTI)

**Aljosja Beije**, Co-Owner and Managing Director, BeScope

**13.10 - Lunch and Networking**

**Session 4: The Business of Digitisation**

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14.00 - Short Intro by Conference Chair

14.10 - How will Digitisation Transform the Future of Shipping?

- Is digitisation the greatest driver for shipping innovation?
- Exploring applications of digitisation: deployment of sensors across fleets of ships, enhanced remote internet connectivity and detailed data analytics
- Improving cross functional collaboration to determine which elements of digitisation will yield the greatest benefits
- How will this link ships, to shore, to enterprise?

**Troels Blicher Danielsen, Deputy Director General, Danish Maritime Authority**

14.35 - Case Study: The Maersk Line Journey Towards the Digitised Ship

- An insight into the Maersk journey
- Challenges and opportunities

**Niels Bruus, Head of Future Solutions, Maersk Line**

15.00 – “A Digital Payments Maritime World” – The Evolution of Payments from Cash to Digital

- A WIN/WIN for ship managers and seafarers using new technologies and financial tools. New financial technologies are bringing cheaper, faster and more secure alternatives to cash. In this session we'll explore the new mobile generation of seafarers, what this means to shipping companies and explore the opportunities that are coming to take ship board finances digital and create a WIN/WIN scenario for ship managers and seafarers alike.

**Hal Ramakers, Executive Vice President of Global Solutions, Brightwell Payments Inc**

15.25 - Panel Discussion - Building the Business Case for Digitisation in Shipping

Moderated by: **Martin Jarrold, Chief of International Programme Development, Global VSAT Forum (GVF)**

- Evaluating the benefits in terms of ROI, cost savings and efficiency gains
- A CFO perspective – step by step guide to calculating the financials
- Analytics + decision-making as a business case factor

**Anwar Siddiqui, Advisor to the CEO, Bahri The National Shipping Company of Saudi Arabia**

**Anshul Tuteja, Director Energy Management, Global Fleet Optimisation, Royal Caribbean Cruises**

**Michael Hust, IT Manager, Uni Tankers**

**Berian James, Head of Data Science, Maersk Line**

16.10 - Conference Conclusions and Close

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