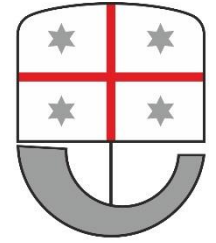




The European House
Ambrosetti



REGIONE LIGURIA

LIGURIA 2022

Genova, Palazzo Ducale
Presentazione di Merijn Zondag



Leading port cities of the future
“The quest for innovation and competitiveness”



PORTXL

Merijn Zondag – Liguria 2019

Genoa - Palazzo Ducale - May 7, 2019

CONTENT

1. INTRODUCTION
2. LEADING PORT CITIES OF THE FUTURE
3. WHAT CAN WE LEARN FROM OTHER LEADERS?
4. HOW CAN START- AND SCALE-UPS CONTRIBUTE?
5. CONCLUSIONS



1. INTRODUCTION

WHO IS STANDING IN FRONT OF YOU?



1. INTRODUCTION

WHO AM I STANDING IN FRONT OF?



1. INTRODUCTION



WHAT IS PORTXL?

- Accelerator
- First accelerator with a global maritime focus
- Based in Rotterdam, since 2015
- Programs in Rotterdam, Antwerp and Singapore
- > 60 companies accelerated and >100 contracts signed

1. INTRODUCTION



WHAT DOES AN ACCELERATOR DO?

- Helps young companies to become successful (validation, customer readiness, manufacture readiness, investor readiness and growth)
- Helps business partners to become more innovative
- Builds an **ecosystem** and creates network effects
- PORTXL wants to **change the (maritime) world**

2. LEADING PORT CITIES OF THE FUTURE

GLOBAL MEGATREND: URBANIZATION



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Boston – Medtech, SFO – ICT, Eindhoven - Deeptech
- **Maritime/Port city winners of the future are able to attract/retain: science and higher education, owners and headquarters, R&D product and technology, sophisticated business services and (startup) talent.**

2. LEADING PORT CITIES OF THE FUTURE

DRIVERS OF COMPETITIVENESS:

- Strategic location,
- Stable political and efficient legal framework



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2. LEADING PORT CITIES OF THE FUTURE

JAMES DARWIN in The Origin of Species:

“Survival of the Fittest”



2. LEADING PORT CITIES OF THE FUTURE

HERBERT SPENCER after reading *The Origin of Species*:
“Survival of the fittest”

JAMES DARWIN said:



2. LEADING PORT CITIES OF THE FUTURE



JAMES DARWIN said:

“It is not the strongest species that survive, nor the most intelligent, but the ones most responsive to change.”

2. LEADING PORT CITIES OF THE FUTURE

Research has shown in the Port of Rotterdam:

- Innovative companies show much better results
(Innovators: **29% more customers, 23% more growth**
10% more profit and profit growth)



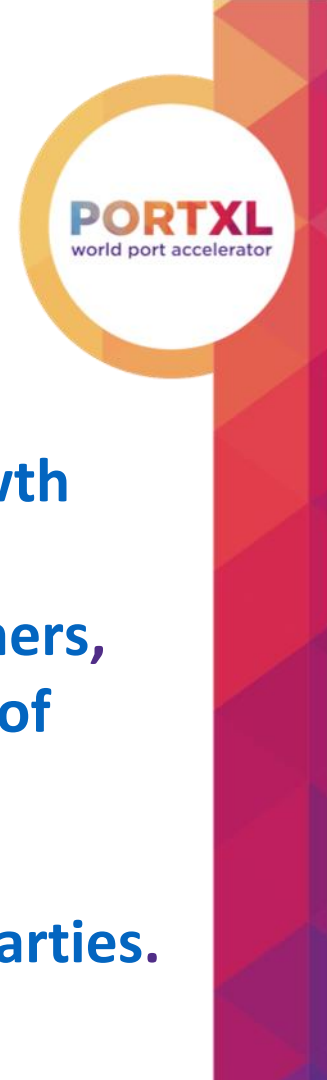
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- Even more important than investment in R&D are **openness to innovation and co-creation with 3rd parties.**

2. LEADING PORT CITIES OF THE FUTURE



DRIVERS OF COMPETITIVENESS and INNOVATION:

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3. WHAT CAN WE LEARN FROM OTHERS?



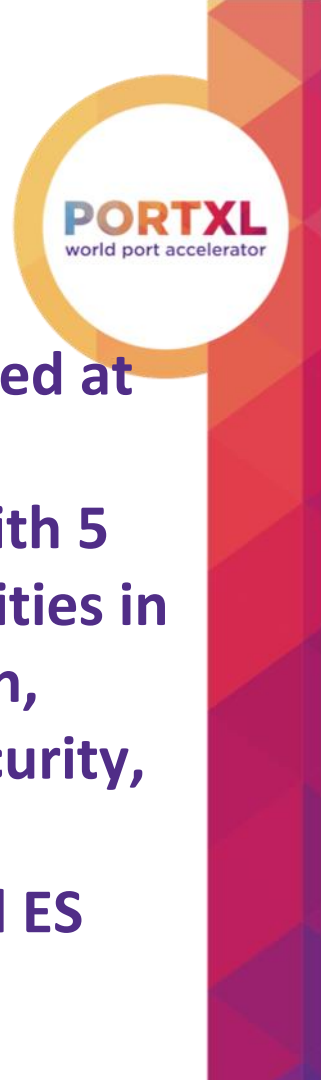
TWO EXAMPLES: SINGAPORE and ROTTERDAM

- **# 1 Singapore and # 2 Rotterdam are the leading global maritime capitals on objective scores. (Genua is 34th globally and 9th in Europe)**
- **Both had to overcome very challenging circumstances, and still have...**

3. WHAT CAN WE LEARN FROM OTHERS?

SINGAPORE:

- **Actively promoting a very strong ecosystem directed at innovation**
- **Defined a specific maritime R&D roadmap 2030 with 5 research thrusts and 8 innovative industry capabilities in which it wants to excel: digitalization, optimization, autonomous operations, safety, security, cybersecurity, energy efficiency and environment**
- **Promotes startups actively through MPA, NUS and ES**



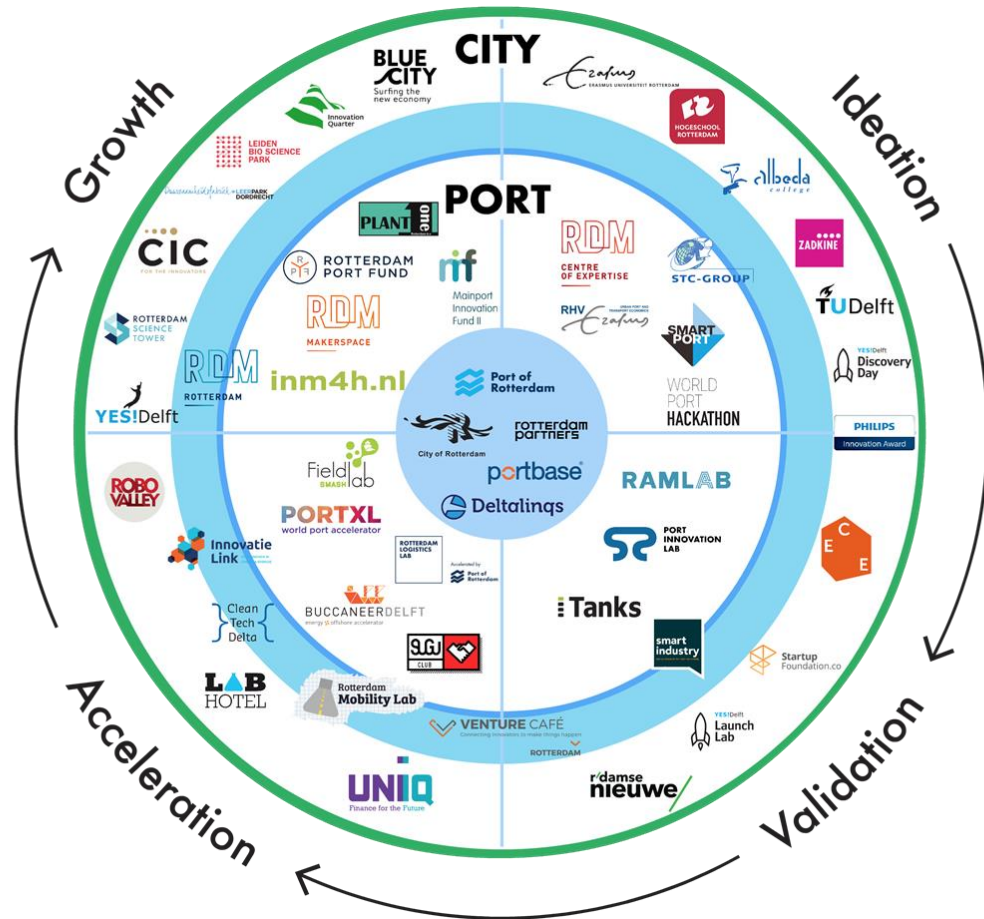
3. WHAT CAN WE LEARN FROM OTHERS?

ROTTERDAM

- Also very actively promoting a strong ecosystem directed at innovation – in close cooperation with municipality, region as well as port authority
- Rotterdam Port Authority has started initiatives in digitization, 3D metal printing, blockchain, AI, startups and scale-ups (PORTXL)
- Has allocated large area's in the city to innovation and growth



3. WHAT CAN WE LEARN FROM OTHERS?



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ROTTERDAM has dedicated a huge area to innovation





Energy



Logistics



Chemicals & Refinery



Ports

PORTXL

World's 1st Port & Maritime Accelerator

Rotterdam - Singapore - Antwerp

4. HOW CAN AN ACCELERATOR CONTRIBUTE



- Increases **involvement of all parties in the ecosystem**

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- **Identifies new and maturing technologies to increase safety, sustainability, efficiency, security and growth**

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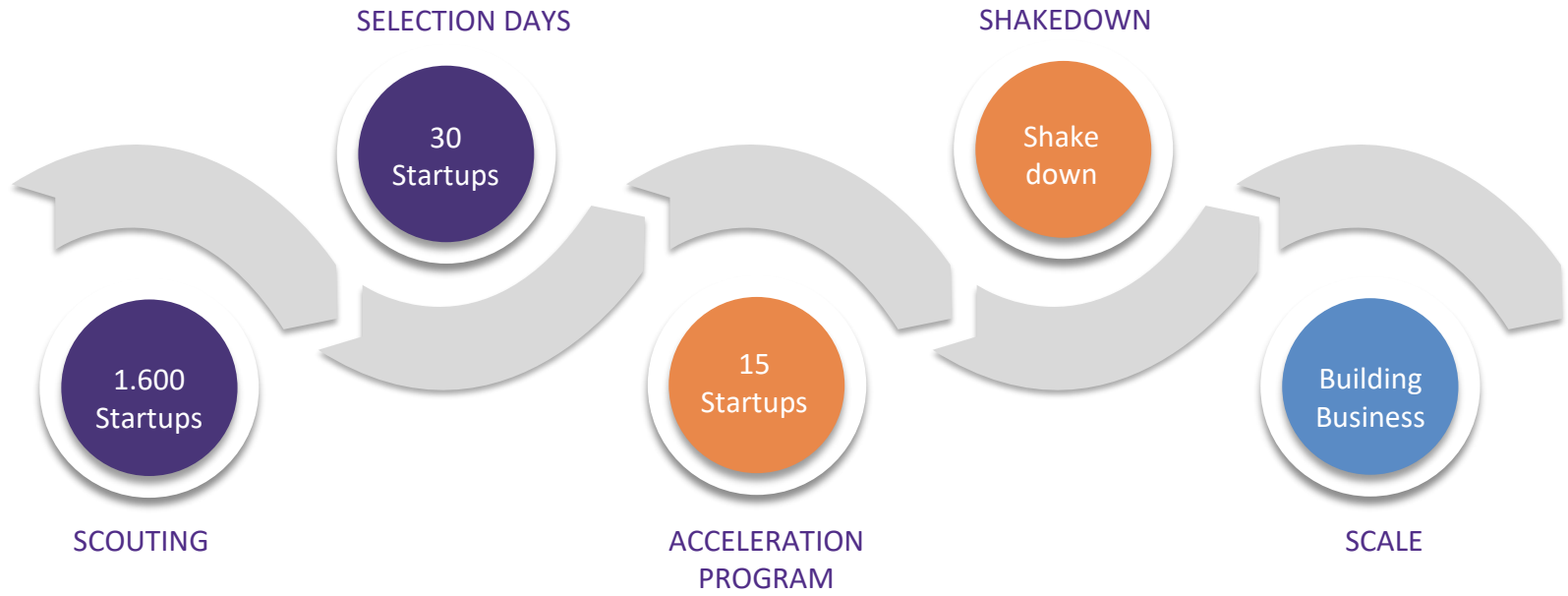


- Increases involvement of all parties in the ecosystem
- Identifies new and maturing technologies to increase safety, sustainability, efficiency and growth
- **Creates meaningful connections between parties that can contribute to maritime innovation**

4. HOW CAN AN ACCELERATOR CONTRIBUTE



SEARCH - MATCH - ACCELERATE



4. HOW CAN AN ACCELERATOR CONTRIBUTE



SPOTTING TRENDS & TECHNOLOGIES THAT IMPACT THE SECTOR







4. HOW CAN AN ACCELERATOR CONTRIBUTE



COOPERATING WITH A NETWORK OF CORPORATE PARTNERS



BUILDING A PORTXL INTERNATIONAL NETWORK

-  **PORTXL** world port accelerator Locations in operation (3)
-  In discussion - satellite program (4)
-  In discussion - products (3)
-  Initial discussion (6)



CONCLUDING:

1. It's a **very competitive world where cities compete for the best companies, startups and talent**



CONCLUSIONS

1. It's a very competitive world where cities compete for the best companies, startups and talent,
2. Where **innovation** is an **essential** element of remaining **competitive AND helping the ecology...**



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1. It's a very competitive world where cities compete for the best companies, startups and talent,
2. Where innovation is an essential element of remaining competitive AND help the ecology...
3. **Innovation which is fostered by creating a strong ecosystem as a center of gravity and excellence**



CONCLUSIONS

1. It's a very competitive world where cities compete for the best companies, startups and talent,
2. Where innovation is an essential element of remaining competitive AND help the ecology...
3. Innovation which is fostered by creating a strong ecosystem as a center of gravity and excellence
4. **Which takes time, much focus and a strong effort of many parties – ideally in a coordinated fashion**



FINALLY....

This is what I received yesterday on Whatsapp from Paul Verheul, the COO of van Oord – one of the largest dredging companies in the world with a turnover of Euro 2BB and 5,000 employees worldwide.

Sent from one of his young engineers, involved as a mentor in a startup.



THIS LITTLE GUY..



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**Since ultimately we
all are working for
the next
generation...**





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