EFFICIENSEA
2.0 GETTING CONNECTED

EfficienSea2 Conference:
GETTING CONNECTED
TO THE FUTURE

8-9 November 2016
in Copenhagen

EfficienSea2 develops innovative and smart solutions for efficient, safe and sustainable traffic at sea through improved connectivity for ships. We take e-Navigation from testbeds to real-life implementation. Standing on the shoulders of previous e-Navigation projects and using existing and novel technology, we create the first generation of a coherent and realisable e-Navigation solution that benefits the maritime industry by providing:

- Standardised end-user services that reduce the risk of accidents and increase efficiency, which save you time and money and help you gain market shares
- Web-based platforms that make services easily available, whereas novel communication channels ensure seamless and cost-effective roaming
- The ground-breaking Maritime Cloud framework – the innovation centrepiece of EfficienSea2 – that enables efficient, secure and reliable information exchange in and around the maritime sector

The EfficienSea2 mid-term conference is our first opportunity to show the world how far we have come with making our solutions and demonstrate how they create value to the maritime industry. Join us at the conference to learn about our cutting edge developments, to shape and discuss the future solutions with us!

Getting connected for efficient, safe and sustainable traffic at sea. Geting connected to the future.
Find out more about EfficienSea2 and our 32 brilliant partners at www.efficiensea2.org.

Tuesday 8 November
Session 1: The Maritime Cloud
Session 2: Efficiency-boosting services

Wednesday 9 November
Session 3: Release of BalticWeb
Session 4: Smart navigation services

Contact
Registration, venue and promotion:
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Venue
Copenhagen Business School / Ovnhallen
Porcelænshaven 20
DK-2000 Frederiksberg (Copenhagen)

Date and time
8 November: 09.00-17.00, tapas dinner at 17.00-20.00
9 November: 09.00-17.00

Price
The conference is free of charge
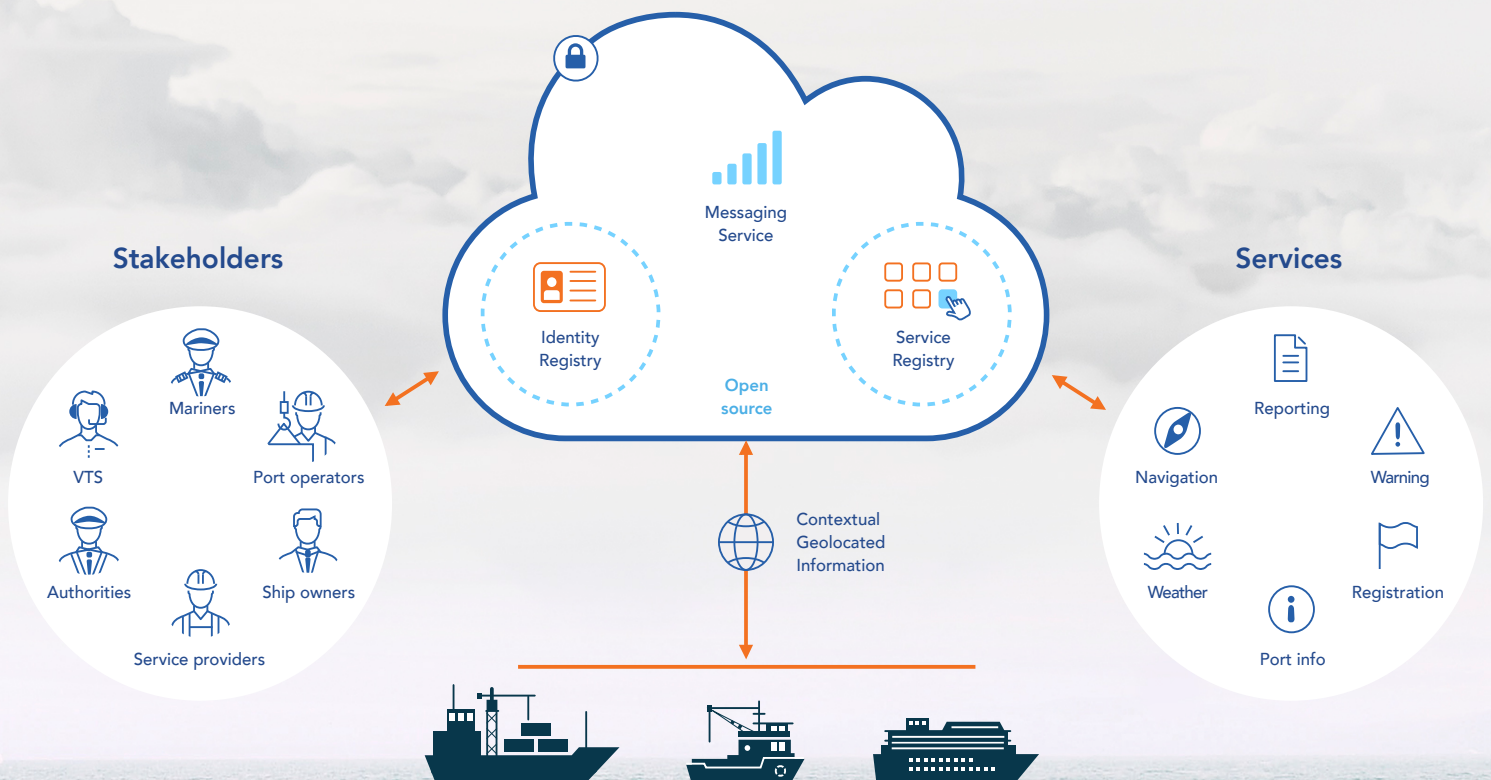No show fee (after 4 Nov): 1,100 DKK + Danish VAT

Registration
www.conferencemanager.dk/EfficienSea2

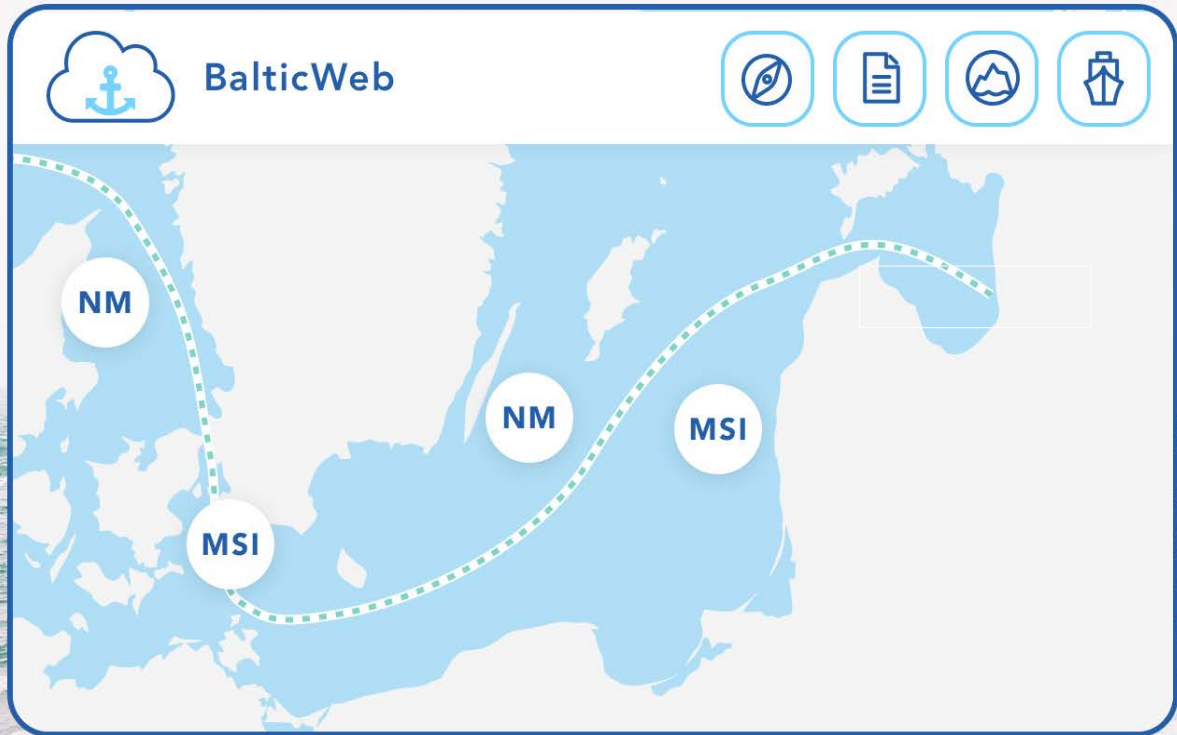
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Meet EfficienSea2's 32 dedicated partners

Be the first to experience the BETA release of the Maritime Cloud and its core components

Don't miss the BETA release of the web-based platform BalticWeb

Exploit a new generation of standardised and smart end user services

Day 1: Efficiency at sea

Morning

08.00 Registration and light breakfast

09.00 **Welcome to the future**
Thomas Christensen, EfficienSea2 Project Manager, Danish Maritime Authority

09.05 **Opening keynote: EfficienSea2 – Bringing the maritime sector into the digital age**
Francis Zachariae, Secretary General, IALA

09.20 **Opening keynote: How digitalisation and connectivity will change shipping**
Troels Blicher Danielsen, Deputy Director General, Danish Maritime Authority

Session 1: The Maritime Cloud – at the heart of information exchange

Why the shipping industry needs the ground-breaking communication framework Maritime Cloud, how it works and manages identities securely, and how the Maritime Cloud might disrupt current business models. Chairman: Thomas Christensen, EfficienSea2 Project Manager, Danish Maritime Authority

09.40 **Drawing the big picture: What you can expect from EfficienSea2, The Maritime Cloud and the conference**
Thomas Christensen, EfficienSea2 Project Manager, Danish Maritime Authority

09.55 **BETA opening and demonstration of the Maritime Cloud and its core elements: the identity registry and the service registry. How does it work? What are the benefits?**
Dr. André Bolles, Manager, Cooperative Mobile Systems, OFFIS

10.20 **Maritime Cloud user journeys: How to log-on, create an identity, looking up and finding a service; how to pull data from ships; how to sell a service in Maritime Cloud**
Thomas Lutz, Head of Development, Frequentis

10.45 Coffee break

11.15 **How the Maritime Cloud becomes sustainable**
Thomas Christensen, EfficienSea2 Project Manager, Danish Maritime Authority

11.45 **Feedback discusssion: What does it take to make the Maritime Cloud a success?**
Kick-started by three key stakeholders: TBC

12.30 Lunch break

Day 1: Efficiency at sea

Afternoon

Session 2: Efficiency-boosting services – reducing administrative burdens

How solutions on information exchange between ship and port and voluntary monitoring of emissions work and will benefit your business. Chairman: Jan Boyesen, Head of Development, Maritime Development Center of Europe / Transport Innovation Network

13.30 **Digitalisation of data exchange at sea**
Jan Boyesen, Head of Development, Maritime Development Center of Europe / Transport Innovation Network

13.40 **EfficienSea2 solutions for automated information exchange between ship and port**
Jeppe Skovbakke Juhl, Senior Marine Technical Officer and EfficienSea2 WP Lead, BIMCO

14.05 **EfficienSea2 solution for automated sulphur emission monitoring**
Frey G. Callesen, Environmental Consultant, LITEHAUZ

14.30 Coffee break

15.00 **Related efficiency-boosting solutions and synergies with EfficienSea2: Port CDM, EU National Single Windows and Avanti**
Ulf Siwe, Communications Officer, STM/Swedish Maritime Administration
Jukka Savo, Policy Officer, EC DG Move
Capt. B.R.J. van Scherpenzeel, Director Nautical Developments, Policy & Plans, Port of Rotterdam

15.35 **Panel discussion: What does it take to realise efficiency?**
Participants: Jakob Boldsen-Lund, Senior Project Manager, DFDS; Tommy Olofsen, Managing Director, OSM Crew Management; Capt. Ben van Scherpenzeel, Director Nautical Developments, Policy & Plans, Port of Rotterdam; Jukka Savo, Policy Officer, EC DG Move; and Ulf Siwe, Communications Officer, Swedish Maritime Administration

16.15 **Connecting the dots – benefits and challenges of efficiency-boosting services**
Jeppe Skovbakke Juhl, Senior Marine Technical Officer and EfficienSea2 WP Lead, BIMCO

16.30 **Keynote: How digitalisation, big data and the Maritime Cloud will transform shipping**
Vinay Venkatraman, CEO & founder, Leapcraft

17.00 Conference tapas dinner

20.00 See you tomorrow!

Day 2: e-Navigation made real
Morning

08.00   Registration and light breakfast

09.00   **Keynote: How will e-Navigation affect the life of the mariner, service provider and equipment manufacturer?**
Omar Frits Eriksson, Dean, IALA World-Wide Academy and Chair of IALA e-Navigation committee

Session 3: Release of BalticWeb - a platform for roll-out of e-Navigation

Experience the BETA release of a web-based platform for our developed end user services and how Baltic Sea can become a role model for the global roll-out of e-Navigation. Chairman: Bjørn Borbye Pedersen, EfficienSea2 WP Lead, Danish Maritime Authority

09.30   **Drawing the big picture: e-Navigation, EfficienSea2, Maritime Cloud and BalticWeb**
Bjørn Borbye Pedersen, EfficienSea2 WP Lead, Danish Maritime Authority

09.45   **The user's perspective and BalticWeb**
Jeanette Juul Jakobsen, Human Factors Specialist, Department of Applied Psychology, FORCE Technology
Thomas Porathe Professor, Interaction Design, Department of Product Design, Norwegian University of Science and Technology (NTNU)

10.10   **BETA release and demonstration of BalticWeb and selected services**
Mads Bentzen Billesø, EfficienSea2 WP Lead, Danish Maritime Authority
Brian Schmidt Nielsen, Deputy Chief Pilot, DanPilot

10.35   Coffee break (and idea wall + BalticWeb demonstrations)

11.00   **Panel discussion: What does it take to make BalticWeb a stepping stone into the digital future?**
Participants: Thomas Porathe Professor, Interaction Design, Department of Product Design, Norwegian University of Science and Technology (NTNU); Omar Frits Eriksson, Dean, IALA World-Wide Academy and Chair of IALA e-Navigation committee; other participants are TBC

Solving the problem of weak connectivity and high-cost communication

11.40   **Cost-effective and seamless roaming – how novel communication channels solve the problem of weak connectivity and high-cost communication**
Peter Andersen, Manager Business Development and EfficienSea2 WP Lead, Thrane&Thrane

12.00   Lunch break

Day 2: e-Navigation made real

Afternoon

13.00   **Keynote: How will new standardised, digital services and The Maritime Cloud affect the industry for suppliers of navigation equipment?**
Richard Doherty, Deputy Secretary General, CIRM

Session 4: Smart navigation services - with business value

How our new generation of standardised navigation services work and provide you with business value. Chairman: Cajsa Fransson, title, Swedish Maritime Administration

13.20   **Ten harmonised, digital EfficienSea2 navigation services for global roll-out**
Cajsa Fransson, Project Manager and EfficienSea2 WP Lead, Swedish Maritime Administration

13.30   **Demonstrations of real-time updated charts services (basic data): Charts S-101 and updates, Navigational warnings & Notices to Mariners, and Bathymetry S-102**
Mads Bentzen Billesø, EfficienSea2 WP Lead, Danish Maritime Auhtority and Nikolaj Møller, Chief Adviser, Danish Geodata Agency

14.00   **Demonstrations of services for smart wayfinding (data overlays): Optimised route as a BW service, Weather prognosis as a way of finding efficient routes, Predicting space weather gives more accurate navigation, Ice and smart buoys**
Lars Markström, Project Manager, SSPA; Till Rasmussen, Research Scientist, Danish Meteorological Institute; Per Høeg, Professor, DTU Space; CLS and Rocket Brothers (TBC)

14.30   **Demonstrations of sea-shore integration services: Route sharing ship to shore, Information sharing between VTS/SRS through BalticWeb, and Using the BalticWeb for efficient SAR operations**
Fredrik Karlsson, Swedish Maritime Administration (TBC); Mikko Klang, Finnish Transport Agency (TBC); and Mads Bentzen Billesø, EfficienSea2 WP Lead, Danish Maritime Auhtority

15.00   Coffee break

15.25   **Panel discussion: What will digital services mean for user platforms?**
Participants (all TBC): Timo Kostiainen, FURUNO; Anders Rydlinger, Product Director Navigation, Transas Marine; Erik Styhr Petersen, Director Business Development at SAM Electronics / Lyngsø Marine; Hans Ottosen, CEO, Danelec Marine; and Jacob Nielsen, Business Developer, Rocket Brothers

15.55   **Interview session: How do we get the service providers on board?**
Participants: TBC

16.15   **Connecting the dots – business value and smart navigation services**
Cajsa Fransson, Project Manager and EfficienSea2 WP Lead, Swedish Maritime Administration

16.25   **Closing keynote: What will connectivity mean for shipping?**
Jan Michelsen, Vice President Maritime, Cobham SATCOM

16.55   **See you in the future**
Thomas Christensen, EfficienSea2 Project Manager, Danish Maritime Authority

17.00   Closing