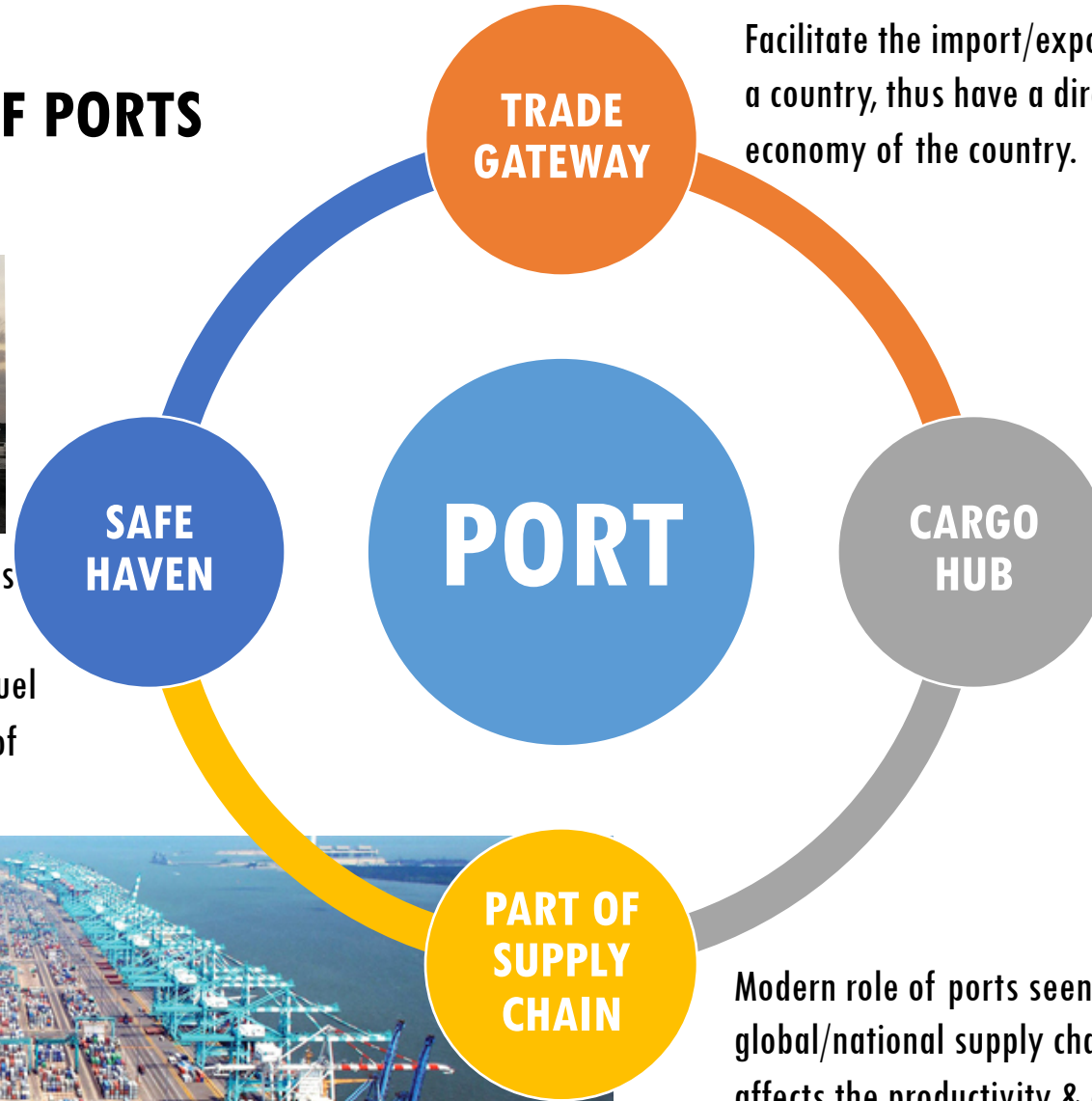


THE FUNCTIONAL ROLES OF PORTS



Still as important today as in the past as ships seek a place of refuge, protection from the elements. As well as getting fresh supplies; fuel & water apart from the functional operation of discharging and loading goods.



Facilitate the import/export activities of a country, thus have a direct role in the economy of the country.

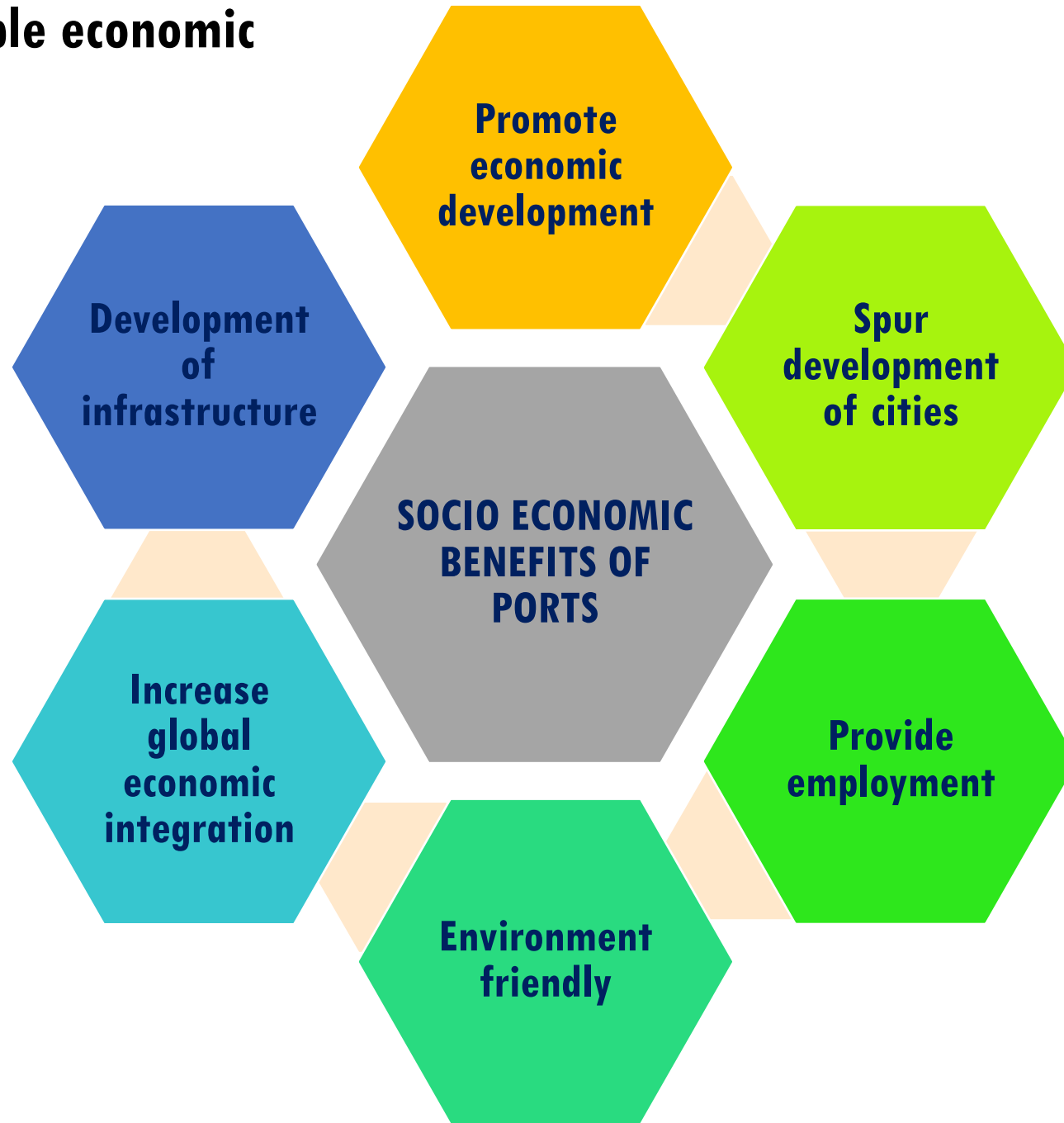


Modern role of ports especially as transshipment hubs for the movement of containers. Thus, have a direct role in global economic activities.



Modern role of ports seen as part of the total global/national supply chain. Thus, port efficiency affects the productivity & efficiency of the total supply chain.

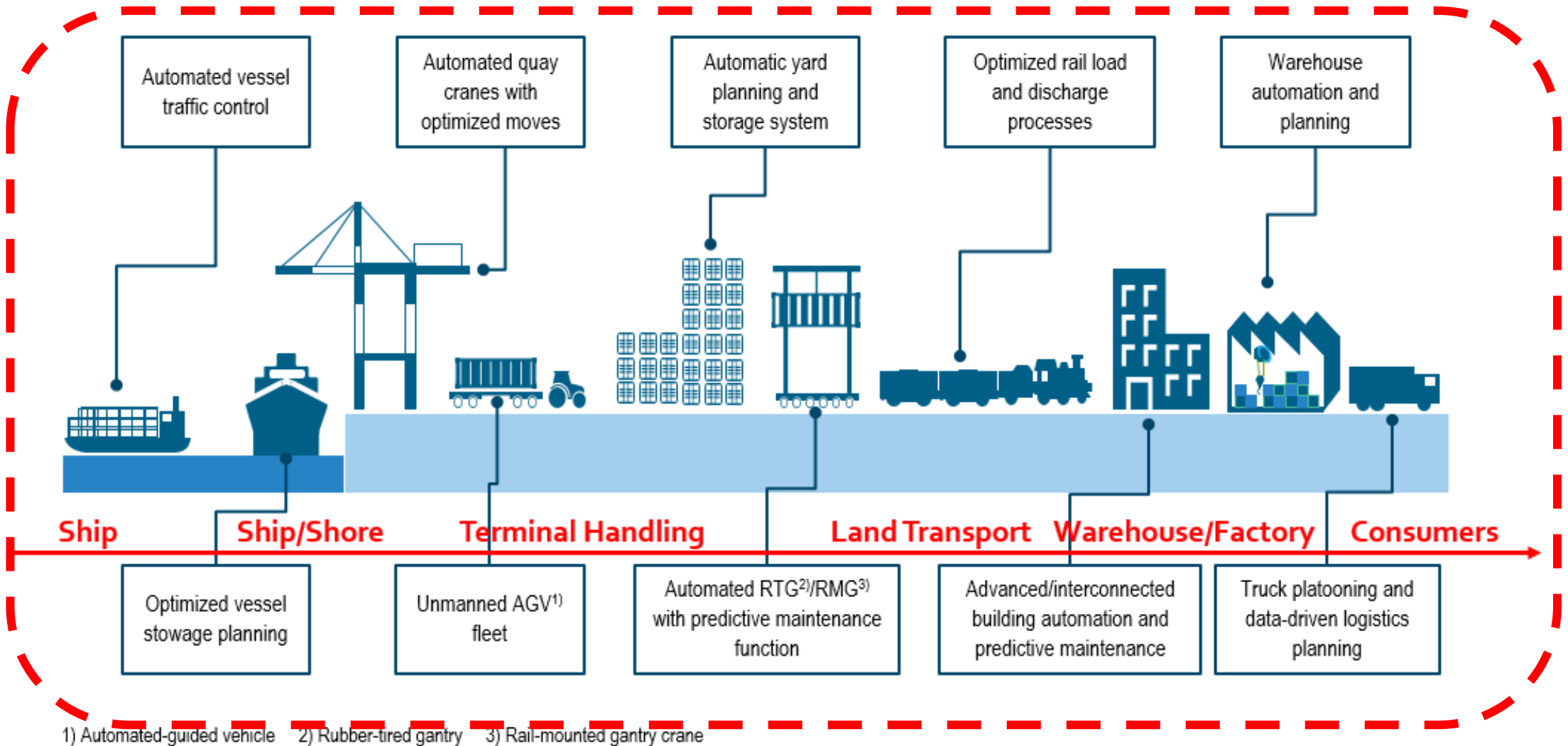
Port is an indispensable economic enabler



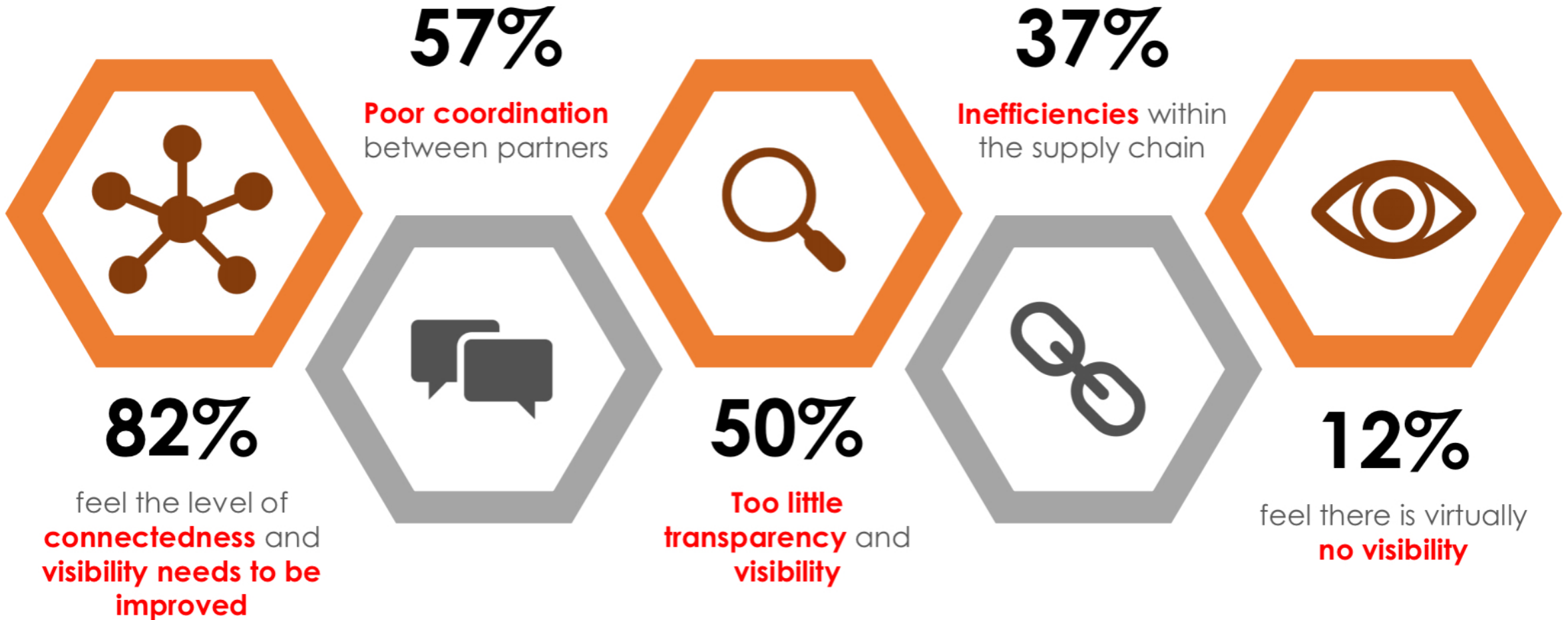
TYPICAL MARITIME LOGISTICS CHAIN: Port as a Trade Meeting Point

Where international trade takes place... coming together of multiple logistics players

In 2017 RM761.39 billion worth of trade passed through Malaysian ports



SUPPLY CHAIN PAIN POINTS



IMPACT OF SUPPLY CHAIN INEFFICIENCY

USD17 BILLION WASTED ANNUALLY IN OCEAN CONTAINER SUPPLY CHAIN!

Port Strategy, July/August 2016

1. INEFFICIENT STORAGE PLANS
2. POOR VESSEL PERFORMANCE & VESSEL VOYAGE PERFORMANCE
3. LACK OF COORDINATION FROM KEY STAKEHOLDERS
4. INEFFICIENT PORT SYSTEMS-
 - Lengthy Customs & release procedures
 - Cumbersome administrative arrangements
 - Lack of integration of the various processes involved in trade logistics & cargo movements
5. EQUIPMENT BREAKDOWNS

IMPACT OF INEFFICIENCY

1. LONG TIME TO CLEAR CARGO
2. DISRUPTS TRADE & PORT BUSINESS
3. INCREASE COST OF DOING BUSINESS
4. REDUCES PORT (& NATIONAL) COMPETITIVENESS
5. DROP IN RANKING:
World Bank's Logistic Performance Index
(Competitiveness Ranking)

MODERN ROLES OF PORT AUTHORITIES

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT (UNCTAD)

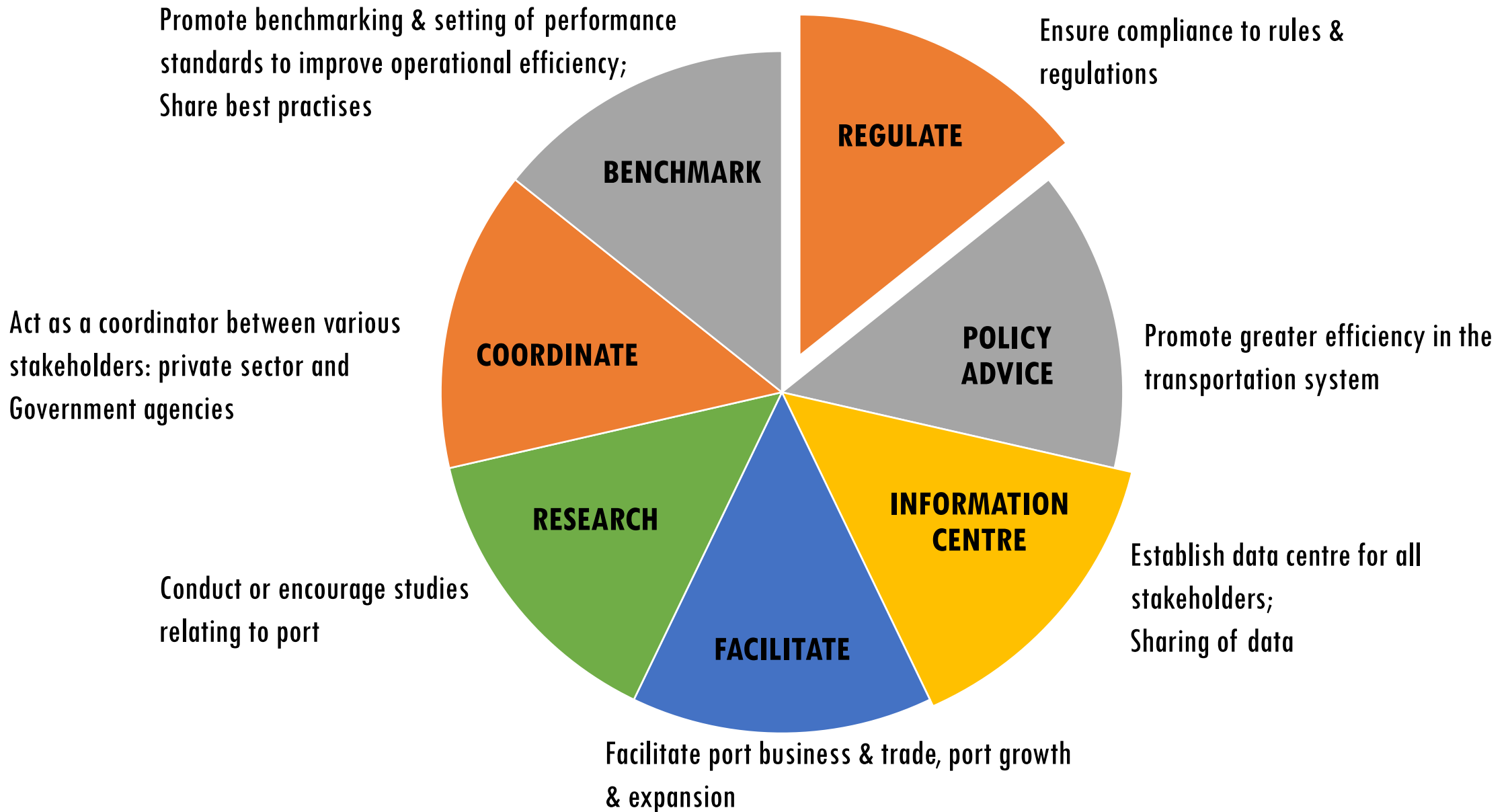
Guidelines for Port Authorities and Governments on the Privatization of Port Facilities, 1998

1. Port authorities ... have a key role to play in **facilitating the growth of trade** ... ports must be realigned ... **as trade facilitators** and not as income or employment generators.
2. The **OBJECTIVE** is to move the nation's international merchandised trade as efficiently and inexpensively as possible.

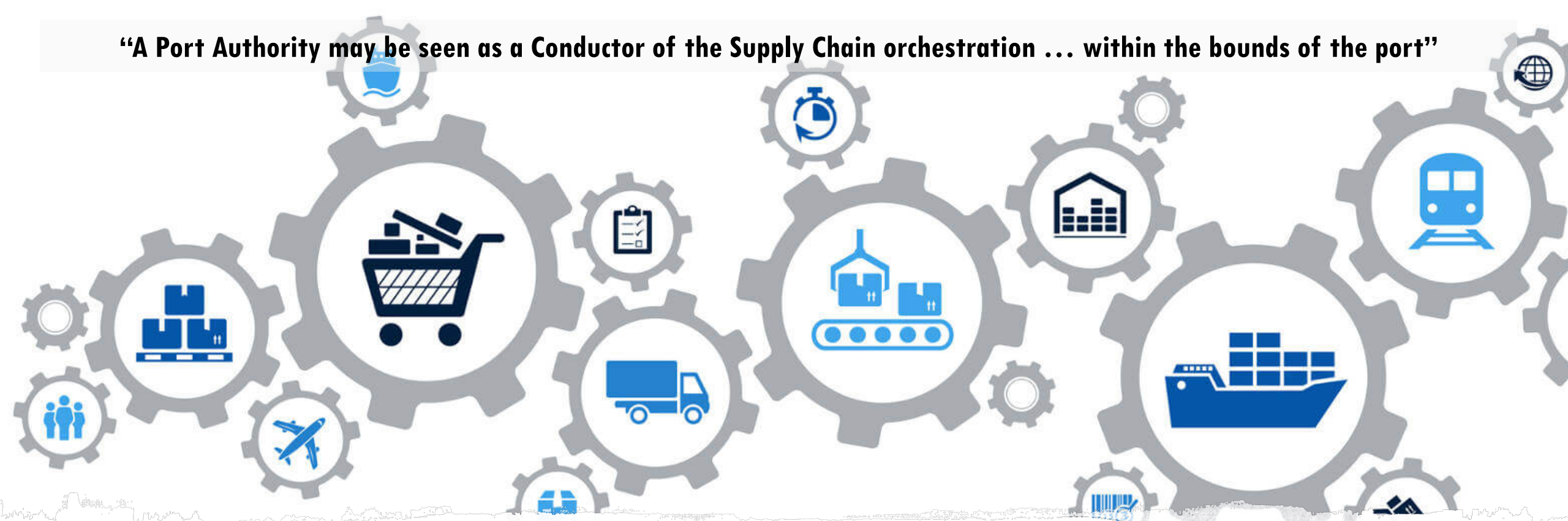
FOCUS ON EFFICIENT PROVISION & EXECUTION

1. Landlord function
2. Policy making & planning
3. Regulatory, supervisory & surveillance
4. Monitoring & promotion
5. Port training

IDEAL ROLES OF A PORT AUTHORITY



“A Port Authority may be seen as a Conductor of the Supply Chain orchestration ... within the bounds of the port”



IMPROVE OPERATIONAL EFFICIENCY



ENHANCE DATA GATHERING & DATA ANALYTICS



SUSTAINABLE DEVELOPMENT



ENHANCE CUSTOMER EXPERIENCE



SAVES COSTS



IMPROVE LPI RATING

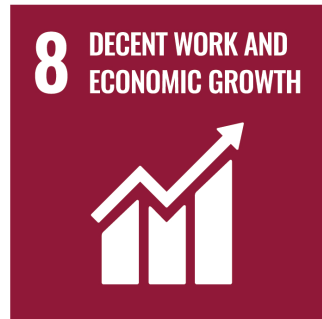


RETAIN COMPETITIVENESS

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

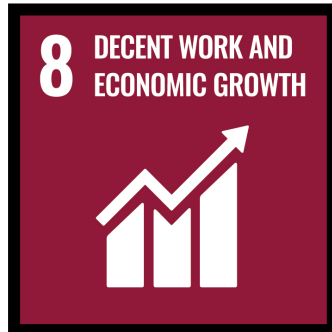
17 Goals for People, for Planet

The [Sustainable Development Goals](#) are a universal call to action to end poverty, protect the planet and improve the lives and prospects of everyone, everywhere. The 17 Goals were adopted by UN in 2015, as part of the [2030 Agenda for Sustainable Development](#) with a 15-year plan to achieve the Goals.



UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

All the Goals have direct or indirect relation to ports. **14** are more pertinent ones.



PORTS & THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



End poverty in all its form everywhere

- Port offers job opportunities
- Better quality of life



Ensure healthy lives and promote well-being for all at all ages

- Port operation emphasises on Health, Safety, Security & Environment



Ensure inclusive and equitable education and promote lifelong learning opportunities for all

- Port offers continuous training
- Opportunities for career development



Achieve gender equality and empower all women and girls

- Generally equal opportunities for all
- World Maritime Day Theme for 2019 : Empowering Women in the Maritime Community



Ensure availability and sustainable management of water and sanitation for all

- Ballast Water Management
- Port Reception Facilities
- No discharge policy



Ensure access to affordable, reliable, sustainable and modern energy for all

- Port promotes the use of energy efficient source: solar, electric equipment and machinery



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

- A variety of stable employment opportunities

PORTS & THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

- Capital intensive
- Encourages development of industry around hinterland



Reduce inequality within and among countries

- Promotes free trade
- Facilitates global trade (trade across borders)



Make cities and human settlements inclusive, safe, resilient and sustainable

- Connectivity to cities
- SMART Port – SMART City



Ensure sustainable consumption and production patterns

- Promotes efficient and cost effective operation and production



Take urgent action to combat climate change and its impacts

- Variety of climate change initiatives
- Sustainable port development and operation



Conserve and sustainably use the oceans, seas and marine resources for sustainable development

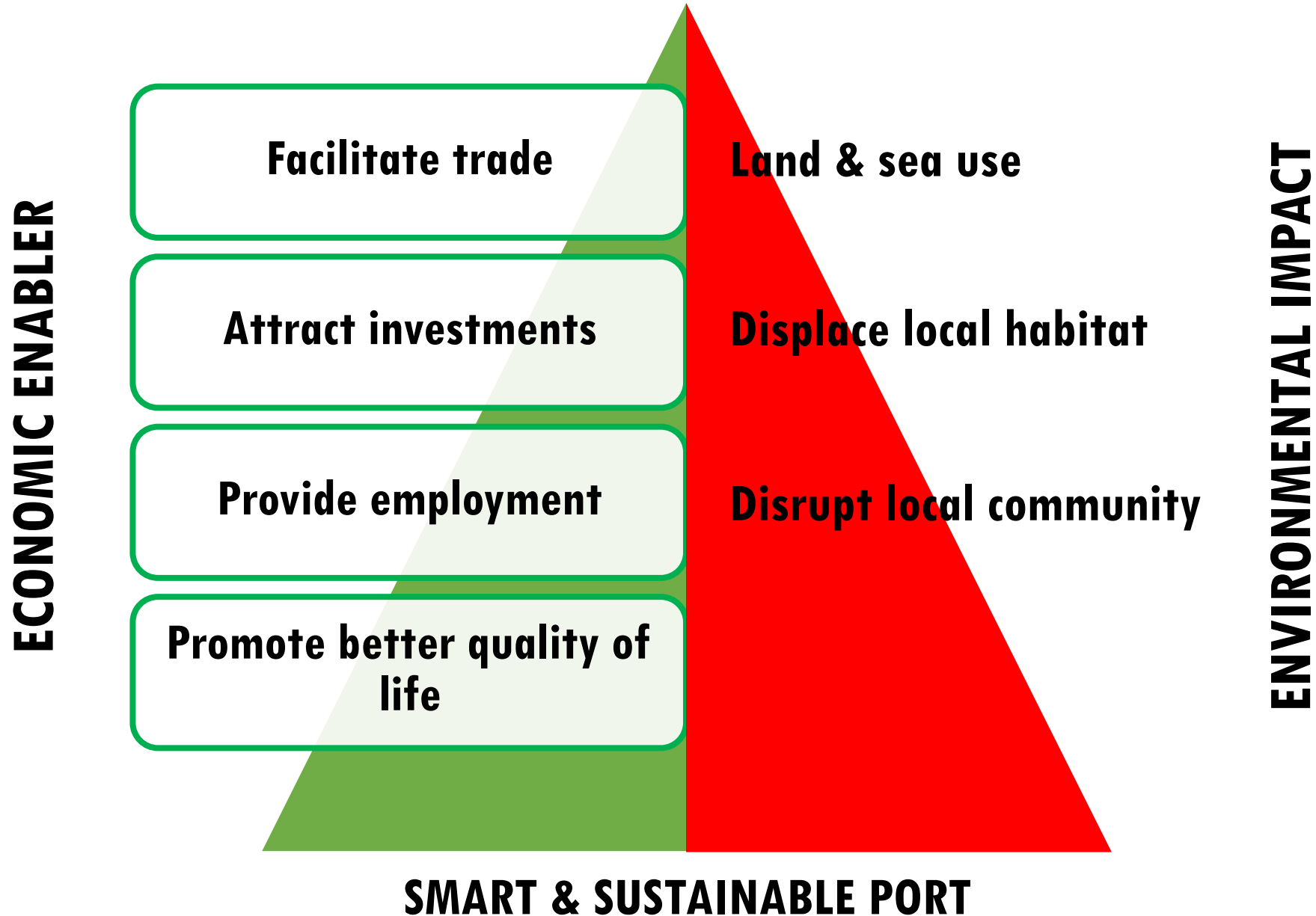
- Marine environment protection measures
- Sustainable port operation and development
- Reuse dredged materials



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat deforestation, halt and reverse land degradation and halt biodiversity loss

- Coastal forest restoration program: mangrove

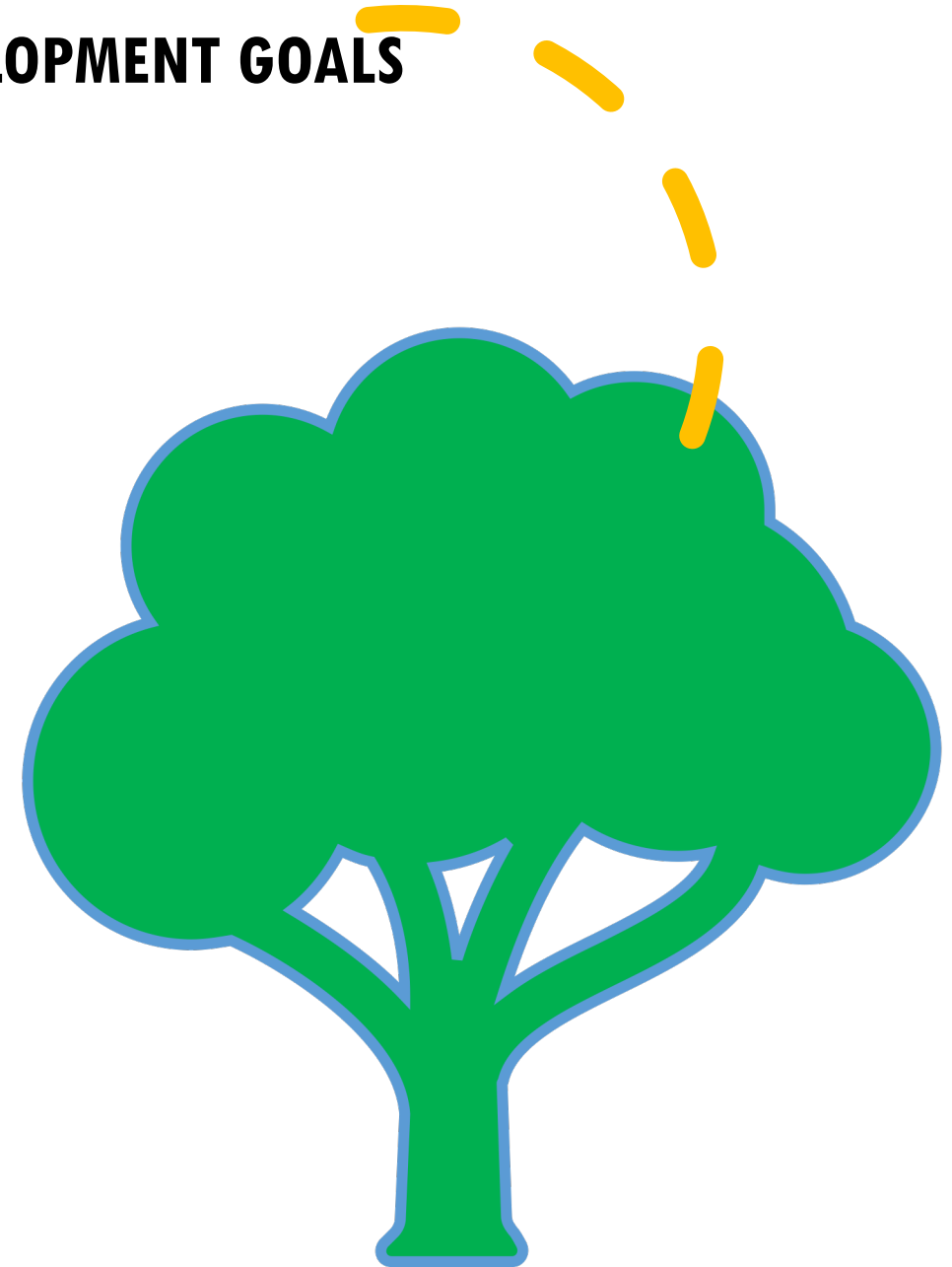
PORTS & THE UN SDGs



PORTS & THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

The Way Forward

- **Sustainable Port Development and Operation**
- **Green Port Policy: sustainable development & operation**
- **Climate Change Agenda: reduce carbon emission, carbon neutral**
- **Embrace Technology – Digitalization in Port: Johor SMART Port Plan**
- **Promote Continuous Learning: Johor Port Centre of Excellence**



PORTS & THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Some of Johor Port Authority's Initiatives

SDGs: 3, 4, 6, 7, 9, 11, 12, 13, 14 & 15

- 1. Johor Port Authority Green Port Policy**
- 2. Non-shipping emission analysis**
- 3. River conservation program**
- 4. Ballast Water baseline study**
- 5. Hydrodynamic simulation model**
- 6. PTP seagrass meadow preservation**
- 7. PTP mangrove replanting**
- 8. Tanjung Pelepas Eco Park**
- 9. Waste Reception Facilities**
- 10. Low Sulphur Fuel awareness program**
- 11. EIA requirements for all port developments**
- 12. Port Traffic Management System**
- 13. Green mobility: cleaner fuel use**
- 14. JPA Green Building**
- 15. Energy Audit**
- 16. LED project**
- 17. JPA Solar PV**
- 18. Rainwater harvesting**
- 19. Green Procurement Policy**
- 20. Reuse, Recycle, Reduce**
- 21. Johor Port Centre of Excellence**
- 22. JPA staff, male (102) : female (46)**



THANK YOU

**Muhammad Razif Ahmad
Johor Port Authority**