



Presented By : Wanja Getambu-
Kiragu

TECHNOLOGY FOR LOGISTICS : A BOTTOM UP APPROACH

INTERMODAL AFRICA 2022
26TH TO 28TH APRIL
MOMBASA, KENYA



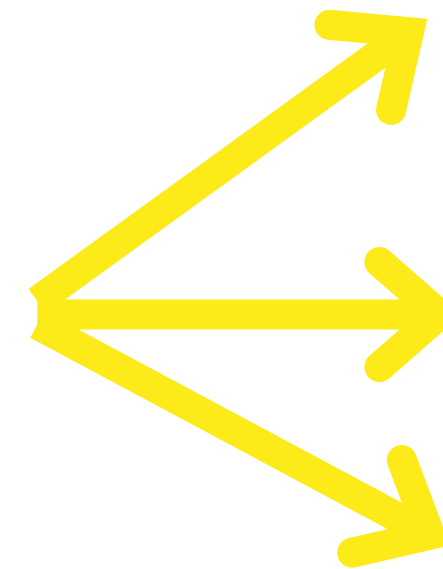
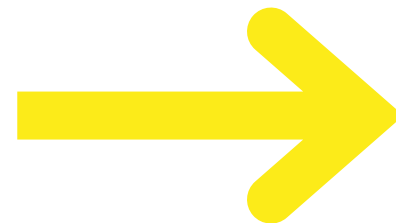
**SHIPPER/
CARGO
OWNER/
CARGO AGENT**

COSTLY
TIME CONSUMING
RISKY FOR URGENT LOADS



**TRANSPORTER
TRANSPORTER
TRANSPORTER**

**SHIPPER/
CARGO
OWNER/
CARGO AGENT**



**TRANSPORTER
TRANSPORTER
TRANSPORTER**

EAOTA

Our Why?
Cargo Transport...
Should be Simple.



WHY THE BOTTOM UP APPROACH?

The masses in most logistical processes are at the extreme end where technology is least employed. (Port, loading, border, support services)

01

Top down is done. Governments, and Corporates in logistics have state of the art technology for internal/ managerial processes.

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- 02** When the system breaks down, the impact on the 'bottom' is immediate and 'painful'

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- 01** Top down is done. Governments, and Corporates in logistics have state of the art technology for internal/ managerial processes.
- 02** When the system breaks down, the impact on the 'bottom' is immediate and 'painful'
- 03** The 'workforce' has little interaction with any technology yet there are numerous situations that require technology.

A BOTTOM UP APPROACH

➤ PORTS

Entry - Loading- Exit



A BOTTOM UP APPROACH

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Entry - Loading- Exit

➤ BORDERS

Driver Passage - Cargo Passage -
Customs Bonds - Insurance



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Toll Points/ Cess Points /
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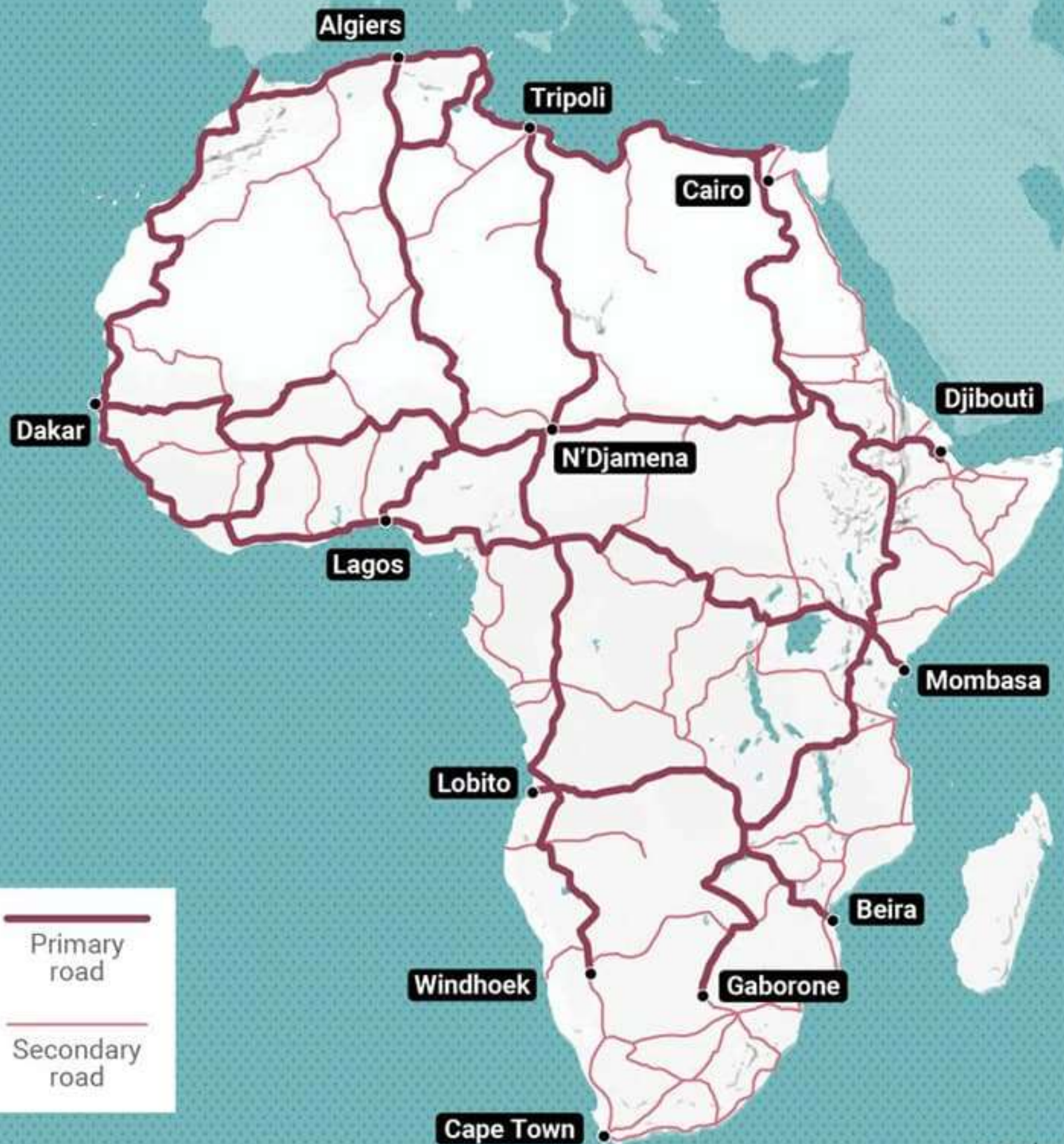
Toll Points/ Cess Points /
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➤ SERVICES

Rescue - Loading - Offloading -
Rest Areas - Fuel Stations



TRANS-AFRICAN HIGHWAY

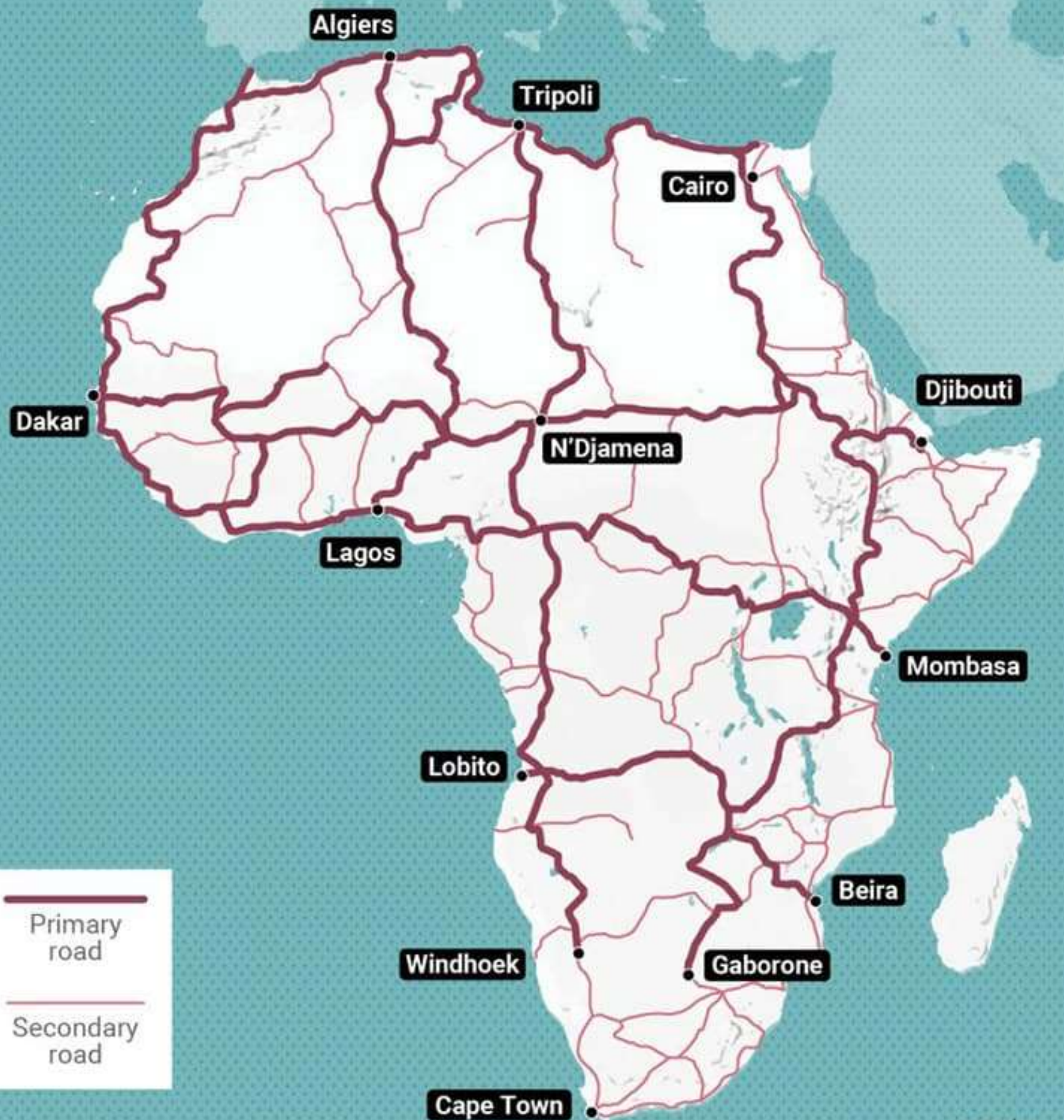


Source: UNECA

EAOTA

The technology to drive access to transport for shippers, importers, exporters.

TRANS-AFRICAN HIGHWAY



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THE MISSING LINK

Technology from the bottom - up .

- Ports - E-Access Pass Registration
- E-Border Crossing and Driver Visa Processing
- Pre-Mapped and Real Time Ground Road Conditions
- Pre-Determined Stop Off Points and E-Supported Journey Planning

GET IN TOUCH

Because Cargo Transport Should
be ...SIMPLE..

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