



## **FACT SHEET - Winner of “Most Innovative Use of Infocomm Technology (Private Sector)”**

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**Company:** PSA Corporation Ltd

**Technology/Project:** Collaborative Port Community Solution:  
The Next Generation iHub

### **Description**

PSA’s Collaborative Port Community Solution is the world’s first nation-wide business to business port community solution, which enables the collaboration of complex logistics activities among multiple parties to achieve cross community process integration.

With 8,000 integrated users and 90 million transactions, the solution has allowed PSA to act as a catalyst to transform the industry into a proactive and connected shipping hub, driven by intelligent management of information.

Beyond Singapore, this solution extends the connectivity to facilitate seamless interactions between the community and their global partners. This enables efficient process and information flow from the pre-planning of cargo connectivity in Singapore to the channelling of cargo information worldwide.

### **Innovative Use of Technology**

The Collaborative Port Community Solution uses info-communication (infocomm) technology innovatively to simplify, synchronise and integrate complex processes – from the moving and tracking of cargo, to the real time integration of process and synchronisation of millions of events.

The entire shipping community (which includes shipping lines, hauliers, freight forwarders, shippers, and government agencies) is now empowered with a suite of innovative services that has resulted in significant cost savings and enhanced efficiency through the effective use of resources.

### **Benefits**

It is projected that through the use of the Collaborative Port Community Solution, the entire port community in Singapore will save more than S\$100 million over a three-year period. The success of this project benefits PSA and the maritime community, as well as Singapore, since the maritime industry contributes about 7% to Singapore’s GDP.

The Collaborative Port Community Solution not only enhances PSA Singapore Terminals’ position as the world’s largest transshipment hub, but

also increases the attractiveness of Singapore as a business destination for investors and improves its competitiveness in the global arena.

### **About PSA**

PSA Singapore Terminals is the world's largest container transshipment hub. It links shippers to an excellent network of 200 shipping lines with connections to 600 ports in 123 countries. Shippers have access to daily sailings to every major port in the world at this mega hub. Its position as a standard-bearer of excellence in port operations has consistently been recognised by the shipping community. It was voted 'Best Container Terminal (Asia)' for the 17th time at the 2006 Asian Freight & Supply Chain Awards, and 'Best Container Terminal Operator' at the Lloyd's List Maritime Asia Awards 2005 for the sixth time since its inauguration in 1999 and 'Container Terminal of the Year' for the third time at the 2005 Asia Logistics Award. In 2005, PSA Singapore Terminals handled 22.3 million TEUs. Website: [www.singaporepsa.com](http://www.singaporepsa.com)

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