



WEBINAR: Leveraging Digitalization for African Ports- Insights and Pathways

- **Date:** April 17, 2024
- **Time:** 9:00-10:30am (DC); 1:00-2:30pm (Banjul); 3:00-4:30pm (Paris)
- **Location:** Online (individual Zoom Link provided to each speaker)

WEBINAR OVERVIEW:

Leveraging digital solutions to enhance performance along regional transport corridors is a key focus of the Africa Transport Policy Program Fourth Development Plan (SSATP DP4-2022-2026). In an age where the digital revolution is reshaping industries worldwide, African ports stand at a critical juncture. The imperative to digitalize is not merely a pursuit of modernization but a strategic necessity to enhance operational efficiency, facilitate seamless trade, and ensure the sustainability of the maritime sector against a backdrop of global challenges. The SSATP and the Transport Global Expertise and Knowledge Unit of the World Bank recognize this pivotal moment and are spearheading efforts to illuminate the path forward.

This webinar stems from a comprehensive study and [SSATP Working Paper on the Status of Digitalization and Policy Impediments in African Ports](#), which analyses the current digital landscape across 39 ports in 31 African countries. By identifying key drivers of digital adoption, alongside existing barriers, the study offers a foundation for actionable strategies to accelerate the digital transformation of African ports.

Participants in this webinar will embark on a journey of discovery and dialogue, gaining insights into:

- **The Current State of Digitalization:** Understand where African ports stand in their digital transformation journey, highlighting successes and areas requiring urgent attention.
- **Strategic Recommendations:** Explore tailored recommendations that address policy, infrastructure, and technological gaps, offering a roadmap for digital progress.
- **Good Practices and Lessons Learned:** Engage with pioneering ports that are leading the charge in digitalization, sharing their experiences, challenges, and strategies for success.

This event aims to attract policymakers, port authority executives, maritime industry stakeholders, and development partners who are instrumental in shaping the maritime and transport sectors. By attending, participants will not only contribute to a critical conversation on digitalization but also align with a community dedicated to driving meaningful change in the African maritime landscape.

AGENDA | RUN OF ORDER:

Time (DC time)	Min	Item
9:00 – 9:05 am	5'	Opening Remarks: <ul style="list-style-type: none">• Mustapha Benmaamar, SSATP Program Manager
9:05 – 9:45 am	40'	Presentations: <ul style="list-style-type: none">• Mark Wootton – African Ports Digitalization Study – (20 min)• Ousman Jammeh – Case Study on the Experience of Banjul Port – (10 min)• Warsama Guirreh – Case Study on the Experience of Djibouti Port – (10 minutes)
9:45 – 10:10 am	25'	Panel discussion moderated by Mustapha Benmaamar : <ul style="list-style-type: none">• Mubarak Sodha, Projects Development and ICT Officer, Ports Management Association of East & Southern Africa (PMAESA)• Tantoh Kwalar Rowland, Senior Project Manager, Ports Management Association of West and Central Africa (PMAWCA) – <i>On behalf of Jean-Marie Koffi, Secretary General, PMAWCA</i>
10:10-10:25 am	15'	Q&A Session
10:25-10:30 am	5'	Conclusions, next steps and closing: <ul style="list-style-type: none">• Mustapha Benmaamar, SSATP Program Manager

SPEAKER BIOS:



Mark Wooton

Associate Director – Port Planning and Smart Ports

Mark has over 25 years of experience within the shipping and ports industry. His background has been primarily in roles responsible for delivery of systems, technology solutions and optimization to support and improve operations and supply chains in and around the ports.

Mark has experience in terminal automation and has been involved in senior roles in projects for the design and implementation of automated equipment, as well as automating operational and administrative processes at several container terminals. In addition, he has been responsible for terminal development including equipment, civil works and technology deployment to expand terminal capacity.



Ousman Jammeh

Director of IT, Gambia Ports

Mr. Jammeh is the Director of Information Technology at the Gambia Ports Authority and Chair of the Technical Implementation Committee for Port Digitalization. His role involves leading digital transformation efforts at the Port of Banjul and providing crucial support to government technology projects in our Maritime sector.

He has over seventeen years of experience, starting as an IT Technician and Software Developer, eventually ascending to senior management roles, backed by a master's degree in information systems management and certifications in ITIL and ISO 27001, ensuring robust IT services and information security management.

Throughout his career, he has been dedicated to excellence and innovation in the Maritime sector. He strives to optimize operations, enhance efficiency, and drive sustainable growth through digital transformation and technology utilization.



Warsama Guirreh

Managing Director of Djibouti Port Community Systems (DPCS)

Warsama Guirreh is the Managing Director of Djibouti Port Community Systems (DPCS), the company operating the Port Community System and Maritime Single Window platform in Djibouti. Before his appointment at DPCS, Warsama worked as Director of Technology for Djibouti Ports and Free zones authority.

With a wealth of experience in digital services, Warsama specializes in B2B and B2G solutions and has a proven track record of successfully managing large-scale tech projects in the transportation and logistics sector. He is committed to driving innovation and fostering collaboration to create a seamless, integrated trade, transport and logistics ecosystem that empowers businesses and strengthens Djibouti's position as a regional transportation hub.



Jean-Marie Koffi

Secretary General, Ports Management Association of West and Central Africa (PMAWCA)

Mr. Jean Marie Koffi is the Secretary General of the Ports Management Association of West and Central Africa (PMAWCA). In this capacity, he leads several projects on the sustainable management of ports and member organizations with the aim of making them more competitive.

As a Specialist in International Cooperation, Maritime Trade and Port Management, he has more than twenty years' experience in the port and maritime sector, a good part of which was spent at the Port Authority of Abidjan where he participated in several works, particularly in the competitiveness of the Ports of Côte d'Ivoire.

He has a Higher Diploma in Business Management (DSGE/MBA) Marketing and Communication option at the *Centre Africain d'Etudes Supérieures en Gestion (CESAG)* in Dakar, a master's degree in human and social Sciences, philosophy of art option, from the University of Abidjan Cocody, and a degree in Human Resources Engineering from the *Centre Africain de Perfectionnement des Cadres (CAMPC)* in Abidjan.



Mubarak Sodha

Projects Development and ICT Officer, Ports Management Association of East & Southern Africa (PMAESA)

Mubarak Sodha is the Project Development and ICT officer at the PMAESA Secretariat. He is also in charge of stakeholder engagement, communication and is the main focal point for PMAESA for work involving policy development on digitalization, automation and port performance measurement.

Prior to joining PMAESA in 2007, Mubarak worked in the public sector at the Ministry of Public Works (roads sector) in Kenya and for the private sector at the Kenya Transport Association (KTA).

He has a background in project management, software development and communication.
