For the past eight years, Haifa Port has been working with the advanced TOS system from the Navis, and over this period we have strived to utilize the technology to its maximum. Because of this hard work, Haifa Port has twice been awarded a Navis Inspire Award, one of the most prestigious awards in the industry calendar in which hundreds of terminals worldwide using the company’s systems battle it out for the number one prize in various different subject areas.

Winning such awards has been by no means been accidental. Haifa Port is the leading port in the ‘Start-Up Nation’ and stays true to Israel’s strengths by being a technologically ‘smart’ port. It is a leading player, innovative in its operations, with a continuing passion for developing tools to serve the maritime community.

Throughout 2019, Haifa Port has once again been upping the ante in a string of projects currently in various stages of implementation. For example, we are currently in the go-live of a groundbreaking new website, we have an automated cargo gate currently in its trial phase, and we also have a project which has reached completion over recent months – the migration of general (non-containerized) cargo to the TOS system.

**MIGRATING GENERAL CARGO INTO THE 21ST C**

A 2019 Navis Inspire Award was also awarded to Haifa Port thanks to a successful project in migrating the general (non-containerized) cargo to run under full control of the TOS system. This enabled planning, control and receipt of real-time information and is important news for the maritime community operating in Israel as well as representing a significant stage of the PP (Paperless Port) project in Haifa.

In the first stage, which began in March 2019, management of the imported vehicles was migrated onto the TOS. In the second stage, which went live at the end of March, all the rest of the general cargo was migrated into the TOS (including metals, bulk, grain, etcetera.) for import, export, transshipment, emptying and containerization. Thus the system joins up with its sister system, which...
CASE STUDY: HAIFA PORT

GROUNDBREAKING NEW WEBSITE

Haifa Port’s customers around the world can obtain the real-time information on the activities of the various cargo types on the Haifa Port new website, which went live in three languages in early July.

The Haifa Port Company launched an innovative website (www.haifaport.co.il) expressing the company’s strategy for the upcoming years. This consists of excellence in service, transparency toward the customers and the public, innovation, addressing customers in the Arab countries neighboring Israel such as Jordan, and the strengthening of sectors like general cargo and tourism.

The State of Israel has in recent years been making a considerable effort, led by the Ministry of Transport to position Haifa Port at the forefront of the logistical chain in the Middle East. This includes completion of the “Valley Railway” project from the Haifa Port to the Jordanian border, and far-reaching plans to connect to other countries as well. Haifa Port is now moving this project one step forward by directly addressing, in Arabic, its potential overseas customers, as well as to the Arabic-speaking Israeli citizens.

We can confidently say that this is one of the world’s ten most advanced port websites and also one of the most attractive. We have learned a lot from technologically leading ports like the Ports of Rotterdam and Hamburg, particularly in all matters concerning development of real-time technological tools. We now bring to our customers and to the general public a sleek website which is fun to browse and efficient to use - whether on a computer or on a mobile phone. The fact that the Port is fully localized for English and Arabic is an important message to the Port’s customers in Israel and in our neighboring countries. It is a clear, unmistakable statement that the Port is determined to become the main gateway into the Middle East.”

For the project, three different types of general cargo were defined, as each one of these has different characteristics:

1. Identified cargo: This is very similar to a container in that this is a cargo with a unique number. One such example would be cars.
2. Countable cargo: This is cargo that can be counted in units, for example iron rebars.
3. Bulk cargo: This is an amorphic cargo measurable only by weight. This is a cargo concerning which, until weighed on the truck onto which it gets loaded, it is impossible to know how much of it has been deducted from the inventory.

The system is integrated with an electronic messaging network, encompassing all the trading partners. It is another unique step in the field of general cargo in the Haifa Port PP (Paperless Port) project. This electronic messaging network passes all the information traffic between the port and its partners as electronic messages instead of paperwork prior to the driver’s arrival at the port.

Accordingly, the system requires all of the partners to the process (ship agents, customs agents, transport companies, and port(s)) to adjust. If the precedent of the containers is anything to go by, then the general cargo revolution initiated by the Haifa Port will be complete by the end of 2019.

A MUTUAL WIN-WIN

Such results are a benefit to us as a port, but also to solution providers, as this is a ground-breaking project allowed us to push the limits of the Navis technology and show what is possible. The project is special due to the nature of the Haifa Port cargo terminal, which handles all sorts of cargoes – unique among world ports where they are dedicated to only one type of cargo.

To adapt Navis’s core system to our needs as a modern general cargo port, many customizations had to be made. A joint team from Haifa Port and Navis worked together over a long period to adapt the system for work with a variety of cargo types. Both sides learned a lot from the process and, while the project was underway, Navis even began upgrading their core system following the lessons learned from the Haifa Port project. Senior Haifa Port officials responded to the recognition Haifa Port received in the Navis Inspire Award contest.