



The president of Puertos del Estado welcomes Accenture's president in Spain

- **Salvador de la Encina and Juan Pedro Moreno have exchanged thoughts about the impact of digitalization on the port sector, Industry 4.0 and Corporate Social Responsibility**

11-14-2019 (Ministry of Development). The president of Puertos del Estado, Salvador de la Encina, along with the head of the Cabinet, Ana María García, has welcomed Juan Pedro Moreno, president of Accenture in Spain, Portugal and Israel, and Julio Juan Prieto, managing director of Communications, Media and Advanced Technology.

During the meeting, Accenture has presented its national and international projects in **port environment digitalization**, Industry 4.0, as well as its own experience as an enterprise in Corporate Social Responsibility (CSR) matters.

Several success stories were analyzed, particularly related to the boosting of 5G technology in ports. In fact, 5G capacity to optimize operations and to safely transmit data in milliseconds is already being tested with various initiatives, evidencing the value of technology as a trigger to improve performance, enabling port processes to be a lot safer, speedier and flexible, as is currently the case of Livorno in Italy, Hamburg in Germany, or Algeciras in Spain.

The aim is to replace traditional radio and radar communications between captains, port pilots and terminal operators, building up a system with a complex range of Internet of Things (IoT) sensors, using information in real time to improve decision-making and problem resolution and to back up predictive planning.

In **Corporate Social Responsibility** matters, Accenture has presented its own Corporate Social Responsibility program, where the company renders accounts on how its activity has contributed to the 17



Press Release

Sustainable Development Goals (SDGs) of the United Nations through its Master Plan for Business Responsibility.

Finally, in **Industry 4.0** matters, Accenture has made an invitation to visit its *Centro de Industria X.0. Industria Inteligente y Cibersegura*, in Zamudio (Bizkaia), both to Puertos del Estado and to other interested Port Authorities.