

Overcoming the Project Logistics Technology Lag

Breakbulk and Project Cargo Conference

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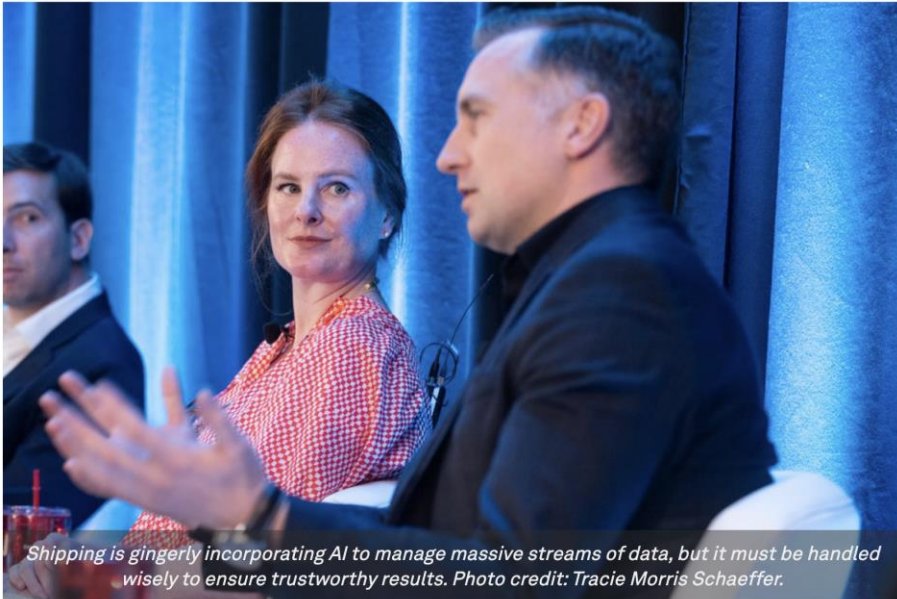
April 25, 2023

Why is this a noteworthy date?

It's Been Awhile...

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Breakbulk23: AI will infiltrate day-to-day breakbulk shipping: experts

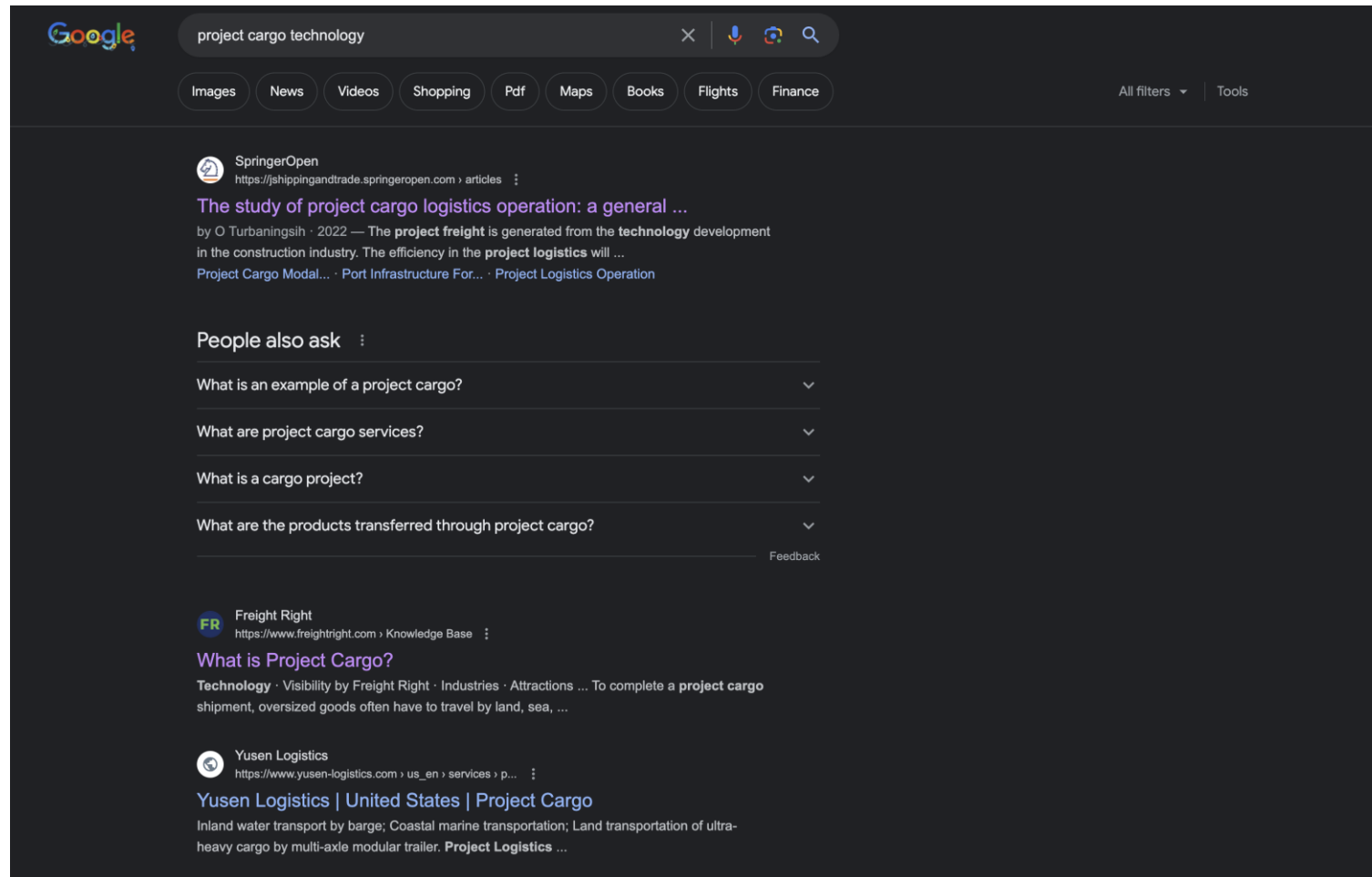


Shipping is gingerly incorporating AI to manage massive streams of data, but it must be handled wisely to ensure trustworthy results. Photo credit: Tracie Morris Schaeffer.

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Autumn Cafiero Giusti, Special Correspondent | Apr 25, 2023, 2:34 PM EDT

Google Search is Telling



Why the Technology Gap?

- Project cargo is fragmented
 - *But so is over-the-road freight*
- Project cargo has adoption incentive problems
 - *But so does containerized freight*
- Project cargo is forwarder-dependent
 - *But so is airfreight*



Innovation Can Follow the Same Roadmap

- Commercial innovation over standardization
- Forwarders at the heart of the action (buyer and seller of technology)
- Shippers must drive the discussion



Where Will Innovation Come From?

- Is the vendor landscape big enough?
- Is the pricing right?
- The pricing model right?
- Targeted at the right buying personas?
- Can the scale problem be overcome?

