

Chapter 18

Port Single Window and Logistics Single Window: Two Competitiveness Proposals in the Port Value Chain

José Carlos Dias Simão
Porto de Sines, Portugal

Pedro Fernandes da Anunciação
Instituto Politécnico de Setúbal, Portugal

ABSTRACT

A port is a confluence point for the various means of transport, responsible for the handling of the industries and other sort of companies goods located within their area of influence, which is called hinterland. The agile handling of ships and cargoes is a key factor for the competitiveness of a port, and the information management is ever more a strategic issue within this scope. Nevertheless, the different features of the various means of transport, the multiple players involved in port intermodality and logistics, as well as the cultural, technological and procedures simplification asymmetries of both the authorities representing the public interest inside the port and the private parties involved in the port business offer difficulties to the development of an agile and electronic integrated relational model. The “Single Window” philosophy implemented for the management of port information has been achieving very positive results, as far as maritime transport concerns (a sector with very specific characteristics), being absolutely imperative to apply this philosophy to all the means of transport and port logistics. The agility of information in intermodality is still an incipient reality, and the present project takes a careful look at this problematic. Our case-study is Port of Sines and we will make an analysis of the present situation and present a possible development to new conceptual developments in this area.

INTRODUCTION

The trading in this global era has completely transformed the way in which organizations do their business and how they view and frame the commerce itself. Managers seek to achieve market competitiveness levels, not only within organizations but across the value chain, forcing all concerned stakeholders to achieve levels of efficiency and effectiveness that can contribute to the competitiveness of the entire value chain.

This tendency to “competitiveness in Everything” is clearly the result of the globalization of economic activity, organizations, as well as its products and services. Especially through the use of ICT has witnessed an electronic massification of a significant set of actions and economic and social decisions that have introduced changes or corrections to the economic and organizational structures, leading to the emergence of new realities.

The potential that technological innovations offering to society converted into needs naturally by the market. The technologies have come to take root subtly on a day-to-day life of citizens and consumers. Hardly become aware of his presence and the strong dependence that we have of technology. Their role in economic and personal activities is currently indispensable. But for companies, the incorporation of these capabilities seem not always easy given the weight of existing systems and weak organizational flexibility. However, although we are facing a gradual and smooth evolution, we have no illusions about the strength and size of the change in the economic and organizational behavior, that assumes structural and also radical impacts.

The phenomenon of globalization may have different dimensions (Lisboa, 1994):

- **Globalization of Finance and Capital:** Deregulation of financial markets, international capital mobility, the emergence of mergers and acquisitions;
- **Globalization of Markets and Strategies:** Integration of business activities on an international scale, establishing operations abroad (including R&D and financing) of components research and strategic alliances;
- **Globalization of Technology, R&D, and Knowledge:** The emergence of information and communication technologies and telecommunications which enables the emergence of global networks within the enterprise and between enterprises (value-added networks);
- **Globalization of Lifestyles and Consumption Patterns (Cultural Globalization):** Transfer and “transplant” of the dominant ways of life. Equalization of consumption patterns. Culture Transformation in “food culture” and “cultural products”;
- **Globalization of Regulatory Capabilities and Governance:** Diminished role of governments. Loss of democracy. Attempt to design a new generation of rules and global institutions of governance;
- **Globalization as a Political Unification of the World:** Analysis of the integration of global societies in a global political and economic system led by a central power;
- **Globalization of Perceptions and Awareness:** Sociocultural process centered on the concept of «One Earth». Movement «globalist». «Planetary citizens».

Globalization means “interdependencies” strengthening, diversification and multiplication of “networks” (Guedes, 1998), strengthen and diversify interdependencies may be the best way for companies to “play” their capabilities on the market (Kwak, 2002).

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