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FERRY SHIPPING SUMMIT 2024
7. NOVEMBER 2024

THE KEY STRATEGIC DRIVERS IN THE FERRY SHIPPING INDUSTRY 1-3 YEARS

The ferry shipping industry faces a dynamic environment with key challenges and opportunities influenced by sustainability requirements, technological advancements, and evolving customer demands.

■ RESPONSIBLE MARITIME TRAVEL

- **Environment & sustainability** – decarbonization/CO2-emission reduction to secure and meet environmental responsibility, regulatory requirements & compliance, and customer demand
- **Sea services/travel from an environmental competitive advantage perspective**

■ TECHNOLOGY ADOPTION & DIGITAL TRANSFORMATION

- **Profitable green technology investments** – modern fleet, next generation sustainable fuels/energy sources and vessels
- **Digital transformation** – the innovative, modern, digital, efficient, and highly automated customer journey and operations (incl. terminals/ports etc.)

■ CUSTOMER EXPERIENCES EXCELLENCE

- **Enhancing the customer experience** through personalization, convenience, and seamless customer offerings and transparency regarding sustainability

■ A STRONG & UNITED INDUSTRY – WE MUST MOVE CLOSER AS AN INDUSTRY TO SECURE INDUSTRY COMPETITIVENESS

- **“One Voice”** – in critical cross industry issues to secure strong customer value propositions incl. safe, sustainable, efficient, seamless, and modern operations
- **Decarbonization, compliance & technology adoption** – common industry protocols
- **Digitalization and standardization** – common industry protocols also towards 3rd parties