

Invited Speaker

S0601



**JAAP
GEBRAAD**

Secretary General

Waterborne Technology Platform VZW

**Waterborne technology leadership: towards a resilient,
competitive, and sustainable future**

TALK TITLE

Waterborne technology leadership: towards a resilient, competitive, and sustainable future

ABOUT

Jaap has worked for about 10 years as Board Secretary and Senior Project Manager of the "Bureau Innovation Research & Development" of the Foundation STC Group. He was also the Daily Secretary of the European Association EDINNA (Education in Inland Navigation). From 2018 to March 2022, Jaap was Director Research and Development Affairs at SEA Europe and Executive-Director of the Waterborne Technology Platform. Jaap holds a Bachelor's Degree in Logistics and Economics of the University of Applied Sciences (HES) in Rotterdam.

ABSTRACT

The waterborne sector is undergoing a profound green and digital transformation. The European Commission recently published the industrial maritime strategy to strengthen the competitiveness, sustainability and resilience of the EU's maritime manufacturing sector and the related value chains, contributing to a strong European maritime and inland waterway transport sector. This strategy outlines measures to boost the twin transition, including

actions on innovation, investment and the promotion of a global level playing field. In parallel, the EU Ports Strategy aims to address the current and future challenges for European ports by framing a comprehensive approach that defines EU priorities, proposes targeted areas of intervention and provides recommendations and guidance to stakeholders. Areas of focus include competitiveness, energy transition, security, including cybersecurity and military mobility, external dimensions, innovation, social issues, skills and safety, as well as investment and financial support. Together these initiatives reflect the growing strategic importance of the waterborne sector for Europe's economic competitiveness, resilience, security and climate objectives. A coordinated and forward-looking research and innovation approach is therefore essential to enable the sector to deliver on the twin transition, strengthen industrial leadership and ensure the effective deployment of innovative solutions across the waterborne ecosystem.

