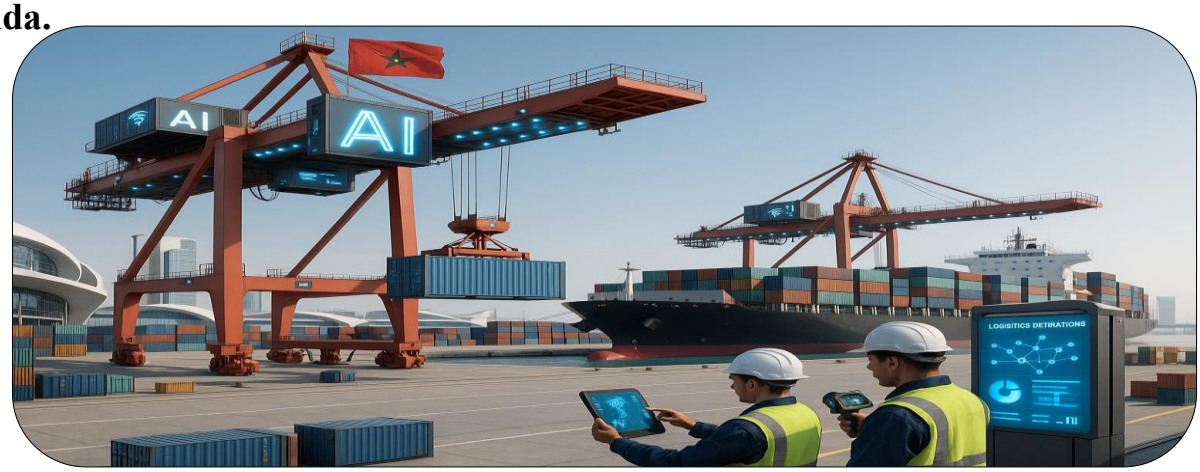
International Marketing Trends Conference

POSTER SESSION

Title of research project: The contribution of artificial intelligence to the development of Moroccan port enterprises.

Description of research project

Morocco's port ecosystem, led by Tanger Med, is integrating AI-driven smart port tools—such as Just-in-Time arrival, machine learning–enhanced Port Community Systems, and digital twins—to increase operational efficiency, safety, and logistics competitiveness across the value chain. These technologies optimize vessel calls, reduce anchorage time and emissions, improve traffic services and slot reservations, and enable predictive maintenance—directly reinforcing the growth and resilience of port enterprises. National initiatives and partnerships are accelerating AI adoption in transport and logistics, including customs risk management using AI/ML and talent pipelines through AI training programs with Tanger Med, which together enhance security, transparency, and trade facilitation for Moroccan port operators. Evidence from Morocco and global port technology leaders shows AI boosts crane automation support, OCR accuracy, safety through sensor fusion, and continuous performance improvement—capabilities now being localized within Morocco's smart port agenda.



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