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Awake.AI joins the BPO

by Andrzej Urbaś, *Communication Manager, BPO*

The Baltic Ports Organization (BPO) is happy to welcome the newest addition to our family, Awake.AI. As a leading software developer for smart ports and shipping, Awake.AI will greatly contribute to BPO's knowledge and expertise pool in an area that is every year becoming increasingly more important to the continued development of the maritime transport sector.

The topic of digitalisation remains among the key interests of the BPO. It is a process that affects every industry, and the maritime sector will not be an exception. It is paramount to the continued competitiveness of ports to remain aware of technological innovation. As such, Awake.AI's decision to join the BPO will benefit all of the Organization's Members.

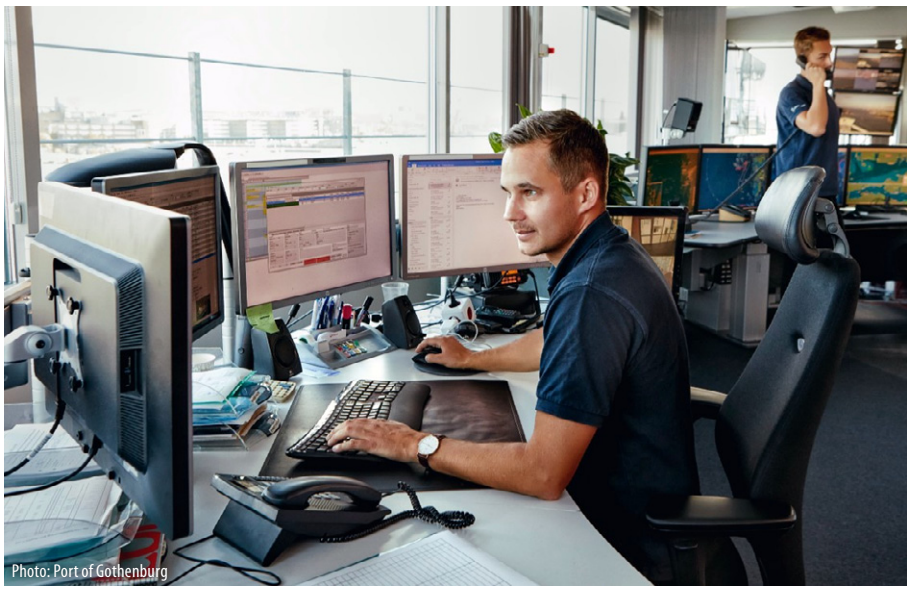


Photo: Port of Gothenburg

Awake.AI in a nutshell

The company's founding in 2018 was inspired by the realisation that smart ships cannot interact with the rest of the logistics chain unless the needed digital interfaces and machine learning models are developed and linked to an open platform. It moved the founders to engage in a dialogue with port authorities, operators, and cargo owners determined to become forerunners in maritime digitalisation.

The idea was born to establish a collaborative and data-driven platform supporting port digitalisation and autonomous shipping to address one of the key challenges: improving communication processes among all port stakeholders.

"It was an easy decision since both BPO and Awake.AI mission is to contribute to the sustainable development of maritime transport. We are already improving all the Finnish ports competitiveness by using our AI and machine learning expertise to deliver ETA and Port Call Timestamp service for all Finnish ports. Since we consider to be part of the Baltic maritime sector, we think it is only natural to offer our expertise and Smart Port technology to other Baltic countries. We are really excited to be a member of BPO," Sami Kaksonen, VP of Sales & Marketing, Awake.AI, commented on their decision to join BPO.

In support of environmental sustainability

Numerous climate and environmental policies, either already implemented or coming into force soon, bring new challenges for the maritime sector to face. Environmental protection is undoubtedly one of the major aspects shaping the current face of the sector.

As companies in the global maritime transport business must adjust their strategies to comply with more stringent environmental regulations, Awake.AI's tools can help the industry adapt. The company's mission is to lead the transition to sustainable and intelligent maritime logistics, where 10% of global CO_2 emissions from shipping will be reduced by 2030 with the help of ecosystem partners.

The BPO is excited to work together with Awake.AI and is looking forward to all the opportunities for cooperation opening in front of us. ■