



Barcelona Shipping  
Agents Association



# **Maritime Tech and Digital Transformation: GenAI, Big Data and Blockchain for present and future of logistics.**

**FONASBA ACB Online Course. 3<sup>RD</sup> Edition**

**From November 3<sup>rd</sup> to December 9<sup>th</sup>, 2026**

**REGISTER NOW**  
[acb@consignatarios.com](mailto:acb@consignatarios.com)

## **KEY OBJECTIVES**

1. Understand the technological foundations: Provide participants with a clear and accessible understanding of blockchain, big data analytics, and generative AI, tailored to the specific context of maritime transport and global supply chains.
2. Explore practical applications in shipping: Demonstrate how these technologies are already being used to optimize port operations, secure transactions through smart contracts, enhance cargo traceability, improve demand forecasting, and support more sustainable and efficient shipping practices.
3. Develop analytical and decision-making skills: Enable professionals to critically analyze the opportunities and risks of digital transformation, assessing how these technologies can be implemented in their organizations to improve competitiveness and compliance.
4. Foster innovation and future readiness: Encourage participants to design innovative solutions that leverage emerging technologies, preparing them to anticipate and adapt to future scenarios of disruption and transformation in the maritime sector.

5.

### **KEY BENEFITS**

- Practical knowledge with real-world relevance: Participants will not only learn about the concepts but also see concrete case studies of blockchain-enabled documentation, big data-powered route optimization, and AI-driven decision support systems applied across international shipping.
- Enhanced professional value: By mastering these technologies, participants will strengthen their strategic and operational capabilities, positioning themselves as key drivers of innovation within their companies and the wider shipping ecosystem.
- Networking and collaboration: The course provides a collaborative learning environment where professionals from different regions and functions of the maritime industry can exchange perspectives, share experiences, and explore joint opportunities.
- Future-oriented mindset: Participants will leave the course with a clear vision of how blockchain, big data, and generative AI are likely to shape shipping in the coming years, enabling them to make informed strategic decisions and lead digital initiatives within their organizations.

By the end of the course, participants will not only gain a comprehensive understanding of these transformative technologies but also acquire the tools to translate knowledge into innovative, applicable, and original solutions for the maritime industry.

### **AUDIENCE**

This course is designed specifically for professionals in international shipping, port operations, and maritime logistics as well as for employees of shipping companies and shipping agents who want to learn about technology in shipping and logistics and how it is already affecting the way their companies operate and will operate in the future.

It is also suitable for employees of import/export companies, freight forwarders, customs agents, port terminals and logistics companies interested in this subject.

### **ACADEMIC COORDINATOR PROFILE**

Jaime Paz, with his extensive career in the logistics and shipping sector, will be in charge of delivering the classes, which will follow an approach based on clear explanations, real-world cases, interactive activities, and project-based learning



**Jaime Paz**

*Head of Customer Service Spain at Ocean Network Express*

*Data Center of Excellence Lead for Spain at Ocean Network Express*

*Master degree in Blockchain Management*

*Master degree in big data / data analytics*

*Master degree in Generative AI*

*Executive Program - Singularity University - Silicon Valley.*

## **CONTENT**

***NO TECHNICAL KNOWLEDGE IS REQUIRED TO ENROL.***

### **Module 1 – Introduction: Digitalization of Shipping**

#### **Content**

- **Global trends:** automation, IoT, sustainability pressures, digital twins.
  - **Current challenges:** fragmentation, interoperability, cybersecurity, regulatory gaps.
  - **Examples:** Maersk-IBM blockchain (TradeLens), predictive analytics in congestion, automated ports, digital twins.
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### **Module 2 – Blockchain in Maritime Logistics**

#### **Objectives**

- Understand blockchain fundamentals and applications.

#### **Content**

- Blockchain basics (blocks, ledgers, consensus explained simply).
  - **Electronic Bill of Lading (e-BL):** efficiency, fraud prevention.
  - Use cases: smart contracts, customs clearance, cargo traceability.
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### **Module 3 – Big Data Analytics for Shipping**

#### **Objectives**

- Equip participants with tools to use data in decisions.

#### **Content**

- **What is big data?** Sources: AIS, sensors, weather, ports.
  - Data analysis tools: dashboards, descriptive vs predictive analytics.
  - Applications
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## **Module 4 – Generative AI in Shipping**

### **Objectives**

- Explain genAI and link to shipping applications.

### **Content**

- **Technological baseline:** GPT, LLMs(non-technical).
  - Current capabilities: text, images, predictive scenario generation.
  - Maritime uses: automating documentation, customer communication, training simulations.
  - Risks: bias, hallucination, over-reliance.
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**Evaluation:** Mid-project checkpoint — students present **integrated project outline**.

### **Evaluation Checklist**

- Applicability to maritime logistics.
- Originality and creativity.
- Clarity of explanation.
- Consideration of risks and benefits.

## **COURSE STRUCTURE**

This online course starts on **3rd November** and ends on **9th December 2026** with a total duration of **10.5 hours**. The course offers **7** online sessions of **1.5 hours** each conducted over the **MS Teams** platform.

**Dates:** 3, 10, 17, 24 and 29 November; 1 and 9 December. Classes start at 17.30h and finish at 19.00h. Reference time zone: CET.

Students will be given the course syllabus (PDF, presentations, etc.) prior to the start of the course.

## **ENROLMENTS**

To confirm your interest send an email to [acb@consignatarios.com](mailto:acb@consignatarios.com). With this email you can book your place on the course. Once you have paid for the course, your enrolment will be considered definitive.

## **CERTIFICATE**

Final course work is required. On passing the course you will receive a certificate of aptitude.

## **COURSE FEE**

**375 Eur** (+ VAT if applicable)

How to pay for your course:

**Bank Transfer:**

Payment currency: Eur

Bank name: Banco Sabadell

Account: ES05 0081 0057 3600 0153 0461.

Swift Code: bsabesbbxxx - Bank Country: Spain

**ENROLMENTS:**  
[acb@consignatarios.com](mailto:acb@consignatarios.com)

**More info:**

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