



PRESS RELEASE

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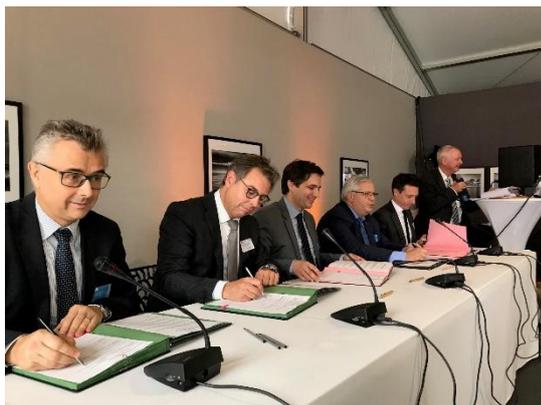
## Experimentation with the "Smart Data Services Platform" launched in Le Havre

Five public and private partners are launching an experiment today for the development of the "Smart Data Services" platform in Le Havre, just weeks after the announcement of the results of the "Innovation Regions" call for projects for the investment program of the future (TIGA). The experiment, which is fully in line with the Le Havre Smart Port City project, is designed to deliver services in the urban and port ecosystem by enhancing data valorization.



Among the 24 winning projects in France in this 3<sup>rd</sup> State-funded investment program for the future, the agreement on the Smart Data Services platform signed today in Le Havre is a first, underlining the high level of cooperation between the five public partners (**HAROPA - Port of Le Havre, Le Havre Seine Metropole**) and private partners **Orange, Cisco and SOGET**).

Data management is one of the main features of smart cities, especially industrial and port cities. The aim of this new partnership is not only to develop and facilitate a data exchange and service delivery platform but also to set up an innovative organization dedicated to data valorization. It is expected to have a booster effect on the innovation ecosystem, in line with the Le Havre Smart Port City project.



*From left to right: Hervé CORNEDE, President of the Executive Board of SOGET; Laurent DEGRÉ, Country General Manager CISCO; Baptiste MAURAND, Managing Director HAROPA - Port of Le Havre; Marc MAOUCHE, Regional Delegate Normandy ORANGE; Florent SAINT MARTIN, Deputy Mayor of Le Havre.*

As part of the Le Havre Smart Port City project, the Smart Data Services project begins with a twelve-month experiment designed to define the conditions for the technical and commercial deployment of the platform.

**More than a tool, this platform will help boost** and reinforce the innovation ecosystem of the Seine Valley, as well as improve or create innovative services for enterprise and inhabitants alike.

The experiment will offer a range of services in areas such as data analysis, consulting, production of key performance indicators (KPIs), the creation of applications or training for business skill-building.

**Examples of innovative services** include new solutions to increase the fluidity of the transport of goods passing through port areas or improving the transport intermodality of inhabitants in connection with the MOBI SMART PORT project, and data expertise to optimize urban services.

To do so, the two regional public players, the **Le Havre Seine Metropolitan Authority**, and **HAROPA - Port of Le Havre** have joined forces with major partners:

- The **Orange** group is one of the world's leading telecommunications operators with high-level expertise in digital and data projects and in supporting communities and territories in their Smart Cities projects.
- **Cisco**, a world leader in technology, is shaping new uses for local and regional authorities and businesses to realize the opportunities created by digital technology.
- **SOGET**, the world leader in port digital platforms - Port Community System - brings its business expertise and in-depth knowledge of the links in port supply chains for the development of innovative services dedicated to the facilitation of international trade.

"The Metropolitan Authority produces a lot of data; it is a wealth that must be exploited today to better understand the expectations of citizens and improve the performance of public services. The partnership is of high quality and provides an opportunity to accelerate the digital transition of our region." **Jean-Baptiste GASTINNE, President of LE HAVRE SEINE METROPOLE**

"The ability to manage data is essential to improve performance on the scale of port communities at large. For HAROPA, this partnership makes it possible to explore the potential of sharing data of all kinds. I have no doubt that this partnership, thanks to the cross-cutting exploitation of the data that it allows, will bring new services to benefit the customers of sea and shore interfaces alike, to citizens and to all the economic operators on the Seine Corridor. The partnership with leading digital players will settle the digital strategy of HAROPA firmly in the future and support our competitiveness in tomorrow's world." **Baptiste MAURAND, Managing Director HAROPA - Port of Le Havre**

"We are convinced at SOGET that cooperation is the key to effective innovation. Our commitment with prestigious partners on a fundamental issue such as data is a great opportunity to develop new value-added services for our customers and partners in international trade. **Hervé CORNEDE, President of the Executive Board of SOGET**

"For us, ensuring optimal connectivity for the digital transition of each region is a priority. We are delighted to facilitate the identification of use cases to improve the flow of merchandise in the port of Le Havre, thanks to the deployment of an intelligent, secure infrastructure." **Laurent DEGRÉ, Country General Manager CISCO FRANCE**

"Orange is convinced that this collective signature marks the beginning of a strong and lasting partnership and will allow us to deliver innovative services and offers in urban and port areas. By working together and including innovation ecosystems, the companies in the region as well as citizens, all of whom are stakeholders in our economic development, we shall be able to go faster and further. Thanks to this Smart Data Services platform, Orange wants to contribute all of its know-how in innovation to support the digital and human aims for Le Havre." **Marc MAOUCHE, Regional Delegate ORANGE NORMANDIE.**

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#### **About HAROPA - Port of Le Havre**

Enjoying an exceptional location on the west coast of Europe, HAROPA - Port of Le Havre, the #1 French port for foreign trade and the 5th ranking port on the North Europe range for container traffic, each year berths nearly 6,000 vessels including the largest container ships in the world. Accessible 24/7, it processes more than 70 million tonnes of goods each year and supplies nearly 40% of French crude oil imports. A member of HAROPA, the #1 French port system, alongside the ports of Rouen and Paris, Le Havre is a fast shipping outlet to every continent for the world's shipping lines with nearly 700 ports of call. One of the largest port complexes in Europe, HAROPA has nearly 500 hectares of land available or suitable for conversion along the Seine corridor. The port supports its customers in setting up and managing competitive and sustainable logistics systems to serve the largest consumer marketplace in Europe with some 25 million inhabitants. For further information, please see: [www.haropaports.com](http://www.haropaports.com) - Follow us on Twitter @Harpaports

#### **About Orange**

Orange is one of the world's leading telecommunications operators, with revenues of 41 billion euros in 2018 and 148,000 employees as at 30 June 2019, including 89,000 in France. The Group served 266 million customers worldwide as at 30 June 2019, including 207 million mobile customers and 20 million fixed broadband customers. The Group is present in 27 countries. Orange is also one of the world leaders in telecommunications services to multinational companies under the Orange Business Services brand. In March 2015, the Group presented its new "Essentials2020" strategic plan which makes the customer experience central to its strategy, so that each can fully benefit from the digital world and the power of its high-speed broadband networks. Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN). For further information, please see: [www.orange.com](http://www.orange.com), [www.orange-business.com](http://www.orange-business.com) - To follow us on Twitter: @presseorange. Orange and any other Orange product or service mentioned in this release are trademarks owned by Orange or Orange Brand Services Limited.

#### **About Cisco**

Cisco (NASDAQ: CSCO) is the world leader in the technology that has allowed the Internet to exist since 1984. Our employees, our products and our partners connect the company in a secure way and make it possible to seize henceforth the future opportunities offered by digital technology. Cisco is an ever-more innovative company with \$ 6.3 billion a year invested in R&D and with more than 200 acquisitions since 1993. The company is present in 100 countries around the world on the EMEAR, Americas and APJC networks. For further information, please see: [newsroom.cisco.com](http://newsroom.cisco.com); To follow us on Twitter: @CiscoFrance.

#### **About Soget**

Founded in 1983 as one of the collective aims of the port community of Le Havre, SOGET ensures the fluidity of port operations by organizing intelligent, shared, and instant management of supply chain information for the various public and private operators. SOGET provides innovative turnkey solutions combining the control of business processes, technological excellence and proximity with its customers and partners. World leader in Port Community Systems (PCS) with more than 50 customers on 4 continents, SOGET is the publisher and operator of the S)ONE and AP+ PCS and also offers the SOGET Customs portal to simplify customs procedures, the SOGET CM+ Warehouse Management System and SOGET Tracking, its container tracking service. SOGET is a founding member of the International Association of Port Community Systems (IPCSEA) and TRAFIS-LAB, the first public-private research laboratory dedicated to facilitating international trade, digital technology and artificial intelligence. For further information, please see: [www.soget.fr](http://www.soget.fr) - Follow us on Twitter @SOGET\_fr

#### **About LE HAVRE SEINE METROPOLE**

LE HAVRE SEINE METROPOLE, created on 1 January 2019, is a Metropolitan Authority representing 54 municipal districts with a rich, multi-faceted identity due to trade on sea, river or shore. The leading French port for international trade opening up the Seine Valley, the industrial and port activity in the area covered by Le Havre Seine Metropole is a major economic hub for the whole of Normandy, providing a source of employment and specialised skills with 1,200 firms and 32,000 jobs (1/4 of the urban community's workforce). In digital technology and innovation, the region hosts several world leaders in the maritime and port sectors as well as a network of 250 digital technology companies. The Metropolitan Authority holds and helps the aims of its 275,000 inhabitants, be they related to the region's cities, agriculture, industry or ports. A UNESCO World Heritage Site with exceptional assets, LE HAVRE SEINE METROPOLE is a great place to live or relocate. For further information, please see: [www.lehavreseinemetropole.fr](http://www.lehavreseinemetropole.fr) Follow us on Twitter @LeHavreMetro

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