

THE STRATEGIC LINES FOR THE COMPANY FOR THE PERIOD 2022-2024 ARE:



Digital transformation of processes and efficient, quality service

KEY OBJECTIVES:

- 1 To move forward with the Smart Port concept
- 2 To improve communication with customers and users
- 3 To increase the efficiency and effectiveness of Marina's processes and operating capacity
- 4 To standardise and automate processes
- 5 To digitise workflows and document management



Commercial development: customers, users, city

KEY OBJECTIVES:

- 1 To complete the channel, connecting the port to the city and the main metropolitan routes
- 2 To complete the process of reorganisation and urban development of Industrial Sector A
- 3 To establish the port and the channel as a commercial and economic centre integrated into the city
- 4 To establish the port as a leading boating industry centre: boating cluster
- 5 To establish the port as a leading boating commercial centre
- 6 To establish the port as a leisure and tourism centre
- 7 To establish the port as the leisure and tourism centre of the city and metropolitan area
- 8 To establish the port as a leading centre for the blue economy



Internationalisation

KEY OBJECTIVES:

- 1 To strengthen boating internationalisation
- 2 To strengthen leisure and tourism internationalisation to boost the city



Funding, concerning financial resources



Organisation and management team, concerning human resources

KEY OBJECTIVES:

- 1 To achieve a customer-orientated service culture at all levels
- 2 To provide a flexible response to customer needs
- 3 To manage by projects and objectives
- 4 To strengthen professional and staff development