



**Arab Academy**  
for Science Technology & Maritime Transport

The International Maritime  
Transport and Logistics Conference  
**"Marlog 11"**

# Arab Region Ports: Transforming from Crisis Management to DRR and Resilience



Towards a  
SUSTAINABLE **BLUE**  
**ECONOMY**

20 - 22 March, 2022  
Hilton Green Plaza Hotel

# The International Maritime Transport and Logistics Conference “Marlog 11”

## Trainer Profile



**Ahmed Riad**



Guest Lecture – Crisis and Resilience Program



Participate in writing and reviewing many Standards in Business Continuity, Risk Management, information security, emergency and Crisis management from 2011 until now



Expert – UN MCR 2030



Participation and contribution with the United Nations for Disaster Risk Reduction, the Disaster Recovery Institute International and Business Continuity Institute in many guidelines and training materials



ME Member - Global Membership Council



Member – Resilience Group



Board Member – UNDRR Global Board - ARISE



Industry Personality of the Year – CIR 2016



Business Continuity and Resilience Legends – BCI Hall of Fame



Continuity and Resilience Global Consultant of The Year – BCI World

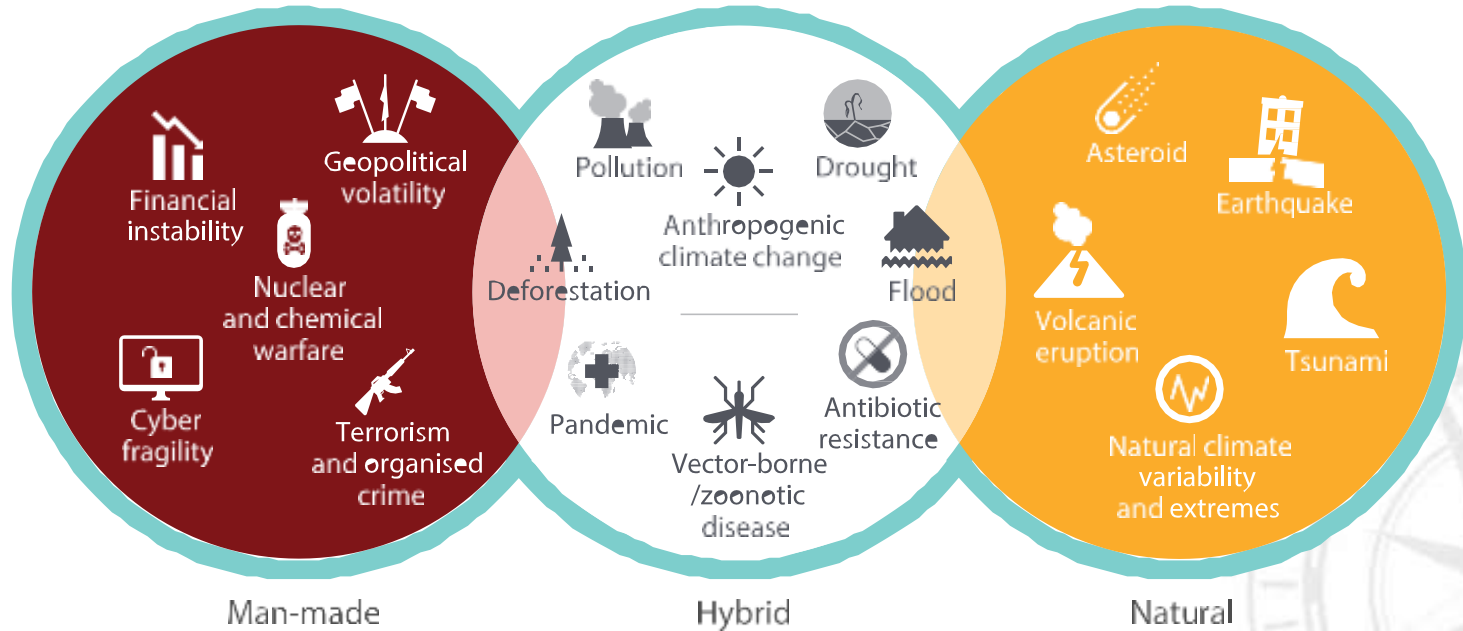


Continuity and Resilience Consultant of the Year – CIR



ME Consultant of the Year – BCI ME 2015, 2017, 2019

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# What is Disaster ?

A disaster occurs when a hazard (a natural event like an earthquake or flood) disrupts a community's survival by undermining their ability to carry out their daily lives and to cope without external support.

A hazard becomes a disaster when people are vulnerable and lack resilience to cope with the hazard.



## Key Principles of Crisis Management

### Crisis Management

The development and application of the organizational capability to deal with crises.



## Introduction to Crisis Management

### Origins of Crises



Origins of Crises

# What is Disaster Risk Reduction

DRR is the systematic development and application of policies, strategies and practices to minimize vulnerabilities and disasters risks throughout society, to avoid (prevent) or limit (mitigate and be prepared for) the adverse impact of hazards, within the broad context of sustainable development (Resilience)



# Shifting from managing disasters to managing disaster risks

## DISASTER RISK



is " The set of failures that occur when Recurring events (e.g., floods, earthquakes, ...) intersect at a point in space and time, when and where the people and communities (i.e., a set of habitats, livelihoods, and social constructs) are not prepared to respond or “build back better.”

# Shifting from managing disasters to managing disaster risks

**\$1 pre-disaster prevention investment can save  
\$7 damage and loss from disaster**



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## SUSTAINABLE DEVELOPMENT GOALS



# International Agenda



# Resilience

“Ability of an organization to anticipate, prepare for, and respond and adapt to incremental change and sudden disruptions in order to survive and prosper”

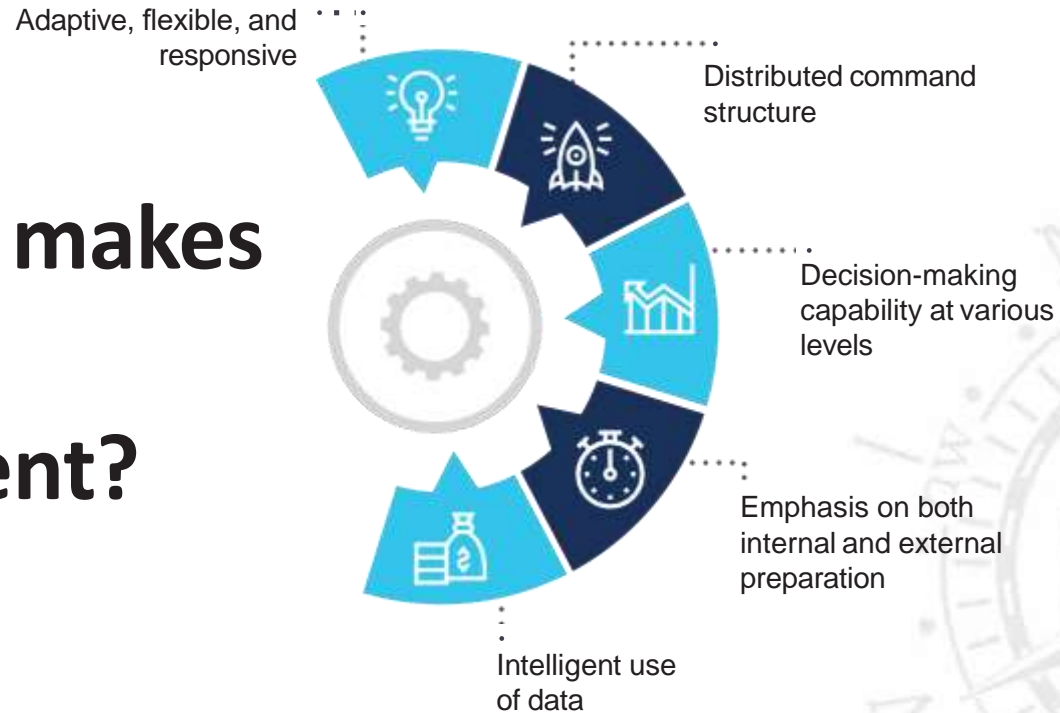
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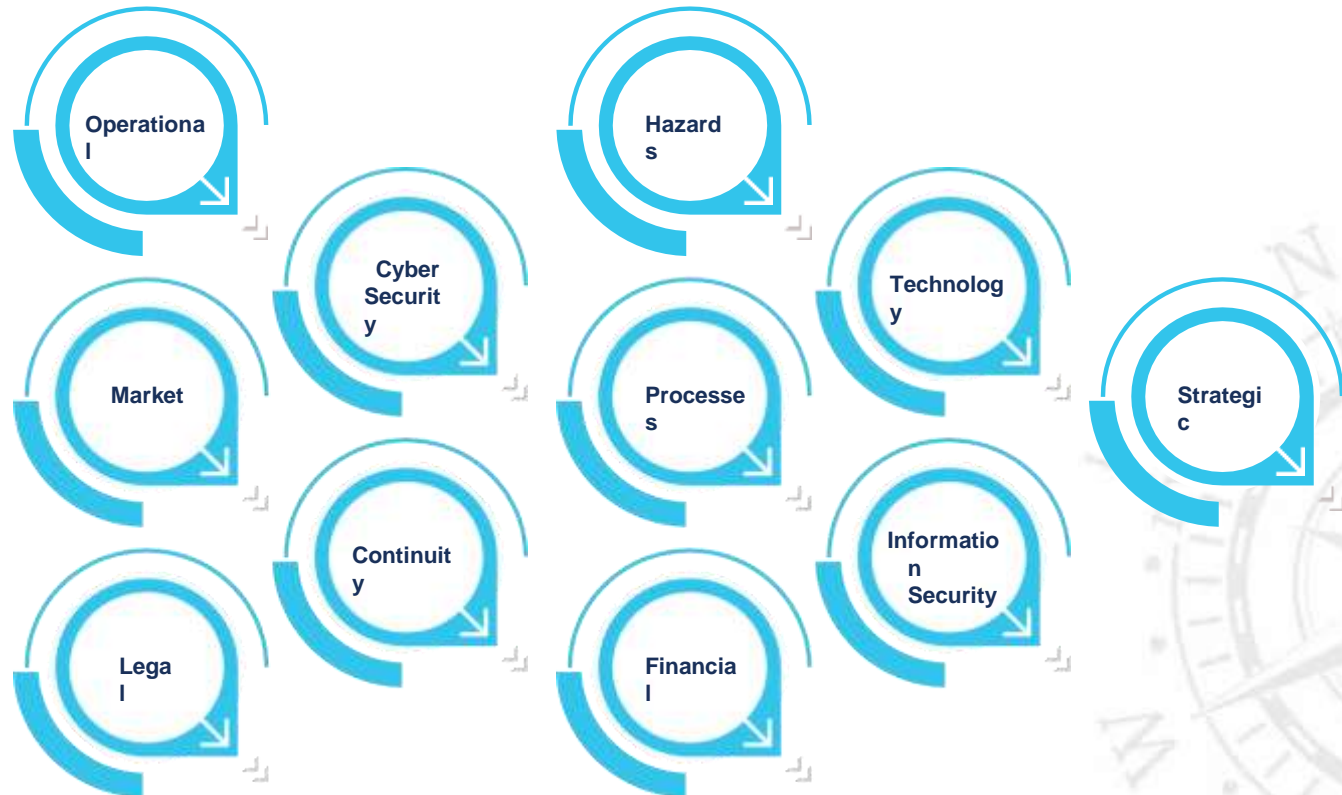
# What makes Ports resilient?



# Ports Silos



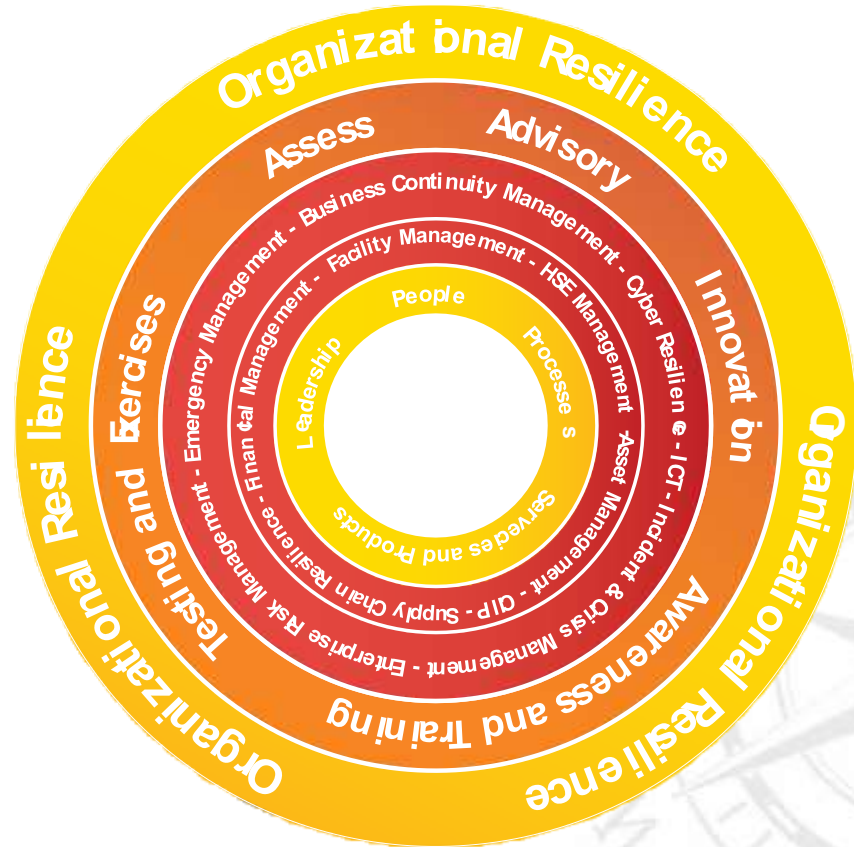
# Approach



# Resilience Ten Dimensions



# Resilience Framework



# Meaning of Resilience

- Strong governance and board-level leadership
- Able to cope with economic downturns and market disruptions
- Continuously reinforces strengths
- Learn from mistakes and resolves weaknesses
- Safeguard people, financials, and reputation
- Identify risk appetite and amend corporate strategy



