**Issued on behalf of Stena Line**

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**Stena Line awarded for its ‘Digitalisation efforts’**

**At this year's Gala CIO Awards 2017 in Sweden, Stena Line was awarded the coveted ‘Digital Project of the Year’ for its AI venture.**

Stena Line was nominated for its aspiration to become the world's first cognitive ferry company and the fact that the company has totally embraced its digital statement, namely that ‘*The company will be fully assisted by AI in 2021’.*

"We started our digitilisation and transformation journey two years ago and it is now a central part of our strategy that will take us into the future and increase our competitiveness. It's all about working with automation in our ports and digital experiences onboard and the exciting possibilities that AI and machine learning brings”, says Jari Virtanen, Chief Transformation Officer at Stena Line.

The award was presented at a Gala evening on December 18 at Berns Salonger in Stockholm. Amer Mohammed, Head of Digital Innovations, Stena Line, was at the Gala event and received the award together with his team on behalf of Stena Line.

"We are very honoured to have received this award, and it is confirmation that we are on the right track," said Amer.

Here’s what the judging panel said about Stena Line’s entry: *"The future is approaching faster and faster - what was science fiction yesterday is a strategic reality today. The Digital Project of the Year is a leading example of the fact that the latest technology can be a leverage that transforms everything from processes to business. A wholehearted venture on AI, chat bots and smart algorithms is the foundation of the digital transformation, which will take the ferry company to the next level. This year's Digital Project is Stena Line's AI initiative."*

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**NOTE TO EDITOR: For further information please contact Bronagh Cobain of Duffy Rafferty Communications on Belfast +44 (0) 28 9073 0880.**