

# An answer to an industry challenge

**In June 2011, Maersk Line CEO Eivind Kolding stated at the international TOC conference in Antwerp: “The shipping industry is faced with three fundamental challenges: our unreliability, our complexity and our environmental impact. But instead of making excuses, we should see these challenges as fantastic opportunities.”**

Daily Maersk will address the challenges of the industry in the following way:

### **On-time delivery**

The launch of Daily Maersk introduces absolute reliability, which is currently unheard of in the industry. Daily Maersk has a promised transportation time on 12 corridors from Asia to North Europe forming the core of Maersk Line services on the largest trade lane in the world. If the Daily Maersk concept was applied to all cargo moved by the shipping industry on this trade lane, it would increase the number of forty-foot-equivalent units (FFE) delivered on time by 8,400 – per day. This would enable customers in North Europe to make better use of the equivalent to the thousands of employees otherwise allocated to handling the delays imposed by the shipping industry.

### **Ease-of-business**

Daily Maersk will increase transparency by removing the concept of transit time and replacing it with transportation time. Daily cut-offs will also make shipping easier for customers. Instead of rushing to make e.g. a weekly cut-off time, the cargo can be delivered any day of the week.

Although these steps represent a significant improvement for customers, they do not represent the entirety of the revolution that Maersk Line is seeking to implement. Removing shipping’s immense complexity will require other solutions as well.

### **Environmental performance**

Maersk Line is an environmental leader in its industry, producing approximately 10% lower CO<sub>2</sub> emissions per container moved than the industry average, and by 2020 it aims to have reduced emissions by 25% (based on 2007 figures). Daily Maersk will contribute to meeting this target. In fact, Daily Maersk will produce 13% lower CO<sub>2</sub> emissions per container moved compared to the industry average on the Asia-North Europe trade. Maersk Line’s future investments in the 20 ‘Triple-E vessels’ will turn Asia-North Europe into one of the most energy efficient trade lanes in the world, as these vessels will cut 50% CO<sub>2</sub> per twenty-foot-equivalent units (TEU) compared to the industry average.

Daily Maersk

# An answer to an industry challenge

2/2

---

*"In Antwerp, I stated that we would address the three challenges of the industry and we are. Triple-E is a significant improvement over all existing solutions, but we recognise that we still have a long way to go on environmental performance. Likewise, Daily Maersk is a huge leap forward in two ways: it offers reliability on the largest trade in the world. Even more importantly, it will prove that shipping can be consistently on time. It has the potential to change liner shipping forever. Even so, we recognise that Daily Maersk only covers Asia-North Europe. In time, it should be the worldwide standard,"* says Eivind Kolding. He continues:

*"We are working on the third challenge – making it easier to do business with us. Daily Maersk makes it a bit easier. We only need to know the cut-off to give the cargo availability date, and we have eliminated the concept of transit time."*