



Sea Freight

By Anne Hunter

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It's strange how every shipping year ends with a buzzword or phrase.

In 2018 is was 'digitalisation' (well, if we put aside Sulphur Fuel Surcharge for the moment!).

As I have commented so often, the shipping industry has lagged seriously behind on the e-systems (now generally referred to as 'digitalisation') front and often seriously behind its customers.

While some lines are definitely digitally dipping, the 'Brave New World' of digital shipping still seems a long way off. To be fair, some lines are examining the digital challenge for container shipping. Most recently the

TT Club (the international freight transport insurance company) has, with McKinsey, produced a report entitled Brave New World - Container Transport In 2043 (that date gives a good indication of the pace shipping moves toward change!).

Looking forward then, the report sees increasing influence from digitally-enabled services that will directly control the flow of goods from factory to consumer thereby challenging the traditional supply chain service providers. Indeed, digital pioneers like Amazon and Alibaba already threaten the traditional supply chain.

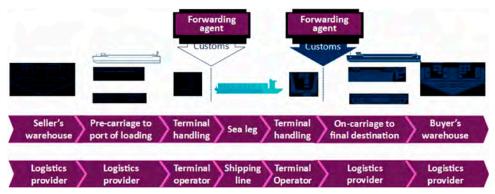


Fig 1: Traditional Supply Chain Providers. Source: Drewry Maritime Research.

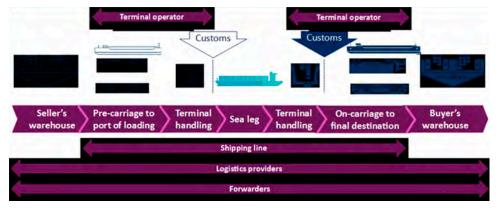


Figure 2: The supply chain of tomorrow? Source: Drewry Maritime Research.



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