



跨越海洋连接世界

Connecting the world across oceans

Ningbo, 18 July 2023

Vincent 邱继鑫, 政府及政策事务总监, 赫伯罗特亚洲

时代之链·
海丝港口互联互通专题论坛





1 | Hapag-Lloyd – At a Glance

2 | Our Strategy for Inland

We are connecting countries, markets, and people

5

Global liner shipping company

135

countries and 400 offices



Headquarter in Hamburg

~ 14,200

experts globally from ~100 nationalities

119

liner services with over 600 ports called worldwide

1.8 Mio.

TEU of transport capacity

251

modern vessels

~ 3.0 Mio.

TEU container stock



Hapag-Lloyd China in a glance



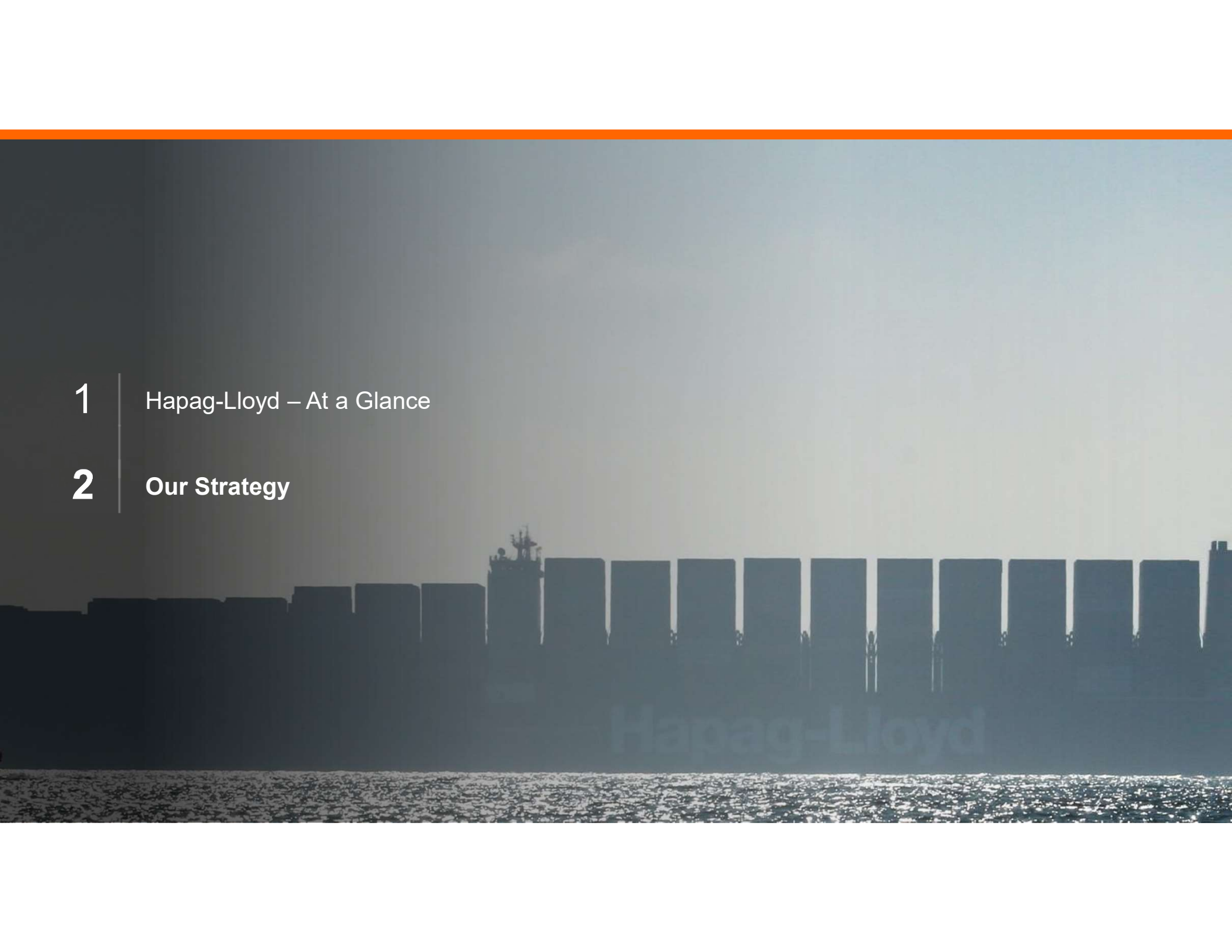
Area China Headquarter
中国区总部

Shanghai
上海



Quality Service Centre (QSC)
中国区服务中心

Suzhou
苏州

The background of the slide is a photograph of a large container ship at sea. The ship is silhouetted against a bright, hazy sky, with the sun reflecting off the water's surface. The Hapag-Lloyd logo is faintly visible on the side of the ship. An orange horizontal bar is at the top of the slide.

1 Hapag-Lloyd – At a Glance

2 **Our Strategy**

STRATEGY 2030

SIMPLIFY

Improve customer experience and reduce complexity

STRENGTHEN

Double efforts to become “Number One for Quality”

INVEST

Investment in staff, sustainable assets and long-term competitiveness



We used the favorable financial position to execute further on our strategic agenda



Delivering Operational Quality

We have **significantly improved customer satisfaction** due to our relentless efforts to become “**Number One for Quality**”



Network, Fleet & Equipment

We have started to **simplify our network** to reduce complexity, while our newly installed **container tracking devices** will enhance supply-chain transparency



Growth in Attractive Markets

We have **expanded into attractive markets** with new services, offices and the acquisition of regional players **NileDutch** and **DAL**



Digitalization and Innovation

We have launched **Quick Quotes Spot** and more than **20 digital products** to improve customer experience and the ease of doing business with us



Sustainability & Decarbonization

We have initiated the **Fleet Upgrade Program** to improve fleet efficiency and increased our **biofuel** procurement as part of our efforts to become **climate neutral by 2045**



Build up infrastructure and adjacent services

Our goal is to become net-zero-carbon by 2045

We have initiated numerous measures that will help us to further decarbonise our fleet

We have **12 highly efficient 23,500 TEU dual-fuel vessels on order**, allowing us to also use LNG and **reduce carbon emissions by up to 25 % as well as sulphur dioxides and particles by more than 90 %**



We have been **testing biofuels** since 2020, **piloted them with customers**, and **secured 100,000 t** for 2022. Biofuels allow **to reduce greenhouse gas emissions by over 80 %** compared to standard fuels



We will **operate** our **vessel** even more efficiently **to further reduce** bunker consumption and **greenhouse gas emissions**



We have started our **fleet upgrade programme** (new propellers, hull coating, bows, ...) recently for **more than 150 ships** to **lower fuel consumption**, and **thereby CO2 emissions**



We are setting the right course whilst offering customers constantly new added value with more than 20 digital products



Online Business Suite



Quick Quotes



Special Cargo Quote



Cargo Insurance



Additional Freetime



Online BL Draft Approval



Shipping Guarantee



Navigator

After successfully executing our Strategy 2023, this year it is time for us to look at the next horizon and define our path until 2030 ...



BE PROFITABLE



GLOBAL PLAYER



#1 FOR QUALITY



SUSTAINABILITY

We have an established Strategy 2023 with clear targets in place.
Now it is time to look ahead and seek further validation of our strategy, but also guidance for the next seven years.



How will the world look like and how will the shipping industry evolve?

What should Hapag-Lloyd aim to look like?

How can Hapag-Lloyd reach that aspiration?

How can we become an even better partner?

Let us know!

STRATEGY  **2030**

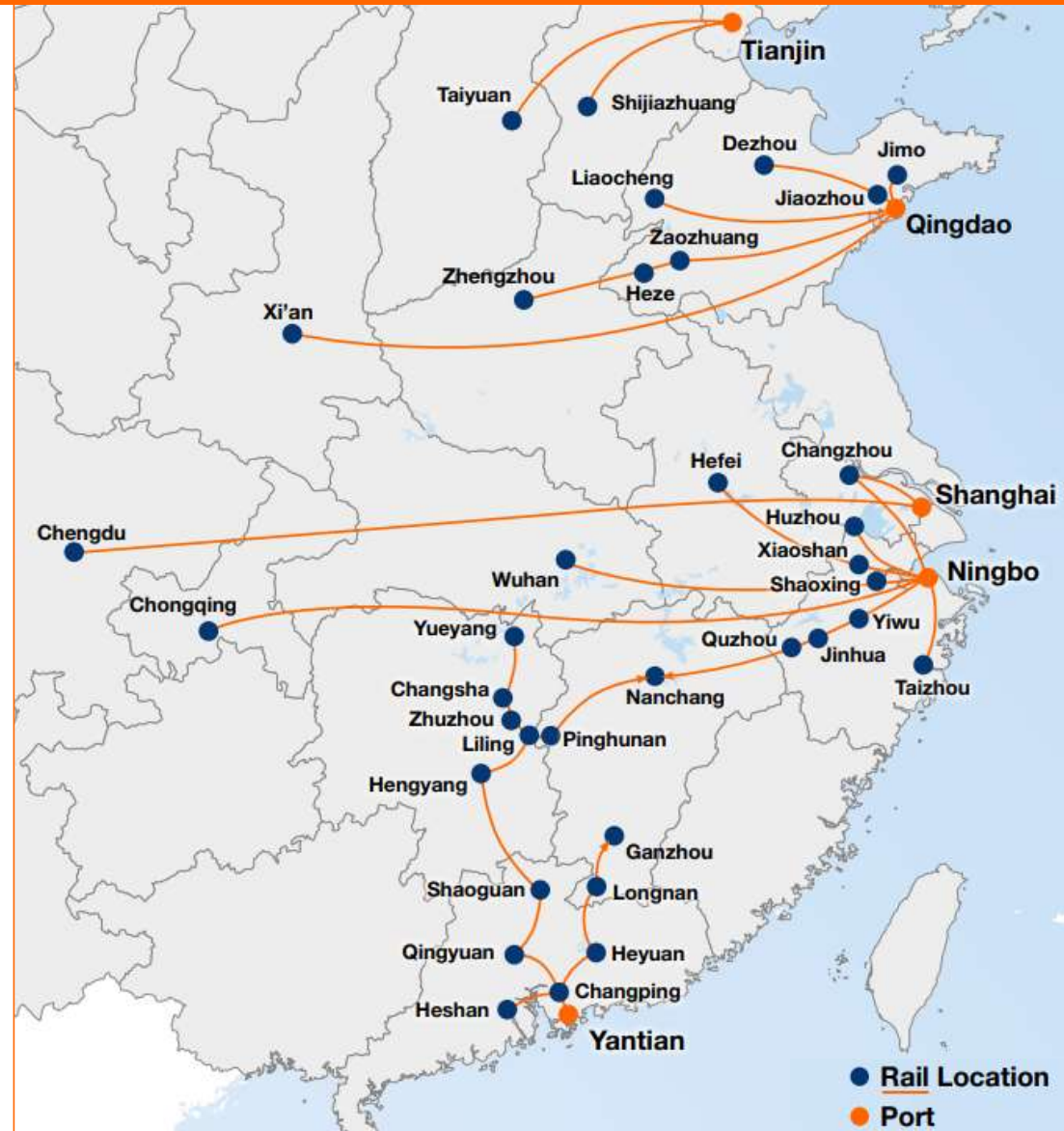
Network – Rail 海铁网络

Benefits for customers

- Inland equipment pick-up & return 内陆提空还重
- Supply chain reliability 供应链稳定性
- Cost efficiency 成本效益
- Environmentally friendly 环保效益
- Container free time calculation 箱使期效益
- Expanding network 网络拓展

Attention points

- Operation (empty repo, weight balance, container size) 空箱调配, 重量平衡, 箱型
- First mile trucking (export) 出口短驳
- Last mile trucking (import) 进口短驳
- Terms & Conditions (refer to service flyer) 其他条款



Network – Truck 拖车网络

Benefits for customer

- Larger network 全域覆盖
- Sub-areas of big cities 分区概念
- Reliable vendors 可靠的供应商
- Connection to sea port & barge port 接驳港口
- One-stop service (transparency, efficiency) 一站式服务效益
- Tailormade for factory address 个性化定制

Attention points

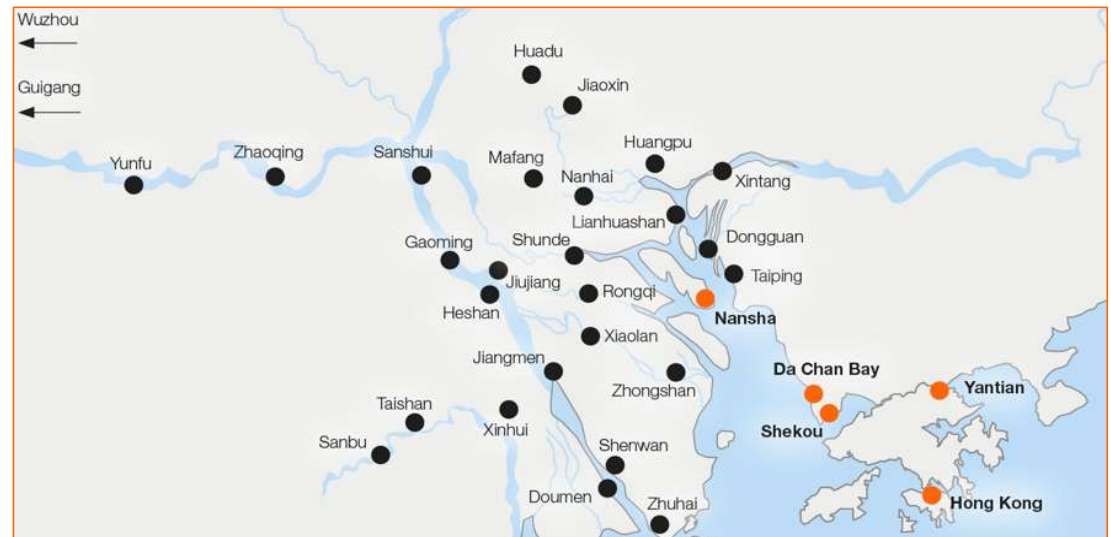
- Standard weight, stuffing time limit 特殊情况处理
- Terms & Conditions (refer to service flyer) 其他条款



Network – Barge 驳船网络

Highlights

- In total 67 ports via inland rivers
覆盖67个内陆港口
- Competitive inland add-on
有竞争力的内陆费率
- Support on inland equipment stock
内陆提空还重（出口），卸重还空（进口）



Thank you for your attention!

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