

A.P. Moller-Maersk



Building resilient supply chains through collaboration and digitalisation

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As we farewell 2020, there can be no doubt that the year will be remembered for the sudden and devastating appearance of Covid-19. The virus has dramatically affected almost all corners of the world, causing humanitarian and economic crisis with extraordinary consequences across communities and industries.

Starting in China, the effect on product supply chains was first not as pronounced, as it coincided with the annual shut down of production for Chinese New Year. However, as the virus spread in China and later overseas, market after market went into complete lock down. Multiple demand and supply shocks would rattle the global economy and create panic for millions of household consumers. Who would have predicted that toilet paper would be the first product in short supply across most industrial nations, including Australia?

Despite numerous supply chain challenges inflicted by natural and economic disasters in the last decade, most companies still found themselves unprepared for the global scale pandemic.

From the conversations we have had with our Australian customers, the most common and immediate need has been to introduce greater flexibility, enhanced data visibility and new modes of transport into their supply chains. The changes in purchasing patterns of customers seen throughout 2020 has been dramatic, with online purchasing significantly increasing, safe home delivery requirements and the need for these changes to be implemented in a very short time to keep products flowing and businesses going.

At Maersk we have worked hard to be agile in our response to the changing market conditions. Our main focus has been, and continues to be, linking ocean and landside services and providing customers with additional, innovative solutions that allow them to face any unexpected challenges, take corrective action and prevent a full-force hit.

Reefer storage products in Australia and New Zealand, as well storage solutions whilst in transit have assisted Maersk customers with their critical cold chain exports in conditions where markets were open and closed quickly. Reefer storage solutions requiring the constant monitoring and quality control is another area where Maersk's market leading remote electronic monitoring products have played a vital role in protecting perishable products through enhanced data visibility.

We pride ourselves in being a leader in the digitalisation of ocean transport and our work in this area continued to develop steadfastly, with several initiatives launched in 2020. The introduction of the Maersk Spot Store Door delivery products within "Maersk Spot" and "Twill" has provided digital solutions for customers by linking landside with international ocean services in one single solution. Maersk Spot allows customers to book on individual vessels at spot rates, using a full door to door solution, thereby offering greater flexibility for customers to be able to sell products into new markets. Twill provides a more structured end-to-end solution with extended value-add services and visibility.

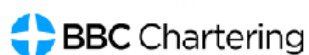
To proactively manage any changes to the normal flows of equipment, Maersk has developed a series of landside solutions to help customers navigate through uncertain times such as port strikes, vessel port omissions and lockdowns. Maersk Connect has been designed to support customers with deconsolidation, linehaul and rail services to safeguard the delivery of their products to market.

When disruption strikes, it is not uncommon for a logistics professional to find that vital information is not available. Companies that struggle with visibility will work with disconnected data sourced across transportation management systems, enterprise resource planning solutions, partner platforms, and many other sources. This situation creates a significant gap between data, visibility, the ability to execute actions based on that visibility, and effectively take control over the supply chain.

Covid-19 has reminded us that global supply chains are a critical piece of our shared economic infrastructure. As an industry leader we feel strongly that this responsibility requires close dialogue with customers, industry partners, national governments and multilateral organisations. We are committed to continuing our collaboration with customers and business partners in Australia and around the world, with the ambition to deliver enhanced visibility and predictability of the supply chain through digitalisation.

Will 2021 bring some unforeseen challenges? No doubt. But we are in it for the long haul and we invite you along the exciting journey. ▲

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THE MERCHANT NAVY WAR MEMORIAL FUND (MNWMF)

Seeks maritime industry financial support to have the four bronze plaques that were installed at the Merchant Navy War Memorial in Canberra (Oct 2019) reproduced for installation at the Merchant Navy Memorial & Columbarium, Rookwood Necropolis, Rookwood, Sydney

A project of respect and recognition that will carry the names and respective ships of the 862 Australian Merchant Mariners who sacrificed their lives for their country in WWI (184) & WWII (678)



The four new plaques at the National Merchant Navy War Memorial, Canberra, following the official unveiling in October 2019, by the Minister for Defence, Senator Hon. Linda Reynolds CSC.



The beautiful surrounds of the Merchant Navy War Memorial, Columbarium & Rose Garden at Rookwood, Sydney, where a commemoration event is held each April.

For more information:

www.mnwmf.com.au

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CONTRIBUTIONS MAY BE MADE TO:

The Secretary,
Merchant Navy War Memorial Fund Ltd (MNWMF)
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or by EFT to:

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Please note: If paying by EFT please forward an email with your name, organisation, address and phone number to secretary@mnwmf.com.au. A receipt will be forwarded for all donations received. MNWMF is currently pursuing an Application for registration as a Deductible Gift Recipient (DGR).