



Building a more efficient, resilient, and sustainable global trade

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Some six months ago, ANL, as part of the CMA CGM Group launched the new brand mantra, 'Better Ways.'

Drawing on our collective history and the core values that have supported our development to date, the concept was enforced as a commitment to work together to achieve more responsible, more efficient and more seamless solutions for the transport and logistics industry.

Despite the many challenges faced as an industry over the last 18 months, ANL is committed to moving forward and building more sustainable shipping networks for our customers in Oceania.

The Decarbonisation Movement

Since 2008, the CMA CGM Group has voluntarily aimed to reduce greenhouse gas emissions by 50% by 2030, and has succeeded thus far by reducing CO2 emissions by 48% per TEU-km.

With sustainability now at the forefront for the collective maritime industry, the Group announced its commitment to carbon neutrality by 2050 and has launched a number of initiatives to reduce carbon emissions, as well as support conservation and biodiversity goals.

From a Group perspective, some of these initiatives include the planned delivery of 26 LNG powered new buildings by 2022, the introduction of CLEANER ENERGY LNG and CLEANER ENERGY Biofuel products and enhanced vessel design. These are coupled with detailed visibility of customers, CO2 footprint of each shipment and the offer of a suite of carbon offset and reduction products.

ANL, as the spearhead of our Group in Oceania, are proud to be doing our part



*Pictured: fish swim around a reef.
Photo credit Joakant via Pixabay.*

with the launch of the Reef Recovery program for the Great Barrier Reef, in partnership with the Reef Restoration

Foundation and a regional first with Oceania's very first container vessel biofuel trial.

The liner landscape amidst COVID-19

ANL's focus is always on our customers. With direct services to key manufacturing hubs in Asia, the effects of the global pandemic have driven a spike in demand on already strong demand legs within the region. At the same time, landside congestion in Australia/New Zealand and around the world has soaked up any surplus capacity in the global sea freight network.

As 2021 presented new challenges pertaining to both the availability and costs of vessels, this only reinforced our learnings from 2020: to be adaptable and agile to cater for market needs. This has encouraged us to continuously review our product and cargo flows to ensure the best result for our customers. As we close out 2021, we have really seen a shift from a "just in time" supply chain model, to a "just in case" one with our clients working with the ebbs and flows of various lockdowns and supply chain disruptions at both ends. To bring improved reliability and greater space availability we are always looking to provide more capacity in the form of larger vessels and ad-hoc sailings.

Many of our customers are looking to build a more collaborative partnership in relation to their ocean freight and this

is likely to be an accelerating trend. One of the lessons of the last 18 months is how important global supply chains are for our everyday needs, both as an individual consumer and a business.

Regional specialist

ANL is Australia's home-grown shipping line with a long and proud history of expansion and innovation. This is shown in our commitment to the large main line trades, and also smaller regional markets like the Pacific Islands and regional ports around Australia, such as the Pilbara, Townsville and Darwin. Being locally based means we have experts on the ground to assist customers with more complex supply chain issues and large projects. A dedicated breakbulk desk in Melbourne means we can bring a higher level of service to our local customers.

Accelerating innovation and digitalisation

Customers more and more are looking for better data visibility coupled with the ease of doing business. This has been a growing trend, and has ramped up with all the challenges in 2020 and 2021. Accelerating the transport sector's digital transformation by leveraging the synergies in our industry has been a collective focus for the Group in 2021. By

enhancing the share of information and customer visibility through blockchain powered platforms such as TradeLens, increasing connectivity via APIs and Instant Quoting, this has allowed for effective collaboration in a distanced environment, ultimately revolutionising existing systems that can be accessed at the fingertips of our customers.

The next chapter of the Group's digitalisation journey will look to enhance our pricing systems. By employing automated AI based tools, this will enhance our internal systems and provide our clients with faster information for their own customers.

Looking ahead

Looking forward to 2022, the current pressure on supply chain will carry through and all the participants in the maritime supply chain will need to work harder to reap efficiency gains. This will come from better collaboration and smart thinking. ANL will continue to expand on initiatives affecting liner development, and sustainability and innovation as a way to continue creating value for our clients, partners and team members. Achieving the right balance between each of these pillars is essential for our sustained development. ▲

*Pictured: the LNG-powered containership CMA CGM Jacques Saade.
Photo credit CMA CGM.*

