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By Carl Collen

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Ocean carriers join TradeLens platform



Hapag-Lloyd and ONE are joining the blockchain-enabled digital shipping platform

TradeLens, the blockchain-enabled digital shipping platform developed by Maersk and IBM, has been adopted by Hapag-Lloyd and Ocean Network Express (ONE).

Hapag-Lloyd and ONE, the world's fifth and sixth largest carriers respectively, join CMA CGM and MSC Mediterranean Shipping Company, both of which recently announced they are joining TradeLens. With these additions, the scope of the platform now extends to more than half of the world's ocean container cargo.

"Expanding digital collaboration is critical to the evolution of the container shipping industry," said Martin Gnass, managing director information technology at Hapag-Lloyd. "TradeLens has made significant progress in launching a much-needed transformation in the industry, including its partnership model.

"Now, with five of the world's six largest carriers committed to the platform, not to mention many other ecosystem participants, we can collectively

accelerate that transformation to provide greater trust, transparency and collaboration across supply chains and help promote global trade," Gnass noted.

The addition of these two global carriers will help drive further adoption of TradeLens around the world now that TradeLens customers have access to major carriers in all three leading global vessel sharing alliances on the platform.

With an already significant presence in Asia, ONE is further strengthening and expanding its coverage through joint cooperation with TradeLens to help meet the challenging demands of the crucial Asia market.

"We believe this innovative approach based on open standards and open governance can benefit the entire industry while ultimately benefitting our customers who rely on the world's shipping industry to transport global container volume of more than 120m TEU across international borders each year," said Noriaki Yamaga, managing director, corporate and innovation, Ocean Network Express. "The opportunities to drive greater

innovation across the shipping supply chain are enormous and we are excited about the opportunity to provide our leadership and insight to help the platform continue to evolve."

TradeLens was launched to help modernise the world's supply chain ecosystems.

Many of the processes for transporting and trading goods are costly, in part, due to manual and paper-based systems. Replacing these peer-to-peer and often unreliable information exchanges, the platform enables participants to digitally connect, share information and collaborate across the shipping supply chain ecosystem.

"The addition of more leading carriers to TradeLens will help global supply chain customers expand and explore the benefits of digitisation and deliver new opportunities to the increasing number of TradeLens ecosystem participants across the global supply chain," said Vincent Clerc, chief commercial officer at AP Møller-Maersk.

"As a neutral industry platform,

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TradeLens offers supply chain visibility, ease of documentation and the potential of introducing new products on top of the platform. These attributes bring new opportunities for the Maersk transformation towards becoming an end-to-end container logistics company improving the experience and services we offer the customers."

Hapag-Lloyd and ONE will each operate a blockchain node, participate in consensus to validate transactions, host data, and assume a critical role of acting as Trust Anchors, or validators, for the network.

Both companies will be represented on the TradeLens advisory board, which

will include members across the supply chain to advise on standards for neutrality and openness.