

# Europe – Far East Trade

Product Changes from April 2018



# Hapag-Lloyd

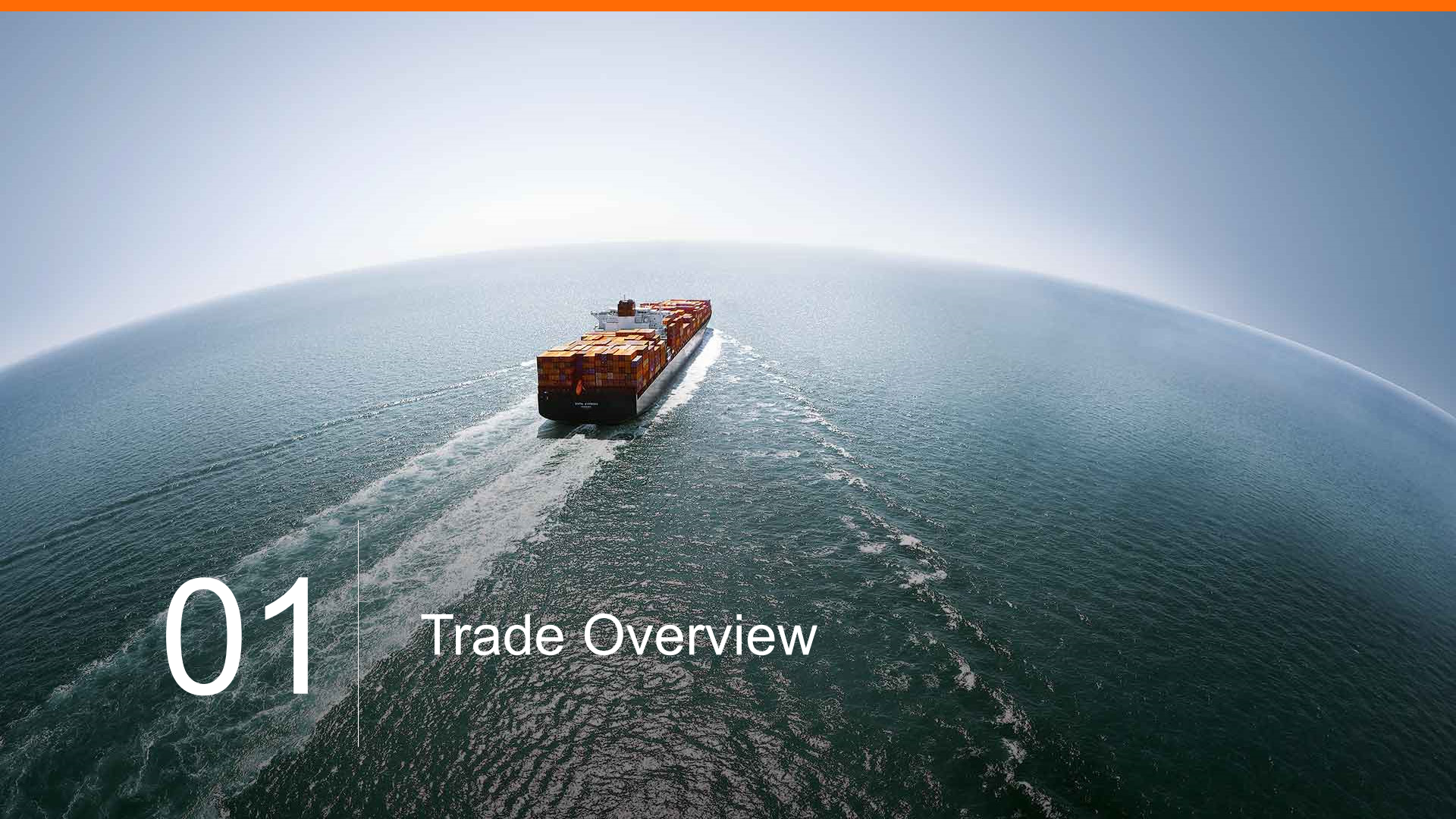
# Agenda

01 | Trade Overview

02 | North Europe – Far East

03 | Mediterranean – Far East





01

Trade Overview

# Strengths of our new Product

## Customer Benefits

- Reliable weekly services connecting Far East and North Europe / Mediterranean / Black Sea with competitive transit times
- A modern fleet, environmentally improved – less emissions
- Focus on lean products with faster transit times between main markets in Far East and Europe
- Multiple service options from main base ports in both Europe and Far East
- Extensive feeder network to and from non-direct ports and comprehensive inland services
- Modern reefer container fleet
- Local expertise with a network of offices throughout Far East and Europe

# Hapag-Lloyd Europe – Asia Trade



Jesper Sorensen

Senior Director, Trade Management Far East

*“With this revamp of THE Alliance product we are pleased to announce some improvements of our existing network. We will maintain our coverage of main ports in North Europe with dedicated loops from and to main markets in Asia. Additionally we have added an import call in Le Havre and added an improved product into Shanghai from North Europe. Our direct Japan service will continue and we are pleased to offer an upgraded South East Asia service.*

*THE Alliance product to Mediterranean has been changed to dedicated services to improve schedule reliability. We will launch a dedicated Spain service adding Tangiers and Busan, as well as a dedicated France and Italy service with an addition of Qingdao. On our East Mediterranean service we will add export calls in Izmit and Ashdod.*

*With these service changes on THE Alliance network we are looking forward to offering an improved product to match our customers’ requests.”*



02

North Europe – Far East

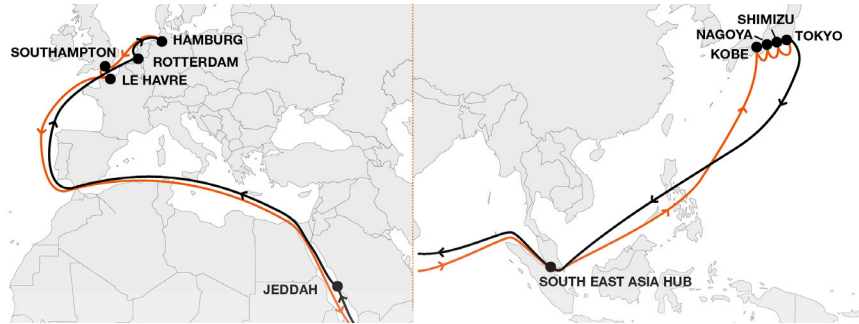
# Our Far East Product

## General – North Europe

- Five dedicated lean products to achieve product differentiation by transit times, connectivity and reliability
- Five calls per week in Hamburg, Rotterdam and UK and three calls per week in Le Havre and Antwerp
- Dedicated loops for Japan, South East Asia, South and North China with extensive port coverage
- Additional port calls at Colombo, Jeddah allowing further connections to Hapag-Lloyd services
- Extensive coverage to European outports through dedicated feeder network

# North Europe Services

# FE1 – Far East Loop 1



## Transit times

EASTBOUND	South East Asia Hub	Kobe	Nagoya	Shimizu	Tokyo
Rotterdam	26	35	36	37	38
Hamburg	24	33	34	35	36
Southampton	22	31	32	33	34
Le Havre	20	29	30	31	32

Frequency: weekly

WESTBOUND	Jeddah	Rotterdam	Hamburg	Southampton	Le Havre
Kobe	22	32	34	37	39
Nagoya	21	31	33	36	38
Shimizu	20	30	32	35	37
Tokyo	18	28	30	33	35
South East Asia Hub	10	20	22	25	27

Frequency: weekly

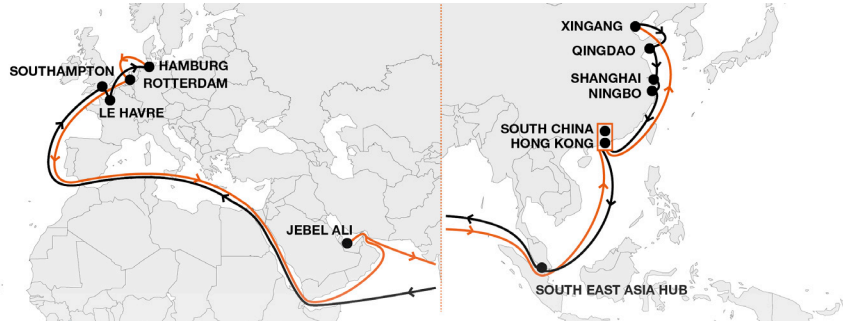
## Key Service Strengths

- **Asia to Europe**
  - Dedicated Japan service with fast transit times due to minimal number of stop-over ports
  - Direct connection ex Japan to Red Sea
- **Europe to Asia**
  - Direct service to Japan with one of the fastest transit times in the market



# North Europe Services

# FE2 – Far East Loop 2



## Transit times

EASTBOUND	Jebel Ali	Hong Kong	Xingang	Qingdao	Shanghai
Southampton	25	39	44	46	50
Le Havre	23	37	42	44	48
Hamburg	19	33	38	40	44
Rotterdam	16	30	35	37	41

Frequency: weekly

WESTBOUND	Southampton	Le Havre	Hamburg	Rotterdam
Xingang	37	40	43	46
Qingdao	33	36	39	42
Shanghai	31	34	37	40
Ningbo	30	33	36	39
Hong Kong	27	30	33	36
South China	25	28	31	34
South East Asia Hub	20	23	26	29

Frequency: weekly

## Key Service Strengths

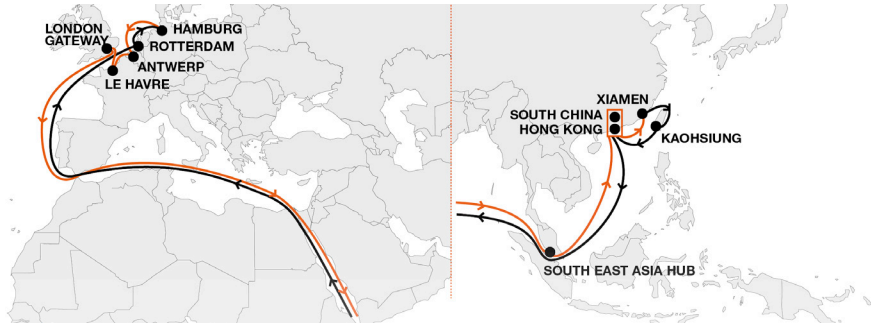
### ■ Asia to Europe

- Extensive coverage of Chinese ports
- UK service focus with fast transit times
- Fast transit times to Le Havre as second inbound port

### ■ Europe to Asia

- Great connectivity to Chinese ports
- Connection from/to Middle East via Jebel Ali

# North Europe Services



## Transit times

EASTBOUND	South East Asia Hub	Hong Kong	Xiamen	Kaohsiung
Rotterdam	31	36	38	41
Hamburg	28	33	35	38
Antwerp	24	29	31	34
Le Havre	23	28	30	33
London Gateway	21	26	28	31

Frequency: weekly

WESTBOUND	Rotterdam	Hamburg	Antwerp	Le Havre	London Gateway
Hong Kong	31	34	38	41	42
Xiamen	28	31	35	38	39
Kaohsiung	26	29	33	36	37
South China	23	26	30	33	34

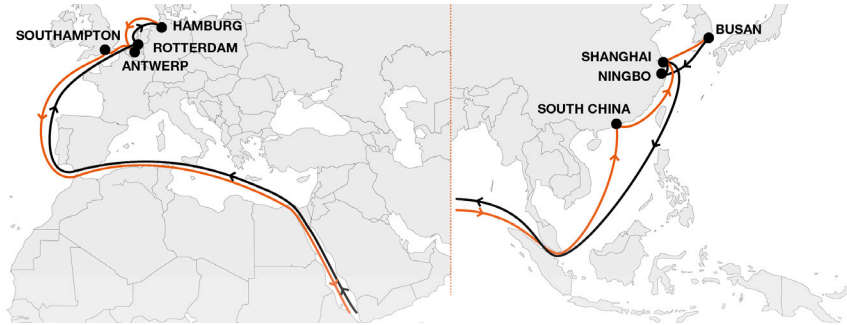
Frequency: weekly

# FE3 – Far East Loop 3

## Key Service Strengths

- **Asia to Europe**
  - Dedicated South China service
  - Direct Taiwan to North Europe service
  
- **Europe to Asia**
  - Very attractive transit time from Le Havre as second last loadport in Europe

# North Europe Services



## Transit times

EASTBOUND	South China	Shanghai	Busan	Ningbo
Rotterdam	35	38	41	45
Hamburg	31	34	37	41
Antwerp	28	31	34	38
Southampton	26	29	32	36

Frequency: weekly

WESTBOUND	Rotterdam	Hamburg	Antwerp	Southampton
Busan	32	35	39	42
Ningbo	28	31	35	38
Shanghai	26	29	33	36

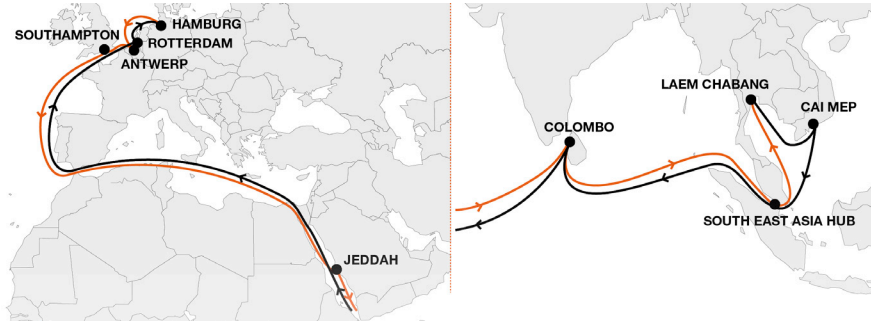
Frequency: weekly

# FE4 – Far East Loop 4

## Key Service Strengths

- **Asia to Europe**
  - Dedicated Central China and Korea service
  - Fast transit times as no stop-over in South East Asia
  
- **Europe to Asia**
  - Fast transit times to Shanghai
  - Direct connection to South China without previous stop-over port

# North Europe Services



## Transit times

EASTBOUND	Jeddah	Colombo	South East Asia Hub	Laem Chabang	Cai Mep
Rotterdam	17	25	30	34	38
Hamburg	14	22	27	31	35
Antwerp	12	20	25	29	33
Southampton	10	18	23	27	31

Frequency: weekly

WESTBOUND	Rotterdam	Hamburg	Antwerp	Southampton
Laem Chabang	26	28	31	33
Cai Mep	23	25	28	30
South East Asia Hub	20	22	25	27
Colombo	16	18	21	23

Frequency: weekly

# FE5 – Far East Loop 5

## Key Service Strengths

- **Asia to Europe**
  - Dedicated South East Asia service
  - Direct port call at Laem Chabang and Cai Mep
  - Connection to Indian Subcontinent via Colombo
  
- **Europe to Asia**
  - Connection to Indian Subcontinent via Colombo



03

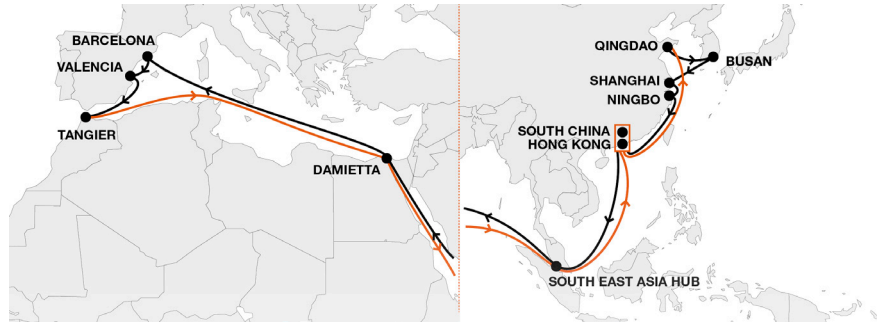
Mediterranean – Far East

# Our Far East Product

## General – Mediterranean

- Two reliable weekly services connecting Asia and the Mediterranean / Adriatic / North Africa / East Mediterranean and Black Sea
- One dedicated Turkey / East Mediterranean / Black Sea service
- Improved transit times
- Dedicated feeder network throughout the Mediterranean
- New direct call in Izmit
- South East Asia hub servicing Japan and South East Asia outports
- Jeddah call offers a link to and from the Middle East

# Mediterranean Services



## Transit times

EASTBOUND	South East Asia Hub	Hong Kong	Qingdao	Busan	Shanghai	Ningbo
Barcelona	23	28	31	33	35	36
Valencia	20	25	28	30	32	33
Tangier	18	23	26	28	30	31
Damietta	13	18	21	23	25	26

Frequency: weekly

WESTBOUND	Damietta	Barcelona	Valencia	Tangier
Qingdao	24	30	31	35
Busan	22	28	29	33
Shanghai	20	26	27	31
Ningbo	19	25	26	30
South China	17	23	24	28
South East Asia Hub	12	18	19	23

Frequency: weekly

# MD1 – Mediterranean Service 1

## Key Service Strengths

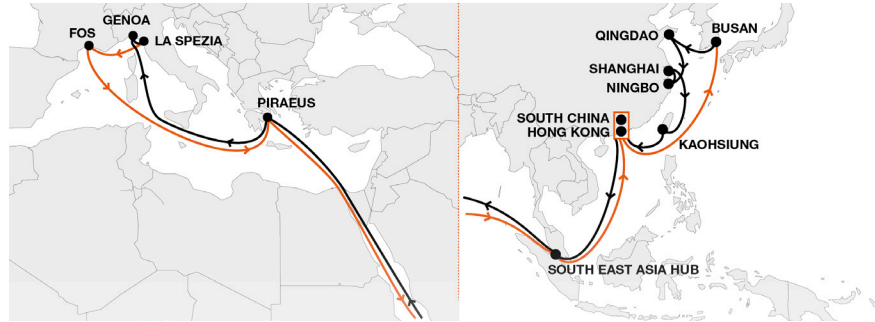
### ■ Asia to Mediterranean

- Dedicated Spain service
- Expanded port coverage in Asia including a new direct call in Busan
- Transshipment via Damietta to Adriatic ports
- New Tangier call for transshipment to North Africa ports

### ■ Mediterranean to Asia

- Dedicated Spain service
- Transshipment via Damietta from Adriatic ports

# Mediterranean Services



## Transit times

EASTBOUND	South East Asia Hub	Hong Kong	Busan	Qingdao	Ningbo
Genoa	25	31	35	38	40
La Spezia	24	30	34	37	39
Fos Sur Mer	21	27	31	34	36
Piraeus	17	23	27	30	32

Frequency: weekly

WESTBOUND	Piraeus	Genoa	La Spezia	Fos Sur Mer
Busan	28	31	34	36
Qingdao	25	28	31	33
Ningbo	23	26	29	31
Shanghai	22	25	28	30
Kaohsiung	20	23	26	28
South China	18	21	24	26
South East Asia Hub	14	17	20	22

Frequency: weekly

# MD2 – Mediterranean Service 2

## Key Service Strengths

### ■ Asia to Mediterranean

- Dedicated Italy and France service
- New direct call in Piraeus for transshipment to East Mediterranean and Black Sea

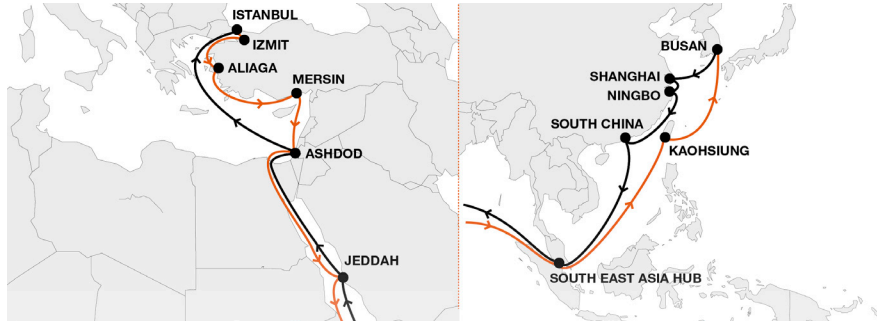
### ■ Mediterranean to Asia

- Dedicated Italy and France service
- New direct call in Piraeus for transshipment from East Mediterranean and Black Sea



# Mediterranean Services

# MD3 – Mediterranean Service 3



## Transit times

EASTBOUND	Jeddah	South East Asia Hub	Kaohsiung	Busan	Shanghai	Ningbo
Istanbul	13	27	32	36	38	40
Izmit	11	25	30	34	36	38
Aliaga	8	22	27	31	33	35
Mersin	5	19	24	28	30	32
Ashdod	3	17	22	26	28	30

Frequency: weekly

WESTBOUND	Jeddah	Ashdod	Istanbul	Izmit	Aliaga	Mersin
Busan	22	27	30	33	36	40
Shanghai	20	25	28	31	34	38
Ningbo	18	23	26	29	32	36
South China	16	21	24	27	30	34
South East Asia Hub	11	16	19	22	25	29

Frequency: weekly

## Key Service Strengths

- **Asia to Mediterranean**
  - New direct call in Izmit
  - Transshipment via Istanbul to Black Sea
  - Transshipment via Jeddah to Middle East
  
- **Mediterranean to Asia**
  - New direct call in Ashdod
  - Transshipment via Istanbul from Black Sea
  - Transshipment via Jeddah from Middle East



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