

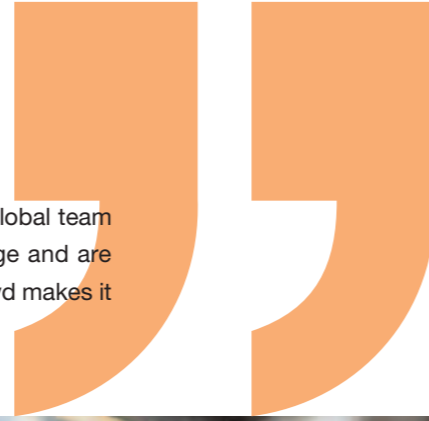
SUCCESS  
HAS  
A NAME



# FOR OVER 160 YEARS...

... we've been there for you – world-wide. We didn't invent globalisation, but Hapag-Lloyd has made a significant contribution to the rapid growth of world trade. Our scheduled services were, and remain, the basis for opening up new markets. Today, Hapag-Lloyd is one of the major forces in global container shipping. Experienced specialists with top logistical expertise are the basis of our excellent reputation. Using an IT system that ranks among the best in our industry, we are able to ensure that data exchange functions smoothly in real time and that our offices around the world are interconnected. We are present at all the world's important locations and know the local practices. We pay particular attention to environmental protection; this is part of our corporate philosophy. Our standard is whatever the customer desires.

Dominic Leroux, who works in Sales, has been at Hapag-Lloyd for five years. “Working in a global team with many different people and nationalities is great fun. We speak our customers’ language and are familiar with the mentalities of the residents and the customs of the countries. And Hapag-Lloyd makes it possible for us to work anywhere in the world and thereby broaden our own horizons.”



# 58 NATIONALITIES

We speak your language, wherever in the world you live. One of the 300 branches that we maintain in 114 countries will always be near to where you are. Thanks to continuous training, our employees are always well informed and will advise you on all transport-related issues. They are experts on temperature-controlled cargo, heavy cargo, oversized items, hazardous materials and the packing of containers – and are fully conversant with the relevant regulations and requirements. A flat hierarchy ensures short reaction periods when customers make enquiries. For globally active companies, the Global Account Manager is available as a permanent contact for all transport operations. We offer individual, customised service adapted specifically to our customers’ requirements.

Transport is a matter of trust, as your reputation depends largely on the quality and reliability of your logistics partner. Hapag-Lloyd offers a densely-meshed network of routes that encompasses every continent and even serves smaller ports. It does this according to a timetable which has departures on fixed weekdays – and is adhered to. To facilitate this, we deploy additional ships on specific routes. For Hapag-Lloyd, though, the service doesn't end at the port. Our offices on land not only ensure that the desired container is delivered punctually, but also organise the **pre-carriage and on-carriage** traffic – strictly in line with your wishes and requirements.

# LOADING 1,442 SHIPS SAFELY




Jan Koch, **stowage planner**, at Hapag-Lloyd for seven years. “Like my colleagues in **stowage** planning, I have a captain's certificate and was at sea for many years before remaining ashore. The captain on board and the customer on shore both trust my experience. When loading, the bending strength, torsion and shear force that impact the ship all have to be taken into account – as must the particularities of the cargo, the shipping area and a smooth transshipment operation. After all, the crew, the ship and the cargo have to reach their destination safely and punctually.”



# 10 MILLION TRANSACTIONS PER MONTH

Our freight information system, which is continuously adapted to new requirements, is unsurpassed in the industry. It depicts the actual transport operation in its complexity. The data is captured just once and is then available worldwide in real time. Fast data transfer with customers and partners is standard at Hapag-Lloyd. The IT solutions are customised according to client requirements and the transport volume. The spectrum on offer encompasses simple but efficient e-mail notifications via our website which allow access to all the relevant data, the multi-carrier platform "Intra" and individual EDI solutions which come close to the ideal of the paperless office. In conjunction with our customers, we achieve a high level of efficiency with e-business.



Darvell Dolphin, member of the Application and User Support staff, at Hapag-Lloyd for 30 years. "With our integrated IT system we not only manage the exchange of data with our customers and service providers, but also connect our offices to locations all over the world. It is this very capacity for automatic data exchange that characterises our IT. Only in this way can complex processes and customer wishes that change at short notice be dealt with efficiently. This has made our system the yardstick in our industry. We will do everything to ensure that it stays that way."



Frank Nachbar, head of Container Technology, at Hapag-Lloyd for 20 years. “Innovation is routine for us. Special refrigerated containers with which the ripening process can be delayed during transport help our customers to expand their market catchment areas. Hard-top and open-top containers can be loaded with heavy goods from above by crane, and then there are the high-cube flats. Of course, we have standard containers too – basically the right container for each commodity.”



# 6,092 KILOMETRES – OUR CONTAINERS LINED UP BOX TO BOX

Different container types ensure the optimum transportation of goods of all kinds: hard-top or open-top for allowing loading from above, ventilated containers for products that have to be aired during transportation, platforms and flats for situations where the items being shipped are larger than the standardised boxes, and reefers for when the cargo has to be transported at a controlled temperature – our customers can choose from a total of 16 different container types. A special feature of Hapag-Lloyd’s service is that with temperature-controlled cargo, a firm distinction is made between refrigerated containers for transporting food and those for transporting other products. In addition, a reefer must be checked beforehand for cleanliness and be technically faultless before it is sent out. Our experts will be happy to assist our customers with the choice or loading of the container, and it goes without saying that Hapag-Lloyd provides those containers quickly and reliably.

Hans-Joachim Grasshoff, Cargo Specialist, at Hapag-Lloyd for 24 years. “As a marine engineer, you know what forces seaborne cargo is exposed to and how it has to be secured to reach its destination unharmed. Because even the biggest modern container ships used today can react very strongly to inclement weather. If the cargo is extremely large or weighs several hundred tons, we advise customers long before the actual shipping operation begins. This makes the subsequent transport safer, more efficient and therefore more cost-effective. Every transport operation with heavy cargo is different. This makes the job varied and fascinating. If the customer is satisfied at the end of it all, we’ve done everything right.”



Generators, locomotives and other voluminous and heavy cargo items reach their destinations safely with our modern container ships. They are transported on flats or platforms which can, as required, be coupled either on or below deck – in any event well-secured for sea transport. Depending on the available port facilities, the heavyweight articles are loaded or unloaded with the gantry crane or the floating crane. And as far as the organisation of the sea transport is concerned, our experts put all their experience and competence at the customers’ disposal. The transportation of hazardous materials, too, requires specialist knowledge. Hapag-Lloyd has the specialists that are required – all over the world. They know what documents are required, what precautions to take, and how to assign hazardous materials categories. Together with our specially trained ships’ crews, we ensure the optimum prerequisites for the seagoing transportation of sensitive cargo.

**1,000 HEAVY  
CARGO ITEMS  
STORED  
SECURELY  
EACH YEAR**



# 35 TIMES MORE SECURITY

Worldwide safety regulations are becoming consistently more stringent and change regularly. The ISPS Code was adopted by the International Maritime Organization (IMO) after the terrorist attacks on 11 September 2001. While ISPS focuses primarily on sea transport, Hapag-Lloyd includes on-shore organisation in its security concept. In every region there is a security officer who is supported by specially trained local employees. This guarantees that whenever anything unexpected happens, all the necessary measures are initiated without delay. In order to be up-to-date in matters of security at all times, the staff undergo continuous further training. Whether “C-TPAT”, “AEO”, “10 + 2” or the 24-hour rules in the USA, Canada, Mexico, China or Europe, the local Hapag-Lloyd experts are competent contacts for our customers, helping to ensure that there are no problems with security regulations.



Anemone Pelikan, Director Security & Riskmanagement, at Hapag-Lloyd for ten years. “More and more countries are introducing new rules and regulations at ever shorter intervals, and these have to be implemented by customers and carriers. With the experience at our disposal, we make sure that the relevant documents are available and that the goods undergo the monitoring process with no problems.”



Lutz-Michael Dyck, Director Technical Fleet Management, at Hapag-Lloyd for 20 years. “As an effective and quickly realisable way of reducing CO<sub>2</sub> emissions, we reduced the speed of our ships. The next rigorous steps we took were the technical adjustments that led to further reductions in consumption. We are nevertheless still working non-stop on optimisation measures. Environmental protection is for us an ever-present responsibility.”

Sustainable action has long been part of our corporate philosophy. Hapag-Lloyd is certified in accordance with the quality standard ISO 9001 and the environmental standard 14001. This means that we are one of the few shipping lines to offer verifiable attributes along the entire transport chain. All of our newly built ships have technically useful emissions-reducing innovations integrated into them. As a result, reduced engine output led to a reduction in consumption, thereby lowering emissions by more than one third. We are also committed to the deployment of environmentally friendly transport systems such as railways and inland waterways. Hapag-Lloyd is a member of the Clean Cargo Working Group, whose objective is the uniform and transparent presentation of its own environmental efforts. Shipping is the most environmentally friendly mode of transport. But there is nothing that cannot be improved. Together with our customers, we will continue to work on strategies aimed at enhancing environmental protection.


# 861,156 TONNES OF CO<sub>2</sub> SAVED THANKS TO OUR MODERN FLEET





# 645.175 ORDERS PER QUARTER

The highest standards were the sole yardstick for the actions of Hapag-Lloyd right from the outset – upon the establishment of Hamburg-Amerikanische Packet-fahrt-Actien-Gesellschaft (Hapag) more than 160 years ago in 1847, and of Nord-deutscher Lloyd ten years later. The shipping companies, which merged to form Hapag-Lloyd AG in 1970, took it in turns to be global market leader – at that time in connection with the transportation of emigrants primarily from Europe to the USA. Size and mass were not the only important factors – the highest quality was also guaranteed. The two shipping companies set standards in shipping and shipbuilding for more than a century, as Hapag-Lloyd does today in container logistics. Being one of the best at all times has always been our objective. A credo which applies to this day.



Patcharin Chankiaw, member of Customer Service Booking, at Hapag-Lloyd for three years. “We know that we demand a lot of ourselves. Our self-imposed target is zero errors in documentation and accounting. Striving for this means our customers will be satisfied, time and money will be saved, and people’s nerves will be soothed.”

