

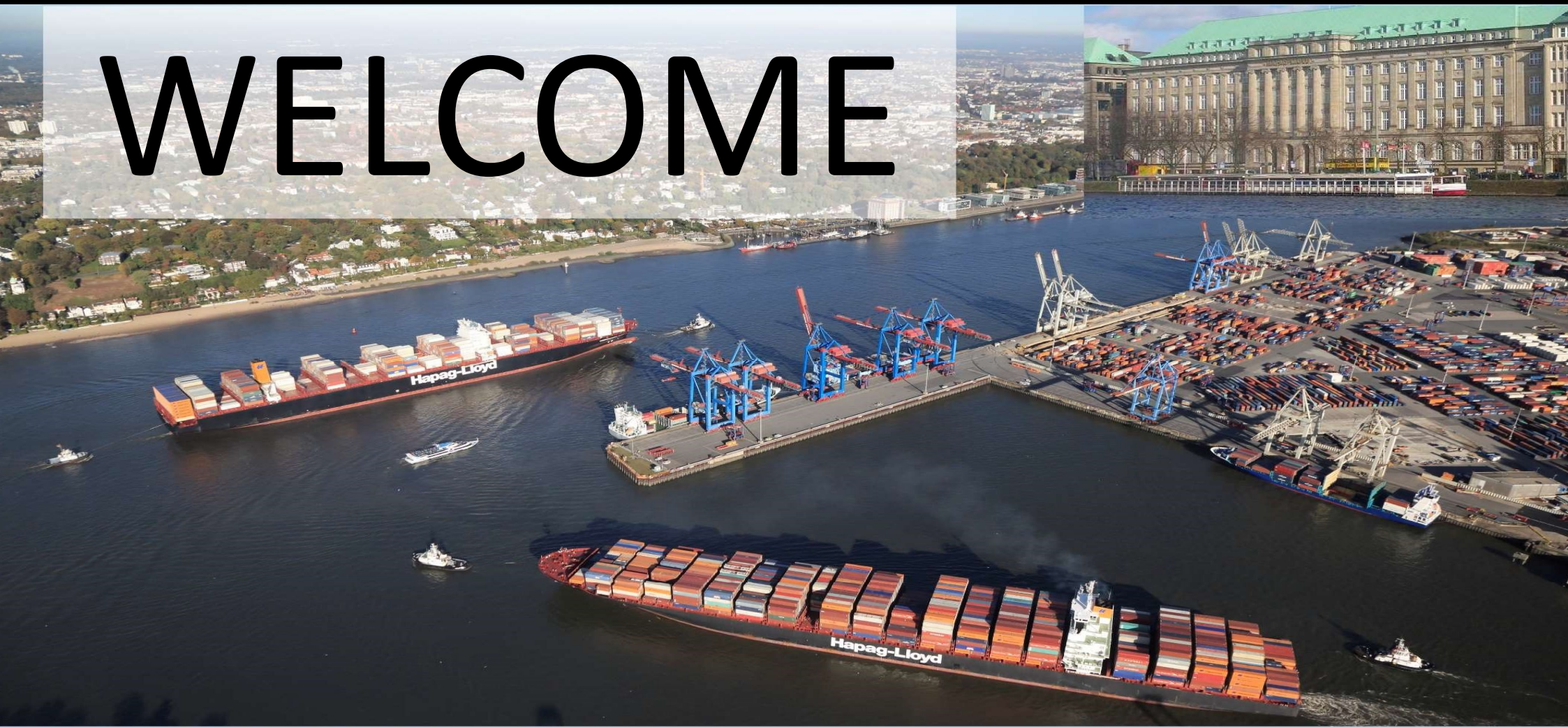
**The purpose of SMDG e.V. is to discuss possibilities to standardize exchange of information on a variety of business fields in the container shipping industry. It is important to recognize that these activities are subject to certain legal limits imposed by antitrust laws.**

**One central concern of these laws is with combinations or agreements in restraint of trade whereby competition is reduced by design.**

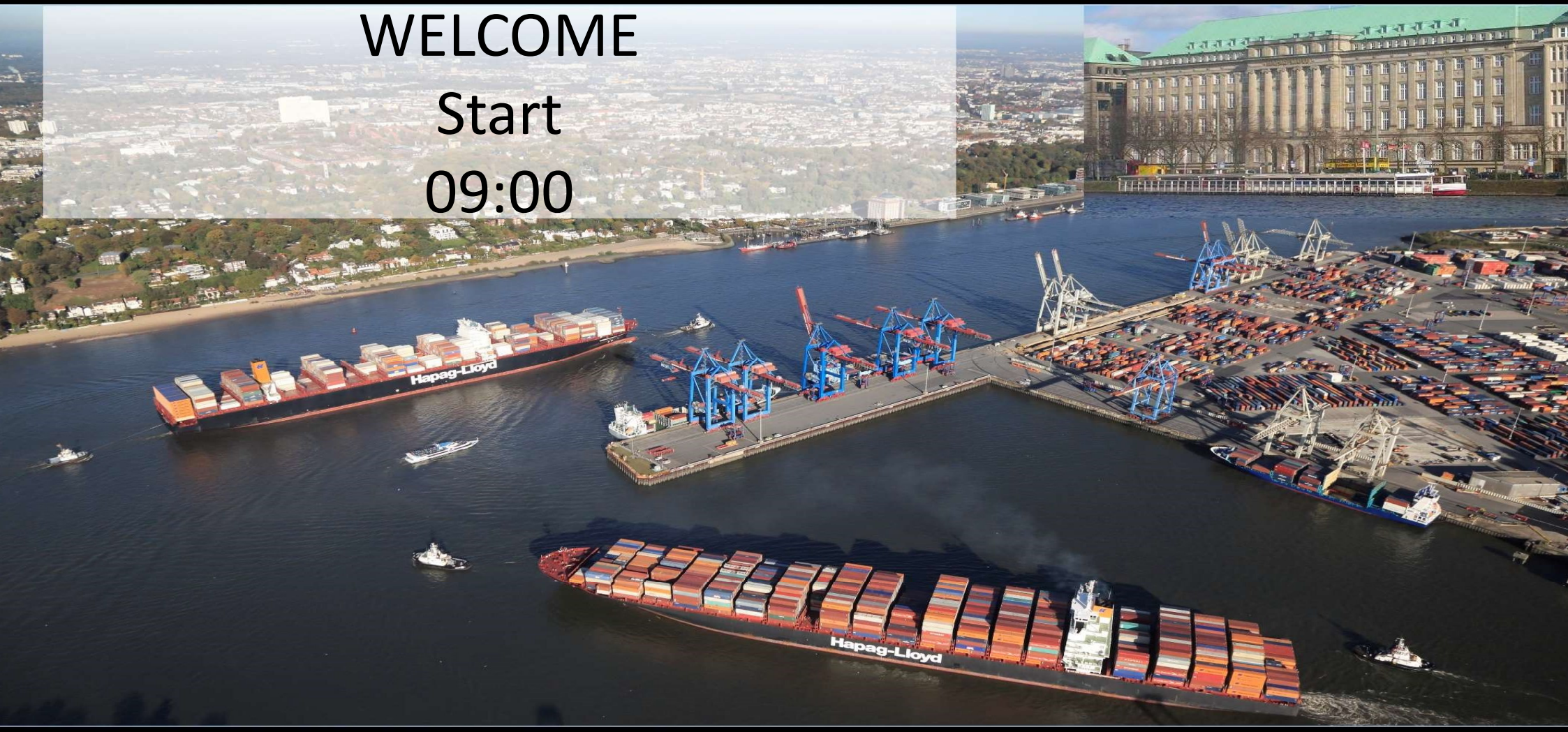
**Consequently, in the course of all SMDG e.V. activities, discussions among members involving pricing, sale terms, territories, production or other aspects of competition, must be avoided.**

**In the event any member ever feels that the course of SMDG e.V. association activities or statements or actions in association meetings is headed into such an area, members should raise the issue immediately so that further discussion of such matters can be suspended pending receipt of advice satisfactory to the members that the topics addressed do not give rise to antitrust problems**

# WELCOME



WELCOME  
Start  
09:00



An aerial photograph of a busy port in Hamburg, Germany. A large Hapag-Lloyd container ship is docked at a pier, with its deck covered in colorful shipping containers. In the background, a large, classical-style building with a green roof is visible. The water is dark, and several smaller boats are in the harbor.

SMDG Meeting No. 72  
Tuesday, October 09, 2018  
– SMDG Sub-Group MEETING day 1 –  
HAMBURG  
HAPAG-LLOYD

**The purpose of SMDG e.V. is to discuss possibilities to standardize exchange of information on a variety of business fields in the container shipping industry. It is important to recognize that these activities are subject to certain legal limits imposed by antitrust laws.**

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welcome notes from SMDG  
– Agenda of the 3 day Meeting/ Admin –



# welcome notes from Hapag-Lloyd



# welcome notes by HHLA and Xvela





# ROLL CALL 1



S M D G

SMDG meeting #72 // 09-10-11 October 2018 // Hamburg

Hapag-Lloyd

SeaLand  
HAMBURG SÜD

40 YEARS  
CMA CGM ANL APL CNC

KUEHNE+NAGEL

MSC

MAERSK

CMA SHIPS  
CMA CGM LOG

TIL  
SHIPMANAGEMENT

Lifting Global Trade...  
APM  
TERMINALS

DAMO  
Global logistics. Individual solutions.

TERMINAL LINK

TIMES - END "C" COMPUTERS LTD. CGI

BC

EXIST 30 YEARS  
TECHNOLOGIES

navis

OnBase  
by Hyland

NRI  
Nomura Research Institute

GEFEG

Hapag-Lloyd



CSA

DAKOSY PART OF CARGOTEC CORPORATION

portbase

KOCKUMATION

CyberLogitec

ONE

PSA

HHLA

ZIM

ibk

RWG  
ROTTERDAM WORLD GATEWAY

BOLLORE PORTS

NileDutch  
THE AFRICA CONNECTION

Eucon

X-PRESS FEEDERS

HUTCHISON PORTS  
ECT ROTTERDAM

malta freeport

DAMM 25 D-20095 HAMBURG

HHLA

# 10:30 – 11:00 Coffee Break



# Extraordinary plenary session SMDG statutes/ fees/ membership



# UNCEFACT- ITIGG updates



# Agenda 2



# 12:45 – 14:00 Lunch Break



# Intercompany Communication session 1 (SMDG, CMA, MSC, HLL)





# BAPLIE/MOVINS (Jost)



15:30 – 16:00  
Coffee Break



# Code Lists (Jasmin) UN/Locode workgroup



# IFTSAI (Michael)



5 Min Break



# TPFREP (Michael)



An aerial photograph of a port area. In the foreground, a large Hapag-Lloyd container ship is docked at a pier, with its deck covered in colorful shipping containers. Another Hapag-Lloyd ship is visible in the water to the left. In the background, a cityscape is visible under a clear sky. A semi-transparent white box is overlaid on the center of the image, containing the meeting details.

SMDG Meeting No. 72  
Tuesday, October 09, 2018  
– SMDG Sub-Group MEETING day 1 –  
Recap of the Day

The purpose of SMDG e.V. is to discuss possibilities to standardize exchange of information on a variety of business fields in the container shipping industry. It is important to recognize that these activities are subject to certain legal limits imposed by antitrust laws.

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# Boat Tour 18:30 – 20:30



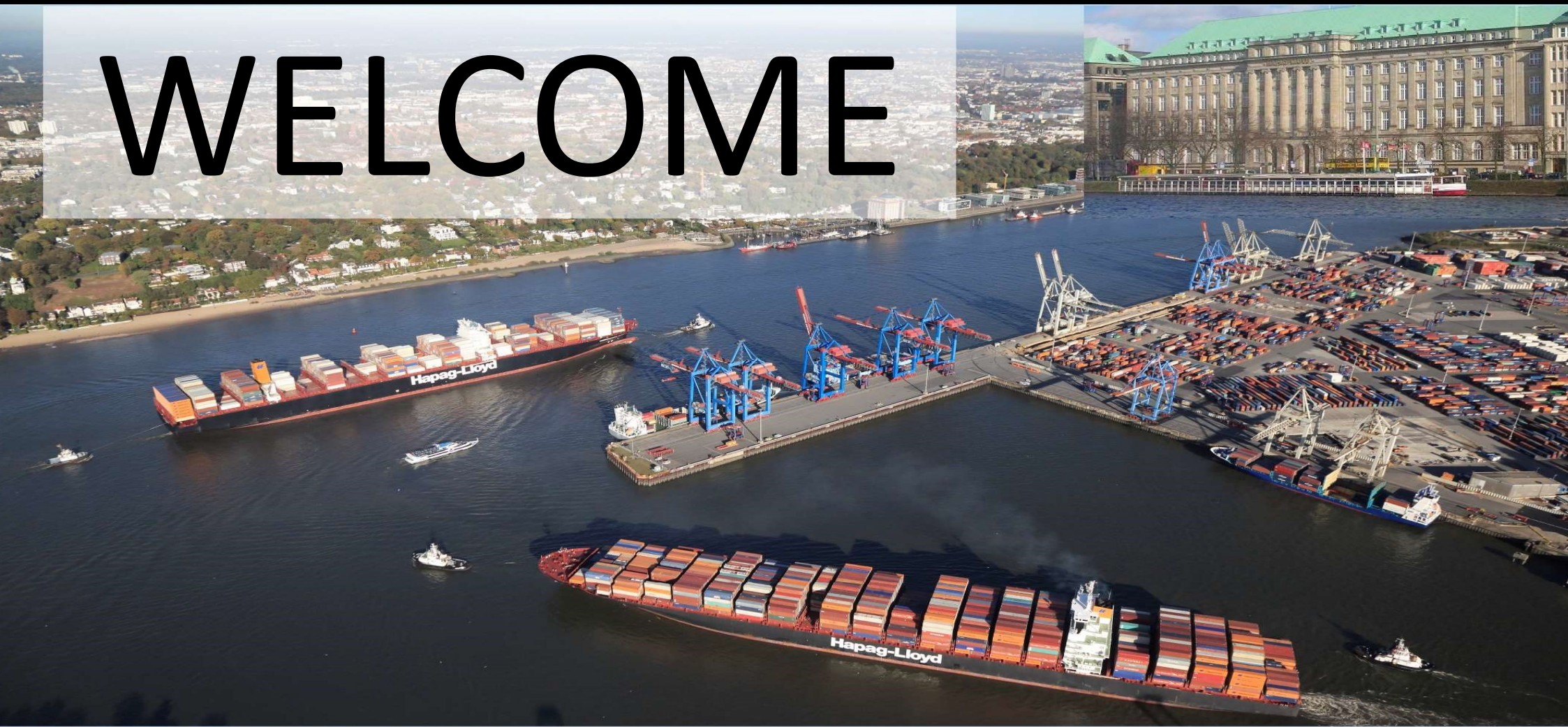
Food and drink complementary for up to 60 delegates. Everyone Welcome e  
Event main sponsor: HHLA



ATSea Consulting  
Working for the Top 500 of Carrier (Specialist Referral)



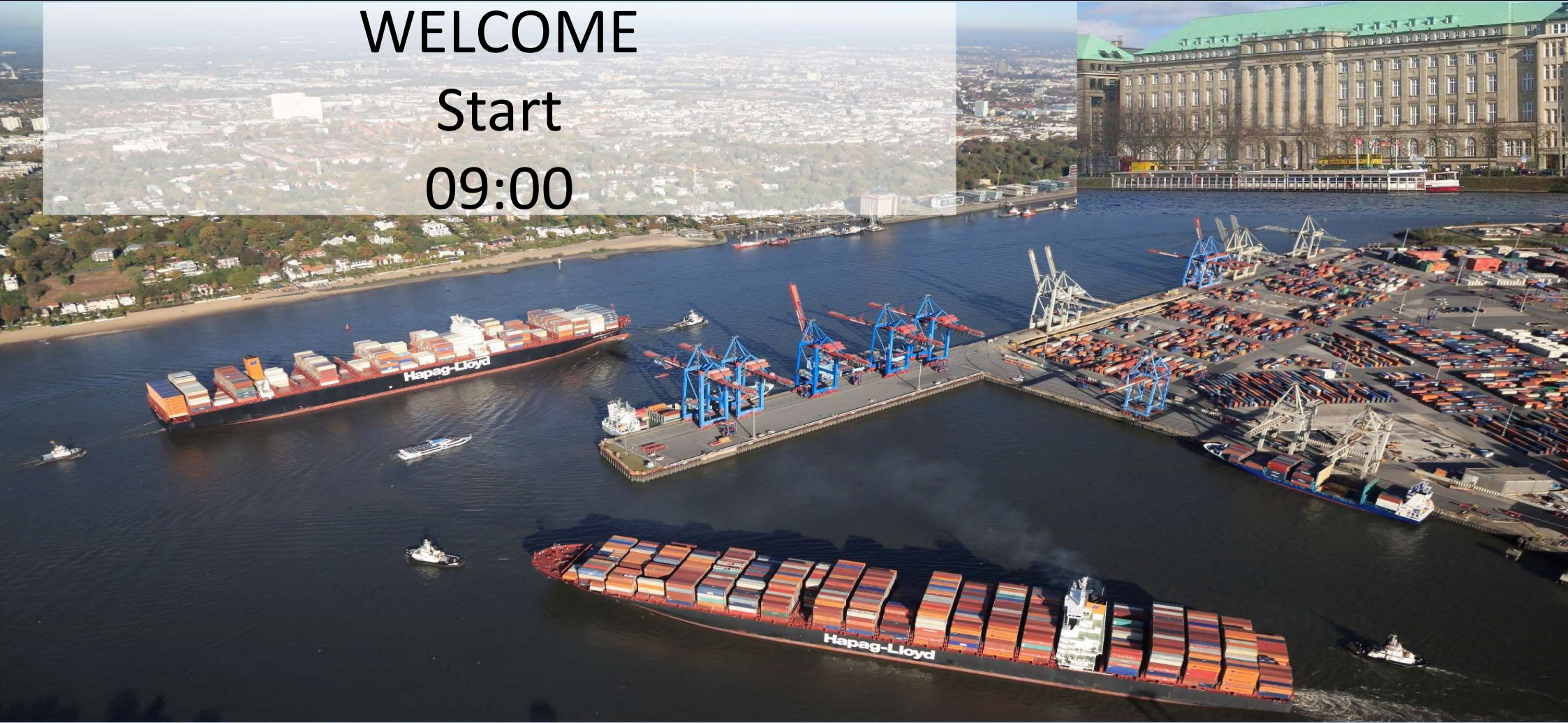
# WELCOME



WELCOME

Start

09:00



An aerial photograph of the Hamburg harbor. In the foreground, a large Hapag-Lloyd container ship is docked at a pier, with its name visible on the side. The harbor is filled with other ships and cranes. In the background, a large, classical-style building with a green roof is visible. The text is overlaid on a semi-transparent white box.

SMDG Meeting No. 72  
Wednesday, October 10, 2018  
– SMDG Sub-Group MEETING day 2 –  
– SMDG Intercompany Communication Process –  
HAMBURG  
HAPAG-LLOYD

welcome notes from SMDG  
– Agenda of the day 2 Meeting/ Admin / AOB –



# TPFREP (Michael)



# Container Messages (Paul)





# IFTMBF for DG bookings part 1 (Michael \*2)



# 10:30 – 11:00 Coffee Break



# IFTMBF for DG bookings part 2 (Michael \*2)



# 12:45 – 14:00 Lunch Break



M&R  
(Stefano)



# ConRo and RoRo (Stefano)



# SMDG Webservice Standard (Ray and Peter)



# 16:00 – 16:30 Coffee Break





# Vessel profile (SMDG)



# Intercompany Communication session 2 (SMDG, CMA, MSC, HLL)



An aerial photograph of a busy port area. In the foreground, a large Hapag-Lloyd container ship is docked, filled with colorful containers. The ship's name "Hapag-Lloyd" is visible on its side. In the background, there are several other container ships, cranes, and a large building with a green roof. The city of Hamburg is visible in the distance.

Wednesday, October 10, 2018  
– SMDG Sub-Group MEETING day 2 –  
– SMDG Intercompany Communication Process –  
HAMBURG  
HAPAG-LLOYD

Network Event 18:30 – 20:30







XVELA.

WELCOME

Start

09:15



# SMDG Meeting No. 72

Thursday, October 11, 2018  
– SMDG PLENARY MEETING –  
HAMBURG  
HAPAG-LLOYD

09:15



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welcome notes from SMDG  
– Agenda of Plenary #72–



KEYNOTE by our host on the role of  
Standardization in the Maritime Industry.  
Martin Gnass, CIO of Hapag-Lloyd



SMDG creation  
– Agenda of Plenary #72–



# Official signatures of Founding Members

## Official election - confirmation of the plenary agenda

At the suggestion of the chairman and secretary of the meeting, the following agenda was adopted:

1. Discussion on the formation of the association;
2. discussion and approval of the articles of association
3. Election of the board and the auditors;
4. Fixation of the first annual contribution;
5. Miscellaneous.

No objection was raised against this agenda.

20181008 Gründungsprotokoll D EN 20181009 draft .docx  
2018-10-08 Official Satzung Gemeinnützigkeit Verein final  
OV.docx

## Official signatures of Founding Members Official election - confirmation of the Status

The draft statutes were distributed and discussed. The version of the statutes appended to this protocol were approved by, by a show of hands. The chairman of the meeting noted that association herewith is founded and invited all persons present to confirm their accession by signing the statutes. As a result, all the participants signed the statutes

## Official signatures of Founding Members Official election - confirmation of the board

- First chairman : Bruis Van Driel
- Vice chairman/secretary general : Arthur Touzot
- Treasurer : Jost Müller
- Cash Auditors : Lurentius Nettekoven
- Deputy Cash Auditor : André Nielsen

## Official signatures of Founding Members Official election - confirmation of the annual fees

At the suggestion of the elected treasurer, the contributions for members were set as following: 1.500 EUR for global corporate members, 750 EUR for regional corporate member 400 EUR for individual members. No Fees for Institution



# Official signatures of Founding Members

## Official election - confirmation of the founders members

- MSK, CMA, MSC, HLL....
- PSA ant, HHLA, ECT....
- NAVIS, Kokumsonic, Nomoura...
- BIC, EXIS, Hyland...

# Official signatures of Founding Members Official election - confirmation of the plenary agenda

20181008 Gründungsprotokoll D EN 20181009 draft .docx

2018-10-08 Official Satzung Gemeinnützigkeit Verein final  
OV.docx

Signature and picture



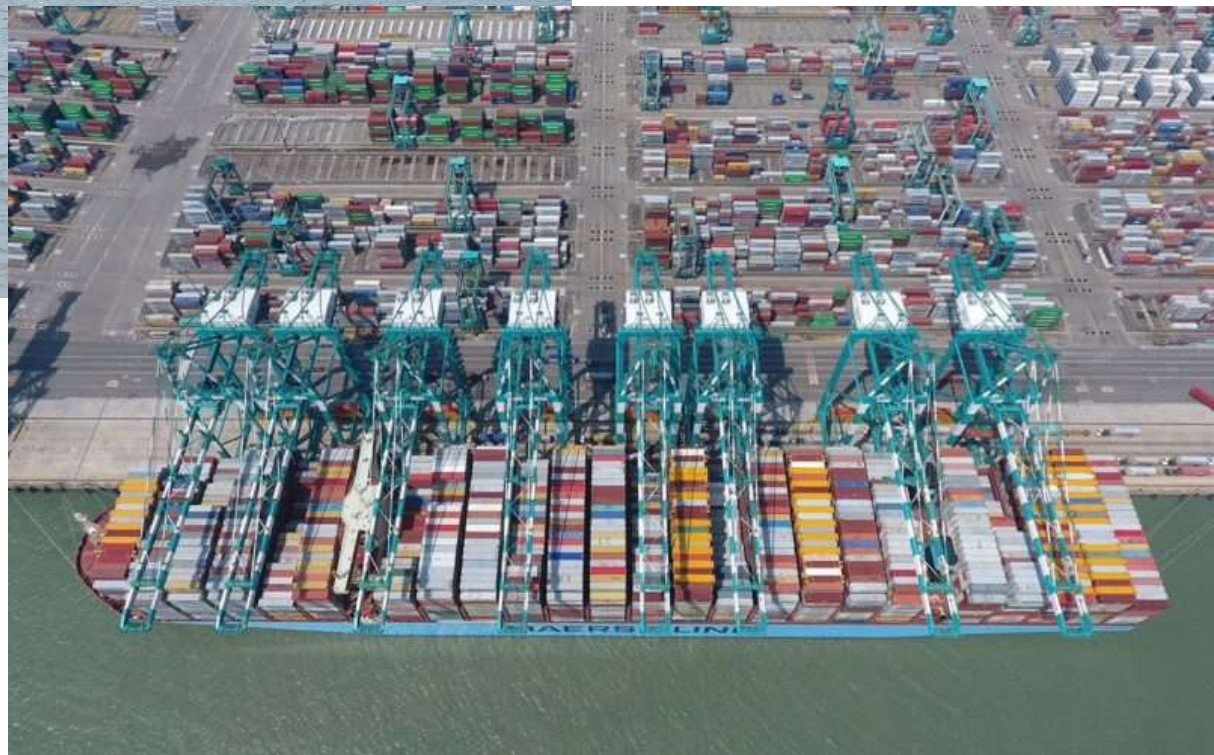
- notary
- create impressum on SMDG website
- once official registration received
  - apply for tax registration - (non profit organization)
  - establish bank account
  - sent membership-fee invoices
- accounting software
- own e-meeting provider
- new internet provider
- set up:
  - website
  - email accounts..:

# Remark on the state of the industry



## Remark on the state of the industry

- 23,000 Teus
- Industry integration and KPIs (DP port, COSCO)
- Network VS network
- Date line 2020: anti trust exemption and low sulfur/ Trump
- IT expansion start up initiative MSK, GER, CMA...BC
- New Cards dealers/ winner winner chicken diner
- Bringing others
- Value of time





SMDG

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Hapag-Lloyd

ZIM

MSC



MAERSK

SeaLand  
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40 YEARS  
CMA CGM

ANL APL CNC

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TIL

SHIPMANAGEMENT

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CMA CGM LOG

EFEG

EXIST 30 YEARS  
TECHNOLOGIES  
DAKOSY

navis

TIMES - END "C" COMPUTERS LTD.  
NRI Nomura Research Institute

CGI

Hapag-Lloyd



CSA

OnBase

KOCKUMATION

portbase

CyberLogitec

ONE

K LINE MOL

NYK LINE

PSA VOLTRI-PRA

HHLA

EUROGATE

PSA ANTWERP

ibk

RWG

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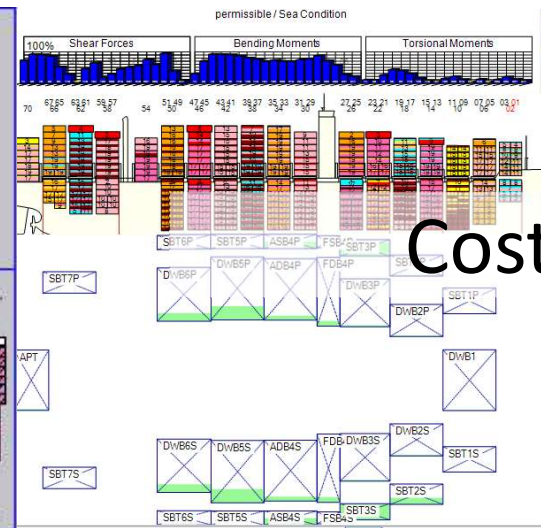
A new way of working

- 9 Carriers
- 14.5 M Teu capacity
- 20,0 M Teu Cont Owned
- 2,500 Vessels
- 140,000 Employees
- 200,000 Calls per years operated
- 100,0 MTeu carried
- 450,0 Mteu moves
- 100,0 B \$Turn over
- 5,0 B \$Net
- 10,0 B \$ employee benefit
- 25,0 B \$Handling Cost
- 15,0 B \$Bunk/Chart/Inland/canal
- 5,0 B \$ IT budget

- 12-15 Terminal operators
- >300 Terminals
- 150,000 Employees
- >350,000 calls per years
- 300,0 Mteu moves
- 27,0 B \$Turn over
- 2,5 B \$Net
- 8,0 B \$ employee benefit
- Other Kpis, kay length, crane, prod..



Revenues

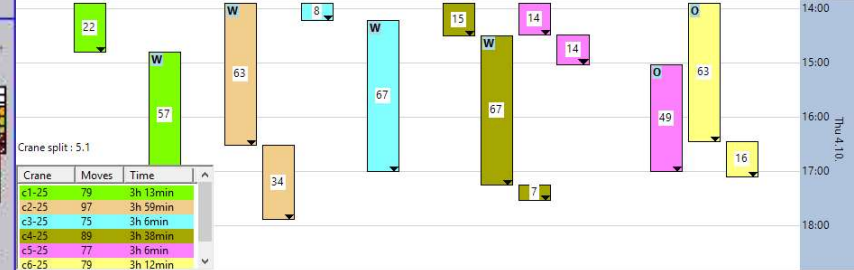


Cost

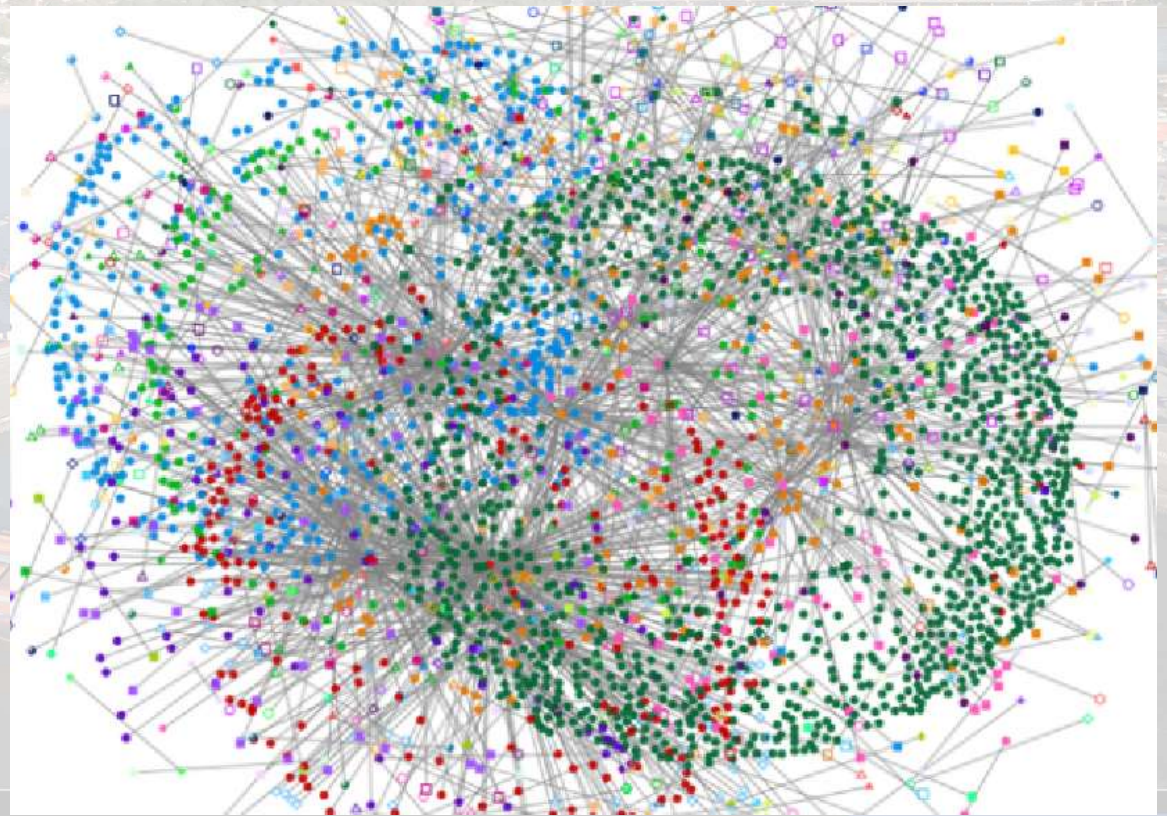
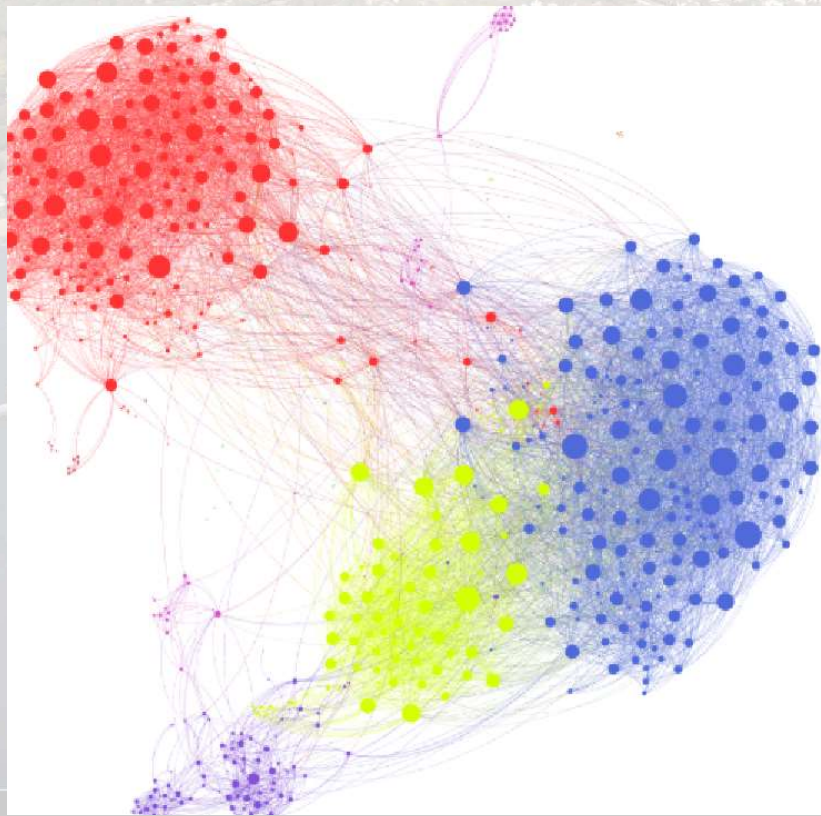
CraneSplit Settings | Schedule

Total	01 03	05 07	09 11	13 15	17 19	21 23	25 27	Bays	19 31	33 35	37 39	41 43	45 47	49 51	53 55	57 59	61 63	65 67	70		
590	8	14	17	20	30	28	28	33	34	8	Out	18	20	12	8	8	17	15	16		
157	1		20	20			3				In	3	18	7		16	39	1	5		
122	5		2	6	62							1	1	1		31	6				
14			4	2								2	2			2					
883	13	15	39	46	116	28	28	35	37	8	8	20	20	9	9	19	23	19	1	1	
28			201		91	37	8	8	8	8	8	19	19	19	19	19	96	86	21	21	
4080	40	52	70	78	19	28	60	66	43	45	58	58	5	5	5	4	4	15	9	31	20

Time



# Network VS Network



# Network VS network

	Company	number of lines	DAVIS CLIENT	PLAN PER YEAR	CAPACITY IN MILLION TEU	NUMBER OF VESSELS
TOTAL	CMA CGM total network	260		106,500	7.0	1,161
lines were at least 1 vessel is operated by a carrier						
OA	CMA CGM	173	YES	42,000	2.5	499
	COSCO + OOCL	40	YES			
	EVERGREEN	11	NO			
2M +H	MSK	27	YES	64,500	4.5	662
	OTHER 2M +HHM	3	NO			
THE ALLIANCE	HLL	13	YES	64,500	4.5	662
	ONE	4	YES			
	YML	3	NO			
OTHERS	XPRESS	23	YES	64,500	4.5	662
	SAMUDERA	13	NO			
	UNIFEEDER	19	YES			
	37 OTHERS	65	VARIOUS			

# Date line 2020


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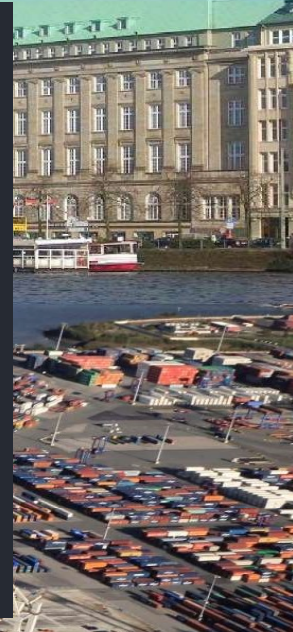
PDF

**European Commission - Press release**

**Antitrust: Commission invites comments on future regime for liner shipping consortia**

Brussels, 27 September 2018

The European Commission is inviting comments on the legal framework exempting liner shipping consortia from EU antitrust rules that prohibit anticompetitive agreements between companies, known as the "Consortia Block Exemption Regulation".



# Next Target Number 7



Target price 1,5-2 M \$



Target price 3-4 M \$



Target price 5-6 M \$

Target price 2-3 M \$



# IT expansion

Growth is Maersk's launchpad for new ventures. We build, partner with and invest in the future stars of trade. We connect startups and ideas with operational expertise and world-class infrastructure.

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GERMANY MARITIME STARTUPS

Home Blog Startups Meet

**Pitch Blue Event Review**

On 24.05. the prelude to the first Pitch Blue took place in Hamburg. From a large number of applications, the best 10 maritime startups were invited to this pitch event. The approval and the interest were great. More than 80 spectators and a dedicated jury of top-class shipping experts wanted to present the best ideas [...]

New card dealers

Telemetry

Blockchain

ecosio  
Innovating EDI

Infosys

CGI

aws

Atos

TRAXART

SAP

Microsoft Azure

amazon Prime

IBM

YIELD

Cryptocurrency



Bott

Yield management





SMDG

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Hapag-Lloyd

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KUEHNE+NAGEL

GT NEXUS

KOCKUMATION

EXIS 30 YEARS TECHNOLOGIES

ecosio  
Innovating EDI

Infosys CGI aws

INTRTRA

DHL

amazon Prime

TRAXENS

SAP

Microsoft Azure

CyberLogitec

IBM

SOLVERMINDS  
SOLUTIONS AND TECHNOLOGIES

FIRST

TGI  
MARITIME SOFTWARE

EXIS 30 YEARS TECHNOLOGIES

KI Net 케이엘넷

NRI  
Nomura Research Institute

OBLX  
CPDF

DAKOSY

ML Com

IRIS-2

TOTAL SOFT BANK LTD.

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SDVO

ShipmentLink

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softship  
WISETECH GLOBAL GROUP

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Line

XVELA COPAS  
STEP AHEAD

BALLINDAMM 25 D-20095 HAMBURG

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Hapag-Lloyd



XVELA

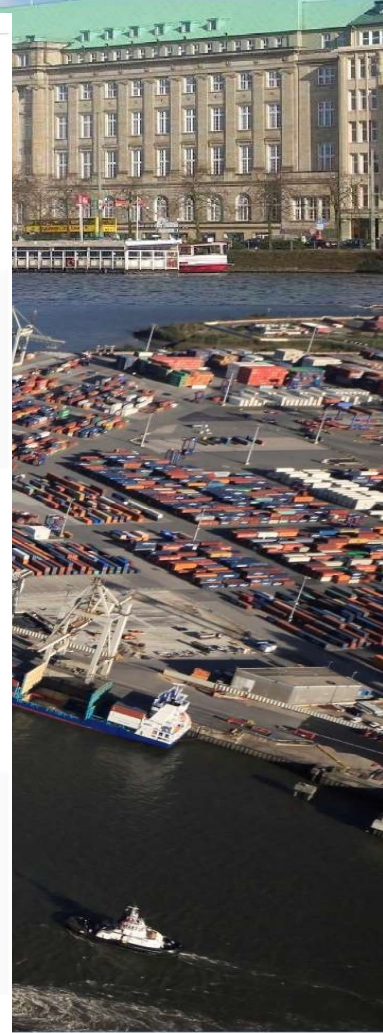
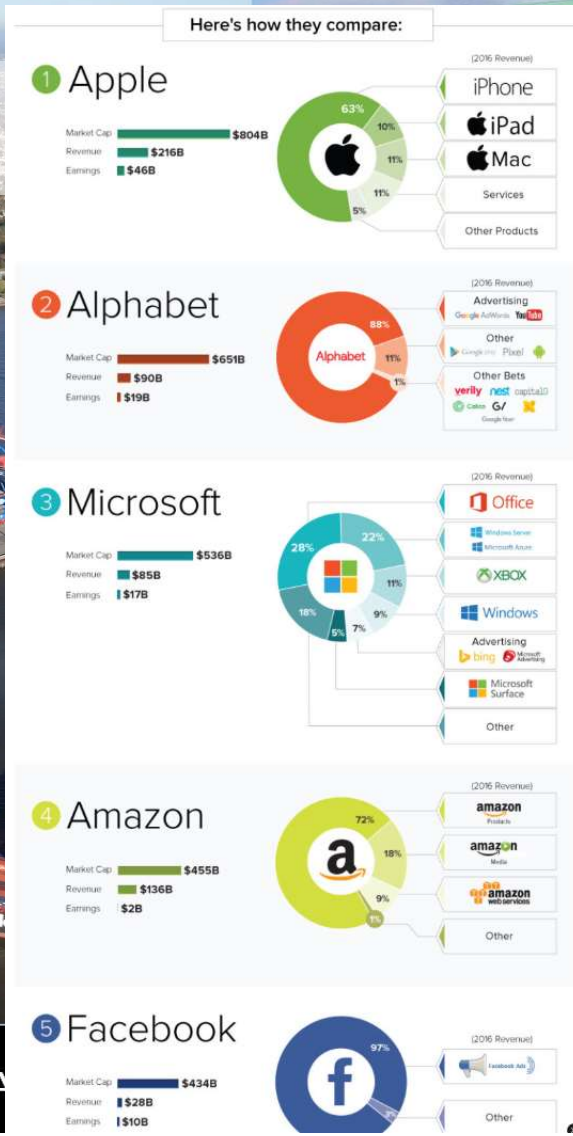
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# Value of time



150 \$/ person/ ans



ROLL CALL 2



SMDG

SMDG meeting #72 // 09-10-11 October 2018 // Hamburg

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SeaLand  
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HUTCHISON PORTS  
ECT ROTTERDAM

malta freeport

DAMM 25 D-20095 HAMBURG

HHLA

SMDG #72 Group Pictures



# 10:45 – 11:15 Coffee Break



**Technical subgroups recap**

- a. UN/EDIFACT Directory maintenance
- b. BAPLIE/MOVINS
- c. CODELIST and BIC
- d. CONTAINER MESSAGE
- e. TPFREP
- f. IFTSAI

**(75 Min)**

Jost  
Jost  
Jasmin  
Paul  
Michael  
Michael



**NEW CODE CARRIER COD**

Ocean Network Express Pte. Ltd.	ONE		2018-01-01
MacAndrews	MCA		2018-10-11
Ocean Network Express Pte. Ltd.	XPF		2018-01-01
OY Hacklin Seatrans Ltd.	HKS		2018-02-27

**CARRIER CODE CHANGE**

COSCO SHIPPING Lines (Europe) GmbH	COE	2018-03-12	2015-04-08	
COSCO SHIPPING Lines Co. Ltd	COS	2018-03-12	2003-09-01	duplicate out
Cheng Lie Navigation Co., Ltd.	CLN	2018-02-27	2003-09-01	

**Phase out**

OPDR Canarias	OPC		2003-09-01	2018-10-11
China Shipping Container Lines	CSC	2018-03-12	2003-09-01	2018-03-12
COSHAN Co.Ltd.	COS	2018-03-19	2003-09-01	2018-06-01

# 12:45 – 14:00 Lunch Break



**Technical subgroups recap**

- f. IFTMBF for DG Booking between carriers
- h. Maintenance & Repair
- i. ConRo – RoRo
- j. Vessel profile std Files
- k. Web Service Work Group

Michael  
Stefano  
Stefano  
Arthur  
Peter & Ray

**(30 Min)**

### Intercompany process subgroups recap

(60 Min)

- a. SMDG/ Edifact Best Practice recommendation for Communication efficiency
- b. BAPLIE/COPRAR GEFEG validation platform
- c. DG Booking between carriers
- d. COPRAR
- e. VGM/ VERMAS
- f. TPFREP
- g. APERAK messages for receiver confirmation
- h. AOB, Opening remark on Block chain, Collaboration platforms (XVELA...)

- CMA CGM
- SMDG
- MSC, HLL
- CMA CGM ZIM
- MSC, HLL
- SMDG, HLL
- All
- SMDG, all

16:00 – 17:30  
Coffee Break



Blockchain presentation

CGI



(90 Min)

Reiner Beeckman

SMDG to evaluate best way to move blockchain into standardisation: Sub-group building



# Next Meeting



# SMDG #73



# SMDG #74

[www.goodhopefreight.com](http://www.goodhopefreight.com)





SMDG meeting #72 // 09-1



SMDG #73  
Rotterdam



MAERSK



Lifting Global Trade.  
APM  
TERMINALS



SMDG #74  
Singapore



SS HAMBURG



# SMDG #73 Rotterdam



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Lifting Global Trade.  
APM  
TERMINALS



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PORT ROTTERDAM



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Infosys



ecosio  
Innovating EDI

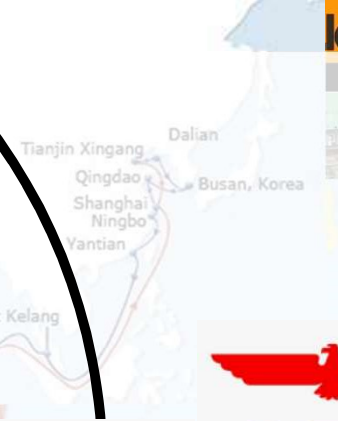


The World's Port of Call

# SMDG #74 Singapore



HAMBURG



# SMDG #73 Rotterdam



February 2019

# SMDG #74 Singapore

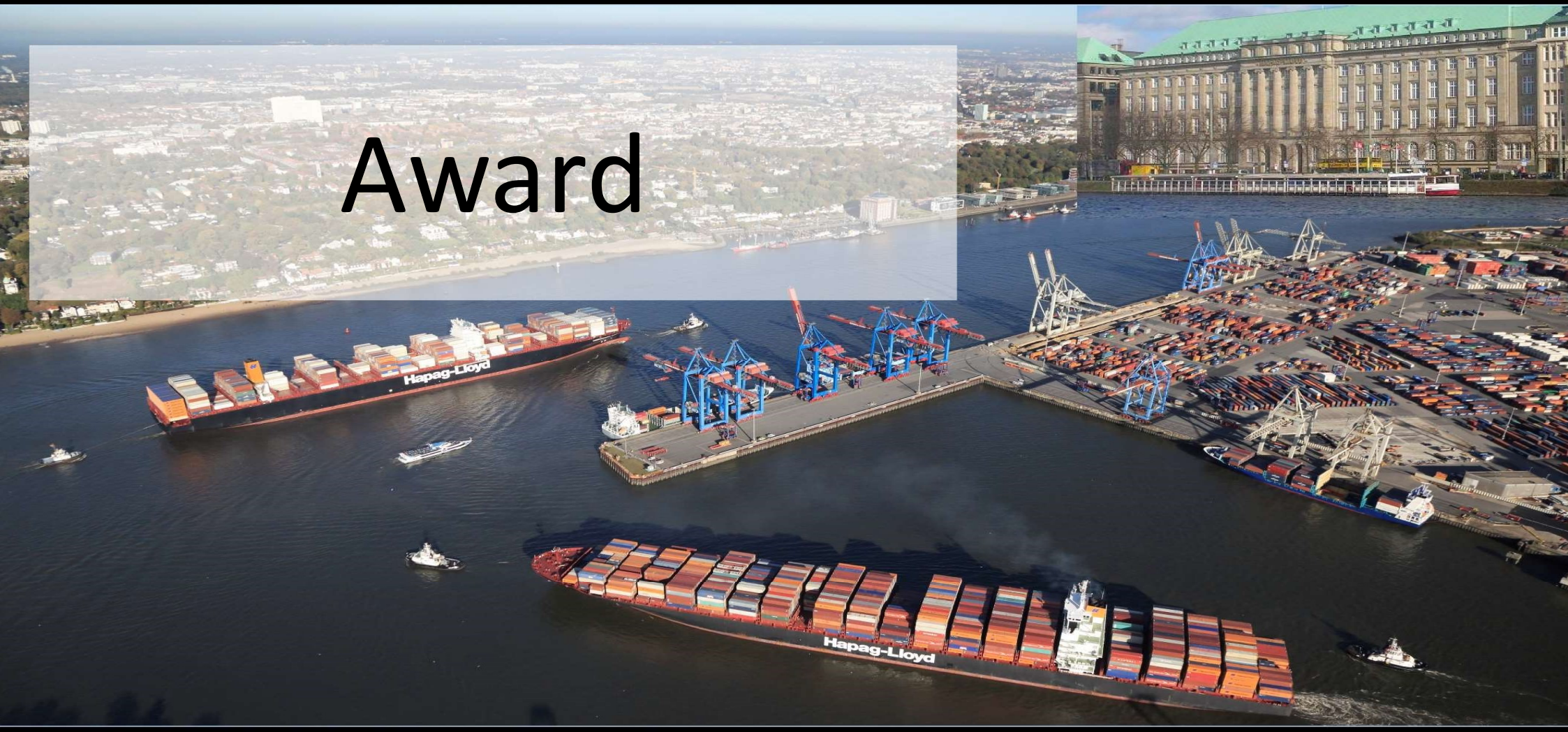


Sept 2019

# All Other Business



# Award



# Life achievement award



Yoshi Kito



# Yoshi Kito 30 years of SMDG





# Jost Müller 30 years of SMDG



# New Member of the year

ONE

Legal SMDG e.V member

1<sup>st</sup> code

1<sup>st</sup> attendance to

SMDG

4 subgroups





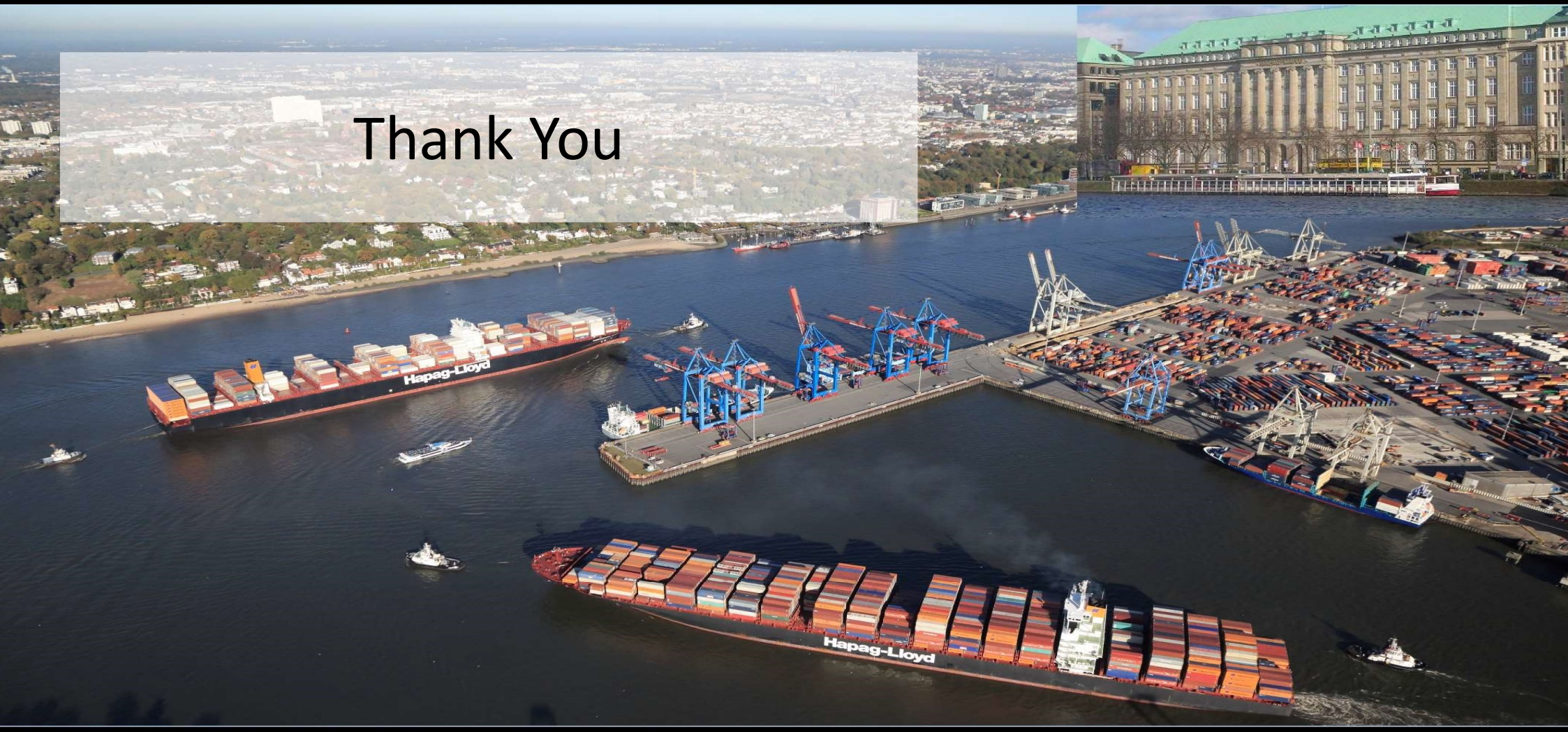


Have a great sailing home

See you in

February 2019 – SMDG # 73 – Futureland

Thank You





Thank You

