



# *6<sup>TH</sup> BLACK SEA PORTS AND SHIPPING CONFERENCE*

*UNDERSTANDING CURRENT  
TRENDS IN BLACK SEA IN  
MAXIMIZING CUSTOMER  
SATISFACTION*

18/05/2017 BATUMI  
ALKAN ALICIK

- MODERNITY
- CONTAINER SUPERMARKET
- BLACK SEA MARKET
- COMPONENTS OF EFFICIENT LOGISTICS
- MSC CULTURE

*MODERNITY ?*



*MODERNITY ?*

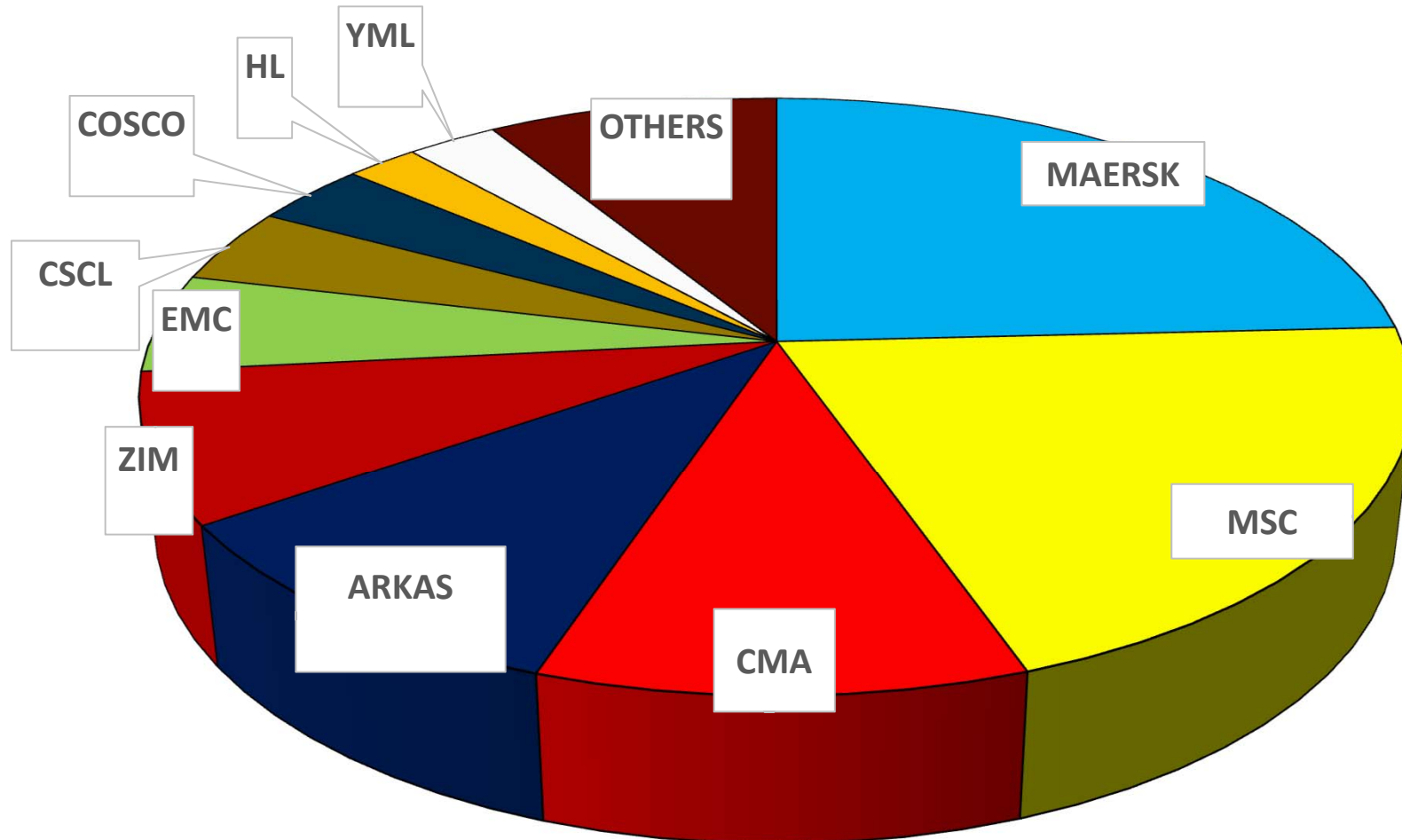


*CONTAINER SUPERMARKET /  
CUSTOMER DICTATES ?*



# BLACK SEA CONTAINER MARKET

LINES IN BLACK SEA



## **THE COST**

- ALLIANCES / MERGERS / ACQUISITIONS
- PORTS
- INTERMODAL
- LOW PURCHASING POWER
- POLITICAL INSTABILITY
- OIL PRICES

## **TRANSIT TIME**

- HUB PORTS- ASYAPORT
- FEEDER EFFICIENCY
- TRANSIT CORRIDORS



## **CUSTOMER SERVICES**

- ONLINE CLIENTS ?
- EMPATHY
- CUSTOMER SUPPORT
- INSTANT FEEDBACKS/CLIENT VISITS
- MEASURING SERVICE QUALITY

# 4E

**E**CONOMIC GROWTH  
AND PERFORMANCE

**E**NVIRONMENTAL  
AND SOCIAL PERFORMANCE

**E**THICAL BUSINESS  
CONDUCT

**E**MPLOYEES PERSONAL  
AND PROFESSIONAL  
DEVELOPMENT

**E**MPLOYEES PERSONAL  
AND PROFESSIONAL  
DEVELOPMENT

At the heart of our company are MSC Employees. We are all part of the MSC family. Each of us have our own distinct character and cultural backgrounds.

## OUR VISION

We aim to become the most sustainable, technologically-advanced and customer-focused shipping line in the industry.



*MSC IS...*



**“Our staff are the lifeblood of the company, they have commitment, passion and loyalty, which, alongside unrivalled expertise makes MSC a shipping line of the people.”**

**CAPT. GIANLUIGI APONTE**



**for the real world**