

An aerial photograph of a city skyline at sunset. The sky is filled with dramatic, dark clouds, and the sun is low on the horizon, casting a warm, golden glow over the city. In the foreground, a wide river flows through the city, with a bridge crossing it. The city is densely packed with buildings, including several tall skyscrapers. The overall scene is a mix of urban development and natural beauty.

Current Initiatives on Shipping and Intermodal Connectivity

with the Aim of Strengthening Supply Chain Movements in the ASEAN Region



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Lam Bui is currently the Country Manager for **Sealand Vietnam/Cambodia**. Sealand - A Maersk Company is an integrator division of Maersk.

Sealand Asia offers intra-Asian logistics and shipping solutions.

Lam's been with AP Moller Maersk for nearly 20 years and held commercial roles in Asia Pacific. Lam has a bachelor's in international politics from the Diplomatic Academy of Vietnam. In 2003, she joined Maersk's 2-year Management Trainee programme.

Lam is Vietnamese, married and currently resides in Vietnam.



Asia Pacific is a highly attractive market...



Largest regional economy
in the world



Will account for 50% of global
consumption growth in the
next decade



Supply chain reconfiguration
will see migration towards
SEA



E-commerce in Asia will
unlock next wave of growth
in the region.

... but riddled with complexities.



Not a single market – no free
movement across borders and
complex customs process

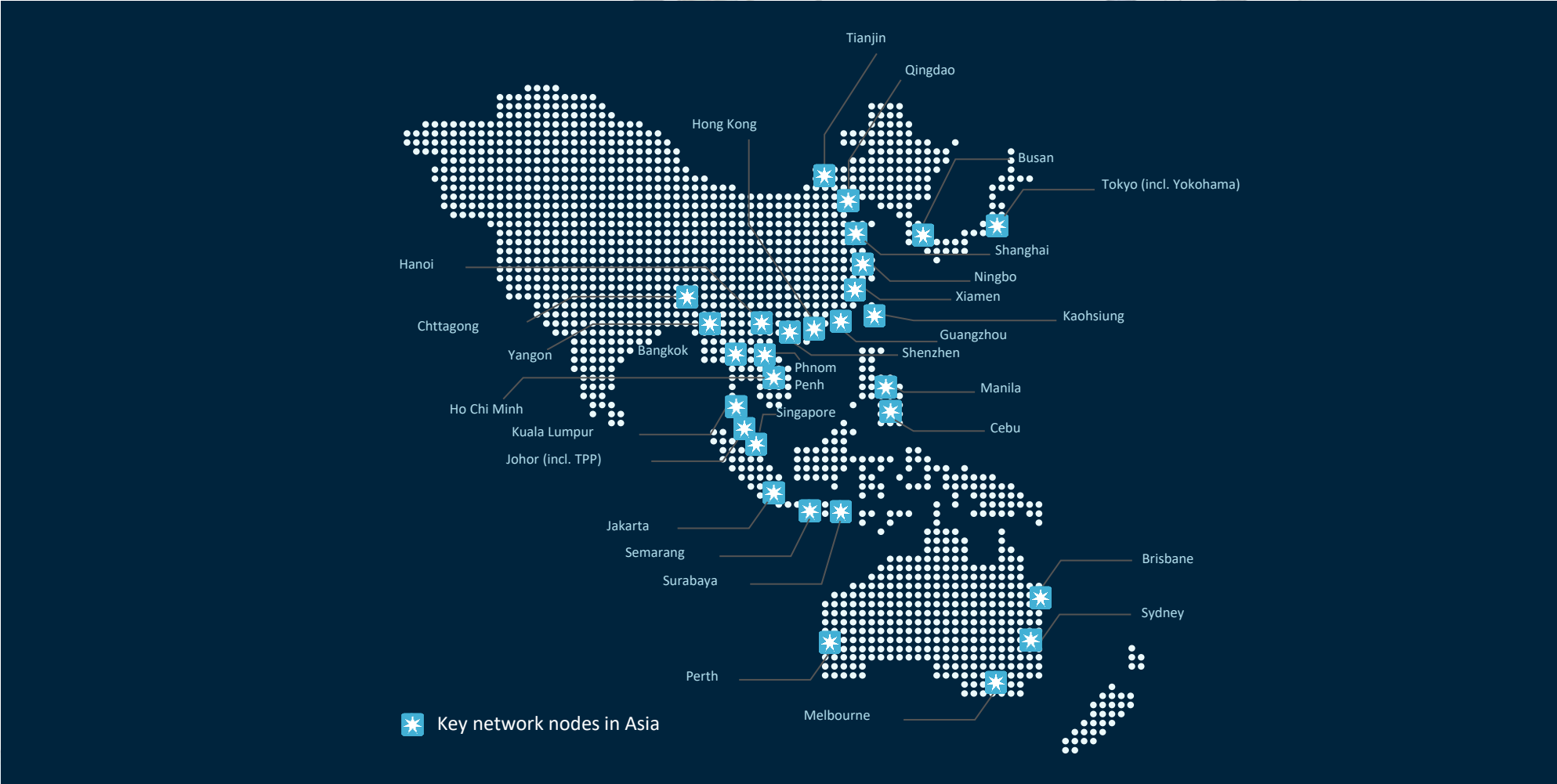


Highly fragmented landscape of
service providers, wholesalers &
middlemen



Supply chain global disruptions –
instability in both supply & demand

There is a growing need to have a **standardized logistics network and platform** that simplifies supply chain and access to the Asian consumers



KEY INITIATIVE

ONE-STOP-SHOP: Integrative but agile to service

Asia-wide Shipping network, Land route and Air service network with standardized quality and execution



● Stable and shortened transit time

● Optimised cost

● Creative options/levers to choose from

● Neutrality and transparency

● Simplified supplier management

BENEFITS TO OUR CUSTOMERS

KEY INITIATIVE

ONE PLATFORM: End-to-end visibility & control

Standardized Asia-wide Platform solution incorporating upstream and downstream suppliers and vendors in one place

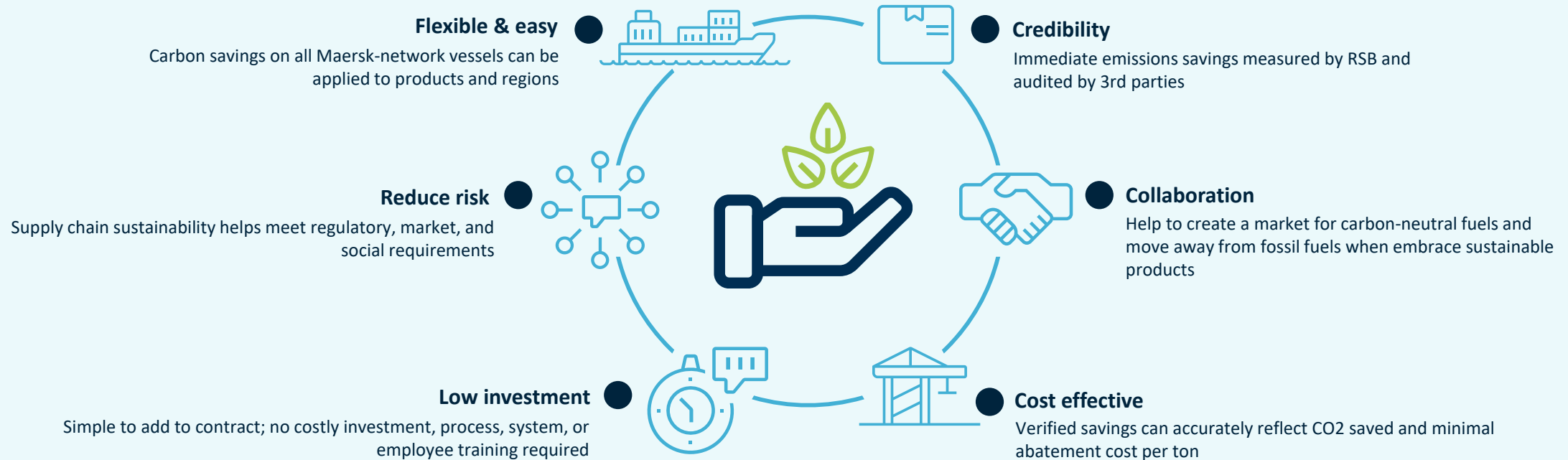


- Single source of truth
- LEAN → JIT → more effective supply chain esp. for dynamic inventory planning
- End-to-end visibility tools

KEY INITIATIVE

ECO Delivery: 100% tank-to-wake carbon savings

Our customer commitment to decarbonise their supply chains in time and our societal commitment to act and drive impact in this decade.



Discover the

UPSIDE

with your upside partner



Thank you.