

SUMMARY OF PRESENTATION

Summary of Presentation

Uncharted Territory

Keywords: Major market changes, Shift in industry structure

The changes we have seen in 2020 has been without precedent in the container shipping industry. We have seen container carriers increase profits in a market where demand crashed. We have seen a boom in demand to the USA even though the country is in recession and consumer consumption overall has declined – this is because the American consumer has shifted his buying behavior much more than anything measured in the last 60 years. This means that from a demand perspective we are right now seeing something that has never happened before in the history of containerization. We have seen carriers send more than half of their global workforce home to work remotely – something never even attempted before.

The important question that this talk will address is not only what the short-term implications were of this, but much more importantly: What will the long-term changes be? Which of the unprecedented changes will turn into permanent long-term changes? And what will this mean for the industry overall?