

Abstract

(Session 2) Port Innovation & Sustainability

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Navigating Market Shifts in the Era of Volatility

Keywords : Supply Chain Transformation, Uncertainty, Freight Forwarder, Logistics Facility Investment, Buffer Zone

Post-pandemic container shipping market volatility has intensified, challenging freight forwarders' traditional 'Buy Low, Sell High' model. Events including the pandemic, Red Sea crisis, and Trump tariffs have elevated market rates while shifting shipper priorities from cost to service quality and agility, demanding new competitive strategies.

This presentation examines structural changes in the maritime market and management challenges facing freight forwarders. It introduces existing industry responses and proposes buffer zone strategies through logistics facility investment. The study demonstrates how forwarders can transition from intermediaries to integrated solution providers, arguing that logistics infrastructure investment can be a way for competitive advantage