

April 18, 2019

Ocean Network Express Pte. Ltd.

Digital Container Shipping Association established

18 April 2019 - Singapore – Ocean Network Express (ONE) announces that A.P. Moller – Maersk, Hapag-Lloyd, MSC and Ocean Network Express establish Digital Container Shipping Association (DCSA) in The Netherlands. Industry veterans form leadership team, with Thomas Bagge appointed as CEO.

After gaining regulatory approval from the Federal Maritime Commission (FMC) last month, four container shipping companies officially established the Digital Container Shipping Association (DCSA) on April 12, 2019 in Amsterdam, The Netherlands, and the association is now starting operations.

“ONE is constantly seeking best practices and standards to support and drive innovation technology in the shipping and logistics industry to create valuable opportunities for digital transformation. To realize these goals, concrete discussion and solid collaboration works must be done in order to standardize solutions, establish common IT standards and governance for the industry to streamline and digitize shipping process to shape the future of the shipping industry. We truly believe that the establishment of this association will bring values, benefits and opportunities to our customers, as well as logistics companies, leading shipping and logistics industry to new ecosystem of digital supply chain,” says Noriaki Yamaga, Managing Director, Corporate & Innovation, Ocean Network Express.

Digital standards are priority

The association immediately started working on driving standardization, digitalization and interoperability. To create value quickly and to overcome some of the biggest pain-points in the industry, one of the first projects is focusing on standards to overcome the lack of a common foundation for technical interfaces and data. Additionally, to develop another cornerstone for the foundation of the future of shipping, the association is creating an industry blueprint for processes. The work undertaken will be for the benefit of the entire industry, as all standards will be openly published, making them available free of charge to interested external parties.

Thomas Bagge is appointed CEO

Thomas Bagge is appointed CEO and statutory director of the DCSA. Joining from Maersk Thomas Bagge has held several leadership roles in Denmark and abroad, most recently in

Technology.

“We are pleased to have with Thomas Bagge the first one of a strong leadership team in place, who is supported by all founding members and represents container shipping at its best”, says André Simha.

Headquarters in Amsterdam

The association’s headquarters will be located in Amsterdam, The Netherlands.

“DCSA is working for the benefit of the entire container shipping industry; hence, it was important for us that the headquarters is located on neutral grounds, so no specific stakeholders or companies are favored”, says Simha.

The proximity to shipping infrastructure, attractiveness for talent as well as ease of reach was a decisive point for selecting Amsterdam as the location for the headquarters.

New members joining

DCSA is in discussions with multiple other container shipping lines around the globe who are interested in joining DCSA, and preparations for membership of two companies are already ongoing.

Fact box: About Digital Container Shipping Association

- Neutral and non-profit association
- Purpose is to pave the way for digitalization and standardization in the industry
- A.P. Moller – Maersk, Hapag-Lloyd, MSC and ONE are founding members
- All ocean carriers are invited to join, and close collaboration with the entire industry is expected
- The association has no intent of developing or operating any digital platform
- The association is not working on topics of commercial or competitive nature

Digital Container Shipping Association Leadership Team

Thomas Bagge

CEO and Statutory Director, Digital Container
Shipping Association

Over the past twelve years, Thomas has been involved in various transformation activities in Maersk covering people, process and technology. Thomas Bagge holds a degree in Applied Finance from Copenhagen Business School as well as an Executive MBA.



Aside from the role as CEO of DCSA, Thomas Bagge will retain a number of board positions in other organizations.

Andre Simha

Chairman of the Supervisory Board, Digital Container Shipping Association
CIO, MSC



Andre Simha joined MSC in 1987. He is responsible for implementing and developing the complex data flow between the company's headquarters and its agencies worldwide. Andre oversees over 1,000 staff globally, providing interactive software solutions for MSC, as well as steering MSC's broader activities related to technology, innovation and digitalization.

Andre Simha will retain his position at MSC.

Fact box: Members of Supervisory Board

- MSC Group: André Simha, Chief Information Officer (Chairman)
- A.P. Moller - Maersk: Adam Banks, Chief Technology & Information Officer
- Hapag-Lloyd: Martin Gnass, Managing Director Information Technology
- Ocean Network Express: Noriaki Yamaga, Managing Director, Corporate & Innovation