



## Press Release

### Container shipping industry launches public awareness drive

London, 10<sup>th</sup> January 2008 – The global container shipping industry today launches a major public awareness drive with the formation of The Container Shipping Information Service. Its aim is to increase public understanding and appreciation worldwide of the benefits and impact that this hitherto relatively unknown industry has on daily life.

Formed by 24 of the world's leading container shipping companies incl. Hapag-Lloyd, the initiative is a first for the industry.

For a long time the container shipping industry has remained publicly silent about its role. Yet newly commissioned research<sup>1</sup> among key opinion formers has found that the single most important step that the industry could take to improve its image is to promote itself more successfully.

Through the Container Shipping Information Service, the industry aims to do that by showing how what it does is vital to the lives that people enjoy living in the modern world.

"The choice of goods that consumers have and their availability is largely down to the container shipping industry. However the wider world is not, on the whole, aware of this. So it is important that as an industry we make them aware of this and explain the wider role and impacts that our industry has on the world", says Adolf Adrion, Member of the Executive Board of Hapag-Lloyd AG.



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The container shipping industry also plans to openly address some common areas of concern and talk about its role in addressing them – in particular, the environment, globalisation and security.

A first step in achieving this is the creation of a public website that is also launched today. The website can be found at [www.shipsandboxes.com](http://www.shipsandboxes.com) and is designed to appeal to a broad audience, featuring useful information such as a 'Did You Know' section and a 'Jargon Buster'. An ongoing media relations campaign is also underway to spread the message wider.

The Container Shipping Information Service is engaged with other major industry trade bodies and aims to complement their existing activity by providing information that is more relevant to a broader public audience.

For more information, please visit the Container Shipping Information Service website, [www.shipsandboxes.com](http://www.shipsandboxes.com)

<sup>1</sup> Research completed by GMI, on behalf of the Container Shipping Information Service, in November 2007 with 821 opinion formers in the US, China and Germany

### Notes to Editors

The Container Shipping Information Service (CSIS) was launched in January 2008 and comprises the largest 24 container shipping companies across the world.

The following container shipping companies comprise CSIS: Atlantic Container Line AB, China Shipping (Group) Company, CMA-CGM Group, COSCO, Crowley Maritime Corporation, CSAV (Compañía Sud-Americana de Vapores S.A.), Evergreen Marine Corp, Hamburg Südamerikanische Dampfschiffahrtsgesellschaft KG, Hanjin Shipping Co. Ltd., Hapag-Lloyd AG, Hyundai Merchant Marine Co., Kawasaki Kisen Kaisha, Maersk Line, Malaysia International Shipping Corporation (MISC), Mediterranean Shipping Co. S.A. (MSC), Mitsui O.S.K. Lines, Neptune Orient Lines Ltd/APL, Nippon Yusen Kabushiki Kaisha (NYK), Orient Overseas Container Line Ltd (OOCL), Pacific International Lines (Pte) Ltd, United Arab Shipping Co (SAG), Wan Hai Lines Ltd, Yang Ming Marine Transport Corp., Zim Integrated Shipping Service Ltd.

For more information please contact [media@shipsandboxes.com](mailto:media@shipsandboxes.com)