

How the container changed world trade

The story of Maersk Line and the future of world trade

In the early 1970s when Maersk Line developed its container-based transport system, world trade changed irrevocably. The following years saw an unprecedented quantitative increase in world trade supported by the incredible success of the container.

Chris Jephson, a front row witness who has held various prominent managerial positions in A. P. Møller-Mærsk, will tell you the story of this revolutionary transformation.

For the purpose of writing the book *Creating Global Opportunities: Maersk Line in Containerisation 1973-2013*, Chris and his team gathered an exhaustive database of data on the recent history of world trade. Check it out on the user friendly website

www.creatingglobalopportunities.com

With this data material as a unique point of departure, we would like to invite you to discussions on the future of world trade.

Date: 25/2-2015

Time: 14:00 – 16:00

Venue: Syddansk Universitet, Auditoriet, Niels Bohrs Vej 9, 6700 Esbjerg

To register please email atc@adm.aau.dk and specify date or venue in email subject

Program:

14.00 - 14.05 Welcome and introductions

14.05 - 14.55 Disruptive innovation; How the container changed world trade

14.55 – 15.10 A short break

15.10 – 15.50 Introduction to a free, on-line global trade resource

15.50 – 16.00 Final questions and wrap up.



Invitation

Date: 25/2-2015

Time: 14:00 -16.00



Chris Jephson was until recently Director of Learning at Maersk Line. Following graduation in the UK in 1969, he worked as agent for Maersk Line in Taiwan, then directly in Copenhagen and the UK until 1990, when he became part of the global management team of Maersk Logistics before moving back to Maersk Line in Copenhagen in 2004. He has been a long-time member of the US-based Council of

Supply Chain Management Professionals (CSCMP) as well as the Cranfield Centre for Logistics and Supply Chain Management Advisory Board (CLSCM).