

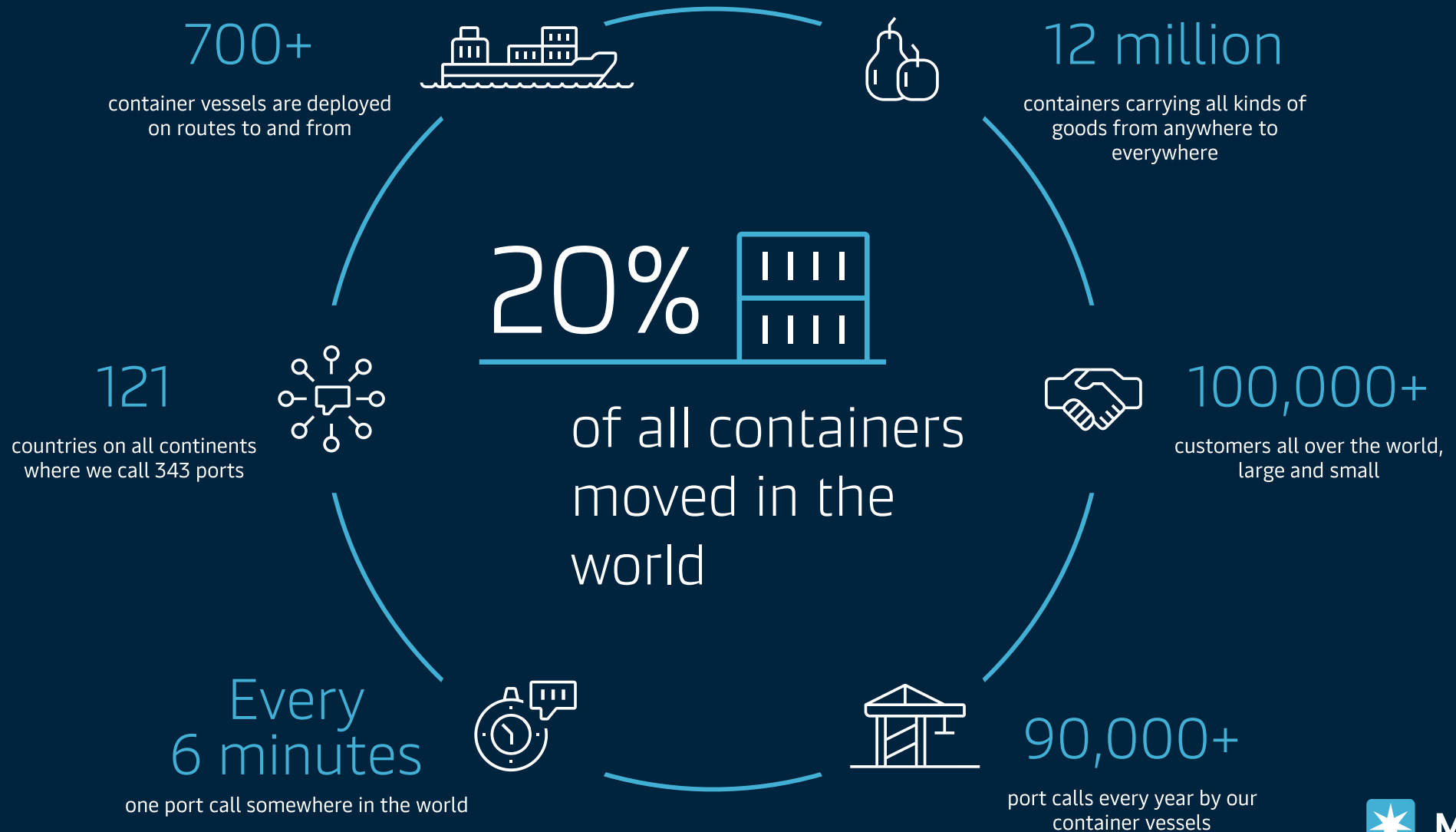
Building Supply Chain Resilience thru Collaboration

- lessons from and thinking beyond the Covid-19



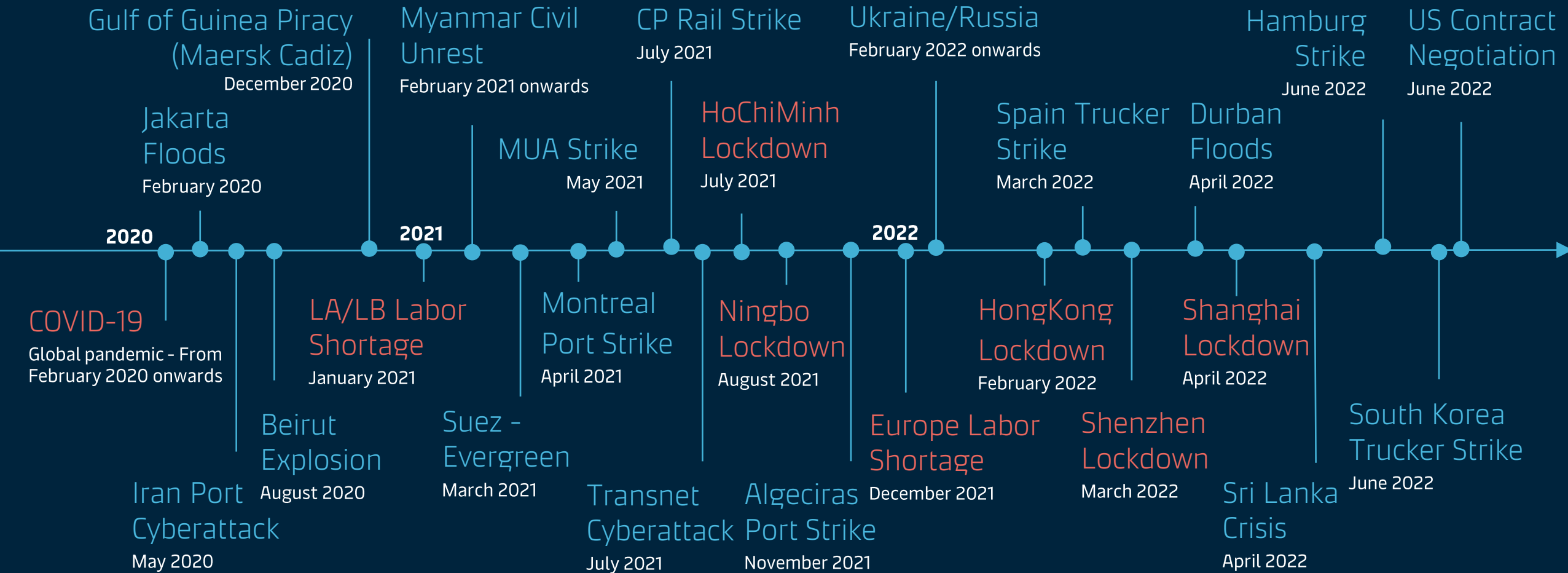
Zera Zheng
Head of Business Resilience LL Maersk

A.P. Moller - Maersk



We are facing more frequent disruptions

Supply chain risks, disruptions and life beyond Covid-19



In times of adversities
fast and effective responses strengthen the trust
from stakeholders

Salesforce survey **90%** of customers say
*“how a company acts during
a crisis reveals its
trustworthiness”*

“Disruption is not about
what happens to you, it’s about
how you respond to
what happens to you”

Port Resilience - ensure a "plan B" in place when losing key dependencies of operation continuity



Premises → Quay accident, yard congestion



Technology → Cyberattack, EDI connection issue



People → Pandemics, labor strike



3rd party → Inland trucking agent on strike



Contingency Plan - Loss of Premises

Access to the premise
(Hinterland, Waterway)

Quay/Dock

Yard/ Container Depot

Premise closed/
No longer functional

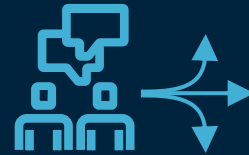


Building Supply Chain Resilience through collaboration



Organizational Resilience

- Risk Monitor and Control
- Scenario Planning – Ensure a “Plan B”
- Competent Resilience Team guiding the preparation and responses to a crisis



“Neighborhood” Support

- Mutual aid between terminal operators
- Contingency arrangement to be facilitated by local port authority (e.g. data visibility)



Regional Cooperation

- Supporting vessel discharge and container storage across the cities/countries
- “green corridor” for the 2nd leg of transportation

Together,
we go further





Thank YOU

Should you have any question, please contact:

Email: zera.zheng@maersk.com

 <https://www.linkedin.com/in/zera-zheng-5b5b68b/>