



# MSC JOINS CMA CGM IN BACKING TRAXENS

CARGO MONITORING INNOVATION GETS STRONG ENDORSEMENT FROM LEADING SHIPPING LINES AND SET TO BECOME AN INDUSTRY STANDARD

Geneva and Marseilles, 25<sup>th</sup> July 2016

MSC Mediterranean Shipping Company, a world leader in global container shipping, has joined CMA CGM, in backing French start-up, TRAXENS.

Founded in 2012, TRAXENS has been developing unique solutions for the cargo logistics arena, and has created an innovative container monitoring and coordination system.

With a combined fleet of 4.5 million units these two world leaders transport approximately 25% of the world's shipping containers.

The agreement sees CMA CGM and MSC invest capital in TRAXENS, with each Group also represented on the Board of Directors.

The deployment of the TRAXENS devices across the fleets of both carriers will be announced in Q4 of this year.

Diego Aponte, President and CEO of MSC, said "We see container monitoring as an important innovation in providing our customers with a high quality of service, while also being able to monitor our outputs accurately.

"We believe that shipping lines should naturally compete on service, but should co-operate in the area of technology and innovation."

Rodolphe Saadé, Vice-Chairman of CMA CGM added "We recognized the need for more and better data coming from our containers quite a while ago. We are proud to have identified the potential of the TRAXENS solution early on. This is just a part of our global digital strategy".

Michel Fallah, founder and CEO of TRAXENS concluded "We are of course delighted to have the backing of CMA CGM since 2012 and now of MSC. Our solution was designed from day one to be a global solution for all containers and all companies. This is an encouraging step towards setting a market standard"

END





## Further information, please contact

Deborah Watson

+41 22 703 9886

[deborah.watson@msc.com](mailto:deborah.watson@msc.com)

## About MSC

MSC Mediterranean Shipping Company S.A. is a privately owned global shipping company founded in 1970 by Gianluigi Aponte. As one of the world's leading container shipping lines, MSC operates 480 offices across 150 countries worldwide with over 60,000 employees\*. With access to an integrated network of road, rail and sea transport resources which stretches across the globe, the company prides itself on delivering global service with local knowledge. MSC's shipping line sails on more than 200 trade routes, calling at over 315 ports.

\*MSC Group

For more information visit [msc.com](http://msc.com)

## About CMA CGM

CMA CGM, founded and led by Jacques R. Saadé is a leading worldwide shipping group. Its 536 vessels call more than 420 ports in the world, on all 5 continents. In 2015, CMA CGM carried 18 million\* TEUs (twenty-foot equivalent units).

CMA CGM has grown continuously, and has been constantly innovating to offer its clients new sea, land and logistics solutions.

With a presence in 160 countries, through its 600 agencies network, the Group employs 29,000 people worldwide, including 2,400 in its headquarter in Marseilles.

\*Combined proforma CMA CGM and NOL

## About TRAXENS

TRAXENS have built the world's most advanced multi-modal container monitoring and coordination system and now deliver real data for logistics excellence to all. See [www.traxens.com](http://www.traxens.com)

Contact: Tim Baker Director of Marketing & Communications

Phone Number: +33 685 934 134

Email: [media@traxens.com](mailto:media@traxens.com)