

DATE: 22 OCTOBER 2018

VENUE: KILEN, KS 54, KILEVEJ 14A, DK-2000 FREDERIKSBERG

# BRAVE NEW WORLD: THE FUTURE CHALLENGES FOR CONTAINER SHIPPING



**CBS MARITIME**

ADDRESSING GLOBAL CHALLENGES

**CBS**



COPENHAGEN BUSINESS SCHOOL  
HANDELSHØJSKOLEN

# Brave New World – The Future Challenges for Container Shipping

22 October 2018

2.00-5.00 pm,

Copenhagen Business School

Kilevej 14A, Room: Ks 54

2000 Frederiksberg, Denmark

## SPEAKERS & PANELISTS

### Marc Levinson - Free Lance Journalist and Best Selling Author



Marc Levinson is an economist, historian and journalist based in Washington, DC. He is the author of the best-selling book “The Box: How the Shipping Container Made the World Smaller and the World Economy Bigger,” and also of “An Extraordinary Time: The End of the Postwar Boom and the Return of the Ordinary Economy.” He has published widely on economic subjects in such journals as Harvard Business Review and Foreign Affairs. He was formerly senior fellow in international business at the Council on Foreign Relations, was an economist at a New York bank, and served as finance and economics editor of The Economist.

### Peregrine Storrs-Fox – Risk Management Director, TT CLUB



With a background in law, Peregrine Storrs-Fox has been specializing in the law of carriage and international trade. Since 2002, Peregrine has led the TT Club's internal risk management framework as well as directing its loss prevention services to Members. In this latter role, he has particularly developed links with like-minded trade organizations and NGOs with a view to promote good practice in health and safety matters as well as general operations.

### Matt Stone – Associate Partner, McKinsey and Company



Matt is an Associate Partner in the London office of McKinsey & Company. He leads the work on research on macro trends in the container transport value chain, recently publishing the report with TT Club entitled “Brave new world? Container transport in 2043.” Matt has worked extensively on transformations, strategy, and corporate finance in Europe, the Middle East, and India. A Marshall Scholar, he holds an MSc in Energy Economics from the University of Dundee and an MSc in Global Governance and Diplomacy from the University of Oxford, St. Antony's College.

## Brave New World - The Future Challenges for Container Shipping

### Niels Smedegaard – CEO and President, DFDS



DFDS operates a strong shipping and logistics network throughout Europe. In 2010, the company was transformed by the major acquisition of the logistics and shipping company Norfolkline. Since then, DFDS has changed its way of doing business and in his role as CEO and President, Niels Smedegaard initiated a major digital transformation of the company.

Together with his daily work as CEO and President of DFDS, Niels Smedegaard holds numerous other positions such as e.g. Chairman of Danish Shipping and The Bikuben Foundation and board member of e.g. the European Community Shipowners' Association (ECSA), TT Club and Falck.

### Christopher Rex – Head of Innovation, Danish Ship Finance



Christopher Rex is the Head of Innovation at the Danish Ship Finance in Copenhagen and leads the companies team of experts, who on a daily basis, gain analytical insights into the world of shipping. He and his team of economists are across not only the global trends, but importantly the technology trends which are in many cases driving them.

Based on years of experience working with the industry, Christopher will give insights into how digitalization will change the industry and on how consumer behavior is influencing the trade patterns of the world.

### Morten Bo Christiansen - Head of Strategy, A.P. Moller-Maersk, Transport & Logistics



Maersk has been in the business of container shipping for more than 40 years and is currently undergoing a transformation moving from a conglomerate to a focused and integrated global container logistics company. As Head of Strategy, Morten has been involved in this transformation since the onset in the summer of 2016.

Morten has been with Maersk for seven years, and in his current role he is responsible for strategy development, strategic intelligence, M&A, as well as Maersk Management Consulting. He holds an M.Sc. and a Ph.D. in Structural Engineering from The Technical University of Denmark, and joined Maersk from a position as Principal with The Boston Consulting Group

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## Program

- 2.00-2.10 Welcome and introduction by Henrik Sornn-Friese, Director CBS Maritime
- 2.10-3.00 “Box Trade: Past, Present and Future” by Marc Levinson
- 3.00-3.45 “Brave new world? Container Transport in 2043” by Peregrine Storrs-Fox and Matt Stone
- 3.45-4.00 Coffee break
- 4.00-5.00 Panel discussion:  
The panel consists of: Marc Levinson, Peregrine Storrs-Fox, Matt Stone, Christopher Rex, Niels Smedegaard and Morten Bo Christiansen.
- 5.00-6.00 Reception

## About

In their recent report “Brave new world? Container transport in 2043”, TT Club and McKinsey & Company discuss how the container shipping industry can move to create value over the next 25 years.

Based on interviews with 30 industry leaders with many years of experience working within the container shipping industry, the report provides insights and presents five broad conclusions as to where the industry is going. The report examines four specific potential future scenarios and their implications. Two of the scenarios focus on digitalization and two on trade development, or the lack of it.

On 22 October 2018, CBS Maritime will host a session to continue the discussion on the future challenges for container transport. Here we will also draw on the reflections and inputs from Marc Levinson, author of the best-selling book entitled “The Box. How the Shipping Container Made the World Smaller and the World Economy Bigger”, as well as views from industry experts representing DFDS, A.P. Moller-Maersk (Transport & Logistics), Danish Ship Finance, TT Club and McKinsey & Company.

The event is free of charge however, registration is mandatory. Sign up via the CBS Maritime webpage: [www.cbs.dk/maritime](http://www.cbs.dk/maritime). Deadline for registration is 16 October 2018.