

## **Marine Link**

### **CMA CGM Launches New TransAtlantic Service**

Posted by Michelle Howard Tuesday, May 26, 2015

The CMA CGM Group announced that it will launch a new container shipping offering between North America and North Europe at the end of May 2015.

The group will expand its existing transatlantic services with the launch of the NEW VESPUCCI service and the addition of a new port of call in Baltimore to its LIBERTY SOLO service. With these additions, the group's combined North America and North Europe services will cover 15 ports of call.

Marc Bourdon, President of CMA CGM (America) LLC, a subsidiary of CMA CGM said, "With the addition of the NEW VESPUCCI service and the new port of call in Baltimore, CMA CGM's North America and North Europe offering will be unmatched and we will be better placed to capitalize on the strengthening of the U.S. economy and continued growth in trans-Atlantic trade. With our continued focus on reliability and transit times, we can provide our customers with a unique and market-leading offering."

The NEW VESPUCCI service will launch in the last week of May and will deploy fifteen 4,500-TEU vessels on the following rotation: Antwerp, Rotterdam, Bremerhaven, Le Havre, Southampton, New York, Norfolk, Charleston, Savannah, Charleston, Norfolk, New York, and Antwerp. The service will be operated in cooperation with Hamburg Sud and UASC.

The LIBERTY SOLO service, which includes four of CMA CGM's 1,800 to 2,000-TEU vessels, will be expanded at the end of May with an additional call at the port of Baltimore. Baltimore, that used to be covered through intermodal connections, will now be called directly by the CMA CGM Group. The rotation of the service will be: Rotterdam, Bremerhaven, Le Havre, New York, Baltimore, Charleston, and Rotterdam.

The NEW VESPUCCI service and expanded LIBERTY SOLO service will further enhance CMA CGM's other existing services that connect Europe and North America. This includes the VICTORY BRIDGE service deploys six 4,500-TEU vessels on the following rotation: Le Havre, Anvers, Rotterdam, Bremerhaven, Charleston, Miami, Veracruz, Altamira, Houston, New Orleans, Miami, Le Havre. CMA CGM's existing offering also includes the PAD, which deploys six 2,500-TEU vessels, five of which are chartered by CMA CGM, on the following fortnightly rotation: Rotterdam, Tilbury, Dunkirk, Le Havre, New York, Savannah, Philadelphia, Rotterdam.

## **American Journal of Transportation**

### **CMA CGM to launch complete container shipping offering between North America and North Europe**

By: AJOT | May 26 2015 at 05:02 PM

The CMA CGM Group, one of the world's leading container shipping companies, has announced that it will launch the market's most complete container shipping offering between North America and North Europe at the end of May 2015. The Group will expand its significant existing transatlantic services with the launch of the NEW VESPUCCI service and the addition of a new port of call in Baltimore to its LIBERTY SOLO service. With these additions, the Group's combined North America and North Europe services will cover 15 ports of call, more than any other container shipping company.

"We are very excited to announce the market's most complete container shipping offering between North America and North Europe," said Marc Bourdon, President of CMA CGM (America) LLC, a subsidiary of CMA CGM "With the addition of the NEW VESPUCCI service and the new port of call in Baltimore, CMA CGM's North America and North Europe offering will be unmatched and we will be better placed to capitalize on the strengthening of the U.S. economy and continued growth in trans-Atlantic trade. With our continued focus on reliability and transit times, we can provide our customers with a unique and market-leading offering."

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## **Journal of Commerce**

### **CMA CGM taps rising trans-Atlantic demand via new, enhanced services**

JOC Staff | May 26, 2015 5:55PM EDT

CMA CGM is launching a trans-Atlantic service with Hamburg Sud and United Arab Shipping Co., and enhancing another service after the French carrier shipped 35 percent more volume between the U.S. East Coast and North Europe in the first three months compared to the same period year ago.

Riding a surge of European imports to the U.S., thanks to strong dollar, CMA CGM's new offerings could allow the carrier to grow its market share on the lane even further. CMA CGM last year grew its share on the trans-Atlantic trade lane to 5.5 percent from 3.8 percent, according to PIERS, a sister product of JOC.com within IHS Maritime & Trade. The carrier's volume on the trade lane jumped 15 percent in the same period.

Through the deployment of 15 vessels each with capacities each of 4,500 twenty-foot equivalent units on its Vespucci service and the addition of a Baltimore call on its Liberty Solo service, CMA CGM has become the latest carrier to try to tap growing demand on the trade lane by enhancing service offerings. The 2M Alliance partners, Maersk Line and Mediterranean Shipping Co., have introduced a fourth North Europe loop. MSC also rolled out a standalone North Europe-U.S. West Coast service.

The new service and enhanced service will allow CMA CGM to "capitalize on the strengthening of the U.S. economy and continued growth in trans-Atlantic trade," Marc Bourdon, president of CMA CGM (America), a subsidiary of CMA CGM, said in a statement.

The rotation of the Vespucci service, which launches later this month, will be Antwerp, Rotterdam, Bremerhaven, Le Havre, Southampton, New York, Norfolk, Charleston, Savannah, Charleston, Norfolk, New York, and Antwerp. The new rotation for the Liberty Solo service is Rotterdam, Bremerhaven, Le Havre, New York, Baltimore, Charleston, and Rotterdam.

## **The Baltimore Sun**

### **Under Armour, shipper CMA CGM both announce return to port of Baltimore**

By Kevin Rector

Under Armour apparel products manufactured abroad will arrive at the port of Baltimore next month for the first time in eight years under a newly signed contract with the Evergreen shipping line.

The deal was disclosed Tuesday by Chris Sichette, Under Armour's director of global trade compliance, during a meeting at the port between local business leaders, port officials and U.S. Customs and Border Protection officials, including CBP Commissioner R. Gil Kerlikowske.

The French shipping line CMA CGM also announced its pending return to Baltimore on Tuesday, just as the Maryland Port Administration released figures showing that March set new monthly records for container cargo and overall cargo tonnage handled at the port.

"When the Port succeeds, Maryland succeeds," Gov. Larry Hogan said in a statement on the growth. "This record-setting performance helps grow the state's economy and demonstrates that the Port of Baltimore is one of the most efficient and productive ports in the country."

The port is responsible for about 14,600 direct jobs, \$3 billion in personal wages and salaries, and more than \$300 million in state and local tax revenues, according to the port administration.

Under Armour is based in Baltimore but manufactures its products in 28 different countries and has long fed its Baltimore distribution center with air and ground cargo deliveries from other U.S. ports, including Miami and Long Beach, Calif. It also imports products through Newark, N.J.

It hasn't imported products directly into Baltimore since it built a large distribution center near Long Beach eight years ago, Sichette said.

However, the company started considering ways to diversify its U.S. distribution and returned its gaze to the local port last year, when Baltimore-bound cargo shipments from Asia began getting delayed in Long Beach during a prolonged labor dispute between West Coast dockworkers and shipping companies, Sichette said.

Because the company's headquarters is in Baltimore, Under Armour CEO Kevin Plank was bullish on the idea of bringing some operations back to the local port, Sichette said.

"Kevin Plank is very pro-Maryland, likes to support Maryland jobs," she said, without providing financials or employment figures from the deal. "This will just support our footprint in the state."

Under the deal, Under Armour will begin importing cargo containers via Evergreen ships from Shanghai directly to Baltimore instead of Long Beach, Sichette said. The cargo will then be transported by truck from the port to the Baltimore distribution center on Fort Smallwood Road.

The South Baltimore distribution center provides the "auto-replacement" of stock items for big-box retailers in the region and fills individual orders made directly with the company online, Sichette said.

Shipping cargo from Shanghai to Long Beach and then transporting it across country to Baltimore had taken about 27 days, Sichette said. Shipping it directly from Shanghai to Baltimore will take about the same amount of time, she said.

Evergreen did not respond to a request for comment on Tuesday.

Under Armour is also considering making Baltimore the destination for six other Asian and Middle East delivery routes to the U.S. — including from Turkey using Mediterranean Shipping Co. — but has not signed any other deals, Sichette said.

"Shanghai is the first one we're trying," she said.

The first apparel is expected to arrive in Baltimore's port in late June, she said.

Also Tuesday, the shipping company CMA CGM announced it would begin calling on the port of Baltimore this week, after adding the port to its Liberty Solo service between Europe and North America.

The container cargo service will call on ports in the Netherlands, Germany and France before crossing the Atlantic for calls in New York, Baltimore and Charleston, S.C.

"CMA-CGM is one of the largest container shipping companies in the world," Richard Scher, an MPA spokesman, said of the new service. "We are very happy to have them at the Port of Baltimore."

The company last called on Baltimore's port under a joint weekly service with China Shipping Container Lines that was halted in 2008. At the time, the volume of container cargo moving through Baltimore was declining.

Today the opposite is true, according to the port administration, which said Tuesday it broke two cargo records in March: for tonnage moved and for container cargo. The port handled 913,139 total tons of cargo and 49,971 cargo containers that month, the MPA said.

Marc Bourdon, president of CMA CGM America, said the addition of Baltimore to the company's Liberty Solo service will make it "better placed to capitalize on the strengthening of the U.S. economy and continued growth in trans-Atlantic trade."

Kerlikowske, in town to tour the port, expressed his desire to work with business partners there to ensure smooth operations.

The meeting came as Congress considers a measure that would give the President Barack Obama fast-track authority to move forward with the Trans-Pacific Partnership, or TPP, a trade deal the U.S. is negotiating with 11 other Pacific Rim nations.

The Senate passed the measure, but the House has not.

Kerlikowske said CBP officials are working closely with the Office of the U.S. Trade Representative to understand the TPP and the effects it might have on CBP's work, but declined to comment further, including on how the deal might affect the port of Baltimore.

Dave Thomas, the port's director of operations, also declined to comment on the trade deal, saying it would be "a little premature" to do so.