

Maersk Broker changes brand after 110 years

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Source: Maersk Broker

Maersk Broker, the global shipbroking arm of A.P. Moller–Maersk, has successfully completed a management and employee buyout from the McKinney Møller family, its longstanding private owners.

The rebranding announcement, disclosed by Maersk Broker on 29 December 2023, marks a significant shift in ownership for the subsidiary established in 1914.

"The owners and the Board of Directors have for some time explored different ownership structures to ensure the company remains strongly positioned for the future," stated Kristian Mørch, chairman of the Board of Maersk Broker.

The transition in ownership is based on a mutual commitment between the selling and buying parties to uphold the company's 110-year legacy, ensuring its enduring presence under a new name and ownership structure.

According to a statement, Maersk Broker will now be known as MB Shipbrokers, maintaining its operational continuity without alterations.

Mørch added, "Acknowledging the unwavering commitment of the management and employees to preserve the legacy and values that have been the foundation for Maersk Broker's success for generations, we believe they are the right owners to ensure the continued success of the company in decades to come. On behalf of the owners and the Board of Directors, we wish the company Godspeed in their future endeavours."