

## SeaLead launches direct liner service linking China, South Korea and US West Coast



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SeaLead announces the commencement of its new direct liner shipping service, linking China with South Korea and the US West Coast. The AWC (Asia West Coast) service will connect key Chinese ports directly to the main port of Long Beach, California, ensuring one of the fastest transit times available from China and South Korea to Southern California.

This new service aligns with the increasing trade activities between the two countries. From January to March 2024, the US exported goods worth \$36.86 billion to China and imported goods worth \$97.63 billion.

“The introduction of the AWC service is a strategic response to the robust demand we’ve seen in Transpacific trade,” stated SC Chan, Acting Head of SeaLead. “Our aim is to offer an unrivalled transit solution that not only meets, but also exceeds the logistical requirements of our clients.”

The AWC service will feature the following port rotation: Nansha, Ningbo, Shanghai, Qingdao, Busan, Long Beach, Nansha and back to Shanghai. The inaugural voyage is scheduled to commence with the first vessel setting sail from Nansha on 16 June. The second vessel will start from Nansha on 26 June, and will also call Busan, South Korea. The service includes two stops at Busan, making it the first port of call on the westbound leg, followed by a voyage to Nansha. The service will start with 5 vessels and will become a weekly schedule. South Korea holds significant importance for the AWC service, offering excellent transit times between Busan and Long Beach in both directions.

Cas Pouderoyen, Managing Director, Americas, added, “SeaLead’s expansion with the AWC service underscores our dedication to enhancing operational efficiencies and cost-effectiveness for our customers, ensuring they receive the best possible service in the industry.”

The AWC service guarantees both speed and reliability and is backed by a team of seasoned professionals dedicated to exceptional customer service.