

Maersk Europe Market Update July 2024

The latest developments across key ports, ocean, air freight, inland, e-commerce and customs in Europe.

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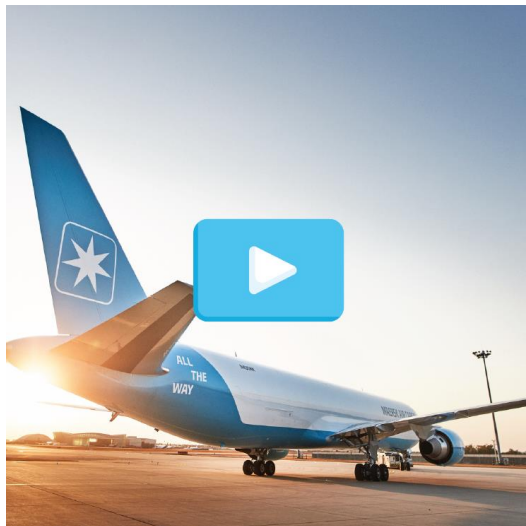
18th July 2024

Take a break from the summer temperatures and dive into our July content. In this edition, we feature a story on transforming supply chains [from cost centers to value creators](#), a look at the growing [importance of air freight](#), insights into [digital transformation in FMCG](#) supply chains, and strategies for optimizing [last mile deliveries](#) to boost customer satisfaction and NPS scores. In our [Europe Market Update](#), we bring you the freshest developments across European supply chains. As a bonus, our CEO Vincent Clerc [outlines the challenges](#) of the Red Sea situation.

Supply Chains That Drive Value

According to Reuters survey, 61% of European companies said the challenges they have incurred in 2023 had a bigger impact than they had originally predicted. Find out what sets apart the companies that are successfully dealing with these challenges.

[Find out more →](#)



Is Air Essential For Success?

In episode 4 of our 'Air is Essential' series, we sit down with Annette Kreuziger (Maersk Europe Head of Air Freight) to understand how air freight has evolved from a 'plan B' option to a fundamental part of a successful supply chain.

[Watch here →](#)

Future-proofing FMCG Logistics

Many FMCG companies still feel their technology investments are not meeting the needs of their supply chain. To drive those investments, companies first need to build capabilities that will enable true business transformation.

[Discover more](#) →



Delivering Satisfaction

Our experts shed light on how to enhance a business' customer satisfaction rate through the Net Promoter Score (NPS) - from improving last-mile services to investing in the latest technology.

[Find out more](#) →



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Please don't hesitate to connect with us, should you have any questions.

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[Latest on the Red Sea Situation](#)

Hear from Maersk CEO, Vincent Clerc, as he outlines the 'massive impact' of the Red Sea situation on global supply chains.

[Read here](#) →