

MSC's new Britannia service debuts in Liverpool

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Peel Ports welcomed the inaugural call of a new direct container service connecting the UK's North-West with the Far East this week.

MSC's Britannia Service establishes a distinct trade corridor between these two regions, significantly enhancing export and import opportunities for businesses leveraging the Port of Liverpool's strategic location near the UK's central markets.

"We are delighted to see the arrival of this highly anticipated direct service connecting Asia with Liverpool which will significantly enhance our customer offering in the UK, while reaffirming our

partnership with Peel Ports Group. Building on our extensive UK port network and established services between the Far East and UK, the Britannia Service allows customers in the North-West of the UK to bring their cargo closer to its final destination," stated Michael Collins, Commercial Director at MSC UK.

This new service comes in response to growing demand from retailers and importers aiming to diversify their supply chains, boost resilience, and reduce road mileage by ensuring goods arrive closer to their final destinations.

The service's first sailing saw the MSC Tokyo dock in Liverpool after departing from Vietnam, following a stop in China.

"The new Britannia service is a significant benefit for Liverpool, and indeed the North. In collaboration with MSC, we are delighted to be able to provide businesses with a smarter and more sustainable solution to goods reaching the major distribution hubs of the UK. We've always invested for the long term in our facilities and this shows the benefit of that approach. With so much pressure currently on the supply chain, the economy and the environment, this announcement positions a more balanced UK supply chain, bringing with it job creation and much needed levelling-up approach for the North," commented David Huck, Chief Operating Officer at Peel Ports Group.

The updated network is designed to enhance service and transit times between Asia and Northern Europe, offering new port pairings and addressing the ongoing challenges of port congestion in Europe.