

Press Release 14 May 2019
Digital Container Shipping Association
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CMA CGM, Evergreen Line, Hyundai Merchant Marine, Yang Ming, and ZIM join Digital Container Shipping Association

Five ocean carriers join Digital Container Shipping Association as members, in addition to A.P. Moller – Maersk, Hapag-Lloyd, MSC and ONE, with the purpose of enabling digital standardization in the container shipping industry. Henning Schleyerbach is appointed as COO of DCSA

CMA CGM confirms being a founding member of DCSA and hence, being part of the Supervisory Board. Evergreen Line, Hyundai Merchant Marine, Yang Ming Marine Transport Corporation and ZIM Integrated Shipping Services announce to join DCSA as members, pending regulatory approval. With nine of the largest container shipping lines in the world, both from Asia and EMEA, the Digital Container Shipping Association represents a substantial part of the industry.

“We are thrilled to have additional members joining the DCSA on our journey to drive standardization and interoperability in the industry, with CMA CGM joining as a founding member. It is critical for our success that the standards developed will be implemented, and the commitment and engagement of many container shipping lines is therefore crucial,” says Thomas Bagge, CEO of Digital Container Shipping Association.

Henning Schleyerbach is appointed COO as of July

As of 1 July 2019, Henning Schleyerbach takes on the role as the Chief Operating Officer (COO) of DCSA. Henning Schleyerbach comes from a position as Senior Director Customer Relationship Management at Hapag-Lloyd AG and will together with CEO Thomas Bagge form the leadership team of DCSA, working on the development of standards for the industry.

“We are pleased to announce, that in Henning Schleyerbach we have won another strong industry profile, who as COO will drive DCSA’s operational activities. With Henning Schleyerbach and Thomas Bagge, DCSA has a strong leadership team in place which is supported by all founding members and represents container shipping at its best across all aspects”, says André Simha, Chairman of the Supervisory Board.

Fact box: About Digital Container Shipping Association

- Neutral and non-profit association established April 2019 in Amsterdam, The Netherlands
- Purpose is to pave the way for digitalization and standardization in the container shipping industry
- Thomas Bagge is CEO; Henning Schleyerbach is COO
- A.P. Moller – Maersk, CMA CGM, Hapag-Lloyd, MSC and ONE are members; membership for Evergreen Line, Hyundai Merchant Marine, Yang Ming Marine Transport Corporation and ZIM Integrated Shipping Services is pending regulatory approval
- Once regulatory approval has been gained, members represent 70% of the market
- All ocean carriers are invited to join, and close collaboration with the entire industry is expected

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Fact box:
Members of Supervisory Board

- MSC Group: André Simha, Chief Information Officer (Chairman)
- A.P. Moller - Maersk: Adam Banks, Chief Technology & Information Officer
- CMA CGM, Rajesh Krishnamurthy, Executive Vice President IT & Transformations
- Hapag-Lloyd: Martin Gnass, Managing Director Information Technology
- Ocean Network Express: Noriaki Yamaga, Managing Director, Corporate & Innovation

Members of General Assembly (pending regulatory approval)

- Evergreen Line: Kay Fang, Executive Vice President International Customer Service
- Hyundai Merchant Marine: Kyungin Jung, Senior Vice President, Chief Information Officer
- Yang Ming Marine Transport Corporation: Steven Tsao, Executive Vice President, Chief Information Officer
- ZIM Integrated Shipping Services: Eyal Ben-Amram, Executive Vice President, Chief Information Officer

Quotes from the new members

- “CMA CGM is always looking for best practices and standards to support the innovation and digital strategy of the company. Being a founding member will enable us to work together on setting the standards for digitization of the entire industry”, says **Rajesh Krishnamurthy, Executive Vice President IT & Transformations, CMA CGM.**
- “In keeping up with industry trend toward digitalization, Evergreen has been pursuing to offer customers ever-productive and ever-efficient service. In a more and more connected shipping supply chain, we are convinced that standardization is the prerequisite for all associated stakeholders to realizing effective digitalization and interoperability, which are urgently needed not only by us but the whole industry to help carry out the joint pursuit”, says **Kay Fang, Executive Vice President of International Customer Service of Evergreen Line**
- “Digitization is not only right but also the only path to follow for all of the stakeholders in the shipping industry. Hyundai Merchant Marine will cooperate with colleague liners very closely to find out the best route for greeting the upcoming digital era. We strongly believe in that the collective intelligence makes the better outcomes”, says **Kyungin Jung, Senior Vice President, CIO of Hyundai Merchant Marine**
- “As we can see, digitalization driven by innovation and technology is one of the main future trends in the shipping industry, with many major parties involved in the process. We are glad to become a member of DCSA, as it is important for us to develop the relevant standards, processes and data flow for digital transformations. We believe this will significantly improve the efficiency of the transportation process and increase customer satisfaction”, says **Steven Tsao, CIO of Yang Ming Marine Transport Corporation**
- “We are excited to join DCSA and to contribute to the digital transformation. We firmly believe that digital innovation will shape the future of the shipping industry, and our multiservice approach embodies this belief. Standardization is the right way to improve the eco-system of all stakeholders”, says **Eyal Ben-Amram, Executive Vice President, CIO of ZIM Integrated Shipping Services**

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Digital Container Shipping Association Leadership Team

Thomas Bagge

CEO and Statutory Director, Digital Container Shipping Association

Over the past twelve years, Thomas has been involved in various transformation activities in Maersk covering people, process and technology.

Thomas Bagge holds a degree in Applied Finance from Copenhagen Business School as well as an Executive MBA. Aside from the role as CEO of DCSA, Thomas Bagge holds a number of board positions in other organizations.



Henning Schleyerbach

COO, Digital Container Shipping Association (as per July 1st, 2019)

Henning has spent more than 20 years at Hapag-Lloyd, leading various international projects and strategic initiatives. His broad experience in the industry, ranging from IT to customer relations, makes him the natural driver for digital transformation as COO of DCSA.

Henning holds a degree in Physics from the University of Berlin.



André Simha

Chairman of the Supervisory Board, Digital Container Shipping Association
Chief Information Officer, MSC

André Simha joined MSC in 1987. He is responsible for implementing and developing the complex data flow between the company's headquarters and its agencies worldwide. André oversees over 1,000 staff globally, providing interactive software solutions for MSC, as well as steering MSC's broader activities related to technology, innovation, and digitalization.



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