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Euro-Asian Transport Link: a trade perspective Supply Chain Asia Blog Entry



1. Supply Chain Asia Magazine

•Information arm of the Supply Chain Asia industry community

•Leading source of independent and specialist knowledge on the development of the supply chain and logistics industry in Asia

magazine SupplyChainAsia 亚洲供应链 Atargeted g

www.supplychainknowledge.asia www.supplychainasia.com

- A targeted global readership of:
 - The world's largest brand-owning companies
 - Supply chain service providers
 - Regulators

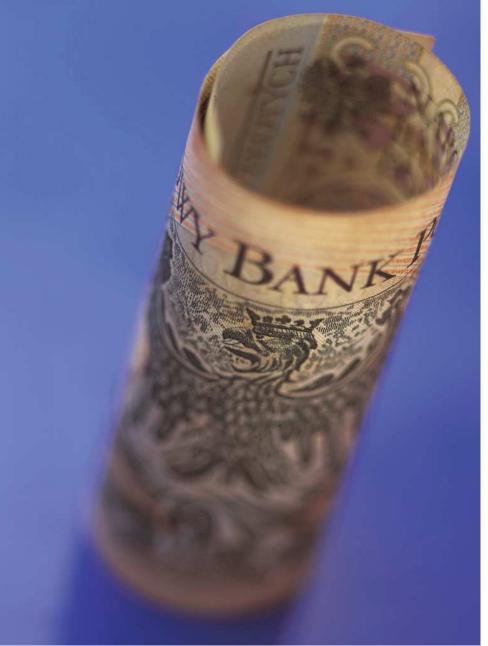
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2. Trade Interest

- Exited about the service
- keeping a close eye on this project
- Very keen to start shipping large quantities of product overland from China to Europe
- Looking for reliability of the Euro-Asia link
- Want to seal a container in China, not to be opened until in reaches deconsolidation point in Europe

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3. Expected Benefits



•China-Europe transit times cut by a third

•China-Europe shipping costs cut by a third

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4. Perceived Obstacles

Perception is that:

Routes are still unsecure
Routes are subject to delays and avoidable costs

Perceived causes:

Regulatory environmentQuality of services



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Good Luck and Thank You

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