

Euro-Asian Transport Link: a trade perspective

Supply Chain Asia Blog Entry



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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

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

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- **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 it 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



Perception is that:

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

Perceived causes:

- **Regulatory environment**
- **Quality of services**

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Good Luck and Thank You

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