

REPORT

—Ports & logistics

# Orient expansions

HONG KONG—Having extended its network, Hong Kong-based shipping company OOCL is upgrading its cold chain technology and services.

by Gabrielle Easter

**T**ransport and logistics company Orient Overseas Container Lines (OOCL) is spreading its logistical wings this year, expanding its network and bringing more direct services in and out of Taiwan's Kaohsiung Port.

The new expanded network of the G6 shipping alliance, of which OOCL is a part, is forging ahead. The trans-Pacific agreement has improved transport times on Trans-Atlantic and Asia-North America lines, by expanding its services through increased cooperation, says OOCL's director of reefer trade Rosita Leung.

"OOCL can provide direct services from Oakland (California) to Kaohsiung on our SC1 service in just 14 days," Leung tells ASIAFRUIT, adding that the company customises its cold chain options for differing shipment needs.

On top of network expansion, OOCL has been focusing on building its competitiveness in cold chain services, offering inventory management and cross-docking operations as well as special cargo audit and inspection at its distribution centre. Leung says OOCL Cold Chain Logistics provide customers with customised services for a range of business needs, including distribution centre facilities for supermarkets and restaurants, as well as supply chain management expertise for imports and exports, including for the growing e-commerce market.

"For instance, we've installed monitoring technology in our reefer trucks that allows customers to keep



track of their shipment locations, as well as the climate conditions," says Leung, adding that the technology helps to maintain the quality and improve the shelf-life of fresh produce. "If there is any climate reading deviation, the system will trigger email or Smartphone alerts to the customer so they can rectify the problem and ensure settings get back to normal."

On top of the monitoring and tracking technology, OOCL uses Advanced Fresh Air Management (AFAM+) to keep fresh produce in prime condition. "Customers can

use our AFAM+ containers to ship their perishable commodities, such as fresh broccoli and lettuce, so that it reaches markets in the most desirable and freshest conditions," says Leung. The technology monitors both oxygen and carbon dioxide levels in containers, using microprocessors to adjust the conditions when needed. [A](#)

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ABOVE—OOCL Cold Chain Logistics offers a number of customised services