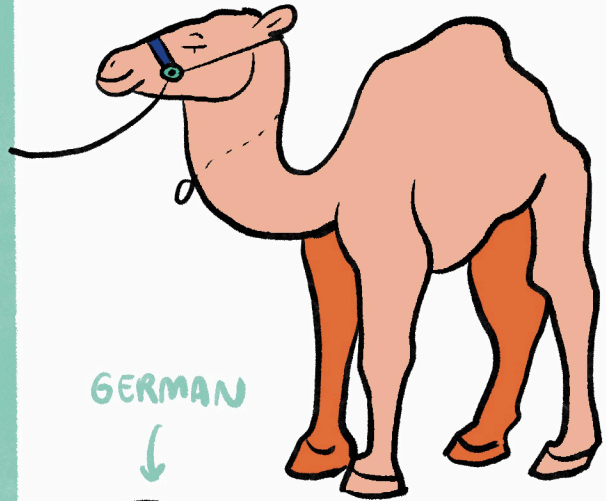


The Future of Container Shipping

"GLOBALIZATION"
IS SPREADING IDEAS



MARC LEVINSON



GERMAN



GOODS HAD
NATIONAL IDENTITIES

PART 1

1830 TRADE SURGES
1900s 3/4 in EUROPE

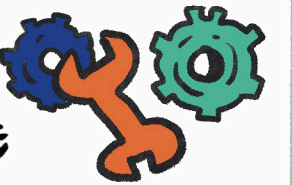
post WWII: TRADE
CAN CONNECT US



MEGA CONTAINER SHIPS
SHOOTS UP IN DEMAND

ABLE TO TRADE
ITEMS NOT
DONE BEFORE

1995-2008: TRADE GROWS 2X
2008 + : TRADE SLOWER THAN GLOBAL
ECONOMY



SPREAD
PRODUCTION
AROUND THE
WORLD



ALLIANCES TO ENSURE
FLOW OF CARGO

PART 2: NORTH ATLANTIC

SOUTH EXPORTS
NORTH PRODUCES 50%+

PART 3: 1980s-2000s

COST OF TELECOMMUNICATION ↓
CHEAP CONTAINER SHIPPING
IMPROVED COMPUTING



HEY THERE!



UNRELIABLE INTL SHIPPING:
RISK MANAGEMENT FORMS LARGE
PART OF SUPPLY CHAIN

PART 4: 4TH GLOBALIZATION

DECLINING CONSUMPTION GROWTH
SERVICES ARE NOW A HUGE PART
OF TRADE

CONTAINER SHIPPING
NOW A COMMODITY



ImageThink