Container: Shipping Industry - Demand Remains Subdued

- 1990-99 container ships grew 14% while global GRP grew 25%
- 2000-05: Global GRP grew 27% (1.6% a year)
- 2006-09: Global GRP grew 2.4%
- 2010-13: Global GRP grew 4.6%

Reasons for subdued demand:
- Economic uncertainties globally
- Overcapacity: newbuilds & acquisitions
- Slower economic growth
- Lower consumer demand
- Higher fuel costs
- Geopolitical risks

Earnings: containership earnings fell in 2014 by over 50%
Know where you’re going.
Before you can improve customer performance, you must address culture.