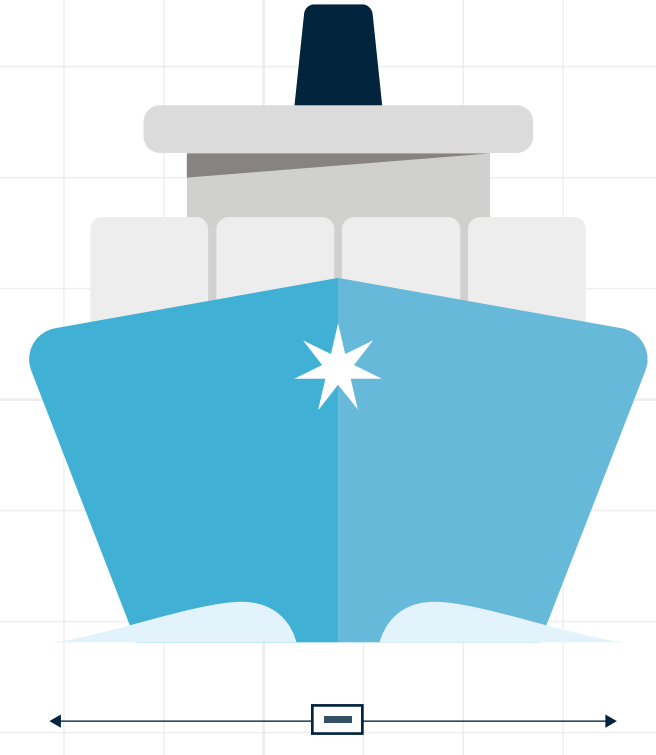


Your blueprint to customs digitalisation

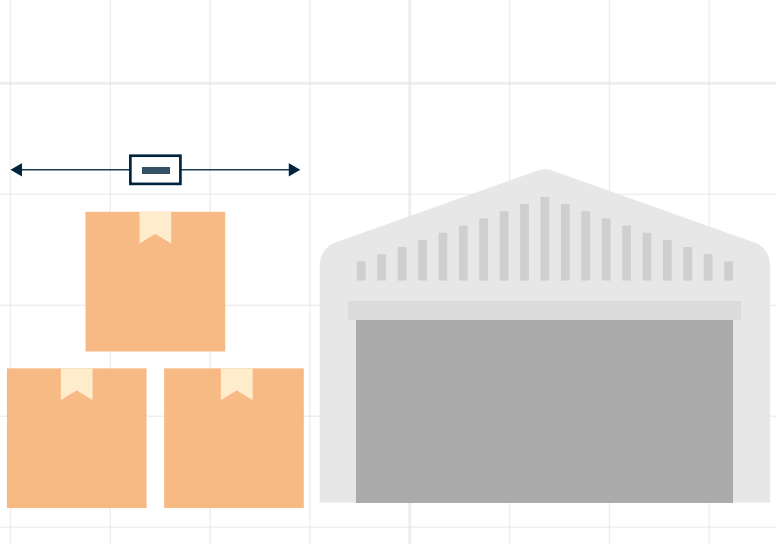
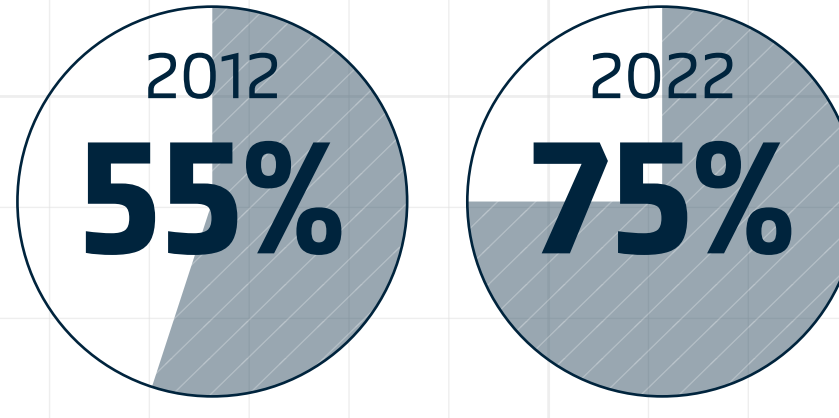
The pros of digital in your supply chain and how to make the most of it

The digitalisation of customs can be a catalyst for success that drives efficiency, speed and sustainability across your entire supply chain. **Why's it important?**



CUSTOMER DEMAND IS GROWING

The proportion of EU e-shoppers grew from 55% in 2012 to 75% in 2022.¹

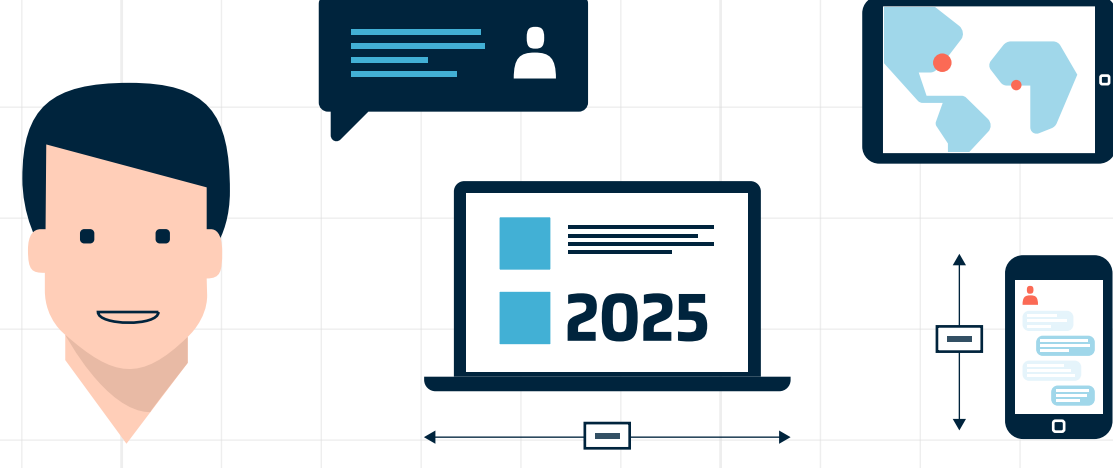


POOR CUSTOMS CAUSES DELAYS

32% of customs delays are caused by invoice errors or missing information.²

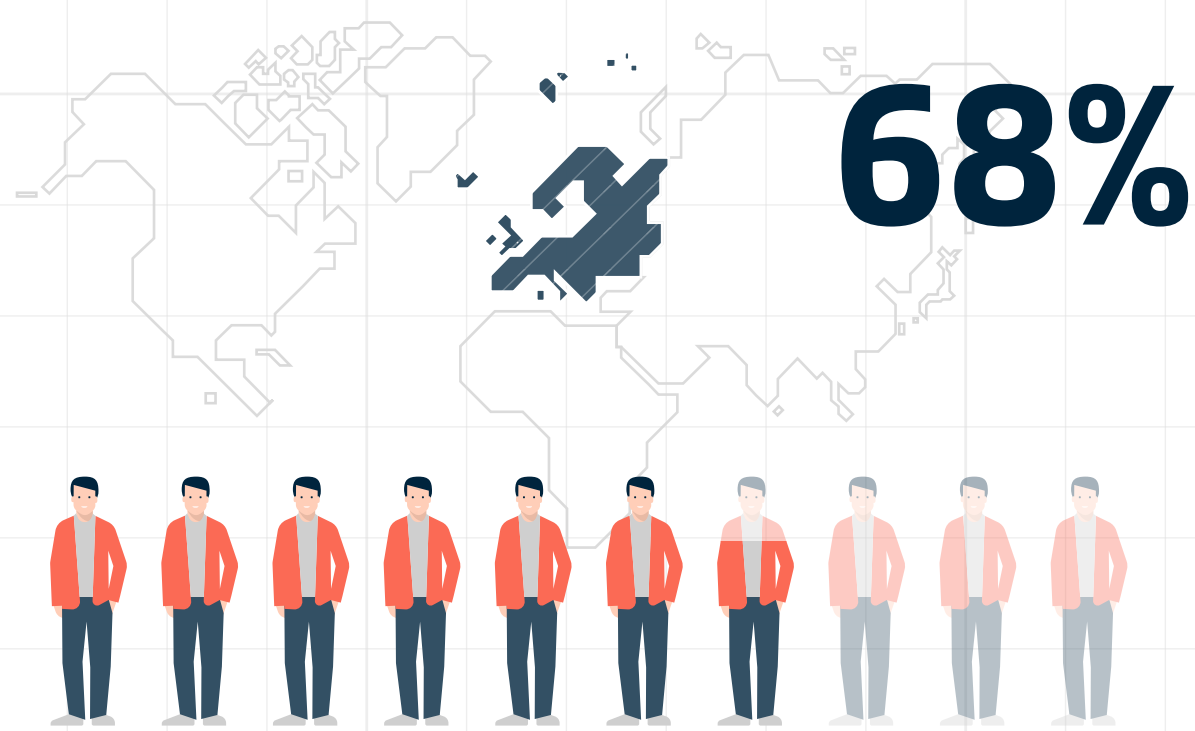
AND...

The EU's Multi-Annual Strategic Plan for Electronic Customs (MASP-C) is set to digitise all paper-based customs by 2025.³



Digitalisation can seem complex and complicated. But really, it comes down to three key areas: digital interoperability, agile and reliable workflows and actionable data.

Digital interoperability



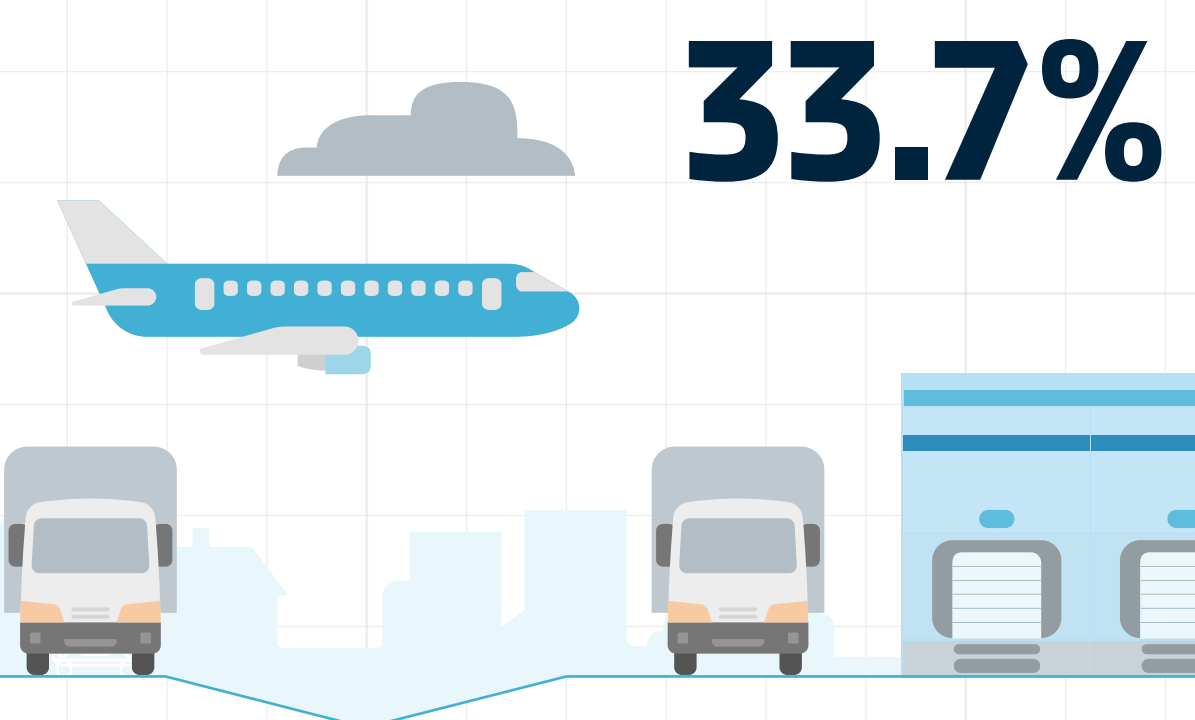
68% of European supply chain leaders are prioritising investment in technology in 2023, as to bolster supply chain monitoring, tracking and visibility.⁴



- Greater collaboration.**
- Greater scalability.**
- Greater efficiency.**

With digital interoperability, you can easily deploy emerging technologies and integrate them with other stakeholders' systems and processes to expedite information exchange and overcome supply chain disruptions.

Quick and efficient workflows

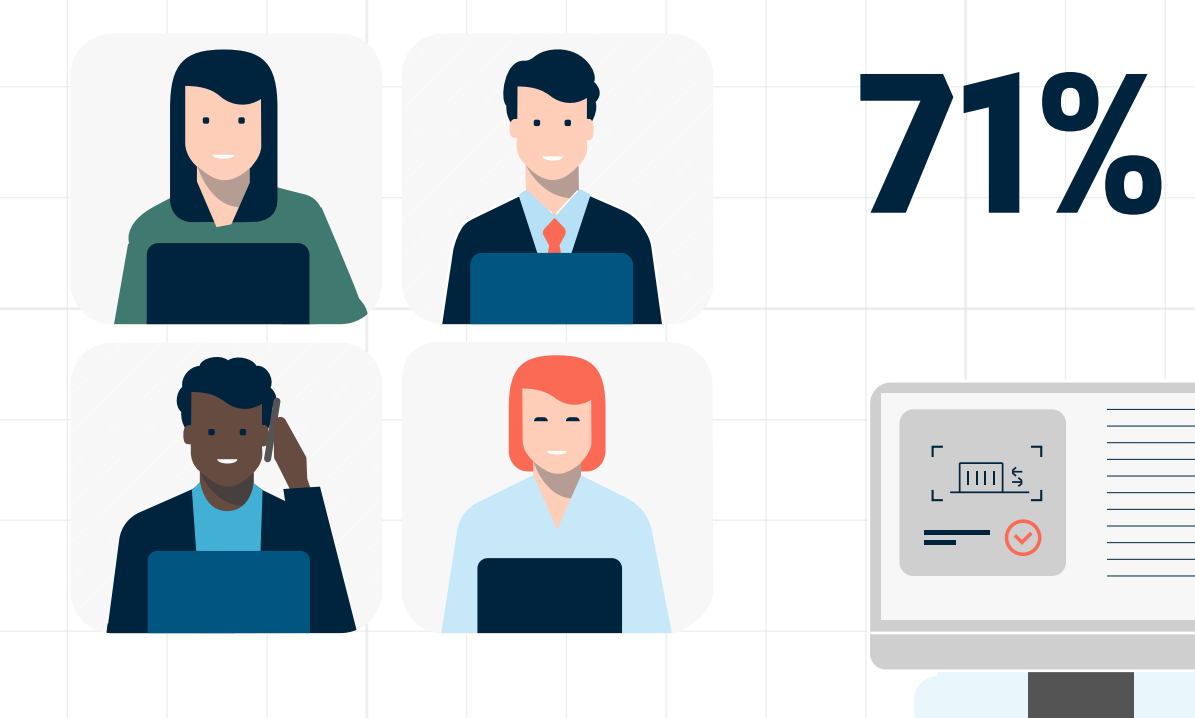


33.7% of businesses want to partner with a customs service provider for faster and more efficient supply chains.⁵

- Increased speed.**
- Increased reliability.**
- Increased efficiency.**

Poor workflows lead to slow, inaccurate and arduous supply chains. With digitalisation, you can overcome this. When all data is digitised and gathered prior to border declarations, documentation can be populated almost instantly. This significantly reduces delivery lead times and optimises freight and inventory management – making your entire supply chain quick, agile and efficient.

Actionable data



71% of European executives say technology is giving them the opportunity to reimagine the fundamentals of their business.⁶



- Enhanced control.**
- Enhanced visibility.**
- Enhanced efficiency.**

Actionable data provides a holistic, end-to-end view of your supply chain. This gives you unprecedented control and enables you to take data-driven, real-time decisions that open up new possibilities.

Streamlining supply chains through customs digitalisation.

You can digitalise and streamline your entire customs landscape with Maersk's team of customs specialists. Coupled with our integrated approach to supply chains, we can help you react and adapt to any disruption, ensuring there aren't any unnecessary delays, and happy customers.

For more on the power of integrated customs solutions, download our ["Customs Optimisation Blueprint" eBook](#).

To find out more about Maersk's integrated customs services, or to speak to one of our experts, [get in touch today](#).

¹ Eurostat, 2023, <https://ec.europa.eu/eurostat/web/products-eurostat-news/w/ddn-20230228-2>

² DHL, <https://preferredship.com/kc/common-customs-delays/>

³ MASP, The Digital Future of Customs, 2022, <https://4256821.fs1.hubspotusercontent-na1.net/hubfs/4256821/MASP-The%20Digital%20Future%20of%20Customs-Customs4trade.pdf?hsCtaTrackng=1680dd04-c065-4b90-8a90-c30821b9d9be%7Ceda63526-418b-43f7-9f45-90e5fbd2336f>

⁴ <https://www.jll.co.uk/content/dam/jll-com/documents/pdf/research/emea/jll-the-state-of-european-supply-chains.pdf>

⁵ Deloitte, The Impact of Digitalization on Customs Service Providers, https://www2.deloitte.com/content/dam/Deloitte/de/Documents/consumer-business/Future_of_Customs_Service_Providers.pdf

⁶ Accenture Survey of 300 C Suite Executive in Europe, 10th January – 28th February 2022