Containerisation Study – Project Overview

Purpose
Seabury Cargo Advisory BV builds and maintains a demand database on containerised maritime trade derived from customs data. The percentage ratio of containerisation per trade flow is determined from a small group of reporting countries whose customs data distinguishes containerised tonnage.

Seabury would like to determine the accuracy of the containerisation data included in its customs data sources as well as evaluate the accuracy of containerisation data published by Eurostat. Based on the initial analysis Seabury would then expect a new model devised that more accurately estimates containerisation for reporting countries that provide this data, but also for trade flows where no containerisation data exists. This model will then be incorporated into the logic of updating the demand database.

Project scope
The project will cover the following:

- Analyse the reliability of the containerisation data for the following reporting sources:
  - US customs
  - UK customs
  - Spain customs
  - Japan customs
  - Taiwan customs
  - Eurostat
  - MARAD

- Determine the extent of over-rides required on the base data, with verification from external industry parties involved in the container trades in question

- Determine the commodities that fluctuate between container transport and non-container transport methods in more detail and determine the drivers of their containerisation. In particular:
  - Commodities with a high variation over time (within a year/seasonality & the ones trending up or down)
  - Commodities with a big impact on container volumes

- Define a method to estimate containerisation for trade flows with the previous listed data sources, for the years where no containerisation data is present i.e 2000-2008

- Define a model that can estimate containerisation for trade flows not covered in customs containerisation data that can also easily incorporate over-rides of general known discrepancies in the container reporting data
Deliverables and Planning
Deliverables expected by Seabury are:

- Documentation outlining the findings from the analysis conducted
- A prototype model(s) that can be implemented programmatically into the Database logic

Seabury expects this project to take between 3 to 6 months.

Company Description
The Seabury Group is a global advisory and investment group with over 200 professionals providing investment banking, restructuring / corporate recovery, management consulting, IT development and human capital services. Seabury professionals have in-depth experience in providing advisory services to a broad range of industries including aerospace, automotive, aviation, maritime, cargo, consumer products, distribution, financial services, gaming, infrastructure (ports and airports), logistics and maritime and manufacturing. Seabury has advised over 400 clients spanning Africa, Australia, Asia, Europe, the Middle East, and the Americas.

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