



Smart Container Alliance launches

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Hapag-Lloyd

The Smart Container Alliance has been launched to drive the adoption of smart container technology. This initiative aims to unite industry stakeholders in a collective effort to enhance cargo traceability, fortify maritime trade, and support global enforcement agencies in the fight against criminal networks.

The Smart Container Alliance aims to advance industry standards, advocate for policy change, and foster collaboration between technology providers, shipowners, customs authorities, and international regulatory bodies, including the European Union and the World Customs Organization.

“Smart cargo and container telematics are the foundation for the 21st century supply chain with revolutionary new solutions for our society, authorities, governments and businesses to structurally reduce illicit trade, cargo contamination, cargo waste, theft and supply chain carbon footprint while simultaneously enhance product authentication, on-time delivery commitments, asset productivity and cargo integrity and quality,” stated Charles Vincent, CEO of ARVIEM.

The alliance will act as a central platform for industry stakeholders to exchange knowledge, develop best practices, and promote the adoption of smart containers worldwide with many global liners vowing to make their entire container fleets smart in the coming years.

“Standardising smart container data across alliance members will ensure greater interoperability, efficiency, and security in global trade, helping enforcement agencies combat illicit activity while improving the flow of legitimate goods,” commented Christian Allred, CCO of ORBCOMM.

The launch of the Smart Container Alliance coincides with the reform of the EU Customs Union since its inception in 1968. Smart containers are set to play a key role in the shift towards a data-driven approach to customs checks, reinforcing security measures across European ports and beyond.

With its headquarters in Brussels, the alliance will engage with policymakers, industry leaders, and enforcement agencies to support a harmonised approach to trade security.

A key focus, according to the statement, will be aligning efforts with the European Port Alliance to counter criminal infiltration and reinforce supply chain integrity. Through partnerships, advocacy, and capacity-building, the Smart Container Alliance aims to pave the way for a safer, smarter, and more resilient global trade ecosystem.