

Serenity 
by CMA CGM

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SHIPPING THE FUTURE

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CARING BEYOND SHIPPING



SHIPPING THE FUTURE

The CMA CGM Group, founded by Jacques R. Saadé, is a world leader in maritime transport. In 2016, the Group transported 15.6 million TEU containers (twenty-foot equivalent units). CMA CGM has global coverage through its network of 755 offices in more than 160 countries. Its modern fleet of 462 ships serves more than 420 ports on all continents. Now headed by Rodolphe Saadé, CMA CGM is constantly growing and innovating to offer its customers new maritime, inland and logistics solutions.

CMA CGM is committed to providing its customers with services of the highest quality and to handling valuable products most efficiently.

In addition to container shipping, CMA CGM presents a set of new products and services: Serenity by CMA CGM, aimed at offering simpler, faster and customized solutions to secure your business and to allow you to manage your logistic chain risk in a shorter time and at a lower cost.

ALL YOU NEED IS... SERENITY

Thanks to the Serenity by CMA CGM product range, companies who entrust their cargo to CMA CGM benefit from extended conditions to reach and go beyond their expectations. With this innovation, CMA CGM is able to bring you a total peace of mind through innovative services, even in the case of unexpected incidents.

WHY SUBSCRIBE TO SERENITY BY CMA CGM?

Container shipping is one of the most reliable and efficient transportation modes that has become critical to global business. However, shipping can be complex, ruled by procedures, and uncontrollable events can create significant risks.

Navigating this complex world requires time, energy, resources and expertise.

CMA CGM will not just carry your goods to final destination, but will also protect your business and cash flow. We will take care of everything when you need it most.

SERENITY is a new concept that will totally change your shipping experience. Container shipping will never be the same.

SERENITY BY CMA CGM, THE GAME CHANGER

Serenity by CMA CGM goes beyond the usual constraints defined by international regulations. It's a new approach to container shipping.

What if you did not have to suffer from the loss or damage to your cargo?

The cargo that you entrust to CMA CGM is vital for your business. We believe it is not fair for you to lose everything if anything happens to your cargo.

Why should your compensation be defined only by the BL's terms and conditions?

With a standard B/L, a carrier legally limits the events and the amount of compensation in case of damages to your goods. Therefore there are many instances where you may not be fully compensated. Let's think beyond the rules and the limit of compensation.

Why should uncertainty weigh down your business?

In case of an incident with your cargo, you will have to go through a long and costly process to determine the responsibilities of the different parties involved with no guarantee of the final outcome. Your business cannot live with uncertainty.

Why should your business be impacted by a natural disaster?

No transport party can be held responsible for Act of God like hurricane, fire, and earthquake. There is no worst answer than: "This is nobody's fault".

How about turning every step of the shipping process into a peaceful experience?

We understand the value of peace of mind when it comes to your business. Let's look after our great relationship. Let's focus on your business together. Serenity by CMA CGM is a range of new solutions to support your business.

