

# SWIRE SHIPPING

One Flag. Multiple Solutions.

## A Unique Shipping Heritage

Swire Shipping is the liner shipping arm of The China Navigation Company (CNCo), who manage the marine services division of John Swire & Sons (London), a company which dates back to 1816.

In 1854 John Samuel Swire sailed for Australia, where he established Swire Bros in Melbourne. By the early 1860's Swire had begun to trade with China and within a few years had branches at ports in Japan and along the China coast, including Hong Kong, which would become the firm's Asian headquarters.

The business quickly grew to encompass insurance, shipping agency interests and also the Blue Funnel Line, which Swire managed in Asia for more than 120 years.

In 1872, Swire formed The China Navigation Company and by 1883 had established a network of liner services around Asia and to Australia, sowing the seeds for the company that is Swire Shipping today.

Today the Swire Group spans four continents covering aviation, property, beverages, marine services and trading and industrial.



Melbourne docks 1850



## Regional Representation

Swire Shipping has representative offices located in:

- Sydney
- Auckland
- Singapore
- Hong Kong
- Mumbai
- London
- Oakland

Swire Shipping also maintains a worldwide agency network, providing our customers with genuine local service and invaluable market knowledge.

## Enduring Partnerships

As an independent operator, we are committed to offering flexible, specialist, multi-purpose solutions and responding to your particular needs. As part of that commitment, Swire Shipping has tailored a number of dedicated liner services to meet with the specific requirements of our customers.

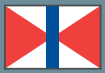
This knowledge, flexibility and commitment to service has also enabled Swire Shipping to develop long term contracts with a number of major international companies.

## Tailored Scheduling

Our multi-purpose liner schedules provide extensive regional port coverage and some of the fastest transits to and from key locations served in our trading areas.

Key features of our current liner schedules include:

- The most comprehensive direct port coverage and sailing frequency, linking Asia, Papua New Guinea, Solomon Islands and Australia.
- Dedicated multi-purpose liner services between New Zealand and Australia.
- Direct shipping links between Australia and various Pacific Islands.
- Direct and relay services between Europe and the South Pacific.
- Break-bulk, container and dry bulk services between Australia/New Zealand and North America's West Coast.



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With a long established heritage, Swire Shipping is a multi-purpose liner shipping specialist with an unrivalled reputation for service, reliability and flexibility.

With the Asia and South Pacific region our traditional core trading area, we now provide shipping links to over 100 ports in Asia, the Pacific Islands, Australia, New Zealand, North America and Europe.

Our operations have been streamlined and standardised in order to provide the most efficient service for break-bulk and container cargo customers. This is facilitated by a fleet of over 25 modern multi-purpose ships many of which are owned and operated by our parent, The China Navigation Company.

With all our liner services sailing under one flag, Swire Shipping is charting a course that will take us forward to a new level of service, reliability and flexibility. We look forward to working together with you now and into the future.

