

Maersk: As technology evolves, the opportunities for Latin American logistics grow.



Language
English

Agility in a supply chain refers to the ability to adapt to changing demands and unforeseen disruptions. This, according to Maersk, translates into a significant advantage for Latin American companies, since, for example, refrigerated cargo customers can guarantee the freshness and quality of their products through faster response times and proactive management. of the

temperature.

“Compete Caribbean” studies show that spoilage rates for perishable products in Latin America can reach 50%, which highlights the importance of an agile logistics solution. Likewise, retail and consumer goods companies benefit from agile forecasting and flexible fulfillment solutions that minimize stock-outs and allow them to keep pace with constantly evolving consumer trends.

Technology, a perfect partner.

Efficiency focuses on simplifying processes and maximizing savings. For this reason, Maersk indicates that technology is the perfect partner for efficient logistics in Latin America. For example, route optimization software can significantly reduce transportation costs, which UN Trade and Development (formerly UNCTAD) estimates are 15% higher in South America compared to the European Union.

Additionally, automated warehouse systems can speed up order fulfillment, resulting in faster delivery times. “Certainly, most importantly, insights derived from data gleaned from logistics operations can enable companies to make informed decisions about inventory management, resource allocation, and overall supply chain optimization,” suggests Maersk.

The future of agility and efficiency in Latin America

Ultimately, logistics providers can act as catalysts for growth in Latin America by prioritizing agility and efficiency. This focus on adaptability and profitability will be crucial for companies across all industries to thrive in the region, according to Maersk.

Thus, according to Maersk, as technology continues to evolve and collaborative partnerships gain traction, the future of Latin American logistics promises even greater levels of efficiency and agility, propelling companies towards long-term success.

In sum, “the strategic emphasis on agility and efficiency marks a transformative era for logistics in Latin America. By prioritizing adaptability and profitability, logistics providers are poised to open new avenues of growth for businesses across industries. As technology advances and collaborative partnerships flourish, the Latin American logistics landscape is filled with opportunities. The future has the potential to achieve even greater levels of efficiency and agility, driving companies towards sustained success and resilience in the region's dynamic landscape,” concludes Maersk.

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