

POSEIDON

Integrated Pharma Ocean Freight Program

The transportation of temperature-sensitive pharma products is a big business. The global logistics market for pharmaceuticals is currently valued at around \$75BN with a growing proportion of this being temperature-controlled. Traditionally the highest value pharmaceutical products have tended to be shipped by air-freight on account of its speed, its flexibility and its (perceived) security and control. However increasing regulatory oversight has exposed a number of inherent weaknesses in the air-cargo cold-chain, much as a result of its fragmented structure and a lack of collaborative working.

Poseidon is conceived as a pharma sea-freight program that, by harnessing and honing the collaborative skills that have been so successfully employed in other industry sectors, is bringing the industry's most enlightened and forward-thinking organisations together to develop and implement a ground-breaking global pharma sea-freight service.

The Poseidon program rests in the collective strength of its end-to-end supply chain structure built around managed strategic partnerships, commercial alignment and a 'one-team' culture.



Poseidon Goals

The principal aim of Poseidon is one of significantly improving the quality and reliability of pharma freight by sea and it is achieving this through, inter alia, the application of proven best-practice supply chain principles and procedures. Poseidon is pharma-manufacturer-driven and built on a foundation of win-win team-work, supply-chain discipline, shared risk, mutual strategic targets, focused effort, transparency and continuous improvement. In other words Poseidon is about best-practice, partnering, performance, compliance and controlled risk.

In particular, Poseidon sees scope to:

- **Develop ocean freight as the 'default' long-haul shipping mode for a much larger proportion of pharma products.**
- **Capitalise on the growing modal-shift from air to sea.**
- **Standardise and streamline the pharma ocean-freight process wherever possible.**
- **Combine the freight volumes/buying power of multiple shippers for lower cost and reduced carbon footprint.**
- **Improve the safety and security of sensitive drugs during transit.**
- **Work towards providing a GDP-compliant LCL service.**



At Poseidon we are rethinking the pharma-logistics paradigm and our philosophy is one of "not just trying to incrementally improve what we are doing now, but of coming together to do things differently". For further details on this 'wave parting' program please send an e-mail to the address below.