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For Immediate Release

APL Logistics joins Blockchain in Transport Alliance (BiTA)

July 16, 2018

Scottsdale, AZ, USA – APL Logistics, a world leader in integrated logistics, has become the latest member of the [Blockchain in Transport Alliance \(BiTA\)](#).

Blockchain technology is promising to transform the supply chain and change how one good is being transported from its manufacturer to freight forwarders, and ultimately to the hands of the end-consumer. Companies which were previously only competitors, will now have the opportunity to use this technology to communicate and share information without assuming security risks. BiTA, a neutral organization, provides the platform where all these discussions and inter-companies' cooperation can occur.

APL Logistics is exploring the innovative uses of Blockchain technology within the supply chain. "APL Logistics recognizes the importance and future value of Blockchain. Our industry *must* be aligned to develop standards in order to get us all closer to reaping the benefits that can be experienced from this Blockchain movement. As a participant in this alliance, we seek to bring value by leveraging our 170 years of shipping and logistics experience." said May Chew, CIO, APL Logistics.

Soeren Duvier, Managing Director of BiTA in Asia, said "APL Logistics represents a global leader in integrated logistics solutions working on a number of cutting edge Blockchain pilots covering several aspects of the supply chain and we are proud to have them as a member of BiTA. It is also gratifying to see APL Logistics recognizing the value that BiTA brings to the global transport industry. We see solid potential in growing our government and industry coverage also in Asia following APL Logistics addition to our increasing list of memberships".

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About APL Logistics

APL Logistics designs and operates smart globally integrated supply chains. Officially incorporated in 1977, APL Logistics is a US\$1.6 billion global supply chain services provider. APL Logistics designs and operates smart globally integrated supply chains. We combine origin and destination logistics solutions with transportation services across all modes and regions of the world and innovative Information Technology to delivery maximum supply chain efficiency, visibility and control. Operating in more than 110 locations in 60 countries, we also manage 200 logistics facilities covering over 20 million square feet globally. With more than 6,800 logistics professionals across the world with local market knowledge, APL Logistics is your trusted global logistics partner.

For more information, visit www.apllogistics.com or email us at global_marketing@apllogistics.com and connect with us on [LinkedIn](#), [Facebook](#), [Twitter](#), [Google+](#) and [YouTube](#).

About BiTA

Founded in August of 2017, BiTA promotes the development and adoption of Blockchain applications in the trucking, transportation and logistics industries, including establishing industry-wide standards. Members include truckload, LTL, and parcel carriers, as well as shippers, tech start-ups and incumbents, insurance companies, law firms, and other industry participants who have an interest in integrating Blockchain technology into their organizations. The Alliance has offices in Chattanooga, TN, and Singapore.

For more information, please visit the BiTA website at www.bitastudio/.