



PRESS RELEASE
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Europe has defined the strategy.

Together, we can deliver the tools that make it work.

Smart Container Intelligence Can Accelerate Implementation of the EU Ports Strategy

Brussels, 3rd March 2026 – The Smart Container Alliance today calls for smart container intelligence to become a core operational component of the European Commission’s EU Ports Strategy as the policy moves into its implementation phase.

The Smart Container Alliance welcomes the adoption of the EU Ports Strategy and supports its ambition to strengthen the competitiveness, resilience and security of Europe’s maritime gateways. We welcome the strategy’s strong emphasis on digitalisation, innovation and improved data sharing to strengthen the security and competitiveness of European ports.

European ports are critical infrastructure for the European economy and strategic nodes in global trade. As the Commission rightly highlights, ports must simultaneously expand capacity, accelerate digitalisation, enhance security and support the energy transition.

Securing ports increasingly requires securing the journey that leads to them.

Smart containers enable digital supervision of cargo throughout the supply chain, generating **trusted integrity data before containers reach European ports** and allowing authorities to strengthen risk management while **focusing inspections where they matter most.**

Importantly, **smart container technologies are increasingly affordable and scalable.**

The cost of deploying telematics and smart security devices represents only a small fraction of the shipping cost, while the integrity data they generate enables authorities to focus inspections on the highest-risk shipments and avoid unnecessary disruption to legitimate trade.

We emphasize the importance of securing maritime supply chains against organized crime and serious trafficking activities, particularly drug trafficking. We believe this must involve **information sharing between sector authorities and strengthening public-private partnership models**, two elements included in the proposal. Indeed,

the **combination of the industry's trade data with law enforcement intelligence** and their ability to control goods offers enormous potential for combating crime throughout supply chains.

In this perspective **we support the creation of European guidelines for effective data sharing in the transport chain**. It's critical to ensure reliable two-way information exchange between customs and maritime logistics companies on drug trafficking. This is also fully aligned with the future EU Customs Authority and its common data hub (DataHub) as they will use customs data to improve risk analysis and combat crime.

The Smart Container Alliance firmly believes that smart container technology is a core enabler, bridging innovation and enforcement in a tangible, scalable way.

Smart containers equipped with trusted telematics transform traditional cargo units into connected, intelligent assets capable of **transmitting secure operational and integrity data throughout the supply chain**. By enabling real-time visibility and trusted event reporting, these technologies can help bridge the gap between digital innovation and operational enforcement across Europe's logistics networks.

OPERATIONALISING DIGITALISATION IN PORT LOGISTICS

The EU Ports Strategy identifies digitalisation and innovation as essential to maintaining the global competitiveness of European ports.

Smart container intelligence supports this objective by enabling:

- Continuous cargo integrity monitoring
- Real-time geolocation and supply chain visibility
- Trusted event reporting for logistics operators and authorities
- Data-driven optimisation of port operations and asset utilisation

By **turning containers into active nodes of information**, smart container technologies help integrate logistics actors, port operators, shipping lines and authorities into a **more transparent and efficient digital ecosystem**.

Importantly, **internationally recognised frameworks for secure data exchange already exist**. The World Customs Organization (WCO) has established standards for structured digital information-sharing between supply chain actors and customs authorities, demonstrating the operational value of trusted cargo intelligence.

Smart container deployment therefore represents a ready-to-scale solution that can support the EU's ambition to strengthen digital supply chain infrastructure.

STRENGTHENING SECURITY AND PROTECTING TRADE

The EU Ports Strategy also highlights the growing risks posed by organised crime and illicit trafficking through maritime logistics chains.

Smart container intelligence provides an additional layer of security by enabling real-time monitoring of cargo integrity throughout the transport chain.

In so-called “rip-on / rip-off” trafficking scenarios, container telematics can detect door openings, tampering or route deviations and generate time-stamped, geolocated alerts. These signals allow enforcement authorities to perform targeted inspections where anomalies occur, increasing interception effectiveness while minimising disruption to legitimate trade flows.

The Alliance welcomes the work of the European Ports Alliance in strengthening cooperation between customs, law enforcement authorities and the logistics industry. Container intelligence can provide a practical operational tool to support these efforts by enabling risk-based targeting and improved situational awareness across the logistics chain.

SUPPORTING EUROPE’S DIGITAL AND ECONOMIC SECURITY

The EU Ports Strategy also emphasises the importance of strengthening digital sovereignty and protecting critical infrastructure.

Smart container intelligence developed by trusted technology providers contributes directly to these objectives by ensuring secure and interoperable data exchange across international logistics networks.

Several members of the Smart Container Alliance already operate large-scale container intelligence deployments across major global shipping lines and logistics operators, demonstrating the maturity and scalability of these technologies.

As Europe seeks to enhance the security and resilience of its logistics systems, container intelligence can serve as a critical layer of trusted operational data supporting both trade facilitation and enforcement.

INDUSTRY READY TO SUPPORT IMPLEMENTATION

The Smart Container Alliance stands ready to work with the European Commission, Member States, port authorities, customs agencies and logistics stakeholders as the EU Ports Strategy moves toward implementation.

Integrating smart container intelligence into future digital port ecosystems will also help Europe strengthen its AEO programme. **The possibility for economic operators to bring visibility on their operations will allow them to prove that they are trustworthy.**

STATEMENT FROM THE SMART CONTAINER ALLIANCE

Cédric Rosemont, Chair of the Smart Container Alliance, stated:

“The EU Ports Strategy rightly connects competitiveness and security. Smart containers are where these two priorities meet in practice. By embedding trusted, interoperable telematics into the logistics chain, we can simultaneously strengthen trade efficiency and close the gaps exploited by criminal networks.

*Importantly, internationally recognised standards for data exchange and risk management are already in use by the World Customs Organization, demonstrating that structured, secure digital information-sharing between supply chain actors and customs authorities delivers proven operational results. **We do not need to reinvent the framework, we need to scale and integrate it across European ports.***

Smart containers turn the shipping container from a supposed sealed box into a trusted source of supply chain intelligence.

Together, we can make smart container deployment a concrete pillar of Europe’s port security architecture.”

The Alliance encourages policymakers and port authorities to consider smart container intelligence as a scalable and deployable tool capable of supporting the objectives outlined in the EU Ports Strategy.

ABOUT THE SMART CONTAINER ALLIANCE

Launched in June 2025, the Smart Container Alliance is a not-for-profit organisation bringing together global leaders in container telematics and cargo intelligence to promote secure, transparent and efficient global trade.

Its members include Orbcomm, Nexxiot, Traxens, Globe Tracker, Hoopo, Arviem and Copeland — companies at the forefront of smart container innovation.

The Alliance promotes interoperable standards, trusted data exchange and the adoption of smart container technologies across the global supply chain.

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