

# Navigating the Global Maritime Landscape

Seacon leverages Hong Kong's strategic position as an international shipping hub to further enhance its competitiveness and global reputation.



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**Chen Zekai**  
Executive Director and President  
Seacon Shipping Group

“Hong Kong is a premier shipping hub with a dynamic market that attracts numerous global shipping enterprises, including ship management companies, vessel financing institutions, and insurance and legal firms, all of which provide comprehensive professional services to the industry. Additionally, Hong Kong has world-class port facilities and highly efficient

logistics and supply chain management systems, making it an ideal base for expanding our business.”

He noted, “Being listed in Hong Kong has enabled us to leverage the capital market, gaining access to more diversified and cost-effective financing options. This supports our fleet expansion and business development strategies.” In just two years, Seacon has owned 28 vessels and has 38 ships under construction, strengthening its overall shipping capacity.



## Driving Smart Logistics Development

Chen believes that the GBA development presents a wealth of opportunities. “The

rapid growth of cross-border eCommerce is driving demand for highly efficient logistics services. With its global connectivity and professional offerings, Hong Kong is well-positioned to become a leading eCommerce logistics hub in Asia,” He explained. “The adoption of technologies such as blockchain and artificial intelligence will significantly enhance efficiency, and the city's digital strengths provide a solid foundation for developing smart logistics.”

Looking ahead, Seacon will focus on driving digital transformation and developing high-value-added services to meet the evolving needs of its customers.

“InvestHK's business matching services have played a crucial role in connecting us with key stakeholders, including suppliers, clients, and financial services firms. Their tailored support has helped foster our long-term expansion,” Chen concluded.

Hong Kong, a world-renowned shipping hub, provides Seacon Shipping Group (Seacon) with an ideal business environment, supported by its robust financial, legal, and logistics systems. The Group delivers comprehensive shipping services, with its core businesses encompassing shipping services, ship management services, and fleet operations. Operating globally, Seacon focuses on delivering efficient and safe shipping solutions to its clients while prioritising compliance and sustainability in its vessel operations.

To expand its global business footprint, the Group established its operations centre in Hong Kong in 2022 and was listed on the Main Board of the Hong Kong Stock Exchange in 2023. In recent years, Seacon has expanded its business in the city to seize opportunities arising from the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) development, particularly the surge in demand for cross-border logistics.

## Premier Maritime Hub

Chen Zekai, Executive Director and President of Seacon Shipping Group, stated,

## Seacon Shipping Group

- Founded in Qingdao, China in 2012
- It operates offices and service centres in multiple locations worldwide, including Hong Kong, Singapore, Japan, Dubai, Greece, Germany and the United States

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