Hartmut Goeritz, CEO & Terminal Manager, APM Terminals Tanger Med

“...The strategic position of Tanger Med port enables a fast connectivity to Africa, North Europe, Middle East, Far East and the Americas...”

Hartmut Goeritz, CEO & Terminal Manager at APM Terminals in Tanger (Morocco), heads up one of the most dynamic and fast-growing ports in the world. His years of experience in the shipping industry and his knowledge are true personal values that influence his challenging and exciting role.

How competitive is Tanger Med compared to the ports of Algeciras, Cadiz or Valencia?

Capitalizing on the proximity of APM Terminals Tanger to Algeciras, a partnership with both terminals (Tanger and Algeciras) and Maersk line was established in 2013. This project aims to align the priorities of the three entities in order to increase operational stability and improve operational efficiency. Thus, involving the teams into one ‘hub partnership’ philosophy improves the handling of exceptional situations by anticipating volume variation and collaborating between terminals and shipping line.

Time and cost reduction led by this partnership provided better return for all stakeholders, and of course the final customer. Time and cost reduction led by this partnership provided better return for all stakeholders, and of course the final customer.

What are the key values of your organization?

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