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INTTRA breaking new records in Latin America



INTTRA, the prime Web portal for the ocean freight industry, had another record-breaking month in August. The portal is now serving well over 50,000 containers a month in Latin America, representing 10 percent growth on a month-to-month basis this year.

According to Michael Nielsen, INTTRA Senior Vice President Commercial, substantial growth has come from expanding the geographic and product footprint with significant volume coming from Brazil, Chile, Argentina, Peru and Columbia. Two INTTRA products -from eBooking and eShipping Instructions- are particularly boosting growth as carriers, shippers and freight forwarders, alike, enjoy the benefits of a streamlined, electronic process that allows them to all communicate in the same format.

“Shippers and forwarders are becoming familiar with INTTRA’s single interface. Some carriers in Latin America are now doing up to 95 percent of their business via e-commerce. Our Desktop software and portal are free to use and it’s easy to register by contacting your local carrier office or registering online at our web site,” adds Nielsen.

Jens Kronborg, President of South Pacific Logistics, a leading logistical provider of solutions for exporters of refrigerated and frozen cargoes, reports “greater operating efficiencies” after applying INTTRA solutions into the company’s daily routines. “These efficiencies have allowed us to grow faster and improve our services both internally and externally. We continue to look forward to expand our relationship further with INTTRA and its partners.”

Hans Christian Jensen, Managing Director of INTTRA Latin America region, is finding that INTTRA is now a leader in e-commerce in Latin America, providing easy-to-use multi-carrier solutions that reduce documentation duplication and errors. “Customers have been looking for a One-Stop-Shop solution for their operational communication to and from ocean carriers. Through INTTRA, we can offer exactly that with either online, offline or EDI solutions for such tools as bookings, track and trace, schedules, bill of lading and reports,” he says.

About INTTRA

INTTRA, founded in 2000 and headquartered in Parsipanny, N.J., is a leading global provider of e-commerce solutions to ocean carriers and their customers. They work with customers to streamline and standardize their shipping processes. INTTRA’s professionals specialize in applying their e-commerce knowledge of the shipping industry for customers in local markets around the world.

INTTRA’s e-commerce platform offers a comprehensive range of e-commerce tools, including: Tender, Sailing Schedules, Booking, Shipping Instructions, Bill of Lading, Track & Trace, and Reports. Accessing the INTTRA platform is simple, using any combination of their channel solutions: INTTRA-Link (EDI-based, system-to-system connection), INTTRA-Desktop (off-line PC application), or INTTRA-Act (web-based application).

INTTRA’s carrier network includes, Aliança, ANL, CMA CGM, DAL Deutsche Afrika-Linien, FESCO, Hamburg Süd, Hapag-Lloyd, “K” Line, Maersk Sealand, MCC Transport Pte Ltd., Mitsui O.S.K. Lines, MSC Mediterranean Shipping Company S.A., NYK Line, P&O Nedlloyd, Safmarine, Senator Lines, and United Arab Shipping Company. The INTTRA carrier network represents over 55% of the world’s ocean container capacity.