

AQUAVIVA®

LIVE SEAFOOD NOW TRAVELS ABOVE WATER



CARING
BEYOND SHIPPING


SHIPPING THE FUTURE

ABOUT CMA CGM

CMA CGM, headed by Rodolphe Saadé, is a worldwide leading shipping and logistics group, offering turn key adapted solutions.

Employing over 110,000 staff members worldwide, the Group is present on all five continents through its 755 offices, in more than 160 countries, serving 420 ports with a fleet of 509 vessels.

Since its creation, CMA CGM's goal is to constantly reinvent shipping, by always looking for better solutions, while respecting the environment.



AQUAVIVA®: A NEW GENERATION OF CONTAINERS

With AQUAVIVA®, CMA CGM innovates to offer a larger range of solutions for seafood transportation. This new generation of container features the EMYG's INNOPURE® technology to allow the safe carriage of live lobsters and other seafood. EMYG is an international expert of professional water filtration dedicated to live seafood.

AQUAVIVA® is a new alternative to both freezing and airfreight that allies respect for the environment, well-being of animals and cost-efficiency. AQUAVIVA® is designed as the natural lobster habitat to guarantee first-day quality even over long term conservation.



AQUAVIVA®: INNOVATION AND CARE FOR LIVE SEAFOOD

THE MOST ECONOMICAL TRANSPORTATION MODE

- **Profitable solutions:** With several hundred reefer plugs per vessel and up to 2,448 live lobsters per Aquaviva 20' container, CMA CGM can carry large quantities per voyage.
- **Global service:** With its global network, the Group can offer supply chain solutions direct from the fishing trawler right to your customer.
- **Extended reach:** With more than 200 line services, CMA CGM can connect your factory to any location in the world.



BEST QUALITY AND CONSERVATION

- **First-day quality:** EMYG's INNOPURE® technology is based on natural life conditions replicating the characteristics of the marine environment. The technology enhances the quality of seafood available on the market.
- **Reliable conservation:** AQUAVIVA® containers extend standard post-transport shelf life of lobsters from a few days to several months. This solution is ideal for the high season and protects the well-being of the lobsters during and after transportation minimizing stress levels.
- **Ready-to-cook commodities:** AQUAVIVA® ensures the lobsters are well preserved minimizing wastage from departure to arrival thanks to the eco-friendly transport conditions.



THE MOST ECO-FRIENDLY AND RESPECTFUL SOLUTIONS

- **Optimal conditions:** AQUAVIVA® containers have been designed with biologists to create a natural and stress-free environment. Furthermore transportation involves no chemical process.
- **Eco-friendly:** With 406g of CO2 emissions per kg of lobsters*, seafreight is the most eco-friendly transportation mode.
- **Water-management:** On arrival the used sea water is treated and returned to the sea.

*Estimated on North America - North Europe routes

LIVE LOBSTERS SUPPLY CHAIN WITH AQUAVIVA®



CARING BEYOND SHIPPING

CMA CGM Group's strategy rests on 'Shipping The Future', with the customer at the heart of this thinking.

Our philosophy is to make the customer's journey with us, beyond seamless. Our customer centric philosophy is guided by a powerful principle that we call 'Caring Beyond Shipping'.

This means we understand better our clients, listen to them more, anticipate their needs and improve their overall experience with us. We do so by delivering unmatched quality and value through consistent, innovative, rewarding and customized business growth solutions.



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