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**Business**  
**Interview**  
**Capsules 02**

*presenting:*

**MSC - Mediterranean Shipping Company**

[www.msc.com](http://www.msc.com)

# 4 Questions in Focus



1. Could you share some insights into MSC's journey and how the company is represented in the Serbian region?
2. How does MSC serve customers in the Southeast European region?



# MSC - Mediterranean Shipping Company

## Stevica Čarapić

*Regional Managing Director  
(Serbia/Montenegro/North Macedonia)*



[www.msc.com](http://www.msc.com)

- MSC started in 1970** with a single cargo ship, under the vision of its founder, Captain Gianluigi Aponte. **The company's shift to container shipping in the 1980s** fueled its global growth, and **today, MSC is a leader in shipping, offering multimodal solutions such as road, rail, and barge transport for seamless door-to-door delivery. Since 2023, MSC has expanded into the Air Cargo sector.** To ensure reliable, transparent, and agile transportation of your cargo whenever you need it, MSC has designed Air Cargo Solutions tailored to your needs. For a trusted air cargo solution, look no further than MSC.

The company is committed to **sustainability, investing in energy-efficient ships, alternative fuels, and innovative digital tools** to make shipping more efficient and secure.

MSC's **myMSC platform** provides 24/7 online management of bookings, documents, and shipment tracking, while the **MSC eBL** simplifies processing Bills of Lading digitally, reducing costs and supporting sustainability goals. MSC's adaptability and customer focus have established it as a trusted partner in global trade.

In Serbia and the Balkans, MSC has been connecting local industries like agriculture and manufacturing to global markets through tailored logistics solutions for over 20 years. Serbia may be a landlocked country, but MSC Serbia's connections to ports such as Rijeka, Koper, Bar, Thessaloniki, and even Genoa/Trieste and Northwest Continent ports make it a valuable partner for local importers and exporters.

**2. MSC supports customers in the Southern and Central European region by connecting Serbia to global markets through strategic hubs in the Mediterranean.** Goods are efficiently transported to and from Serbia via a combination of sea, rail, and road transport, ensuring seamless logistics solutions tailored to customer needs.

With offices in every country in the region, MSC provides comprehensive customer support, booking services, and end-to-end logistics solutions to businesses across Serbia. This extensive regional network simplifies operations and enhances collaboration, leveraging the expertise of colleagues locally, regionally, and globally.

# 4 Questions in Focus



3. What are your **priorities** in the region?
4. What are the **key markets/commodities** MSC serves in Serbia and how does MSC serve them?



- 3.** MSC's priorities in Serbia are focused on **strengthening global connectivity, advancing trade facilitation, and fostering economic growth through innovative logistics solutions.** By enabling Serbian industries, such as agriculture and manufacturing, to efficiently access international markets, MSC supports the country's integration into global supply chains.

**A key focus is working closely with businesses, authorities, and customs officials to simplify trade procedures, enhance infrastructure, and minimize bottlenecks.** MSC leverages its extensive network and multimodal transport capabilities, **combining sea routes with inland solutions, to offer reliable and tailored services that align with the specific needs of Serbian businesses.**

Through these efforts, MSC not only strengthens the competitiveness of companies in Serbia on the global stage but also improves supply chain efficiency and sustainability, creating long-term value for its customers.

- 4.** **MSC serves key industries in Serbia** by connecting local businesses to global markets through tailored logistics solutions. **In exports, MSC facilitates the transportation of everything from tires, chemicals, and mining materials, to fruits, providing specialized equipment like refrigerated containers for perishable goods and flat racks or open-top containers for oversized or complex cargo.** For imports, MSC handles all manner of cargoes from white goods, machinery, and minerals, to fruits and foodstuffs, filling the country's supermarket shelves and ensuring seamless delivery through its multimodal network.

By offering efficient logistics, expertise in handling diverse cargo types, and support for optimizing trade processes, **MSC plays a vital role in Serbia's integration into global supply chains and supports the growth of local industries.**

# Business Interview Capsules 02



## MSC - Mediterranean Shipping Company

### **Contact:**

*Mirjana Matović*

*Business Development Manager*

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[mirjana.matovic@msc.com](mailto:mirjana.matovic@msc.com)



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