



## Smart brings Green

Benefits of Enabling Smart IoT Technology in Container Transportation

- Reducing emissions by increasing transparency and logistics efficiency.
- Reducing congestion and idling by optimizing routing and allocation.
- Predictive maintenance decreases unnecessary pre-trip inspection.

## Challenges

Data Sharing and Standardization

- Data silos and inconsistent data formats across stakeholders.
- System compatibility and business innovation limited by lack of widely-recognised standard.
- Data security and privacy issue.
- Data reliability of container maintenance (like reefer PTI determination).

## About BoxPlus

IoT Solution Provider from Shanghai, China. Established in 2019, with product line covering scenarios of dry container, reefer container, vessel-on-board container, and reefer truck. Provide the plug in and play solution including both hardware and application platform, API for either the application or raw IoT data.

- Subsidiary company (affiliated brand) of COSCO SHIPPING Group
- Member of Container Owner Association
- Contributing GCOL standards under BIC



**Afra Guo**

Managing Director  
BoxPlus

Deputy General Manager of BPS  
COSCO SHIPPING Lines Co., Ltd.

Expert of UNECE, ISO/TC 104 & 154





## Bridging the Gap

Bridge traditional models with digital intelligence in the industry.

- Integrating IoT into existing business systems.
- End-to-end solution with agile capability.
- Enabling interoperability through protocols.



## Value add-on

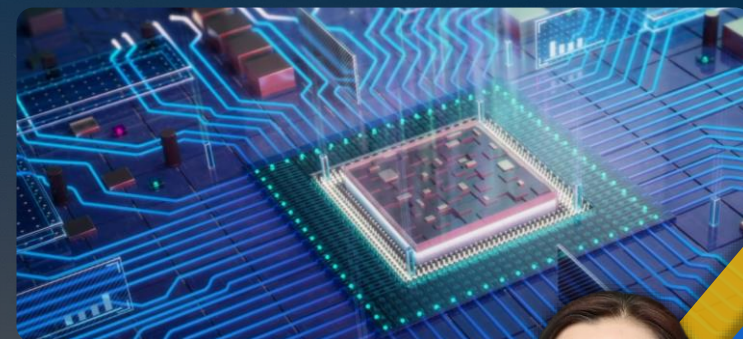
Use cases of BoxPlus' product in multimodal track & trace and container operation.

- Unique features like wireless DOOR SENSOR, AI based predictive maintenance.
- Transforming traditional container transportation to a mode with digitalization and more value added services.
- Supporting the end users' whole chain digitalization by product family

## Open and Collaboration

Collaborate with NGOs and platforms (like COA).

- Improve data quality/availability/reliability.
- IoT & logistics industry dialogue.
- More transparency.
- International, cross-industrial standards.



**Afra Guo**

Managing Director  
BoxPlus

Deputy General Manager of BPS  
COSCO SHIPPING Lines Co., Ltd.

Expert of UNECE, ISO/TC 104 & 154

