



## CUSTOMER NEWSLETTER

November 07, 2025

### INSIDE THIS EDITION:

[Welcome to the Upgraded My OOCL Center](#)

[BNSF Recognized OOCL as a 2025 Sustainability Award Winner](#)

[How to Submit your Shipping Instructions Online](#)

[OOCL at the CONECT Trade & Transportation Conference](#)

[Follow Us on LinkedIn!](#)



*We take it personally*

#### OOCL's Mission Statement

To be the best and most innovative international container transport and logistics service provider; providing a Vital Link to world trade and creating value for our customers, employees, shareholders, and partners.

#### Customer Feedback

We believe in long-term, mutually beneficial relationships with our customers and create value through collaboration to enhance your experience. We would love to hear from you.

Click [here](#) to share your comments.

Follow us:



## Welcome to the Upgraded My OOCL Center



OOCL is pleased to announce the upgrade of its shipment management platform, My OOCL Center (MOC). MOC enables customers to oversee their shipments online, and the recent enhancements provide a more intuitive and streamlined user interface (UI). The improved platform offers increased visibility into shipment status, along with advanced tools for tracking and coordinating logistics, enabling users to work efficiently and maintain greater control over their shipments. For questions on how to navigate through the new MOC UI, please contact [OOCLECOM@oocl.com](mailto:OOCLECOM@oocl.com).

### What's New in MOC

| Welcome Page                                  | Sailing Schedule                                     | New Booking Form                                              | SmartDoc                                                  | OOCL Account Management                                                               |
|-----------------------------------------------|------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------------|---------------------------------------------------------------------------------------|
| The MOC welcome page is now the Control Tower | The Sailing Schedule has a new, intuitive interface. | The New Booking Form is now the sole booking submission tool. | A new and improved SI submission tool that is AI powered. | Manage user accounts securely in one place using the OOCL Account Management feature. |

## BNSF Recognized OOCL as a 2025 Sustainability Award Winner



### BNSF SUSTAINABILITY AWARDS

We are pleased to announce that our long-term partner, BNSF, has recognized OOCL as a 2025 Sustainability Award Winner.

This recognition reflects OOCL's green efforts to: reducing emissions, invest in green technologies, and drive efficiencies across our service operations.

The BNSF Sustainability Awards are presented annually to recognize partners that have a strong commitment to sustainable transportation and environmental responsibility.

Award recipients are recognized for significant achievement in one of several categories, including: investments in sustainable infrastructure, supply chain efficiencies, sustainable technology implementation, sustainability leadership and partnership with other like-minded organizations.



**INVESTMENTS IN CIRCULAR ECONOMY  
INFRASTRUCTURE**



**SUPPLY CHAIN EFFICIENCIES**

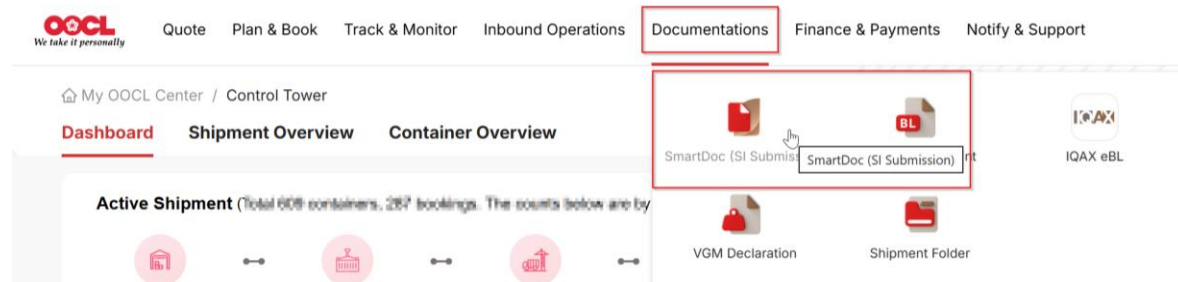


**SUSTAINABLE TECHNOLOGY IMPLEMENTATION**

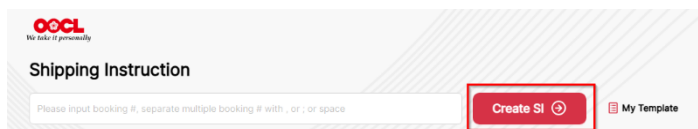
# How to Submit your Shipping Instructions Online

Within My OOCL Center (MOC), there is a new feature to submit your shipping instructions (SI) online called SmartDoc. It features advanced AI technology that is designed to enhance accuracy and streamline your documentation process.

- 1 Once logged into MOC go to **“Documentations”** on the menu bar and select **“SmartDoc (SI Submission)”**.



- 2 Enter the desired booking in the search bar and click the **“Create SI”** button.



- 3 On the next screen, enter the SI details in three separate tabs: **“Shipment Info and Parties”**, **“Cargo and Container”** and **“B/L Handling Instructions”**. Data for some fields will be prefilled from the booking information. Kindly ensure that all mandatory fields (indicated with a **\***) are completed before submitting your SI.

- 4 If you would like to review the SI before submitting, click the **“SI Preview”** button. The preview button will show your SI details in a BL format. Additionally, you can also create a template from the SI, save as a draft, or cancel the SI. Click the **“Submit”** button once you are satisfied with your inputted data.

## OOCL at the CONECT Trade & Transportation Conference



OOCL participated in the Coalition of New England Companies for Trade (CONECT) conference last week at the Newport Harbor Island Resort.

The CONECT conference provided educational and networking opportunities for the trade and transportation industries.

CONECT now serves over 1,200 members representing over 250 U.S. companies and organizations, including major importers, exporters, and related service providers. The association serves the interests of New England and Northeast region businesses that depend on international trade.

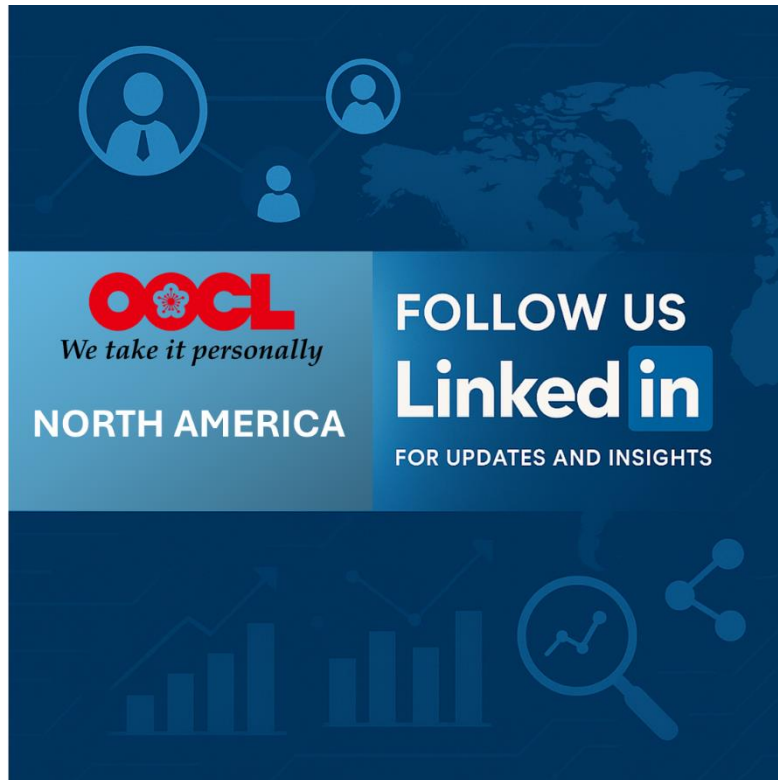
The Trade & Transportation Conference features interactive round tables, and fireside chats with industry experts discussing issues related to Trade Compliance, and the air, ocean, and railroad industries as well as cyber security.

OOCL has been an active member of CONECT and an active attendee of this conference for many years.



Our OOCL Sales Account Manager, Jim Mitchell is a CONECT board member and represented OOCL in the panel (pictured second from the right). In addition, he assisted with a fireside session called "Maritime Medley, Quick Hits". The participants were maritime expert John McCown, author of the book "Giants of The Sea", and Peter Friedmann, Executive Director of the Agriculture Transportation Coalition and part of CONECT's counsel team.

## Follow Us on LinkedIn!



Stay connected with our OOCL North America team for regional updates, insights, and exclusive content through our new LinkedIn [Page](#). To connect, scan the QR code below.



### Why Follow Us?

- ✓ Tailored content for North American customers
- ✓ Customer stories and success highlights
- ✓ Regional marketing trends and intel
- ✓ Opportunities to engage directly with the North America Team

### Let's Connect!

Join the conversation and be part of our growing regional community:

<https://www.linkedin.com/companyoocl-north-america-group>