

# Be ready to move your cargo seamlessly across borders

See how optimised customs handling helps you to go **all the way**.



ALL THE WAY

Many businesses still treat customs as a back-office function, but in today's environment, this approach leaves you exposed to operational and financial risk. With customs and trade regulations evolving rapidly, even minor missteps can have major consequences.

Optimising your customs process setup is a key lever to mitigate these risks, improve operational efficiency and build supply chain resilience.

Follow this journey to see what's possible when you partner with Maersk for your customs handling.

## The context

## The possibilities

5 major trade regulations introduced

There are at least five major European trade regulations expected in 2025, including the EU Deforestation Regulation<sup>1</sup>, while the US government has recently set an ambitious target of 90 new trade deals in 90 days.<sup>2</sup>

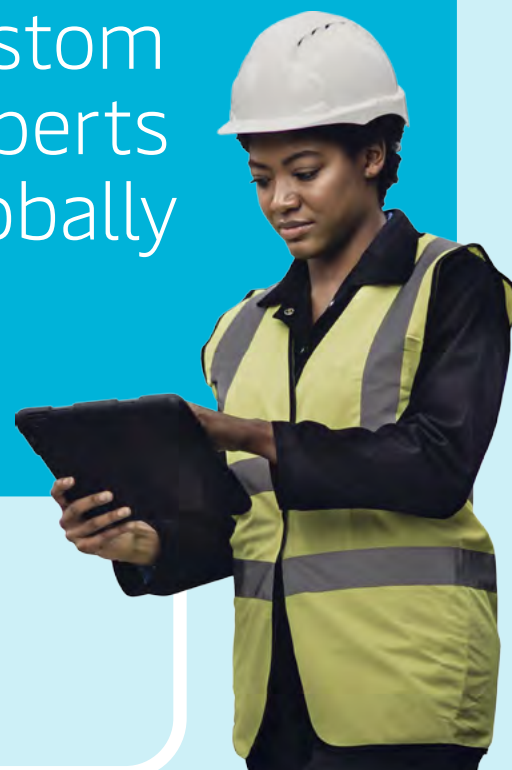
Rapidly-evolving customs, trade and tariff regulations

Global trade regulations are complex and constantly shifting, from tariffs, sanctions and free trade agreements to supply chain multi-tier regulations such as environmental, social protection and governance regulations. Failing to keep pace with requirements heightens the risk of delays and unforeseen costs, while audits can go back years with potential fines for non-compliance.

Breadth and depth of customs expertise

At Maersk, our customs specialists are on top of all trade regulations, including the nuances of local legislation and processes, and we can apply this expertise to your customs handling. For example, we have strong relationships with customs authorities in local markets, we can supply documentation in local languages, and we can work with you in securing compliant processes.

Maersk has over 2,500 custom experts globally



Fragmented operations

The digitalisation of customs procedures in the EU is fragmented, with traders having to find their way around 27 distinct national IT systems. Moreover, many multinational organisations also contract a large number of customs brokers, which means it is difficult to coordinate, track and manage the performance of each provider.

189 national IT systems

In a 2023 study, the European Commission remarked that an economic operator wishing to complete all customs formalities throughout the EU would have needed to connect with 189 national IT systems.<sup>3</sup>

CUSTOMS COMPLIANCE

LIGHTENING THE LOAD

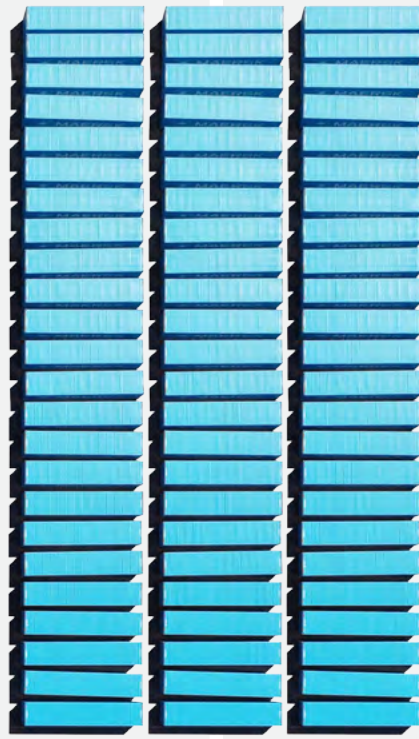
*"This integrated approach [adding Maersk Customs Services to their supply chain setup] has helped us streamline our supply chain processes, stay on top of demand and reduce much of the hassle associated with having multiple logistics partners"*  
**Marius Svendsen, Import Manager, Europris AS.**

Greater control

By partnering with Maersk, you gain one contact point for your customs handling needs – helping to simplify workflows, reduce internal admin, and unlock time and cost efficiencies. It is easier to maintain consistency and improve visibility when documentation is stored in one archive with a single partner.

90% of audits contain errors

According to a Swedish Customs report, out of 250 post-clearance audits carried out in 2023, errors were detected in 90% of them.<sup>5</sup>



Demanding processes

A customs declaration can include a large number of different line items, with the allowed number varying by country of origin and type of cargo. Not only do you need the right information in the first place, but you need the expertise to know what goes where. For example, where should you put veterinary certificates when importing food with animal products? Or have the right HS codes been applied? This expertise helps save time, reduce errors and mitigate the risk of fines.

PREPARING CUSTOMS DOCUMENTATION

Smoother border crossings

Our customs specialists are strict on requesting accurate data and documents from customers to ensure your customs declarations are prepared correctly. Where timings and regulations allow, we begin preparing documentation as early as possible to support more efficient handling at the border.



*"Every time we ship a new product we'll hit barriers with customs. We're not surprised by it now. Maersk help us to pre-empt and prepare for inspections, with all the paperwork on hand to present quickly. They get us through customs promptly so we'll keep using Maersk's services."*  
**Zara Godfrey, Founder, Pukpip.**

Unknown risk vulnerability

An inefficient, unreliable customs process creates a ripple effect across the supply chain. Delays can result in storage charges, financial penalties, missed sales opportunities, or even reputational damage, and the cumulative impact of these issues can have a decisive impact on your corporate financial structure.

*"Many customs authorities have increased border checks and post-clearance audits...It is therefore vital that companies are meticulous with adhering to trade regulation."*

**Lars Karlsson, Global Head of Trade and Customs Consulting, Maersk.**

BUILDING SUPPLY CHAIN RESILIENCE

58K

Maersk Customs Services is trusted by over 58,000 customers worldwide.

A supply chain that keeps moving

Our global network of customs specialists will work with you to optimise your customs handling, helping you stay ahead of potential changes in legislation and acting quickly to prevent the escalation of major disruptions to your supply chain, increasing efficiency and saving costs.



Want to optimise your customs handling?  
Speak to a customs expert today about improving your customs handling



ALL THE WAY

1 <https://www.maersk.com/insights/resilience/2024/12/04/new-regulations-in-2025>  
2 <https://www.nytimes.com/interactive/2025/06/04/business/economy/trump-tariffs-trade-deals-timeline.html>  
3 <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52023SC0140#page=24>  
4 <https://www.maersk.com/news/articles/2022/02/21/cross-border-movement-made-easier-with-integrated-solutions>  
5 <https://via.tt.se/pressmeddelande/3411912/tullverket-upptacker-mer-importfel?publisherId=3235930&lang=sv>  
6 <https://www.maersk.com/news/articles/2024/05/02/helping-small-a-healthy-frozen-snack-business-break-through-customs-blockages>