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## Supply Chain Day: Germany's largest liner shipping company opens its doors

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This year, Hapag-Lloyd will once again be hosting an “open house” at the Ballin House, its corporate headquarters in Hamburg. On April 27, Germany's largest liner shipping company will provide exciting insights into the company and the world of container shipping under the motto “Container Shipping Yesterday and Today.” The agenda for the event also includes a brief tour of the historic main building. Due to lively interest, the event is almost fully booked.

As the third-largest industrial sector in Germany, logistics is an important factor in the success of the world's second-largest exporting nation. However, since the flow of goods and logistical services across the world often remain largely hidden from public view, once a year, hundreds of logistics companies throughout Europe allow people to get a behind-the-scenes look at the diverse array of logistical tasks and related career opportunities.

The annual event was launched in 2008 by the German Logistics Association (BVL). In 2016, an estimated 40,000 people attended 458 events in 23 countries.