

CULines and UGL Launches Direct China–Alexandria AEM+ Service, Strengthening Asia–Med Trade Corridor

CULines and UGL have introduced the **AEM+ service**, a direct Asia–Mediterranean route developed in partnership with **UGL** and **CULines**, represented by SeaGlory Shipping Agency Egypt, a newly launched joint venture between **Sharaf Group** and **Finmar Group**. The service establishes a seamless connection between China’s major ports and **Alexandria**, Egypt’s primary maritime gateway to the Mediterranean.

Strategic Expansion

The addition of the AEM+ service marks CULines’ first entry into the Egyptian Mediterranean market, positioning the line as an emerging player in the regional shipping landscape, after its first successful entry into Sokhna. With growing demand for alternative, stable routes amid Red Sea disruptions, the China–Alexandria corridor offers both speed and security for containerized cargo.

The service is expected to reduce transit times and mitigate risk for clients operating across Asia and North Africa, while reinforcing Alexandria’s standing as a key hub for east–west cargo flows.

Backed by Industry Leaders

Launched as a strategic collaboration between **Sharaf Group** and **Finmar Group**, SeaGlory combines decades of maritime experience with deep local market insight. The company is focused on delivering tailored shipping solutions that align with Egypt’s growing role in global trade and logistics.

SeaGlory operates under the umbrella of Finmar Group — a market leader in integrated maritime and logistics services and represents a new chapter in the group’s expansion strategy, aimed at supporting Egypt’s transformation into a regional transshipment and trade center.

Egypt’s Rising Trade Role

Egypt continues to strengthen its maritime infrastructure and port connectivity, with Alexandria handling a significant portion of the country’s container traffic. SeaGlory’s entry into the market and the launch of the AEM+ service further support national efforts to attract global liners and enhance logistics capacity. This development is seen as a signal of investor confidence in Egypt’s strategic location and its long-term potential in global trade networks.