



Mrs Afra Guo

**Deputy General Manager of the Business Process and System,
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Afra Guo is Deputy general manager of the Business Process & System at COSCO SHIPPING lines. Afra Guo has been working at ocean transportation industry for more than 20 years, focusing on international container transportation for more than 15 years. She has been the manager of container equipment management and leader of customer service at this area thus she has got rich domain knowledge, and then moved to business process and system area as the expert to bridge the communication of business and IT. In recent years, Afra Guo has been in charge of the digital application of the new technology like block chain and IoT at COSCO SHIPPING Lines. Miss Guo is also the expert on behalf of China in UN/CEFACT and ISO TC104 to share her knowledge to the international standards related to container transportation.