

Upply and the University Paris 1 Panthéon-Sorbonne are riding side by side for the students of the “Master 2 Transports Internationaux” postgraduate degree

In order to raise awareness among future transportation professionals of the challenges of digitalization in the sector, Upply is expanding its links with the academic world. Following the conference with the students of the “Master 2 Supply Chain internationale” at the University of Paris-Dauphine, it is within the framework of the “Master 2 Transports Internationaux” of the University of Paris 1 Panthéon-Sorbonne that a pair of Upply business / digital experts participated on Tuesday February 23rd.

Q&A session between students and Upply’s experts

As part of a course organized by **Jean-Paul Meyronneinc** (1), Consultant in transportation economics and lecturer in this Master’s degree, a pair of Upply experts interacted with students of the Master 2 in international transportation of the Paris 1 Panthéon-Sorbonne University (2):

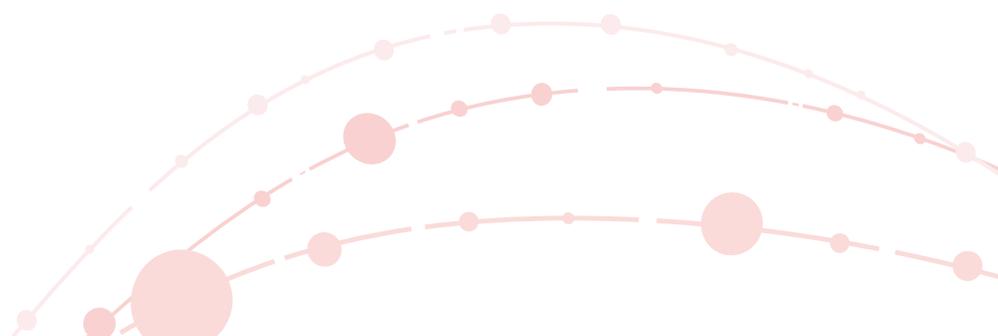
- **Mathieu Renier**, Product manager at Upply, reviewed the evolution of road transportation prices in France and in Europe, by presenting in particular the quarterly European Road Freight Rate Benchmarks established in partnership with the firm Transport Intelligence.
- **Thomas Larrieu**, Data and R&D Director at Upply, spoke on the challenges of digitalization from an operational point of view, more specifically addressing the contribution of digital technology to the shipper-carrier relationship.

Helping students meet the challenges of digitalization in transportation

“Digital solutions and Data Science are real levers to make the transportation industry more efficient, more transparent and fairer for all the players who operate within it. We are committed to sharing our expertise in digitalization with young professionals, so as to give them keys to understanding, which will mean they successfully meet the challenges of tomorrow.”, says Boris Pernet, Managing Director of Upply.

In order to assist them in discovering the reality of the freight transportation industry, students of this Master’s degree benefit from an access to the Compare & Analyze solution for a period of 6 months. Powered by more than 250 million elements of data, this Upply solution makes it possible to compare freight transportation prices and anticipate price changes on three modes of transportation (maritime and air worldwide, and road transportation on the European and North American sectors).

(1) Jean-Paul Meyronneinc is also Adjunct Lecturer at Gustave Eiffel University.
(2) For health reasons, this session is organized remotely.





ABOUT UPPLY:

Launched in November 2018, Upply is a Marketplace dedicated to Transportation and Supply Chain professionals. Upply is redefining the fundamentals of the market by offering digital solutions to understanding the volatility of transportation prices and a Marketplace that puts shippers and freight carriers in direct contact. In accordance with its vision of a world in which the Supply Chain must be simple and fluid, Upply allows professionals (carriers, shippers, consulting firms, freight forwarders) to overcome the market's opacity of information and imbalance between supply and demand. Upply employs data scientists, logistics and IT professionals, and digital experts. The company is based in Paris. [upply.com](https://www.upply.com)

ABOUT THE MASTER 2 TRANSPORTS INTERNATIONAUX AT THE UNIVERSITY OF PARIS 1-PANTHÉON-SORBONNE:

With more than 30 years of existence, the Master's degree for International Transportation Professionals is the benchmark in terms of university training for trades in the transportation world. The "M2 Transports Internationaux" is characterized by a multidisciplinary approach to the transportation of goods and people with courses in law, economics, geography and management divided equally between academics and professionals lecturers.

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