

AuctionConnect signs strategic partnership agreement with Asyad Shipping

Asyad Shipping will implement AuctionConnect’s digital bunker platform across its operations under a three-year agreement, as part of the shipping company’s broader efforts to modernise procurement workflows.

The digital bunker procurement platform AuctionConnect has signed a three-year strategic partnership agreement with Asyad Shipping, one of the leading shipping companies in the Middle East. Under this agreement, Asyad Shipping will adopt the platform across its fleet to enhance bunker procurement through improved price transparency and auditability.

“We are proud to partner with Asyad Shipping. This agreement shows how our platform can support customers in increasingly volatile maritime fuel markets. It also reflects a shift towards more structured and data-driven procurement, where decisions are guided by faster price discovery rather than fragmented negotiation processes,” says Kenneth Juhls, CEO of AuctionConnect.

The agreement reflects a broader transition towards transparent, data-driven, and compliant procurement, where digital infrastructure is replacing fragmented processes and setting a new standard for bunker transactions.

Modernising procurement workflows

Asyad Shipping stated that the agreement forms part of its wider digital transformation strategy, aimed at strengthening procurement workflows across its bunker purchasing activities. The partnership will support a more structured approach to price discovery and day-to-day decision-making, while also enhancing governance and auditability.

“We have signed the agreement with AuctionConnect as the solution complements our existing supplier relationships and introduces the level of structure and transparency required in today’s market,” says Franck Kayser, COO of Asyad Shipping.

Under the agreement, Asyad Shipping will utilise AuctionConnect’s auction-based platform to conduct real-time negotiations among vetted suppliers for all its bunker transactions.

“Our purpose is not to replace established supplier relationships, but to support them with a more structured negotiation process. That combination of market relationships and clearer decision-making is becoming increasingly important,” says Kenneth Juhls.

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AuctionConnect provides digital infrastructure for modern bunker procurement. The company offers a platform designed for bunker procurement to support transparent, data-driven, compliant, and efficient transactions – turning complexity into competitive advantage.

Purpose-built for shipping and bunkering, the neutral and independent platform reduces complexity, strengthens governance, and lowers cost-to-serve across the value chain.

More than a procurement tool, AuctionConnect supports digitalisation in bunker procurement – transforming how the industry connects, collaborates, and transacts.

About Asyad Shipping

Asyad Shipping is part of the Asyad Group and operates a modern fleet of vessels across global markets, providing maritime transportation and logistics services. The company plays a key role in supporting Oman's global trade and energy supply chains.