

Asian Logisticians

Since late 2002, Pan Asia Logistics (PAL) has merged equally high levels of German efficiency with Asian commitment to deliver unparalleled standards of logistical services to their customers from offices across key cities in Asia. Supported by over 1,000 logistics professionals who place the company's core values, knowledge-driven, integrity, personal relationships and service excellence above everything else, Pan Asia Logistics has become one of the fastest growing logistics companies in the Asia Pacific region.

Recently, Pan Asia Logistics has been awarded the Singapore Productivity Award for excellence in the logistics sector. The award honors organisations for their leadership and business practices that contribute towards labour productivity, efficiency and sustainable growth. Pan Asia Logistics productivity efforts are driven to accommodate the constantly evolving needs and demands of their customers. The company has activated a substantial amount of measures and is looking for innovative ways to tap into the current market developments and map out the company's strategic direction for the coming years.

PAL has recently set up a think tank to develop mission specific, task centric logistics products. With these innovation projects in the pipeline, the company is about to design future-oriented modules to create a killer



differentiation. "The logistics industry needs disruption to prepare for the next generation of logistics solutions, because the next generation of customers and employees are born into the digital age," said Executive Chairman, Christian Bischoff (pictured).

The company takes a holistic approach. All entities, units and divisions are involved, aware that productivity is a journey not a destination. Innovation DNA is constantly injected across all levels of the organisation. It is seen as a natural and an essential part of the business model. PAL has invested in a new HR Management System and launched career planning schemes and staff training & development programmes. Besides investing in warehouse automation technology, processes in operations and administration have been re-designed and optimised.

One project PAL is particularly proud of is the investment in a mini-load AS/RS. Gerald Tan, CEO of Pan Asia Logistics, Singapore said, "investment in the mini-load AS/RS has helped us to secure a long term contract with one of our key clients. At the same time the re-design of our warehouse layout has resulted in significant space savings and higher space utilisation. The investment in the AS/RS has helped us to reduce the number of staff required and greatly increased worker efficiency."

Logistics is a people-driven industry, where clients make their decision based on many factors, With PAL's employees and management not only identifying but implementing the company's mantra of 'Never give up until you succeed', staff and facilities are strategically placed to help clients choose PAL as their preferred partner in Asia. Being able to articulate a corporate innovation strategy, the company is now part of the top 1% of Singapore's most influential corporations.

Asia, 'the region on the rise', has now become the powerhouse of the world economy and is set to break all conventional trends. The Asia-Pacific region, with a population of 4.5 billion, is about to emerge as the world's largest consumer market. Its middle class alone has more than doubled in the last 5 years and is expected to reach 1.7 billion by 2020. These significant shifts and changes call for a new and innovative thinking in logistics, transport planning and supply chain management. It calls for new generation service providers.

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