



## OOCL Logistics (China) Receives “AAAAA” Logistics Enterprise Award

OOCL Logistics (China) Limited was honored by China Federation of Logistics & Purchasing (CFLP) as an “AAAAA Logistics Enterprise” (“5A”) on August 18, 2014.

In 2006, the “5A” grading was setup according to the Chinese government standards for classification and grading of logistics enterprises. Jointly issued by the State Development and Reform Committee, and the PRC Ministry of Commerce and authorized by the China Federation of Logistics and Purchasing (CFLP), the grading work is carried out by logistics associations from over 20 provinces and cities.

regularly to established logistics enterprises with scalable capacity that demonstrates exceptional performance.



A total of 356 logistics companies achieved various levels of “A grade” logistics enterprises, and we are pleased to announce that OOCL Logistics China Limited was one of only 18 to attain the qualification this year.

With the most stringent requirements to attain the “5A” qualification, fewer than 200 logistics enterprises, out of the almost 900,000 logistics companies registered in China, have achieved this standard.

The prestigious honor allows recipients of the “5A” rating to enjoy related preferential policies for developments,

and serves to recognize the best of the best across 6 major categories;

- Business operations status
- Equipment and facilities
- Financial condition
- Management and services levels
- Personnel quality
- Levels of information flow

OOCL Logistics China Limited is considered a key leading logistics enterprise in China and therefore is well-positioned to support our customers with assistance from CFLP and local governments.



The “Five As” stands for “Alignment”, “Agility”, “Adaptively”, “Alertness” and “Anti-Pollution”. This award is given



**OOCL Logistics (CHINA) Ltd**  
**Hours of Operation**  
**Mon-Fri: 0830-1730 hrs**



# Asia Logistica Exhibition 2014

This year's Asia Fruit Logistica was bigger and better than ever. The event which is Asia's leading trade show for fresh fruits and vegetables was held from September 3-5, 2014 at the AsiaWorld-Expo in Hong Kong.



Our booth, with its eye-catching design, drew quite a crowd and with an even bigger turnout than last year giving us the opportunity to meet customers and potential customers face-to-face answering

their questions and showing how the OOCL group can improve their cold chain operations.



The evening of the first day, we were delighted to welcome around 150 customers to a cocktail party. During the cocktail party, the OOCL Group CEO, Andy Tung, reassured our continuous commitment to strive for excellence in premium cold chain logistics services, and we will remain

committed in pursuing excellence in service leadership, partnership and innovation in our service delivery.

Click [here](#) to see article on OOCL featured in AsiaFruit magazine (Jul/Aug issue).



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# Drapers' Roundtable Event in October 2014

OOCL Logistics, recognized as the global supply chain solutions provider, with special expertise in China, co-hosts with Drapers for annual fashion roundtable event on 2 October, 2014. Drapers is a prestigious UK based business-to-business fashion magazine for covering Top fashion retailers.



The event provides a glamorous yet

relaxed forum, for UK fashion brands that have interest in or have already entered the China retail market, to share experiences and exchange ideas.



Drapers will publish its supply chain report in October featuring a story on OOCL Logistics services and capability in China along with a review of our current supply chain programs. The

report is valuable, not only for those already in the China retail market, but for those seeking to best practices before entering.

China is now the world's biggest e-tailing market. The explosive economic growth of China the Asian and Southeast Asian countries have created a rich new market of middle class shoppers with substantial purchasing power. While the potential for foreign retailers is huge, the risks and difficulties entering the Chinese and Asian markets can be insurmountable without a trusted partner on the ground.

**For further information, please contact us at [product@oocllogistics.com](mailto:product@oocllogistics.com)**



*OOCL Logistics is a world-class provider of innovative logistics and supply-chain services and solutions, which has an extensive network of more than 100 offices in over 30 countries.*

*Providing advanced customer-specific solutions through our value-creating services and IT technology in supply-chain management; OOCL logistics' extensive service network and platforms will allow you to make All the Right Moves for your business. Our dedicated, quality people always provide you with tailor-made logistics solutions, customized to your particular needs.*