

# OOCL Logistics NEWSLETTER



Issue Dec 2019

## OOCL Logistics Achieves Breakthrough Performance in Supply Chain



OOCL Logistics' mission is to provide the best-in-class and advanced supply chain services to customers, while continuously exploring and developing innovative logistics solutions that are specifically designed to suit the needs of every customer.

This past April, OOCL Logistics Malaysia received a request from a client to export tuna, salmon, and mackerel from the Indian Ocean to various locations. In order to maintain freshness, tuna is required to be kept at low temperatures and at a short processing time. After six months of discussion and coordination among different parties, we were able to bring the fresh produce in 4 x 40 RQ ultra-cool temperature of

minus 35 degrees reefer in order to monitor the temperature requirements.

We successfully managed to bring in one fishing vessel from the Indian Ocean for direct loading into reefer containers in September. The total process was done by calling of the fishing vessel to berth at Penang port, where it was declared as import. We applied for a special permit to do direct stuffing near the wharf, which was then transferred to a container yard for immediate export. All import/export clearance processes were completed within 24 hours in order to maintain the freshness of sea fishes.

Our cooperation and constant

communication with the customer allowed us to succeed. The delivery of raw fish was done within the project schedule and the freshness of the tuna fish was maintained. Our customer was highly satisfied and appointed us for the next shipment of ultra-cold temperature taking place in December.

OOCL Logistics always proactively seeks the best supply chain solutions and goes the extra mile to offer optimal operating model for our clients that suits their individual business needs. Our commitment to offer the highest standards of logistics services ensures customer satisfaction and achieves business growth.



**OOCL Logistics (Malaysia) Sdn Bhd**  
**Hours of Operation**  
**Mon-Fri: 0830-1730 hrs**



# OOCL Logistics Proactively Engages in CSR Activities



As a socially responsible company, OOCL Logistics cares about our community and pledges to give back to society where we can add value. We have long been involved in multiple corporate social responsibility (CSR) programs to demonstrate our commitment to the environment and society. Here are some examples of recent CSR initiatives with the theme on “caring for underprivileged children and vulnerable groups”.

Back in June 2019, our Chongqing branch colleagues visited Love Manor, the largest children’s home in China. In November, we returned to the home and provided an insight to the supply chain and logistics industry. We hosted a few learning sessions with topics that included: “The Belt and the Road” and Procedure of International Trade in Chongqing.

On September 26, our volunteer service team in China, together with volunteers from Pujing Middle School, gathered with elderly from

the community. The South Dock Road Street Volunteer Service Center organized a China Red Button Painting event for the participants. The volunteers had an enjoyable time creating beautiful paintings with the seniors.

In November, another volunteer service team in China participated in a charity walk in Shanghai that raised funds for children. Our colleagues from Qingdao also climbed up the Fushan Mountains to raise money and purchased football equipment for the children. Donations were made based on the amount of steps taken. This same month, another team went to visit families in the Kanghui community. Hopefully, our visit was able to bring them some warmth and joy in this cold time of the year. Events like this have encouraged our colleagues to think about the people around us and make decisions that would benefit others.

OOCL Logistics always drives the best practice of CSR activities to make a positive impact on the world and delivers warmth and happiness for people in need.

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



*OOCL Logistics is a world-class provider of innovative logistics and supply-chain services and solutions, which has an extensive network of more than 140 offices in over 40 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.*



You can contact us at <http://www.oocllogistics.com>



## MARKET TALK

E-commerce is growing faster than anticipated in recent decades and market share is expected to rise to 20.7% by the end of 2019. With its demand of quick turn over and order processing time, it poses as a challenge to various logistics service providers.

OOCL Logistics is prepared to take on the challenges with our logistics IT expertise, with the adoption of Artificial Intelligence (AI) and digitization, which can closely and accurately monitor inventory level. Through AI, we can handle orders promptly and meet Key Performance Indicators while maximizing productivity and business performance.

## OUR NEWS

Navigate the Incoterms® 2020 Rules along with OOCL Logistics of the Incoterms® 2020.

