



Power Your Supply Chain

Newsletter Highlight - Issue Sep 2024



Target Store Honors OOCL Logistics with their Outstanding Partnership Award

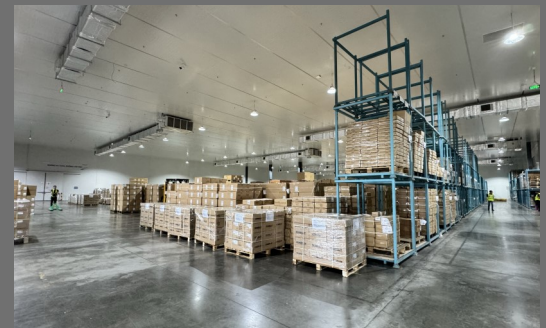
In August 2024, OOCL Logistics was honored with the Outstanding Partnership Award from Target Store. This prestigious award recognizes our exceptional trucking services across China, Vietnam, Cambodia, and Indonesia in 2023

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Vietnam CFS Warehouse Certified with TAPA FSR & C-TPAT Security Credentials

We are excited to announce that our Vietnam Container Freight Station (CFS) warehouse in Hai Phong has been accredited with TAPA FSR and C-TPAT certifications in June 2024. These industry-recognized credentials highlight

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Advanced Shipment Exception with AI-Powered Alerts

One of OOCL Logistics' latest initiatives involves the deployment of artificial intelligence (AI) within our Integrated Customer Service (ICS) system for our internal process, empowering our customer service team to provide

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In August 2024, OOCL Logistics was honored with the Outstanding Partnership Award from Target Store. This prestigious award recognizes our exceptional trucking services across China, Vietnam, Cambodia, and Indonesia in 2023. The customer expressed gratitude for our proactive responses, decisive actions and collaborative efforts, ensuring smooth and efficient cooperation.

Our Business Partnership with Target Store and Solution Since 2011

- Provide free carrier (FCA) trucking services including container haulage, ton-truck trucking, milk run tally, customs brokerage, etc. in major China cities such as Shenzhen, Shanghai, Qingdao, Ningbo, Nanjing, Fuzhou, and Tianjin as well as in South-East Asian countries like Indonesia, Vietnam and Cambodia
- Establish the KPI monitoring system to ensure service quality fulfillment and meet C-TPAT compliance standards while introducing EDI exchange for higher visibility
- Adopt an effective milk-run strategy in the operation model to shorten the consolidation window with tallyman attached to solve milk-run security concern

Our Key Achievements

- Set up a dedicated team in China to ensure timely communication among suppliers and introduced SOP workshop, training and audit for sub-contractor management
- Leveraged our solid experience and proven track record to successfully develop a long-term relationship
- Acted as the 1st logistics service provider to offer barge services in North Vietnam, addressing local cargo loading challenges with a more sustainable transportation solution
- Facilitated smooth transportation from Semarang to Surabaya or Semarang to Jakarta via Intercity transfers in Indonesia
- Ensured seamless logistics operations through cross-border trucking from Cambodia to Vietnam ports

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We are excited to announce that our Vietnam Container Freight Station (CFS) warehouse in Hai Phong has been accredited with TAPA FSR and C-TPAT certifications in June 2024. These industry-recognized credentials highlight our commitment to providing a safe and secure operating environment, meeting rising customer compliance and security requirements.

What is TAPA FSR (The Transported Asset Protection Association Facility Security Requirement)?

It ensures that our warehouse meets stringent security standards for the storage and transportation of assets. Our warehouse achieved level B, the moderate level of security, which demonstrates our ability to identify and assess potential risks while offering transparency and effective control measures.

What is C-TPAT (Customs-Trade Partnership Against Terrorism)?

Led by U.S. Customs and Border Protection, it focuses on improving supply chain security and mitigating risks such as terrorism.

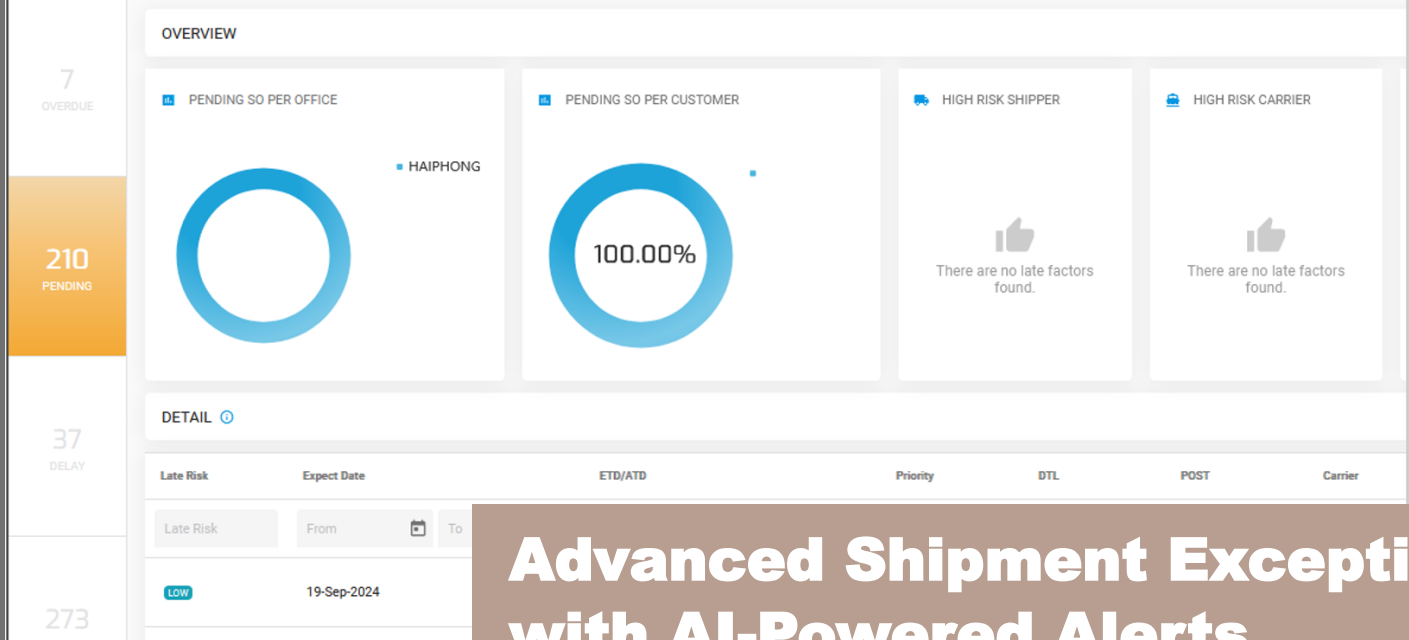
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Major Benefits

- Improve security measures including standardized framework, guidelines, and requirements for the entire supply chain security process and reaffirm our commitment to offering and promoting secure and sustainable supply chain services
- Facilitate activities and decision-making in security improvement-related practices, which can improve operational efficiency and lower supply chain disruptions
- Minimize the risk of theft or damage to cargo and reduce extra costs on financial loss and risk assessment





Advanced Shipment Exception with AI-Powered Alerts

One of OOCL Logistics’ latest initiatives involves the deployment of artificial intelligence (AI) within our Integrated Customer Service (ICS) system for our internal process, empowering our customer service team to provide early alerts for any potential shipment exceptions seamlessly.

Predictive Analysis Using AI Algorithms

By using AI selection algorithms to analyze customer historical data including shipping records and patterns to predict ongoing shipments, our system can evaluate which shipments or shippers may have a higher risk of delay based on different factors such as on-time performance, dwell time at transshipment port, etc.

This innovative approach enables our team to identify potential freight issues and manage the exceptions proactively. We can promptly respond to customers and explain why there will be an anticipated delay in their order shipment. In addition, we can take preventive measures and provide shipping advice for customers to ensure their shipments are delivered safely and timely.

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This AI-powered solution is a testament to our unwavering commitment to continuous improvement and customer satisfaction. We are thrilled about this cutting-edge technology as it can streamline our processes and enhance productivity while providing exceptional service to our valued customers.

About OOCL Logistics

Headquartered in Hong Kong, China, OOCL Logistics is one of the world’s most innovative supply chain service and solutions providers with over 150 offices in more than 50 countries and regions. The company offers a full spectrum of advanced supply chain, end-to-end, and international logistics services supported by value-creating solutions and state-of-the-art technology. OOCL Logistics is also an industry leader in China and Asia, providing sophisticated transportation, warehousing, and distribution services as well as professional and efficient 3PL, 4PL, and e-commerce solutions. (<https://www.oocllogistics.com>)