



Power Your Supply Chain

Newsletter Highlight - Issue Dec 2024



Exploring New Horizons in Auto Logistics Solutions

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Leading the Way in Sustainability

At OOCL Logistics, sustainability is at the core of our operations. We are committed to implementing innovative and green solutions that enhance our service capabilities while contributing to a healthier planet. Here's a recap of our 2024 achievements in sustainability

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OOCL Logistics Participated in CIIE Again

OOCL Logistics is pleased to announce its participation in the China International Import Expo (CIIE) for the seventh consecutive year. The event took place from November 5-10th, 2024, at the National Exhibition and Convention Centre in Shanghai. We co-hosted with OOCL and other

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Exploring New Horizons in Auto Logistics Solutions

OOCL Logistics continues to break new ground with its innovative automobile logistics solutions, aimed at seamlessly exporting Chinese-brand vehicles to international markets. In 2023, the company successfully facilitated a trial shipment of electric vehicles from China to Europe. Despite port congestion challenges in Zeebrugge, OOCL Logistics adeptly selected an alternative base port and closely collaborated with overseas teams, ensuring meticulous planning and timely delivery. This successful endeavor not only underscored the company's adaptability but also laid a solid foundation for future collaborations.

In 2024, OOCL Logistics forged a significant partnership with a Chinese state-owned trading company to expand its export business to the Middle East. The customer faced several logistical challenges, including limited ocean space, fluctuating prices, and mismatched cargo volumes leading to delivery delays. To overcome these obstacles, the OOCL Logistics team conducted multiple visits to the customer's facilities to gain a comprehensive understanding of their specific needs. Their tailored approach included offering stable ocean space schedules and competitive freight rates, ensuring seamless cargo volume and service location expansions.

Beyond just ocean freight and booking coordination, OOCL Logistics provides a suite of value-added services, including origin and destination management, customs and document arrangements, last-mile delivery, car devanning, inspection, and bonded storage. These projects exemplify the company's dedication to addressing customer needs and highlight their capabilities in providing tailored solutions for both traditional and electric vehicle transportation. With extensive experience and a proven track record, OOCL Logistics continues to reinforce its commitment to service excellence in the automobile sector.

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Suzhou Branch**

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Leading the Way in Sustainability

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Innovative Green Solutions

We introduced multimodal transportation solutions across China, Australia, and Southeast Asia, including truck-rail, sea-rail, and coastal feeder transportation. These optimized routes significantly reduce carbon dioxide emissions and ensure efficient logistics operations.

Green Tracking Tool

Our carbon emission tracking tool for ocean and truck transport is integrated with our proprietary system, allowing clients to monitor and manage emissions in real-time. This empowers clients to make data-driven decisions to minimize environmental impact and improve efficiency.

Green Week 2024

Our annual Green Week event spreads sustainability concepts across all regions. We organized various activities and initiatives, fostering a sense of community and teamwork among colleagues. Highlights included:

- **Workshops and Seminars:** Educational sessions on topics such as waste reduction, energy conservation, and sustainable living. We invited experts to share insights and practical tips that participants can implement in their daily lives.
- **Community Clean-Up Events:** Partnered with local organizations to organize clean-up drives in parks, beaches, and neighborhoods. These events not only helped the environment but also fostered a sense of community and teamwork.

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Sustainability is a continuous journey. Join us in making a positive difference for our planet.





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Our participation underscores our commitment to facilitating global economic cooperation and promoting international trade. During the exhibition, we highlighted our extensive network coverage, comprehensive service capabilities, and innovative IT technology.

Mr. Lance Lu, General Manager of Global Sales at OOCL Logistics (China), represented the company by delivering a presentation at the sharing forum. He provided valuable insights on the "International Supply Chain Management Digital Platform," highlighting our cutting-edge international supply chain management products—PODIUM®. His presentation covered aspects such as purchase order lifecycle management, exception management, and multi-level intelligence analysis.

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Additionally, he explained how clients are supported in integrating and applying these solutions into their supply chain processes for optimization and strategic decision-making. This method aims to improve supply chain value through digitalization and proprietary systems.

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>)

