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The headquarters of Pacific Logistics Group is located right next to Tuas Mega Port, which is expected to be the world's largest container terminal with a container capacity of 65 million twenty-foot equivalent units. PHOTOS: PACIFIC LOGISTICS GROUP

20 years of forging connections with the world

Marking its 20th anniversary this year, home-grown integrated logistics provider Pacific Logistics Group is committed to safeguarding the nation's food security in challenging times

The Covid-19 pandemic has disrupted international supply chains on an unprecedented scale. Lockdowns, border closures and social distancing protocols restricted the movement of goods and led to severe bottlenecks along the value chains, including that for food supplies.

Yet home-grown integrated logistics provider Pacific Logistics Group (PLG) swiftly rose to the challenge and adapted its operations to cope with the fast-changing landscape.

Tapping into its extensive linkages connecting Singapore with global and regional markets and deep expertise in logistics, it expanded into the food logistics sector during the circuit breaker period, which saw a sharp rise in demand for groceries as more consumers stayed at home.

With support from Enterprise Singapore, the company contributed its trucking services to deliver food products from warehouses to supermarkets.

Mr Kelvin Lim, founder and group managing director of Pacific Logistics Group, says: "Disruptions in the food systems and the associated shortages can be managed more efficiently along the entire supply chain through transformative technologies such as data analytics and Internet of Things (IoT)."

And invest in technology it did. The company branched into cold chain management to maintain the quality and freshness of food products during transportation. Cold chain management involves the transportation of temperature-sensitive products along the supply chain through refrigerated packaging methods and logistical planning. It has

accelerated expansion plans by investing in two cold-chain and three ambient storage facilities in Senoko, Pandan Loop, Tuas South Lane, Tuas South Street 6 and Tuas South Street 1 respectively.

The company's cold chain facilities have several storage areas with different temperature settings to handle regular groceries at ambient temperatures, and dairy, meat and frozen products at lower temperatures. Its distribution centres can process high volumes of imported food products, from labelling, pallet manufacturing, packaging to delivery to supermarkets.

"Being technology- and innovation-driven is our business," Mr Lim adds. "Sculpturing the future and grooming our next-generation home-grown logistician is our passion."

BOLSTERING JOB SECURITY AND NURTURING TALENT

Founded in 2000, PLG has grown from a freight forwarding company to a leading logistics provider that specialises in industrial, marine and offshore logistics. It has a staff strength of 200, a 700,000 square-foot headquarters at 31 Tuas South Link 4 and over 1.3 million square feet of space housing seven other leased sites.

Over the past two decades, PLG has grown rapidly in Singapore, which celebrates its 55th birthday this year. It also responded to the government's call to expand overseas by setting up companies in 11 countries covering 16 locations in China, South Korea, South-east Asia and Germany.

Playing its part to spur economic growth in this year's challenging climate, PLG also heeded the government's call to boost job security. In recognition of this important role, the company was

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MR KELVIN LIM, Founder and group managing director of Pacific Logistics Group



recently inducted into NTUC's Job Security Council as a Deep-Engagement Partner. PLG has partnered with government agencies such as Workforce Singapore on job-matching efforts and to provide employment and training opportunities.

PLG also nurtures young talents in order to remain competitive in a fast-evolving industry. For example, students enrolled in Institutes of Technical Education and polytechnics can join a Management Trainee programme, where they are guided by mentors from PLG.

These initiatives are part of the company's robust human resources capabilities. It received a respected 2.4-point rating in the Human Resource Maturity Diagnostic assessment segment of a study conducted by global organisational consulting firm Korn Ferry in 2016.

The exercise helped PLG gauge the maturity of its HR practices, which is a pivotal part of its business and talent retention strategy.

BRACING FOR FUTURE CHALLENGES

PLG is a firm believer in giving back to the community. Its latest corporate social responsibility initiative is the Share The Strength campaign by Compassion Fund, which is raising funds to provide more help to families facing extra challenges during



the Covid-19 pandemic.

Despite the impending challenges in the post-Covid-19 world, Mr Lim is confident that PLG is well-equipped to add value to its customers' supply chains.

"We have been actively adapting and preparing for the new reality," he says. "Our digital transformation is about meeting customer needs and improving employees' productivity."

The company also plans to adapt to future needs with its proprietary IT solutions such as Customer Relationship Management, paperless invoices, data mining, integration of digital solutions in order to transport products seamlessly.

He adds: "Logistical considerations have always played a strategic role in any business. PLG's partnership with its clients in response to their logistical challenges is a key factor that sets us apart from our competitors."

Facilitating trade and commerce across borders With offices across 11 countries, PLG has established a comprehensive network in its internationalisation roadmap. It has also achieved a few firsts along the way. PLG is the first Singapore company to operate a rail freight business in collaboration with China's Yuxinou Railway. The freight rail route links Chongqing in South-east China to Duisburg in Western Germany and is part of a rail network connecting China and Europe under the Belt and Road Initiative.

Join PLG in supporting the Share The Strength campaign. Scan this code to make your donation



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