

# PLG CORPORATE NEWSLETTER

PLG CORPORATE NEWSLETTER, NOVEMBER/ DECEMBER 2020

## MESSAGE FROM CEO

Dear Business Partners,

2020 has not been an easy year and the pandemic has permanently changed the way we live, travel and do business.

It was fraught with challenges, but I am also thankful that it opened up new business opportunities for PLG and strengthened our core competencies. Through this, we have shown our ability to adapt quickly to the market and our customers' needs, staying relevant in these ever-changing times.

The logistics industry has proved itself critical in the fight against Covid-19, and with the recent announcement of the Covid-19 vaccines, distributing and storing these vaccines will be the next challenge in the pandemic combat.

As a leading logistics solution provider, we need to ensure that we can respond to the profound changes expected in the market. We will unite our solutions and operations team with our sales capabilities to develop new processes to speed up on the storage and transportation of Covid-19 vaccines.

As the year draws to a close, I would like to thank you for believing in us. Thank you for being amazing business partners and I appreciate the support you have given PLG throughout the years.

I believe 2021 will be a better year for all of us!

Yours Sincerely,  
Mr Kelvin Lim  
Founder and CEO of Pacific Logistics Group



# CNA's feature of PLG in their 3rd episode of Business Unusual.

**The COVID-19 pandemic has affected organisations and businesses not only in Singapore, but all around the world.**

It is therefore up to these organisations to be adaptable, nimble, and willing to shift their areas of focus and expertise, to deal with the changes across our supply chains. In doing so, every business has the chance to survive, thrive, and perhaps even assist our nation in preparing for a more prosperous tomorrow.

Thank you Channel NewsAsia for letting us share our story in this amazing feature!



**Source:**

<https://www.channelnewsasia.com/news/video-on-demand/business-unusual/food-for-thought-13703030>



# PLG FEATURED ON THE NEW PAPER

PLG co-founder says the perception that logistics is only about warehouses and transportation is waning.

Here within the Pacific Logistics Group Team, we believe in empowering our female employees and inspire the next generation of women leaders. It is important for us to recognise their efforts and achievements, as well as to understand the value they bring to the table. Moving forward, we will continue to foster our female talent to develop a diverse and versatile team to face the tasks and challenges of tomorrow.

Thank you The New Paper for telling our story and sharing the importance of gender diversity in the Logistics sector

## More women flexing their muscles in logistics industry

PLG co-founder says perception that logistics is only about warehouses and transportation is waning

**SAMUEL DEVARAJ**

When a logistics company was tasked to ship an electric bus, the customer doubted the ability of Mrs Rebecca Lim, who would handle the demands.

But as Mrs Lim – who with her husband founded Pacific Logistics Group (PLG) – had gone through the details with her team, the business development director proved she had the requisite knowledge, like the complex technical details of the bus, to ensure a smooth delivery and convinced the customer she was more than capable of delivering.

Speaking to The New Paper recently, she recounted the incident where she felt discriminated against because she was a woman.

A study by organisational development company Novosensus in September revealed that women in the logistics industry feel about 10 per cent less recognised than their male counterparts in the workplace.

Also, only 13 per cent of senior leadership positions in the logistics industry are held by women.

Mrs Lim, 42, suggested that this stems from a longstanding misconception that the logistics field is a man's playground.

"Logistics is associated only with warehouses and transporta-



Pacific Logistics Group co-founder Rebecca Lim (left) with customer service supervisor Lew Hui Juan, one of the women in a leadership position at the company. PHOTO: MUSE & MOTIF

tion. Therefore there is a perception that it is labour-intensive and that strength and fitness is necessary," she said.

### CHANGING TREND

Mrs Lim has noticed a changing trend in recent years, though, with an understanding that there are diverse roles within the logistics ecosystem such as customer service, sales and accounts.

PLG has seen an increasing

number of women joining the company in such roles. It has 61 woman employees out of 191. Twenty-two were employed over the last 10 months.

Mrs Lim said: "Due to Covid-19, more women are considering alternative jobs, and they are going into areas they never thought they would look at – like logistics."

Eleven women are in senior management positions in PLG, while others assume leadership

positions in other areas, like customer service supervisor Lew Hui Juan.

Miss Lew, 26, leads a team of seven who come to her when they face issues with the customers they are handling.

She said: "I am happy that promotions and other leadership opportunities are given equally to both men and women in the company."

samuelsd@sph.com.sg



# NEW FACILITIES

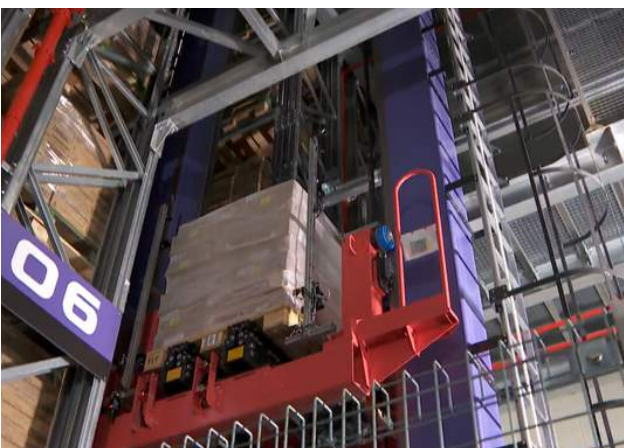
## COLD CHAIN WAREHOUSE

To provide customised cold chain logistics solutions for our clients, PLG has ventured into a new vertical - Cold Chain warehousing. Our cold storage operations are supported by a group of experienced staffs and a fleet of vehicles such as chilled trucks, lorries and reach trucks.

The air-conditioned storage facility is equipped with well-insulated units that offer freezer storage as low as -18°C, ambient storage facilities that provide temperature monitoring and tracking, and 24 hours security.

They are located at:

- Chin Bee Avenue
- 16 Senoko Way
- 202 Pandan Loop



## HALAL AMBIENT WAREHOUSE

With an expected market growth of USD 2.4 trillion by 2024 (Statista, 2020), the Halal global market is growing at an exponential rate. To meet this future demand and address the gap in the Halal supply chain, PLG has obtained Halal certification from the Majlis Ugama Islam Singapura (Muis) on — December 2020 after a rigorous certification process.

This allows PLG to keep the integrity of Halal products intact, by meeting the standards of Singapore Muis Halal Quality Management System (HALMQ).

This is a set of systems-based Halal requirements that are benchmarked against internationally known standards such as ISO and HACCP, allowing us to store, manage and deliver halal food products.







# THE ARRIVAL OF THE HIGHLY ANTICIPATED COVID-19 VACCINE

The main challenge of the Covid-19 vaccines lies in its transportation. Due to its fragile nature and need to be kept in deep freeze conditions, the vaccines are required to be shipped and stored at temperatures as low as  $-70^{\circ}\text{C}$  (the Pfizer - Biontech vaccine). They are currently air-flown in special insulated boxes with dry ice and brought into cold-storage facilities via temperature-controlled trucks.

An estimated 200,000 pallet shippers, 15 million cooling boxes and 15,000 flights will be required to deliver the vaccines worldwide within the next 2 years (CNA, 2020). To help meet this demand, PLC has been in discussions with airlines and pharmaceutical owners to come up with effective logistical and storage solutions to distribute and keep these vaccines.



Related Article:

<https://www.channelnewsasia.com/news/singapore/covid19-vaccines-cold-chain-changi-transport-singapore-pfizer-13818808>



## The Giving Power

SHARE THE STRENGTH is a new campaign initiated by the Compassion Fund. They aim to raise awareness and increase the circle of supporters to support more low-income families during this crisis.

The Compassion Fund is a crisis response fund, which helps families-in-need who are facing a recent death, an illness, or an accident of a family member, resulting in loss of income. Prompt assistance will help prevent them from spiralling into poverty or developing other chronic family problems and hence impacting a child's schooling.

A little help can go a long way. Let's help these families get back on their feet through this donation campaign!

The donator will have a record of all the donations made over the year for the tax deduction hence it is necessary for the signup. Please note that all donations will be made directly to Compassion Funds Ltd.

Join us and support the cause today!



Scan QR to donate any amount



# ENTERPRISE LEADERSHIP FOR TRANSFORMATION PROGRAMME (ELT PROGRAMME)

On 28th October 2020, Mr Edwin Lim, Commercial Director of PLG attended The Enterprise Leadership for Transformation programme which was announced during Budget 2020.

This program provides leaders of small and medium-sized enterprises a learning platform to drive change and growth within their companies.



"The real breakthroughs in the business will come from your efforts when you have new ideas about new markets, new products, new ways of producing your goods, " said Trade and Industry Minister Chan Chun Sing.

PLG has since been venturing into new verticals during the Covid-19 period. From warehousing (stockpiling) to pallet manufacturing and recently, cold chain warehousing for pharmaceutical and frozen food products.

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

Mr Kelvin Lim, Founder and Group Managing Director, Pacific Logistics Group

## Related article:

<https://www.straitstimes.com/business/new-programme-launched-to-help-sme-leaders-drive-transformation-and-growth-efforts>

# Singapore Business Association Laos (SBAL)

PLG was warmly invited by the President of Singapore Business Association in Laos (SBAL), Mr Jason Lim, to join the SBAL night on 30th October 2020 for introduction and updates on the projects in Laos.

The SBAL night provided a platform for networking and gathering for members and non-members of SBAL. Ambassador Leow Siu Lin, guest-of-honour as well as Singapore ambassador to Lao PDR, commended SBAL and its members for their hard work, resourcefulness and contributions.

SBAL's efforts during the Attapeu dam collapse in July 2018 and its free cataract surgery initiative for 500 Laotians in September 2019 helped to strengthen people-to-people ties within the foundation. PLG will also continue to work hand in hand with SBAL to forge excellent bilateral relations between Singapore and Laos.



Date: 30<sup>th</sup> October 2020

Event: SBAL (Singapore Business Association in Laos) Nite

Top Left: Mr Jason Lim, President of SBAL

Top Right: Ambassador Mdm. Leow Siu Lin, Guest-of-Honour (Singapore Ambassador to Lao PDR)





**PACIFIC LOGISTICS GROUP**

## EMPOWERING WOMAN IN PLG

Ms Amber Tan, General Manager of Pacific Logistics Group, with 22 years of experience and a resilience attitude towards life helped her to where she is today, managing the company's Operation team.

"The future of logistics is paved with innovation and technology," said Ms Amber Tan.

She helped increase PLG's profit margin of more than 30% by implementing cost-saving measures.



Recognizing diversity and inclusion allowed her to stay open-minded when dealing with gender discrimination within the logistics sector.

She started her career as a vessel agent in a small shipping company. The thrills she experienced from solving problems to the opportunities given to improve situations made her interested and sparked her passion to continue working in an industry deemed as male-dominated.

Her personal motto is to "Work smart, not hard!". Coupled with her practice of the 80/20 rule, this helps her to maintain a balance when it comes to work and her personal life. Ms Amber Tan also mentioned on her beliefs in female leadership in all industries and continues to strive to be a creative thinker and problem solver.

***"Our digital transformation is about meeting customer needs and improving employees' productivity."***

Mr Kelvin Lim, Founder and Group Managing Director, Pacific Logistics Group

# WE ARE HIRING

## Join Our Growing Team !

As PLG is expanding greatly, we are providing more opportunities to interested parties. We offer attractive remuneration package with excellent career development to qualified candidates.

Full Time Positions Available:

- Safety Officer
- Facilities Executive
- Facilities Manager

Singaporean and PRs ONLY.

Please drop us an email with your resume at [marketing@plg-logistics.com](mailto:marketing@plg-logistics.com)

	<b>HIRING</b> FACILITIES EXECUTIVE / MANAGER  FULL-TIME POSITION Contact Email: <a href="mailto:marketing@plg-logistics.com">marketing@plg-logistics.com</a> Working Days: 5 days Location: Tuas , West of Singapore Timing: 9.00 AM – 6.00 PM 		<b>HIRING</b> SAFETY OFFICER  FULL-TIME POSITION Contact Email: <a href="mailto:marketing@plg-logistics.com">marketing@plg-logistics.com</a> Working Days: 5 days Location: Tuas , West of Singapore Timing: 9.00 AM – 6.00 PM 
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## REFER AND EARN PROGRAMME!

Our company is expanding and we are looking for suitable candidates to join us!  
Share the news and refer a suitable candidate to earn S\$30.00\* per referral !

We are looking to fill the following position:

- Warehouse Assistants/Executive
- Warehouse Manager/Supervisor
- Class 3 and Class 4 Drivers
- Management Trainee
- Corporate Affairs Executive
- HR Executive

Candidate to email their resume at HR at [eugene.chua@rks-process.com](mailto:eugene.chua@rks-process.com).  
Please take note that only shortlisted candidate will be contacted.

\*Candidate must work for at least 6 months and after confirmation prior to referral fee payment.





**[plg-logistics.com](https://plg-logistics.com)**

Contact us at [marketing@plg-logistics.com](mailto:marketing@plg-logistics.com)  
or email us to receive our monthly newsletter.