

NOVEMBER 2021 EDITION

PACIFIC LOGISTICS GROUP

CORPORATE NEWSLETTER

This Month's Roundup of Stories

Strengthening Global Supply Chains	2
South China Morning Post (SCMP) Feature	4
Our Logos Are Now Trademarked	6
Our Events	7
Our Freight Service	9
Our Sharing Hub	10

QUOTE OF THE MONTH

"Kindness is a language which the deaf can hear and the blind can see."

- Mark Twain

Local & Regional News

Strengthening Global Supply Chains

The pandemic surfaced lurking global supply chain issues, exposing its vulnerabilities. It has also pushed forward the need for digitalisation and real-time data by highlighting the importance it plays in today's fluid situation.

Port congestions, irregular shipping schedules and manpower shortage are just some of the issues plaguing businesses in today's supply chain. Businesses now face the challenge of making decisions in the midst of uncertainty to mitigate the situation, such as by managing buffers for "just-in-case" instead of pre-pandemic "just-in-time" measures.

These pressures on the supply chain have also caused a ripple effect downstream giving rise to inflationary effects not felt just by businesses, but by consumers alike due to rising inventory, shipping and risk management costs. The importance of building a resilient supply chain thus remains an important building block for businesses.



To remain resilient, diversification is insufficient. Future decisions will be data-driven, particularly when it comes down to managing risk and inventory. Historical data will no longer suffice and instead, adaptability and flexibility will be key moving forward.

As such, real-time data will be critical for supply chain visibility, allowing businesses to react according to the situation, mitigating the impact of such disruptions. Digitalisation will also play a key role to maximise efficiency in light of manpower shortages.

Our Founder and Group Managing Director, Kelvin Lim agrees that flexibility is key and shares in the Views From The Top column:

Manoeuvre with greater agility

What lessons can be drawn from the ongoing supply chain problems around the world?

“To this end, it is critical to remain flexible to react quickly to the uncertainty on hand. The importance of longstanding relationships with partners has also come to the fore in such volatile times.

Our established network has enabled us to expedite shipping processes and secure competitive shipment slots and rates for our customers while offering valuable insights for us to manage unpredictable freight frequency.”

Kelvin Lim
Founder & Group MD of PLG



South China Morning Post (SCMP) Feature

Shoppers in Asia have been receiving their 11.11 purchases relatively quickly despite current supply chain woes, faring better than those in the United States. According to experts, this can be attributed to several reasons including that shoppers in Southeast Asia are located much closer to the manufacturing hubs of China and Vietnam, the 24/7 nature of operations in Asian ports, and the faster speed by which cargo moves in Asian ports as compared to the West.



Kelvin Lim, founder of Pacific Logistics Group (PLG) was quoted in this article noting that e-commerce and logistics players have prepared themselves months in advance this year in anticipation of the increased demand due to the 11.11 mega sales and end-of-year holiday shopping. To this end, PLG has also worked with its clients on their planning and production schedules to pre-empt any potential bottlenecks.



The article also mentioned Kelvin's insights on the supply chain issues faced in China and Singapore where he highlighted the current power crunch faced in China, which impacted production rates in the country, and the stretch in manpower faced in Singapore due to current travel restrictions.

To tackle these challenges, Kelvin noted that PLG has been leveraging its favourable relationships with industry partners to secure shipment for its clients, and advising customers to use a mix of sea, air and rail freight options to minimise any delays.



The article also included input from logistics experts from Thailand – Chaichan Chareonsuk, chairman of the Thai National Shippers' Council, and Indonesia – Yunki Nugrahawan Hanafi, chairman at Indonesian Logistic and Forwarders Association.

Our Announcements

Our Logos Are Now Trademarked!

We decided to trademark our logos after 21 years in the industry and the process was recently completed, marking a milestone in our 21st year!



REPUBLIC OF SINGAPORE
TRADE MARKS ACT (CHAPTER 332)

REGISTRATION CERTIFICATE

ISSUED UNDER SECTION 15(3)

TRADE MARK NUMBER : 40202108776S

NAME OF PROPRIETOR(S) : PACIFIC INTEGRATED LOGISTICS PTE LTD

PLG PACIFIC
LOGISTICS
GROUP

PLG
PACIFIC LOGISTICS GROUP

I HEREBY CERTIFY that under the provisions of the Trade Marks Act 1998, the above trademark has been registered as from 15 April 2021 in respect of the goods and/or services in Class 39 as referred to in the Schedule.



Rens Lee

Mrs. Rens Lee
Registrar of Trade Marks
Singapore

Registration is for a period of 10 years and may be renewed at the expiration of this period and upon the expiration of each succeeding period of 10 years.

Our Events

Pacific Logistics Group at CIIE

We would like to thank all customers who visited us during the event itself, or at our virtual booth. Our team enjoyed meeting all of you!

We did something different this year - our Regional Project Director, Francis Lim participated in the live broadcast conducted at the event itself and shared our services.



If you missed our live broadcast on (7 & 8 November 2021), you can check out the links below!

[7 November](#) (timestamp 03:41:05) & [8 November](#) (timestamp 03:51:00)



TRADE AND CONNECTIVITYCHALLENGE 2021

An Industry Partner for the Trade and Connectivity Challenge

PLG is proud to be one of the industry partners in the upcoming Trade and Connectivity Challenge (TCC) organised by Enterprise Singapore. Our GM for Ops Excellence and Implementation, Ralph Koh, recently shared our problem statement for this challenge over a virtual briefing. This can be found [here](#).

This year's TCC aims to discover solutions that address on-the-ground operational needs and drive partnerships in the aviation, maritime, land mobility, logistics and trade sectors. Global startups are invited to showcase their innovative solutions in growth areas such as big data, data analytics, Internet of Things (IoT), robotics & automation, improving supply chain management and more.

We are immensely excited to be part of this journey and for what's to come!



Our Freight Service

PLG is certified by the Singapore Airport Police as a Regulated Air Cargo Agent (RCAR) and our membership with IATA and GLN ensure that we are well connected and recognised within the freight community.

We leverage on our strong global network and the “One Belt, One Road” initiative to seamlessly connect Europe and Asia. Our partnerships with leading carriers allow us to provide efficient sea freight services at competitive prices for your business.

Contact us at marketing@plg-logistics.com for more information!




**NEED FREIGHT
SERVICES -
AIR, RAIL, SEA
OR LAND?**

Pacific Logistics Group (Singapore) provides you with attractive freight rates, allowing you to ship your goods in a timely and reliable manner.

We have over 20 years of experience in the freight industry with partnerships globally, allowing us to ship to your desired destination.



OUR SHARING HUB



This month we share some exciting updates of the Tuas Mega Port - from our doorstep.



Tuas Mega Port Update

We caught some vessels coming into the Tuas Mega Port over the past few weeks - with these photos captured by our staff right from our balcony! This is truly such an exciting time and marks a turning point in our maritime and logistics industry - with the future smart port a technological revolution of current operations and its ability to handle mega-ships. It will be such a monumental moment when the port finally opens its doors to welcome more vessels.



JOIN OUR TEAM!

WE ARE HIRING

- Class 3 & Class 4 Drivers
- Haulier Driver
- Warehouse Assistant
- Warehouse Supervisor
- Customer Service Assistant/ Executive
- Assistant Manager for Freight
- IT Executive
- Quality Assurance
- Corporate Affairs Executive
- Regional Business Development Manager



Send your resumes to:
wenqi.chua@rks-process.com



plg-logistics.com

Contact us at marketing@plg-logistics.com
or email us to receive our monthly newsletter.