

# Corporate Profile

## **Going for excellence in supply chain management**

An unrelenting emphasis on quality technology and breadth of service has distinguished BALtrans Holdings Limited as one of the leading freight forwarding and logistics groups in Asia Pacific.

Established in Hong Kong in 1982, BALtrans opened its first overseas office in Singapore the following year. Since then, it has built a network of over 50 offices which - together with joint ventures and agents - now serve around 3,000 customers in 50 countries.

But BALtrans has always recognized that geographical coverage alone is not enough. To promote customers' peace of mind, BALtrans has developed a leading edge in technology and quality control. In 1994, it became one of the few South Asian freight forwarders to be ISO 9002 accredited. Further reassurance is provided by an Electronic Data Interchange Cargo Tracing and Tracking System that allows BALtrans' offices to monitor from the desktop the status of any shipment. Shippers and consignees can for their part retrieve shipment information through our BALtrack Shipment Tracking and Tracing System. More recently, BALtrans joined Cargo 2000, the IATA interest group formed by leading airlines and freight forwarders to promote common business process and automation standards.

Aside from air and sea freight forwarding, BALtrans provides a range of related services, including third party logistics, exhibition forwarding, international removals, warehousing, marine insurance brokerage, and project forwarding.

Third party logistics, in particular, is seen by BALtrans as an important growth area in Asia as multinationals expand their sales in the region. BALtrans, as an integrated third party logistics provider, plays a crucial role in helping them master the complexities of supply chain management.