



September 2014, Issue 3

The Pan Asia Logistics Quarterly Newsletter

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Above: Executive Chairman, Christian Bischoff presenting the token of appreciation to Guest of Honour, Ms. Josephine Teo, Senior Minister of State for Finance and Transport in Singapore

On 1st September 2014, Pan Asia Logistics celebrated the Grand Opening of its 450,000 sq ft warehouse complex in the West of Singapore. The four-storey building is equipped with fully automated storage and retrieval system for mini load, overhead cranes, heavy load slide bearings and other latest technology equipment.

Guest of honour, Senior Minister of State for Finance and Transport, Ms Josephine Teo, ditched her script for a rousing, very inspiring and impromptu speech after a sweep through the facility and animated chats with the warehouse personnel.

Lion dance, speeches, ribbon cutting and an extremely entertaining Hossan Leong were followed by warehouse tours and viewing of the ASRS while refreshments have been served.

Later that day, Channel News Asia broadcasted highlights of the event, especially focusing at the ASRS and a highly impressive Josephine Teo.



Above: PAL Singapore CEO, Gerald Tan (left) with OKH’s Executive Chairman, Thomas Bon Ween Foong



Above: PAL’s Edelyn Chua is checking in guests at the registration desk

Mercedes-Benz Parts Distribution Center in Anseong-City, Korea celebrates its Grand Opening in July



Above: Daniel Garcia (Regional Logistics Director, PAL), addressing the audience at the event

"Best way to predict the future is to create it"

...Ralph W Emmerson

The new Mercedes-Benz Parts Distribution Centre in Iljuk, Korea has officially been opened on 13 July 2014.

About 300 guests attended the event that was magnificently organised by Mercedes-Benz Korea.

This ceremony marks the achievement of another milestone for PAL.

Another 90,000 sq ft will be added to the 220,000 sq ft warehouse building in a 2nd phase in 2016.



Above: Christian Bischoff along with the guests taking a tour of the warehouse



From left: Paul Lee (Consultant), Marvin Lam (Director, PAL Investment Holding), Christian Bischoff (PAL Executive Chairman), Susan Tan (Executive Director, PAL Holding), Daniel Garcia (Regional Logistics Director), SB Park (MD, PAL Korea) and Ang Poh Seng (Assistant to the CEO of OKH)

In Conversation

PALs Consultant and Marketing Head, Monika Bischoff, was in discussion with Christian Bischoff, Executive Chairman of Pan Asia Logistics and Gerald Tan the newly appointed CEO.

Monika:

Gerald, we understand that this is also a home coming for you to Singapore. May we ask where you have been?

Gerald Tan:

For the past 16 years I lived 5 years in Hong Kong and 11 years in China. During my tenure there, I held a diverse portfolio of multi-discipline management roles, including business start-ups in manufacturing, distribution and corporate office in the auto and logistics industries.

“We transform ourselves into an innovative organisation that is capable of delivering extraordinary services.”

Gerald Tan

Monika:

Christian, we understand that Pan Asia Logistics undergoes substantial structural changes. Why is that?

Christian Bischoff:

We started with 5 offices in 4 countries and an initial workforce of less than 30 people in early 2003.

Since then, we have been continuously growing.



Christian Bischoff and Gerald Tan sharing sofa during the interview

Today we employ a thousand people directly and indirectly.

We moved into new businesses, verticals and joint ventures, added more companies and partnerships.

Over the years we have grown out of the structure we started with.

This is why we have to undergo structural changes.

We have to adjust our corporate structure to take into account the company's recent developments and to accommodate the texture and complexity that comprise our organisation today.

We have to balance our structure to be ready for further growth and prepare for a sustainable future

“We need to emphasize the importance of our values and protect our company culture.”

Christian Bischoff

“We are going to rock the industry.”

Christian Bischoff

Monika:

Christian / Gerald, what do these changes mean for us as the workforce?

Christian Bischoff:

All of us together, with united forces, will work to achieve a leading position among the best in our industry.

To achieve this goal we need to improve productivity and inject innovation DNA into the entire organisation.

We will offer training programmes and invest in systems. More new people will join us.

As our organisation grows, we need to emphasize the importance of our values, our service attitude, to find the right equilibrium, to remain true and protect our company culture.

To be continued on page 4

“Your most unhappy customers are your greatest source of learning.”

...Bill Gates

Gerald Tan:

For the workforce, this will mean that you have a golden opportunity for everyone to aspire towards horizontal and vertical career development by actively participating in this new journey.

We will make available more training and qualification projects to build up new competencies as we transform ourselves into an innovative organisation that is capable of delivering extraordinary services and solutions for our clients.

To achieve our goals and make all of this possible, we will need everyone to undertake this chance with passion and personal dedication.

Monika:

Gerald, what will be new for Pan Asia Logistics? For the countries, the headquarter?

Gerald Tan: We build a passionate team that knows how to work hard, where impossible is nothing; Play hard, where nothing is impossible and have fun doing both.

We will evolve into an innovative organisation at all levels to create exciting new products and solutions to deliver our signature 'German-Efficiency-Asian-Commitment-DNA-Services' that will rock the market and the competition.

Compete effectively by leveraging optimally on our collective strength as we expand our presence in the various markets.

Develop our core expertise in more industry verticals to build a broader client base



Pulling together... Christian Bischoff, PAL Chairman and Gerald Tan, PAL CEO knowing each other for many years

and expand our network footprint in new countries and cities.

We want to share our success with a fair and transparent bonus scheme driven by KPI performance.

"We want to be one of the most attractive employers."

Christian Bischoff

Monika:

Christian, where will Pan Asia Logistics be in 2020?

Christian Bischoff:

We want to reach 1 billion in turnover by 2020.

We want to manage more than 800,000 square meter warehouse space in our contract logistics division, of which the vast majority is designed, constructed and owned by us.

We want to generate 75 - 80% of our revenue from our core businesses, ocean freight and airfreight and the remainder from contract logistics services.

"This will mean a golden opportunity for everyone."

Gerald Tan

We want to be the undisputed logistics specialist in Asia for Global Companies.

We want to be the ideal partner for our customers in Asia-Pacific and beyond.

We want to be the most innovative logistics provider in the industry.

We want to be one of the most attractive employers.

We want to rock the industry.

"We want to build a passionate team that knows how to work hard, play hard and have fun doing both."

Gerald Tan

"Change is the only constant in life."

...Heraclitus

PAL Singapore's D&D Weekend at Nirvana Beach Bintan



Above: The PAL family enjoying every bit of the weekend getaway at the Nirvana Beach Resort in Bintan

Singapore 30 August 2014 –

“When I eventually met Mr. Right, I had no idea that his first name was always.”

... Rita Rudner

In the unearthly hours of Saturday morning, a troop of 130 excursionists from PAL Singapore took off to a weekend getaway to Bintan.

Bintan is a 2,400 sq km island in the Riau Archipelago of Indonesia, a 50 minutes trip by motorised catamaran across the Singapore Strait. It is said to be the next best tourist destination in Indonesia after Bali.

The highlight of the event was the unique theme of “zodiac” where all dressed as their respective zodiac signs which eventually turned the night into an exotic and vibrant colors scheme.

The top 3 best dressed prizes were bagged by Wendy Loh (\$1100 SGD) Ivy Lai (\$680 SGD) and Sylvester Tan (\$480 SGD)

The evening ended on a high note with everyone taking home numerous lucky draw prizes or at least happy memories.



Above: Everybody enjoying the traditional dance performance



Above from left: Ivy Lai, Sylvester Tan and Wendy Loh the winners of the best dressed Zodiac attire competition

The F1 Singapore Grand Prix Night Race is back in Town

For the sixth time, Pan Asia Logistics organised a Formula 1 party at the Pan Pacific for its clients.

On the evening of the 20th September, 26 guests and PAL management and sales staff were watching the Qualifying, while on Sunday evening at the race day the headcount more than doubled.

PAL rented one and two event suites respectively on the 22nd floor of the Pan Pacific with balconies, allowing a direct view at the race track against a spectacular backdrop of the Singapore skyline and an illuminated Central Business District.

Once again, it was an accomplished event throughout.



Above: A breathtaking view of the Singapore skyline, photo taken by Leon Vin Sen during the F1 race



Above from left: Donny Gan, Eric Teo and Tay Sue Tuan

“Success is not final, failure is not fatal: it is the courage to continue that counts.”

...Winston Churchill

Porsche Macan Turbo on its way to Ulan Bator from KL



Left:
The Macan after arriving by train in the Mongolian capital

The name is derived from the Indonesian word for tiger.

Below:
The Porsche Macan Turbo leaving the container terminal in Ulan Bator

PAL Thailand has shipped a Porsche Macan Turbo from Kuala Lumpur to Ulan Bator.

The luxury compact crossover sport utility vehicle travelled in a container to Xingang and took the train from there to the Mongolian capital.



PAL Korea is Moving Disassembled Helicopter Parts from New York JFK to Incheon for Reassembly



Above: The Sikorsky S-76 D, Size of main fuselage 508"x84"x118" Weight 3,307 kg

PAL, together with Helicopters International Shipping Services Inc, PAL's agency in Huston, is conducting a project for its customer Sikorsky Aircraft Corporation to move disassembled helicopter

parts via airfreight from New York JFK to Incheon Korea.

HISS Branch Manager, Kurt Kapota visited Korea together with the engineers and Pan Asia Logistics Korea for assessment before the move. Shipment arrived in

Korea on 1st August.

Everything went smooth and according to plan. It took 2 days for the S-76 D Helicopter to be reassembled.

The cradle and empty boxes were shipped back to New York.

*"Be the change that you wish to see in the world."
...Mahatma Gandhi*

A Perfect Match - PAL Holdings to Partner with OKH

Pan Asia Logistics Investment Holdings entered into an agreement with OKH Global Ltd, a SGX Mainboard-listed property developer.

This strategic working relationship enables both partners to capitalise on their inherent strengths and complementary business network.

As a property developer, OKH Global has the capability and financial resources to design and develop logistics properties together with us and for our growing client base and expanding business services.

Similarly, OKH Global can leverage on our geographical reach to expand their business network and cross-share market knowledge and information



Above and below: CEO and Group MD of PAL Holding, Christian Bischoff and OKH's Executive Chairman and CEO, Thomas Bon Ween Foong, shaking hands



PAL Malaysia Moving another Helicopter to Bristow US



Above: The Pan Asia Logistics crew posing for a photo with the 'Big Boy'

The Helicopter was moved from MHS to Bristow US. PAL Malaysia provided the crane and low loader.

Operation started on Sunday Morning 11am.

After loading and lashing,

the Heli was escorted to Port Klang and kept at a safe place within the port under guard of PAL officers until it was loaded onto a MAFI trailer and into the RORO vessel at around 5 pm.

According to Bernd Pesenhofer, GM PAL Malaysia, the next Helicopter will follow in a few weeks from Kuala Lumpur to Lagos by Airfreight.

"Customer service is an attitude not a department"

...Mo Hardy

Oktoberfest Mania in Singapore – Beer, Please!

Wednesday 10 September



Above: Thanks for the #selfie, @Julien!

The Swiss Club Singapore hosted the much awaited annual Oktoberfest Celebrations that stretch over an entire week.

The event was held in a giant, fully air-conditioned marquee at the Swiss Club premises.

16 staff of PAL along with 21 invited clients attended the extravaganza on a Wednesday evening.

This famous not to be missed event has been buzzing at the Swiss Club for the past 15 years.



Above from left: Christina (PAL), Annie Yeap (Microcast), Summer (Varta), Nicolas Scribe (Varta), AlbertTee (PAL) and Alan (PAL)

Being an important part of the Bavarian culture, the Oktoberfest lures Germans, Europeans and other Communities to the Club every year for the authentic German dishes such as Radi (Radish) Schweinshaxen (Crispy Pork Knuckles), Bretzel, Potato Salad, German Sausages, Apfelstrudel and not to forget the 'Biers' that flow straight from the barrel, the Alphorns and the music, that is loud, heavy and heartfelt.

Appreciation is always Appreciated - Service Awards

A big thank you to the recipients of the 5 and 10 years service awards 2014 for their commitment, dedication and contribution to Pan Asia Logistics!

10 years Service Award

Singapore



Leon Vin Sen
Projects



Catherine Thia
Human Resource



Donny Gan
Key Accounts



Ja'afar Haron
Ocean Freight



Sim Sun Giat
Facilities



Flora Tan
Projects

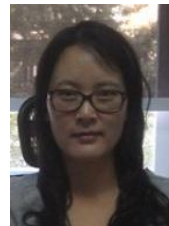
China



Tran Dichi
Managing Director



Andy Zhao
Operations



Zhang Hua
Airfreight



Zhang Li
Accounts

5 years Service Award

Singapore



Albert Tee
Managing Director



Tay Ai Ling
Finance



Tatiana Backes Vier
Key Accounts



Christina Lye
Sales



Tay Sue Tuan
Sales



Lim Eng Kwee
Airfreight

Indonesia



Nurjhan Begum
Ocean Freight



Mohd Zamry
Warehouse



Tan Lay Hua
Operations



Zhang Yue
Procurement



Siti Hawa
Ocean Freight



Faris Aidid
Business Development

Thailand



Fairul Ilmi
Airfreight



Benni Lohwasser
Sales



Huynh Thi Hong
Yen
Accounts



Nguyen Thi Kim
Tuyen
Accounts



Dinh Thi Ngoc
Phuong
Accounts



Luong Ang Thi
Operations



Diep Bich Ngoc
Operations



Tran Thi Tuong Vi
Operations

The awards were handed over by Mr. Gerald Tan PAL'S CEO and Mrs. Susan Tan PAL'S Executive Director. Hearty congratulations to all!

"If we don't take care of our customers, someone else will"

...unknown

Buzzing – a Three-Minutes Digest

An excerpt of PAL's business wins in the third quarter of 2014 wrapped up for you in a three minutes digest:

Hyundai Donganh Steel Tower Manufacturing – PAL Vietnam secured a contract with HDDA for transport and customs clearance of galvanised steel towers from Hanoi/Vietnam to Laos. The 4,500 tonnes project will be completed in April next year.

The consortium of Hyundai Heavy Industries, Hyundai Corporation and an Electric Equipment Manufacturing Company is involved in many large scale projects worldwide.

BASF – PAL Singapore extended its contract with BASF for another year. Expected volumes are approx. 300 tonnes of airfreight shipments ex Singapore to various destinations.

Hermès – the French producer of luxury goods, lifestyle accessories and perfumes has appointed PAL Singapore as their customs clearance broker for their airfreight import shipments.

Daimler – PAL won the aftermarket business of Daimler ex Germany to Korea, Hong Kong, Philippines, Thailand, Indonesia and Vietnam. The estimated yearly airfreight volumes are 2,000 tonnes

Daimler – PAL got its contract with Daimler extended for aftermarket airfreight from Brazil to Singapore for another year.

ABB – PAL Singapore just got its contract logistics business with ABB extended by 2+1 years.

At two warehouse locations in Singapore, PAL handles and stores currently 2,100 pallets with estimated annual revenue of S\$ 1 Million.

With the contract extended, PAL will also handle ABB's new explosion proof motors for the Oil & Gas Industry and the US built Nema Motor for the Power Generation Industry. This will add another 200 pallets to the volume.

RifLine / PAL Italy - Shipment volumes between Asia and Italy are continuously increasing. More customers were added in the last quarter to the already impressive list, like Create Italy, Cereria di Giorgio, World Market Place, Sangiorgio SRL and many more.

Legor – PAL Thailand and RifLine Italy managed to secure weekly airfreight shipments from Italy to Bangkok with volumes expected to develop nicely. Legor is a major Italian supplier of alloy for jewellery, silver and fashion accessories.

Fraschetti – PAL China started handling ocean freight shipments for Frascchetti. Container volumes are expected to pick up substantially in the coming months. Frascchetti is the leader in the Italian wholesale business and distribution of hardware and gardening tools and DIY products.

INTERCOS – RifLine and PAL Shanghai will be starting to handle the temporary import/export traffic of Intercos in China. Business will commence within the next weeks with 600 tons /p. a. Volumes are expected to increase significantly.

Kärcher – PAL Indonesia's contract logistics business with the leading cleaning machinery manufacturer is growing fast. Kärcher is now occupying 1,000 sq m, which is already the entire space allocated.

Waagner Biro – PAL Indonesia started airfreight trial shipments from Germany to Indonesia for the Austrian tradition house based in Vienna, specialised in bridge structures and steel equipment.

Boehringer Ingelheim – PAL Japan secured a new business with MNX Japan for biomedical shipments on behalf of Boehringer Ingelheim. First phase started in August and covers airfreight of human plasma (shipped with dry ice) from two different clinics in Japan to Germany. Initial success with the first phase should lead into future stages with more shipments to Germany and new shipments to France.

There was a plethora of other business wins at PAL Singapore in the last quarter: Viking, Dirak Asia, Yenom, HIS Bounty Associates, Synerplas, TYH Marketing, Teraoka Weigh-Systems, Container Printers, NBE International, MST Stainless Steel, EDMI Limited, Daicon, Elna Electronics and many more.

"We are not only responsible for what we do but also for what we don't do."

...Jean-Baptiste Moliere

PAL China is Exploring the Amazing City of Shantou - Gongfu Tea Tales

by Amanda Du, Photographer: Jenny Tang



Above: The PAL China crews in good spirits at the Huangmanqi Waterfalls. Smile, please!

On the evening of 5th September 2014, a total of 39 employees from PAL China offices- Shanghai, Beijing, Shenyang, Guangzhou and Shenzhen boarded domestic flights and high speed railways for a 3 - day “Mid-Autumn Festival” trip to Shantou; a famous cultural city with beautiful sceneries and amazing food.

The trip started with a visit to the 60m high and 80m wide, Huangmanqi Waterfalls which is in Cukun Village near the Jieyang country. Interestingly the waterfall’s vista changes depending on the location of the viewer.

Nan’ ao is a county comprising of 23 islands. It is honored as ‘Pearls above the Sea’ due to its charming marine sights and varieties of marine creatures. The next day of the trip all boarded a ferry to Nan Ao Island.

Next on the list were the historic spots located near the beach in Southwest of



Above: Posing for a photo with the company banner in front of the Kai Yuan Temple



Above from left: Taylor Huang, Zeng Zijing, Chen Qiuxian and Susie Wu, from the Guangzhou team singing their heart out

“Do not take life so seriously. You will never get out of it alive”
...Elbert Hubbard

the Nan Ao Island, namely “The Well of Song Dynasty” The well ‘tells’ about the 700 years history of the island. All also visited the building that witnessed the ‘the war and the peace, the “General Commander Courtyard.”

Enjoying the Chao local flavor dinner, cooked with seafood and various seasonings and a cup of Gongfu tea which was popular among all, the evening was filled with food and long conversations.

We had to leave in a rush after news of a typhoon approaching was heard. Luckily everybody got on the last ferry back to Shantou in time.

Later that evening all gathered at the banquet room of Jinhaiwan Hotel (Shantou) for the company’s dinner and dance. Service awards were presented to all those with outstanding track record with PAL.

This was followed by a lively show and lots of fun and laughter. The Beijing team performed a ‘Mid- autumn’ themed art piece, and the Shanghai team sang and held a talk show, while the singing and dancing of the beauties from Guangzhou and Shenzhen team won plenty of applause. The cash prizes for the best performance were the Shanghai, Guangzhou and Shenzhen teams.

Congratulations to all! The trip ended on a high note with the last visit to the classic architectural locations

of Chaozhou. The Dan Fu Yuan and Kai Tuan Temple with calligraphy and inscribed steles reminding all that this temple was the record keeper of the city back in the good old days.

Everybody managed to grab a nice gift, some souvenirs and traditional snacks from the old streets of Chaozhou for their friends and families before they left for the airport. All took back special memories, lots of pictures and of course a last cup of Gongfu tea.



Above: The ladies from Guangzhou and Shenzhen posing at the Waterfalls site. WE MADE IT TO THE TOP!

“You have enemies? Good. That means you’ve stood up for something, sometime in your life.”

...Winston Churchill

PAL Indonesia on an Overnight Trip to Hawaii Club Bali



Above: PAL Indonesia team having a good time! Let’s make memories

PAL Indonesia recently held its first Staff Outing.

They went on an overnight trip to the Hawaii Club Bali, a beach resort in Anyer, a three hour drive from Jakarta.

It was not only about fun and games, but also encouraged team building with the theme “Committed to Excellence” embedded.

“It’s important to take the time to step away from the daily routine of work, leave the stress and reconnect with colleagues in a relaxing environment.

This builds a better and stronger cooperation.”

Satya Saptaputra, MD PAL Indonesia

New Kids on the Block!

A warm welcome to all the new colleagues who joined us during the third quarter of 2014!

Singapore



Adrian Chia
Executive, Operations,
Contract Logistics



Alan Loo
General Manager,
Business development



Chan Yu Wei
Assistant, Operations admin
Contract Logistics



Gavin Tan Siew Choon
Project Sales & Business
Development Manager



Gerald Tan
CEO



**Kasswan Bin Maswari
Abu**
M&E Executive



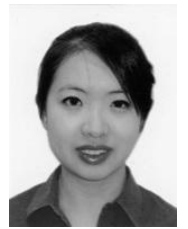
Lee You Kiam
Assistant, Operations
Contract Logistics



Ling Chun Ping
Assistant, Operations
Contract Logistics



Michael Thein
Facilities Manager



Ong Xinyi
Accounts Executive



Ooi Hong Siang
Key Account
Coordinator



Priscilla Wang
IT Support
Engineer



Pua Liang Hai
Assistant, Operations
Contract Logistics



Safei Bin Mohd Ghani
Assistant, Operations
Contract Logistics



Soh Kok Boon
Executive ,Operations
Contract Logistics

"If you take care of your people, your people will take care of your customers and your business will take care of itself."

...JW Marriott

Malaysia



Tee Yong Ming
Senior Assistant,
Operations
Contract Logistics



Teh Kok Siong
Assistant,
Operations Contract
Logistics



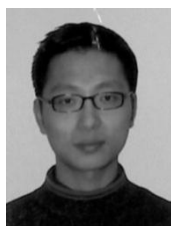
Siti Norine Bte Bahri
Operation & CS Officer



**Nor Hidayah Bte
Johar**
Operation & CS
Officer



Huang Xiao Dan,
Taylor
Operations



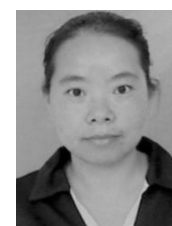
Wei Min Alfred
Logistics Manager



Huang Xiao Li (Daisy)
Operations



Anna Lijing
Receptionist

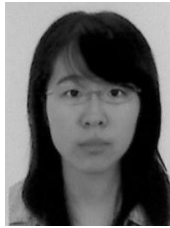


Jane Shenhua
Cashier



Ni Qiang
Operations

New Kids on the Block!



Zhuang Meijing
Kesy
Accountant



Mi Na
Operations



Zhoudan Anny
Operations



Leung Kim Tak (Kenny)
Sales & Business
Development Manager



Jin Rei
IT Engineer

Germany



Alexis Wiethoff
Trainee
(Transport &
Logistics)



Benal Tas
Trainee (Transport &
Logistics)

Korea



Hyo Sun Kim
Airfreight Import
Assistant



Christina Yu
Admin/Accounts

Taiwan



Belle Chen
Customer Service
Executive

Thailand



Landy Chen
Accounts



Piyanoot Khrongyoot
Operations Executive



Monchai Kumtong
Human Resources
& Admin



Jiraphan Sinekeiam
Operations Executive



Atchara Prasopsawad
Sales Support
Supervisor

India



Savio James
Senior Import/Export
Executive (Air)

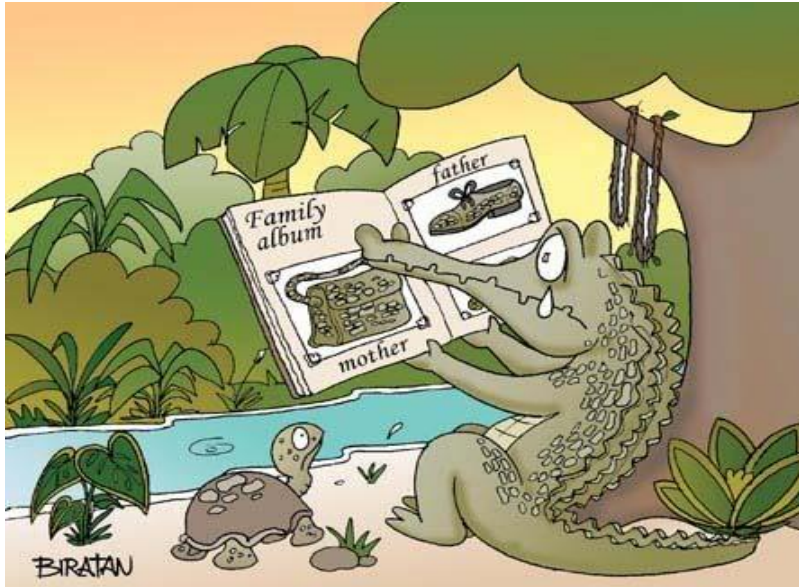
*Newcomers, who started working with us
after the editorial cut-off, will be introduced
in the next Issue (editorial office).*

*Always remember
that you are
absolutely unique*

...Margaret Mead



Snippets



THE LAWYER

A lawyer is standing in a long line at the box office. Suddenly, he feels a pair of hands kneading his shoulders, back, and neck.

"What the hell do you think you're doing?"

"I'm a chiropractor and I'm just keeping in practice while I'm waiting in line."

"Well, I'm a lawyer, but you don't see me screwing the guy in front of me, do you?"

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"It's the latest innovation in office safety. When your computer crashes, an air bag is activated so you won't bang your head in frustration."



RED WINE MAKES THEM LIVE LONGER, BUT THEY GET TO BE A REAL PAIN.



EAR ACCIDENT

A construction worker accidentally cuts off one of his ears with an electric saw. He calls out to a guy walking on the street below, "Hey, do you see my ear down there?" The guy on the street picks up the ear and yells back, "Is this it?" "No," replies the construction worker. "Mine had a pencil behind it."



"Never, never, never give up."

...Winston Churchill

Your contribution and feedback is greatly appreciated.

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