

Dear Valued Partner,

Thank you for your always support. Please find below our January 2023 edition special issue. In the special issue, we will introduce the hot topics you are interested in and the leading staff of our company.



CHINESE CULTURE

Chinese New Year is the beginning of the lunar year, also called Spring Festival, which is the most grand, lively, and important traditional festival in China. It can be traced back to the Western Han Dynasty (208 BC).

According to the regulations of different periods from ancient times to present, there are various ways to calculate the Chinese New Year holidays. Nowadays, national holiday of Chinese New Year is from Chinese New Year's eve to the sixth day of the lunar calendar.

Fame and customs during the Chinese New Year:

• Cleaning

In Chinese "dust" and "obsolete" are homophones, so cleaning during the New Year means to clean out all the bad luck, the common theme is "farewell to the old and welcome the new".

• New Year's Eve Dinner & Lucky Money

Chinese New Year is also a time for family reunion and ancestor worship. On New Year's Eve, the whole family will gather together and eat the "reunion dinner". The elders hand out "lucky money" to the children, and the families sit together to "watch the new year".



• Traditional Food

There are different customs in different parts of China. People usually eat dumplings, rice cakes and Tangyuan during the Chinese New Year. Dumplings are similar shape to ancient silver and gold pieces, when you eat them it's like you're taking in wealth. Eating rice cakes means everything is going well. Tangyuan means people's happiness and reunion.

• Folk Performance

Dragon is said to be an auspicious animal that can control wind and rain. In some places, dragon dances are performed to pray for rain in the coming year. There are also lion dances which are used to summon wealth and good fortune.

This year is the Year of the Rabbit. In China, rabbit is regarded as a symbol of gentleness, quietness, purity, elegance, tact and kindness.

We wish you and your families a healthy, wealthy, happy and successful year 2023!

HAPPY CHINESE NEW YEAR 2023



YEAR OF THE RABBIT

Lunar New Year Holiday

January 23rd
to
January 27th
2023



INFLUENCE ON SUPPLY CHAIN

Although the official Chinese New Year holiday is from New Year's Eve to the sixth day of the lunar calendar, most factories will close early and extend the holiday.

Due to the COVID-19, some factories are taking longer holidays this year than previous.

We learned about the holidays of factories around major ports in China, we also interviewed several representative factories about the impact of the recent situation on business and the new year's forecast.

Most factories take 2-3 weeks off, while some will take one month or more. Most companies have seen production decline in the past two years due to the impact of the pandemic. But the new policy brings new twist, according to our survey, 50% of our customers expect a year-on-year growth of 10% this year.



In the follow-up special issue, we will introduce China's economic geography.

Leading Staff

Logistics is not just only to deliver cargo from end to end, it's an art of serving customers with heart as well as a science of leveraging leading-edge and innovative technology to deliver purpose-fit solution that constantly exceeds customers' expectations.

Logistics is a service art

A science of leveraging leading-edge and innovative technology



Roger Chan
Chief Operations Officer

After obtaining a bachelor degree with double majors in Management of International Business and Logistics and Supply Chain Management, Roger Chan started his career journey and had the first taste of retail, merchandizing and supply chain.

He found logistics was in his blood and decided to join AEL-Berkman Hongkong office's China management trainee program in 2005.

During the early stage in AEL-Berkman, Roger had the opportunity to rotate in different functional units such as documentation, operations, customer service, pricing, finance and accounting which enabled him to have a complete understanding of the company workflows.

In late 2005, Roger was assigned to Shanghai to support developing domestic business, and experienced the exponential development during the year 2005 to 2010. Roger played an important role to transform the Ningbo station from a representative office to a branch office and was also given chances to travel around different China stations to build up a robust own office networks.

After gaining sufficient hands-on operation and management know-how and experience, Roger decided to take another challenge as business development manager with main focus on managing local sales activities as well as developing overseas agent networks.

In 2010, Roger was appointed as office manager of one of the most important stations of AEL-Berkman, the Shenzhen office. Since then Roger was also a key member of the China management board and actively involved in strategic planning and key decision making process.

Roger assisted AEL-Berkman to evolve from a traditional freight forwarder to a holistic logistics service provider by implementing a series of highly successful value-added service projects.

In 2016, with the support of the new CEO Mr. Sven Kothe, Roger was appointed as Chief Operations Officer and headed the entire AEL-Berkman group's China and Hongkong operation.

To cope with the fast-changing business and ensure AEL-Berkman always keep abreast of

the change to meet our customers' need, AEL-Berkman decided to invest in a leading-edge logistic solution software CargoWise One and kicked off the project in 2020 during the pandemic time as AEL-Berkman believed nothing should stop AEL-Berkman's determination to grow stronger and be more adaptive and resilient to the tough business environment.

In 2020 and 2021, Roger travelled in total 4 times to mainland China during the pandemic quarantine period and spent more than 120 days to visit to all China offices to provide on-site operation system training.

With full support from board of directors who constantly introduced innovative ingredients and drove all forward, the implementation of the new system turned out to be a great success.

Roger and the entire AEL-Berkman team firmly believe that the following key factors for success will continue our journey into the competitive market and enable us to stand out and deliver high customers satisfaction to our clients who deserve the best.



Higher supply chain visibility
Real-time data accessibility
High automation of document
Global transparency and connectivity
A service oriented minded team