

COLD CHAIN TRANSPORT



Cold chain or temp control is increasingly seen as the core competency of logistics service providers.

According to research institutions' predictions, the global cold chain market size will increase from \$271 billion in 2018 to \$447 billion in 2025, with a compound annual growth rate of 7.6%. Among them, the Asia Pacific region will be one of the fastest growing regions.



Cold Chain Expert by your side

Contact us:

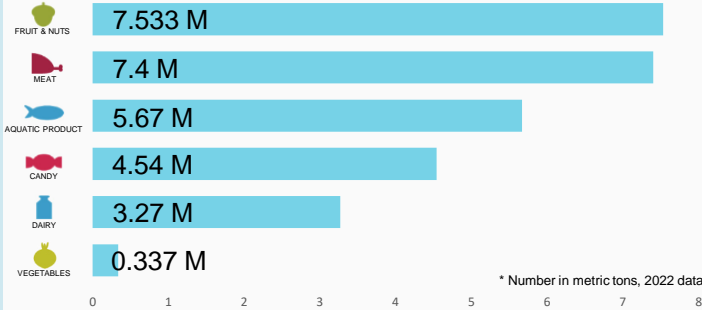
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China Market Trends

WHAT FOODS DOES CHINA IMPORT MOST?



2022 China Top 10 import countries of fruits and nuts

Thailand, Chile, Vietnam, Philippines, New Zealand, Peru, Cambodia, South Africa, Indonesia, Malaysia

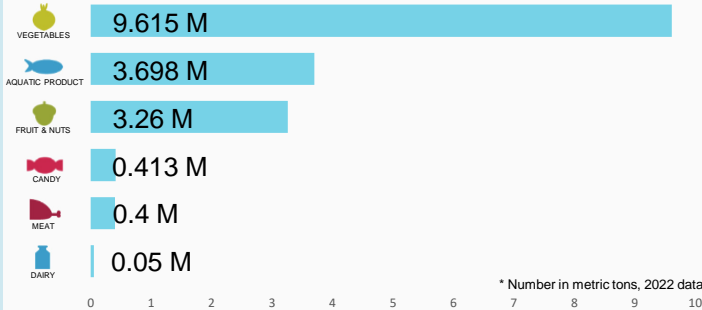
2022 China Top 10 import countries of meat

Brazil, United States, Argentina, New Zealand, Australia, Uruguay, Spain, Denmark, Russia, Netherlands

2022 China Top 10 import countries of aquatic product

Ecuador, Russia, Vietnam, India, Canada, United States, Indonesia, Norway, Japan, New Zealand

WHAT FOODS DOES CHINA EXPORT MOST?



2022 China Top 10 export countries of vegetables

Hong Kong, Japan, Vietnam, Malaysia, South Korea, United States, Thailand, Indonesia, Russia, Philippines

2022 China Top 10 export countries of aquatic product

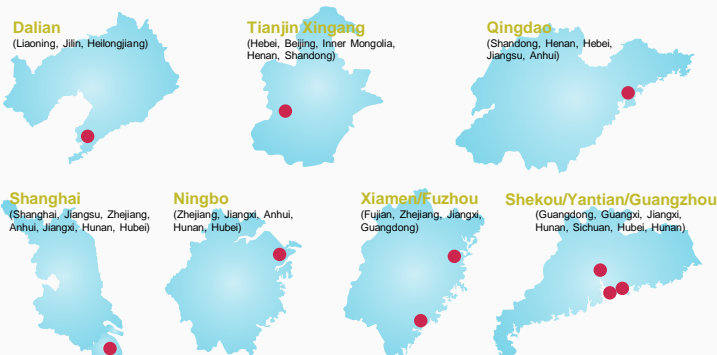
Japan, United States, South Korea, Hong Kong, Thailand, Malaysia, Taiwan, Philippine, Mexico, Germany

2022 China Top 10 export countries of fruit & nuts

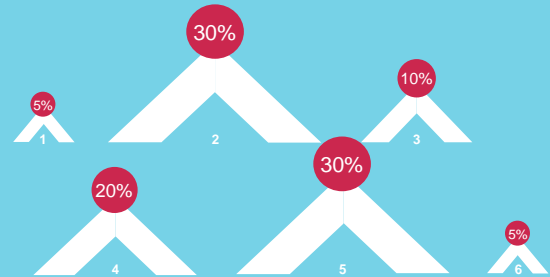
Vietnam, Thailand, United States, Indonesia, Japan, Hong Kong, Philippines, Russia, Malaysia, Bangladesh

CHINA MAIN PORTS

Surrounding provinces producing the most food



IN ESTABLISHING A COLD CHAIN LOGISTICS PARTNERSHIP, WHAT IS THE BIGGEST CHALLENGE?



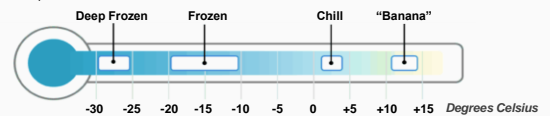
1/ Compliance 2/ Capacity for cold chain service package 3/ Professional knowledge 4/ Trustful partnership 5/ Mutual benefit of reciprocal biz 6/ Internationalized corporate culture

OUR EXPERTISE

- Reefer & foodstuff dedicated service team
- Closed cold chain for door-to-door deliveries
- Temperature / Humidity recorder
- Technology platform offering 24/7 data availability
- In range from -30°C up to +30°C
- Active and passive cooling
- Member of WCA, CCCA

...taste our passion for excellence.

Temperature Standards for the Cold Chain



WORLDWIDE FOOD EXHIBITION INFORMATION

<p>CHINA FISHERIES & SEAFOOD EXPO Qingdao, China 2023.10</p>	<p>SEAFOOD EXPO GLOBAL Barcelona, Spain 2024.4</p>	<p>ASIA FRUIT LOGISTICA Hong Kong 2023.9</p>	<p>FRUIT LOGISTICA Berlin, Germany 2024.2</p>
<p>SME MEAT EXPO Shanghai, China 2023.11</p>	<p>IFFA MEAT PROCESSING EXPO Frankfurt, Germany 2025.5</p>	<p>ANUGA FOOD EXPO Frankfurt, Germany 2023.10</p>	<p>SIAL FOOD EXPO Shanghai, China 2024.5</p>

“I’ve been adopting to changes !”

Benny Li
 Director of Ocean Transportation
 Chief Procurement Officer



My footholds were from the north at Russia down to the south of Italy, and from the west at UK/Western Europe to the east of Romania and Bulgaria.

My pace of learning has never stopped.

I do agree that there is need for people to adopt changes. Or else, there won't be improvement and successes !

I joined Orient Overseas Container Line (OOCL) in year 1977, and I was selected to be one of the management trainees to start my container shipping career. With my background the university degree of Accounting and Marketing, my training path started with the job position in Finance and Accounting sectors, where I got chance to understand the shipping line's ledger and financial statements, cash flow, account payable/receivable and etc.

Three years later, I was assigned to work in the liner management department of Australia Trade, where I learnt a lot in Pricing, Space Management, Vessel Scheduling, and more importantly the consortium operations. At that time, OOCL, ANL, Swire Shipping and YML were working in the same alliance. My personal relationship with YML started in the 80s.

After working in Australia trade, I was transferred to Africa and Middle East trades. I was tasked to plan for a service deployment of vessel running between Japan, Korea, Taiwan, Hong Kong and Singapore to Africa. I went to the vessel charter market in London and chartered a right ship for that trade lane. And I obtained help from the vessel captain to learn/arrange bunkering. Then, I contacted some third-party agents to coordinate the sales program for this Africa service. Eventually, the Africa service at OOCL was launched. My job/achievement was well recognized by the OOCL Management.

During the Iran/Iraq war time, the joint service of OOCL/Wilhelmsen in the Middle East trade was forced to suspend in the 80s. Two container ships of OOCL were destroyed during the war time, with more than 1,000 containers left behind in Iran and disappeared. I was then transferred to Europe and Intra-Asia trades. With all rounds of training in the liner departments, I was positioned to be the head the sales teams of South China and Hong Kong regions (all trades, including TP trade).

3 years later, I was promoted to be the Head of Asia-Pacific region of OOCL Logistics (the sister company of OOCL). One day, the Managing Director called me up. He said, " Benny, it is about time for you to return back to the OOCL HQs. Please help me up to manage the Asia / Europe trade. "

I was then the chief commercial executive representing OOCL for the shipping conference, and alliance affairs. I made friends with other shipping lines' senior executives. I was heavily involved in alliance matters with other shipping lines.

One of my major successes in the industry was to obtain the approval from the government of Beijing, Seoul and Haiphong to have the THC to be the official charge in the ocean freight tariff. I worked intensively with other shipping lines to get this mission accomplished in the 90s. Knowing my name in this working committee of the shipping conference, Hanjin and EMC

(as non-conference lines) came to me privately for help on the THC formula construction. I helped them out. Eventually, we became very good friends. Our relationship started by then. A few senior executives of Hanjin are now at senior positions at HMM. The president of EMC ordered his senior managers to help me as much as they can.

On commercial / customer aspects, I was the chief representative of OOCL to deal with IKEA, NIKE, H&M, Esprit, Shop Direct, Tchibo, Carrefour and C&A. for the NVO sectors, K&N, Schenker, DHL, Panalpina and Geodis were my major visitors. I had the honor to have met with Mr. Kuehne from Germany in Hong Kong.

Globally, there were more than 120 sales persons functionally reporting to me.

For business purpose, I traveled a lot into the entire European territory, 4 times a year in the 90s.

I made friends with lots of other nationals. Still today, I maintained contacts between some good friends in UK, Holland, Germany and Turkey ...

Together with some senior OOCL colleagues, we were sent for study in the business schools in the United States to strengthen our management skill. I was assigned to study in the University of Michigan Business School. My 20-classmates there were either the CEO, CCO and CFO of some big named companies. I was the only one from the shipping field. I learnt quite some good things during the study in University of Michigan.

After my retirement from OOCL, a few logistics companies invited me to join their companies.

I worked in IJS Global Logistics (a Holland based NVO) for 2 years, and then joined De Well Shipping (Shanghai based NVO) for 1.5 years. Before joining AEL-Berkman Forwarding, I worked at Mallory Alexander Logistics (one of the top-100 logistics companies in USA) for 5.5 years.

I do agree that there is need for people to adopt changes. Or else, there won't be improvement and successes !