

Show Case

RESILIENT LOGISTICS MANAGEMENT
Leverage our advantages in fierce competition

WE PROVIDE
PROFESSIONAL
SERVICES

AEL SHANGHAI EU TEAM

In the past few years, the world has faced unprecedented global shocks. The coronavirus pandemic, the war and disruptions to global supply chains are not only weighing on the economy, but also on society. These crises can have cascading effects and consequences, ranging from local to global. We are focusing on how these challenging moments are forcing global supply chains to realign the way they operate, and how to make global supply chains and supply chain logistics more resilient.

In this article, we introduce how our Shanghai EU team has played a powerful role as a logistics person in the face of enormous challenges. Despite the alliance's continued efforts, the Red Sea continues to be a highly unpredictable area of high risk, resulting in tight space and boxes for shipping lines that need to be prepared to cope effectively with a shortage of around 25-33% of available space on major routes. The risks involved should be carefully assessed when choosing transport routes and the carrier's decisions should be monitored in real time. At the same time, the price of the route has risen rapidly, and it is necessary to pay attention to the rising trend of the freight of the European route in time, so as to quickly screen the best choice. Our Shanghai EU team has implemented various strategies and taken the initiative to successfully solve the current complex operational problems.



Supply chain transparency

The supply chain management system places all participants on one platform, covering end material suppliers to end consumers (as shown in the following figure). The constantly dynamic first-hand shipping plan allows us to handle such tight positions with ease. Of course, the current workload is several times or even more than ten times that of the past, because we need to book carrier space more accurately to match the shipping plan. From booking information to actual packing information, until the final transportation, all information and documents are updated online, and customers can obtain the latest status information at any time.

Flexible operation strategy

Due to various factors such as transportation capacity and war, ship plans and available container quantities may change. The port of departure is the source of operational information, and our Shanghai EU team is constantly monitoring vessel dynamics, container inventory dynamics, and updates on cargo availability. When the time node changes, they make timely predictions, send the adjustment plan to the destination port for confirmation, and take corresponding measures to ensure that every available space is used and every shipment to be shipped can be arranged in a timely manner.

Cost control ability

The current transportation capacity changes frequently, and prices are also rising. Looking for 3-4 alternative solutions in the past is no longer sufficient to meet existing needs. The Shanghai EU team relies on years of accumulated network and experience, and has gone through up to 10-15 inquiries to find better options for customers. At the same time, using the platform to query historical records as a reference, based on customer requirements for the shipping schedule of the shipping company, optional solutions are pre-screened to reduce communication costs caused by time differences. Of course, during the current period of frequent changes in transportation capacity, there may inevitably be additional costs incurred. This requires adjustments based on experience to reduce or even avoid additional costs.

Risk response capability

The ability to respond to risks and the aforementioned flexible operational strategies and cost control are closely related. On the one hand, arranging shipment of goods at the port of origin requires a professional transportation team and warehouse to ensure safe shipment of goods, while also requiring accurate cost accounting. On the other hand, when the carrier suddenly cancels the warehouse space or equipment, we need to provide flexible shipping plans to customers within a reasonable and controllable cost range to cope with the risk of goods not being shipped on schedule. Long term systematic risk training has enabled our team members to independently develop risk plans to respond to emergency situations.

Consignee place purchase order

AEL confirm sailing schedule and goods with shipper

AEL develop shipping plan, pre-book with carrier

Confirm booking

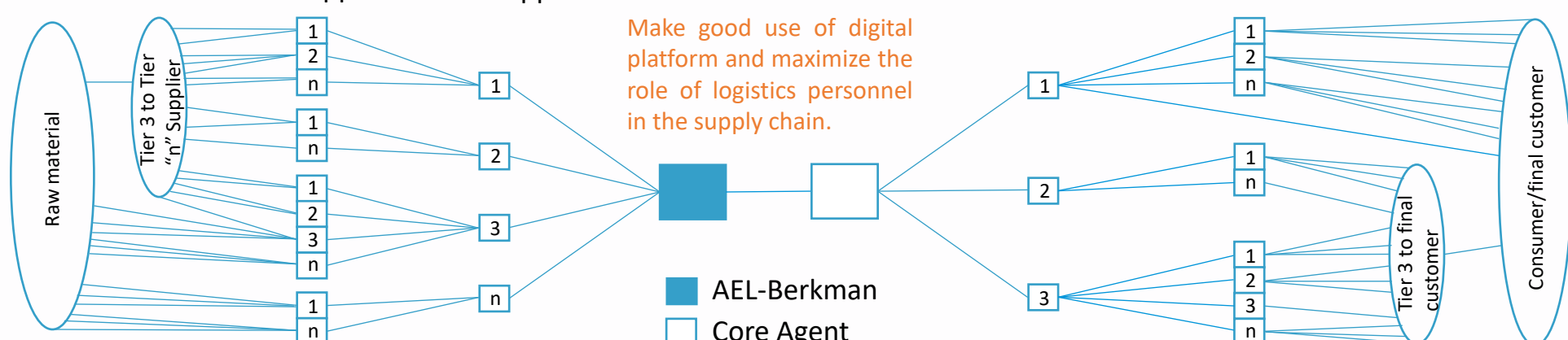
Finalize packing list and loading plan

Track shipment milestones

Documents upload

Tier 3 to raw material Tier 2 supplier Tier 1 supplier

Tier 1 customer Tier 2 customer Tier 3 to final customer





AEL-Berkman Forwarding

Dina Gong

Qingdao Branch Manager

POWER OF FOCUS
AND DETERMINATION

COMPANY LEADING STAFF

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FOCUS • DEDICATE

With nearly 30 years of dedication in the logistics industry, my career journey from Hanjin Shipping to CMA CGM, and then to AEL-Berkman has proven the power of

focus and determination. I have been privileged to witness the rapid development of this field and have maintained a deep love for my work throughout. My unwavering commitment to focusing on each role and diligently solving challenging problems with a positive attitude has earned the trust of clients and fostered team growth. Learning from outstanding colleagues and staying dedicated to my professional development is crucial. In my spare time, I embrace life with curiosity, enjoying yoga, baking, and flower arrangement. This balance of dedication and focus enables me to thrive both professionally and personally, approaching every aspect of life with an enthusiasm and positive attitude.

As a traditional nomination cargo flow company, a high proportion of nomination cargo actually carries extremely high risks. The adjustment of the agent's relationship will directly affect the company's performance. Therefore, it is particularly important to explore the local market and increase the market share of company owned goods. Since 2013, Qingdao has been developing the prepaid market. How did we start? Due to my experience as a sales manager in shipping company, I began to select the valuable customers from the suppliers of shipping customers and then shared them with the sales team to follow up. One year later, we began to have a stable customer base, some of which are still cooperating with us till now.

From quantitative change to qualitative change, we have slowly formed our own set of management extension system.

Another key point is that, where do we find sales that fit our company's culture? I have tried external employment, but the performance and effect were not good. I then tried to select excellent customer service from the operation department to the sales department to follow up potential customers, the operation role shifted to the sales. The nature of work has changed, and the way of thinking also needs to be transformed.

As a branch manager, I must become a strong support for the team, helping them analyze and screen customers, and supporting the team in finding good rates and space allocations in the first time. With each customer being consolidated and followed up, we have developed a very mature sales team to this day. They can completely independently expand their customers, and through their own efforts, they have gained recognition and trust from customers. With a stable customer base, sales exceed the plan every month, and their income is also increasing steadily.

I have been very happy about my development in all aspects since joining AEL-Berkman. I have also shared the relevant experience with other subsidiaries, and now the company continues to develop the sales team and explore the prepaid market using this model. I am fortunate to have met a good company, the management team and excellent colleagues, which have given me a bigger stage to leverage my strengths and I have the opportunity to contribute more to the whole team.