



BDP thrives in Singapore

Why was Singapore the first choice for a US-based freight forwarding company like BDP International when setting up its very first office in Asia Pacific 10 years ago?

Despite being a tiny island, Singapore has the highest concentration of freight forwarding companies in this part of the world. Competition is stiff and there are countless newcomers sprouting up in every corner of Singapore. What made BDP come to this small country?

Effectively bilingual and efficient workers have always been the main draw for many MNCs planning to set up regional offices in Singapore. Coupled with a strong government which values transparency and integrity, Singapore's superior geographical position also makes it a natural winner. With an increase in demand for real-time information and data at fingertips, the extensive infrastructure and continuous investment in IT allows Singapore to rise above its competitors which cannot meet such expectations fast enough.

Being at the forefront of innovations, the Economic Development Board (EDB) understands the challenges of globalisation. Companies must be able to stay ahead of competition in both domestic and international markets. Keeping long-term sustainability in mind, EDB is enthusiastic in working with equally committed companies in leaving positive and indelible footprints on the local logistics scene.

"Singapore is championed by the EDB to be the main logistics hub in this region and BDP International is part of this whole dynamic development. Our aim is that we provide exceptional customer service while at the same time attaining the high standards set for us by our customers, creating the BDP experience" says Peter Barnesby, regional director for South-East Asia.

At BDP, we are fully aware of the fact that logistics now is all about controlling and reducing costs for customers. Customers are more knowledgeable and expect more than just regular services from their logistics providers. They expect customised solutions that combine both top-notch customer

service and proven methods that allow them to stay ahead of their competitors.

Raymond Heman, Eastman Chemical's regional supply chain manager, says: "BDP allows us to focus our staff and resources on our core competencies of manufacturing and distribution of chemicals.

"BDP's willingness to listen to customer feedback, our constant efforts to innovate existing solutions and our unparalleled customer service are our key differentiators."

Tailored solutions

Ashwin D'Costa, regional director – sales & marketing (Asia Pacific) says: "BDP as a global logistics and transportation player has never fallen short in its long-term strategy for growth and expansion in Singapore's dynamic marketplace, while delivering tailored solutions to all our customers."

With companies like Eastman striving towards their target of greater cost savings and further trimming throughout the supply chain, BDP and EDB must work in tandem with them to achieve their goals. Such a beneficial partnership will allow all three par-

ties to morph into agile and flexible organisations, ready to meet the logistical challenges of the next decade.

BDP International is one of the leading privately-held logistics/transportation management firms based in the US. It operates freight logistics centres in more than 20 cities throughout North America and a network of subsidiaries, joint ventures and strategic partnerships in 113 countries.

The company serves more than 4,000 customers worldwide. Clients include Bayer, Cargill, Conoco Phillips, DuPont, Heineken USA, Honeywell, Johnson & Johnson, Marks & Spencer, Osram Sylvania, Revlon, Rohm & Haas, Trek Bicycle, Wacker, and others.

BDP provides a range of services, including ocean, air and ground transportation; lead logistics process analysis, design and management; export freight forwarding; import customs brokerage and regulatory compliance; project and energy logistics; warehousing/consolidation/distribution; and Internet shipping transaction/tracking management systems.

