

INDUSTRY FOCUS

Maltapost**Mark Vella***Chief commercial officer*

As the economy evolves so does the need for thousands of businesses operating in Malta to have a reliable strong courier partner. How can a strong and reliable courier partner make a difference for local businesses?

The local economy is evolving in line with international trends enabled by online technology giving easy access to global market. This along with more convenient and secure methods of payment and delivery approaches is contributing to a significant rise in e-commerce activity. It is vital in today's economy that local retailers embrace this phenomenon and broaden their high street presence by targeting international audiences.

To achieve this objective, vendors need to invest in their online retail presence and in a logistics partner who can provide tailored and reliable e-fulfilment services such as storage, handling and delivery of items to consumers. Over the past years Maltapost has been investing to provide such comprehensive e-fulfilment services. With the largest delivery team on the island and a local network that boasts four logistics hubs, 40 post offices and various partnering sub-post offices, Maltapost provides an unrivalled reach in both local delivery and high street presence. Furthermore the company has recently launched a nationwide network of secure, around the clock automated parcel lockers and provides for online payment and cash-on-delivery arrangements with both B2B and B2C exigencies in mind. Maltapost's mature and comprehensive international delivery network provides reliable delivery of items at cost-effective rates and efficient transit times to global destinations.

A strong logistics partner like Maltapost enables retailers to overcome their developing logistical challenges, streamline their business and focus on the evolution of their core business.

Express Logigroup**Jonathan Vella***CEO*

In view of the fact that companies requiring freight services are so diverse, each with their own specific requirements, how important is it to offer specialised and customised freight solutions to your clients?

The freight industry can be quite challenging and apart from making sure



that you provide the right solutions, you should also focus on value in order to grow your customer base and expand your reach.

That is why your focus should always be to satisfy your customers' requirements by offering superior services and support, coupled with affordable, practical freight solutions.

O&S Shipping**Kurt Camilleri***Managing director*

There are different trades and sectors within the logistics and transshipment industry. What is the significance of engaging a strategic and efficient forwarder in your business and what difference can a leading forwarder bring to the table?

The local freight forwarding culture is somewhat different from the overseas one where the overseas freight forwarder

is usually supported with freight agency commissions (FAC) from carriers and operators.

However, this methodology is not applied locally due to the size of the market which contributes to direct competition between both entities; moreover ship agents and operators have built their own in-house forwarding companies over the years putting standalone forwarders even more out of their interest.

Considering this, such local freight forwarding companies have to strive to find new ways and means on how to offer a competitive rates backed up with high end services.

Freight forwarding companies in Malta are usually small organisations with vast knowledge and expertise within the supply chain and can provide peace of mind that your goods will arrive at the correct destination on time and avoids any disruption to your company's production or services. A freight forwarder can save you a lot of time and allows you to concentrate

on other areas of your business. Many businesses believe that they can save money by making arrangements for international transportation themselves but this is often a false economy.

Logistics arrangements can be very time-consuming to do and may even be more expensive.

Freight forwarders offer unique benefits to businesses that seek a high level of organisation, transparency, and flexibility. Forwarders can offer simplicity in an industry that does have so much variety and volatility.

Rather than deal with all these "moving parts" yourself, hiring an experienced firm takes many of the aggravating administrative decisions out of your hands.

While you'll still have full control over your shipments, you won't have to bother with the time-consuming task of vetting carriers, comparing prices, and negotiating services.

You'll have one vendor, one point of contact, and unlimited flexibility.