



JAS FORWARDING (H.K.) LTD.

Forwarding Worldwide

Like Marco Polo's travels to Asia, the international freight forwarder of Italian heritage has become a significant contributor to global trade, as told by **GABRIELE BENEDETTI**.

JAS Forwarding was born around 40 years ago in Italy focusing on airfreight for high-end fashion from Italy to Asia, shares Gabriele Benedetti. "Today, we are an international company headquartered in Atlanta, USA. As a company that was born in Italy, however, we still retain a strong Italian DNA at the top management level."

The market for freight forwarding in Hong Kong is shrinking in terms of volume, but has become more of a niche in terms of solutions and services. "We have transformed ourselves from a pure freight forwarding provider to a solution provider by offering more logistics services including warehousing, distribution, and technology solutions for our clients."

Italian Standards

"Apart from the fashion industry, at which we have been strong for a long time, we also caught the opportunity to build our fine wine, Food & Beverage services platform in Hong Kong few years ago," says Benedetti.

As a company of Italian heritage, JAS Forwarding displays greater strength compared to others in the fashion sector. However, another industry it is heavily invested in is the Food & Beverage sector, as Italy excels in this field as well. Italy is in fact one of Hong Kong's biggest partners in the F&B trade. To this end, the company has developed capacities in international frozen food transportation, and fine wine logistics services.

"Our value is always personalized service for our customers. Our approach to the market outside is largely different when compared with other companies. What we strive to do is to differentiate ourselves with personalized customer service, tailoring solutions for each



Gabriele Benedetti,
JAS Forwarding China CEO.

customer. This is why we have long-term clients staying with us for more than 10 years."

The Way to Growth

JAS Forwarding has no immediate plans for expansion, Benedetti shares, which is hardly a simple matter. What remains is training a keen eye on the market, and listening intently to its current needs.

"We will constantly look for opportunities and be there with a structure that is needed to support them. One thing we are doing is being active in global account management. One of the few ways to grow is to succeed with a large worldwide corporation involving many networks. Asia-Pacific, America and Europe comprise our main focus trade lanes.

"Today's market is extremely competitive; the customer is looking for value added services and bespoke solutions rather than just pure transportation. We have transformed ourselves by carefully allocating investment into infrastructure

and skilled people in warehousing, distribution, and information technology, in key areas like Hong Kong and Shanghai."

Instead of diversifying, the company devotes its energies to becoming specialized for certain industries, particularly the fashion and Food & Beverage sector. It has judiciously identified its strengths, maintained strict degrees of professionalism in providing customized solutions for its customers, going beyond the basic response for freight forwarding services. JAS Forwarding understands and respects the long-term vision of its customers and by virtue of working toward their goals, grows as they do. ■

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