



LUEN TONG LOGISTICS LTD.

A Firm Guarantee

A legacy of merit in Hong Kong's shipping and logistics industry is in JOYCE WONG CHING YEE's hands.

In 1980, Luen Tong Logistics Ltd. founder Wong Chi Yan owned a barge which he used to operate a simple transport business in Hong Kong. After two years, a company based in the Mainland, thoroughly impressed with Wong's output and work ethic invited him to take part in a joint shipping and logistics venture. A stakeholder in the newly formed enterprise at only 30, Wong quickly transformed the light carrier into a comprehensive service provider with capacities and expertise spanning multiple disciplines.

"In the earlier 1980's the logistics industry had grown healthily and quickly both in Hong Kong and Mainland China," says CEO Joyce Wong Ching Yee. "As our company had precisely what the market demanded, we were able to enlarge our office, employ more highly qualified and experienced staff and, most importantly, upgrade our fleet of vessels, which back then grew to nearly two dozen at peak, among others. Besides hardware, we invested heavily into internal training for staff, assuring their logistics knowledge and skills are updated to better serve our clients."

A solid and growing customer base saw daily cargo handling crest at 10,000 metric tons. Managing such a volume required taking any possible measure.

End-to-End

The company offers door-to-door services, metal and concrete precast transport, liner and transshipment services, stevedoring, forwarding, shipping and chartering, and vessel supply and maintenance, in a broad list of all-round



solutions.

"When selected and authorized to carry cargo, we must understand the clients' needs and constraints from the beginning, to present the best tailor-made and cost-efficient logistics solution corresponding to their situations," says Wong.

From its dedicated teams assigned to each shipment to after-sales service, the company covers all the bases. All its transport operators are duly covered with protection and indemnity insurance including cargo liability, raising the company's trust value above those of its competitors. The most common obstacle thus far has been price-point competition, with other groups offering poorer quality services at more attractive rates. While

these practices have upset standards that guarantee good delivery, Luen Tong Logistics' rapport as the worthy investment abounds.

Mark of Efficiency

Luen Tong Logistics has achieved many landmarks in its 33-year long history. The company has taken part in much of Hong Kong's ongoing development. It has collaborated with large Japanese conglomerates Mitsui and Sumitomo, offering diversified logistics and many other services. In 2010, it gained the ISO certification 9001:2008. The company plans to invest in a new heavy-duty barge with a lifting capacity of 1000 metric tons, specifically to participate in more local infrastructure projects, as it did during the construction of Hong Kong International Airport in Chek Lap Kok and the MTR.

Honesty and reliability, among many positive qualities have brought Luen Tong Logistics more than three decades of success. Its long-term relationships have paid off in both repeat and referral business, making it a familiar partner in the trade. "We strive to continue doing a good job with every single logistics service well into the future," says Wong, "carrying forward our company's traditions and vying for the lead position in the industry. We've had client confidence and rave reviews for this long – there is no reason to let up." ■

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