

LogiSYM

The Magazine for Supply Chain Executives

MAY 2025

**GLOBAL LOGISTICS OUTLOOK
2025: A YEAR OF TRANSITION,
TURBULENCE, AND
TRANSFORMATION**
BY KIM WINTER

**GLOBAL TRADE IS SHIFTING
ON AN AXIS, YOUR NEW
FREIGHT STRATEGY
STARTS TODAY**
BY PHILIP HENNESSEY

**THE FIRST 100 DAYS: HOW
TRUMP'S TARIFFS AND
SLIMSTOCK ARE SHAPING
APAC SUPPLY CHAINS IN 2025**
BY JOOST ROMPEN

www.LogiSYM.org



**The Logistics & Supply Chain
Management Society**
*The Regional Professional Body
for Logistics Practitioners*

The Official Journal of The
Logistics & Supply Chain
Management Society

**THE FIRST 100 DAYS. WHAT
LIES AHEAD FOR THE REST OF
THE YEAR?**
BY DAVE CHING

**WORK FROM HOME –
IT'S AS GREEN AS EVER?**
BY TIMOTHY FOOTE

The First 100 Days. What Lies Ahead for the Rest of the Year?





MOVING OUR WORLD FORWARD BY DELIVERING WHAT MATTERS



Book a free 15-minute consultation to discover new opportunities, strengthen your supply chain and more.

Let our logistic experts help ignite ideas to advance your business!

MAY 2025

CONTENTS PAGE



Download
The Latest
Issue Here



8



12

Feature Articles

- 8 Global Logistics Outlook 2025: A Year of Transition, Turbulence, and Transformation
- 12 Global Trade is Shifting on an Axis, Your New Freight Strategy Starts Today
- 19 The First 100 Days: How Trump's Tariffs and Slimstock Are Shaping APAC Supply Chains in 2025
- 23 The First 100 Days. What Lies Ahead for the Rest of the Year?
- 30 Work From Home - It's as Green as Ever

Contents

- 4 Editorial Message
- 8 Feature Articles
- 30 The Green Corridor





The First 100 Days – A Launchpad, Not a Finish Line

As LogiSYM reaches its 100th issue, we find ourselves at an interesting intersection — reflecting on how far the logistics and supply chain profession has come and looking ahead to what remains ahead for this incredible journey. The theme of “The First 100 Days” can be seen in a number of contexts. It speaks to the start of a new political cycle — with the return of President Trump to the White House already affecting trade narratives — but also to the critical early markers, such as AI, data analytics and automation, that will define momentum and direction in any enterprise, initiative or transformation involved in our industry.

The first 100 days mark a point in time — but it is a launchpad in logistics and supply chain for what’s next. I found this thinking reinforced at the LogiPharma Conference in Lyon last month, where I had the opportunity to attend a remarkable keynote by Kenton Cool — international mountaineer and adventurer, IFMGA guide, and 18-time Everest summiteer, currently on his 19th ascent.

His session, “Lessons from the Roof of the World – Managing Risk and Delivering Leadership Amidst Significant Pressure and Logistical Complexity”, was both inspiring and practical in its message. He shared five core attributes¹ that underpin high performance in extreme conditions — and which resonate strongly with the demands placed on today’s supply chain leaders: direction, agility, communication, collaboration, and drive.

These principles are essential. In an era of constant disruption — from climate shocks and geopolitical fragmentation to digital acceleration and sustainability imperatives — these five traits can serve as a compass for teams navigating uncertainty.

The remainder of our journey through 2025 will test supply chains in exciting new ways — rewarding those who lean into innovation. Whether it’s investing in digital visibility, shifting to more regional and resilient sourcing models, scaling sustainability efforts, or upskilling teams to lead through change, the moment to push ahead is now.

At LogiSYM, we are proud to have had you with us through these past 100 issues —determined ever to keep highlighting the thoughts and ideas, voices, technologies, and strategies that will shape our logistics and supply chain future.

Brett Marshall
Editor-In-Chief of LogiSYM Magazine

¹Kenton Cool, In Cool Company, In Cool Company - Performance Specialists,
<https://www.linkedin.com/company/in-cool-company/posts>



LSCMS PRESIDENT'S MESSAGE

A Major Milestone

As we celebrate the 100th issue of LogiSYM magazine, it's a proud moment for the Logistics & Supply Chain Management Society. What began as a modest platform to connect professionals has grown into a respected global voice with over 45,000 subscribers across the Global South and beyond. LogiSYM has become more than a magazine—it is a collaborative platform that brings together thought leadership, practical insights, and a pulse on the trends shaping our industry through our research, symposiums, webinars and roundtables.

This picture was taken in Ho Chi Minh City in 2015 when the team travelled to Vietnam to take over another magazine I helped start called Vietnam Shipper, which we renamed LogiSYM. From left to right, we have Frank Paul, who handled Sales; Olivier Billieux, a long-standing Board Member of LSCMS, who oversaw the transaction in Vietnam; Fauzi, our first digital editor, with yours truly; and Joe Lombardo, Esq., our first editor-in-chief, who helmed the magazine for close to a decade.



This milestone issue reflects a world in flux. From Kim Winter's insightful Global Logistics Outlook 2025 to Joost Rompen's deep dive into the impact of tariffs and Xeneta's Philip Hennessey urging a strategic rethink in freight planning, this edition captures both challenge and opportunity with the return of "Work From Home" by our sustainability editor, Tim Foote, who in a timely manner reminds us that a green logistics strategy and innovation often lies in simplicity.

I would also like to take this opportunity to thank Peter Raven, our publisher; our contributors; partners; and most importantly, our readers. Your engagement has made LogiSYM a vital bridge across regions, sectors, and ideas. As we look ahead, the Society remains committed to fostering dialogue, learning, and resilience in an industry that never stands still.

Here's to our next chapter—smarter, more sustainable, and always forward-looking.

Dr. Raymon Krishnan, FALA, FCILT, CLP
President
The Logistics & Supply Chain
Management Society

CONTRIBUTORS



Kim Winter
Founder & Group
Managing Director
at Logistics
Executive Group



Joost Rompen
Country Director of
Slimstock Singapore



Brett Marshall
Editor-In-Chief
LogiSYM Magazine



Philip Hennessey
Director of Communications
and Industry Analysis
at Xeneta



Dave Ching
Head of Sales at Geek+



Timothy Foote
Director Transportation
and Network APAC at
Asendia and Founder
of Susymbio



PUBLISHER Peter Raven
EDITOR-IN-CHIEF Brett Marshall
DIGITAL EDITOR-GRAPHIC Mohammad Hisyam
Bin Sazali
Spencer Sy
DIGITAL EDITOR-MARKETING Saran Vivekananth

ADVERTISING SALES Harjeet Chekhire
Director Partnerships
Email: harjeet@logisym.org

COPYRIGHT

All material appearing in LogiSYM Magazine is copyright unless otherwise stated or it may rest with the provider of the supplied material. LogiSYM Magazine takes all care to ensure information is correct at time of printing, but the publisher accepts no responsibility or liability for the accuracy of any information contained in the text or advertisements. Views expressed are not necessarily endorsed by the publisher or editor.

LogiSYM Magazine
1 Sunview Road
#04-15 Eco Tech@Sunview
Singapore 627615
Tel: +65 6208 7785
Email: info@lscms.org

LogiSYM

CeMAT

SOUTHEAST ASIA

19–21 May 2025

Singapore Expo

Discover the latest intralogistics, automation, and supply chain solutions at CeMAT Southeast Asia 2025, the region's leading Hannover Messe event designed for logistics and supply chain professionals.



Why Attend?

- Exhibition showcasing the latest automation, robotics, material handling, and supply chain solutions from leading global and regional exhibitors.
- Knowledge Theatre featuring industry experts and thought leaders discussing digital transformation, supply chain resilience, and the future of automation.
- Exclusive site tours providing firsthand insights into Singapore's most advanced logistics and supply chain facilities.
- High-value networking opportunities connecting supply chain professionals, logistics providers, and technology innovators.
- Business matchmaking to facilitate meaningful connections between buyers, solution providers, and industry leaders.
- Co-located with LogiSYM Asia Pacific 2025, the region's leading supply chain strategy conference, providing insights into supply chain risk, digitalisation, and operational efficiency.



Deutsche Messe



Register
Today!





Global Logistics Outlook 2025: A Year of Transition, Turbulence, and Transformation

By Kim Winter
Founder & Group Managing Director
at Logistics Executive Group

As we pass the 100-day mark of 2025, the global logistics industry is once again in the spotlight—navigating a landscape of disruption and opportunity shaped by geopolitical flashpoints, macroeconomic uncertainty, rapid technological evolution, and shifting trade dynamics. From Red Sea rerouting to sustainability imperatives and tariff realignments, logistics leaders are recalibrating strategies to balance cost, efficiency, and resilience. This article captures the key developments from the first quarter of 2025 and offers forward-looking insights on what's likely to define the industry through December.

Highlights from the First 100 Days of 2025

1. Global Trade Realignment Deepens

The “China+1” sourcing strategy that took root during COVID-era disruptions has now firmly reshaped global trade routes. Manufacturers are expanding into Vietnam, India, Indonesia, and Mexico, reducing dependency on a single geography. These shifts have realigned container flows, with South Asian and Southeast Asian ports reporting double-digit

throughput growth in Q1. Intra-Asia trade, as well as East Africa-Gulf and US-Mexico cross-border routes, have gained importance, diversifying demand for freight services.

2. Red Sea Crisis and Ocean Freight Challenges

Persistent conflict and Houthi activity near the Bab el-Mandeb Strait have disrupted one of the world's most vital maritime chokepoints. Major ocean carriers rerouted vessels around the Cape of Good Hope, resulting in longer transit times and higher costs. Insurance premiums and fuel charges surged. As a result, schedules have shifted, port congestion has risen in transshipment hubs like Salalah and Jebel Ali, and freight rate volatility has returned to the spotlight.

3. Resurgence in Air Freight Volumes

The ocean freight disruption led to a tactical rebound in air cargo, particularly for time-sensitive goods. Electronics, pharma, automotive components, and luxury fashion flowed increasingly through air corridors. Middle East hubs such as Dubai and Doha benefitted from their geographic advantage, while East African routes (notably Nairobi and Addis Ababa) also saw growth. Volumes rose 7–10% in Q1 compared to the same period last year.

4. Acceleration of Warehouse Automation

Faced with labour constraints and customer demands for speed, many companies advanced their warehouse automation strategies. Robotics, AI-based inventory tools, and digital twin simulations are being deployed at scale. GCC nations, particularly Saudi Arabia's NEOM and UAE's Dubai South, have integrated smart logistics zones into their development frameworks. This transformation is improving warehouse throughput, safety, and cost management.

5. Sustainability and Green Freight Initiatives

Sustainability is now a differentiator, not just a compliance checkbox. The first quarter saw widespread adoption of green freight initiatives, carbon offsetting programmes, low-emission vehicles, and “green lanes” introduced across the EU, GCC, and parts of Asia. DHL, DB Schenker, and UPS all expanded their sustainable logistics portfolios, while regional governments rolled out incentives for hydrogen and electric trucks.

6. Renewed M&A Activity

After a cautious 2023, Q1 2025 saw the reactivation of mergers and acquisitions. Private equity firms returned to the sector, targeting e-commerce logistics, cold chain, and regional 4PL

players. The motivation is clear: build vertically integrated capabilities, gain control over data, and scale margin-accretive services like reverse logistics and bonded warehousing.

7. Labour Markets and Reskilling

Labour shortages persist in key logistics hubs across Europe and North America. However, 2025 marks a turning point in digital reskilling initiatives. From drone operations to freight data analytics, governments and private entities in India, the UAE, and the US are investing in talent development tailored to smart logistics and digital freight platforms.

8. Early Impact of New U.S. Tariffs on Logistics Networks

One of the most impactful developments in Q1 2025 has been the U.S. administration's implementation of fresh tariffs on most countries to a greater or lesser degree. This policy shift has rippled through logistics networks. Several U.S. importers began rerouting supply chains toward Vietnam, India, and Mexico, creating new demand patterns in transpacific ocean and air freight corridors. Customs broking, bonded warehousing, and inland transport volumes in North America surged as importers scrambled to adapt. Logistics providers are responding with rapid trade advisory services and

alternative routing strategies to accommodate real-time changes in cargo origin and value.

What Will Shape Logistics Through December 2025?

1. Continued Volatility in the Red Sea and Suez Canal

Security threats around the Red Sea are expected to linger throughout 2025. This will prolong vessel rerouting, drive up container turnaround times, and keep costs elevated. Companies will need agile planning models, port flexibility, and multi-carrier contracts to manage uncertainty effectively. Investment in East-West overland corridors, such as the India-Middle East-Europe Economic Corridor (IMEC), may accelerate as long-term alternatives.

2. Inflation and Interest Rate Headwinds

While global inflation is stabilising, logistics companies still face elevated costs in fuel, insurance, and infrastructure finance. Interest rates are likely to remain high through Q3 or Q4, tightening access to capital for asset-heavy expansions. Profitability will depend on operational efficiency, route optimisation, and collaborative customer relationships with transparent pricing models.

3. Sustainability and Regulatory Compliance

New emissions regulations, especially in Europe and parts of Asia, will pressure shippers and 3PLs to decarbonise operations. The EU's Carbon Border Adjustment Mechanism (CBAM) is a game-changer, forcing exporters to disclose embedded carbon and adapt supply chains accordingly. Scope 3 emissions tracking and green procurement strategies will become essential offerings for logistics providers.

4. Shift Toward Nearshoring and Regional Logistics

Nearshoring will accelerate in the Americas, Europe, and the Middle East. This will benefit logistics hubs in Mexico (for the U.S.), Poland and Turkey (for the EU), and the UAE/Saudi Arabia (for Asia-Africa trade). Cross-border trucking, regional air freight, and short-sea shipping will require new infrastructure investments and regulatory harmonisation.

5. Labour, Talent, and Automation Challenges

The shortage of skilled logistics professionals will intensify. While automation eases some pain points, it also demands new skills in tech integration, cybersecurity, and AI operations. Logistics providers that invest in their workforce through certifications, upskilling, and inclusive hiring will outperform those that rely solely on automation to solve capacity gaps.

6. Urban Logistics and E-Commerce Pressures

Urban logistics will be a defining battlefield, particularly in fast-growing cities like Riyadh, Lagos, Jakarta, and Nairobi. Micro-fulfilment centres, last-mile EV fleets, and delivery drones will see increased adoption. Companies will also need to align with municipal transport policies, congestion pricing, and emissions zones.

7. Geopolitical Risk and Supply Chain Contingency

Geopolitical risks remain high in regions like Eastern Europe, East Asia, and the Middle East. Logistics planners must build robust business continuity frameworks, diversify supplier networks, and invest in real-time visibility. Risk-aware routing and scenario planning will become standard operating practices.

8. Cybersecurity and Digital Freight Platforms

The digitisation of freight via platforms, blockchain documentation, and AI-driven planning comes with increased exposure to cyber threats. From ransomware to data theft, the logistics sector is vulnerable. By year-end, expect more investment in cybersecurity infrastructure, regulatory compliance (e.g., GDPR, ISO 27001), and API security across integrated platforms.

9. Tariff Repercussions and Trade Route Realignments

The latest U.S. tariffs will likely remain in place through 2025, continuing to impact logistics flows, particularly on the transpacific route. Shippers are accelerating dual-sourcing strategies, shifting volumes to Southeast Asia and Latin America. Freight forwarders and 3PLs will need to expand customs advisory services and maintain flexible capacity planning to keep pace with shifting trade lanes. North American intermodal demand, inland container depots, and warehousing services will experience continued pressure as importers seek to minimise landed costs and tariff exposure.

Conclusion

The logistics industry in 2025 is at a pivotal inflection point. What once was a stable, behind-the-scenes enabler of commerce is now a strategic battlefield of innovation, policy, and customer experience. As global supply chains reconfigure to thrive through the rest of 2025, logistics leaders must invest with purpose, build agility into their networks, and align bold decision-making with long-term sustainability. The winners will be those who embrace complexity, lead with foresight, and turn disruption into strategic opportunity.



Kim Winter

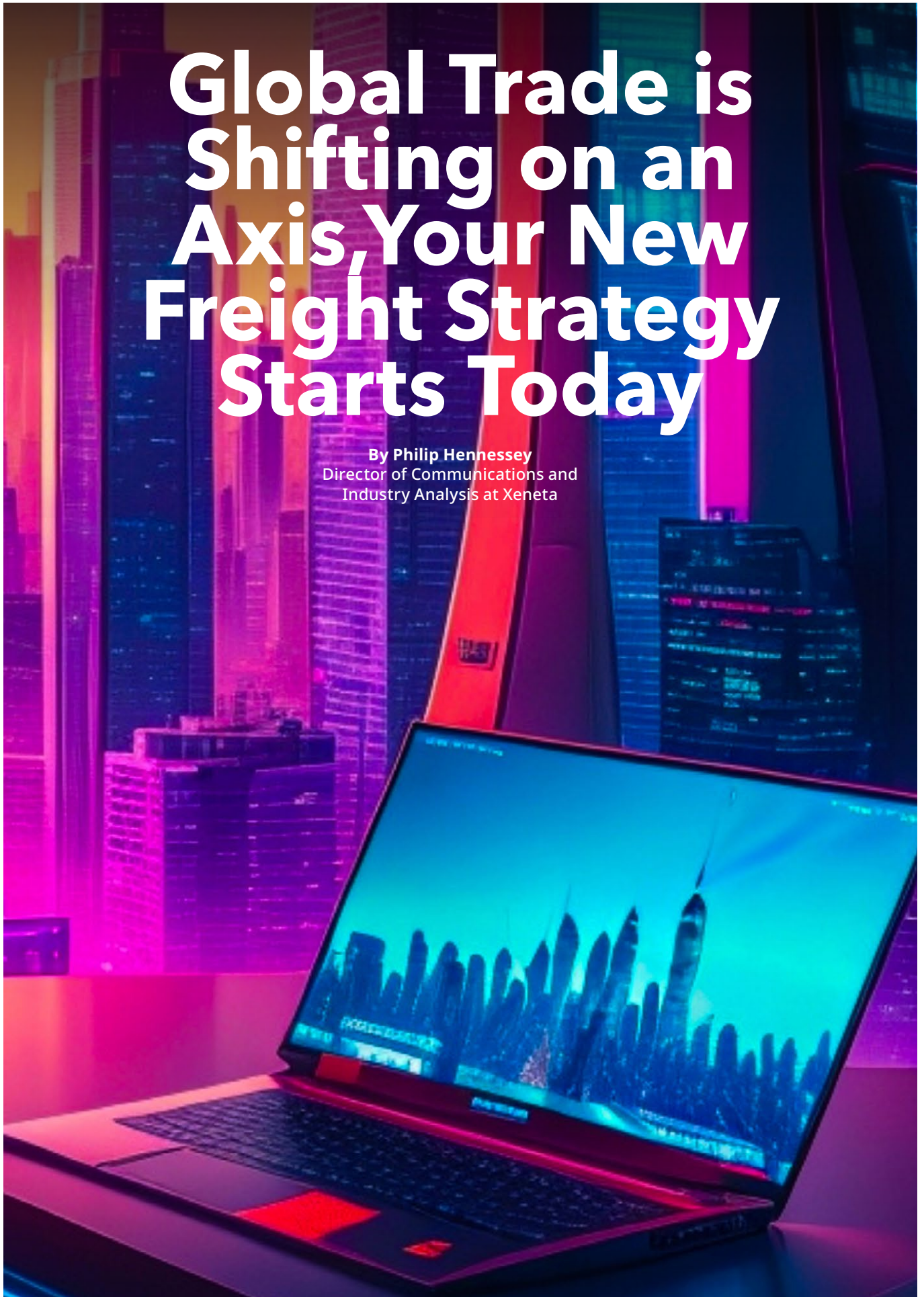
Founder & Group Managing
Director at Logistics
Executive Group

Kim delivers 40 years of executive leadership experience spanning executive search and recruitment, executive coaching, career transition, corporate advisory, consulting, and M&A across the supply chain, logistics, 3PL, e-commerce, cold chain, FMCG, retail, maritime, aviation, government, resources, and industrial sectors. He is the host of the Logistics Executive TV podcast platform, a regular contributor to industry media, a professional Master of Ceremonies, and is frequently invited to chair or moderate international events.

Kim is the co-founder and chairman of the not-for-profit humanitarian organisation Oasis Africa (www.oasisafrica.org.au), which provides sustainable 'Freedom from Poverty through Education' to over 8,000 mainly orphaned children in East Africa's slums.

Global Trade is Shifting on an Axis, Your New Freight Strategy Starts Today

By Philip Hennessey
Director of Communications and
Industry Analysis at Xeneta



Former British Prime Minister Harold Wilson once said, 'A week is a long time in politics,' but for those people working in global supply chains, it probably feels like an eternity right now.

Many businesses will feel like a kite in the breeze, helplessly being taken in whichever direction the geopolitical winds are blowing.

The escalating US-China trade war is threatening to shift global trade on its axis, meaning shippers must adapt their supply chain strategy to a new era of increased volatility and uncertainty. This will not only be the case on major fronthaul trades from the Far East to the US and Europe but also on intra-Asia trades.

More containers are shipped on intra-Asia ocean corridors than any other region on

earth. In fact, for every seven boxes that leave the Far East bound for the US and Europe, another eight are shipped within the Far East.

Clearly any disturbance to this delicately balanced trade ecosystem will have serious consequences.

If the geopolitical storm continues to rage, then the vast network of maritime trade routes will become even more difficult to navigate as shippers explore alternative supply chains and manufacturing setups.

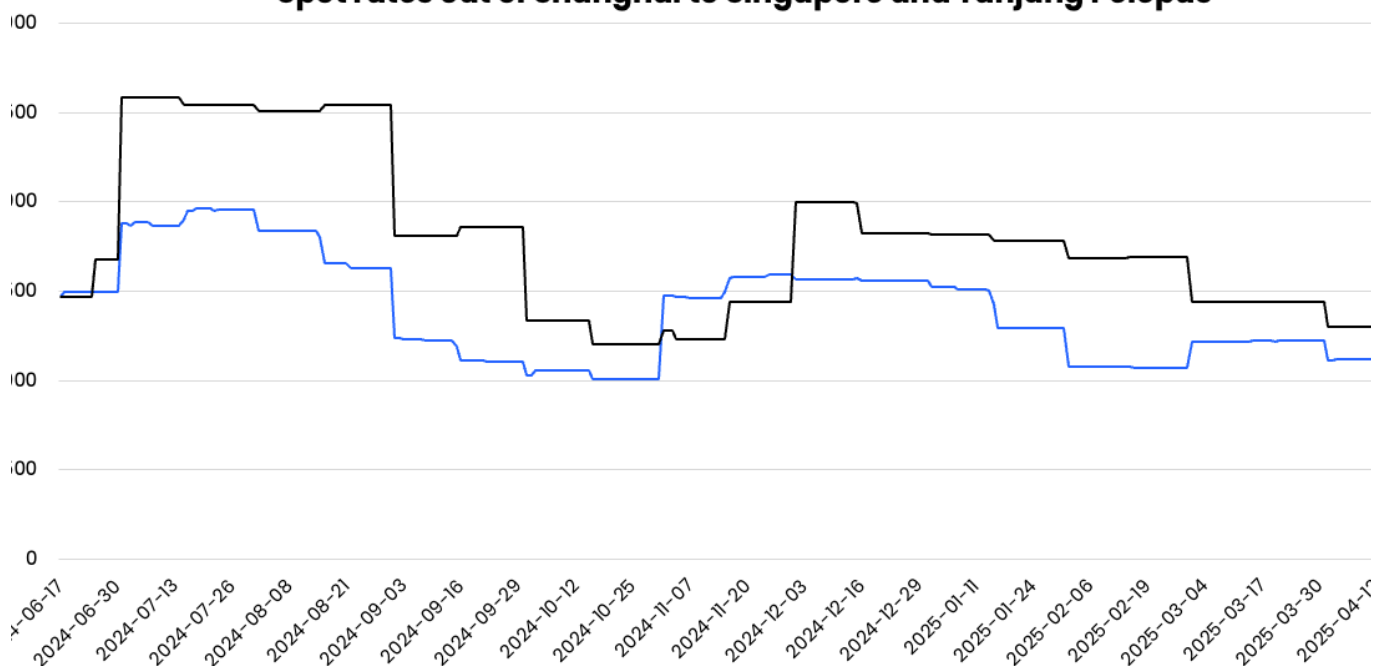
The journey to overcome these challenges will be painful, but if shippers have the right data and market intelligence at their disposal – and are willing to adopt new approaches to supply chain setups and freight procurement – perhaps they may be all the stronger for it in the long term.

Singapore and Tanjung Pelepas – the importance of data

To demonstrate the importance of data and market intelligence, we can use the Xeneta platform to compare spot rate developments on two key intra-Asia trades – Shanghai to Singapore and Shanghai to Tanjung Pelepas, Malaysia. We start our journey on 17 June last year, when average spot rates on these two trades were exactly the same at USD 1471 per FEU (40ft container). Given these are neighbouring ports, rates have historically tracked closely.

From that point on, there has been significant volatility – not only in terms of freight rate spikes but also the relationship between these two trades.

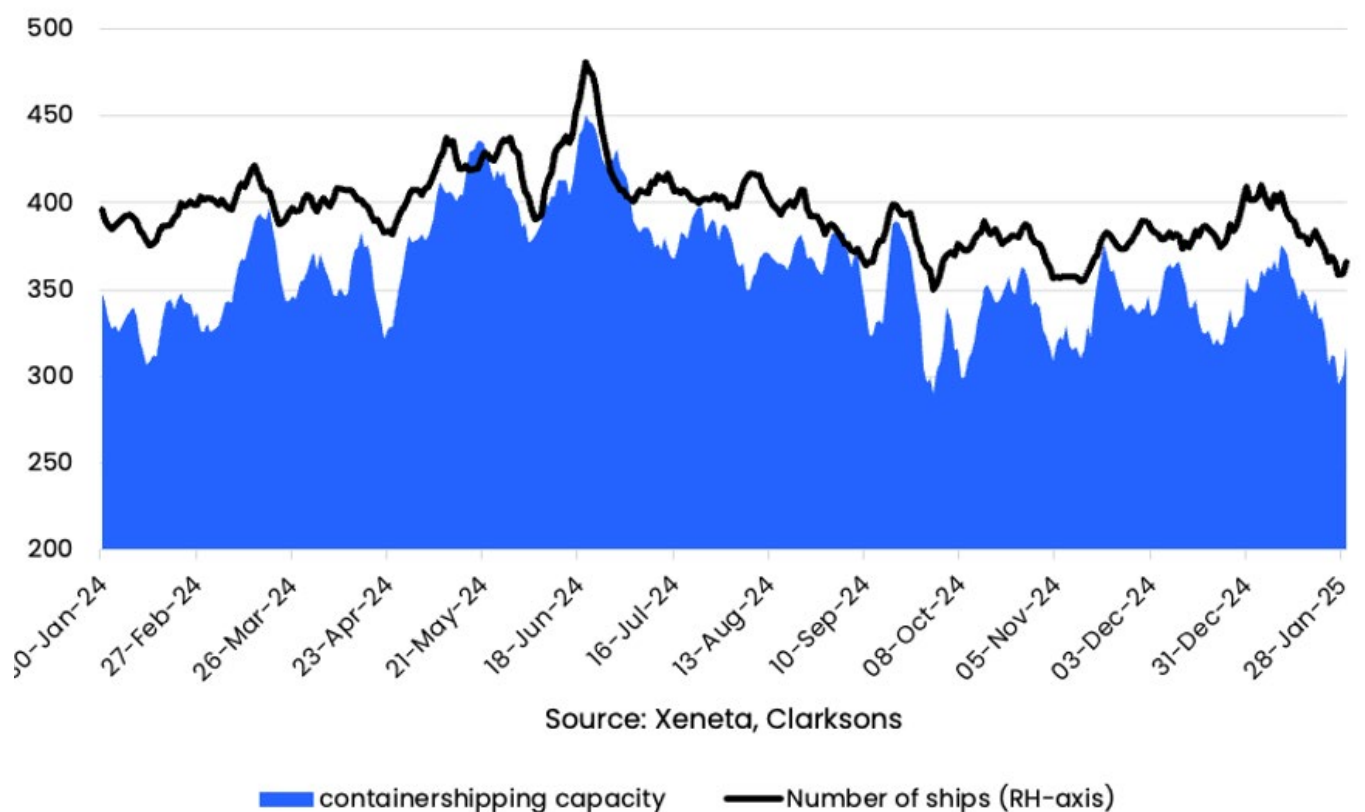
Spot rates out of Shanghai to Singapore and Tanjung Pelepas



Source: Xeneta

— Shanghai to Singapore — Shanghai to Tanjung Pelepas

Port congestion, Singapore



By 1 July, the spread in average spot rates between these trades had increased from zero to USD 707 per FEU. On the trade from Shanghai to Tanjung Pelepas, average spot rates increased 76% in just 14 days to stand at 2,585 per FEU. On the trade from Shanghai to Singapore, spot rates increased by a lesser 28% in the same timeframe to reach USD 1878 per FEU. What could have caused this spike in freight rates and distorted the relationship between these two trades? The Red Sea crisis...

Ripple effect of Red Sea diversions

With the majority of container ships on trades between the Far East and Europe/US diverting around the Cape of Good Hope in Africa, one

of the tactics carriers used to mitigate the impact of the longer sailing distance was increasing use of intra-regional transshipment services in Asia.

These good intentions had unintended consequences by causing massive port congestion, with Singapore – arguably the world's most important transshipment hub – at the epicentre of this ocean supply chain storm. The chart below shows port congestion in Singapore peaked on 20 June – at the same time freight rates from Shanghai were accelerating upwards.

This is where having data and market intelligence across intra-Asia trades is so important. Avoiding congestion comes at a cost.

Carriers were urgently looking for ways to ease the congestion in Singapore, with the neighbouring port of Tanjung Pelepas an obvious alternative.

The close proximity of Tanjung Pelepas made sense for shippers too because they would avoid Singapore and still be able to maintain cargo flow.

However, if shippers wanted to take advantage of the carrier strategy of increasing use of Tanjung Pelepas, they would have to pay a premium for the privilege, so rates increased.

We are now seeing the spread in average spot rates narrow once again to USD 176 per FEU, perfectly demonstrating why it is so important to continuously monitor the

freight rates offered on your existing trades as well as those you may turn to during times of crisis.

Long-term scenario planning in wake of tariff threat

The US-China trade war will define 2025 and perhaps become a watershed moment for ocean freight procurement.

Shippers across the globe are now approaching freight procurement in a new way – and it is about more than rates.

The Xeneta platform calls upon more than 600 million crowdsourced datapoints, including long- and short-term freight rates, transit times, schedule reliability, capacity, detention and demurrage and surcharges.

All this data is required in a robust procurement strategy capable of meeting the challenges of the modern world.

For example, Xeneta customers are using data to carry out long-term strategy and scenario planning. Many businesses responded to Trump's tariffs during

his first term in office by shifting manufacturing out of China and into countries such as India, Vietnam and Cambodia. Perhaps this massive investment has been diminished by the latest tariff announcement, and there will be caution when repeating this approach.

That doesn't mean you can't use data to carry out simulations of alternative origins for sourcing, whether that is freight rates, container shipping capacity or benchmarking the carriers operating on those trades. In addition, investors and shareholders are no doubt looking on and demanding to know what you are doing to protect the commercial interests of their business against these tariffs – so you better have a plan.

The game of tariff compliance Scenario planning could involve shipping goods from China to the US via another nation, such as Brazil. Tariffs are a game of compliance, so that means getting creative in your supply chains.

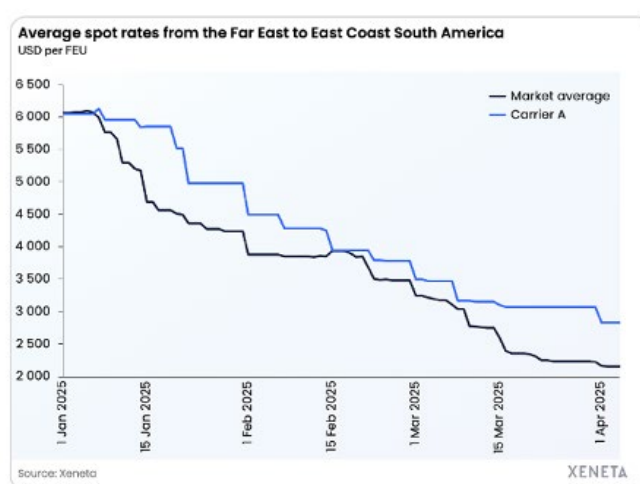
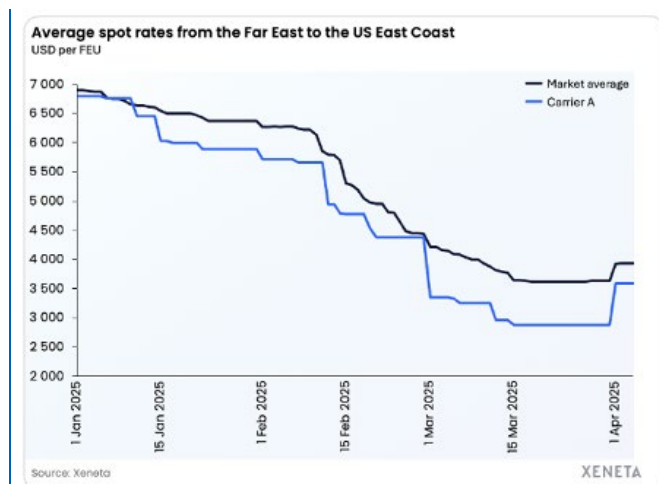
Of course, the shipper needs

to demonstrate the origin of the goods is Brazil, not China, whether that is by repackaging or repurposing, but the key point is the scale of the tariffs incentivises shippers to get creative and play this compliance game. Switching supply chains in this way is a complex undertaking and requires a breadth and depth of data a shipper may not need if they're moving goods on tried and tested major trade lanes. For example, which service provider to choose on your new trade lane?

Focusing on Brazil again, the below two charts show the spot rates the same carrier offers on the trade from the Far East to the South America Coast and the Far East to the US East Coast.

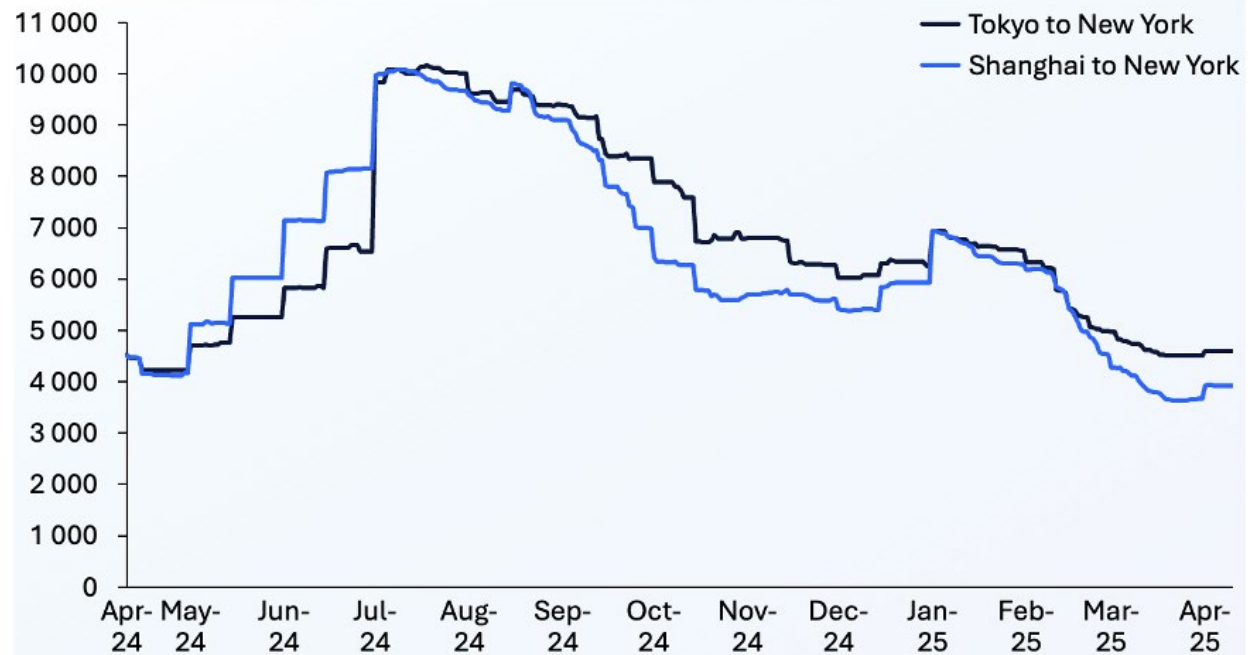
Carrier A offers below the market average into the US East Coast but above the market average into Brazil (the carrier is anonymised for the purposes of this article, but Xeneta customers have access to this data within the platform).

If a shipper is looking at diversifying supply chains and



Average spot rates from Shanghai and Tokyo to New York

USD per FEU



Source: Xeneta

XENETA

doesn't have access to this carrier benchmarking data, they may be left paying over the odds.

Port-level data is now a necessity.

It is now vitally important for shippers to have port-level data within the Far East region.

For example, a business shipping goods from Shanghai to New York may be considering switching the supply chain origin to Tokyo. If so, the below chart demonstrates the freight rate volatility between these two trades.

Right now, Shanghai is the cheaper of the two trades, but in the first half of 2024, Tokyo was the cheaper option.

If a shipper only has regional-level freight rate data from the Far East to the US East Coast, they have no way of monitoring the important market developments at a port level.

Transit times – risk and reward
Shifting supply chains comes with risk, and it is about much more than freight rates. Understanding transit times is another vital ingredient in a diversification strategy.

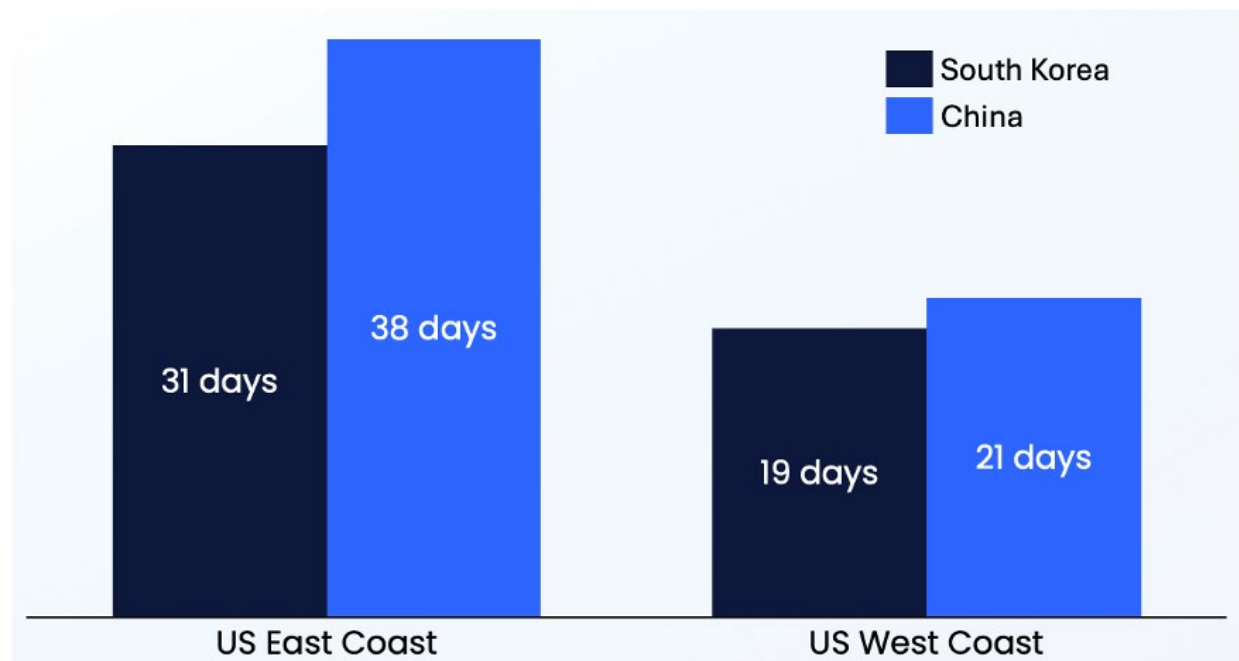
For example, the chart below shows Xeneta transit time data into the US East Coast and US West Coast from both China and South Korea. Importing into the US East Coast from South Korea rather than China would benefit from a shorter transit time by seven days. Into the US West Coast, the benefit is a lesser two days.

There are clear advantages to be gained from a shorter transit time, such as a faster time to market for your product.

However, there is also an inherent risk in not having this data. If a shipper chooses a new trade lane with a longer transit time and materials do not arrive at a manufacturing facility on time, or their goods are not on shelves, there are serious financial repercussions.

The world has changed – your new freight strategy starts today.

Average transit times to the US from South Korea and China



Source: Xeneta

XENETA

There is nothing anyone can do about Donald Trump's next move in the US-China trade war or whether the Houthis cease their attacks in the Red Sea.

However, that doesn't mean businesses can't use data to work proactively and make sure they are ready to make the right decision at the right time to protect their supply chain and manage freight spend.

The world has changed, and most agree that doing nothing isn't an option.

The challenge is knowing what your freight procurement strategy needs to look like in the future. And for that, data is your friend.



Philip Hennessey
Director of Communications
and Industry Analysis at Xeneta

Philip Hennessey is Director of Communications and Industry Analysis at Xeneta – the leading ocean and air freight data and intelligence platform.

He has played a leading role in establishing Xeneta as the industry's trusted source for data and insight, notably in providing neutral analysis in the aftermath of the Red Sea crisis and more recently the escalation in the US-China trade war.

Alongside Xeneta's team of industry-leading data analysts, this work has supported customers around the world to navigate the extreme volatility in ocean and air freight markets.

Previously, Hennessey was a journalist for more than a decade before moving into board-level communications and commercial roles at two of the UK's largest public transport and healthcare providers.



Ident Gate System

AUTOMATIC CONTROL DIRECTLY AT THE DOCK DOOR

THIS IS SICK
Sensor Intelligence.

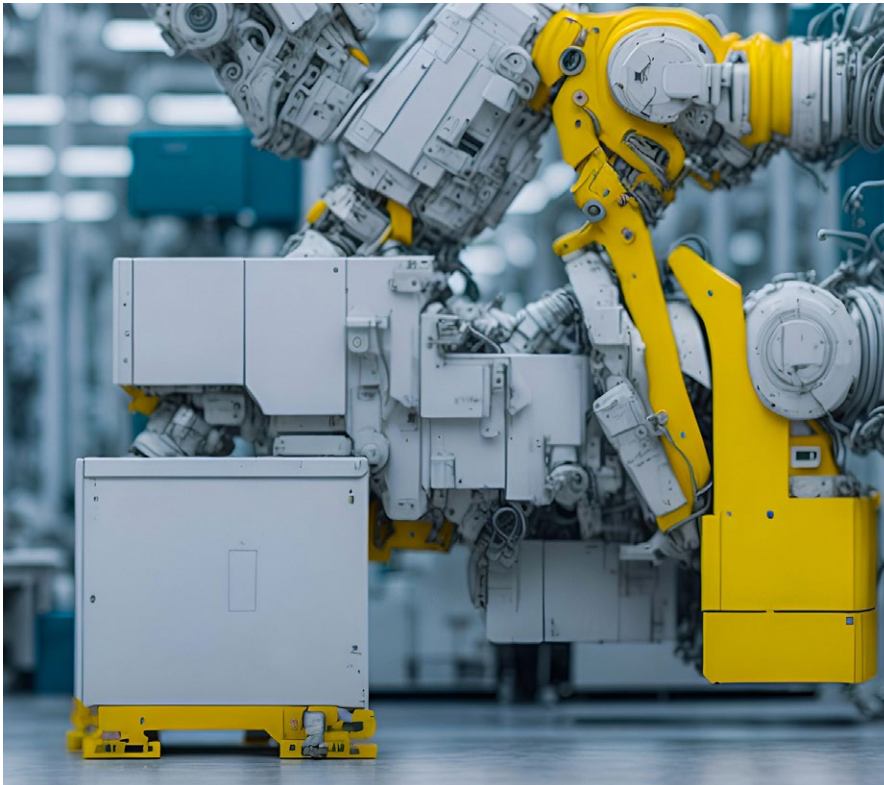
The Ident Gate System automatically identifies inbound goods directly at the loading dock based on shipping labels. The track and trace system detects the shipping labels as soon as the worker drives through the gate – without stopping – with a loaded pallet. The acquired data are compared with the available order details thanks to the direct ERP connection. A visual loading and status check indicates to the personnel whether the data matches.

The Ident Gate System has a modular structure and can be individually adapted. To round off the concept, selected identification technologies such as RFID, 1D and 2D, or even hybrid approaches can be combined with functions for measuring or classifying the containers. www.sick.com/sg



The First 100 Days: How Trump's Tariffs and Slimstock Are Shaping APAC Supply Chains in 2025

By Joost Rompen
Country Director of Slimstock Singapore



As 2025 is unfolding and well on its way, businesses in the Asia Pacific (APAC) region are navigating a rapidly shifting global trade environment. The first 100 days of U.S. President Donald Trump's administration set the tone with significant changes to U.S. trade policy, including new tariffs and protectionist measures aimed at reducing trade imbalances and protecting American industries. These policies might have wide-reaching consequences for global supply chains, particularly in the APAC region, where key exporters face rising costs and new challenges. The big lesson we have learnt up until now is that old agreements are being questioned, and the outlook is becoming more volatile.

While these policy changes and tariffs have introduced uncertainty and complexity to international trade,

supply chain optimisation solutions can help businesses stay resilient. By optimising inventory, forecasting demand, and streamlining supply chain operations, such tools can support businesses in navigating the evolving trade environment, ensuring efficiency despite new challenges.

The Immediate Impact on APAC Economies

In the first 100 days of Trump's presidency, the introduction of tariffs and the discussions surrounding those tariffs have had immediate and significant effects on APAC countries with strong export ties to the U.S. China continues to be the focal point of the trade conflict, with tariffs on goods such as steel and electronics. This has increased production costs for Chinese manufacturers

and disrupted established supply chains. Similarly, Japan and South Korea, major exporters to the U.S., have seen higher tariffs on automotive and electronics products, raising costs for these businesses and making it harder to maintain their market share in the U.S. economy.

For Singapore, while its trade agreement with the U.S. (the USSFTA) shields most products from tariffs, the 10% baseline tariff on all imports applies to key exports such as semiconductors and pharmaceuticals. As costs rise, companies in Singapore are finding ways to optimise their supply chains to stay competitive in the face of these tariff-induced pressures.

Global Trade and Supply Chain Disruptions

Trump's tariffs not only raise the prices of imports immediately but also create long-term uncertainties in global trade. Countries affected by the tariffs may retaliate, leading to an escalation of trade barriers. The increase in the cost of goods—along with disruptions caused by shifting trade routes—has led businesses to rethink their supply chain strategies.

In addition, companies that have been heavily reliant on U.S. exports face the challenge of either absorbing the increased costs or passing them on to consumers. This dynamic is forcing businesses to

explore alternative sourcing strategies and adjust to a less predictable market.

In the long term, these tariffs could lead to a fragmentation of global supply chains as companies seek ways to bypass high tariffs by sourcing from countries that are not subject to the same trade restrictions. This creates a situation where supply chains become more localised, with countries forming new trade blocs to avoid the volatility created by shifting U.S. policies.

Mitigating Tariff-Driven Challenges

To remain competitive in this new trade landscape, businesses need to optimise their supply chains to maintain profitability and minimise the impact of rising costs. An inventory optimisation solution could, for example, offer a comprehensive approach to addressing the challenges posed by tariffs.

For businesses, the ability to forecast demand accurately is critical in an uncertain trade environment, with advanced forecasting capabilities taking into account seasonality, trends, and local conditions to help businesses predict demand and adjust their inventories accordingly. This reduces the risk of stockouts or excess inventory, ensuring businesses don't overcommit resources while also avoiding lost sales.

A multi-echelon inventory optimisation can help businesses manage inventory efficiently across multiple locations and sales channels, from distribution centres to retail stores and e-commerce platforms. The platform improves replenishment processes by providing businesses with cost-effective ordering strategies. By optimising inventory levels at every stage of the supply chain, businesses can continue to meet customer demand while minimising excess stock—even as tariffs create price fluctuations and supply chain disruptions.

Creating visibility with a Control Tower solution will help as a powerful nerve centre for supply chains, offering visibility and deep insights into the status of operations. By centralising data and streamlining workflows, it provides businesses with a clear and comprehensive view of their supply chain performance, enabling proactive decision-making and swift issue resolution. Combined with intuitive design and data-driven analytics, organisations will be able to identify inefficiencies, forecast potential disruptions, and optimise processes with confidence. Equipped with actionable capabilities, a control tower solution empowers businesses to navigate challenges with clarity, ensuring agility and continuous improvement in an increasingly dynamic market.

Strategic Recommendations for APAC Supply Chain Leaders

As businesses in the APAC region face the ongoing challenges of trade uncertainties and tariff impacts, there are several strategies they can adopt to optimise their supply chains and maintain profitability:

1. **Monitor Trade Policy Changes:** Stay informed about changes in global trade policies, as tariffs may evolve over time. By keeping track of these developments, businesses can adjust their supply chain strategies and proactively mitigate potential disruptions.
2. **Create Clear Overviews:** In a rapidly evolving supply chain landscape, clear overviews, like a Control Tower tool, deliver visibility, data-driven insights, and actionable intelligence, empowering businesses to navigate challenges with clarity and optimise operations for continuous success.
3. **Leverage Demand Forecasting:** By using a forecasting tool, businesses can better align their inventory with fluctuating demand, reducing the risk of stockouts or excess stock. This will help businesses respond more flexibly to shifting trade dynamics.
4. **Streamline Inventory Management:** Through multi-echelon optimisation, businesses can achieve

greater visibility across their entire supply chain, ensuring that inventory is managed effectively across locations. This can help reduce excess stock and improve efficiency.

Navigating the Road Ahead

The first 100 days of Trump's presidency have brought significant changes to the global trade environment,

and the effects of these changes will continue to reverberate through APAC supply chains in 2025. Tariffs on imports to the U.S. are forcing businesses to reconsider their sourcing and supply chain strategies, adding complexity to an already volatile market.

To succeed in this new environment, businesses need to focus on efficiency, optimisation, and agility.

Slimstock's suite of solutions provides a comprehensive approach to managing inventory, forecasting demand, and reducing waste, enabling businesses to stay competitive even when facing tariff-induced disruptions.



Joost Rompen
Country Director of
Slimstock Singapore

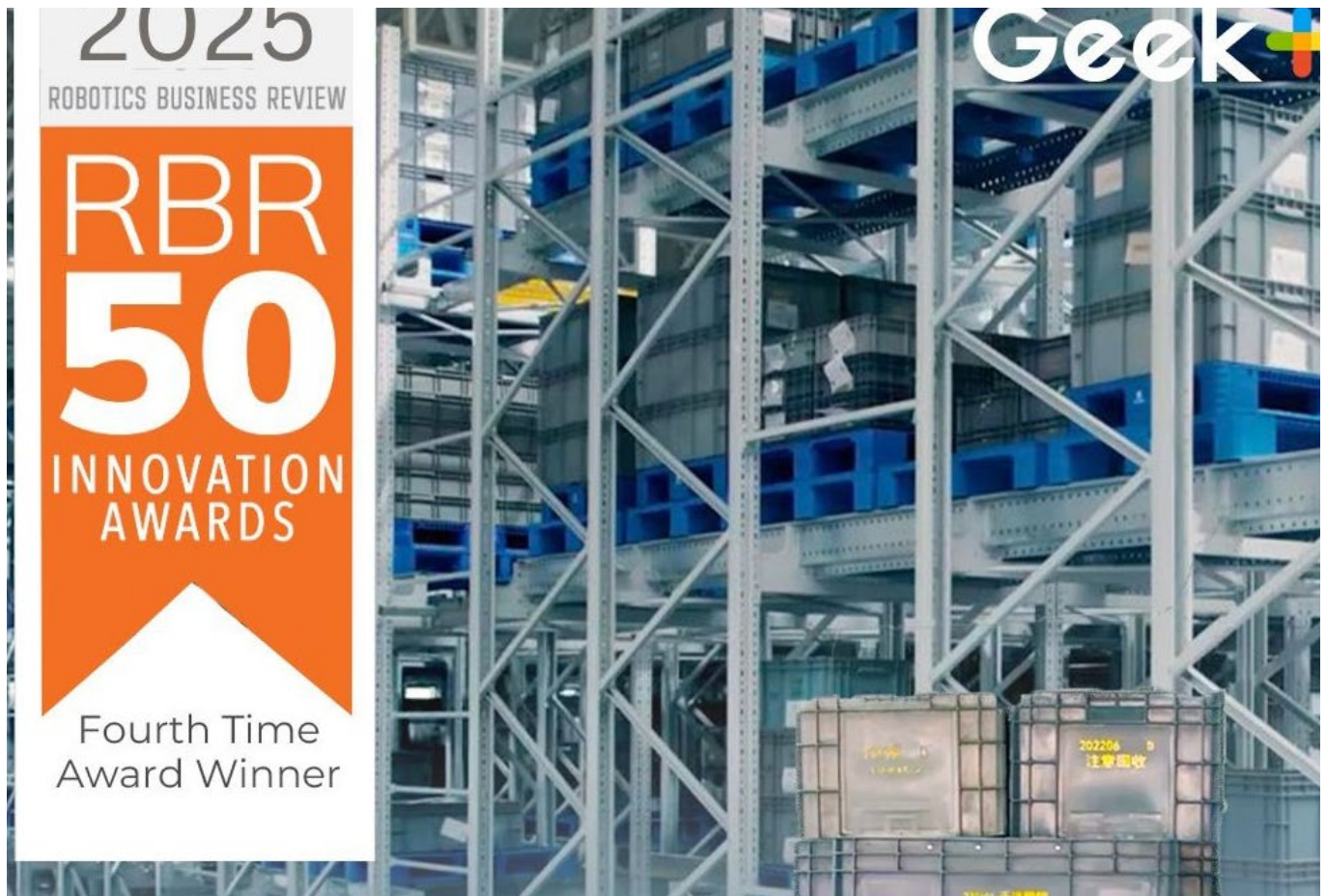
Joost Rompen is the Country Director of Slimstock Singapore, a knowledge company that provides global enterprises with its award-winning inventory optimisation solutions. He is a seasoned supply chain specialist with close to 20 years of experience holding senior roles in planning, analysis and management. His experience underpins his deep understanding of how the supply chain forms a vital backbone of any stock-holding company and how leveraging the right IT tools can enhance supply chain efficiency, which in turn benefits the entire organisation.



The First 100 Days.

What Lies Ahead for the Rest of the Year?

Dave Ching
Head of Sales at Geek+



As the logistics industry advances into 2025, a common challenge resonates across global supply chains—how to deliver faster, more sustainably, and with greater operational agility. Rising customer expectations, labour constraints, and sustainability goals are reshaping warehousing priorities. In this landscape, automation is no longer a luxury—it's a necessity.

At Geekplus, our first 100 days have been a reflection of our readiness to meet these demands. Through award-winning innovation, global market participation, and the launch of several new automation solutions, we are helping businesses reimagine what's possible in fulfilment.

Starting the Year with Momentum

Deliver Asia 2025: Regional Commitment

Our year began with participation in Deliver Asia 2025, reinforcing our commitment to supporting Southeast Asia's growing demand for scalable, efficient automation. This event represents more than a calendar appearance. It reflects our strategic commitment to Asia's logistics evolution.

As one of the world's most fast-paced and diverse regions, Asia demands localised, responsive automation solutions. The event offered an ideal platform to engage with decision-makers shaping the region's logistics future and provided an opportunity to align our product

development with regional business models, particularly in the e-commerce and urban delivery segments. Our involvement in Deliver Asia has already opened doors to new partnerships, regional insights, and opportunities to localise our offerings for optimal results.

Deliver Asia also gave us a platform to exchange ideas and share best practices in a rapidly changing landscape—supporting both business agility and operational excellence.

LogiMAT 2025: Showcasing the Future of Automation

LogiMAT 2025 served as the global stage for unveiling three next-generation automation systems—each built to address specific

operational pain points.

PopPick v2: Dynamic slotting with the ultimate shelf-to-person solution

PopPick v2 delivers 67% higher efficiency than traditional picking methods and reduces the required footprint by 50%, optimising space utilisation while boosting productivity. The system's dynamic slotting feature enables smarter inventory management, while its ergonomic PopPick Lite workstations prioritise operator comfort and safety, making it ideal for high-demand environments.

RoboShuttle v4: Advancing Tote-to-Person Fulfilment

RoboShuttle v4 redefines high-volume order fulfilment with enhanced throughput capabilities and up to five times more storage capacity than prior systems. Combining RS and RS Air robots, this system handles steady and variable order volumes with ease, making it

particularly effective during peak season operations. Upgraded safety features and seamless integration with existing systems ensure a secure and efficient workflow, allowing businesses to scale operations without disruption.

SkyCube v2: Elevating Pallet-to-Person Efficiency

SkyCube v2 integrates high-density pallet storage with automated picking, supporting cross-floor operations through a multi-level design. It delivers up to 35 per cent higher storage density than traditional automated systems and five to eight times the efficiency of floor-based systems. Designed for cross-floor operations, the solution integrates seamlessly with the software platform for unified scheduling, reducing rack steel usage and offering a cost-effective solution for large-scale operations.

These solutions underscore our mission to make automation both practical and powerful—enabling customers to address today's

constraints while preparing for tomorrow's growth.

ProMat 2025: Strengthening Industry Connections

While product debuts were reserved for LogiMAT, ProMat 2025 was a pivotal relationship-building milestone. It served as a vital platform for engaging with long-term customers, forging new partnerships, and aligning our offerings with the evolving expectations of warehouse operators across North America.

Among the technologies showcased was PopPick v2, introduced with strong interest for its flexible deployment capabilities. Combined with collaborative sessions and customer success stories, ProMat solidified our position as a trusted automation partner in a rapidly changing market.

Recognised for Industry Leadership





In the first quarter of 2025, Geekplus earned multiple accolades that reflect our continued impact in shaping the future of warehousing:

- RBR50 Robotics Innovation Award, where Geekplus was selected for the fourth time as one of the most transformative robotics companies globally. This year, the spotlight was on our SkyCube solution—highlighted by Unilever’s adoption at its largest distribution facility.

According to RBR’s report, Unilever turned to SkyCube to significantly boost throughput and improve inventory access across multiple product categories. The system now supports some of the highest-volume operations in their global supply chain.

- Game Changer Award, recognising our role in redefining automation norms through adaptive, high-performance systems.
- Brand Excellence Award, which reflects our ongoing dedication to innovation, quality, and long-term

customer success.

This recognition speaks not only to our engineering capability but also to the tangible results delivered in complex, high-throughput environments.

Strategic Focus for the Rest of 2025

Following an impactful first quarter, Geekplus is channelling its momentum into three strategic focus areas, each aligned with the successful debut of our new automation solutions and long-term operational scaling.

1. Global Rollout and Customer Adoption of New Solutions

With strong reception at LogiMAT 2025, the priority for the remainder of the year is the accelerated deployment of our newly launched systems—PopPick v2, RoboShuttle v4, and SkyCube v2. These solutions have been engineered for fast implementation and adaptable integration across a variety of warehouse formats,

from mid-sized regional hubs to high-volume distribution centres.

Deployment roadmaps are underway across North America, Europe, and Asia-Pacific. Each market has tailored roll-out strategies to reflect regional infrastructure norms, industry requirements, and labour dynamics. Our implementation teams are working closely with early adopters to ensure success metrics are met and customer feedback is rapidly incorporated into future enhancements.

2. Strengthening Partner Ecosystems

Partner collaboration remains central to Geekplus’s growth model. As demand for integrated automation increases, we are expanding our network of solution partners—including WMS providers, system integrators, logistics consultants, and resellers.

These collaborations are focused on co-developing localised implementation

models, standardising deployment frameworks, and integrating software platforms for seamless operations. Our goal is to reduce integration complexity and improve time-to-productivity across all deployment scales. In 2025, we are also enhancing focus on partner enablement programmes, certification pathways, and joint marketing initiatives to drive stronger go-to-market execution.

3. Improving the End-to-End Customer Experience

From initial consultation to deployment and post-implementation support, we are refining every step of the customer journey. Enhancements in documentation, training, user interface design, and remote diagnostics are being introduced to simplify adoption and maximise operational continuity.

Remaining Committed to the APAC Market

As the logistics sector continues to evolve, Geekplus remains steadfastly committed to the APAC market.

APAC is set to play a central role in the future of logistics innovation. Driven by expanding e-commerce and infrastructure investment, the region presents significant opportunities for automation that is both flexible and scalable. In markets such as Southeast Asia, Japan, Korea, and Australia, customers are seeking solutions that can be deployed quickly, integrated with diverse operating

models, and adapted to space and labour constraints.

To support this, Geekplus will:

- Expand localised engineering and service capabilities to meet regional expectations for speed, customisation, and long-term support.
- Strengthen local partnerships to accelerate implementation, co-develop market-specific use cases, and ensure seamless integration into complex ecosystems.
- Vertical storage optimisation, critical for customers maximising cubic utilisation in dense or retrofitted warehouses.

In the coming months, Geekplus will launch several new projects in the APAC region featuring different products from our expanding solution portfolio. These initiatives are designed to address a broader range of operational challenges, supporting businesses across various industries in achieving greater automation efficiency and fulfilment agility.

Geekplus remains committed to providing scalable, sustainable, and regionally relevant automation solutions.

Conclusion

The first 100 days of 2025 have provided both proof of concept and momentum for Geekplus. From global event showcases to the introduction of breakthrough solutions and recognition by respected industry bodies, we are moving forward with clarity

and purpose.

Our mission remains centred on empowering supply chains with the tools to operate faster, smarter, and more sustainably—regardless of size, sector, or geography. As we look ahead to the remainder of the year, we are focused on scaling our solutions, supporting our partners, and shaping the future of logistics through innovation that matters.



Dave Ching
Head of Sales at Geek+

Dave Ching is a Head of Sales for SEA & I, ANZ at Geek+, a leading company specializing in smart logistics. Dave is a supply chain and logistics automation expert for more than 8 years. With a strong background in technology and innovation, he drives the company's growth by helping businesses with Geek+ cutting-edge solutions for warehouse operation. Dave's strategic mindset and leadership skills have resulted in improved processes for clients in e-commerce, retail, and third-party logistics. He is a thought leader in the industry, actively sharing his insights at conferences and events in Southeast Asia and Australia regions. Please change Xenata Articles Topic to: Global Trade Is Shifting on Its Axis - Your New Freight Strategy Starts Today.

Building **Autonomous** Supply Chains with **AI**

Transform your logistics operations from a cost center into a growth engine with ElasticRun

2 Bn+

shipments handled



99.96%

on-time deliveries



400K+

vendors onboarded



Technology powering India's largest **logistics** and **fulfilment networks** is now a Global SaaS Offering.

 simplify@elastic.run

 <https://saas.elastic.run>



MALT

*Malaysia's International Trade Fair On Intralogistics,
Supply Chain & Process Management*

**26 ▶ 29
AUG 2025
MITEC, KL.**

Symposium Partner:



Organised By:

MTE

MTE EXHIBITION SDN. BHD.

Contact Us:



+603-7842 9863



info@mtexpo.com.my

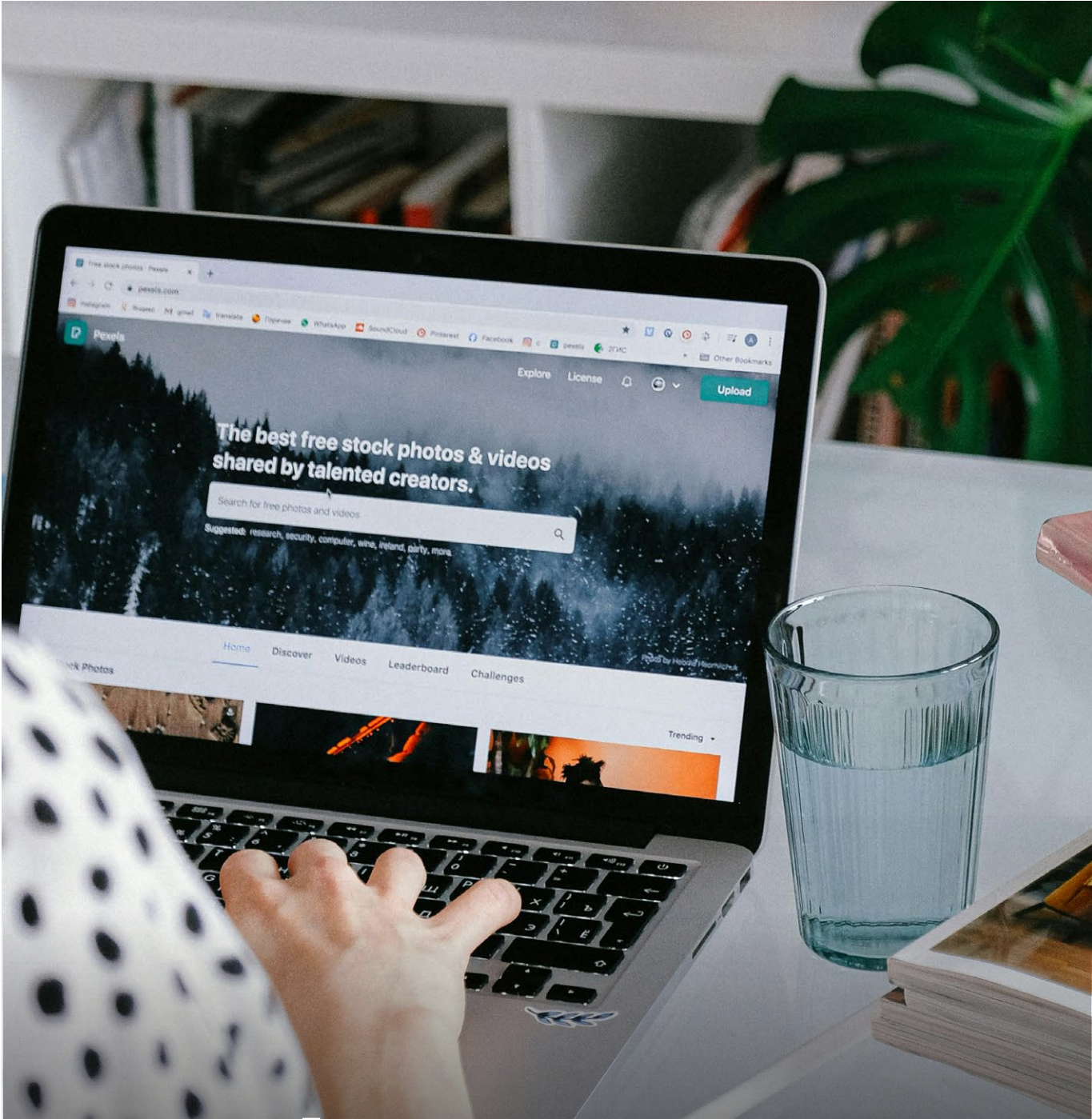


www.malt-expo.com.my



**SCAN
TO REGISTER**





Work From Home – It's as Green as Ever

By Timothy Foote
Director Transportation and Network APAC at
Asendia and Founder of Susymbio

When I've had conversations with management on reducing carbon emissions, it usually centres on activities core to the business's output, like the emissions caused during shipment delivery. But when companies calculate carbon emissions for their organisation, they are required to also factor in the emissions they make their employees generate. Managers quickly understand that international business trips for the company are part of their carbon footprint as an organisation. The same managers also need to recognise that getting to the office itself is also an emissions-generating activity.

Back in 2023 I wrote an article to show how much benefit our planet is gaining thanks to people simply working from home. Two years down the road, this fact still remains. This is, however, only one of the benefits we have gained in the logistics industry from the ability to work from home.

I know from my personal working life that my own company gains immeasurably from employees that are working from home. We have amazing experts that are located in towns and cities far away from any physical office. Additionally, we have many very talented employees that, due to their own health or family situations, simply would not be able to work in the physical office. If our human resources department were to restrict employment to only those that will show up to work in an office, our talent pool and overall access to talent would harm the organisation's ability to conduct business.

Maximising Emission and Cost Savings for Office Workers

Just centring on the emissions question, it is proven that allowing employees to work from home has great advantages for our planet. This is due to the reductions of energy used by employees to get to work as well as the lowering of energy needed to sustain an office (saving space and saving energy to cool or heat the space).

When we as individuals are going to and from work, we experience physically the emitting of greenhouse gases by our transportation sector. We can see the exhaust coming out of tailpipes from cars and trucks. We can hear the jet engines overhead. We can smell the pollution while walking near our busy roadways (sometimes covering our faces). We can touch it when wiping soot from our eyes and skin.

So what if everything was different? What if technology came into the picture that allowed for far less moving about in fossil fuel-burning transport? The recent pandemic offered a historic opportunity to see what a dramatic change in workspace cultures could have for our planet.

In my earlier article, I referenced a study on the impacts of working from home. A University of Warwick, U.K., study of two IT companies that moved 100% from WFO (work from office) to WFH (work from home) had a 97% reduction in purely commuting emissions.

Later studies also showed huge reductions in emissions. A Cornell University study which looked at the subject more holistically showed when the commuting reductions and the office running reductions are added together, the overall impact shows a 54% savings in emissions.

The Cornell study was also looking at the then-recent blended/hybrid or flexible work arrangements where employees were allowed to work from home at least 2 to 4 days and found emissions savings from 11% to 29%.

Reducing the office size and seat management was also identified as a key way to save emissions. This was in addition to saving money for rent, utilities and maintenance. The study showed that "seat sharing among hybrid workers under full-building attendance can reduce carbon footprint by 28%" for office emissions.

To summarise then – for optimal office cost and emissions savings, organisations should adhere to the following:

1. Having staff work from home reduces carbon emissions significantly, so allow as much as possible.
2. There are cost savings when office space is reduced as a result of staff working remotely - Organise and resize accordingly.
3. Further reduce emissions of your staff by providing them incentives to use public



offices for set hours is not an activity that has been around for thousands of years. Only early industrialisation made set hours for work a standard for efficient manufacturing.

As manufacturing work uses less labour today, we can continue to reset what will be the working culture for our post-industrial workforces. Let's make sure the reduction of emissions is primary to that culture.

transportation for work and personal activities.

Actions for Frontline Staff

Of course in our industry, many jobs require people to be at their workplace. In the US, for example, it was estimated that 57% of the workforce is considered "front-line, meaning that they would need to commute a fairly significant amount, with little opportunity to use technology in order to work remotely.

In these situations, some interventions by companies that want to reduce commuter and business travel carbon emissions could be :

1. Continue to keep air business travel to a minimum and track it closely.

2. Keep remote working as part of your business culture and continue to explore ways in which this could be more widely implemented or adopted.

3. Stagger work hours to help avoid having employees stuck in traffic congestion. This reduces emissions and unnecessary stress.

4. For sales staff that travel to clients – lease or rent electric transport instead of vehicles with internal combustion engines wherever possible, either for your employees directly or for car services you are using.

5. Incentivise public transport use amongst staff to reduce commuting emissions.

I want to end this article on a historical note. Working in



Timothy Foote

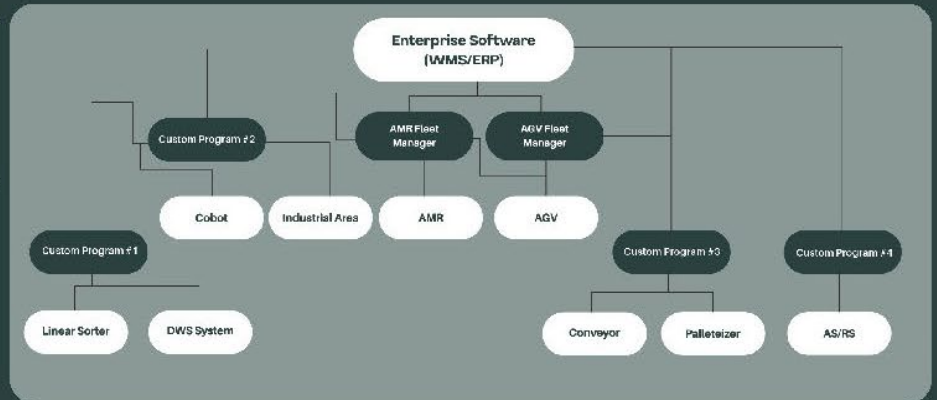
Director Transportation and Network APAC at Asendia and Founder of Susymbio

Tim Foote has worked in management positions at multiple MNCs for more than 25 years, gaining expansive expertise in logistical operations. He continues to craft delivery solutions for many e-commerce clients at Asendia. When it comes to sustainability, Tim first gained experience as the Head of Go Green at DHL eCommerce APAC. He later grew his knowledge as a trusted sustainability expert working for his own consulting business, Susymbio. Please reach out to him for any sustainability stories you feel are noteworthy. Let's green our industry together!

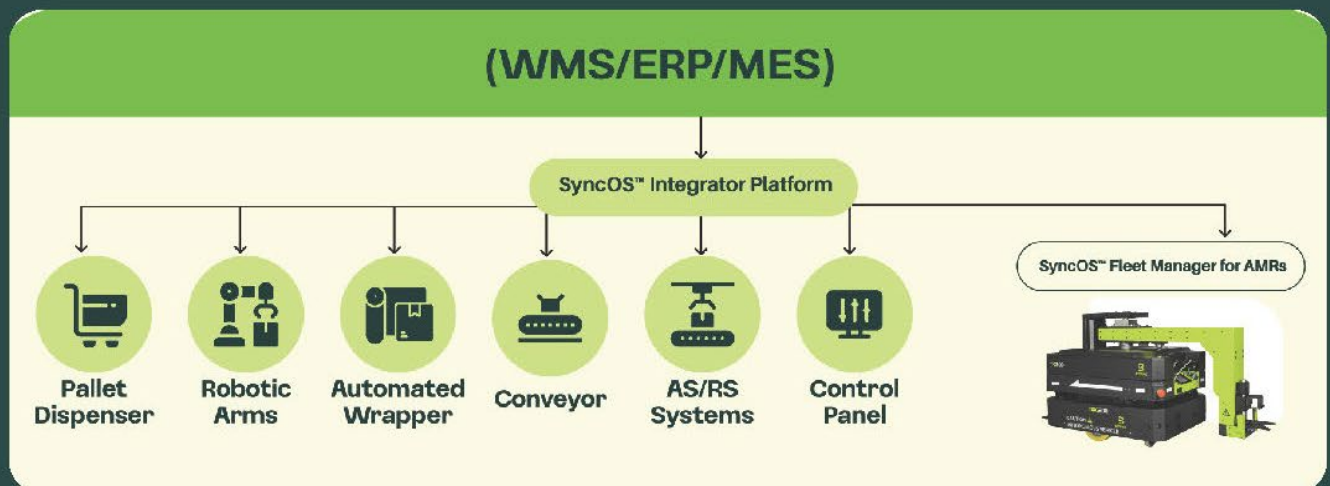
BOTSYNC

**AUTOMATING YOUR
OPERATIONS
SHOULDN'T GIVE YOU
A HEADACHE.**

Gone are the days of
complex, messy
integrations that require
multiple software systems



Introducing SyncOS™: One Platform to Integrate All Your Automation Systems



Build and manage workflows, and generate data-backed insights
from one no-code and brand-agnostic platform

Contact Us

contact@botsync.co
www.botsync.co



Fluent Cargo awarded Smart Freight Centre Accreditation for GLEC-compliant emissions calculations.

By Fluent Cargo, Smart Freight Centre and GLEC

The GLEC is a dedicated programme where companies and NGOs are dedicated to driving widespread, transparent and consistent calculation and reporting of GHG emissions.

This significant achievement acknowledges Fluent Cargo's commitment to delivering accurate, transparent emissions reporting that meets the global standard for logistics emissions methodologies. The GLEC Framework, which formed the basis for ISO 14083, is the primary industry guideline for calculating and reporting greenhouse gas emissions across supply chains.

The accreditation process involved rigorous evaluation of Fluent Cargo's calculation

methodologies, including documentation review and sample calculations testing. Fluent Cargo's approach, which incorporates actual vessel and aircraft data for enhanced accuracy, successfully demonstrated methodological conformance with GLEC standards.

In an increasingly climate-conscious business environment, this accreditation enables Fluent Cargo's customers to confidently report their environmental impact in compliance with global standards, supporting their sustainability goals and regulatory requirements.

Archival Garcia, Fluent Cargo CEO, said:
"We're proud to receive this accreditation from

Smart Freight Centre, which validates our approach to emissions calculations. Our carbon calculator prioritises accuracy by using actual vessel and aircraft data whenever possible, ensuring our customers receive the most precise emissions reporting available. This aligns perfectly with our mission to provide a central source of truth for all aspects of cargo transportation, from routing and scheduling to emissions and market pricing. The GLEC Framework accreditation gives our customers confidence that their environmental reporting meets global standards."

Rebecca Powell, Program Manager – GLEC & Strategic Projects, Smart Freight Centre, said:

"We're pleased to welcome Fluent Cargo as an SFC Accredited Partner. By providing emissions calculations that conform with the GLEC Framework, Fluent Cargo is enabling organisations to measure, report, and reduce their freight transport emissions with confidence. Accredited partners like Fluent Cargo play a vital role in our collaborative ecosystem. Building transparency and accountability is essential as we work toward our vision of a zero-emission global logistics sector by 2050."

With this accreditation, Fluent Cargo joins a select group of SFC Accredited Partners committed to driving transparent and consistent calculation and reporting of greenhouse gas emissions across the logistics sector. The company's emissions reporting capabilities include vessel-specific and aircraft-specific emissions modelling, instant calculations for route comparisons, and comprehensive tracking tools for environmental impact assessment.



About Fluent Cargo

Fluent Cargo is an independent, mission-driven organisation dedicated to empowering our clients with instant access to essential shipping information. By consolidating schedules, port and carrier details, pricing, tracking, and emissions monitoring, we offer a centralised source of truth. This enables our customers to plan and manage shipments more efficiently and effectively, ensuring optimal cargo logistics.



About Smart Freight Centre and GLEC

Smart Freight Centre (SFC) is a global non-profit organisation dedicated to sustainable freight. The Global Logistics Emissions Council (GLEC) is an SFC programme where companies and NGOs work together to drive widespread, transparent, and consistent calculation and reporting of greenhouse gas emissions. The GLEC Framework provides a harmonised methodology for calculating logistics emissions across global supply chains.



FedEx Launches Its First Direct Singapore-U.S. All-Cargo Flight

By FEDEX

Singapore, April 15, 2025 — Federal Express Corporation, one of the world's largest express transportation companies, has further enhanced service between Southeast Asia and the United States with the launch of its first direct flight from Singapore to Anchorage. This new route makes FedEx the only logistics provider offering a direct, non-stop

connection from Singapore to the continental U.S. Key industries, including aerospace, healthcare, industrial, high-tech and semiconducting materials, will benefit from enhanced supply chain efficiency and improved connectivity to major U.S. markets. This new flight strengthens Singapore's position as a strategic logistics and air cargo hub for

Southeast Asia. Operating six times a week with a dedicated Boeing 777 freighter, the flight departs from the FedEx South Pacific Regional Hub at Changi Airport. There is also a direct return flight from Anchorage to Singapore operating once a week, with plans to expand to five flights per week in the summer to support the seamless flow of goods in both directions. The

flight improves transit times, allowing shipments picked up in Malaysia, Singapore and Thailand on Saturday to arrive in the U.S. a day earlier, on Monday. Businesses shipping from across this dynamic region will enjoy enhanced connectivity when importing and exporting to the U.S.

Trade between Southeast Asia and the U.S. remains an important corridor driven by e-commerce, high-tech electronics and manufactured goods. The new service reinforces FedEx's network connectivity and unique offerings, contributing to Singapore's role as a trans-shipment hub for global supply chains.

"At FedEx, we're revolutionising logistics by building smarter logistics networks that accelerate global trade, enhance speed, and boost efficiency," said Kawal Preet,

president of FedEx Asia Pacific. "Singapore's strategic location and world-class infrastructure make it a lynchpin for international commerce in Southeast Asia. Our new direct cargo route empowers regional businesses to expand globally with unprecedented agility, resilience, and competitiveness in today's fast-evolving economy."

"As a world-class logistics hub to global companies, Singapore's air and sea connectivity are our lifeblood. FedEx's new direct cargo route signifies a milestone for their South Pacific Regional Hub and aligns with Singapore's position as a global air cargo hub that connects the region to worldwide destinations. We look forward to enhancing our partnership with FedEx as we continually evolve our business ecosystem to enable global trade flows," said Chan Ih-Ming, Executive Vice

President, Singapore Economic Development Board.

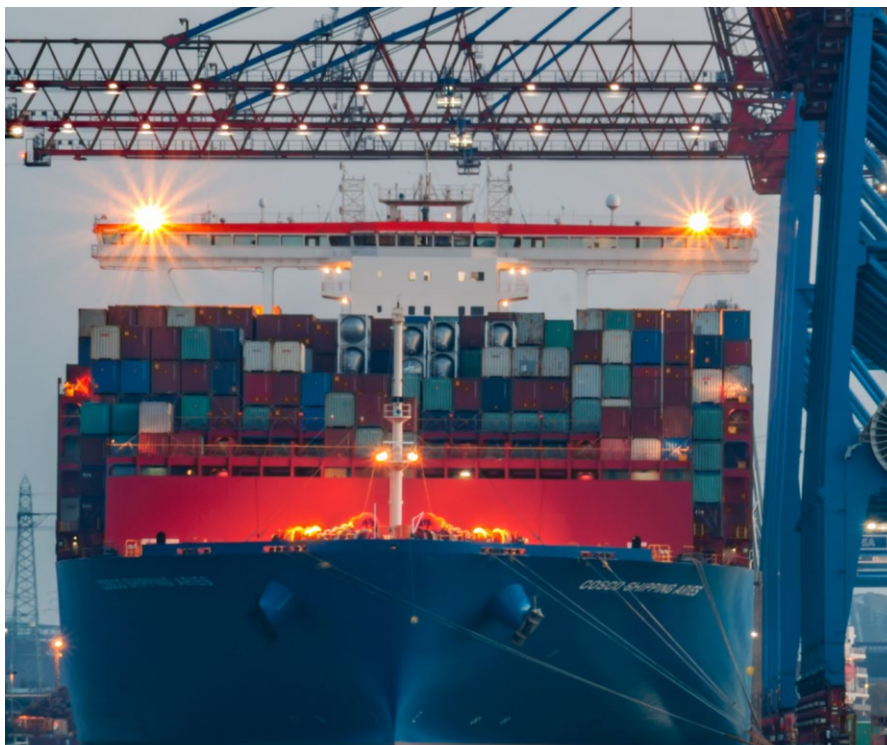
This new flight marks an important milestone in FedEx's long-term investment in Singapore, following the establishment of its regional headquarters in February 2024, reinforcing the company's commitment to supporting Singapore's aspirations of becoming a premier logistics and supply chain hub in Asia Pacific.

For more information on how FedEx is enhancing global trade connectivity and supporting businesses in Southeast Asia, please visit [FedEx Business Insights](#).



About Federal Express Corporation

Federal Express Corporation is one of the world's largest express transportation companies, providing fast and reliable delivery to more than 220 countries and territories. Federal Express Corporation uses a global air-and-ground network to speed delivery of time-sensitive shipments by a definite time and date.



Co-Organised By:



Co-Located With:



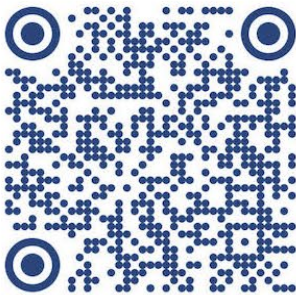
LogiMAT – LogiSYM

THAILAND 2025

15 - 16 October 2025

Bangkok, Thailand

SCAN HERE FOR
MORE INFORMATION



OR CONTACT US AT
info@logisym.org

www.LogiSYM.org





LOGISYM BRAND PARTNERSHIP

Connect with the APAC Supply Chain Community



LOGISYM 2025 EVENTS ACROSS ASIA PACIFIC REGION



20 - 21 May



20 May



20 May



19 - 21 May



27 August



17 - 18 September



17 - 19 September



15 - 16 October



November



27 November

SCAN HERE
FOR MORE
INFORMATION



or contact us at:
info@logisym.org
harjeet@logisym.org
+65 6208 7785

www.logisym.org



SWISSLOG

Future-ready intralogistics automation

Visit **Swisslog booth C15** at CeMAT South East Asia to discover cutting-edge automated materials handling solutions. Experience live demos of Swisslog's AMRs, AutoStore, and SynQ software, and learn how we can help future-proof your automation strategy!



CeMAT
SOUTHEAST ASIA



Visit us at the CeMAT Southeast Asia
May 19-21, Hall 3/Booth C15

[swisslog.com](https://www.swisslog.com)