The logistics magazine

ZIEGLER

..... n the Middle Kingdom

Benefit from our branches in China

ZieglerTrack

Online tool: the supply chain at a glance

Zebra story

Off to the Bahamas in a "made-tomeasure suit"

110 years **ZIEGLER** Group celebrates its anniversary

Welcome onboard

Editorial



Going down new and individual paths: That is how ZIEGLER finds transportation and logistics solutions for the benefits of its customers. We have done the same with our customer magazine onboard. Look forward to the magazine's new, light and airy layout. We have remained true to our principles in terms of the content: we report on news from the world of freight forwarding that will inspire you and move you forwards.

Enjoy the new layout!

AL DA

Thorsten Witt, CEO Switzerland, Germany

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ZIEGLER in the Middle Kingdom

Branches at strategically important sites

Only forwarding companies that are themselves present in China can perfectly implement logistics projects for European clients. The reason for this is simple: to successfully import and export from and to China you require know-how, native speakers and networkers all directly located in the economically so important Middle Kingdom. ZIEGLER has been active in China and Hong Kong for more than 20 years with ZIEGLER Asia. The Asia organisation is wholly owned by ZIEGLER and works under our own Ziegler A licence.

Strategically beneficial locations

ZIEGLER Asia has branches at strategically beneficial locations. They cover the whole territory of China: Shenzhen, Xiamen, Ningbo, Shanghai, Tianjin, Qingdao and Chongqing. The ZIEGLER office in Hong Kong also supports all the Chinese offices in the fields of finance and accounting, human resources, law, IT, key accounts and overall management.

Services

All the locations of ZIEGLER Asia offer services such as:

- Sea and air freight
- Truck transport combined with warehousing and distribution
- Rail transport
- Value-added services
- Customs clearance
- Supply management

Importers have a direct line to the local logistics in the form of ZIEGLER Asia and the ZIEGLER teams open up the local market for exporters.

Logistics with the power of the dragon

ZIEGLER in China: your partner for imports and exports

China is a land in transition: until just a few years ago, the country was mainly an export market and extended production line for companies in Europe and the United States. Since then, China has increased its import market, in part by importing more and more luxury and consumer goods. With its own Chinese branches, ZIEGLER is the ideal local link – for both imports and exports.

Global logistics solutions

As a high-performance provider of logistics services in the Far East, ZIEGLER offers global logistics solutions. The offices in Europe work with the sites in China to coordinate the collection, shipment and delivery of consignments to and from China – to the port of destination or even to the delivery address. In China, ZIEGLER offers the logistics services that people have also grown accustomed to from Europe.

Advantages for ZIEGLER customers

Through having its own sites in China, ZIEGLER offers

- proximity to your suppliers or customers in China and Hong Kong
- an international logistics solution for the entire supply chain
- supplementary logistics solutions in China
- organisation of overland transport with fixed local partners
- customs specialists

Transparent supply chain

Digitisation is steadily increasing in China, and ZIEGLER is constantly updating its IT systems to provide its customers with bespoke solutions. The teams in the Chinese offices work with ZIEGLER's universal software "ZieglerTrack" – which creates complete transparency in the supply chains. For instance, ZIEGLER produces monthly reports which present the entire supply chain for a key



Benoit De Swert, CEO ZIEGLER Asia.

account. "Of course, we have to remain innovative because the environment in which we operate is constantly changing and we offer logistics solutions," said Benoit De Swert, CEO of ZIEGLER Asia. "Data flows will play an even more important role in logistics in the future – between suppliers, dealers, forwarding companies and shipping companies."

Trained specialists

ZIEGLER Asia employs more than 150 specialists, and the management of every branch is in the hands of very experienced people. Regular training courses ensure that all employees are always completely up to date with the latest technical developments. Employees have been selected for the teams in China who suit ZIEGLER's philosophy: entirely oriented to customers and offering them the best possible service.

Text: Benoit De Swer



"The local low-down"

Q&A: three questions for Samuele Incognito, Head of Air and Sea Freight at ZIEGLER Switzerland

What benefits do ZIEGLER's European customers derive from the fact that ZIEGLER has its own branches in China?

Thanks to our local presence in the most important locations in China and our resulting know-how, we can address customer requests or requirements in much greater detail. A further, essential advantage is the fact that we have the same systems. Files, documents and instructions can be electronically transmitted directly to our systems.

What should importers and exporters basically look out for if they want to receive or ship consignments by sea freight from or to China without any delays, if at all possible?

Importers should inform us as soon as possible about a new consignment. Thus, we can already instruct our local staff to proactively monitor the shipment before it is collected, and respond faster to any delays or irregularities. Exporters should check the Incoterms prior to placing the order and inform us of any of the recipient's special requests, for example if the consignment has to be cleared via a special customs office in China or there are special delivery conditions at the place of receipt. Having complete and upto-date information in advance helps to avoid unnecessary costs.

In terms of imports and exports to and from China, what services does ZIEGLER offer to set itself apart from the competition?

Due to our Chinese presence, we offer our customers the local lowdown and great expertise. I would be happy to draw your attention to our "ZieglerTrack" IT solution, which only a few freight forward-



Samuele Incognito.

ing companies can offer their customers in this form. Using our IT solution, customers can track shipments, download and upload documents, and track consignments at the level of individual products.

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CHINESE NEW YEAR

Plan your shipments in good time

The big festival in Asia from 5 until 11 February 2019: how to make your logistics work on national holidays

The Chinese New Year festival is the most important national holiday in Asia – essentially THE national holiday of your suppliers. In the forthcoming year, 2019, the festivities begin on 5 February and last until 11 February. For Asia-European logistics, the wonderful festival means a state of emergency – and precise planning in advance. Importers that plan their shipments on time with ZIEGLER can stay relaxed.

The dispatch of goods on national holidays is very special compared to normal working days. Even larger numbers of goods are shipped during the holidays, and most shipments are subject to time pressure. That can have a marked impact upon your business activities.

How important is the Chinese New Year?

In general, production is shut down in China during that time, due to the fact hundreds of thousands of manufacturers are away celebrating. The majority of the employees are migrant workers. But the manufacturers are not the only ones to feel the impact: shops in major cities are also affected by it. Very probably everything will come to a standstill throughout the country.

How long do the holidays last?

The official national holidays last one week. Even though the actual holiday doesn't last very long, the celebrations frequently last longer. Most Chinese companies close one or two weeks before the national holidays so that their employees can travel to their families. So you are best off imagining that there will be a further week off beforehand and another afterwards. This means that your suppliers' workers will not be available for three weeks.

What do you do if you need your consignment from China before the Chinese New Year?

- Stay in close contact with your seller to ensure that the production proceeds as scheduled. Check the production speed; include enough time in your plans to be able to correct possible production errors. The workers are pressed for time and are already looking forward to taking their holidays and spending time at home with their families. So be careful to ensure that your suppliers don't perform orders in a rush with defects which normally wouldn't be permitted.
- 2. Schedule two weeks for bookings and another week for ETAs (electronic travel authorisations) in the event of delays. Factories try to send more and more orders the closer the New Year approaches. If you wish to plan a strategy for the main season, then ensure you have a buffer for the holiday period.
- There are too many goods on ships before the holiday period. Occasionally, a container will be conveyed on the next available ship due to a lack of space. Also pay attention to the availability of domestic trucks.

What should I do if my order is not ready before the holiday period?

The fact of the matter is that manufacturing companies in China never know how many of their workers will return after the New Year. The workers frequently try to find another, better job. This causes production shortfalls. It takes one or two weeks before the manufacturers can produce at full capacity. Therefore, anticipate a 2- to 3-week delay and possibly even longer. Inform your customers of this as soon as possible. ZIEGLER recommends LCL deliveries if there are not yet enough goods for a full container.

Do your planning with ZIEGLER!

The potential effect of this national holiday should not be underestimated. If you do not plan ahead, shipments may be delayed by weeks. It is best if you receive your orders or shipments as early as possible – November or October are ideal months. Then you can schedule an additional month of stocktaking. However, if the procurement does occur during the holidays, be patient and stay in close contact with the factories.

Profit from ZIEGLER

Therefore, plan your consignments as soon as possible in collaboration with ZIEGLER. Then you will profit from the expertise of our import specialists:

- ZIEGLER has been au-fait with the Chinese New Year festivities for years.
- ZIEGLER in Switzerland and Germany has close contacts with the ZIEGLER branches in China.
- ZIEGLER has well-established partners at shipping companies – and also good contacts with rail and air freight providers.
- ZIEGLER quickly gets consignments through customs due to the experience of its staff.

ZIEGLER has experience of importing consignments quickly and on time.

The Chinese New Year festivities

The Chinese New Year is the biggest festival in the whole of East Asia. It is often celebrated for an entire week: families come together, cook together or go on vacation. New Year's Day is always on the new moon that falls between 21 January and 21 February. Every year, a new sign of the zodiac begins according to Chinese astrology: the year of the pig begins on 5 February 2019.

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A firm hand on your flows of goods

ZieglerTrack: Online tool to retain an overview of your entire supply chain

Are your nerves on edge? The goods you have already ordered are currently being produced abroad and the delivery date to your customer has been bindingly scheduled. However, lots can happen in the meantime. Can the delivery deadline be met? A lot of producers and traders face these challenges. ZIEGLER offers a professional solution in the form of "ZieglerTrack" – and helps to sooth your nerves.

You can only really ensure that deliveries are reliable by having an overview of the entire supply chain – from ordering through transport to on-time delivery. That is very easy these days, as ZIEGLER provides the appropriate online tool to this end: the "ZieglerTrack" order management system. It is ideal for exporters and importers



Thanks to "ZieglerTrack", delivery delays can be recognised in advance and transit time problems actively rectified. The system is networked with all the important shipping companies and constantly provides online notification of the current location of a consignment. Using the system, users can view all the information about the supply chain at any time, and can supplement and edit it – for instance, product numbers, product names, or stock units.

Conclusion: Using the "ZieglerTrack" online system, users get to grips with the flow of goods and significantly increase their delivery reliability. And the system has a pleasant side effect: it simplifies the daily organisation of the flow of goods.



ZieglerTrack – this is how you profit from it:

- 1. Increases delivery reliability
- 2. Optimises procurement logistics
- 3. You gain an overview of the supply chain
- 4. Optimises process costs

55,000 kilometres tolled

Overland transport in Germany: extension of truck toll charges



Now, no more exceptions apply: the truck toll applies on all federal roads in Germany. The German federal government will thus obtain a further reliable source of revenue. The state truck toll was extended to include all federal roads in Germany from 1 July 2018 - as laid down by the amended Federal Road Toll Act. This means that the toll road network will increase by an additional 40,000 kilometres of roads. At the moment, 15,000 kilometres on motorways and federal roads are subject to the road toll. At the same time, an amendment of the road toll has also taken place in Belgium.

Land freight

The upshot of this for freight forwarding companies and customers is that transport costs for trucks of over 7.5 tonnes must be recalculated everywhere. The German Freight Forwarding and Logistics Association has criticised the extension from the start, objecting that freight forwarding companies are forced to pass these costs on to the consumers. The freight and logistics charges in the fields of local and long-distance transport must be adjusted accordingly. The toll also affects container transports by direct truck. There is also an adjustment to the LCL pre-charge and follow-up charge. Moreover,

market prices also increased for diesel fuels at the start of the year.

Rail/Barge

In the case of rail / barge transport, the toll is also being adjusted individually in accordance with service providers' documentation.

Revenue: € 2.5 billion

The federal government in Germany anticipates future revenue from the truck toll of an average of \in 7.2 billion per year, if new rates also begin to apply on 1 January 2019 – that is about \in 2.5 billion more than before.

Toll control column on federal roads.

Zebra goes to the Bahamas in a "made-to-measure suit"

ZIEGLER Geneva airport: air freight with a stuffed animal

Zebras are individualists: every animal has its own striped pattern. Their black and white stripes make them unique. Some researchers suspect that the reason for the stripes is to ensure that individual animals can distinguish between one another in this way. ZIEGLER now had the opportunity of organising the transportation of such an animal at Geneva airport - however, it was a stuffed specimen. Travel destination: the Bahamas.

Veterinary permit granted

First challenge for the ZIEGLER team: the veterinary permit for the import. In the case of the stuffed zebra, a veterinarian opened the box to make sure the animal really was a zebra. Permit granted!



A cover keeps the dirt off.

Transport organised immediately

Then the ZIEGLER team had to organise the transport immediately because the permit was only valid for one month. ZIEGLER's employees collected the zebra from a furniture warehouse and organised the packaging. It was transported in a "made-to-measure suit" so that it could survive the flight undamaged. Flights were reserved with an air freight partner and the team completed the import formalities with the aid of a freight forwarder in the Bahamas.

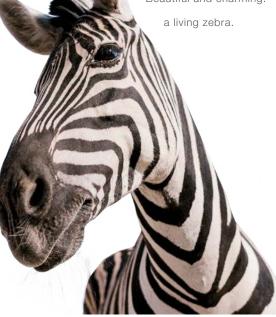
Perfect: animal delivered in one piece!

The eye-catching animal finally



Zebra in a "made-to-measure suit". protected for the trip to the Caribbean.

Beautiful and charming:



landed at the airport in Nassau, the capital of the Bahamas. A freight forwarder took receipt of the zebra. ZIEGLER had a few days' time to present the animal to the border veterinarian. Afterwards, the partner forwarding company delivered the zebra to its new owner - intact and in all its individually striped beauty.

Text: Camille Parent, ZIEGLER Geneva airport

Your contact

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Anniversary: Arthur Joseph Ziegler founded the ZIEGLER freight forwarding company 110 years ago

Arthur Joseph Ziegler had logistics in his blood: born in Switzerland in 1875, he started his career in the freight forwarding field as a 22-year-old. He gained his first vocational experience at SCHENKER & Cie in Vienna, with his uncle Gottfried Schenker - founder of the famous company of the same name. At that time, Vienna was the capital of the Austro-Hungarian Empire and was one of the most important cities in the world. But Arthur Ziegler wanted to know more: he completed periods of practical training abroad, which took him to Paris and finally to Antwerp, where he perfected his sea freight skills. After working as a consultant for several years at SCHENKER, he asked his uncle if he could buy the branch in Brussels. He then bought it in 1908. ZIEGLER S.A in Brussels was "born" - marking the start of a family business with a lot of passion for its work.

Nowadays the ZIEGLER group is successful worldwide, with a workforce of 3200 employees and 120 branches. Under the directorship of President Alain R. Ziegler, supported by his niece and General Director Diane Govaerts, the freight forwarding company generates an annual turnover of € 1.2 billion. Both company directors have the same characteristics as company founder Arthur Joseph Ziegler: they have logistics in their blood.



In search of new directions for plastics

Environmental report: plastic garbage patch in the Pacific Ocean is four times bigger than Germany

Far more plastic rubbish is floating in the Pacific Ocean than was previously known. A study by the journal Scientific Reports has arrived at this conclusion. According to this, the largest garbage patch between Hawaii and California covers an area of some 1.6 million square kilometres – four times the area of Germany. The patch contains at least 79,000 tonnes of plastic. About half of it consists of old fishing nets or similar materials. This is why the detritus is a big threat to fish, turtles and other marine life.

"We need to act now"

"We need a coordinated international effort to rethink and redesign the way we use plastics", Laurent Lebreton, the oceanographer who was the lead author of the study, told the Guardian. "Things are getting worse and we need to act now." At a European level, EU Vice Commission President Frans Timmermans is increasing the pressure for action: "By 2030, all plastics packaging will have to be reusable or recyclable."

Making the right fish purchases

Protecting fish stocks: The mobile WWF shopping guide "Fish & Seafood" helps you to make the right choices. Here you can see at a glance which fish you can buy without any reservations and which you should try to avoid at the moment.





Actively tackling plastics

The ZIEGLER employees collected 231 kilograms of plastic waste in Pratteln near Basel, a PET Recycling

SCHWEIZ collection point. In this way climate protection is promoted, energy saved, waste avoided and resources spared.



Dreams of glittering handbags

Customer portrait: Leather goods by APC NCC

Handbags which set fashion trends: decorated with flowers, adorned with butterflies or embellished with glittering materials. APC NCC Lederwaren Produktions- und Vertriebs GmbH in Obernburg, Bavaria thrills its customers with its fashionable collections – the trendy handbags are very eye-catching. The company, founded in 1913, has been running under the name of APC NCC since

2000 and manufactures and markets handbags, small leather goods such as purses and children's items. ZIEGLER deals with the logistics and importing the products from Asia. *on*board spoke to the company's managing director Hildegard Otter.

What trends do you currently detect in the leather goods sector?

In the case of our handbag collections, floral designs and playful patterns are in great demand. In addition there is a trend towards materials in silver and gold. Mint will be the next fashion colour for us. "Bumbags" are still very popular – i.e. small bags or belt bags that you can take with you to festivals, for instance.

Which products are you particularly proud of?

Our messenger bag with gold glitter and a denim bag with butterflies. We have really struck a chord with our clientele here. We set ourselves apart from the competition with these products.

You cooperate with ZIEGLER in the logistics field. Which products do you ship via a forwarding agency?



In cooperation with ZIEGLER we import handbags, children's items and purses from China by sea freight both as general cargo and also in the form of a complete 40-foot or high-cube container. In the case of urgent shipments, we also make use of air freight or transport via the new railway connection.

Do you use any other services provided by Ziegler?

The ZIEGLER team in Kelsterbach take a lot off our hands. They assume responsibility for the entire customs clearance. Moreover, the ZIEGLER staff collaborate with our traders in China – this also helps to reduce our workload. In addition, ZIEGLER organises the overland transportation of pallet goods directly to our customers.

Do you face logistical challenges when transporting your products?

Yes; time challenges! The timeframe for transportation laid down by the retail trade is becoming ever shorter and customs clearance is taking longer and longer. ZIEGLER ensures that the goods are transported to Germany .

www.apc-ncc.de

Welcome, Generation Z!

Generation Z challenge - or: how can I understand trainees?

Are trainees different now to earlier generations? Yes and no! Now Generation Z is entering the employment market and filling vacant apprenticeships – i.e. the generation of young people born after 1995. These young people are characterised by a high level of prosperity, globalisation and

the motto of 'Anything goes'. They wish to have regular working hours, permanent contracts and clearly defined structures in their working environment. In a nutshell: just like every other generation, Generation Z

has the right to its own identity and naturally emancipates itself from the previous generation.

FLEXIBILITY

ZIEGLER's trainers in Switzerland and Germany met up for a workshop and talked about the new generation. They agreed that young people's wishes for development opportunities and a high degree of flexibility must be met. At the same

FEAR OF THE FUTURE



time, one needs to understand that permanent employment is important to them. We are dealing with a generation whose difficulties are generally dealt with by their helicopter parents, who are always only addressed as premium customers, who conclude from this that they are premium individuals, and are just one mouse click away from all the answers to life's problems. Astonishingly, many members of this generation still have enormous fears about the future.



REGULAR

WOR

Generation Z knows exactly what opportunities are open to them in the world of work. As an employer, ZIEGLER looks for and finds answers to these questions. On the one hand, we need to reduce their fears by investing time and money in retirement models. On the other hand, we need to examine our structures and ask critically whether high degrees of flexibility are really effective for this generation – or whether there should perhaps be more rigid models.

The trainers at ZIEGLER do their utmost to provide the next generation with solid foundations.

There are challenges and great areas of potential in precisely this area. Our motto: Welcome, Generation Z!

Text: Daniel Peters, Personnel development and organisation

"Like working in a travel agency"

Apprenticeship graduation at ZIEGLER Switzerland: 5 apprentices - 5 statements

In six departments

"To begin with I thought we had too much material to learn. But over time we learnt everything. I was happy that I could enjoy working in six different departments. It was like working in a travel agency." *Cashrow Selvaratnam, Pratteln*

Actively joining in

"Looking back, it was an exciting time. I gained insights into various departments, was able to actively join in with work and was assisted by my co-workers." *Vinojan Rasathurai, Pratteln*

Workflows for various modes of transport

"It was exciting to gain an insight into the different departments and to get to know the workflows for the various modes of transport. In





these years of my apprenticeship I particularly appreciated Ms Franziska Vosseler's help and support." *Ramona Salvisberg, Pratteln*

Family atmosphere

"Freight forwarding is very varied compared to other industries. I most enjoyed working with the team in Dietikon – it was almost like a family atmosphere." David Biro, Dietikon

Discovering logistics work

"I was happy that I could perform various different logistics tasks. The work with our customers showed me what it means to work in a team. I thought it was great that I received a lot of support from my team." *Denis Sibonjic*

In wine country – an excursion for pensioners

30 pensioners – all "former" ZIEGLER employees – spent a nice, enjoyable afternoon in bright sunshine at the Klushof restaurant in Aesch, to the south of Basel, accompanied by members of the ZIEGLER (Schweiz) AG board of trustees. Grapevines were cultivated here even back in Roman times. In addition to barbecued culinary delights and Kluser white and red wine, the day also provided a lot of a stimulating conversation. *Text: Monique Pirkner Nowak*

New employees in the south

ZIEGLER Stuttgart: Sales team for Baden-Württemberg

The successful branch in Stuttgart is expanding and taking on new colleagues: from now on, a new sales team for Baden-Württemberg will also be in the office. The goal behind this is to convince even more customers of ZIEGLER's competencies. *on*board presents the team:



Nikola Prvanov

The new field representative can lay claim to 10 years of expertise in the overseas business sector. He wants to win over new ZIEGLER customers with innovative transport solutions.

What opportunities do you feel there are in Southern Germany for ZIEGLER?

I believe that our many years of overseas expertise in the import and export sectors, and providing the local market with decentralised services, offer excellent opportunities. We can thus offer the ideal service for the markets, which are moving ever-faster all the time. I feel that ZIEGLER is extremely well equipped to offer Baden-Württemberg a long-term freight forwarding concept.

Ms Leonberger supports you in the office. How do you view this collaboration?

The back office is extremely important to serve the customers quickly and effectively.



Stefanie Leonberger The trained merchant for freight forwarding and logistics services was active in the field of sea freight exports for many years and helps Nikola Prvanov with compiling quotes, with tender management and staying in touch with existing customers.

What are your goals?

To convince new customers in Baden-Württemberg of ZIEGLER's qualities, and extend the sea freight export department in close cooperation with Mr Prvanov – and of course the rest of the team at the Stuttgart branch.

How do you cooperate with the team of the Stuttgart branch?

We are constantly in direct contact. That ensures we are jointly on track and successful.

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Land of harmony

Good advice for business trips to Singapore

Singapore stands for security, economic growth and prosperity: the city-state with its 5.5 million inhabitants has one of the highest levels of per capita income in Asia. The people of Singapore are very pleasant - and the business world follows different rules. In their interactions with one another, importance is attached to punctuality, etiquette and professionalism. A good appearance and brandname clothing are very important. A strong handshake should be avoided - a nod, a smile or a brief squeeze of the hand are enough. Treat business cards with respect, as this is a sign of how you will deal with the person.

Ensure you communicate with conversation partners of the same age group and same hierarchical position. Harmony and saving face are important. Therefore, locals may even smile when dealing with a difficult matter.

People take more time for business matters than they do in Germany. It is important to get to know the person you are negotiating with. If the chemistry is right then the business negotiations will be successful too. This is precisely what makes working with the people of Singapore so pleasant.



... get on board Modern logistics – worldwide!





ZIEGLER Switzerland www.ziegler.ch

ZIEGLER

ZIEGLER Germany www.zieglergroup-germany.de

THE TRANSPORT

Anniversaries

20 years at the company

Özden Satilmis Head of overland transport, 1 August 2018

15 years at the company

Vanessa Güimil Assistant head of overland transport in Pratteln, 1 August 2018

Alain Wagner Basel warehouse logistics, 30 August 2018

10 years at the company

Antonio Chiarelli Deputy Export Manager Pratteln, 1 August 2018

5 years at the company

Adelina Balzhi Exports, Pratteln, 1 August 2018

Taulant Jusufi Imports II, Pratteln, 1 August 2018

Gabriella Lucio St. Gallen, 1 August 2018

Angelo Melillo Branch Manager, St. Gallen, 1 August 2018

Sue Pfyl Zürich Airport, 1 August 2018

15 years at the company

Jochen Korth Aachen/Eschweiler, 1 June 2018

Sandrine Voss Welkenraedt, 2 June 2018

10 years at the company

Valérie Hendrick Welkenraedt, 10 March 2018

Michael Krause Aachen/Eschweiler, 1 August 2018

5 years at the company

Manuela Jastrzembowski Aachen/Eschweiler, 1 August 2018

André Lemoule Aachen/Eschweiler, 1 August 2018

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