

Press release: The Bridge Shipping Group consolidates its footprint in the over-border market – ensuring an increase in growth and delivery on time, every time

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The size of a shipment should not affect the manner in which a customer is treated. This is according to the Bridge Shipping Group's Chief Executive Officer, Colin Emanuel. "All our customers are equally important. It does not matter if the cargo is bulk containerised, bulk or breakbulk, or whether it forms part of a consolidated shipment. The Bridge Shipping Group's aim is to ensure that our customers experience the same superior 'mine to market' guarantee from our team, irrespective of cargo volume or value."

Shane Korsten, Over- Border Consolidator for the Bridge Shipping Group, says that the company is focused on providing exemplary customer service. "We have added additional focus to our Over-Border Consolidation Service, and have seen exceptional growth in this area. The Consolidation Service has been complemented by the expansion services now offered from Durban and Cape Town."

"In spite of the economic recession, the Bridge Over-Border Consolidations division has seen a 26% increase in growth of this sector during the 2010 to 2011 period. Our continued efforts to service the market are paying dividends and the first quarter of 2012 has already shown further growth."

Korsten says that the business unit is currently concentrating on strengthening its position in Malawi and Mozambique markets by offering increased frequency to these areas. The business unit is also offering regular loads into Zimbabwe/Zambia on the Harare-Bulawayo and Lusaka-Copperbelt routes. "We have also invested time and energy into developing all these routes, where we aim to substantially increase our market share. We are able to leverage the warehousing as well as logistics capacities and capabilities of the Bridge Shipping Group's current cross-border operations. We will also enhance this growth with new employees as the business grows."

Korsten points out that one of the biggest challenges facing the market is the availability of reliable transportation companies. "The Bridge Shipping Group does not compromise on quality and consistency. The ultimate result is that our current database of transporters is focused on their ability to provide us with timeous service, on-demand and with the guarantee that our customer's shipments are handled with respect and care."

“By working closely with our suppliers and our border agents, we have been able to mitigate delays and ensure that transit times are kept to a minimum. Synergistic relationships with our suppliers also mean that we have kept price increases to a minimum that translate into enhanced return-on-investment for our customers,” adds Korsten.

Korsten says that “Apart from the typical challenges associated with over-border operations, the key to a successful operation is to ensure that each challenge is tackled on its merits both quickly and effectively resulting in decreased costs-to-client and increased satisfaction levels.”

“The Bridge Shipping Group will continue to identify and nurture new opportunities within all of its spheres of operation. The development of the Over-Border Consolidation division will provide our burgeoning pan-African customer base with the assurance that they will continue to receive uncompromising and affordable service from the company,” Emanuel concludes.

Ends

(524 words)

Note to Editors:

About the Bridge Shipping Group

The Bridge Shipping Group has over 30 years’ solid experience as a logistics company, with a well established footprint of blue chip clients in areas including the agriculture, mining and minerals, project cargo, bulk containerised commodities and raw materials fields.

This privately owned company provides a one-stop logistics resource, with synergistic divisions handling freight services; warehousing; ocean freight; as well as a clearing and forwarding service for ocean, air and project cargo.

Company-owned warehouse facilities throughout Southern Africa are linked by a railway line infrastructure, allowing the Bridge Shipping Group to react instantaneously to client requests.

The company is the largest exporter of containerised cargo in Southern Africa and is able, through its skilled staff complement of 500 people in five countries, to tailor solutions to get client goods quickly to market.

Editorial Contact:

Kendal Hunt

Managing Director

Kendal Hunt Communications PR and Media Liaison Agency

011 462 6188

082 823 6533

kendal@kendalhunt.co.za