



# Delivering the goods

GF Logistics, a subsidiary company of the Gallozzi Group, has expanded globally, handling over 10,000 shipping containers per year

**T**he Gallozzi Group was founded in 1952 by Giuseppe Gallozzi, with the firm belief that the development of the southern Italian shipping industry depended to a great extent on foreign markets. As these markets were better served by sea, he decided to form a shipping agency, which is known as the Gallozzi Shipping and today part of the Gallozzi Group. Recognising that the majority of shipments to Naples were coming from the Salerno province Giuseppe decided to move there to start up his business in an area of high shipping activity.

Initially, the group worked as a shipping agent in the port. Based on the founding principles of innovation and maintaining a close proximity to the market and customers at all times, the group soon saw a significant increase to

the amount of Gallozzi cargo moving through the port. This enabled the company to begin to ship palletised shipments and container traffic as well as the conventional loose cargo it started out with. The company soon learned that the port of Salerno had a considerable advantage over other ports of its size, due to its geographical position, which still benefits the port in the current market. Today, customers prefer the Salerno port because of its efficiency and the absence of traffic problems in the area, but currently limited due to draft restrictions for the new generation container vessels coming into the markets.

The Gallozzi Group is now a global logistic operator with various branches and affiliate companies. Frans Jol, general manager of GF logistic overseas offices world wide and managing director of Salerno Container Terminal, comments: "We are now a complete chain of

different companies; there are, in total, 22 businesses that we have dealings with, all within logistics and transport." GF Logistics is one such subsidiary. It is a Non Vessel Operating Container Company (NVOCC), set up in 2004 as a freight forwarder. Based in Salerno, the company began by carrying out custom documentation and transport for Italian customers. The strongest asset of Gallozzi Group is the Salerno Container Terminal, which is one of the last privately owned Italian container terminal, in Salerno and handles over 400,000 containers in a year.

Frans describes the rapid expansion of GF Logistics: "As the initial work undertaken by the company was successful, we were asked to expand and set up an office in Shanghai, to take care of the cargo travelling between Italy and China and controlled by Italian companies on both sites. We've found the



work we're carrying out isn't as simple as shipping containers between China and Italy, because customers worked well with us and so they began to contract us from China to other countries across the world, such as, Chile, Australia and Russia and other European destinations for sea and airfreight. To address this demand we have set up organisations in all the busiest shipping countries in the world, including the Netherlands, Belgium, Germany, Istanbul, Dubai and Singapore. These are either our own offices or third party agencies, which are local to the area. In countries where we employ local organisations as our agents, we send our own sales people over. They use the agency as a back office, to take care of the administrative side of the business, and they work exclusively for us, so we can be sure our work in the area is running smoothly."

Besides the freight forwarding business, the company also owns trucking companies, container and inland terminal and offers shipping services from all of these. Frans explains how this range of services in different areas gives GF Logistics a huge edge over its competition: "We minimise the number of companies the customer has to deal with, as we carry out additional work, aside from freight forwarding, including customer documentation and transport. We have incorporated a vast array of different services into our business to ensure the process of hiring us is as simple and straightforward as possible."

In terms of suppliers, Gallozzi

organises its supply chain efficiently and pragmatically, tackling common issues before they arise. Frans explains: "Communication is a common problem in any supply chain. We ensure that it is not a setback for us, by ensuring that our employees are able to speak the necessary languages to converse and correspond with the relevant suppliers. We also use the same computer system in China, the Netherlands, Belgium and Italy and whenever a booking is made in any of these offices, it goes directly onto the system. This ensures that we can correlate all the orders coming in to different offices and allows us to manage our supply chain competently."

Looking ahead Frans sees a bright future for the company: "For ten years we, as a container terminal, have been visiting customers across the world. Now, clients in the Far East are coming to Europe and as we have already established the foundations, we can increase our business with them." The

future will not be without challenges, however, as Frans explains: "The volume of container traffic is always increasing, but as the cost increase, revenue goes down, it will be more difficult for us to make a profit. So, to ensure that we can continue making money, we will have to perfect the business and improve our quality of service even more. In this way we will be able to continue turning a profit in the future and our customers will see the benefit as our services improve. Today GF Logistics has 85 countries in the network, which will soon increase to cover all countries in the world. Transport and logistics do not stop at the border, the goal is to cross those borders without any delays – in time and at a competitive price." □

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Employees: 400

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