

The best on the Chinese market

Gebrüder Weiss launches its first transcontinental campaign

28 years ago the Vorarlberg-based logistics company began to build up contacts to China. Today the service provider is represented in all of the most important cities in the “Middle Kingdom” and employs several hundred people in 15 branches. 190 destinations are served in all 22 provinces, whilst 100 million Euros in sales are planned for 2006. The “Orange Dragon” campaign is intended to reinforce the cooperation between China and “Weissland” and to build further on the market position.

“We are not the largest transport and logistics provider on the Chinese market, but we’re the best,” explains Michael Büchele, Sales and Marketing Manager Air & Sea at Gebrüder Weiss. This has recently been confirmed by a broad customer satisfaction survey in which the Asian business of the Austrian company performed particularly well.

Clients value the high levels of flexibility and competence provided on a local scale. “Our smaller size means that we can deal with customer wishes more quickly and individually than the global players,” says Friedrich Walter, the responsible Route Manager China.

Thanks to their many years of experience in China the Gebrüder Weiss employees are so familiar with the country and its people that they can quickly and easily find a solution to every problem. Regular intercultural seminars support the quality of this service. There are no language barriers and all colleagues speak the national language. The company has set up 19 China Competence Centres in 10 European countries, all with personal contacts of course, to ensure that each and every customer request can be answered immediately.

Gebrüder Weiss has also maximised the protection of transport goods against possible damage: With the help of groupage containers, the goods are delivered directly to the customers’ regions. Multiple reloading is hereby avoided and the costs and transport time are also reduced. “We are specialists in flexible and innovative solutions.” This is something the Sales and Marketing Manager places particular emphasis on.

The “Orange Dragon Post” is to be published for the first time on 19 April as a starting shot for the campaign of the same name – a magazine especially designed for Gebrüder Weiss customers in China, with circulation figures amounting to 16,000 and translated into seven languages.

The Gebrüder Weiss organisation

Gebrüder Weiss, headquartered in Lauterach, Vorarlberg (Austria), employs more than 3,800 people at over 120 locations worldwide. Last year, the company generated total revenues of 790 million Euros.

Press contact:

Gebrüder Weiss Press Office: Johannes Angerer

johannes.angerer@gw-world.com

Bundesstraße 110, A-6923 Lauterach

Austria

Tel: +43 5574 696 500

Mobile: +43 664 837 0 837

www.gw-world.com