



MAINFREIGHT

On Time and Intact: Secure Your Business with Mainfreight

A freight forwarder with a difference has to be experienced to be believed.

MICHAEL LOFARO explains why MAINFREIGHT is making friends and influencing people in an increasingly discerning and industry-savvy market.

International freight forwarding is a tricky trade. Carrier vessels litter road and rail, sea and sky, transporting billions of dollars worth of goods around the globe. The secure and timely arrival of these products constitutes the promises of businesses - vital building blocks of trust once, and only if, fulfilled. It is with vast experience and expertise that logistics provider Mainfreight navigates trade routes between continents. Michael Lofaro is General Manager for the Asia team, an active participant and integral component in the supply chains of companies from east to west.

Breaking Ground

Mainfreight's origins in Auckland, New Zealand in the year 1978 are by no means humble. The company quickly grew the widest-ranging freight network in the country. In half a decade they began expanding internationally, covering the entire Oceania territory by 1989. With this strong foundation, it began a progressive foray into the global market at the turn of the millennium, which now spans America, Europe and Asia.

It was right before the big leap that Michael Lofaro joined the organization, tasked to establish branches in key locations in China. Having previously led Mainfreight International in Australia, Lofaro was the suitable choice for Asia operations, which he has been head of since 2008.

"We have very strong plans to expand our infrastructure in the region. Our first area of development was Greater China, covering Hong Kong, the People's Republic & Taiwan, and now we are looking at the ASEAN group of countries who are coming together in 2015 under a Regional FTA (Free Trade Agreement)."



The Asia team's good work soon resulted in a recent record profit. Lofaro points that the office's success draws from upholding a professional culture that has been with the company since inception, one embedded and embraced in any of its branches around the world.

"We are a company that truly prides itself on its 'can do' attitude and professionalism. We look to bring 'quality of business' to our business dealings. We don't have clients, we have business partners - companies coming together to promote mutual success. We believe that it's our people and our culture that make the difference. All you need to do is visit any one of our offices around the world to understand what this means."

Relationships, Facilities and People

Rising costs of storage, not just in terms of space per amount of time but also of non-moving, hence, non-earning goods, is of grave concern for businesses. This is dreadfully pronounced in the fast-moving consumer goods industry, especially with sectors dealing in perishable items. Mainfreight is intimately familiar with these issues and demands.

"Our organization - the near-six thousand-strong Mainfreight family - works with a multitude of our business partners' deadlines daily," says Lofaro. "When we guarantee that X amount of your wares will make it at your specified destination at this

minute, on this date, all in good order, that's bond."

This investment in strong relationships between Mainfreight and its patrons works hand-in-hand with its stake in premium facilities and talent.

Among its innovations is a new, user-friendly freight tracker. This application allows customers to view detailed progress of multiple shipments. The tracker is available on web and mobile platforms.

As much as technology is needed, so are talent and tenacity, if not more. Lofaro's resolute confidence in his team's, and company's, reliability as a one-stop shop for supply chain solutions is only surpassed by its ability to deliver. "The team's collective expertise, experience and energy come from careful selection, training and grounding in core values. The cornerstone of Mainfreight's success is its people, all diverse, dynamic, and daring."

Longevity and the 100 Year Company

Asides growth, Mainfreight continuously engages in CSR efforts. The company has made efforts to minimize road transport to lessen harmful emissions and to promote energy-efficiency in its operations. With education as a cause, the company has made strides in providing primary to tertiary schooling for underprivileged. Thousands of children now benefit from its reading and computer literacy programs.

While the prospect of new business is exceedingly visible, it is what waits beyond the horizon that propels Lofaro and his team forward. Mainfreight braves adversities, driven by desire to not only improve the scope of its services but making a positive and lasting offering to the world. ■

For additional information please visit www.mainfreight.com