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## FERRARI LOGISTICS (ASIA) LTD

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Filippo Melchionni, Managing Director, Ferrari Logistics (Asia) Ltd

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# The Service Provider with a Difference

Ferrari Logistics brings to customers the power and focus of one trusted group serving with total commitment and dedication from origin to destination.

FILIPPO MELCHIONNI, Managing Director, Ferrari Logistics (Asia) Ltd., speaks on growth, expansion and the subtle art of exceeding customer expectations.



The Ferrari Group founding family

**“W**e aim to be the most trusted name in the business. Our steady growth in size and market share can best be attributed to the fact that since day one, we view each and every customer as a business partner and not just as a client, and I do think that makes all the difference.”

Ferrari S.P.A. is an IATA agent and the group operates in all major international hubs where producers and exporters of precious goods engage to manage their high value products.

The company boasts 50 years of steady growth and services a host of satisfied international and regional customers who entrust Ferrari Logistics with billions of dollars of high value merchandises. Not only does Ferrari Logistics help the world's largest companies move their merchandises, it is also facilitating the actual growth of this vibrant, high net worth industry.”

With 31 logistics offices in 19 countries, Ferrari hires hundreds of professionals for their capabilities and experiences, automates and integrates

work and service procedures, builds vaults and vehicles that resist any emergency - the company offers a total service quality system that ensures efficiency, punctuality and absolute security.

“It is an increasingly competitive business where there is no place for second best. We have established a sustainable reputation with a growing base of satisfied customers and today Ferrari Logistics is probably one of the most referred names in the industry. Ferrari Logistics provides a range of specialised, tailor-made, all-encompassing services including fine art deliveries, exhibition services and luxury goods care, made available from ports closest to the company's key markets.”

“Our growth is intrinsic. We select service-oriented talents to ensure that our team shares the same goals and work towards which by constantly communicating, learning, upgrading our skills.”

## Secure, Reliable, Efficient

Fifty years of dedicated service has enriched our service values and customers rely on us for procurement and service delivery they can trust, says Melchionni while explaining how the ad hoc services they offer helps to free up customers' resources and allowing them to focus on their core competencies.

“Today's logistics industry demands 'differentiation and specialisation'. As a service provider you have to have systems that fully integrate with the systems of



your customers. In particular, to serve our niche markets, you need to have an appreciation and understanding of the delicateness of handling precious cargo like fine art and luxury items that often require special care. "We pride ourselves in offering consistent quality at every part of the service delivery. We invest in technology, practise good corporate governance and our have a strong emphasis on saving the environment," says Melchionni.

## Creating Value

"To be innovative, we have to constantly evolve with the needs of our customers and the key to earning praises is in 'adding value'. While price remains a competing factor, the challenge is to anticipate the customer's needs and offer tomorrow's solutions today," says Melchionni.

"It is about understanding the customer and ensuring precise and hassle-free services, and that every satisfied customer becomes our best advertiser and this helps increase our referral business. Nowadays, the Internet is changing the way business is done. Customers are becoming more aware of the options available and service transparency is expected of a service provider like Ferrari Logistics."

**"As one committed and connected team, our services from all points between India to Japan are fully managed in-house. We don't outsource so we cover all operational risks, making us accountable and in control of the processes. We don't believe in passing the buck and we will deliver on our promises."**

He says, "today's customers expect their partners to share or take on their own corporate values like environmental friendliness, good industrial relations and excellent communication channels with customers. There is no short-cut nor substitute in building customer rapport."

## Days Ahead

"With global economic changes, emerging markets in Asia are showing the most potential especially with countries like India and China where the demand for specialised services like ours are growing exponentially", says Melchionni.

"Cross-border businesses are expanding and the market needs a well connected, reputable and competent service provider like Ferrari Logistics that has a track record of serving the world's most demanding customers."

"China holds promise as more luxury goods from overseas try to reach mainland markets. We are also seeing an increase in the appreciation of art in Asia and the supply of specialised logistics services is very limited. So, as an experienced global provider, we are bringing a great deal of ideas to this sector and in the coming years plan to be even better placed to serve Asia."

The Board of Editors of the Mediazone Group of publications congratulates Ferrari Logistics on being selected as one of Hong Kong's Most Valuable Companies. ■

For more enquiries on Ferrari Logistics' services, feel free to email [enquiry.hkg@ferrarigroup.net](mailto:enquiry.hkg@ferrarigroup.net)

