

SEKO SYNERGY

Business Update



Seko Synergy Greater China (SSGC) Delivers Award-Winning Service Culture to Hong Kong

SEKO SYNERGY, one of the UK's fastest-growing independent companies providing freight forwarding, logistics and supply chain management solutions, has opened a dedicated office in Hong Kong.

The new company – Seko Synergy Greater China (SSGC) – has appointed Ian Richardson as Managing Director. Having lived in Hong Kong for 15 years, Ian has a wealth of experience in the Asia market and joins SSGC from UPS Supply Chain.

Keith O'Brien, Managing Director of SEKO SYNERGY UK, said: "We have been looking to open our own office in Hong Kong for some time. We now have the team in place to build a business serving the Hong Kong, China and Asia markets that reflects our strong service culture and enables customers to benefit from our logistics expertise and facilities and award-winning technology that helps them reduce cost and optimize their supply chains."

This latest expansion comes shortly after SEKO SYNERGY Ltd was identified as one of the fastest growing companies in the UK in The Sunday Times' Fast Track 100 report for 2007. It is the second consecutive year that the company has earned this prestigious recognition and is based on a 63% per annum increase in sales between 2004 and 2007. SEKO SYNERGY is on target to achieve sales of £25 million in 2008.

The company's success is built on its proven ability to offer new and innovative solutions that enable customers to manage their businesses more efficiently and save money. SEKO SYNERGY's strategy is to continue to target mid market companies with an annual logistics budget that 'takes them off the radar screen of multi-national logistics providers' and to offer these customers tailored, non-traditional procurement and supply chain solutions.



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Keith O'Brien, Managing Director

SEKO SYNERGY provides its customers with a choice of end-to-end solutions from vendor to retailer, covering vendor compliance, raw material tracking, manufacturing control, inspection, origin logistics, freight forwarding, shipping, customs clearance, destination logistics, and web fulfilment and e-commerce solutions. These services are underpinned by the use of award winning proprietary supply chain management software.

SEKO SYNERGY has further developed its fashion logistics offering over the past 12 months combining value added services and web fulfilment. This includes operating two of the UK's most modern garment processing facilities that handle up to 100,000 garments a day and provide services such as price ticketing, labelling, pressing, bagging and despatch for many leading UK High Street retailers.

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