



CHANGES

by *Alessandro Saponaro* (Founder)

I first started working in the world of “international transport” in 1963, when the term “logistics” was still unknown to us, and looking back on the situation today I am amazed at how much things have changed over a time span of just over 50 years. I do not believe there is another sector that has undergone such profound and radical changes as the transport industry. The world that existed 50 years ago is no longer recognizable. Without doubt, the driving force of this change has been the incredible development of international trade, including the increase in volumes and the type of products transported. This development led to an increase in maritime and airborne carriers, the subsequent phenomenon of “gigantism” and the concept of unitization, initially with the introduction of pallets and followed by the much more disruptive use of containers. In this context, communication technology has needed to adapt and on many occasions anticipate the needs of the market. These are all topics that would necessitate many more pages of further investigation, and could be subjects to be explored in future issues of the company newspaper. Logimar, founded in 2006, is therefore experiencing these changes firsthand – at least in part – and is succeeding day after day in adapting to new market demands, and becoming ever more expert in specialized sectors.

I sometimes ask myself: what will the transport world look like in 20 or 30 years? I’ll need to start thinking about an answer to that question... Congratulations to all the members of staff at Logimar, and my every best wish for the success of “The Logimar Times”.

The quest for challenge

Interview with *Marcello Saponaro*, Logimar CEO



ph. Mario Rota

Logimar was born in 2006 with a taste for challenge. Founded by Alessandro Saponaro, the company had very clear ideas from the outset of what it wanted to do when it grew up: manage special shipments, both in terms of destinations as well as the dimensions involved, and deliver goods and products to countries where other shippers did not even venture. Marcello Saponaro, Managing Director of Logimar, recounts the company’s first 13 years.

What has been the company’s winning recipe, in times that have been far from easy to navigate?

We understood from the very beginning that we needed to be different, to offer services that no one else provided. That’s an easy thing to say, but is far more difficult to put into practice. It signified exploring markets that other shippers did not even approach, because they were difficult countries to work with, due to having problems of infrastructure and a large number of unreliable adventurers and shippers from whom it was better to keep a safe

distance... we chose to concentrate in this area.

Your family has now been specializing in shipping for two generations. How has your business changed in particular?

In so many ways: the profession of shipping has seen constant and powerful evolution. In a nutshell, we could summarize by saying that the shipping industry has become less significant for “simple” operations, while for more “difficult” things it is ever more crucial.

What has your business strategy been in this context?

Specialize, specialize, then specialize even further. This is the only way for small and medium-sized companies to continue to have a place in the market. And to succeed, it is indispensable to have a network of very high quality partners and agents in whom you have absolute trust.

What is the fundamental aspect for achieving this?

There are so many vital aspects: our

agents, partners and friends for every shipment, and our employees, each of whom we aim to train to the highest level, so that he or she has a global view of our work and not only the partial segment dealt with in a given moment.

Over the years you have also maintained a close connection with the world of education...

We have indeed, especially with ITS, which is at the heart of professional universities in Italy and in which we firmly believe for the training of qualified personnel in this sector.

Looking to the future, what are your future projects?

To continue to acquire an ever-larger skill set. Humility and study are at the basis of a good education.

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AFRICA

The story of a dream that became a network

It can sometimes occur that new opportunities arise from misadventures. This was the case a few years ago for Logimar, when the company was victim of a scam in 2013. “We were carrying out a shipment from Cameroon to the UN refugee camp at the border between Chad and South Sudan”, recounts Alessandro Saponaro, “but the local partner we had chosen who had been ‘recommended’ to us disappeared without trace. We had to pay twice for the same service, this time working with an honest and reliable collaborator. This was when we realized that if we wanted to continue working in that continent we would have to find agents who were 100% reliable, because such a mishap could never happen again”. “This was not possible, unless we selected our partners directly ourselves,” explains Saponaro. And this was in fact exactly what Logimar decided to do with the creation of

Africa Logistic Network (ALN), which today comprises 250 companies of all sizes,

of which 90 are African, and all of which are thoroughly reliable and operate according to established quality standards. A second network was also introduced in 2018 dedicated to shippers specializing in air transport, namely the

Airfreight Logistics Network for Africa (ALNA). Starting with a number of well-established local on-site agents, the scouting process began. The first meeting of the ALN in Bergamo in 2015 resulted in the participation of 60 delegates. For 2019, we are expecting in the region of 120 to 130 to join us in Istanbul from September 13-16. To become a member, it is necessary to go through a thorough selection process, which includes internet searches and interviews with other shipping companies who have already collaborated with the potential candidate, for as Saponaro explains,

“the strength of the network lies in the level of trust and friendship that exists between its members”.

He goes on to conclude: “We are particularly proud of having founded ALN and ALNA, and of their expansion. Today ALN is an accredited reality in the network world which is the only one to be able to boast 98% coverage throughout Africa”.

4th annual AFL meeting



Steel pipes from Hunan to Italy

Transport from supplier premises in Changsha, Hunan China to door Italy of 97 cases with dimension of 15m x 0.5m x 0.5m 270MT of Steel Pipes loaded at Shanghai Seaport to Ravenna Seaport. After being discharged, and after Customs and Radiological Safety procedure properly done and followed by our Project Import Dept., the cases have been transported and un-loaded at consignee's premises, located in Venice and Bergamo area as well. “It was a big challenge, especially looking at Lead Time requested by client. Our Project team, customized a solution in order to comply with the timing requested activating the most suitable partnership. Our Project Department synergy, of these experiences and the constant search of solutions have created a very high level of expertise on handling any shipment by Sea and Air for Project Forwarding Sectors for Oil/Gas Industry, Mining, Agricultural, Automotive for heavy and abnormal project cargoes, offering a truly turnkey services offer in every management and coordination step”

Air Charter from Shanxi to Germany

Air Charter handling from Shanxi premises to Door Oberhausen, DE. With Express Air Charter Service Cooling Tower spare parts have been delivered within 48H from China premises in Shanxi. One case with dimension of 11.32m x 2.32m x 1.78m 11Tons After being loaded and transported, moved by Air Charter Service from Beijing to Frankfurt Airport, after which they were delivered with express dedicated movement to the final destination Oberhausen, DE.



Side-Stream Filters from Novara to Uzbekistan

Special handling and night transport of three pieces of a Side-Stream Filters from Novara Province in Italy to Trieste Seaport with the final destination Taskent City in the Republic of Uzbekistan. The commodities dimensions was for each piece 7.20m x 4.25m x 4.25m and the weight totals up to 45 tons. With re-loading, the machine was moved via Trieste (Italy) to Turkey for the final destination Taskent City, Uzbekistan.



Housing containers to door Niger

Door to Door Shipment, from Italian firm premises to remote area in Niger, Project Cargo Logistics for Housing Containers in Flat Pack, for total 1040 CBM and 163 Tons by Break Bulk service. From Genoa Seaport to Diffa, Niger through Cotonou Seaport, Benin. 14 Truck full loaded under one convoy with armed escort.



7 Transformers from Italy to Iraq

7 transformers, 75 tons each, from leading company in the North of Italy to Umm Qasr port in Iraq. Shipment of all seven transformer with ro/ro service on mafi equipment via Jebel Ali port. The Logimar Project Team handled

the full scope, including the loading of the cargo, the escorting of haulages by night during the week end, handling, documentation, customs clearance, port operations as well as sea freight from Genoa to Umm Qasr port.

PROJECT CARGO

Exceptional tailor-made services

Exceptional is the keyword. For a reality such as Logimar, which has made specialization its strong point, it goes without saying that the company offers specific competence in organizing non-standard transport. Indeed, Logimar is able to guarantee exceptional transportation all over the world, by weight and by size. As Sales Director Alessandro Zanin explains, “The challenge is different every time and therefore needs to be addressed using different modes of transport: Special equipments, Breakbulk, Ro-Ro, Chartering. To carry out our operations, we need to have in-depth knowledge of the service providers and highly professional management

skills, as well as a deep knowledge of the rules of the game”. Logimar has been a founder member of ‘Project Logistic Alliance’ since January 2017, the worldwide network which brings together many of the most highly qualified Project Cargo companies in the world. Logimar is also the company which founded ALN, and many members of Africa Logistics Network have extensive experience in Project Cargo. Zanin continues, “We need to provide an excellent service, especially in this sector: planned and executed to the finest detail”.

“Being founder members of the PLA

is a great source of satisfaction and every day is an opportunity to bring us further growth”,

concludes CEO Marcello Saponaro. “The partnership between ALN and PLA has meant that, this year for the first time in the history of the Network, the organization of the 2019 meeting will be possible in co-operation with both of the networks together. The members of ALN and PLA will therefore be able to meet new agents and be exposed to greater business opportunities”.



WORK WELL AND DO GOOD

It all began in 2014, when Logimar was looking for an unusual idea for its own clients and agents, and decided to introduce a personal interpretation of what is an indispensable element for every company on the face of the earth: the calendar.

It was during that year that the employees of Logimar transformed themselves into a team of Maori dancers, ready to perform the Haka, wanting to show the faces of the company in an original way, and transmit the notion of Logimar as both solid and dynamic.

For the calendar of the following year, team Logimar turned into Superheroes, with a slogan reading "Do you need any help?".

A more 'serious' interpretation of the protagonists of G20 came in 2016, suggesting that the real "Greats" in the world are the companies that fight every day to create new jobs and opportunities. In 2017, it was the turn of Star Wars and the launch of the slogan "Born to Ship, by all means".

By any means, in fact. "We liked the idea of the calendar more and more with every passing year", explains Saponaro.

"We enjoyed taking these photos and our customers were happy to receive the calendars every year".

For the occasion of the 2018 calendar, Logimar chose to reproduce a "selfie" representing "USA for Africa" in the recording studio, as a testimony to the musical supergroup which produced the We are the World record in 1985 to raise funds against hunger in Africa. "As well as doing something fun, we wanted to do something good", recalls Saponaro, "and after choosing our subject, it felt right to want to

recover the spirit of the original song as well. We could therefore not fail to combine it with an initiative which, although much smaller in size, was very similar in intent".

And so the initiative of the calendar was linked with financial support for Cesvi's House of Smiles in Zimbabwe, a structure which supports children living on the streets in Harare, and a place which gives the children somewhere to clean themselves, study and play, and which instills hope.

"It has been a very positive experience

and this initiative has encouraged us to continue along this path", says Saponaro.

"This year Logimar has supported Iole Cisnetto's InSè Foundation, and with them the Kimbondo Children's Hospital in Kinshasa, which looks after over 700 children".

The Calendar for 2020? "It's top secret. We will begin working on it in July – in the meantime, if you have any suggestions we'd be happy to hear them"!

