

# Change for Better:

## Loscam partnership with Ally Logistic Property

Prior to the Opening Ceremony of Loscam Taiwan, the Executive Members and management from China and SE Asia were given a tour of Logistic Republic, a brand new logistic park by Ally Logistic Property (ALP). The tour aimed to capture the feel of what the Taiwan market is really about.

Patrick Chan, Director of Regional Business Development of SE Asia & Taiwan, remembers his first impression when visiting the premises 2 years ago, "Attractive, systematic, and a place with ideas."

Apart from the makeover, attention should also be given to the changes that Logistic Republic aims to bring to Taiwan's logistics landscape.

"ALP's motto, 'Change for Better' wraps up our pursuit for the individual's, the company's and the industry's change for good. 'Better' is used instead of 'Best' to represent our commitment to consistently improve as we grow," said Charlie Chang, Managing Director of ALP.

"You need to nurture an environment to make people feel the urge to change. To make a person say 'wow, this is different, this is something I like'."

### Through well managed change, comes reliable, successful growth.

The brand established in 2013, with a speedy expansion in 2014, then further strengthened its capacity by partnering with Lin-Yuan Group and Cathay Financial Holdings to form Ally Logistic Property. "We aim to build up an enterprise that is professional and with scale, to contribute to the Taiwan logistic business. Our target is to achieve a comprehensive network by setting up our warehouses in Taipei, Taichung and Tainan," said Charlie.

The big question has always been how Loscam can add value to this matured palletisation format in Taiwan market through partnering with ALP since mid-2015?

### Asking the fundamental question – what?

"The lack of standardisation stood out as the key to where we needed focus and change," explained Patrick.

"In reviewing customers' existing racking design, operating habits and many unique specifications, we found an equilibrium. We merged standardisation into localisation, not only allowing us to serve them under the current logistic environment, but also able to make a gradual shift towards the standardised ECR pallets, therefore aligning with the Southeast Asia market into the future."

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### With understanding, comes the ability for successful change.

Many international brands have moved into Logistic Republic, and more are on their way. Charlie explains, "Customers do not need to explain what they want, we already understand what they care about. We find out how to make their specific business better."

He continued, "This industry is very broad, the partners and their products inside the warehouse are all different, it's actually fun to be a part of. The important thing is to ensure we have the capability to consolidate such broadness with our huge knowledge base."

### What makes this partnership successful? What about the future?

Patrick told us, "We drive in new ideas, making enhancements, looking to achieve Taiwan's seamless connection with the market around it. ALP has the passion to make the change, which is a perfect fit with Loscam in promoting systematic, standardised service and solutions for the demanding Taiwan market."

Charlie trusts there will be a great future for Taiwan's logistic market. "The industry is undergoing a logistical structural change, focusing on the growth potential or the replacement potential. I'm very happy to meet Loscam because of our shared global mindset and thinking direction. How ALP's facilities and services co-partner with Loscam's one-stop solutions is crucial."

"Together we can push the tide of evolution!" Charlie concluded.



Logistic Republic



Charlie Chang, Managing Director of ALP



Loscam Executive Committee and Loscam Taiwan Team  
(photo taken at Logistic Republic Wine Hub)