

The Premier Logistics Powerhouse

Transport and logistics leader GEODIS utilises homegrown Hong Kong artificial intelligence to serve the GBA.

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Chris Cahill

**Managing Director, North Asia Sub-region
GEODIS**



With Hong Kong as an important logistics conduit to Mainland China and the Asia-Pacific region, transport and logistics company GEODIS capitalises on its geographical location for its North Asian headquarters. In addition, it is using artificial intelligence (AI) in the form of Autonomous Mobile Robots (AMR) from a Hong Kong Science and Technology Parks-incubated company to boost its smart logistics portfolio in its Yuen Long distribution centre.

Unrivalled Logistics Hub

Chris Cahill, GEODIS’ Managing Director for the North Asia, feels that Hong Kong offers a number of outstanding advantages to fulfill his company’s goals. “The city’s proximity to the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) makes it an ideal location for GEODIS’ multi-modal offering by air, sea and road,” he said. “The government’s pro-business initiatives and free trade agreements and policies have facilitated trade and logistics operations. Additionally, infrastructure developments and investments in the region enhance Hong Kong’s role as an international shipping, trading and aviation hub. The city’s ease of cross-border transportation

makes it an ideal hub enabling us to meet clients’ requirement for flexibility, convenience and speed for global shipments in the region.”

With the city’s world-class infrastructure and strong labour resources, Hong Kong is perfectly suited for the smooth operations of a logistics firm. Alongside its ability to innovate and adopt quickly to new age technologies that have transformed supply chains, GEODIS prides itself on hiring locally. “Its diverse, multilingual and highly skilled talent pool makes it an attractive destination for businesses,” Cahill said. “This dovetails with GEODIS’ belief that a culture of diversity, with an equal commitment to inclusivity, is key to achieving dynamism, creativity and fresh approaches to problem solving.”

Key to Asia-Pacific

For Cahill, Hong Kong is vital to GEODIS’ expansion: “Hong Kong plays a pivotal role in our growth plans for the Asia-Pacific and Middle East regions. As a critical hub in our network, we are committed to continually invest in Hong Kong.” As for the city itself, Cahill is enthusiastic about its “vibrant blend of Eastern and Western

influences. The energy from the bustling city centre, its cosmopolitan nature and unique blend of tradition and modernity makes it a fascinating place to live and work in.”

GEODIS

- Established in 1904 as a French rail freight company, the company has grown into a global transport and logistics leader with a network servicing 170 countries
- Its Hong Kong office was incorporated in 1989 and acts as GEODIS’ North Asia regional headquarters, deploying Autonomous Mobile Robots and other AI-driven smart systems

 [geodis.com](https://www.geodis.com)