

# Staying on the Right Route for Continuous Business Growth

With its strategic location and global connectivity, Hong Kong is a key driver of success for global logistics specialist Woodland Group.

“Hong Kong shows strong market potential for sustainable and smart logistics solutions.”

**Eric Reuter**  
Managing Director – Asia Pacific  
Woodland Group



Recognising Hong Kong's reputation as a leading international logistics hub, global supply chain solutions provider Woodland Group chose the city for its Asia headquarters. The company has leveraged Hong Kong's advantages as a multinational supply chain management centre to expand its footprint in the Greater China region. Looking ahead, Woodland Group plans to expand into Southeast Asia within the next year.

## Premier Supply Chain Hub

“At Woodland APAC, our primary focus is on providing exceptional service to our clients through dedicated operations and customer service teams,” said Eric Reuter, Managing Director – Asia Pacific of Woodland Group. “The Hong Kong office serves as a critical hub for our operations in the Asia Pacific region, focusing on providing integrated supply chain

solutions that include air, ocean, road and rail freight, customs management and warehousing services,” he added.

“Hong Kong's core roles in both the Guangdong-Hong Kong-Macao Greater Bay Area development and the Belt and Road Initiative have proven extremely beneficial to Woodland, enabling the company to leverage supply chain synergies, tap into a rich talent and innovation ecosystem, and grow its market reach,” Reuter stated.

## A Continuous Flow of Opportunities

Reuter noted that there are plenty of opportunities in Hong Kong for Woodland to further grow its business and capabilities. “The city shows strong market potential for sustainable and smart logistics solutions. Also, the government's

Pilot Subsidy Scheme for Third-party Logistics Service Providers will significantly enhance the technological capabilities and operational efficiency of logistics companies. We have plans to grow our Hong Kong office and are eyeing regional growth,” Reuter added.

According to Reuter, Hong Kong's status as a

global financial hub provides abundant opportunities for career growth and networking. “The city's strategic location further enhances its appeal as a gateway to the rest of Asia, facilitating business activities and fostering international connections,” he concluded.

## Woodland Group

- Founded in the United Kingdom in 1988, the company has established 27 locations worldwide
- Woodland Group launched its Hong Kong operations in 2014, which became the regional headquarters in 2024. Additionally, it operates three offices in Mainland China, located in Shanghai, Ningbo, and Shenzhen

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