



Seamless Supply Chains for eCommerce

Spain-based Noatum Logistics is capitalising on its Hong Kong office to lead the way towards global eCommerce success.

Consumers' buying habit has changed dramatically due to COVID-19. Now many customers tend to buy products from all corners of the planet. The continuous flow of global supply chains is more important than ever before, and makes companies such as Noatum Logistics all the more relevant as eCommerce increasingly soars. Although it has a presence in many Asian cities, Noatum has selected Hong Kong as the company's regional headquarters. "We chose Hong Kong as our regional headquarters because of its advantageous geographical location in the centre of Asia, its free trade port fulfilling a large number of daily consignments, and its well-established transportation network," said Ramon Gallen, Managing Director at Noatum Logistics Asia.

Logistically well connected

The company currently employs 90 professional offering professional logistics and supply chain management services, alongside operating four warehouses. "We pride ourselves on our end-to-end supply chain capability," said Gallen. "We offer comprehensive global, transportation

“**The free trade environment itself offers a compelling space for investors.**”

Ramon Gallen
Managing Director of Asia
Noatum Logistics

and distribution solutions with integrated systems for large and small businesses.

Although pick and pack—or order fulfilment—is Noatum's main business in Hong Kong, eCommerce has been catching up. The company set up its Hong Kong eCommerce division in 2017 in view of the rising trend. This strategy has proved to be a success. In 2020, eCommerce sales in Asia accounted for more than half of its total worldwide revenue. "We are still seeing massive increase considering the growing internet and smart phone penetration," Brian Ho, General Manager of International Supply Chain at Noatum Logistic Asia noted. "Recently, we have doubled down on eCommerce logistics such as warehousing, inventory management, small order fulfilment, last-mile delivery and courier services, in keeping with the digital evolution of retail business."

Noatum appreciates the support that the Hong Kong government provides through its programmes and other educational seminars. "The free trade environment itself offers a compelling space for investors," underscored Gallen. "Many European clients would consider Hong Kong as their preferred warehousing location while their businesses look into entering Asia."

Infrastructure support

Gallen views Hong Kong's infrastructure improvements as beneficial to Noatum's growth. "The newly developing three-runway system at the Hong Kong International Airport for international trade lines and road transportation to and from Mainland China show that Hong Kong will continue to be a major logistics hub for Asia, giving us the confidence to invest here," said Gallen.

Further, he finds Hong Kong people good fit as employees for his company, as they are proficient and well-rounded with strong bilingual skills and solid experience working for multinational firms. "It's been a pleasure to work in Hong Kong and to be able to work with the local professionals," he said. "I am grateful to see how Noatum is growing well in Hong Kong despite difficult times—it shows how versatile Hong Kong is. It is an energetic city that never sleeps, and I have enjoyed working here, with its endless possibilities to grow."

Noatum Logistics

- Originally established in 1963, Spanish maritime, logistics and port services company Noatum Group is comprised of Noatum Maritime Services, Noatum Logistics and Noatum Terminals with more than 2,700 professionals across 135 offices in 28 countries
- Noatum set up its Hong Kong office in the 1990s, and it functions both as the company's regional head office and global head office for eCommerce

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

Watch the video:

