Kuehne+Nagel (Asia Pacific) Management Ltd
香港德迅貨運代理有限公司

KUEHNE+NAGEL

Kuehne+Nagel (Asia Pacific) Management Ltd (Kuehne+Nagel) was incorporated in Hong Kong in 1965. The company has developed very rapidly in recent years from being a traditional freight forwarder to a full-service logistics provider. Kuehne+Nagel now operates at 100 locations in 19 different countries across the Asia Pacific region and employs a total workforce of over 3,300 persons. The key strengths of the company are highlighted in the following categories:

Leadership

Kuehne+Nagel has set a clear mission and vision with strong focus on absolute customer satisfaction via the ongoing improvement of its operational processes. Very comprehensive Key Performance Indicators (KPIs) are in place for regular performance review on the key aspects of the company's operation.

Regional and country leadership teams participate in monthly meetings where key strategies of the company are discussed and agreed. A two-way communication approach is adopted with strong support of information technology tools to ensure that all employees understand and are committed to the company strategy.

Strategic Planning

A highly structured strategy development process is in place for elaborating initiatives and setting future goals with a 3-5 year horizon. The strategy development process of Kuehne+Nagel is unique in the sense that it places strong focus on service quality and customer requirements.

Customer and Market Focus

Kuehne+Nagel segments its markets by geographic locations and industries. The company has also been very effective in employing strong IT platform to enhance and facilitate two-way flow of customer and market information. This approach guarantees a good understanding of customer value proposition.

Kuehne+Nagel has also set up an effective Key Account Management approach to manage global, as well as regional, customers. Senior management and key account managers are involved in the Strategic Customer Development Programme.

Measurement, Analysis, and Knowledge Management

Kuehne+Nagel has developed a unique system with strong global information technology infrastructure support. The system drives the key operational processes of the company and in many cases also those of the customers. The globally standardized and integrated forwarding IT application helps to differentiate Kuehne+Nagel from competition. The company also integrates knowledge management into its systems and procedures with continuous renewal of its knowledge base.

香港德迅貨運代理有限公司（德迅）於一九六五年在香港註冊成立，近年發展極為迅速，已由傳統的貨運代理公司，發展為服務全面的物流供應商。德迅目前於亞太區十九個國家設有一百個辦事處，聘用了超過三千三百名員工，其於不同範疇的主要優勢總結如下：

領導才能

德迅制定了清晰的經營宗旨和遠景，其中極重視不斷改善營運程序，務求令客戶稱心滿意。德迅並設有非常全面的主要成效指標，以便定期評核公司於主要營運範疇的表現。

德迅負責亞太區和各國業務的領導層，每月均會參加會議，商討並議定公司的主要經營策略。公司並且採納了雙向溝通的模式，輔以有效的資訊科技工具，確保所有員工均明白有關策略，並且致力實行。

策略性規劃

德迅設有架構嚴謹的策略制訂過程，務求詳細闡述各項計劃，並且設定未來三至五年的目標。德迅的策略制訂過程較為獨特，其重心是服務素質和客戶要求。

顧客及市場焦點

德迅按照地區和行業劃分不同市場，並且採用了強大的資訊科技平台，加強和促進客戶和市場資訊的雙向流動。這套方針保證能夠深入了解客戶所重視的價值。

德迅已制訂了有效的主要客戶管理方針，以管理全球性和區域性的客戶。公司的高級管理層和主要客戶經理，均會參與策略性客戶發展計劃。

評估、分析和知識管理

德迅已訂立了獨有制度，輔以強大的全球資訊科技系統，推動公司，以至客戶的主要營運程序。德迅的全球標準化和綜合貨運代理資訊科技應用系統，令本身能在芸芸競爭對手中突圍而出。公司亦將知識管理的功能，整合於系統和程序之中，而且不斷更新知識庫。

人力資源焦點

德迅制訂了完善的人力資源制度和程序，確保員工能盡展所長，並且對工作感到滿意。公司極為重視培訓，並且十分善於運用本身的全球網絡，發展員工的技能。

Human Resource Focus

Kuehne+Nagel has developed well established Human Resources systems and processes to ensure high performance and staff satisfaction. The company puts a lot of emphasis on training and makes very good use of its global network for staff development.

Process Management

Kuehne+Nagel restructured the entire Quality Management System in 2002 to align with the requirements of the latest ISO 9001:2000 standard. The company puts a lot of emphasis on continuous process improvement as part of the means to enhance end user service quality.

Business Results

Business volume showed a good increase with steady growth in tenders won. Customers also recognize Kuehne+Nagel's good customer service with numerous partnership and service awards. As a result, there has also been a positive trend in EBITDA, gross profit and sales turnover.

程序管理

德迅於二零零二年重整了全套品質管理制度，以配合最新的 ISO 9001:2000 標準的要求。公司非常注重不斷改善程序，藉以提升服務素質。

業績

德迅錄得不俗的貨量升幅，而且獲得的標書數目亦穩步上揚。客戶亦頒發了多項合作和服務獎項，表揚德迅的良好客戶服務。因此，德迅的 EBITDA（未計利息、稅項、折舊和攤銷之溢利）、毛利和營業額均呈上升趨勢。