

Netherlands National Day

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Stress on personal service key to Dynasty success

Jeroen Burggraaf and Gerry Snijders see freight forwarding as a personal business.

"It's not simply a matter of delivering shipments from point A to point B safely and as scheduled. It's a people business. We get to know our customers well, talk to them personally to know their needs so we can serve them in the best possible way," said Mr Burggraaf, managing director of Netherlands-based Dynasty Shipping.

When the two established their own cargo transport company in 2005, 90 per cent of their former customers followed. They also forged ties with Dynasty Hong Kong – an established name in the industry with a network of offices in Shenzhen, Shanghai, Xiamen and Ningbo. That alliance allowed them to boost their market presence and enhance the services of their European unit.

Dynasty offers a one-stop shop of transport and logistics services such as air and sea forwarding, trucking, customs assistance, warehousing and delivery, courier services and a combination of one or more services.

While Dynasty's personal touch has helped keep its old customers, promoting China has attracted new ones. Mr Snijders, the other managing director, said: "Our approach is to link up buyers from



Gerry Snijders (left) and Jeroen Burggraaf, managing directors

other countries with Chinese manufacturers or introduce Chinese importers to foreign suppliers, then we ship their goods for them. That's how we generate more business."

Business opportunities in China are vast. Trading volumes have been swelling due to lower import levels. Mr Burggraaf said: "The potential for growth is huge.

Growth for China means growth for us too."

Dynasty may still be a small company, but it has big plans for the future including possibly opening offices in other parts of China. For now giving personal and professional service to all customers should make their two-year-old dynasty grow.