

Successful market launch in Taiwan

Gebrüder Weiss and partner Röhlig open an office in the capital Taipei

With immediate effect, the Vorarlberg transport and logistics company Gebrüder Weiss is now also represented in Taiwan with its own branch. With 14 employees, the office was opened together with partner company Röhlig in the capital city of Taipei on 2 April 2007. It complements the Far East locations within the Hong Kong and China triangle. The main areas of business for the new branch in Taiwan are air- and seafreight, project management and customs clearance.

A first major order was already recently handled by Weiss-Röhlig (WR) Taiwan. Speaking about the first major project, Franz Haghofer, the Managing Director of WR Taiwan says: "In April, we transported a 7.5 tonne aircraft turbine by airfreight from Taipei to Abu Dhabi." Joe Lässer, responsible for the GW overseas network, adds: "With the new Gebrüder Weiss office in Taiwan, we will in future be able to offer air- and seafreight service in Taiwan as a one-stop partner. We will position ourselves as an international freight forwarder via Europe and the USA on to markets such as China, Australia and New Zealand, as well as South Africa."

Taiwan as an economic force

In 2006 alone, Taiwan was able to record economic growth amounting to 4.4% and a GDP of 354 billion US dollars. "Although low cost production from Taiwan is outsourced to low-wage countries, the country still has substantial growth, particularly in the sectors of electronics and computer components," says Joe Lässer. "Despite migration of the production of low-cost goods, business decisions will still be made in Taiwan and that is why it is important for us to maintain a presence."

After two months of preparatory time, cooperation was established with the most important transport partners such as the shipping lines Maersk, Hapag Lloyd, OOCL, MSC, MISC, as well as Hanjin. This also applies to the most important air carriers of the Asian economic area, such as Cathay Pacific, Eva Air, Singapore Airlines and other carriers from and to Europe. For the future, Weiss-Röhlig anticipates the appropriate synergies and its establishment on the local market.

The Gebrüder Weiss organisation

The Gebrüder Weiss organisation, headquartered in Lauterach (Vorarlberg, Austria) has more than 4,000 employees at 136 locations around the world. Apart from the Central and Eastern European countries, GW is represented in the USA, Canada, Dubai (UAE), Singapore, China, Japan, Taiwan and Hong Kong. The logistics company recorded sales of 870 million Euro in fiscal year 2006.

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