

North America: Gebrüder Weiss Steps Up Commitment

June will see a new route manager, a new location and new seafreight groupage transports.

The globally-active Gebrüder Weiss logistics organisation is setting out to intensify its presence in North America. Drawing on its joint venture with WeissRohlig, GW has been a force in Chicago, New York, Los Angeles, Atlanta, Houston and Miami since 2003. After opening an additional WeissRohlig location in Toronto, Canada in July 2005, the company began operations just last January at yet another new site in San Francisco. To ensure optimised process flows between the various national companies of Gebrüder Weiss in Europe and the WeissRohlig branch offices in North America, Wolfgang Graf (28) has been appointed Route Manager/North America.

“The number of goods transports between the two continents continues to raise and Gebrüder Weiss sees this trade netting even further growth opportunities,” notes Graf. As route manager, Graf’s function within the organisation is that of a liaison and an information clearinghouse for the Europe-America transports while concurrently acting as a contact partner for Gebrüder Weiss customers. His scope of duties includes supporting key accounts and further expanding the existing air and sea transports between the Gebrüder Weiss locations in Europe and WeissRohlig in North America. “The main focus of my work is maintaining regular contact with the offices in North America and Canada, imparting know-how, and developing new routings.”

In June of this year, Gebrüder Weiss will begin its own weekly seafreight groupage transport from Europe to North America and Canada, from which the **shipped products** will directly profit in several respects. “We’ll be providing faster transit times with regular departures and uninterrupted door-to-door logistics direct from Gebrüder Weiss”, affirms Graf. By better utilising seafreight capacities, the transport chain can be economised and lower prices thus passed on to Gebrüder Weiss’ customers. The same applies in like measure to the airfreight business. As route manager, another of Graf’s focuses will be on further developing the airfreight business to and from North America and Canada.

The development of the American transport market calls for considerable intuitive gut feeling and diplomacy. Graf worked at WeissRohlig in New York from October 2003 to January 2005 developing the seafreight department and while there, gained a profound insight into American freight forwarding operations and the day-to-day business routines which differ markedly from European practices. Graf emphasises: "Another major part of my work revolves around fostering understanding for different ways of thinking and thereby end up attaining the best advantages for our customers."

The Gebrüder Weiss organisation

Gebrüder Weiss, headquartered in Lauterach, Vorarlberg (Austria), employs more than 3,800 people at over 120 locations worldwide. Last year, the Lauterach-based company generated total revenues of 790 million Euros.

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