

THINK FORWARD

MR WILLIAM LOK / MS CHIA CHING SHYAN
WM Logistics (Worldwide) Pte Ltd

“Think Forward!” That is the philosophy that Mr William Lok, founder of WM Group, lives by.

“WM Group was founded on 1998 and we run a diversified business through our subsidiaries, each meeting a specific set of customer needs. With over 20 office locations across Hong Kong and China, we have a strong team over 600 diligent staff steadfastly bringing out the best in the industry,” shares Mr Lok.

Since its inception, the group has grown into a group of multimodal transportation companies covering air, sea, and land freight modes with services ranging from common feeder, international freight forwarding, logistics and supply chain, water front and freight terminal, container and cargo trucking to liner agency.

In 2010, the company extended its logistics division to Singapore, with Ms Chia Ching Shyan as its helm, as part of its strategic move to tap on the facilities and logistic hub here. The free-trade zone also encouraged the company to offer logistic, warehousing, distributing and freight forwarding services here.

Today, the WM Logistics continues to grow exponentially and is servicing more than 200 MMC & SME accounts. “We are gearing ourselves to be ready for the challenges ahead so that to be able to consistently achieve the growth that we are experiencing today and extend it beyond the present,” expounds Ms Chia, staying in line with the forward thinking motto set by Mr Lok.

“Think Forward,” that is the key to WM’s success according to Mr Lok. “The continuous and rapid evolution of their markets means WM must become even more agile to sustain a competitive edge.”

The group prides itself on being ever ready in responding to fast-paced changes. This requires agility, imagination and confidence. And even though the multi-award winning group has several achievements to date, WM Logistics still remains committed to its client, by placing their needs as the main priority.

During periods of high growth, WM Logistics continued to diversify and invest into other transportation sectors in order to provide a complete and a one-stop service profile. But beyond providing a comprehensive service, the group has also achieved impeccable service quality, which drives growth through referrals and recommendations and establishes repeated businesses opportunities. Such a holistic business strategy is achieved through Mr Lok’s motto of “Thinking Forward!”

**Quality Service.
Right Attitude.
Think Forward.**



Up Close & Personal

Other than brand evolution, can you share with us what are the other qualities a successful business must have?

Trust. That is the starting point for growth. By providing the credible facts to our customers, WM Logistics has become the trusted source of transportation among their global partners and customers. This trust is also the key to their future success.

What is the long term vision for WM Logistics?

The vision for the company is to extend its regional reach and presence in the market. Currently, the company is expanding its brand to the whole of Asia, including India and the Middle East, to support the overall group activity and provide more solutions for our valued clients.

What advice would you give aspiring entrepreneurs?

In dealing with external circumstances, I feel that it is extremely important to take careful measures when approaching clients. Understand their needs and concerns, and most importantly, stay patient and calm to work out the best solutions for your company and clients. While internally, an entrepreneur needs value every staff and their contributions by encouraging work-life balance at your workplace. This will lead to higher productivity and higher levels of clients’ satisfaction.