Innovate, upgrade skills and adapt

Freight Links CEO Eric Khua tells MANO SABNANI how the group is using its core logistics operations base to build new businesses

Eric Khua: The group started as a freight forwarding company in Singapore in 1981. It has built a global network that is one of the largest in the world today. Our key success factors are: our competitive advantages, the willingness to go the extra mile, and to inspire the staff to give their best on each working day.

Freight Links has been able to adapt and grow with the changing marketplace. We have survived 30 years because we have open minds and are able to adapt to changes to meet new requirements by customers. To be vigilant of market dynamics and adapt to changes is key.

We have overseas offices in Malaysia, Thailand, China, Hong Kong, Indonesia and Japan (Sabana). The group operates in Asia, Australia, and South America. We have a network of more than 120 overseas offices. The group has shown strong dedication to customers.

Normally in an economic downturn, services through a global network help to cushion the impact. Normally in an economic downturn, services through a global network help to cushion the impact. Normally in an economic downturn, services through a global network help to cushion the impact. Normally in an economic downturn, services through a global network help to cushion the impact. Normally in an economic downturn, services through a global network help to cushion the impact.

Our competitive advantages are:

1. Our strategies for continued success in your activities (new or old) and how are you implementing these strategies?
2. What could go wrong with the group? What are your strategies for continued success in your activities (new or old) and how are you implementing these strategies?
3. What are your strategies for continued success in your activities (new or old) and how are you implementing these strategies?
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