STRATEGIC TRADE MANAGEMENT
- A PRIVATE SECTOR PERSPECTIVE

Simon Koh
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DHL Express, Asia Pacific, South Asia Hub

Agenda

Introduction: Deutsche Post DHL Group
DHL Express
Compliance Management
Strategic Trade Management
Our Two Strong Pillars

We are one company with two powerful brands under one roof

Deutsche Post DHL Group

Deutsche Post delivers mail and parcel in Germany and the world. It is an expert provider of dialogue marketing and press distribution services as well as corporate communications solutions.

The postal service for Germany

DHL commits its expertise in international express, air & ocean freight, road and rail transportation, contract logistics to its customers.

The logistics company for the world

DHL Express Within The Group - Overview

Deutsche Post DHL Group

Corporate Center

Post - eCommerce - Parcel (PoP)  Express  Global Forwarding - Freight  Supply Chain Williams Lea

DHL Customer Solutions & Innovation

Global Business Services
Agenda

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- Strategic Trade Management

DHL Express’ Key Milestones - More Than 40 Years Of Experience

The idea … delivering shipping documents by air to customs office before the freight arrived by sea

- **Begin of DHL**
  - Adrian Dalsey, Larry Hillblom, and Robert Lynn created an entirely new industry, starting door-to-door express services between San Francisco and Honolulu.

- **1969 - 1970s**
  - DHL Express Singapore (1972)

- **1980s**
  - DHL introduced revolutionary e-mail tracking of shipments (1995)

- **1990s**
  - Deutsche Post acquires 100% of DHL (2002)
  - DHL is rebranded from Red and White to Yellow and Red (2004)

- **2000s**
  - Investment of a new South Asia Hub in Singapore (2015)

- **2010s**
  - DHL launched the first electronic track-and-trace system in the Express industry (1983)
DHL Express Today: A Global Overview

- **220** Countries & Territories served
- **3** Global Hubs & 19 Regional Hubs
- **2.6 Million** Customers
- **1,450** Facilities
- **38,600** Vehicles
- **250** Dedicated Aircraft
- **83,000** Employees
- **34,000** Service Points
- **4** Global QCCs & 27 Country QCCs
- **180 Million** Time Definite Shipments Annually

Dedicated Intercontinental Air Network

- **250 dedicated aircraft** connecting ~500 airports

250 dedicated aircraft connecting ~500 airports
Quality Control Centers (QCC)

Real Time Shipment Management
- Global Track & Trace
- Shipment Security
- Proactive Service Recovery

Crisis Command Center
- Monitoring world events and responding to any crisis situation that may potential impact DHL’s operations, shipment security or people.

Our Customers Trust Us With Their Shipments

Efficiency
- Infrastructure
- Cost Savings
- Time Savings
- Global Reach

Security

Outsourcing of Non-Core Activity

Service
Agenda

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Compliance Management

“Compliant behavior protects us as a company and you as an individual from financial and legal repercussions. It protects Deutsche Post DHL Group’s reputation – and yours.”

Frank Appel, CEO
Compliance Management

- **MINDSET AND BEHAVIOR**
  The way we think and act, both individually and collectively.

- **ORGANIZATION AND SKILLS**
  The way we structure our organization and develop our people.

- **PERFORMANCE MANAGEMENT**
  The way we define our metrics and how we use them to manage the company.

- **PROCESSES**
  The way we define our processes and standards and continuously improve them.

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Singapore Customs – Strategic Trade Scheme

How does it affect
- the company?
- the service to our customers?
- the way our employees work?

What do we know about
- the business of our shippers?
- the goods?
- what we do not know?

Singapore Customs – Strategic Trade Scheme

Working with
- our Sales People
- our Operations Team on the ground
- our Declaring Agents

Establishing and providing
- guides and self-help tools
- briefings and trainings
- Global SOP
Singapore Customs – Strategic Trade Scheme

When something goes wrong
- investigate & report
- identify root-cause
- corrective actions

Summary
- our customers trust us with their shipments
- compliance is everyone’s responsibility
- protect the brand; protect our people

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