

SHIPPING GAZETTE™

Logistics platform launched

Iain MacIntyre

Ports of Auckland and Netlogix have launched an open and collaborative container logistics and distribution services system, which is expected to specifically harness existing unused capacity throughout the country's supply chain.

A 50/50 joint venture, Nexus Logistics, will link transport companies nationwide and be run by an Auckland-based team of about 15 people.

Ports of Auckland chief executive Tony Gibson emphasised that Nexus would leverage the considerable "empty latent capacity" residing in the marketplace.

"What we want to do is not actually have relationships or contracts with specific companies, but effectively look at the market and what is open today, this week and next week, and effectively match the cargo to the container," he told the *Shipping Gazette*™.

He said the joint venture partners

recognised that the empty available containers were not being utilised strategically. That was a huge cost because to move an empty box from Auckland to Tauranga or further south was upwards of \$300.

"So if we can utilise this supply chain, where you actually bring the goods into Wiri to be packed into containers, you are utilising the empty container, reducing the cost and that benefit can be shared across the participants in the supply chain."

Mr Gibson also stressed the initiative was port-neutral.

"We won't be specifying that every box that goes through Wiri must go over the Ports of Auckland. We feel that if you are going to achieve the most natural supply chain and get the most benefit out of it, then people must have choice."

Referencing the collaborative logistics model that his company had recently developed with Carter Holt

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Ports of Auckland . . . new container initiative will be port-neutral.

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Harvey, Netlogix chief executive Chinthaka Abeywickrama said Nexus would similarly best leverage the “unique proposition in the market” established by existing transport operators.

“So instead of Ports of Auckland investing in buying transport companies, we can tap into all of the expertise in the market and put together a solution from the best of these operators that gives the customer a market-optimised logistics chain from the manufacturing plant to the port or, for the import of a container, from the ship to their customer,” he said.

He added that utilising Nexus would not in any way jeopardise a customer’s existing arrangements with transport operators.

“This is a technology-heavy solution, which will link more than 115 transport companies through every town in New Zealand . . . utilising an optimal mix of road, rail and coastal transport capacities and services.

“The transport companies will have a very active communication with Nexus over their available capacity every day.

“We are linking those transport company assets through a technology the customer can access and they can also bring their existing transport companies into that network. The customer can pick and choose which service provider they choose.”

Despite the technological aspect to the offering, Mr Abeywickrama said Nexus customers would be dealing with real people.

He added that the cargo volumes being targeted by Nexus were “quite significant”.