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Cen Worldwide to provide integrated end-to-end service

THE country's first express distribution and logistics management company was officially launched yesterday by Transport Minister Datuk Seri Dr Ling Liong Sik.

Cen Worldwide Sdn Bhd will be providing express transport services including door-to-door services, express freight handling, warehousing, logistic technologies and management expertise.

Cen Worldwide is a fully-owned subsidiary of Cen Sdn Bhd, which is 42.5 per cent held by Pos Malaysia Bhd, 37.5 per cent by Transmile Group Bhd and 20 per cent by Konsortium Perkapalan Bhd.

The Ministry of Finance holds a golden share.

To tap into Malaysia's growing importance as a logistics hub for the region, the formation of Cen Worldwide is expected to fulfill the challenges in the marketplace that requires effective logistics management skills and expertise.

The company is also expected to capitalise on the country's growing importance as a centre for collection, distribution, transportation and communication.

Due to its shareholding, Cen Worldwide will be able to tap into the combined expertise, with Konsortium committing all air freight components and land and sea freight services to Cen Worldwide.

The company will also work with Pos Malaysia's express courier arm, Pos Laju, utilising the latter's 34 branches in the country.

Transmile, the country's designated air cargo carrier will commit all its existing and future air cargo, transport resources and facilities to the newly-formed company.

It currently has 11 aircraft with immediate plans for an additional two.

Cen Worldwide will also be assisted by other divisions within the group, such as Cen Technology Sdn Bhd, an information technology company developing IT logistics solutions.

Cen Hub Management Sdn Bhd will provide hub handling and management services, while Cen Integrated Warehousing Sdn Bhd will provide warehouse management and resource.

Meanwhile, in his speech at the official launch of Cen Worldwide, its chief executive officer Mirzan Mahathir said its express delivery customers need now only deal with one company for an integrated end-to-end service.

Mirzan is also the group executive chairman of Konsortium Perkapalan and the chairman of Transmile Group.

With one call to Cen Worldwide, customers can access information on its service or the status of their cargo, Mirzan added.

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