



Presentation



Our “e-challenge”

From startup to sustainable and scalable scale up

Company Profile



Alando Global srl



Founded in 2017 in Shenzhen, China by a Belgian-Chinese couple, and moved to Liège, Belgium in 2019.

Our mission was to support Chinese factories to sell their products on e-commerce marketplaces.

We reinvented ourselves based on operational and market insights.

We migrated to a valuable supply chain partner for our Chinese clients:

- Customs clearance,
- Transportation,
- Cargo handling,
- EU based warehouse (storage and distribution)

Founders

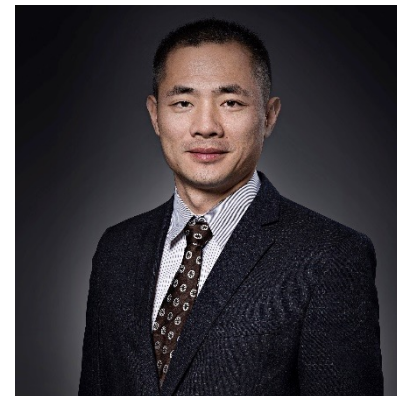


- Professional
- Visionary
- Efficient



Kathy De Leye

CEO



Eric Zhou

COO

Our journey



As youngsters we started with lots of energy and motivation

Then... Reality hit

We had to face a new world of:

- # Customs procedures
- # Regulations
- # Paperwork
- # Shortage of professional customs labour market





Our journey



Starting with “company fitness”

- ❖ We needed to get in shape!
- ❖ Back to school
 - Customs regulations
- ❖ Learn by doing
- ❖ Open-minded for ideas to work smart



- ❖ Learn from our network
- ❖ Learn from other industries
- ❖ Design thinking, how we want it
- ❖ Digital transition is key
- ❖ Help is always nearby



Innovation



❖ We needed a “challenge” partner

➤ Discover together

➤ Build together

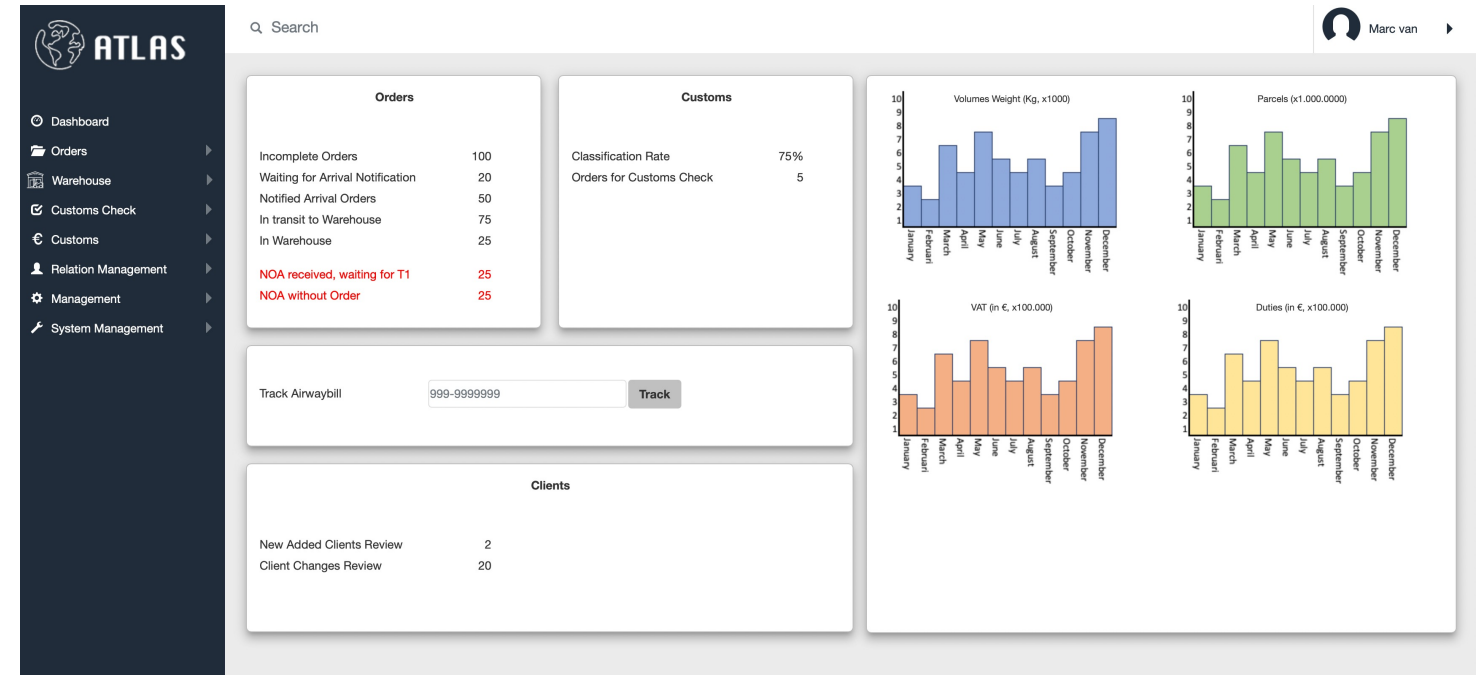
➤ Invest together

➤ Improve together



Focus on Digital

- ❖ Automate all you can
- ❖ Logistics flow
 - Send
 - Arrive
 - Collect
 - Clearance
- ❖ Overview
 - Only what is relevant
 - Process focus



Digital is scalable



❖ Make it easy but solid

- Easy for users
- Re-use existing data

❖ Overview

- Controls are visualized
- Dynamic interface
- From manual declarations in steps to clearance in a logic flow

A screenshot of the ATLAS web application interface. On the left is a dark sidebar with the 'ATLAS' logo and a menu including Dashboard, Orders (with sub-items like Create Order, Incomplete Orders, etc.), Warehouse, Customs Check, Customs, Relation Management, Management, and System Management. The main content area is titled 'Order 18' and has a search bar. Below the title is a horizontal tab bar with 'Order Details' (selected), Shipments, Files, Classification, Analytics, and Log. A progress bar at the top of the main area shows steps: Create (active), Arrival, Transit, Warehouse, Declaration, and Closed. The 'Order Details' section contains form fields for Client (Code: TS2 TEST2, VAT#: N786598639865), Order Data (Transport Type: AIR, Waybill: 999-99999992, Origin: ES Spain (excluding XC XL), Type Handling: B2C), and a section for Upload Manifest with a drag-and-drop area and a 'Save' button. On the right, there's a summary of user information: Created By: Name, Tester; Creation Date: 30-08-2021; Last Update: 30-08-2021 (Name, Tester). The top right corner shows a user profile for 'Marc van'.



Our lessons



- ❖ Open for ideas
 - Need to be imbedded in a company culture
 - Learn from other industries
- ❖ True partnerships are part of the success formula
- ❖ A mistake is a challenge to learn and improve
- ❖ Logistics these days is an IT operation with physical processes

THANKS

