

Russian Into New Territory

Total Logistics, the leading European supply chain consultancy, has launched a new Russian version of their website, www.total-logistics.ru, reflecting the company's continuing growth in the region.

Over the past three years, Total Logistics has seen its income from Russian-based projects increase twelve-fold, with work from this region now accounting for approximately 24 per cent of the company's turnover. Growth has come from a mixture of multinationals seeking advice on entering new markets in Russia, as well as indigenous businesses seeking to adopt logistics best practice that has been pioneered in the UK.

The company, which provides independent advice on a range of logistics issues including logistics park development, 3PL provision, distribution networks, DC design and warehousing strategy, has undertaken several projects in the Russian region over the past three years and is keen to highlight its services and experience to the growing Russian market.

The website provides an overview of Total Logistics' range of supply chain solutions and includes summaries of projects carried out for clients in Russia including such names as Teorema, VVV, RPSI and Nestlé Purina Petcare.

Mike Oliver, partner at Total Logistics commented: "With three years' experience of projects in Russia, updating our website to reflect our expertise in this market is an exciting and challenging development. We have a solid client base in the region and we are hoping that this will widen our exposure to more local clients.

"We have worked hard to get our written Russian correct, using our team, particularly the native speakers, to develop the website copy. Already we've had several enquiries from companies based in Russia looking for logistics advice, so reaction from the market has been really positive.

"While the Russian logistics market has not escaped the impact of the global economic downturn, we anticipate strong growth from this market for Total Logistics. A good opportunity exists for us to apply and implement some of the best practice solutions we have developed with our customer base of leading Western clients."