

Vittorio Zagaia
Vice President,
CEO

GALATA TRANSPORTATION CONTINUES SUSTAINABLE SUCCESS INVESTING ON TECHNOLOGY AND HR

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▶ A well-known company in Turkish transport sector, Galata Transportation continues investments, services approved by quality certificates, restructuring and active improvement of Human Resources, corporate assessments, corporate evaluation by customers-suppliers and employees supported by brand perception studies with a research firm. In the meantime they show their dedication to growth by taking the right steps and maintaining corporate principles. According to data given by the company, Galata offers logistics solutions in 5 continents since 1997, with more than 250 business partners and 150 professionals.

The company aims to provide a competitive advantage to its valued customers in the new and dynamic economy structure through its investments focused on Technology and Human Resources and by the commitment in daily increasing the service quality.

Underlining the company's aims, Vittorio Zagaia, Vice President and CEO of Galata says, "In freight forwarding and logistics industry constant improve and investments in technology and human resources rather than equipment investment are the key elements to maintain the success in today's competitive environment."

Saying that an experienced team supported by accurate, innovative and adaptive technologies, not only facilitates the operations in general but has a strong and positive impact on costs, he says, "Customers' needs may vary according to the evolution of the industry they belong and as a solution partner our aim is to have a fast adaptive and flexible approach. Therefore since 1997 Galata International Freight Forwarding and Logistics has always prioritized the human resources and technology



implementation considering it as the key element for a sustainable and qualified service. As a worldwide land, air, sea freight forwarder long lasting partnerships has been another important key fact of success in the past 22 years for Galata Int'l Freight Forwarding. Yearly more than 100.000 shipments are moved through selected partners worldwide in land, air and sea freight having 'transparency, accuracy, effectiveness and customer satisfaction first' approach." Vittorio Zagaia points out the fact that Galata Int'l Freight Forwarding priority has been to be specialized in consolidated cargoes. He continues: "Today in land freight the regular and weekly direct departures for both inbound and outbound reached up to 16 countries with a yearly capacity of over 5000 trailers, 99 percent of them with consolidated and groupage cargoes. Galata Int'l Freight Forwarding is one of the leading companies in Turkey to implement the CRM department since 2002. The main reason in implementing within the eco-system of Galata the CRM department was to learn and better serve customers from different industries according to their specific needs. This system in

due course enabled us to perform and improve our operational procedures along with the cost effectiveness. One of the undeniable strength of Turkey is the geographical position. Another important point is her competitiveness and quality in offerings from various industries that attract attention of more and more new countries from all around the world.

Based on this fact, Galata Int'l Freight Forwarding strengthens its presence with joint ventures and new collaborations in emerging markets for Turkey such as Africa and Central and South America. For instance in North Africa, to/from Morocco and Tunis weekly and regular consolidated multimodal services can be described as a perfect example of opening to new challenges for Galata Int'l Freight Forwarding considering that the planning goes to many years back."

Stressing onto human resources that deliver the sustainable growth of a company he says: "The Galata Academy was founded in 2010 under the H&R Department. Galata Academy is now focusing on training and education for existing team members and new comers. For the existing members it is a gateway for building their career within the company and for the new comers a quick adaptation to the company system, culture, values and mentality." ■