

## Emerging Traditional and Digital Logistics Together

### Industry Overview

The logistics industry depends on interconnected networks that unite multiple companies to handle complex shipments. Even **domestic operations** require coordination between transport and warehouse providers across origin and destination, often managed by separate entities. **International supply chains** are far more complex, requiring seamless collaboration across countries, structured partnerships, standardized processes, and integrated digital systems to ensure efficiency and end-to-end visibility.

As a result, many **multinational brand owners** award their logistics contracts to **global logistics companies** that possess established international facilities and integrated supply chain capabilities. This reflects the growing importance of connectivity, scale, and system integration in today's global logistics environment. **SMEs that lack such requirements** often remain at the bottom of the value chain, primarily serving multinational logistics providers rather than contracting directly with brand owners. Consequently, they face limited bargaining power and operate with **narrower profit margins**.

### Business Expansion Challenges

Traditional logistics companies that attempt to scale independently often encounter significant barriers, including limited logistics and technology expertise, insufficient strategic planning, fragmented marketing networks, and the lack of an integrated operational system capable of connecting multiple countries under a unified structure.

### Initial Setup: Strategic Alignment

At a recent logistics conference in Kuala Lumpur, a long-standing China-based partner proposed a **strategic collaboration** to expand into North America and Europe by leveraging Mahyu digital platform in establishing international network. Recognizing the scale of the opportunity, I immediately engaged trusted senior contacts in Japan, representing East Asia, and Indonesia, representing Southeast Asia.



These seasoned leaders bring **extensive experience** from global logistics firms, deep market knowledge, and strong regional access. Both have expressed firm commitment to joining and shaping this cross-border expansion initiative. I immediately arranged a strategic meeting in Bangkok next month, to formally **unite all key participants** and define a unified expansion roadmap.

The objective is to establish a **shared global vision**, integrate marketing and sales efforts across regions, and align operational capabilities under a single coordinated framework. Central to this initiative is **Mahyu's digital infrastructure**, which will connect multi-country sales, operations, integrate carrier pricing and capacity allocation, and create a scalable, technology-driven logistics ecosystem positioned for international growth.

The newly established company should adopt **international standards of governance**, operational rules, and regulatory compliance, fostering a neutral and globally oriented corporate culture. It will operate

independently, without alignment to **any single country's association**, ensuring balanced cross-border collaboration and positioning the organization as a truly international logistics platform.

### Meeting-Action Plan

In business, as in long-term partnerships, we begin by leveraging the strength of our existing networks. Therefore, the first action plan should focus on utilizing each founder's **personal-relationships and core capabilities** to generate immediate business opportunities. The meeting should result in key-planning and clear responsibilities for each participant to enable new company to offer integrated services effectively to their respective networks.

This collaboration aims to deliver a scalable cross-border logistics platform that leverages combined operational experience, digital infrastructure, and market networks. The ultimate objective is to develop an independently sustainable operation within 12 months, capable of generating consistent business flow.

### Summary

Sustainable growth in the logistics industry requires both an integrated operational system and a strong, trusted operational and marketing network. **Without a structured and scalable system**, even well-established relationships can become underutilized, leading to inefficiencies and lost opportunities.

At the same time, a business that operates **without strategic partnerships** and collaborative networks often remains confined to **low-margin segments at the bottom of the value chain**, limiting its ability to scale and enhance service capabilities. True competitiveness lies in combining system integration, digital infrastructure, and trusted network partnerships to move upward within the global logistics ecosystem.

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