

Step-by-step thematic and international expansion

Targeting the niche

NV-Logistics is still a young company, but has seen a remarkably fast development since being established. Thierry Moreno, founder and owner, spoke with ITJ editor-in-chief Christian Doepgen about his range of services, the international setup and alignment of the business with partner companies.



With the Vital Logistics area, NV-Logistics has specialised in health care transports amongst others.

Mr Moreno, the growth figures in the logistics sector are currently still modest in Europe. What is the situation at NV-Logistics?

We cannot complain in this respect. In 2011, the first complete year of our activities, we managed to post sales of approximately CHF 5 million in total. Last year we were even able to grow that figure two fold. We are confident about the future of our business.

How many people do you employ at your various branches?

We currently have twelve specialists based at our head office in Geneva, where we have doubled our office space in the period since November 2013. Eleven employees work in the branch in Milan. We are currently further expanding the area of Critical Logistics, an express service, with two full-time and eight part-time drivers.

Many medium-sized businesses, such as NV-Logistics, find it difficult to grow to achieve a critical size. Are you also planning to make acquisitions?

Our growth is placed on an organic footing, and we trust in the service we offer our customers. However, we started a joint venture with Juko-Express at the end of January. The company is based in Archamps in the Département Haute-Savoie, approximately eight kilometres

from Geneva, and tops off our packages of services also in the direction of France with its alignment and its workforce of 10 employees.

What about the other international representation?

We became a member of the World Cargo Alliance and its special network Inter-Global Logistics Network (IGLN) in 2010. This means that we have a large selection of agents at the various destinations and cover our needs well.

What range does NV-Logistics offer?

The logistics of time-critical products is where we are at home. But it goes without saying that our business offers the complete range of freight forwarding services, although we have specialised in particular in the express service. Objects of high material or intellectual value cannot be forwarded in accordance with standard methods and are often subject to a tight time frame. That's why we offer a 24-hour service, which is available 7 days a week, and have special agreements for processing at customs.

Already at the start of the activities of NV-Logistics, you established the Vital Logistics service in 2011...

In the life sciences and biotechnology areas we have identified a particular need, especially for express services for special

medical goods. For instance, we cooperate with the Hôpital cantonal de Genève when it comes to the logistics of special needs for operations. This affects, for instance, the subject of keratoplasty, i.e. operations on the cornea.

As a business, how do you get approval for these transports?

Since February 2013, we have been accredited by Swissmedic with our warehouse in Meyrin, which means that our comprehensive cooling chain is externally certified for storage and transport purposes. This seal of quality is also to be obtained for our additional locations. What's more, we have a fleet of seven special vehicles.

Do you plan to expand the Vital Logistics area from the European to the global stage?

We are considering an international network of licence holders. However, in the light of the necessary strict quality standards, this is a project for the medium term. Our particular interest is focused on the US, Great Britain and the BRIC states.

NV-Logistics is also active within the framework of events logistics.

Yes, we support, amongst others, the Grand Théâtre de Genève on international journeys. Last year alone they toured Mexico with ten shows in the country. There is as much need in this area as there is special demand at UEFA, whose annual conferences or tournaments for the U21s, U16s and other national teams we accompany to places like Senegal or Kazakhstan. This kind of logistics is also demanding.

What is your recipe for success?

As an SME, we can compare ourselves to freight forwarding groups like a delicatessen store can with a supermarket. In addition to individual solutions, customers can rely on discretion.

Photo: NV-Logistics