



**WORLD
MARKETING
GROUP**

沃达营销集团

Your Trusted Marketing & Logistics Partner



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YOUR TRUSTED MARKETING & LOGISTICS PARTNER

- Founded in 1982, World Marketing Group is a regional integrated marketing and logistics solutions provider, serving clients with a single point of contact.
- We offer one of the best automated, innovative and fast-paced logistics solutions in par with evolving delivery trends, offering tailored solutions to meet your every need and requisites.
- WMG provides comprehensive end-to-end import and export logistics service with our team of hands-on industry experts so that you can focus on your core business. We deal with customs clearance, warehousing, distribution and fulfilment of your goods, wherever you need it, anywhere across the APAC region.
- WMG is a technology powerhouse that integrates IoT-enabled systems, artificial intelligence and data integration, to provide you dexterous marketing and logistics solutions.



BEYOND LOGISTICS

- We at WMG, see ourselves as **market leaders and innovators**. We take pride in providing high quality service by being obsessive, detailed and organised, whilst exploiting technology to deliver powerful and scalable outcomes to our customers.
- Our goals drive us forward to innovate and find better solutions to our clients' diverse challenges and desires. **For us, it is the relationship that makes the difference.**

APAC FOOTPRINT



WHOLLY-OWNED OFFICES

PARTNER OFFICES

- World Marketing Group has full-fledged offices in China, Malaysia, Singapore, Thailand and the United States of America, with partnership operations in Japan, India, Indonesia, Korea, the Philippines and Vietnam.

POWER UP YOUR BUSINESS WITH OUR MULTIPLE SOLUTIONS

- Leverage on our expertise to achieve greater supply chain productivity and innovation capacity for your business.
- We provide synchronised solutions, increasing the efficacy of your business activities from planning, manufacturing to distribution, hence making your supply chain more effective in managing risk and ensuring the commitment with your partners.
- We provide a complete support system for international projects with a single-point of contact, simplifying and unifying freight solutions for our clients.



International Mail & Parcels



Warehousing Solutions



Transportation & Distribution



Direct Marketing Solutions



Circulation & Subscription Marketing



INTERNATIONAL MAIL & PARCELS

CONNECTING YOU TO ASIA

- We help take your business across borders, delivering customized international logistics solutions through an effective hub-and-spoke network system.
- We specialise in handling customs, commercial and postal clearance, preparing import & export documentation and efficiently managing and advising all other legal paperworks, giving you maximum support at every stage of your supply chain.
- We focus on Postal Networks across ASEAN and North Asia. Our bilateral agreements with worldwide Postal Administrations enable us to specialise in untracked mails and tracked small packets of up to 2KG.
- With operation bases and extensive hub logistics networks in major cities across the APAC region, we facilitate hub routing and distribution of your goods regionally from any one of our facilities.



POSTAL DELIVERY

Our unique alternative postal network provides you the benefit of a postal channel, whilst minimizing the challenge of postal union limitations. Focusing on the 0-2kg segment, we offer one of the most competitive solutions available in the market.



COMMERCIAL DELIVERY

Tapping on a network of best-in-class service providers, we offer cost effective and reliable last mile delivery solutions for 2kg-30kg parcels.



LICENSED POSTAL OPERATOR

A Licensed Postal Operator in Singapore, we are familiar with postal procedures and regulations and ensure we find a creative solution for you within the framework.



CUSTOMS BROKERAGE & HANDLING

Equipped with customs clearance licenses across the region, we offer a one-stop expertise on cross-border customs issues, helping you navigate trade laws, regulations and customs practices of the country of import/export.



SINGLE INTEGRATION, NETWORK-WIDE CONNECTIVITY

WMG Exchange is our software platform that runs the International Mail & Parcel business 24/7. Developed in-house, it offers you a single point of integration to access the entire WMG network of mail and parcel solutions.



WAREHOUSING SOLUTIONS

RELIABLE. EFFECTIVE. SCALABLE.

- Our strategically-located warehouses within our network, store products and offer flexible, global distribution solutions to meet the ever-changing needs of your business.
- Utilise our warehousing options in concert with our International Mail and Parcel offerings, for a fully integrated, global warehousing and fulfilment solution.
- Our robust and centralised Warehouse Management System ensures your inventory is well accounted for and taken care of.

WAREHOUSING & OTHER KEY FEATURES

■ APAC WAREHOUSING OPTIONS

Store your merchandise and products in our multiple warehousing locations across the APAC region with extensive processing capabilities for breakbulk, makeup and export processing.

■ CENTRALISED INVENTORY MANAGEMENT

Robust and centralized inventory management system with connectivity via API to clients and vendors. We also provide support for audit and stock-taking exercises.





■ **CUSTOMIZED ORDER PROCESSING AND FULFILMENT**

Order fulfilment is streamlined with better, faster and proven processes, ensuring orders are shipped and delivered to customers on time and in good condition.

■ **PICK AND PACK SERVICES**

Our digital Warehouse Management System (eWMS) ensures items are picked correctly from the warehouse storage and packed for cross-border businesses and e-commerce sellers alike.

■ **KITTING AND PERSONALIZATION**

Products are selected, customised, and packed to your requirements, including personalised products, gift-wrapping and messages.

■ **RETURNS MANAGEMENT**

Expertise in handling complex procedures like returns, consolidating products as per company's policy, redistribution and destroying or recycling old products effectively.



TRANSPORTATION & DISTRIBUTION

REACH YOUR CUSTOMERS SMARTER

- We offer effective transportation of manufactured goods via road, air or sea with competitive transportation costs and greater accuracy.
- We ensure your inventories are picked-up on time and transported to their respective locations with high levels of visibility and improved efficiency – all through a single point of contact.
- Our partnership with major freight forwarders and transportation companies across the world allows us to employ creative delivery solutions so you can get goods wherever you need them to be.



LINEHAUL EXPERTISE

Tap on our linehaul network to move your goods within ASEAN and throughout the APAC region. Our expertise and knowledge in managing FTL & LTL loads, and time-bound deliveries, ensures your goods are delivered safely and efficiently.



CROSS-BORDER LOGISTICS

We have been doing cross-border for more than 4 decades. Our knowledge and experience with regulations and compliances across borders, allows us to provide you the best commercial or postal delivery solutions.



LOCAL DISTRIBUTION

With our local vendors, we can provide tailored solutions to get your goods from port-to-door efficiently. By combining shipping with warehousing and distribution, you benefit from a seamless end-to-end solution with fewer logistic service providers.



TAX & DUTY ADVISORY

In-house experts advise our clients on the rules and regulations surrounding taxes and duties of each destination, ensuring the most optimal outcome for you.



DIRECT MARKETING SOLUTIONS

BESPOKE CREATIVE SOLUTIONS

- We provide holistic offerings for marketing and logistics verticals ranging from direct mail campaigns, design and print of marketing collaterals, warehousing and fulfilment.
- We focus on your needs and project objectives to develop customer-centric solutions, enhancing your marketing campaign effectiveness and ROI.
- We will manage your print projects for you and ensure a competitive and quality solution.



PRODUCT & MARKETING COLLATERAL DESIGN

- Custom product design templates for your different event and marketing needs. From brochures, leaflets, packages, banners, exhibition booths and everything in between, our designs are clean and objective-oriented to capture your potential customer's attention.



SOURCING & PROCUREMENT

- Outsource your search for the right promotional merchandise needed for your advertising specialities, business gifts, awards, prizes, commemorative events or incentives. We will ensure the quality, consistency of supply and storage of merchandise.



PRINTING & PUBLISHING SOLUTIONS

- We will manage your print projects for you and ensure a competitive and quality solution. We print everything from small items such as invites, brochures and leaflets, to larger event or stage backdrops and exhibition booths.



LETTERSHOP SERVICES

- Management of mail processing needs which include data processing, personalization, folding, assembly, inserting, packaging, sorting and mailing.



TRADESHOW & EXHIBITION MANAGEMENT

MICE support services, organising the exhibit to create a "total package" experience, where we design, execute and service the event.

Includes, venue management, creative production, AV management & production, vendor & supplier management, manpower management, overall project & budget management and much more.

INFORMATION TECHNOLOGY SOLUTIONS

Equipped with a talented team of software developers, we offer software and hardware solutions for you that range from event website creation, logistics management software and mobile applications.



CIRCULATION & SUBSCRIPTION MARKETING

ELEVATE YOUR MAGAZINE SUBSCRIPTION & NEWSSTAND BUSINESS

- Under our MAG-EZ banner, we design well-planned circulation marketing strategies to create seamless solutions for your magazine subscription and newsstand business, allowing you to reach your different target markets.
- We help manage the packaging of your magazines and other print products, and have them delivered straight to your customers' and partners' doors- ensuring the circulation of your product is easy and convenient.
- Our winning magazine subscription and newsstand marketing strategies offer performance-driven marketing and enhanced customer experience, staying ahead of industry trends to put your brand at the top.

LOGISTICS MANAGEMENT

Let us handle your Subscription logistics from start to finish, taking care of inventory movement from you to the end customer's destination.

Our integrated logistics system ensures efficient management of all operations included in the circulation process from shipping, order processing, packing, inventory management, warehousing, CRM, delivery and other functions.



LETTER SHOPPING SERVICES

We combine our expertise in letter shopping services from start to finish, including mail merge, collation, insertion, sealing and dispatch to local or international freight companies.

We fulfill highly personalized orders by providing assembly, packing, repacking, co-packing, labelling, as well as print and other integrated logistics solutions.



SALES STRATEGIES

We help showcase your magazines to our network of publishers, bookstores and agents in various countries across the APAC region, thus marketing your product and helping build revenue.

We also take care of the circulation and promotion of your magazines helping you sell not just to bookstores, but to retail outlets, supermarkets, petrol stations, education institutions, libraries and other targeted locations to provide the best retail sales for your magazines.



DIGITAL MARKETING SOLUTIONS

Our in-house team of marketing professionals, help promote your magazine subscriptions directly to customers through multiple channels such as email and social media marketing under our Mag-EZ umbrella.

We help build your subscription business, creating excitement around your product and helping with your brand awareness, follower growth, drumming up sales and also driving engagement with your brand.



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