



**We shape the world
to fit your profile.**



Our Mission

To deliver **high-quality services** and enable our customers to focus on their core business.

We offer **innovative, sustainable and tailor-made solutions beyond logistics** with one common approach, global and local.

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We facilitate the import- and trading function of a local distributor and/or legal entity, providing you with compliance, control of your route-to-market, benefiting from the market potential in Russia, CIS, Ukraine and China.

Johan Elzes, Director Trade Facilitation and After-Sales Services, Ahlers



Ahlers Core Services

- End-to-end sustainable supply chain solutions. Licensed customs broker.
- Warehouses in several regions in Russia, bonded warehouse in Saint Petersburg.
- Management of complex global projects, tailor-made with a dedicated team.
- Secured transport of high-valuable or theft-sensitive goods.
- Integrated logistics solutions through trade facilitation and after-sales services.
- Innovative smart data tools for supply chain visualization and optimization.



How do we do this?

- **Dedicated** team, understanding your **local and global needs**.
- Our **expertise** in addressing emerging markets.
- A scalable logistics- and trading platform for **business expansion**.
- **Simplification and control** of your route-to-market



25 years+ specialized knowledge in strategic markets



International forwarding and licensed customs broker



In-house warehousing operations



Smart, innovative, data analytics tools



A dedicated team of experts



What do we offer?

Trade facilitation and after-sales services

Ahlers helps businesses through an integrated logistics infrastructure that facilitates the route to market of our customers and substitutes the import and trading function of a local distributor and/or subsidiary in Russia, the CIS, Ukraine, and China.

Additionally, we provide an answer to after-sales needs, including compliant free-of-charge warranty import-exports, spare-part logistics, and local stock fulfillment. With 6 (bonded) warehouses in different regions in Russia, you can deliver your goods on time to increase customer satisfaction levels.



Trade Facilitation

Trade Facilitation gives you the benefits and opportunities of having your subsidiary in Russia, CIS, Ukraine or China, without having one. You can use Ahlers' trading platform to orchestrate your route-to-market and outsource anything from transportation, import, customs clearance, to order-2-cash operations and local distribution.

On top of that, through Ahlers' shared services set-up, you also have the needed legal, IT, accountancy, and HR capabilities, which you need to manage your business and local operations in Russia, CIS, Ukraine or China. We offer a true, proven, one-stop-shopping solution, which has been successful since 2015 and is currently managing multiple International brands. The value we offer is to facilitate your business operations so that you can focus on what you do best: sell your product.

Trading Platform

Sales acceleration with Ahlers master importer model

The best way to take control of your route to market and re-focusing your model from sell-in to sell-out, because you need more than just logistics, import and distribution. You need a strategic decision to change how you do business in these countries, to benefit most from its market potential.



Ahlers trade facilitation and after-sales services is a true proven solution that helps you create business growth in Russia, CIS, Ukraine and China

Challenges companies face today

- Operational knowledge, service level, and communication.
- Increased end to end supply chain time, resulting in higher working capital needs and discussions on payment terms.
- Poor quality of stock management, chaotic cooperation with manufacturers HQ, resulting in loss of sales due to inefficient demand forecasting.
- Decreased forecast- & production accuracy at HQ, leading to other inefficiencies.

Solution based on our supply chain knowledge and regional expertise

Simplification and control of the route to market

By simplifying and centralizing the supply chain function, the complexity of business decreases. By doing this the control and overview are put to one company instead of multiple distributors.

Limitation of financial risk and CAPEX possibility

Smaller distributors might have an increased financial risk, and because their size might not have the required working capital to invest in stock and CAPEX.

By changing the route to market, you can invest more time and working capital in the supply chain, and as such, accelerate sales instead of being busy with operational processes. This can lead to fewer discussions on payment conditions and better availability of your goods in the market, which catalyzes sales.



A scalable logistics and trading platform for market expansion

By centralizing and streamlining all supply chain activities, you create the platform to generate economies of scale, while at the same time you put the supply chain risk to one company instead of multiple ones.



Your Route-to-Market Ahlers Trade Facilitation

Go-to-market in Russia, CIS, Ukraine or China

By taking control of your route to market and re-focusing your model from sell-in to sell-out, you need more than just logistics, import and distribution. You need a strategic decision to change the way in which you do business.

Supply Chain Function

 International Logistics	 Data Matrix Labelling
 Customs Formalities & Certification	 (Bonded) Warehouse & Distribution



Shared Services function

 Order-2-cash Contract Fulfillment	 ERP & EDI Management
 HR and legal support	 Trade Finance & Accounting



Commercial strategy

 Strategic marketing and sales
 Customer Relationship Management

Ahlers Focus

Client focus

After-sales services

When equipment goes down, you want to get the replacement parts, tested, and repaired when required, without losing critical time. We handle all your cross-border returns, providing the highest transparency, keeping your NFF (no fault founds) level to a strict minimum, avoiding scrap, ultimately saving you money.

The Ahlers importer-exporter of record services, regardless of whether you have an established entity in Russia or not, ensure quick critical parts cross-border deliveries, in a fully compliant and reliable way.

- We aim to bring more value and achieve the highest level of customer satisfaction - a solution tailored to your needs, to reduce administrative burden and related costs



Closed-loop warranty management

- Reduced warranty costs
- Faster claims cycle time
- Higher dealer satisfaction



Local staff and expertise

- Testing and repair services
- Consignment stock (bonded warehousing)
- Supplier management



Free of charge import

- Door-to-door delivery for local customers
- Delivery Duty Paid Deliveries
- Seamlessly integrated with your CRM system



Ahlers helps customers to develop their after-sales service, including compliant free-of-charge warranty import-exports, spare-part logistics, and local stock fulfillment. a customer-oriented infrastructure, relieving all parties from the hassle related to warranty and sample shipments.

Why choose Ahlers

- Rely on 25 years of expertise in Russia and CIS.
- Own warehouses in Russia and CIS.
- Established and experienced teams.
- Local expertise as an importer- and exporter of record.
- A transparent process fully compliant with all Import laws of the importing countries

Benefits of working with Ahlers

- **Embrace** our customers' goals and needs, offering tailor-made, reliable, and long-term solutions.
- **Pull together** a wide range of highly specialist skills in many countries around the world.
- **Smart data analytics** and innovative monitoring tools.
- **Facilitation of** your route to market in complex regions.
- **Analyze** your entire supply chain, proposing value-add strategies for your company.
- A flexible and consistent approach, taking every opportunity to **improve and to innovate**.

Solutions Beyond Logistics

“We shape the world to fit your profile. Solutions beyond logistics”

We enable our customers to stay focused on their core business by creating and managing innovative solutions that add value and solve their supply chain challenges in complex environments.



TAILOR-MADE SOLUTIONS



CUSTOMER CENTRIC



EXPERTISE



DEDICATED TEAM



ANALYTICS

About us

For more than 110 years Ahlers has been helping clients with logistics solutions all over the world. With 1000 employees in 3 regions (Europe, CIS, Asia), providing state-of-the-art logistics and tailor-made solutions. We enable our customers to stay focused on their core business by creating and managing innovative solutions that add value and solve their supply chain challenges in complex markets.



Like to know how we can help to shape your world? See www.ahlers.com

In Russia Ahlers opened its first office in 1993. Since then Ahlers Russia has grown and employs now more than 450 people in five locations – Saint Petersburg, Moscow, Chelyabinsk, Novorossiysk, and Novosibirsk. Ahlers Russia offers a wide range of traditional and innovative logistics services, such as international forwarding, project logistics, warehousing with value-added services, data analytics and trade facilitation, secured transportation, as well as customs clearance.



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