

## **BOLLORÉ LOGISTICS TO PARTICIPATE IN THE CHINA BEAUTY EXPO IN SHANGHAI**

Bolloré Logistics will be participating in the China Beauty Expo that will be held from 12 to 14 May 2021 in Shanghai, China. The China Beauty Expo (CBE) is a professional beauty event, recognised in China as a key business platform to develop beauty, health and wellness products. Bolloré Logistics will take this opportunity to present its latest transport and logistics solutions for the cosmetics industry including EASYorder, its new integrated service for B2B customer order management.

China's cosmetics industry has grown rapidly in recent years, in line with the country's economic development. With 1.4 billion consumers, China currently has the largest demand for beauty and cosmetic products, with an increase in sales despite the Covid-19 pandemic. The cosmetics industry is also facing many challenges, including stringent regulations, globalisation of production, channel diversity and cost efficiency, requiring logistics providers to manage operations efficiently.

A major player in international transport and logistics, Bolloré Logistics has developed comprehensive know-how in multimodal transport, customs and regulatory compliance, global supply chain and logistics. In particular, the company offers end-to-end logistics solutions for perfume and cosmetics, such as transportation of goods imported from foreign countries, integration of warehousing and distribution inside and outside the bonded area, and cross-border e-commerce.

For the cosmetics industry, Bolloré Logistics pays special attention to quality management and temperature control management. It also provides specific solutions such as seasonal fluctuation service guarantee, sustainable supply chain management and digital marketing solutions.

*"As a leading logistics provider, Bolloré Logistics is committed to providing flexible and customised end-to-end logistics solutions for its customers in the perfume and cosmetics industry. We keep up to date with the latest trends and offer services tailored to our customer's needs in order to support their development thanks to our connected network and our industry expertise,"* said Stéphane Guesnier, CEO of Bolloré Logistics Greater China.

### **About Bolloré Logistics**

Bolloré Logistics is a major international supply chain operator and ranks among the world's top ten transport and logistics groups with an integrated network of 600 branches in 109 countries. Placing customers at the heart of its strategy, Bolloré Logistics is committed to designing innovative, robust and agile solutions. Through the reliable management of the entire supply chain, the company has developed a high level of resilience enabling it to control risks by securing transport plans through alternative options and to lead a continuous improvement policy over the long term while acting as an ethical and responsible player.

[www.bollore-logistics.com](http://www.bollore-logistics.com)

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