

The shipping and logistics support alliance (SaLSA)

SaLSA was formed in April 2009 to create an alliance built around the unique attributes of each independent member to generate greater strengths than the member firm could achieve in isolation



SHIPPING & LOGISTICS SUPPORT ALLIANCE
delivering expert advice and services to the shipping and logistics industry

THE principal objective of SaLSA is to deliver specialist advice and services to the shipping and logistics industry through a programme of events and good communication from specialist providers.

In a nutshell, SaLSA is:

- A non-profit making Alliance, wholly owned by and operated solely for the benefits of its members.
- A collection of companies committed to delivering specialist products and expert advice.
- An organisation that unites respected professional people who share common values and standards.
- A collective body of like minded people devoted to improving standards and profitability in their businesses.
- A group of unique, innovative, dynamic companies helping each other and working in partnership with their suppliers.
- An effective discussion forum.

The membership is currently made up of experts from a number of industry segments including the recent addition of Barker Gotelee, a firm of solicitors with specialist resources in the shipping and logistics field. The members are now as follows:

- Ryan Insurance Group (Insurance and Risk Management)
- SOS-HR (Training, HR and Health and Safety)
- DPS Technology Group (IT)
- Larking Gowen Chartered Accountants



- Lloyds TSB Commercial (Banking Services)
- Suffolk Offset (Design, plus Digital and Lithographic Printing)
- Barker Gotelee (Solicitors)

Most importantly is SaLSA's focus on how customers and prospects benefit from engagement with such a diverse, yet focused, organisation. Businesses engaging with them can expect the member to have specialist knowledge in their particular field enhanced by access to other areas of expertise.

This provides well-rounded and complete access to technical and professional services through one alliance.

The main benefits of working with SaLSA are clearly defined as:

- Improve trading efficiency
- Immediate access to a broad range of expertise
- Access to industry information and compliance
- Development of business opportunities
- Good communication forum

There is a considerable effort going in to creating the SaLSA brand and delivery mechanisms. The communication programme is now starting in earnest and the membership expanding to encompass a broad range of services. If you want to know more please visit www.salsa.uk.net



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CHARTERED ACCOUNTANTS

