

# Quality services for the shipping industry



## SHIPPING & LOGISTICS SUPPORT ALLIANCE

delivering expert advice and services to the shipping and logistics industry

The Shipping & Logistics Support Alliance (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

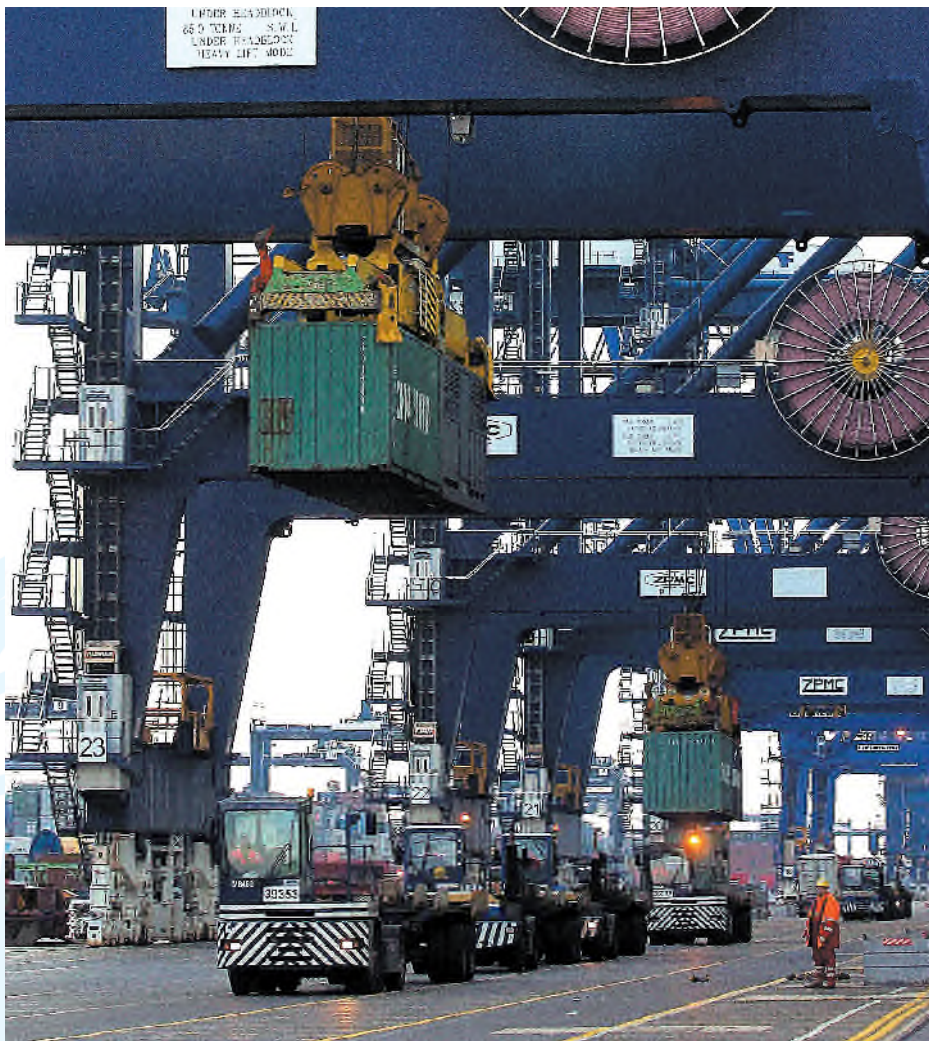
**T**HE principal objective of SALSA is to deliver specialist advice and services to the shipping and logistics industry through a programme of events and good communication.

The mantra that is sitting at the heart of the enterprise is "To do better business together rather than in isolation".

In many enterprises, the prime objectives are often shrouded in mystery but not so with SALSA. All the partners involved want to create new business opportunities by differentiating their proposition and take part in marketing through an alternative brand with an innovative communication strategy.

In a nut shell, 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



the following businesses:

- Ryan Insurance Group (Insurance and Risk Management)
- SOS-HR (Training, HR and Health & Safety)
- DPS Technology Group (IT)
- Larking Gowen Chartered Accountants
- Lloyds TSB (Banking Services)
- Suffolk Offset (Design, plus Digital and Lithographic Printing)

Members are stronger within such an alliance for a number of reasons. They not only gain from enhanced marketing and development opportunities through a different brand but also they get "the edge" in terms of product development by working together and with the diverse customer base within this industry.

In addition there are obvious advantages of working with a diverse group such as competitive advantage through critical mass such as sharing ideas, experience,

knowledge, views, market intelligence and best practice.

Most importantly is SALSA's focus on how customers and prospects benefit from engagement with such a diverse, yet focused, organisation. The main benefits of working with SALSA are clearly defined:

- Improve trading efficiency
- Gain easy access to a broad range of expertise.
- Access to industry information.
- Development of business opportunities.
- Good communication forum.
- Easy to do business with.

There is a considerable effort going into 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 and if you want to know more then visit [www.salsa.uk.net](http://www.salsa.uk.net).

