



**ALLIANCE**  
**SHIPPING GROUP**



# Forward in Thinking....

The Alliance Shipping Group is proud to present to you our history, our future and everything in-between. We provide our clients with fully managed freight forwarding, 3PL, digital, import and export services and more...



## Supply chain solutions

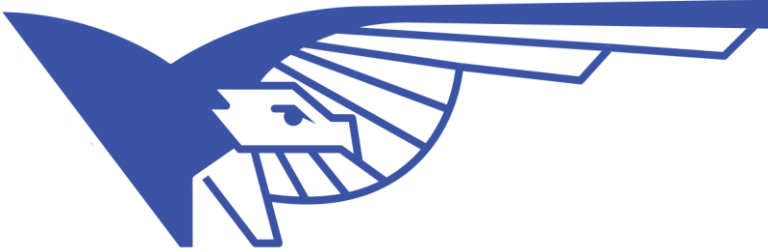
We offer both traditional and digital supply chain solutions



## Integration

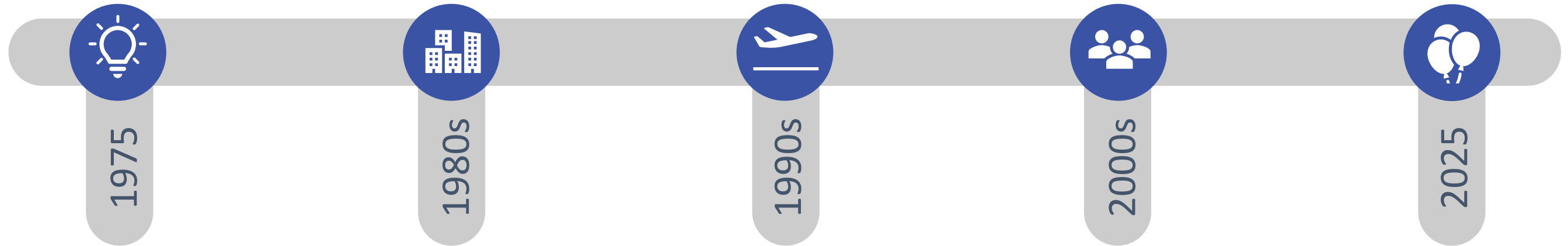
We can integrate with your systems and processes (both physical and digital)





# Our Heritage is strong...

Alliance has shown continuous growth over the past 50 years. Below are some key milestones that illustrate our growth



## The Alliance Shipping Ltd. is founded

Gary Waller, our CEO, establishes The Alliance Group of Companies in East London at the age of 23



## Branching out

In **March 1986**, **Alliance Pacific Corporation** is established in the USA. Headquartered in **Atlanta, GA (USA)**, it offers a strategic springboard into the US market for many of our clients.

In **December 1988**, **Alliance Birmingham** is established, providing a gateway to the North

## London Heathrow Airport office established

In **1992**, Responding to changes in supply chain models and a global shift towards air freight complementing ocean freight supply chains, we open **our office at LHR airport** which is dedicated to air freight.

## The Next Generation

Gary Waller's sons, Bradley and Spencer, join The Alliance Shipping Group as part of our wider **succession and continuity planning**. The group also initiates proactive recruitment of apprentices **to ensure longevity, quality of service and continuity**

## Shipping runs in the family

The Waller Family can trace their shipping heritage back at least 6 generations to John Waller (born 1798). Right is a rare picture of his son, Joseph Ross Waller (born 1826) who was a lighterman, a barge owner running barges from the London docks to Hertfordshire, and a Carman (the equivalent of a modern-day haulier)



## Celebrated 50 years

In 2025 we celebrated our **50<sup>th</sup> Anniversary**



# Our Future...

We understand that **continuity and stability** are extremely important to our clients when selecting a freight partner.



Our **succession planning**, with two of our CEO's sons and active engagement in **apprenticeship schemes** and recruitment, ensures that the continuity and stability that have led to us reaching our **50 year milestone in 2025**, will endure for **many years to come**.

...looks bright



# What we do at a glance...



Exports



Imports



Sea Freight



Air Freight



Cross Trades

The Alliance Shipping Group offers a wide range of services to our clients, many of them bespoke. We don't believe in a "one size fits all" model, and very often we tailor our service to match the needs and requirements of our clients EXACTLY.



Road Freight



Online Digital  
Freight Forwarding  
and systems  
integration



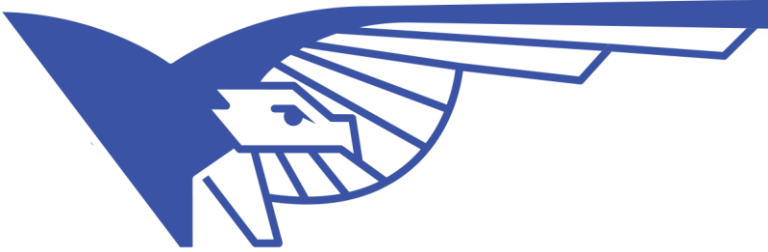
Customs Brokerage  
(direct link with  
CDS and inventory  
linked port systems)



Multimodal Freight  
consolidation  
(NVOCC)

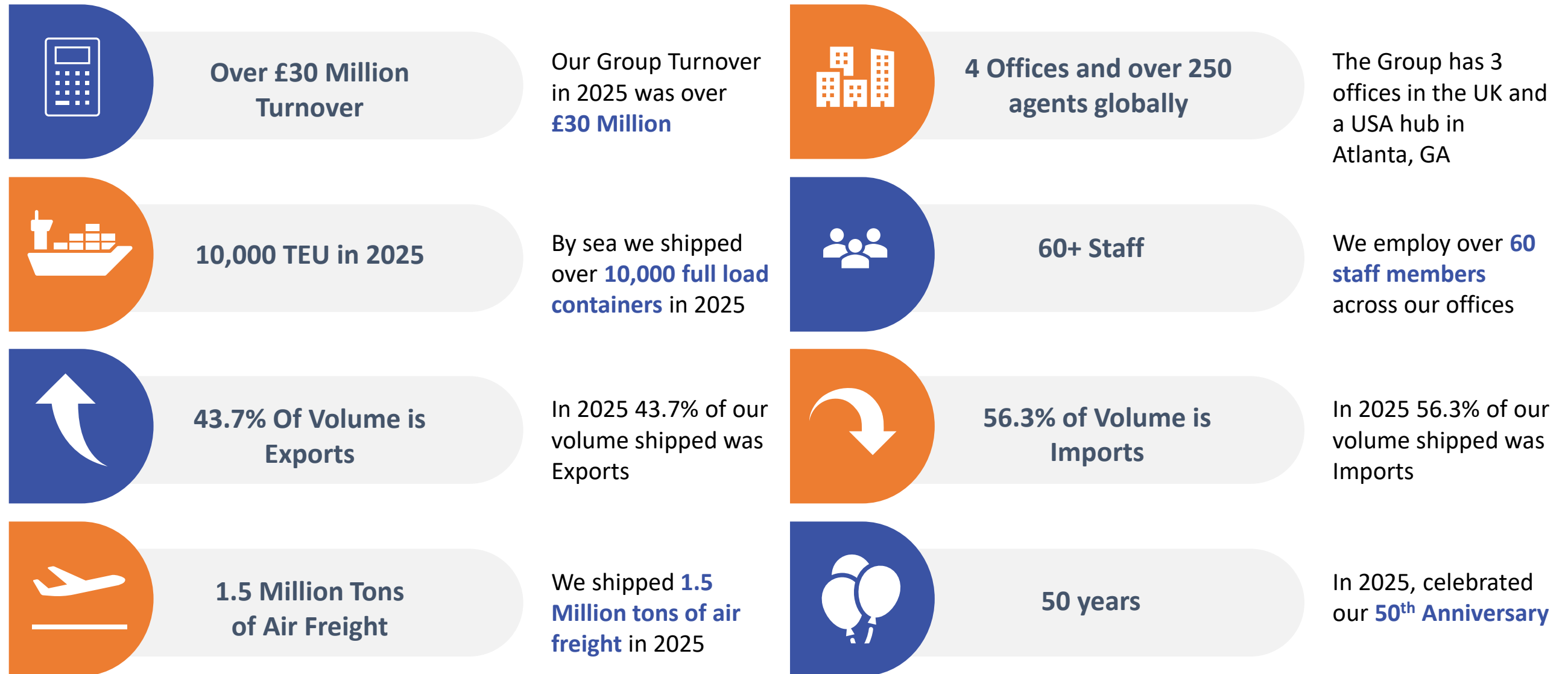


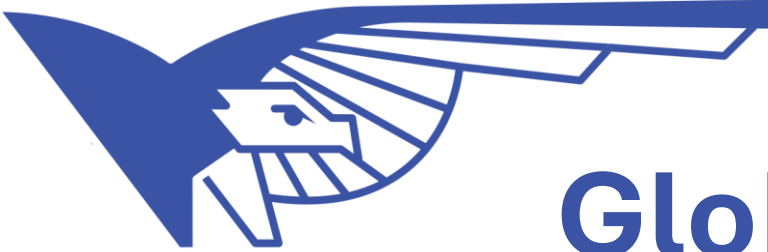
Systems  
integration  
capabilities via  
API or EDI



# Key Company Statistics

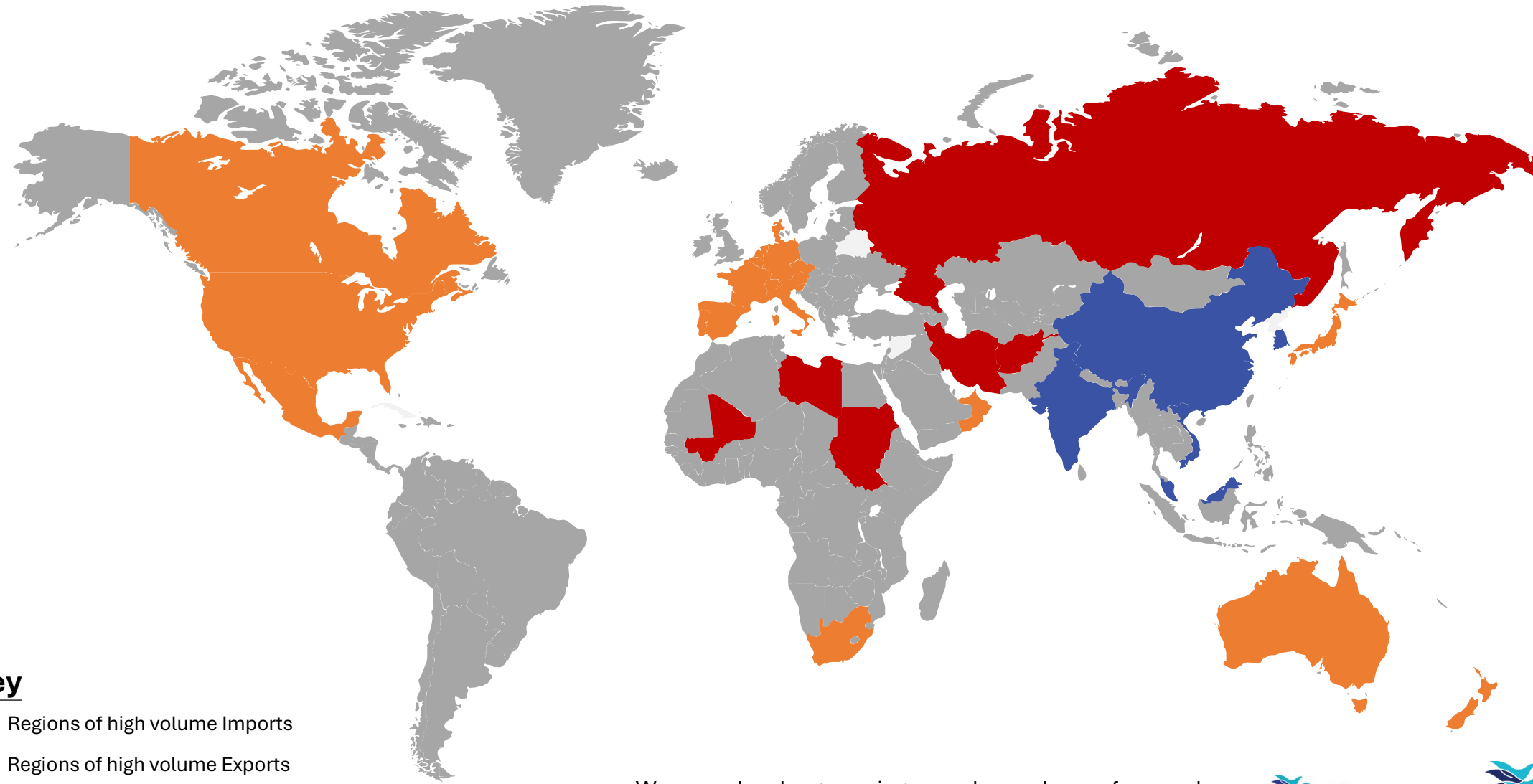
Below are some key statistics for The Alliance Shipping Group





# Global freight forwarding services

The Alliance Shipping Group truly has global coverage with over 250 agents globally. Below illustrates some of the largest areas of volume for import and export where our client base currently utilise our services. The areas that we serve at any given time are dictated by our clients however, with our network of agents and our experience in the industry we offer services to the farthest corners of the globe.



## Imports

China, Taiwan, Hong Kong, India, Vietnam, Malaysia and South Korea account for over 80% of imports across our client base

## Exports

USA, Canada, South Africa, Australia, New Zealand, Mexico, USA, Japan, UAE and Europe account for over 80% of exports across our client base.

## Cross Trades

In addition to standard import and export services from/to the **blue** and **orange** destinations, we also offer services from/to all the regions in **dark grey** as well as **cross trade services** facilitated through our agency network of +250 agent worldwide

### Key

- Regions of high volume Imports
- Regions of high volume Exports
- Regions we also offer import and export services from and to
- Regions we do not offer import and export services from and to due to UK/EU/USA trade sanctions

We are also long serving proud members of several agency networks giving us access to agents across the globe. We attend network meetings each year to develop and maintain these relationships to the benefit of our client base.

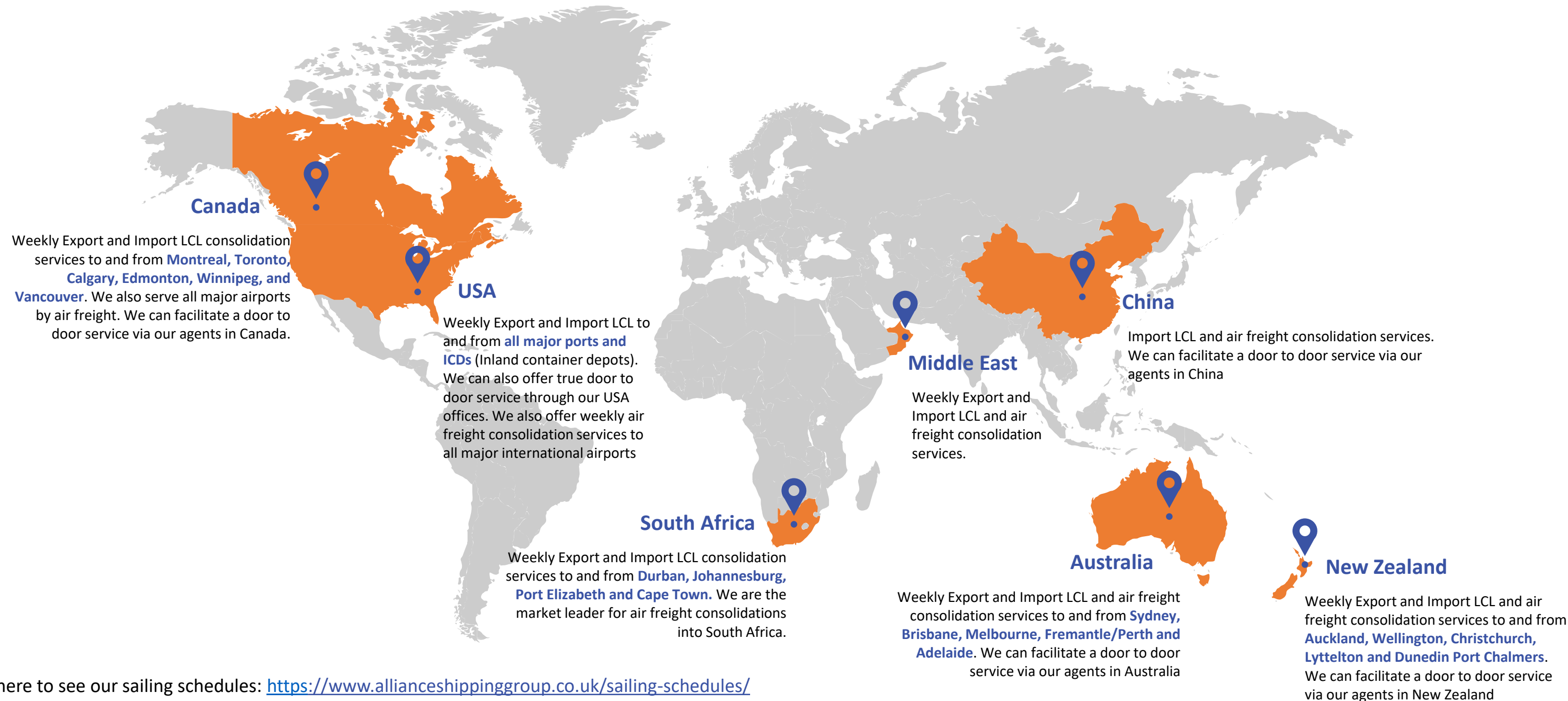




# NVOCC and Air freight Consolidation

In addition to our general freight forwarding, Alliance is unique in that we are also an **NVOCC (Non Vessel Operating Common Carrier)** and we are a consolidator serving multiple destinations by air and sea. Our clients benefit from Alliance being the **master loader** through preferential rates and space.

Below are the areas we currently run services for both import and export.



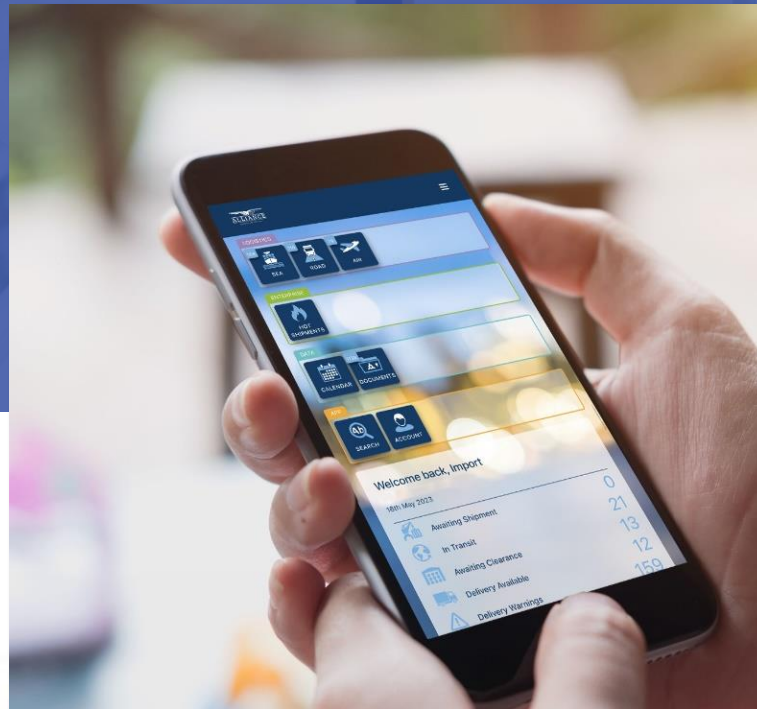
Click here to see our sailing schedules: <https://www.allianceshippinggroup.co.uk/sailing-schedules/>



# ASG-TRAK

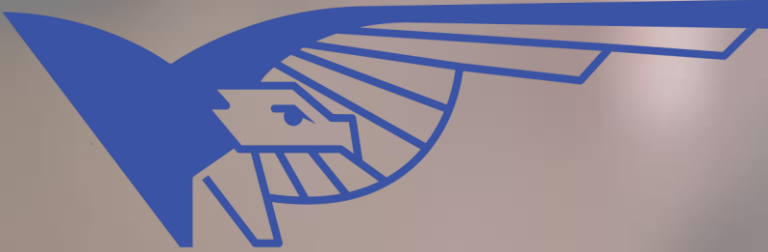
THE ALLIANCE SHIPPING GROUP

*ASG-Trak* is our **state-of-the-art** Digital Supply Chain Platform; your one-stop solution for managing your logistics and supply chain with ease and efficiency.



This intuitive platform offers **real-time visibility** into your supply chain, empowering you to make informed decisions and **streamline your operations**.





# ASG-Trak Key Features

Below are some key features and services that can be accessed via ASG-Trak



## Live Tracking

Truly live tracking achieved through **AIS, AI, and carrier data** data stream (see next slide)



## Online Quoting/Booking

Quotations and bookings can be retrieved from ASG-Trak if our clients require this **optional service**



## Bespoke Management Reporting

Reporting **tailored to our clients' needs**. Self service, automated and upon request all available



## Purchase Order Level Tracking

Being able to track your purchase order progress is vital to **ensuring an efficient supply chain**. ASG-Trak facilitates this requirement with individual PO milestone status.



## Client Systems Integrations

In addition to our web browser based application, we offer **integration with client systems over multiple protocols** (including EDI and API)



## Documents Vault and Live Notifications of Milestones

Documents stored against shipments can be accessed via our **document vault**. This includes but is not limited to commercial, shipping, customs and other documents.

**Live notifications via email** for agreed milestones such as "ETA" and "Delivery" are also possible if required.



# Real-Time Shipment Tracking

A key feature that sets **ASG-Trak** apart from other digital tracking platforms is that we offer **REAL TIME tracking** of our client's shipments. This is offered through harnessing various data sources and blending them to provide **accurate ETAs** (Estimated Times of Arrival) and **actual location**

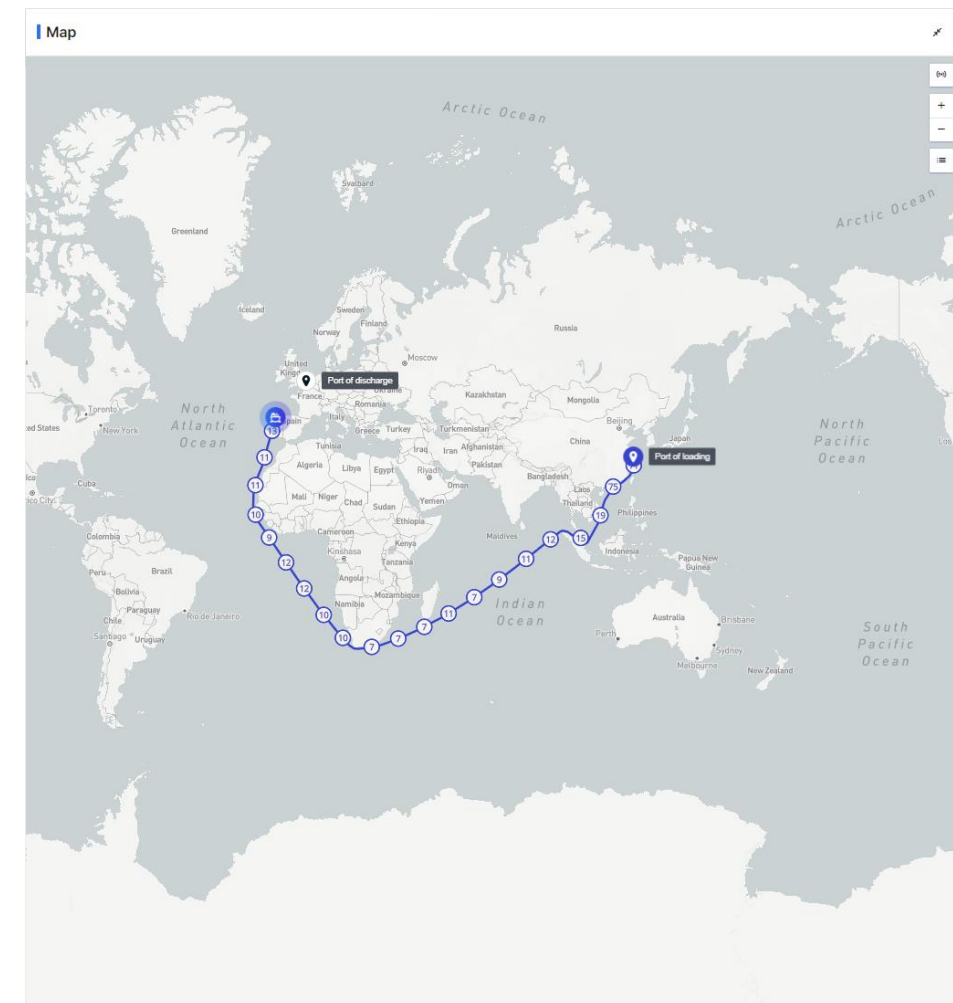


Through use of exact **AIS Vessel location data**, you can track your shipments' precise locations in real-time, ensuring timely deliveries.

Using carrier data, AIS location data and **AI algorithms**, **ASG-Trak** provides **accurate estimated delivery times** to better plan your operations.

**ASG-Trak** will keep you informed about the status and progress of your shipments using live **APIs with all major shipping lines**.

Get **notified about delays, exceptions, and other critical events in real-time** using milestone and exception events.





# Benefits of ASG-Trak

**Improved Efficiency**

Streamline your logistics processes and eliminate manual tracking

**Enhanced Visibility**

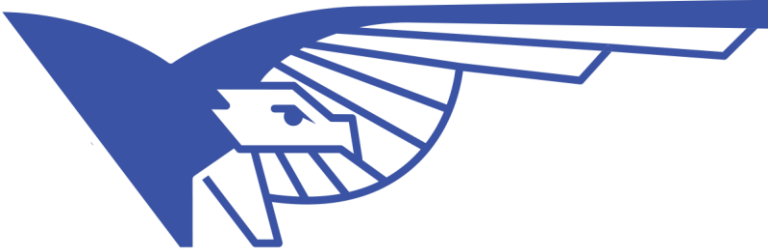
Gain genuine real-time insights into your supply chain

**Reduced Costs**

Optimise your transportation and logistics expenses

**Improved Customer Experience**

Provide your customers with transparent and reliable shipment information



# Get in touch...

## Offices



### Basildon, Essex (HQ)

Located 15 minutes from London Gateway Port

Alliance House, Fenton Way, Southfields Business Park, Basildon, Essex, SS15 6TD, UK

### Birmingham

Conveniently located in the midlands

4 Brooklands, Redditch, West Midlands, B98 9DW, UK

### London Heathrow

Located on the airport perimeter

Office 1 of Unit 3, Colnbrook Cargo Centre, Old Bath Rd, Colnbrook, Berkshire, SL3 0NW, UK

### Atlanta, GA

Our USA hub

1610 Cobb International Blvd NW, Ste 3, Kennesaw, Atlanta, GA 30152

## Contact details



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