A look at GF’s networks

On course

The Gross + Fuchs Group of Companies is driving the growth of its four networks globally and in a differentiated way, COO Viktor Fuchs told the ITJ’s Christian Doepgen in an interview.

The number of members in GF’s four networks has expanded in recent years to more than 700 companies. Has the target size of the individual networks been reached in terms of coverage?

Because we’ve limited the growth of our Air & Ocean Partners network we’re only looking for new members there for one or the other niche market. Our project cargo alliance Project Partners is enjoying a lot of attention. Its activities are expanding strongly towards Asia and South America. The situation in Connecting 5 Continents (C5C) is balanced. We’ve clearly experienced most growth there over the last few months. Developments are extremely homogeneous, that is to say, equal in the various markets.

How have the profiles of GF’s networks developed over the last few years?

Thanks to the fact that we have years’ of forwarding experience we’re naturally close to the needs as well as the problems of SMEs competing with large corporations. Our tools have supported our members well through the economic downturns of the recent years. We’ve got through this period with the loss of almost no members; rather, we’ve experienced steady growth in numbers.

IT tools are still a key factor for success. How integrated is the connection between your members today?

In terms of software each company works according to the individual requirements posed by its regional environment, above all in terms of IT connections to customs authorities as well as to shipping lines and airlines.

Rather than agreeing on a common denominator to meet the IT requirements in the 98 countries where our members operate, our IT contribution provides a global dunning system. We can follow all of our network members’ open invoices and, where necessary, issue reminders. This gives us a perfect overview of our members’ activities at a level which most likely can’t be matched by any network today.

What special points affecting all of your members will feature at the top of the agenda of your four networks’ general assemblies, which are scheduled for October?

We’d like to present our members with details of some new features in our software tools. In addition, we have news about business development and promotional activities prepared for 2015 for our members which we’re planning to present at the conferences.