

CASE STUDY

Going the Distance



RAK Logistics and FFSAPI Going the Distance

General Santos City is the largest producer of sashimi-grade tuna in the Philippines. It is home to six of the country's seven tuna canning plants coinciding with Region IX's eleven sardine canning production. The rich waters of Sarangani Bay provide the city the tastiest tunas in Mindanao which has been served not only in the Philippines but worldwide, as well.

As the tuna capital of the Philippines, General Santos City boasts the most modern fish port in the country and aids the local economy. The Fishport Complex in Barangay Tambler has a 750 metre (2,460 ft) quay and a 300 metre (980 ft) wharf for 2,000 GT reefer carriers. The fish port is equipped with modern facilities that comply with international standards on fish catch handling. In 2012, the city recorded the largest total volume of fish landing of 139,613 metric tons (MT). Being the sanctuary of the six tuna canning plants in the country, it employs over 7,500 plant workers.



the **RAK** CHALLENGE

Traditionally, FFSAPI member companies have developed shipping contracts directly between member companies and the carriers like Maersk, NYK, Evergreen and APL.

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RAK Logistics worked diligently to create an opportunity to provide services to the Association. The member companies export cargoes bound to USA Trans-Pacific, Intra-Asia and Europe, all strong markets of business for RAK Logistics.

the **RAK** SOLUTION

Finally, in June 2012, RAK Logistics was awarded a contract with the Association as a primary carrier with a monthly volume of 20-25 FEUs. This achievement was a milestone for RAK as the first and only forwarder/NVOCC to serve the Association.

the **RAK** RESULTS

RAK Logistics has provided FFSAPI with a valued choice other than direct shipping carriers, and for over four years we have gained the trust and confidence of FFSAPI in our expertise in the complete range of services we offer.

The sustained successful business relationships we have built with FFSAPI reveals the competitive advantage in working with RAK Logistics - flexibility, economical pricing, and efficient and reliable service.

The Fresh Frozen Seafood Association - Tuna Processors Philippines, Inc. (FFSA-TPPI) pioneered the production of sashimi quality frozen tuna that is processed with so-called "filtered smoke technology". Its regular member companies are based in General Santos City and Davao City.

FFSA-TPPI, Inc. is composed of the following member companies who are the main exporters of fresh and frozen smoked processed tuna and high value tuna products and aims to develop common quality standards and marketing for processed seafood:

- RDEX Foods International Philippines, Inc,
- Sta Cruz Seafoods Corporation
- Malalag Bay Aquaculture and Processing Corporation
- Philippine Cinmic Industrial Corporation
- Well-Delight Network Corporation
- GS Pescador Seatrading Corporation
- Rell & Renn Seafood Sphere, Inc.
- SAFI Foods

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