

2021

# COMPANY PROFILE

moving  
along the  
right line

---



**msa**<sup>®</sup>

# COMPANY OVERVIEW

MSA Shipping (Pvt.) Ltd. is a leading international freight forwarding company specialized in freight & international supply chain management, contract & project logistics, customs and clearance.

Established in the year 2000 with headquarters in Sri Lanka, today the company is operating in India and Malaysia with many operating branches around the world as one of the most preferred total logistics providers and container operators.

Being a subsidiary company of MANCO Group, the industry giant in the field of Importing, Exporting, Manufacturing, Trading and Marketing in Sri Lanka with over 50 years of experience, we ensure premium services to our clients handling every consignment with the greatest care and attention. Our tailor-made solutions, excellence in service, attention to detail and value for our clients have been the secret to our success.

**Today, we are growing with the vision of setting new benchmarks in professionalism and client satisfaction, while delivering personalized, cost effective and efficient supply chain management solutions to our large clientele.**



# OUR VISION

To be a premier solution provider in cargo forwarding and logistics solutions in the region with an unwavering commitment to efficiency, productivity, and speed of execution.

# OUR MISSION

To provide efficient, effective and reliable logistics solutions tailor-made to our clients' unique requirements with a team of high caliber professionals committed to the highest standards of excellence while delivering profitable business growth to achieve 100% customer satisfaction through high performance and the highest degree of professionalism and integrity.

## WHY CHOOSE US?

---

OVER 20 YEARS OF EXPERIENCE

BEST EXPERIENCED STAFF IN THE FIELD OF INTERNATIONAL TRANSPORTATION

END-TO-END TRANSPORTATION SOLUTION

INNOVATIVE SOLUTION AND TRANSPARENCY.

100% CUSTOMER SATISFACTION.

FAST AND FLEXIBLE SOLUTIONS.



# OCEAN

Timely delivery of Cargo decides the impact of value created for all stakeholders. Over the past two decades, our reliable shipping lines have proved satisfaction without doubt. When it comes to transporting heavy goods via sea, the shipment method and the type of cargo decides the expenses of a journey. Be it exports or imports, with the aid of our Global Agent Network, we offer our clients the most efficient cargo handling services, storage, and clearance and delivery, assuring clients minimal hassle throughout the process.

**OCEAN EXPORTS**

**OCEAN IMPORTS**

**LCL**

**SEA –AIR SHIPMENTS**

**MULTI COUNTRY**

**CONSOLIDATION**



# AIR

**AIR FREIGHT IMPORT**

**EXPORT**

**AIRLINER CHARTER**

**AIRLINE CARGO GSA - CSA**

**AIR CONSOLE GROUPAGE CARGO**

Uninterrupted and haste delivery of cargo is key to sustaining certain supply chains. Air Freight Transport services by MSA promises clients with the utmost security of goods, and low Insurance premiums.

Transporting cargo through Air would take one third of a shipping time for goods to reach the desired location, making virtual tracking of goods much simpler. However, managing Air Freight could be just as complex as Ocean Freight. But the expert agents at MSA would assure efficiency in air freight forwarding promising short transit times. We service clients with regards to Imports, Exports, Air liner charter as well as LCL Groupage Cargo.



# LOGISTICS

When it comes to packing and crating consignments, MSA provides customers, the benefit of confidence in expecting perfection and a wholesome service without a doubt. To supplement doorstep services, we offer our clients in-land transportation to any destination with our extensive fleet of trucks and Lorries. The expert staff at MSA and skillful drivers will ensure just in time deliveries, pick-ups and overall safety at any given time. Regional and local warehousing offers cost-effective solutions for customers whilst making it a less hassle for transport services. In addition, through professionally associated partners in the field, MSA offers clients, economies of consolidated shipments, shortened inventories and delivery cycles.

**LAND TRANSPORTATION | PROJECT LOGISTICS**

**CUSTOM HOUSE AGENT ( CHA ) | CUSTOM BROKERAGE**

**WAREHOUSE & DISTRIBUTIO | END TO END 3PL - 4PL SOLUTIONS**

**AUTOMOBILE, PHARMACEUTICAL & BEVERAGE LOGISTICS**

# OUR OTHER SERVICES

## MULTIMODAL SERVICE

With our years of experience in the business, we have the expertise and experience to develop the most cost-effective multimodal transport solutions combining sea, air, land or any other mode of transportations as appropriate to achieve the delivery time and cost goals of our clients.

## NVOCC

Acting as an exclusive carrier to shippers, managing and holding cargo containers, we deliver tailor-made solutions to fit our clients' requirements for a competitive and fair price. We provide comprehensive and reliable NVOCC solutions in Sri Lanka as well as to destinations worldwide, catering to the varying demands of our clients.

## WAREHOUSING & DISTRIBUTION

We offer effective local and regional warehouse and distribution services for operational excellence, compliance and lean, fast, and efficient operations to save our clients' time and money. We have an extensive distribution network for on-time product deliveries to the end destination, whether it's a wholesaler, retail store or an end customer. All our warehouses have strategically located and have designed to keep our clients' products seamlessly flowing through the supply chain at a pace of the client's choosing.

## CARGO INSURANCE

Our cargo liability insurance solutions provide Protection over our clients' goods while in transit or held in inventory, giving them peace of mind with loss or damage to the cargo. With us, our clients receive unsurpassed insurance coverage for their high value and sensitive products helping cargo owners manage the risk with confidence.

## PROJECT CARGO

At MSA, we are specialists in the transportation of oversize and heavy items, handling project and breakbulk cargo as a shipping agent, shipbroker and freight forwarder. With years of experience and a team of industry experts, we assure individual transport planning made to fit the needs of the project from origin to destination across the Middle East, Far East and Indian Subcontinent.

## FASHION LOGISTIC

Our exclusive fashion logistics solutions enable our clients to keep the pace in their fashion business with varying styles to changing seasons. We are well aware of the speed, quality, flexibility and adaptation the industry requires to deal with new trends in the industry and, therefore can deliver entire supply chain solution, from shipping to warehousing and distribution services with agile response to market demands.

# OUR LEADERSHIP

Our Board of directors from multiple industries bring skills and experiences that align with MSA's strategic priorities to ensure business success and growth.

## **MR. MANSUR ABBAS (JP)** *Managing Director*



He is an expert in the field of freight forwarding in Sri Lanka with extensive experience in import, export, trading & shipping and manufacturing. He started his career in export in 1969, and he brings insight with a forward-thinking vision to MSA, to ensure the best performance, highest customer satisfaction and consistent growth in the business with his hands-on experience working in many organizations and businesses, including his family business

## **MR HUSSAIN MANSUR** *Director*

He has many years of experience in sea and air freight operations. His expertise ranges in shipping and international freight forwarding. He has travelled to Middle East and the Indian Subcontinent and has been involved in many freight forwarding operations and agency development activities with which he contributes to bring operational excellence and development to the organization





# OUR TEAM

Our team is our greatest asset, and MSA has built with people in its mind. We believe in being a team or a solid mix of youth and experience with talent unsurpassed. Our experts pride themselves on being able to see pitfalls before they happen while advising our clients on best practices and solutions to help them save money, time and worry.

# OUR CLIENTS

Over the years, we have served hundreds of clients worldwide as a reliable freight forwarding and logistics solution partner, building lasting business relationships based on trust and integrity.



# OUR SISTER COMPANIES

Over the years, our reputation and excellence in business have led us to expand our services to many areas in many industries, creating a group of sister companies that we do business with to ensure the best outcomes for our clients.

MSA Air(Pvt)Ltd

MSA Shipping(Pvt)Ltd

MSA Logistics(Pvt)Ltd

MSA Aviation(Pvt)Ltd

Silverline Exports(Pvt)Ltd

Premier Pearl Exports(Pvt)Ltd

MYK holdings (Pvt)Ltd

MSA Travels & Tours (Pvt)Ltd

Manco Sundry Stores (Pvt)Ltd



# OUR GLOBAL PRESENCE

Our reputation and excellence in business have led us to expand our services to many areas in many industries, enabling us to create group companies that support our core business to ensure the best outcomes for our clients. Our global presence spans across Asia with the Head Office in Sri Lanka and Branch offices in India & Malaysia. We will be expanding our global presence in the Middle East and Africa regions by opening branches in Jebal Ali, Dubai and Mombasa, Kenya to provide a more effective 3PL solution to all our clients.

