



## Press Release

### India's Leading Online Logistics Company Cogoport Bets Big on the Netherlands

Mumbai 23<sup>rd</sup> May, 2018: The inaugural version of Indo Dutch Forum on Smart & Sustainable Port Led Development was conducted on 23<sup>rd</sup> of May, 2018 at Taj Mahal Palace, Apollo Bunder, Mumbai.

The event centered around best practices in developing ports to be technologically savvy as well as sustainable and eco-friendly at the same time. The Minister of Infrastructure and Water Management, Netherlands and Union Minister of State for Shipping, India graced the occasion with their presence along with other industry stalwarts.

The event also witnessed Cogoport confirming the start of their business operations in Rotterdam, the Netherlands. Cogoport is establishing the first digital logistics corridor of the world, making Indian traders connect to the European market in a much seamless fashion using the Netherlands as gateway. The ceremony was in presence of both ministers and attended by the City and Port of Rotterdam.

Cogoport is now set to expand globally through their office in The Netherlands and will look to serve a larger set of customers in the European market as well. This would be another milestone in Cogoport's bid to make the freight booking process hassle free by leveraging technology.

Cogoport sees tremendous value in entering into the The Netherlands and in setting up their base in Rotterdam, the maritime capital of Europe. The ease of doing business in The Netherlands coupled with its barrier free environment, friendly tax structuring, speed and agility are some of the factors behind this conviction. Cogoport also perceives great synergy between its vision and Netherlands' initiatives with the country being heavily dependent on logistics and rapidly embracing digital technologies. Apart from this, the presence of well educated, upfront and supportive multi lingual personnel is another advantage that Netherlands offers.

The Netherlands' government is known to be highly receptive of technology and startups and has supported Cogoport in every manner. Cogoport has also received great assistance from NFIA, Rotterdam Partners and Holland International Distribution Council towards this initiative.

#### **About Cogoport**

Incorporated in May 2016, Cogoport is an online international freight exchange that uses cutting-edge technology to make the most cost-effective match between exporters and importers on one hand and ocean and air freight carriers on the other. The platform also enables price comparison for trucking, custom and inland docking charges. Technology-led solutions aimed at offering enhanced business experience are at the heart of the brand's value proposition. Combining technology and data, the platform's complex algorithm takes into account millions of line items such as prices, transit times, vessel details for one lakh port pairs across the world and hundreds of suppliers, among other variables, to discover best freight rates for customers by offering price comparison across players, the platform allows customers to compare rates and book shipment as well as track it at the click of a few buttons. Government of India certified is India's first and only online international freight logistics exchange. Cogoport is headquartered in Mumbai, India. Founder & CEO - Purnendu Shekhar & Co-founders - Kunal Rathod, Harsh Kumar & Nishant Dalmia.