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ALEX.world

FINDING BALANCE IN THE HUSTLE

At Alliance 21, we've always believed that our people are our greatest strength. As we continue to grow and evolve in a fast-paced, ever-demanding logistics landscape, it becomes even more important to pause and reflect—not just on our performance, but on our well-being.

That's why the theme of this issue is Work-Life Balance.

We recognise that success isn't just measured by KPIs or milestones. It's also about how we care for ourselves and each other—physically, mentally, and emotionally. While we've long championed physical wellness through health initiatives and safety practices, we are equally committed to supporting the mental and emotional well-being of our team.

In this issue, we're excited to share stories from our extended Alliance 21 family—glimpses into how some of us unwind, recharge, and find joy outside of work. Whether it's spending time spent dabbling with watercolours, a weekend hike, or simply time spent with loved ones, these stories remind us that rest is not a luxury—it's a necessity.

We hope these snapshots inspire you to take a breath, make time for yourself, and embrace the small joys that bring balance to your life. Because even as we strive for excellence in our work, we must never forget to enjoy the journey.

Here's to working hard, living well, and caring deeply—for ourselves and for one another.

Thank you,
Rodney Ee



ALLIANCE 21 LEADERSHIP RETREAT IN BALI

REFLECTING, REALIGNING, AND RECONNECTING



Earlier this year, Alliance 21 leaders gathered in Bali, Indonesia for a meaningful leadership retreat, an opportunity to step back from day-to-day operations, reflect on our purpose, and reconnect as one team.

Bringing together colleagues from our international offices, the retreat was more than just a meeting; it was a reminder of the strength of our collective leadership and the importance of creating space to think, share, and collaborate.

Guided by our CEO, Benjamin Ong, the program emphasized personal reflection on leadership. We explored how each of us can align our individual OKRs with the company's broader vision and contribute more effectively to the success of the Alliance 21 Group. This process was both introspective and strategic, encouraging us to rethink our role in the bigger picture while reaffirming our shared values.



The retreat also gave us the clarity to set bold new targets for the year ahead. With renewed commitment, we return to our offices ready to lead with intention, purpose, and collaboration, ensuring that Alliance 21 continues to grow stronger in unity and vision..

From Bali to beyond, we carry forward the spirit of reflection, alignment, and leadership that will shape our journey ahead.

Celebrating Excellence: ALEX Fulfilment Recognized at LogiSYM Awards 2025



We are proud to announce that ALEX Fulfilment Services has been awarded Best Last Mile Delivery Company at the LogiSYM Awards 2025, an incredible recognition of our team's dedication and innovation in the logistics space.

This award is especially meaningful as it was judged by an independent panel of industry experts, based solely on performance, innovation, and impact. It was not paid or sponsored, just earned through consistent excellence in last-mile delivery.

We owe this achievement to the tireless efforts of our fulfilment team, whose commitment to service and reliability have made ALEX Fulfilment Services a trusted logistics partner. A special thank you to Leslie Anne Tan, whose leadership and vision have been instrumental in our journey.



We are deeply grateful to our clients, partners, and team members for their continued trust and support. This recognition inspires us to keep pushing boundaries and to deliver excellence at every step of the way.

Unlocking Potential: How Alliance 21 Builds Careers and Elevates Logistics

TALENT ISN'T JUST HIRED, IT'S NURTURED

In a recent CNA feature, Alliance21 was spotlighted for its forward-thinking approach to talent development — one that hires for potential and nurtures it through a structured growth framework.

A SKILLS-FIRST MINDSET

Rather than focusing solely on prior experience, Alliance21 looks for individuals with the right attitude, adaptability, and drive to learn. Once onboard, employees benefit from:

- On-the-job coaching with experienced mentors
- Role rotations to broaden skills and perspectives
- Targeted training mapped to the national Skills Framework for Logistics
- Clear career pathways to build confidence and take on larger responsibilities

This approach ensures that every team member has the tools and guidance to grow, both professionally and personally.



STORIES THAT INSPIRE

The CNA feature shared journeys like **Edwin Lee's**, who expanded his skills through cross-functional exposure. His growth reflects what's possible when potential meets opportunity.



WHY IT MATTERS

By investing in our people, we're not only building careers, we're strengthening our talent pipeline and delivering an even better experience for our customers. It's a win-win that keeps raising the bar for logistics in Singapore and beyond.

Industry Engagement: Alliance 21 Thailand Team

ALLIANCE 21'S THAILAND TEAM EXPANDS INDUSTRY CONNECTIONS

In the second quarter of 2025, the Alliance 21 Thailand Team actively engaged in a series of high-impact industry events, including the Logistics Automation Expo, Manufacturing Expo, Furniture Fair, SRBF® 2025, Thailand Electronics Circuit Asia 2025, and TILOG Logistix 2025.

These trade fairs proved to be valuable platforms for generating promising business leads and forging connections with new potential partners. Each interaction not only opened doors for future collaboration but also reinforced Alliance 21's expanding presence across multiple sectors.

Beyond business development, these events offered meaningful opportunities for our team to sharpen their communication and engagement skills. By connecting with a diverse range of clients, industry leaders, and fellow exhibitors, our staff gained confidence and experience in presenting Alliance 21's capabilities to a global audience.

The positive outcomes underscore the strategic importance of participating in international trade fairs—not only as a driver of growth, but also as a catalyst for continuous professional development within our team.



Delivering Care In Air Cargo – Our Expertise in Live Animal Shipments

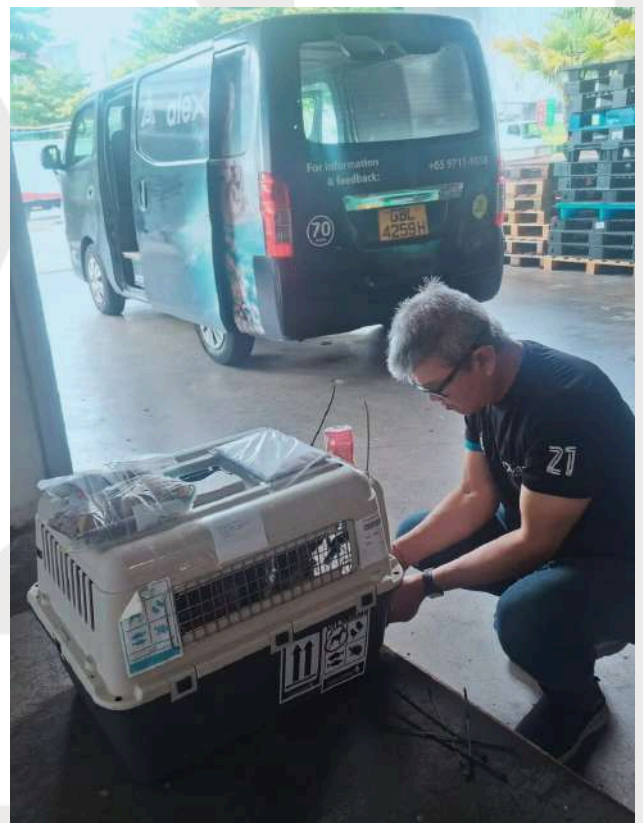
At Alliance 21, we take pride in going beyond traditional logistics. For us, moving live animals isn't simply about transportation—it's about ensuring that every beloved pet entrusted to us receives the highest level of attention, safety, and compassion.

Recently we moved a pet shipment where every step of the journey was meticulously planned and executed—from preparing hydration, food, and soft bedding to securing the crate and ensuring all documentation was complete and accurate. Throughout the process, our trained professionals handled the furbaby with the same gentleness and dedication as if it were their own, ensuring safety and peace of mind for the owner.

What makes this achievement even more meaningful is the trust and satisfaction expressed by our client. Knowing that pet parents feel reassured and happy gives us immense pride, because we understand these are not just shipments—they are lives deeply cherished by their families.

As experts in live animal logistics, we remain committed to upholding the highest standards of care and professionalism. Whether it's a short trip or a long-distance relocation, our priority will always be the well-being of every pet we handle.

Because at Alliance 21, logistics is more than moving cargo. It's about care, trust, and the joy of every tail wag along the way.



WORK-LIFE BALANCE

EMPLOYEE SUBMISSIONS

SKETCHING THE BALANCE

ATITAYA HANKHET



For me, work-life balance means having time to recharge and do what I love outside of work.

One of the ways I balance my busy work schedule is through drawing.

Whenever I pick up my pencil and start sketching, I feel relaxed and fully present in the moment. Art helps me reduce stress, stay focused.



And come back to work with a fresh mind. It's not just a hobby it's a part of how I take care of myself.



This drawing is one of the pieces I created after a long day at work. It reminds me that even small moments of creativity can bring joy and balance to our lives.

QUIET MILES, FULL HEARTS

CHEE CONG CHUA



Everyone sees balance a little differently, but for me, it's all about spending quality time with my family and my girlfriend—especially when we're out exploring new places together.



We love discovering spots we've never been to before, especially those quiet, natural places that aren't crowded.

Being out in nature helps us slow down, breathe easier, and truly relax—both physically and mentally.

When we travel, we go all in. We have fun, soak up every moment, and create memories that stay with us. It's our way of recharging. After each trip, we come back to work feeling refreshed and motivated. And every time we return, we're already thinking about where to go next. That excitement gives us more energy to keep pushing at work, while counting down the days until the next adventure.



That cycle—working hard, enjoying our travels, and getting real rest—keeps life in balance. It helps us stay present, appreciate the little things, and not get swept up in the rush of everyday life.

WORK-LIFE BALANCE

EMPLOYEE SUBMISSIONS

FINDING MY BALANCE: A PERSONAL REFLECTION ON WORK-LIFE HARMONY RONICA JOY BERNALES

Work-life balance isn't just a concept for me, it's a daily practice. As someone who wears multiple hats in the professional world, managing corporate communications, event coordination, social media content, and administrative responsibilities remotely, I've come to learn that balance is not about splitting my time equally, but about being fully present in every role I take on.



Working from home as a Virtual Secretariat for a Singapore-based company has given me both flexibility and responsibility. I've had to master the art of staying self-disciplined, managing tasks across time zones, and keeping communication seamless. From preparing conference proposals and replying to clients, to crafting LinkedIn content and organizing logistics for international events, my professional life is dynamic and fast-paced.

But that's just one part of who I am.

I'm also a mother, a role that grounds me. While deadlines and digital meetings keep me busy, my family reminds me to slow down, breathe, and cherish everyday moments. Whether it's helping with schoolwork, preparing meals, or simply spending quality time, these moments are my recharge.

Here's what I've learned along the way about creating a fulfilling work-life rhythm:

Boundaries are essential. I structure my day with designated work hours and family time. It helps me avoid burnout and stay efficient.

I use to-do lists for both work and personal errands; it helps me focus and prioritize what truly matters.

I celebrate small wins. Sending that email, finishing a report, or simply getting through a long day with grace, every small success counts.

Communication is key. Whether with my employer or my family, clear and open communication helps manage expectations and build trust.

I give myself grace. Some days are smooth, others chaotic. And that's okay. I've learned to be kind to myself and not aim for perfection, just progress.

For me, work-life balance doesn't mean doing it all perfectly—it means aligning my daily actions with my long-term goals and personal values.

It's knowing when to hustle and when to rest. It's about staying passionate in my career and present in my personal life.

At the end of the day, I strive for progress, not perfection—and that's enough.





We believe in making
logistics simple &
sustainable.

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