

CONNECT 21

OUR PEOPLE. OUR PROGRESS. OUR FUTURE.

JAN - MAR 2026



SPECIAL ISSUE: TECHNOLOGY AND ME: EMPOWERING WORK & EVERYDAY LIFE

FROM THE CDO

Steering Toward the Future: Our Digital Evolution

At Alliance 21 Group, our journey with technology has never been about following trends; it has been about intentional transformation. This conscious effort began in 2015 when we embarked on our most ambitious project to date: the development of ALEX, our proprietary digital freight and fulfillment platform.

ALEX was born from a strategic vision to harness technology as a competitive advantage. However, from those early lines of code, our philosophy was clear: digitization and automation are not meant to replace the invaluable expertise of our people. Instead, we have woven technology into our corporate DNA to empower our staff, stripping away manual redundancies and boosting productivity so our team can focus on high-value solutioning for our clients.

Today, the global logistics landscape is moving at breakneck speed. We are seeing the rise of Autonomous Mobile Robots (AMRs) in smart warehousing, IoT-driven real-time visibility, and predictive analytics that can anticipate supply chain disruptions before they occur.

As we stand at this crossroads, the exponential growth of Artificial Intelligence (AI) represents the next frontier. We are no longer in an era where technology is merely an enabler; it has become the primary driver of our growth. To that end, the Group has embarked on several pivotal projects—which we look forward to revealing soon—that mark a strategic shift in our business model.

These upcoming initiatives will integrate advanced AI and automation deeper into our operations than ever before. By evolving alongside these technological advancements, Alliance 21 Group is not just keeping pace with the industry; we are defining our own future. Our commitment remains steadfast: utilizing the best of tech to bring out the best in our people, ensuring we remain a progressive, tech-led leader in the global logistics arena.

Rodney Ee
CHIEF DEVELOPMENT OFFICER



Alliance 21

CHINESE NEW YEAR

SIMPLE CELEBRATION, STRONGER CONNECTIONS.



Celebrating Chinese New Year with the Alliance 21 team.

A special moment to come together, strengthen bonds, and appreciate the people who make everything possible. From shared laughter to simple celebrations, it was a great reminder of the strong team spirit we have.

As we welcome the new year, we look forward to new opportunities, continued growth, and achieving more together. Wishing everyone a prosperous and successful year ahead.

A21 CNY 2026



INTRODUCTION FROM THE CEO

As we welcomed the Lunar New Year, our CEO, Mr. Benjamin Ong, shared his thoughts on growth, unity, and the opportunities ahead.

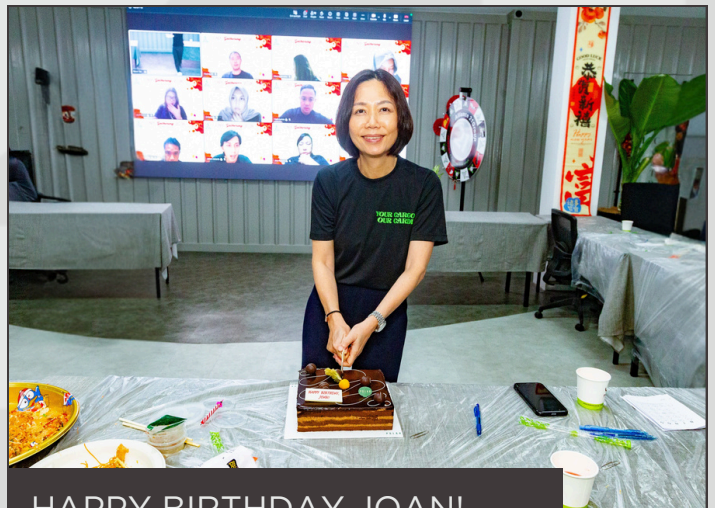
A reminder that strong leadership continues to guide us forward as one team.



RECOGNITION

Celebrating our people and their contributions.

Moments like these highlight the dedication, hard work, and commitment that drive Alliance 21 forward every day.



HAPPY BIRTHDAY JOAN!

A special moment as we celebrated Ms. Joan Ong's birthday alongside our Chinese New Year gathering.

Wishing her continued success, happiness, and all the best in the year ahead.



GAME TIME

Fun and excitement took center stage as the team enjoyed bingo, charades, and the wheel of fortune.

A perfect way to bring everyone together and create lasting memories.



TEAM GAMES

The celebration came alive with engaging games, bringing laughter, friendly competition, and great team energy.

FESTIVE ACTIVITIES

From bingo to charades and the wheel of fortune, the activities brought energy and connection to the celebration.

A reminder that simple moments can create the strongest bonds.





THAI CARGO EXPO 2026

Our Thailand team participated in the Thai Cargo Expo Solar, held from 28-30 January 2026. The event brought together key industry players, providing a dynamic platform for collaboration, knowledge-sharing, and business engagement.

It also offered a valuable opportunity to connect with partners, explore emerging solutions, and strengthen regional relationships.

“A meaningful platform to connect, learn, and explore new opportunities within the industry.”

- Natcha Kunchome

LIVE CARGO HANDLING



“

“Handling sensitive shipments requires more than expertise—it demands patience, precision, and genuine care at every step.”

— Leslie Garcia-Tan

Handling live cargo requires a high level of care, precision, and responsibility. From preparation to final delivery, every step is carefully managed to ensure the safety and well-being of the animals throughout the journey.

At Alliance 21, our team follows strict handling procedures and works closely with partners to maintain proper conditions, including ventilation, hydration, and comfort. Each shipment is treated with attention and sensitivity, recognising that live cargo goes beyond standard logistics requirements.

Through experience and dedication, the team ensures that every movement is carried out smoothly and responsibly—reinforcing our commitment to safe, reliable, and specialised logistics solutions.

INTELLIGENT ASIA THAILAND 2026



A great experience for our Thailand team as Natcha attended Intelligent Asia Thailand, held from 11–13 March 2026. The event brought together leading innovators and industry players, showcasing the latest advancements in technology and AI.

It was an insightful platform to explore emerging trends, connect with partners, and gain a deeper understanding of the rapidly evolving digital landscape. With Singapore recognised as a leading hub in technology and AI, the experience further reinforced the importance of staying connected and competitive within the region.



In today's digital-driven world, technology is no longer just a tool—it has become an essential part of how we work, communicate, and live. At Alliance 21, our people continue to embrace technology to enhance productivity, streamline operations, and stay connected in an ever-evolving landscape.

From managing day-to-day tasks more efficiently to enabling seamless collaboration across teams and regions, technology empowers us to perform at our best. Beyond the workplace, it also supports our personal growth, helping us stay organised, informed, and balanced in our daily lives.

For this issue of Connect21, we invited employees to share how technology plays a role in both their professional and personal journeys. The response was insightful, showcasing how simple tools and digital solutions can create meaningful impact.

These Top 3 selected entries highlight how technology enables us to work smarter, adapt faster, and navigate everyday challenges with confidence—empowering not just our work, but the way we live.

TECHNOLOGY AND ME: EMPOWERING WORK AND EVERYDAY LIFE

by **Leslie Garcia-Tan**



Technology has become an essential part of my daily life, shaping not only how I work but also how I connect with my family—especially my son. What once seemed like simple digital tools have now become meaningful bridges that keep us close, even during busy days.

As a parent, communication is very important to me. With the help of technology, my son and I stay connected throughout the day. Whether it's sending messages, making quick calls, or sharing something interesting online, these small moments remind him that I am always present. In return, I feel more involved in his daily life, even when we are physically apart.

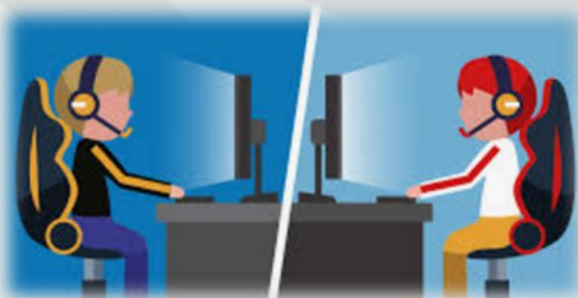
Beyond communication, technology has also created opportunities for us to bond. We often play games together, laugh, and enjoy each other's company through these shared activities. These moments are not just about entertainment—they help us understand each other better and strengthen our relationship. Through technology, we are able to create memories that bring warmth and joy into our lives.

"Instead of creating distance, it has brought us closer, building a relationship filled with connection, understanding, and love."

I also use technology to support my son in his studies. When he works on his assignments, I guide him using online tools and resources that make learning more engaging and easier to understand. This allows me to be actively involved in his education. Because of this, he never feels alone when facing challenges, and we grow together through learning.

In my professional life, technology has been equally empowering. I use AI tools to help tabulate reports and organize Excel files efficiently. These tools save me time, reduce stress, and improve my productivity, allowing me to focus on more meaningful aspects of my work.

Overall, technology has enriched both my personal and professional life. Most importantly, it has strengthened the bond between my son and me



TECHNOLOGY AND ME: EMPOWERING WORK AND EVERYDAY LIFE

by Ivan Lim



Technology has significantly made my life easier in countless ways. It helps me organize plans more effectively, complete tasks faster, and reduce mistakes.

Simple habits, such as logging my workouts and diet in a notes app, allow me to track my progress consistently. Likewise, typing out questions in advance—especially when the person I need to ask is busy—helps me stay organized and ensures I don't forget important details.

Organising my appointments using Google Calendar further streamlines my life by easing the mental burden of memorizing my entire schedule. Additionally, if an opportunity arises to book a new appointment on the spot, I can instantly check my availability and commit with confidence.

The result is simple: less time spent trying to recall information or worrying about forgetting things means more time for actual productivity.

Moreover, technology has evolved to the point where artificial intelligence is now readily accessible. Large language models like ChatGPT and Grok use neural networks to simulate human-like reasoning. By identifying patterns and correlations within vast amounts of training data, these models can explain concepts, answer questions, and support decision-making—hence the term “artificial intelligence.”

I regularly use AI to deepen my understanding of complex topics. For instance, I asked it questions like; explain Incoterms to a beginner, break down freight forwarding, what is the importance of accurate permit declarations. The answers and subsequent conversations with the AI helped me to grasp concepts quicker and identify gaps in my own knowledge.

Of course, the technology is not perfect. AI can occasionally produce inaccurate or outdated information, so its important to verify its responses using common sense and logic before fully trusting them.

Beyond reasoning and explanation, AI has advanced to the point where it can be programmed as “agents” capable of automating a wide variety of simple repetitive tasks. It is exciting to imagine what it might achieve in the next 5, 10, or 20 years.

Although artificial intelligence is a complex topic, it is a rapidly evolving field and its capabilities will only continue to expand. Rather than fearing it, we should embrace this technology, to leverage it and explore how much more we can achieve with it.

TECHNOLOGY AND ME: EMPOWERING WORK AND EVERYDAY LIFE



by Lysa Ahmad

Technology has become such a natural part of my daily routine that I sometimes don't even notice how much I rely on it. From the moment I wake up to the time I wind down at night, it quietly supports me—not just in getting work done, but in helping me stay organized, keep learning, and grow as a person.

At work, technology is my backbone. Tools like email, messaging platforms, and cloud-based documents make communication faster and more efficient. I can collaborate with colleagues, share updates instantly, and keep track of tasks without needing to be physically present. It helps me stay productive and focused, especially when managing multiple responsibilities. More importantly, it reduces unnecessary stress—everything I need is just a few clicks away.

At home, technology plays a different but equally important role. Mobile apps for reminders, calendars, and grocery planning help me stay on top of daily responsibilities. It keeps my life structured without feeling overwhelming. Whether setting reminders for important events or managing my schedule, these small tools make a big difference in keeping everything balanced.

One area where I truly appreciate technology is in learning and personal growth. With access to online resources, videos, and articles, I can learn almost anything at any time. If I'm curious about a topic or want to improve a skill, I can explore it immediately. This has helped me stay adaptable and continuously improve, both professionally and personally. Technology also supports my everyday habits. Whether listening to music or podcasts during a commute, tracking health, or staying connected with family and friends, it adds convenience and comfort to my routine. It helps me make better use of my time and keeps me connected to what matters most.

What I appreciate most is that technology isn't just about efficiency—it's about empowerment. It enables me to manage responsibilities, learn new things, and stay connected while making life easier. When used mindfully, it becomes more than just a tool—it becomes a support system.

In my everyday life, technology doesn't replace effort; it enhances it. And that's what makes it so valuable to me.





We believe in making
logistics simple &
sustainable.

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