

Leschaco launches its own Digital Corporate Venture

Bremen – May 15, 2018 | In its continued efforts to drive forward innovations Leschaco (Lexzau, Scharbau GmbH & Co. KG) set up its own independent startup, Logward GmbH & Co. KG.

The launch of the new enterprise is part of Leschaco's digital strategy and will assist the group of companies in identifying new commercial opportunities, the development of innovative business models and new digital freight forwarding services to meet future customer requirements in the best possible way. The company's target is to build software solutions which automates the operational freight forwarding processes along the supply chain which are fully focused on customer needs in the digital age.

Digitalization is changing the logistics industry more than any technological progress of the past decades. "Our future success will therefore depend crucially on our own digital transformation. Our credo is to build on the established and focus on the new. With our digital projects, we have been on the right track for decades.", says Jörg Conrad, owner and CEO of the Leschaco Group. He sees digitalization as an opportunity and is pursuing the goal of becoming even faster, more efficient and more attractive for customers by founding his own digital corporate venture.

Kind regards

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