



## PRESS RELEASE

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### **LIGENTIA WELCOMED ON BOARD AS TRANSAID'S NEWEST CORPORATE MEMBER**

Global freight forwarder and supply chain management provider Ligentia has become the latest company to pledge its support to the international development organisation, Transaid.

The corporate partnership was established after John Harvey CBE – British entrepreneur and former Chairman of Transaid – informed Ligentia of his own involvement with the organisation. After spending seven years in Hong Kong, Ligentia Group Chief Executive Nick Jones returned to the UK and re-engaged with Transaid.

With African offices now open in Mauritius, Madagascar and South Africa, the global company is more aligned to support Transaid's programmes in sub-Saharan Africa.

Jones says: "As a business we have a global network and are well placed in terms of offering on the ground support and assistance to Transaid programmes in both Madagascar and on the African mainland. We have the geographical understanding and passion to hand, and are thrilled to be able to lend our support to the organisation."

Ligentia will be assisting Transaid in its aims and objectives of raising funds to grow its programmes, plus members of the Ligentia team are encouraged to work on secondments with Transaid overseas, as well as taking part in fundraising initiatives, including Transaid's infamous cycle challenges.

Commenting on the importance of employee participation in the annual fundraising challenges for Transaid, Jones adds: "As an organisation, we want to be able to give back as much as we can – we have a few keen cyclists in the company, so we will do what it takes to lend our support in the upcoming cycle challenges!"

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The corporate membership officially commenced in late October when Transaid's patron, HRH The Princess Royal, met with Robert Miller, Managing Director for Ligentia South Africa, at the British Ambassador's residency while on a visit to Madagascar.

Commenting on the new corporate membership, Caroline Barber, Chief Executive of Transaid, says: "We are delighted to welcome Ligentia on board as our newest corporate member – their expertise and knowledge in Africa will prove invaluable for us and we're very excited to have their support."

Ligentia was established in 1996 and is a leading global freight and supply chain management provider specialising in the manufacturing and retail sector. With owned offices across Europe, Africa, Australasia and Asia, its success is driven by customised solutions delivered to international brands.

For more information and to find out how you can support the organisation visit [www.transaid.org](http://www.transaid.org).

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**Note to Editor:**

Transaid transforms lives through safe, available, and sustainable transport. Founded by Save the Children, The Chartered Institute of Logistics and Transport (CILT), and its Patron, HRH The Princess Royal, the international development organisation shares 25 years' worth of expertise in 23 countries with partners and governments – empowering people to build the skills they need to transform their own lives.

Transaid's core work includes creating transport management systems for the public sector and assisting with the provision of professional driving qualification development and the training of driver trainers. It also assists with teaching preventive vehicle maintenance management and introducing local, low cost transport solutions including its innovative bicycle ambulance. Transaid also helps promote road safety awareness and shares its specialist knowledge with the humanitarian aid sector.

Transaid enjoys strong backing from the transport and logistics industry and the active involvement of its patron, HRH The Princess Royal.



<http://www.facebook.com/Transaid>



<http://www.twitter.com/TransaidOrg>



<http://www.youtube.com/user/Transaid1>

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