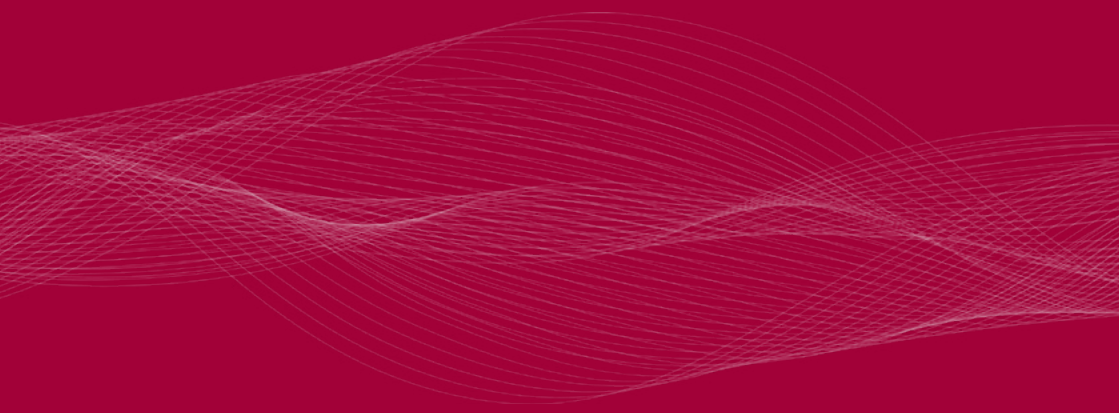


African Schools

CASE STUDY



When a leading publisher came to WTA seeking to ship books to various West African locations, our media specialists rose to the challenge. By using our detail-driven, customer focused approach, we were able to achieve success.



About the Client

As a leading publisher of educational books, the client needed an efficient service to ensure the relevant schools were catered for. The client sought a logistics provider who could efficiently meet their needs and ensure the books arrived in pristine condition. They teamed up with the media experts at WTA, confident in their ability to fulfil the task in front of them.



The Challenge

WTA Media were approached and engaged by a leading publisher to provide freight & distribution services from Hong Kong to Sierra Leone & Liberia; freight & clearance only to Ghana; and freight only to Djibouti.

The project involved the supply of English language books on a gratis basis to these countries. This was just one phase of many, to roll out the supply of books to all primary schools in these countries, so that every child will have the opportunity to learn English.



How we helped

We had to arrange Freight, Customs Clearance, Duty Exemption Certificates & Distribution, liaising with both local Customs and the Ministries of Education. There was a further condition in that we were tasked with delivering to the schools before the start of their academic year making for a tight timeline.

We contacted a number of agents at destination through our WCA (World Cargo Alliance) Family and finally made agreements with McDan Shipping who have offices in Liberia, Sierra Leone & Ghana.



- We sent 243,000 books for 20 schools in Ghana
- We sent 57,000 books for 2 schools in Liberia
- We sent 442,000 books for 8 schools in Sierra Leone
- We sent 25,000 books to Djibouti (where there are 135 primary schools).



How did we do it

WTA stayed in constant communication with the client, ensuring that they were fully appraised of our progress. We worked hand-in-hand with their teams, gathering all necessary information about the logistics and African contacts we needed in order to achieve a successful shipment. From start to finish, WTA took complete control of the shipment process. Organising all paperwork and customs formalities, WTA left no stone unturned.



How does this help you

At WTA, you can enjoy a bespoke service like no other. 100% tailor-made to your specific business needs, our experts apply their extensive knowledge to get your goods to their final destination on time, securely and in accordance with your budget.

When working with WTA, you'll never be left in the dark. Our communication structures are open and frequent, keeping you up-to-date on the status of your shipment at all times.

Together with WTA, you can have a streamlined, cost-effective book shipment, all while enjoying first-class customer service.

Would you like to learn more about how we can help you? If so, you can learn more about our media speciality here, or request a quote with one of our experts today

For more information on how we can help your business contact martin.watts@wtagroup.com



wtagroup.com

