
LF Logistics Sets Up Southern Philippines Hub for Unilever

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On May 16th, our colleagues at LF Logistics Philippines officially opened its distribution center (DC) in Cebu to Unilever. The Unilever team's decision to establish a hub located in the Southern region of the Philippines aligns with their growing number of key accounts in the area. It also addresses challenges associated with serving customers in the South from Manila, the capital located in the North, such as congestion in the port, daytime truck bans to decrease traffic jams and demanding trade requirements brought on by fierce market competition. "We're excited that Unilever has partnered with us to support their business growth in the Southern Philippines," said [Noel Bautista](#), LF Logistics Executive Director and Head of ASEAN. "Business for them will only continue to flourish and our teams have been working together to build a foundation for innovative and efficient operations to support that growth as it progresses."



Preparations to set up Unilever's logistics operations in the Cebu DC required close collaboration and began in March this year. The Unilever and LF Logistics teams worked together on customizing the warehouse, recruiting personnel, testing IT systems and setting up the network. The result of this strategic partnership will further drive business for both parties, according to Senior Manager – Operations, [Gilbert Cabataña](#). "Helping Unilever establish its presence in a distribution center that is closer to the growing markets in the Southern Philippines will give us faster delivery lead times, quicker responses to urgent customer requirements and better management of returns," he told One Family. "It all adds up to outstanding customer service." 📧