
Core Freight sets up CT office

Gregory Bruce appointed to grow the market

BY Liesl Venter

Gregory Bruce, newly appointed representative of Core Freight Systems in the Western Cape, is thinking big.

“Not having been officially represented in the province before there is a huge opportunity for the company to grow here and that is my goal in the next few months – to actively introduce and promote our product.”

Bruce’s extensive experience in the freight industry includes clearing operations, financial and IT management. “He has business and technical skill so that he’s able to provide real pragmatic advice to customers, be they existing users of our systems or new clients,” says Core Freight Systems’ Jonathan Sims.

According to Sims, the decision to appoint a representative in the Western Cape follows much deliberation. “Our system is of such a nature we can assist people remotely and in the past we found most of the head offices were based in Gauteng so it did not necessarily make sense to have a Cape Town office. But we believe that having



Gregory Bruce ... promoting the Core Freight product.

a representative in the Western Cape will enhance our interaction with our customers and add value to the service we already offer.”

Bruce agrees. “The Western Cape is a very closed network compared to the rest of South Africa. Face to face

meetings still count for a lot and being able to have someone on hand to give advice and support on systems goes a long way here.”

And ensuring systems and software are always up to date is as much part of business today as anything else.

“In the Western Cape many companies are limited to the systems they have always used just because they don’t know of any other, which potentially will bring greater efficiency to their supply chain. Introducing the Core Freight product to them and showing them what it can do for their business is definitely on our agenda,” says Bruce. “This is about promoting Core Freight as the supplier of choice in the freight industry.

“There is no doubt that our applications are different from the others in the market place as they are not only modern and more comprehensive but add to making the entire business more efficient. They are designed to provide a total forwarding and clearing systems solution, with the ability to interface with other third party suppliers and systems rather than being only built to make submissions to customs.”