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Launching PIL (New Zealand)

22 Mar 2024

 In November 2023, PIL completed its full acquisition of its agency in New Zealand, McKay Shipping Holdings. McKay was then officially renamed PIL (New Zealand), to better align with the PIL brand name and its service offerings.

 With the name change, it was important to reaffirm PIL's continued commitment to the New Zealand market and its presence in the Oceania region. On 14 March 2024, PIL (New Zealand) organised a launch event for customers in Auckland, hosted by PIL CEO Lars Kastrup and PIL (New Zealand) Managing Director Leonard Bentley.

 With over 100 customers in attendance, Lars thanked them for their loyal partnership with PIL over the years, and explained how they can benefit from the new PIL (New Zealand), backed by the established brand of PIL as a leading Asian shipping line. Lars also took the opportunity to thank the former leadership team at McKay for their many years of support to PIL.

 By being more aligned with the overall PIL Group brand, PIL (New Zealand) reaffirms their commitment to "Driving Connectivity" for our customers who can look forward to PIL striving to go the extra mile to provide better solutions for them!

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