

## **Wilson Sons invests on super communication platform to expand to the Asian market**

*Multifunctional tool will be used for commercial support and attracting new customers*

Wilson Sons, through the Towage business unit, has just created a profile on WeChat, a Chinese digital communication platform. The company's strategy is to invest in local communication to support commercial actions and attract new customers. In the content of the profile, 100% in Mandarin, Wilson Sons discloses relevant initiatives of the company and information about the Brazilian maritime and port markets.

"We understand the need to create this communication channel with our customers. We want to get closer to this audience, understanding, in a deeper way, their culture and using the same tools and language. The UNCTAD 2020 report showed that more than half of the vessels in the world fleet are operated by Asian companies, reinforcing this as a strategic market for us", explains Elísio Dourado, Towage commercial director.

More than 20% of the clients and partners of the company's Towage unit are related to China and more than 25% of the vessels served by the business have the country as origin or destination. The Asian market is part of Wilson Sons' port logistics chain from the purchase of ore and grain, transport by ship, to the export of finished products or fertilisers to Brazil.

"Wilson Sons, as a leader in the port support industry, is growing along with the foreign trade partnership between Brazil and China. In 2021, we increased our participation in this flow, mainly with the export of iron ore and soybeans, and even with the import of steel products," Elísio points out.

The Towage division, which already has two representatives in its commercial team in China, believes in the importance of strengthening the relationship with these customers. "We launched the official WeChat account in order to further improve customer service and communication with this audience, for our goal is to ensure the best experience for our customers," says Lynn Xiong, Towage marketing specialist, one of the company's representatives in China.

In 2018, WeChat became the largest mobile app in the world with more than 1 billion monthly active users and is the main application used in China, since it is a multifunctional tool. The super app enables, besides text, voice and video messages, data and payment sharing, corporate use through a business profile, among other functions.

With a fleet of 80 tugboats, the largest in Brazil, Wilson Sons is present in 25 locations, covering almost all the Brazilian coast. The company has the Tugboat Operations Centre (COR), which monitors the vessels 24 hours a day, 365 days a year. Moreover, it has the Maritime Training Centre (CAMWS), where periodic training of crew as well as specific projects for customers and other stakeholders are carried out, with specialised technical staff recognized by the entire market, through the Wilson Sons' own manoeuvre simulator, which is able to offer different operational scenarios.

The company, through the Towage business unit, has the world class status in safety, a standard of excellence defined by Du Pont, a world-renowned consultancy in the sector, accounting for yet another achievement in HSE management (Health, Safety and Environment).

### **About Wilson Sons**

Wilson Sons is the largest integrated operator of port and maritime logistics in the Brazilian market, with over 180 years of experience. The company has national coverage and offers complete solutions for more than 2,000 customers, including shipowners, importers and exporters, oil and gas industry, renewable energy projects, agribusiness sector, and other participants in various segments of the economy.

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