



Crane and Kewill expand global partnership

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By Patrick Burnson, Executive Editor
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In keeping with its aggressive march in global forwarding, [Crane Worldwide Logistics](#) has reached another milestone, reports Kewill, a major software provider.

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“While we don’t desire to become a ‘mega’ forwarder, we definitely feel we can serve niche markets everywhere in the world,” said John Magee, CEO of Crane Worldwide. “Kewill’s technology and their global presence have been critical in supporting our growth. We work with their teams in the US, Asia, and Europe, where the local domain expertise has been a significant addition to the technology.”

The company was founded in 2008 and has grown aggressively to over a quarter of a billion dollars in turnover (\$252 million), with the goal of exceeding half a Billion (\$600 million) by 2012

In an interview session held yesterday, Magee was joined by Paul Nichols, CEO of Kewill, who noted that the pace and growth of Crane Worldwide has strengthened Kewill's product and success.

"When we launched Kewill Forwarding globally we were looking for the most leading edge customers who we could partner with to drive this market forward," he said.

And while Kewill also works with bigger players – Yusen Logistics and Damco, among them – Magee said that Crane is a company to keep an eye on.

"They have a very clear vision of what they want to achieve," he said. "And they are taking a very measured pace toward getting there."