



Press release

GOMULTIMODAL Sales partner of GfK-GeoMarketing

(Hamburg, 5 November 2013) GfK-GeoMarketing has appointed GOMULTIMODAL as its sales partner. This makes GOMULTIMODAL the first certified sales partner in the combined goods-transport and logistics sectors.

GfK GeoMarketing GmbH of Bruchsal is part of the GfK network, one of the largest market-research companies in the world. GeoMarketing provides solutions for locally-based questions relating to consulting, geodata and RegioGraph.

In its consulting work GOMULTIMODAL uses RegioGraph software for clients who are interested in shifting goods traffic to the environmentally-friendly transport systems of rail and waterway through combined transport. The range of services is directed in particular to three target groups: sales, marketing and expansion.

RegioGraph has already been in use at GOMULTIMODAL in the course of project management for JadeWeserPort Logistics Zone GmbH & Co KG of Wilhelmshaven, and for Frankenbach Spedition GmbH, Mainz.

RegioGraph Software enables GOMULTIMODAL and its clients to gain an excellent basis for optimizing traffic flows, in particular for the use of combined transport by rail or waterway and road, and for expansion.

Gerhard Oswald, managing director of GOMULTIMODAL, explains: "By using RegioGraph software from GfK-GeoMarketing in its project work, along with many years of practical experience in all aspects of combined transport, now GOMULTIMODAL also has a modern tool for its consultancy work, to the benefit of our clients."

GOMULTIMODAL is the specialist consultant for national and international carriage by combined transport and seaport-hinterland road transport in Europe. The consultancy is intended for providers and users, for political institutions, associations and public bodies. Its range of services includes consulting, personnel management and company representation.

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