

# Reducing Friction in Cross-Border Automotive Trade

Pilot: Jaguar Land Rover Asia Pacific  
Shipment: UK – Singapore – Thailand  
Industry: Automotive  
Mode: Ocean Freight  
Region: UK–SEA Corridor

 UK Government

 Foreign, Commonwealth  
& Development Office

 JLR

 Inchcape

 LogChain

Jaguar Land Rover (JLR) Asia Pacific oversees vehicle shipments across the region, working closely with Inchcape Thailand and regional logistics partners. In 2025, JLR undertook a pilot to assess the operational and environmental impact of trade digitalisation within its Southeast Asia supply chain – particularly for shipments from the UK through Singapore to final delivery in Thailand.

## Objectives of the Pilot

- Improve visibility and accountability across multi-party, cross-border shipments
- Reduce manual coordination and administrative overhead
- Trial a digital workflow approach for documents, coordination, and task management
- Support sustainability goals by minimising carbon emissions from email traffic

## Key Outcomes



- 60% faster shipment process time



- 90% less emails



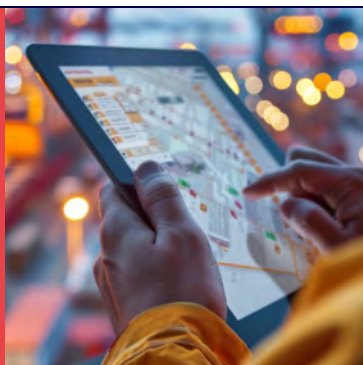
- 89% less administrative work



- Significant increase in staff productivity



- 90% decrease in the data footprint and associated CO2 emissions



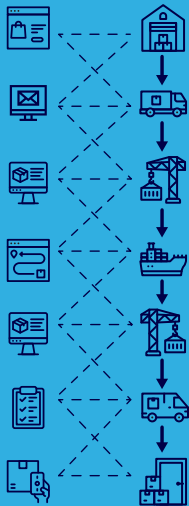
*"Trade digitalisation cuts costs, speeds up delivery, and improves transparency across the supply chain ... these aren't just statistics, they're proof that trade digitalisation works. It makes trade faster, greener, and smarter."*

*– Mark Gooding OBE  
His Majesty's Ambassador to Thailand*

## From Insight to Action

The pilot demonstrated how digital workflows can streamline complex, cross-border shipments. By embedding structured processes into existing operations, JLR gained clarity and control without disrupting systems or day-to-day work.

### BEFORE

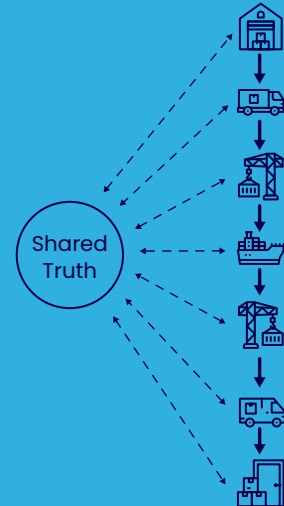


### What Changed in Practice

The process moved from fragmented email threads and duplicated documents to a single, task-driven system.

Before, stakeholders relied on separate updates and assumptions. After, everyone worked from one shared source of truth, with clearly defined roles, real-time visibility, and faster execution across the chain.

### AFTER



### Handling Real-World Disruptions

During the pilot, a mid-shipment vessel delay tested the process. The digital workflow enabled JLR to:

- Confirm an alternative transshipment vessel within hours
- Amend and approve documents in-platform
- Maintain coordination across borders without delay

### Digitalisation Readiness: Traffic Light Assessment

The pilot also evaluated which processes could be fully digitalised, which faced partial barriers, and which remain dependent on manual steps. See Appendix for details.

*"To enable distribution excellence, we need digitalisation ... this doesn't only save our time, but it also saves our costs as well"*

*– Charnchai Mahantakhun  
Managing Director, Inchcape Thailand*



## Beyond the Pilot: A Scalable Shift

JLR's pilot laid the groundwork for wider digital adoption. Without changing core systems, the team demonstrated that agility, compliance, and sustainability are achievable through structured workflows and coordinated execution.

## Environmental Gains

Eliminating over 50 emails per shipment reduced CO2 emissions by over 90% annually.



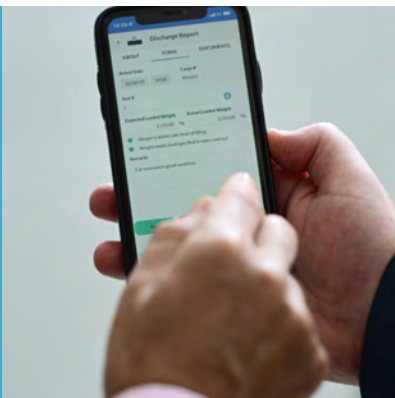
## The Road Ahead

JLR's experience shows what is possible today. As trade modernisation continues, structured digital workflows offer a clear path to more resilient, transparent, and sustainable operations.

Now is the time to simplify cross-border trade with digital workflows.

Contact us at [dbt.thailand@fcdo.gov.uk](mailto:dbt.thailand@fcdo.gov.uk)

Read the report for our earlier Southeast Asia pilot here at [thelogchain.com/tdp](https://thelogchain.com/tdp)



*"The pilot enabled faster detection, communication, and resolution of shipment delays, showing its potential to boost agility across the supply chain."*

*– Andrew Baird  
COO, LogChain*



## Appendix: Traffic Light Assessment

Drawing on the findings from the JLR Digitalisation Pilot report, the following summary presents a traffic light assessment of the trade documents and processes evaluated during the pilot. Each document is categorised by its level of digitalisation success: Green for those readily digitalised, Amber for partial success with remaining barriers, and Red where digitalisation was not achievable.

### Green – Processes Readily Digitalised

Process / Step	Notes	Document
JLR UK – Initial Shipment Preparation	Digitised and shared through LogChain	Shipment Details Spreadsheet (from JLR UK)
JLR UK – Export Documentation	Digitised and sent via the platform	Export Cargo Shipping Instructions (ECI)
JLR UK / Carrier – Shipment Confirmation	Integrated and stored in LogChain	Sea Waybill
JLR SG – Invoice Submission	Entered and accessed through the digital platform	Commercial Invoices
SSA – Transshipment Planning	Sent and evaluated digitally	Transshipment Vessel Options List
SSA – Vehicle Inspection (Singapore)	Digital uploads and real-time reporting in LogChain	Vehicle Inspection Reports (pre & post)
SSA – Document Approval Workflow	Submitted and approved via LogChain	Draft Bill of Lading
JLR SG – BL Surrender Process	Auto-generated and tracked digitally	BL Surrender Authorisation Letter
Pacific Inter-Freight – Import Coordination	Created and transmitted through LogChain	Import General Manifest (IGM)
Pacific Inter-Freight – Customs Preparation	Prepared and approved digitally	Draft Customs Declaration (Thailand)
Pacific Inter-Freight – Port Collection	Tracked and shared via LogChain	Delivery Order (from Port)
Pacific Inter-Freight – Warehouse Transfer	Digitally recorded at handover points.	Cargo Collection & Load Confirmation Forms
Inchcape – Final Delivery	Confirmed in system using LogChain workflows.	Vehicle Delivery to Showroom

### Amber – Partially Digitalised with Barriers

Process / Step	Notes	Document
Inchcape – Customs Preparation	Entered into LogChain, but requires manual signature due to regulations	Excise Department Form (Thailand)
Inchcape – Customs Payment	Stored digitally, but verification occurs outside the system	Customs Payment Receipt
Thai Trucking – Warehouse Dispatch	Generated and used digitally, but also manually handled	Delivery Order (Final Delivery)
Pacific Inter-Freight – Customs Clearance	Processed digitally, submitted physically due to regulation	Import Declaration (Inbound/Outbound)
Pacific Inter-Freight – Customs Documentation	Entered digitally but physically submitted	Invoice (For Thai Customs)
Pacific Inter-Freight / Inchcape – Licensing	Uploaded into LogChain, but originals required	TISI Permit / TISI Master License
Pacific Inter-Freight / Inchcape – Compliance Forms	Included digitally, but wet signature likely required	Automobile Option Form

### Red – Not Digitalised / Unable to Digitalise

Process / Step	Notes	Document
JLR UK – Initial Shipment Stages	JLR UK did not participate; all processes remain manual.	Upstream Order & Export Coordination Documents
Pacific Inter-Freight – Freezone Exit	Must be physically submitted to Thai Customs.	Permission to Move Cargo out of Free Zone
Pacific Inter-Freight / Inchcape – Customs Authority Submission	Includes TISI, Excise, and Import documents; physical copies with wet signatures required.	All Customs-Submitted Hard Copies: <ul style="list-style-type: none"> <li>• Import Declaration (Out of Freezone)</li> <li>• Import Declaration (Into Freezone)</li> <li>• Invoice</li> <li>• TISI permit (License per car)</li> <li>• TISI Master License</li> <li>• Excise Department FORM</li> <li>• Automobile Option Form (Custom Form)</li> <li>• Certificate of Entrepreneur in the Free zone</li> </ul>