

# MAKING MOVES IN SCANDINAVIA

Alfa – The Scandinavian Mobility Services Company in Denmark, has rapidly expanded its services over the past 12 years. Managing Director **Heidi Rasmussen** knew it was time for the company to join FIDI



**HEIDI RASMUSSEN, MANAGING DIRECTOR, ALFA DENMARK**

**FF: Tell us about the history of your company**

**HR:** Alfa Denmark started in Copenhagen in 2006 as a branch of Alfa Quality Moving AB, Sweden. In the beginning, the number of employees was five, mostly handling moving and outbound relocation assignments. Today, the Danish branch consists of 45 employees in Copenhagen and Århus. Storage facilities are located in the greater Copenhagen area and in Jutland.

Over the past 12 years, Alfa Denmark has developed rapidly and expanded the service line according to overall strategy and to match customers' requirements.

**FF: Who are the key figures in your company?**

**HR:** I joined Alfa Denmark in 2009 and have been the Managing Director since 2013. I am focused on creating a company culture based on motivation, recognition and trust. Part of our strategy is to secure competent and engaged people in our organisation, who can manage and deliver top-quality service to our customers.

**FF: What are some of the key characteristics of your local market?**

**HR:** Alfa Denmark is an expert in dealing with moves in Copenhagen's city centre, where it's often necessary to use outside lifts at old buildings and where it can be difficult to carry some household goods up through narrow staircases and entrance doors.

Many of Alfa Denmark's customers own unique, valuable pieces of furniture that need special attention. Our surveyors, packers and drivers are trained to handle these objects with care.

Alfa Denmark has also helped several government departments move their goods over the past few years. This has given us a lot of experience and knowledge in terms of sending high-value items to remote destinations across the world.

**FF: How has the country's moving industry evolved over the past decade?**

**HR:** One of the main developments is the overall increase in suppliers in our area.

**FF: How would you describe your company's business ethos?**

**HR:** Supplying quality services and delivering sustainable global mobility for people and businesses.

**FF: What would you say are your main strengths as an organisation?**

**HR:** We cover the whole of Scandinavia, with 11 offices, and we include the complete service range within mobility – moving, relocation and immigration. Also, our professional staff guide and advise each client, to give them the right level of service. We also have the largest fleet of vehicles in Scandinavia, which gives us a distinct advantage. Alfa's focus is on safety, quality and environment at every stage.

**FF: Why did you decide to join FIDI?**

**HR:** It was the right time for us to become an Affiliate. We wanted to start benefiting from all that FIDI delivers around the globe, and we had already been working with many of FIDI's members for a long time. Our employees are looking forward to the online training and, of course, joining the FIDI Academy. We want to add our other offices to FIDI, too.

**FF: Are you looking forward to playing an active role in your FIDI Association?**

**HR:** We will make sure to participate as much as possible in training events, and we hope to benefit from the services and networking opportunities.

**FF: Finally, what does the future hold for the business?**

**HR:** There are lots of positive signs. In this demanding market, you have to be prepared for change and ready to be agile, according to your customers' demands and requirements. We will see a lot of changes in the coming years in how we communicate with our customers and suppliers, to attract them to do business with Alfa. 

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