

Duane Long, Chairman and Co-Creator, Longistics



Duane Long is the chairman and co-creator, along with his wife Patricia Long, of Longistics, a full-service provider of global logistics solutions located in Research Triangle Park, N.C. Longistics has a worldwide reach and growing presence in China and other emerging markets, providing transportation, warehousing and Foreign Trade Zone management operations at FTZ 214, located in the Global TransPark near Kinston, N.C., and FTZ 93, located adjacent to the Raleigh-Durham International Airport.

Duane is also chairman of World Trade Properties, a real estate company developing the World Trade Park, where Longistics is headquartered. The North Carolina China Center (NCCC) is housed at the World Trade Park in the Longistics headquarters building. Instrumental in creating the NCCC, Duane works to expand the pace and involvement of North Carolina and its logistics and supply chain industries into the world marketplace. NCCC is a 501(c)(3) not-for-profit organization with a mission of creating bridges of understanding between businesses, as well as cultural and educational institutions, in North Carolina and the greater China region comprising mainland China, Hong Kong, Macao and Taiwan.

In 2010, Duane was appointed by North Carolina Governor Beverly Perdue to the N.C. Department of Commerce China Advisory Council, a group of North Carolina leaders who provide guidance on how the state can best build productive relationships with Chinese government officials as well as Chinese business and industry. As chairman of Longistics, Duane partnered with SeAll, the Chinese government's IFTZ operator and the entity responsible for logistics within the Suzhou Industrial Park (SIP), to establish the SIP International Commodities Exhibition Center. The Center provides a showcase for U.S. companies to display their products and services to the Chinese market in a safe, secure environment.

Duane and wife Pat grew their small company from an operation initially managed at their kitchen table into a worldwide, sophisticated logistics company whose client list reads like a "Who's Who" of the pharmaceutical industry. Their story is one of dedication and perseverance in overcoming obstacles—a story from which every beginning entrepreneur can take inspiration.

Obsessed with quality, Duane made certain that Longistics became a certified ISO 9001:2000 provider, offering a highly specialized "Imperial Fleet" of skilled professional drivers dedicated to promoting world-class service to customers. He realized early on that technology would ultimately transform the logistics industry. His was one of the first logistics companies to establish a website and take advantage of cutting-edge Web technologies as they became available. Today Longistics' full complement of technologies includes supply chain visibility, satellite tracking, Electronic Data Interchange (EDI), radio-frequency identification (RFID), a Web-based inventory tracking system and access to real-time data.

Duane and Pat expanded operations to include a shipping hub and 24-hour dispatch center in Memphis, Tenn., which provided a centralized location for distribution operations servicing the 48 contiguous states. In 1992, they began a strategy of globalization and created a new division named Longistics International, with a mission to build a blueprint and a framework for expansion into the growing global logistics and supply chain environment. They added warehousing and handling capabilities, and by 2005 Longistics had become known as one of the nation's foremost operators of Foreign Trade Zones.

While working hard to continually expand his business, Duane has never neglected his civic, community and industry commitments. From 2001 to 2002, he was chairman of the Greater Raleigh Chamber of Commerce and has served on the chamber's board for more than 15 years, including serving as past co-chairman of the Regional Transportation Alliance. He currently is vice president at large of the American Trucking Associations and has served on multiple committees for the organization, including chairing its Insurance Task Force.

A board member and past chairman of the North Carolina Trucking Association, Duane also maintains memberships in the South Carolina and Tennessee Trucking Associations, the National Motor Freight Trucking Association and the Healthcare Distribution Management Association. Duane has been a member of the governor's Blue Ribbon Commission on urban transportation, served on the board of directors of the N.C. State University Economic Development Coalition and served on the board of directors of The North Carolina Forum for Research and Economic Education.

Duane serves on the Industry Advisory Board of the UNC-Tsinghua Center for Logistics and Enterprise Development (CLED) and has been an active supporter of the organization. Longistics was a Gold Sponsor of its 2009 International Food & Drug Symposium and has supported the Center's research in cold chain logistics in China. Every year the UNC-Tsinghua CLED recognizes the industry partner who has contributed the most to its success, and in 2010 Duane was recognized with the CLED Industry Partner Award for his commitment to furthering N.C.-China trade and development.

He is also an advisory board member for the Center for International Understanding and the University of North Carolina Global Research Institute. As an advisory board member for Medical Assistance Programs (MAP) International, a Christian nonprofit organization, Duane has helped to promote the health of people living in the world's poorest communities. MAP partners to provide essential medicine, promote community health development, and prevent and mitigate disease, disaster and other health threats.