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Press release

GLS Poland launches shipments from Poland to the US and Asia. Exports outside the EU under a predictable model.

GLS Poland is expanding its international offering and launching the GLS Global service, enabling shipments from Poland to the United States and China – and more broadly to key markets in Asia and the Pacific. This is a response to the growing interest among Polish companies in selling outside the European Union and the need for more predictable and scalable logistics solutions.

The new service is part of a global trend in which exporting is no longer the preserve of the biggest players, but is becoming a natural direction of development for e-commerce and B2B companies. The US remains the world’s largest e-commerce market, whilst Asia – led by China – is now one of the most important hubs of global trade.

“For many companies, exporting outside the EU is the next step, but one often hampered by the complexity of the process. Our role is to streamline it and take the burden off the customer in what is often the biggest challenge – logistics – from transport to customs matters,” **says Tomek Zwiercan, Managing Director at GLS Poland.**

In practice, this means access not just to two destinations, but to the entire region.

“The US and China are the most recognisable markets, but in reality we are opening up access for companies to the entire APAC region – including Hong Kong, Japan, Singapore and South Korea, amongst others. This allows companies to develop their sales gradually, depending on their capabilities and strategy,” he adds.

Logistics that supports sales – not just transport

GLS Global operates on a model that ensures full control over the process – from dispatch in Poland, through transport and customs clearance, right through to delivery in the destination country – thereby streamlining one of the most complex aspects of international sales: logistics. Instead of juggling multiple suppliers and fragmented processes, companies receive a single, integrated solution that allows them to maintain control over the entire delivery process. In practice, this means greater predictability of costs and delivery times, as well as a reduction in the risk of administrative errors, which often arise when exporting outside the EU.

This model also allows companies to expand their international sales without having to build new logistics processes each time – which is crucial when scaling a business.

Thanks to our collaboration with local partners and our global operational network, the process is consistent and predictable regardless of the destination.

In Asia, the partnership with SF Express – the region’s largest logistics operator – plays a key role, ensuring full operational coverage and efficient last-mile delivery. In the United States, meanwhile, GLS operates as a local provider, which translates into excellent market knowledge and a well-established network of trusted partnerships supporting efficient delivery.

Cost-effectiveness without compromising speed

GLS Global utilises a combined road-and-air model, which allows companies to strike a balance between delivery time and cost. This makes it possible to offer competitive terms to end customers without having to bear the high costs of air freight. In practice, this means greater flexibility in shaping the offering, better margin control and the ability to scale international sales in a more cost-effective manner.

Standard delivery times are approximately 5–14 working days for the US and 5–7 working days for major cities in China..

The biggest barrier? Not the market, but preparation

“Companies today are not afraid of the US or China as markets, but of the risk of making mistakes – particularly when it comes to documentation and formalities. In practice, Although the export potential is significant, many companies are still holding back from entering markets outside the EU – mainly due to the complexity of the process. exporting does not begin with dispatch, but with the proper preparation of the process,” emphasises Piotr Sawicki, Project Manager for Customs Compliance at GLS Poland.

One of the key elements is the proper design of the delivery model – including the rules for sharing costs and responsibilities. That is why the support of a logistics partner is becoming increasingly important right from the process design stage – and not just at the point of dispatch.

“Properly aligning delivery terms, such as Incoterms®, has a direct impact on the recipient’s experience and the predictability of the entire process. It is a business decision, not merely an operational one,” adds Piotr Sawicki.

It is only in the next step that formalities come into play – such as the EORI number (company identifier in the customs system) or the correct classification of goods (HS/CN) – which determine efficient customs clearance and timely deliveries. *“In practice, it is precisely this combination of elements – from the delivery model, through documentation, to operational execution – that determines the success of an export. That is why, through GLS Global, companies can count on support in streamlining the entire process, which helps to minimise the risk of errors and move more quickly from plans to actual sales in markets outside the EU.”* – adds Piotr Sawicki of GLS Poland.

The business “World Tour” – export as a permanent element of strategy

GLS Poland is developing its international services under the “World Tour” concept – presenting export as a repeatable, scalable process with a trusted partner, rather than a one-off activity.

In this approach, Europe remains the “daily stage”, whilst the US and Asian markets are the next stops on the business development route – accessible thanks to a single, coherent logistics network, supported by a local presence and operational partners in the target markets.

“Support for Polish exporters should not be treated as a special project, but as a standard process. Our role is to ensure that it is predictable and hassle-free for customers – regardless of whether we are talking about shipments to Berlin, New York or Shanghai,” **concludes Tomek Zwiercan, Managing Director of GLS Poland.**

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About the GLS Group

The GLS Group is one of Europe’s largest independent courier service providers, with a well-established presence in almost every country on the continent. Through its network of subsidiaries, it also operates in Canada and on the US West Coast. Every day, this enables GLS to efficiently deliver millions of parcels and the stories behind them to customers and communities. GLS manages its network proactively – connecting the markets in which it operates in a flexible and agile manner, responding to their rapid changes and dynamics. The company is proud to provide its customers with high-quality services in over 40 countries. The GLS network comprises over 120 distribution centres, more than 1,600 branches, over 36,600 vehicles responsible for the final stage of delivery and 6,500 delivery vans. This guarantees excellent flexibility and an extended operational reach. In 2023/2024, the GLS Group generated record revenue of €5.6 billion, delivering 905 million parcels across all the markets it serves. For more information, visit gls-group.com.