

# Voice

## of the Independent



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MARCH 2018



Celebrations all round as WCA Conference Week hits major milestones

THE 10th Annual WCA Worldwide conference and the 20th Annual WCA First conference gathered in Singapore to celebrate 20 years of logistics leadership and global networking. As always, Singapore proved to be the perfect location for member networking and business growth.

More than 3,100 members attended this year's combined WCA First and Worldwide conference resulting in thousands of face-to-face meetings. Beyond One-on-One's members participated in daily eCommerce workshops, connected with Consol2Xchange ambassadors, learned about new World Insurance

offerings, tested FreightSnap's Parcel Dimensioner and much more.

"This year's 10th and 20th conferences are special in the sense that this is not just our largest gathering, it's a celebration of our success," said David Yokeum, Founder and Chairman of WCA. "20 years ago, WCA was an idea that only a handful of logistics professionals believed in. Today, we're the most powerful group in the world."

WCA eCommerce hosted workshops in 30-minute increments throughout the entirety of the conference, giving all members the opportunity to explore the sector at

their leisure. Workshops included highly focused talks on regulatory compliance, fulfillment solutions, amazon and more. Most workshops were completely booked weeks in advance.

Consol2Xchange (C2X), WCA's exclusive online consolidation program, was represented by member ambassadors, giving registered sellers the unique opportunity to market both their companies and their consol lanes throughout the conference.

During the plenary session, David Yokeum provided a comprehensive overview of WCA years past, describing how the group managed

to grow so exponentially over the past two decades. Dan March, WCA's chief executive officer, gave insight into WCA's 'future'. This included plans to open new member support offices in both China and Africa.

Another conference development included World Insurance Services new India Cargo Insurance, a revolutionary new program offering competitive rates and local customer

service for Indian members.

Members also enjoyed interacting with WCA's tested and approved freight dimensioning solution, FreightSnap Asia. FreightSnap is quickly becoming the world standard and had its Parcel Dimensioner on-sight during the conference.

Singapore will continue to serve as a meeting place for WCA's First and Worldwide conferences in 2019.



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# Record breaking conference week gets underway

WCA First Conference celebrated a record-breaking 20th year in Singapore this week.

"When David Yokeum started WCA 20 years ago he envisaged having 400 members as an ultimate goal," said WCA chief executive Dan March.

"The fact that we now have over 7,000 shows how the work we and the members have done together has created something truly unique in the industry.

"The members have fully engaged with the concept and the ideas of WCA, and their work ethic and cooperation around the world is what's really made it a success."

Combined with the 10th annual WCA Worldwide conference, over 3,100 members converged in Singapore for the the world's largest gathering of independent freight forwarders.

Members participated in over 100,000 One-on-One meetings designed to cultivate new connections and help companies expand their global reach.

WCA founder and

chairman David Yokeum added: "More than 20 years ago, the concept of WCA was just a thought; we had no idea that it would grow into the powerhouse it is today and honestly, it's a

tribute to those original members who entrusted their businesses and reputations to what we were building.

"The main reason why we've been so successful is because we listen to our members, using their feedback to add value to the network.

"Year-after-year

we launch new products, from financial protection to eCommerce networking, to enrich their experience and return on investment. Our 170+ dedicated staff members have been hand-picked to support all our member companies, ensuring that this vision becomes a reality.

"This year's WCA Worldwide Conference is a celebration of our members, when they succeed so do we, and we are incredibly proud of every one of them."

With the world of logistics and freight forwarding continuing to change rapidly,

March said WCA would continue to add new member benefits.

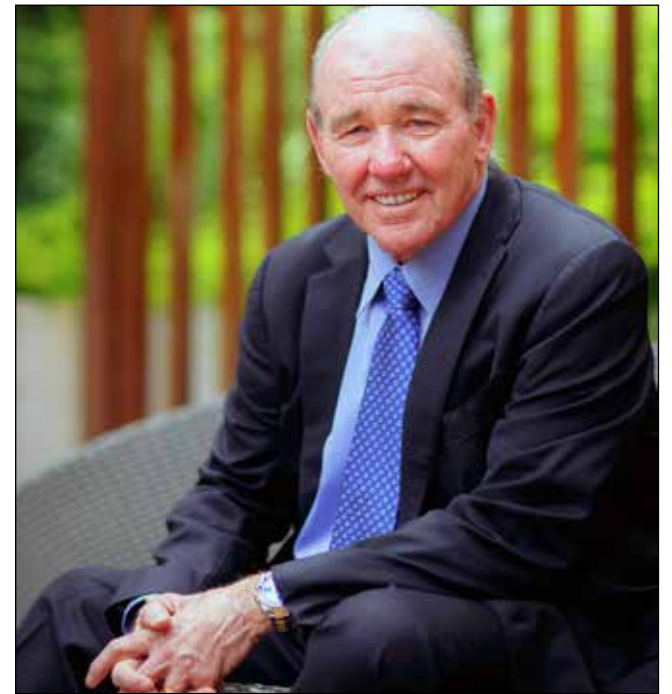
"We're looking at how we embrace digital technologies and e-commerce, and how we develop the freight forwarder from a transport provider into a full service provider - helping members to keep their customers satisfied by providing a whole suite of services."

WCA First and Worldwide conferences will return to Singapore in 2019 at the start of the network's third decade.

"We've almost outgrown

Singapore in terms of the event location. Each year we grow a little bit bigger and reassess, but we'll be returning because we feel it's been a fantastic location for the event due to the very professional way the exhibition centre and hotels are run, and the fact that people can enjoy themselves here.

"We wish every member every success at the conference. As always we have over 100 staff in attendance to assist the members and provide information to ensure they



have a successful experience," said March.

**DAVID YOKEUM**  
WCA, Ltd

**"This year's WCA Worldwide Conference is a celebration of our members"**

## WCA First celebrate two decades

WCA First members celebrated two decades of logistics partnering, beachside, at the Shangri-La's Rasa Sentosa Resort on Saturday night.

Outfitted in shorts, leis, and Hawaiian shirts, this tropical party was the perfect way for WCA's original members to re-connect and reminisce.

Delegates enjoyed food, drinks, live entertainment, and an impressive fireworks display.





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- ✓ Vendor Management



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| Toronto       | Windsor       | Dalian    |
| Vancouver     | Sarnia        | Guangzhou |
| Winnipeg      | Calgary       | Ningbo    |
| Lacolle       |               | Qingdao   |
| Drummondville |               | Shanghai  |
|               |               | Shenzhen  |
|               |               | Tianjin   |
|               |               | Xiamen    |
|               |               | Zhongshan |

| Mexico      | Barbados      | Hong Kong   |
|-------------|---------------|-------------|
| Mexico City | Saint-Michael | Hong Kong   |
| Monterrey   |               |             |
| Brazil      | Philippines   | Taiwan      |
| São Paulo   | Manila        | Kaohsiung   |
|             |               | Taipei      |
| India       | Bangladesh    | Cambodia    |
| Mumbai      | Dhaka         | Phnom Penh  |
| Chennai     | Chittagong    | Haiphong    |
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# Gravity powers forwarders with AI

GRAVITY Supply Chain is utilising artificial intelligence (AI) and big data to bring e-commerce-style, supply chain visibility to international freight.

The Hong Kong-based company currently boasts 25 WCA members as customers, most recently signing on Indonesia's BSA Logistics.

Gravity co-founder and chief operating officer Darren Palfrey said he spotted a gap in the market following a career in supply chain management with retailers and manufacturers.

"My co-founder Graham Parker and I were both looking for tech with real-time supply chain visibility," said Palfrey.

"But all we could find were expensive ERP-like systems with no guarantee of ROI, or smaller niche systems which were quite fragmented and needed manual keying and processes which aren't conducive to real-time."

Established in 2014, Gravity's cloud-based platform uses an advanced application programming interface (API), AI and big data to overlay

around 40,000 external data sources - including data from carriers, ports, news feeds and social media - into

a single interface in real-time.

This solves the problem of fragmentation of people, processes and platforms

that exist in supply chains, according to Palfrey.

"With a logistics provider or retailer, the vast majority of what's happening with their supply chain and logistics operations is

happening outside their four walls, so we've really gone and invested heavily into how we can bring data into a

business from various external sources."

As an example, he said a customer case-study had revealed that for just one purchase order - from overseas manufacturer to product delivery - over 200 different processes were needed, involving 10 different parties, 50 people, and 10 non-integrated systems.

To make this process more efficient, Gravity digitises freight bookings by integrating users, such as freight forwarders, with manufacturers and carriers.

"We're digitising the external operations that the forwarder has, as well as the visibility and the capabilities around that," Palfrey added.

He said this helps both shippers and forwarders enhance supply chain visibility and execution for first- and mid-mile freight movements, giving the "same visibility as e-commerce has but for the international leg."

Gravity's users are split 50-50 between shippers and freight forwarders, with the latter receiving the software as a white-label product to offer to their customers.

While some forwarders prefer to develop in-house systems due to concerns over intellectual property, Palfrey said this mindset is slowly changing as many recognise the benefits of deploying outside technology.

"It takes a lot of capital and time to build a system, and once they do it themselves it can quickly become outdated - so it's easier to come to people like us offering flexible and modern systems because ultimately we've got to keep it best-in-class or we'll go out of business."

Despite the widespread digitalisation taking place across the industry, he said people and relationships will



**DARREN PALFREY**  
Gravity Supply Chain

remain the most important aspects of freight forwarding.

"It's a service industry and you can't digitise that element of your business, so we're trying to deliver a solution that enables the logistics industry to continue to deliver that high level of service and focus on the core competencies but do it more efficiently and add more value to their customers."

"There's a lot happening around machine learning and big data, and it's a bit like blockchain in terms of people saying it's going to change the world, but I think in the next 2-3 years the winners are going to be people who can apply that technology to something tangible."

## CaribEx staff heroes of Puerto Rico hurricane relief

CARIBEX Worldwide president John Ford has paid tribute to his employees in Puerto Rico for their heroic efforts in the aftermath of Hurricane Maria.

The devastating Category 5 hurricane wreaked havoc on the Caribbean island when it made landfall last September.

"There was zero power or water supply - even now there's still areas that don't have power, probably 25 per cent, so there's still a lot of work to be done," explained Ford.



**JOHN FORD**  
CaribEx Worldwide

North Carolina-based CaribEx has a large operation in Puerto Rico, with over 100 employees, a truck fleet and multiple warehouses.

"Our people were back out after 72 hours working on relief and trying to find places they could communicate - one of our executives had to go up a mountain to get his phone to work. Even satellite phones were difficult."

"They were all heroes - they had their own family problems and their houses didn't have power; they had flooding and people with water up to their waste in their own homes but they were coming and helping families in the area and families of our customers," said Ford.

He said for three months after the hurricane, the bulk of CaribEx's work on the island was relief supplies

consisting mostly of shipping containers filled with water and generators.

"Our staff in Greensborough were going around all the local hardware stores buying every generator they could find. Buying out Costco, buying out Northern Tool, every one we could buy we bought and sent them down."

Their efforts have generated CaribEx a lot of goodwill in the community, as well as new business.

"CaribEx have been seen for what they've done, a lot of people maybe didn't step up, but CaribEx did and people down there stepped up - no one told them to, they weren't directed," Ford said.

CaribEx chief operating

officer Russell Loseke added: "Even from a business standpoint, with the companies that we've helped, they couldn't seem to get the help

elsewhere and we were able to step in and now they're doing more business with us as it's created a lot of goodwill."

"We've just opened in Jacksonville, Florida in

December and it took off like a rocket because of this surge of business."

Ford also thanked David Yokeum and the WCA for making a considerable donation to the relief effort.

"They stepped up and the cheque they sent us was incredible - it paid for a lot of water and generators."

**"even now there's still areas that don't have power"**

## Sights and sounds of unique Singapore

WCA delegates participated in a uniquely Singaporean tour exploring Marina Bay, Kampong Glam, historic Parliament House, Chinatown, the National Gallery and more. Stopping for lunch at a four-star hotel and wrapping things up at Clarke Quay.



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AFRICA: Ian Nash from Exclusive Logistics Solutions picks up the award for 2017



# WCA best partner



| WCA Best Partner Awards 2017 |  |                                      |
|------------------------------|--|--------------------------------------|
| Region                       | Winner   | Runners Up                           |
| Africa                       | Exclusive Logistics Solutions                  | Vertex Express                       |
|                              |  | DN Freight                           |
| Asia                         | Everokgroup International Forwarding Co., Ltd. | Voltrans Logistics Co., Ltd.         |
|                              |  | Parisi Grand Smooth Logistics Ltd.   |
| Europe                       | Unsworth UK                                    | ABC European Air & Sea Cargo         |
|                              |  | Fast Forward Freight                 |
| India Sub Continent          | Accuracy Shipping Pvt. Ltd                     | Facilities Shipping Agency           |
|                              |  | All-Ways Logistics India Pvt. Ltd    |
| Latin America                | DC Logistics Brasil                            | B&M Logistica Internacional          |
|                              |  | ILS Cargo Transportes Internacionais |
| Middle East                  | EMIRATES Logistics LLC                         | Haktrans Global Logistics LLC        |
|                              |  | Express Forwarding Services          |
| North America                | Worldwide Logistic Partners                    | Clear Freight                        |
|                              |  | Radiant Global Logistics, Inc        |
| TOP AGENT 2017               | DC Logistics Brasil                            | Exclusive Logistics Solutions        |
|                              |  | EMIRATES Logistics LLC               |

2017 WINNER: DC Logistics Brasil collect the award for 2017!



EUROPE: Richard Hogg from Unsworth UK collects the European award



LATIN AMERICA: Ivo Mafra collects the award on behalf of DC Logistics



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# ner awards 2017



WCA's 10th Annual Awards Dinner was a celebration of success and achievement. Delegates gathered at Universal Studios for a unique, out-door cocktail hour before making their way inside for a celebration of the groups most successful partners and dedicated sponsors.



**NORTH AMERICA:** Mitch Kamdar from Worldwide Logistic Partners collects the North America trophy



**INDIAN SUB CONTINENT:** Winners for 2017 are Accuracy Shipping Pvt. Ltd and collecting the award are Vinay Trapathi and Manish Pau



**ASIA:** Billy Hu from Everokgroup International picks up the award for Asia



**MIDDLE EAST:** Zahedi G Manawwar and Anjali B Ramchandani from EMIRATES Logistics LLC are the winners for 2017

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# WWLP in Amazon transformation

WORLDWIDE Logistic Partners has transformed its warehouse to capitalise on Amazon's amazing retail growth.

The Chicago-based logistics firm is also helping shippers and truckers manage a major capacity crisis.

"Amazon has become a pretty big deal within the US," said company president Mitch Kamdar.

"We converted our warehouse from strictly a transloading and storage facility into a state-of-the-art pick and pack facility to assist clients working with Amazon, helping them comply with the ever-increasing demand of pick and pack operations."

US e-commerce sales



**MITCH KAMDAR**  
Worldwide Logistic Partners

increased 16 per cent in 2017 to \$453.46 billion. Amazon accounted for 44 per cent of the market, according to One Click Retail, grabbing 4 per cent of the country's total retail sales in the process.

Worldwide Logistic Partners recently began working with a major brand of vegan ladies handbags, assisting them with just-in-time delivery compliance for their Amazon fulfilment.

"Their first shipment was received in Chicago O'Hare International Airport on a Friday and goods needed to be available on Saturday for their launch," explained Kandar.

"Worldwide Logistic Partners was able to retrieve the goods from the airline on Friday, deliver to our warehouse same day, arrange all the re-labelling and repackaging required by Amazon, and provide just-in-time delivery to the client so their goods were

available to them on Saturday for their launch.

"Our experience and understanding of the pick and pack operations and special requirements of Amazon has gained the trust of not only our new client but many additional new clients to assist them with future shipments."

Meanwhile, according to Kandar, the

introduction of an Electronic Logging Device (ELD) mandate for truck operators is causing major capacity issues within the US. Introduced in December, the mandate was

established to record compliance with long standing Hours of Service rules.

"The new mandate comes during a period when trucking capacity was already beginning to tighten within the industry," said Kandar.

"Now it's causing many issues for shippers and consignees as they are finding carriers are refusing

**"Amazon has become a pretty big deal within the US"**

to accept new loads since they are already overbooked through the next few weeks."

He said a reduction to delivery windows was hurting shippers financially due to increased storage, demurrage or waiting times.

"Or they're finding they are having to offer additional money to trucking companies to get them to accept their load in order to

reduce other costs in demurrage and detention charges."

Worldwide Logistic Partners immediately began mitigating the problem by creating automatic communication and advanced dispatching with trucking companies.

"In addition, we are utilising our company's business intelligence and

artificial intelligence for real-time predictive analysis to assist in planning for future loads.

"Our innovative technology is providing our clients with consistent and dependable results to ensure their loads are provided to them in a timely manner, helping to reduce any additional charges due to the current lack of truck capacity."

## FWD completes Mammoth task

MOSCOW-based FWD has transported a 42,000-year-old baby mammoth mummy from Russia's arctic peninsular to Sydney.

"Lyuba was discovered in May 2007 by a local hunter and is considered to be the best preserved mammoth mummy in the world," explained FWD chief executive Anton Grebennikov.

FWD was nominated as the forwarding agent for a Russian art shipper, providing an air freight solution from the arctic city of Salekhard to Sydney, via Moscow.

"Being an extremely rare and delicate discovery such cargo has its own tailor-made packaging consisting of a case and an exhibition mount, and has special rules for transportation," said Grebennikov.

"The shipment terms provide that the cargo

must be always accompanied by museum staff while being in transit, therefore one of the most challenging parts was making sure that the booked space and the supervisor's ticket booking are on the same flight and cargo is moving exactly as planned.

"Our services included door pick up from Salekhard, air delivery to Moscow and further shipment to Sydney as valuable non-stackable cargo."

Grebennikov said FWD often provides forwarding services for fine art and museum pieces, ensuring that all shipments are safely handled at all times.

"The art industry requires utmost attention when creating such complex solutions for clients, however such tasks are definitely rewarding."



## Quick Cargo Service bullish on pharma

FREIGHT forwarders must focus on quality as the global market for pharmaceutical cargo continues to boom.

"The pharma industry in general is booming and especially air freight, there's more and more air freight every day," said Allan Christensen, managing director of Quick Cargo Service (Denmark).

"If the world goes into recession, the three things any country will keep spending money on is food, infrastructure and drugs."

Africa and South America are particularly strong markets, Christensen noted, adding that clinical trials is also a promising - although challenging - market for pharma-forwarding.

"The trend is you need more and more trials around the world because people react to drugs differently. Quick Cargo Service is very

much into trials, it's the most important aspect of cold chain compliance and where you need the most focus."

Meanwhile, Christensen said freight forwarders must concentrate on quality over quantity as they compete with the large multinational logistics companies.

"This event is becoming bigger and bigger, there's a lot of quantity providers here, but for me it's all about how you pick the quality. That's why the diversification of the WCA Pharma and Time Critical networks is very important - the quality is so needed in these specialised networks."

Every member of the WCA Pharma network is now

certified to GDP standard. Christensen said the next step to raise the bar further would be creating different protocols for varying temperature ranges.

"We absolutely can

compete with the multinationals for pharma cargo," he added.

"If you look at one of the really big guys, they might be good in London or New York or

Frankfurt, but

they don't necessarily have the same strength of services in Kuala Lumpur or Sydney.

"It might be they're validated in certain locations but in others they're not. Our network has the same quality standards and better coverage."

**"The pharma industry in general is booming"**

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# Huge online opportunity in Vietnam

VIETNAM'S e-commerce market is a "huge opportunity" for the freight forwarding industry, according to Paul Khoa, president of Ho Chi Minh City-based T&M Forwarding. "We've shifted our focus

more towards B2B e-commerce as we think it's the growth driver of the future," he told VOTI. "Our government's action plan for B2B cross-border e-commerce is a target of 30 per cent of total exports and

imports by 2020, or about \$160 billion." Vietnam's exports exceeded \$200 billion for the first time in 2017, up 21 per cent, and total trade reached \$425 billion. T&M is a WCA First

member and also the first company to become a certified WCA eCommerce member in Asia Pacific, according to Khoa, who said he was keen to partner with other companies who share the same business mindset and ideas.

Last year T&M partnered with Alibaba to form the Vietnam Export Support Alliance (VESA).

"Together with Alibaba and OSB - their Vietnamese partner - as well as a local bank, insurance company, online marketing agency, credit rating and legal consulting firms, we created VESA to promote cross-border e-commerce for SME companies," explained Khoa.

"I have a feeling that e-commerce in Vietnam will bring opportunity to freight forwarding like we had over 20 years ago when the US lifted its trade embargo.

"Since then the market has become saturated, but I often say to my staff that



**PAUL KHOA**  
T&M Forwarding

e-commerce could be the last battle we have to fight to truly succeed."

Indeed, Khoa said an influx of foreign logistics firms was a big - but not insurmountable - challenge for local players.

"Our buyers are changing their habits, albeit slowly - they are starting to buy Ex Works,

and Free Carrier, and they want to make more bookings locally. That's a great

opportunity for local, independent forwarders."

Furthermore, Khoa said he remains unperturbed regarding the so-called digital disruptors and freight startups entering the logistics industry.

"Apparently there's a threat that forwarders would no longer exist as there will be no need for a middleman. But we are not middlemen, we are value added service and solution providers, and like FIATA named it: we are Architects of Transport. However, we need to evolve too if we don't want to be disrupted."

## Marinair launches sea-rail solution

MARINAIR Cargo Services has launched a sea-rail service cutting 35 per cent off transit times between Europe and the Far East.

The Greek forwarder has also opened a new office in Amsterdam.

"With Amsterdam, and before that our India and Hong Kong locations, we're continuing to expand globally," said Pavlos Poutos, Marinair's chief executive (below).

"Our mentality and our way of thinking is not just to be a national forwarder. Together with our network and our partners who continue to trust Marinair as a strategic partner, we will continue our efforts to expand and at the same time offer new supply chain solutions."



Poutos is upbeat about the Greek economy, and pointed out the growth potential for freight forwarding as Greece gears-up to be the south eastern logistics gateway to Europe.

"Despite the economic crisis which started in Greece 10 years ago, the Greek economy is now more stable. Investments from multinational companies, especially Cosco's investment into Piraeus sea port, could mean Greece becomes an international freight centre."

Indeed, the Chinese shipping giant spent €368.5 million to acquire the Mediterranean gateway. The deal is considered to be a key pillar in China's Belt and Road Initiative which aims to create a sprawling network of trade routes across Eurasia.

Based on Cosco's Piraeus deal, Marinair developed a sea-rail solution for Asia-Europe cargo.

"The sea-rail combination will be cheaper than the usual rail freight from Far East to Europe and it will be faster than the traditional sea freight routes," claimed Poutos.

Weekly block-trains depart from Piraeus to central Europe and the Balkans, and destinations up to 200km from the rail terminal are served by road transport.

"Each train carries up to 76 TEU to the most remote destinations in central and south eastern Europe at a competitive cost and with great lead times," said Poutos.

**"e-commerce could be the last battle we have to fight to truly succeed"**

  
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One-on-One Meetings • Networking opportunities • Open to ALL

For the first time the WCA Regional Conference will be held in India – the World's fastest growing economy. Don't miss out on the opportunity to engage and network with freight professionals from around the world.



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# Upcoming 2018 events for your calendar



**The 12th WCA Projects Annual Conference**  
**Fri 1 Jun - Sun 3 Jun**  
**Grand Elysee Hamburg Hotel**  
**Hamburg, Germany**  
 THE 12th Annual WCA Projects Conference will be held in Hamburg which is a major project forwarding market, and should attract a big member turnout due to

the central location in Europe.

The WCA Projects conference has been scheduled specifically for attendees to take advantage alongside the Breakbulk Bremen event.

The 2018 event will have the original three-day agenda format with social networking events, extended One-on-One meeting times, professional discussions, and awards for 'Best Projects Partners' to recognize the network's star members.

Open to WCA Projects Network members only.



**WCA eCommerce 2nd Annual Conference**  
**Mon 4 Jun - Wed 6 Jun**  
**Renaissance London Heathrow Hotel**  
**London, England**  
 JOIN us in London for the ultimate eCommerce logistics conference. Learn from B2C and B2B logistics experts, find out how industry-leading companies and transformational disrupters are changing the way cross-border supply chains operate. Network with like-minded eCommerce operators and open up new and valuable opportunities for your business.

Understand who's who in this rapidly-evolving sector and open direct discussions with strategic partners that can provide value-added services to keep your business competitive, forward thinking and

cutting-edge.

It is much more than a conference with networking. It's an eCommerce experience, with an ambition to keep you constantly engaged, allow you the best possible opportunities to take advantage of global eCommerce growth and engage in cross-border solutions within the WCA eCommerce network. Open to WCA members only.



**WCA India Regional Conference**  
**Mon 18 Jun - Thu 21 Jun**  
**Hyderabad International Convention Centre**  
**Hyderabad, India**  
 JOIN many of the world's top independent freight forwarders at WCA's first conference hosted in India!

According to the International Monetary Fund (IMF) India will be the world's fastest growing

major economy in 2018 and 2019 with growth rates of 8 per cent. In addition, logistic growth is forecast to average 10 per cent over the period. There are huge opportunities opening up in India and your company has a great opportunity to take advantage of new business and new partnerships by joining the conference. The event is open to all independent freight forwarders.



**SINO International Freight Forwarders Conference**  
**China**

**Tue 18 Sep - Fri 21 Sep**  
 THE 15th annual SINO International conference will be held in China, with details to be announced in late March 2018.



**8th Lognet Global Annual Conference**

**Sun 24 Jun - Wed 27 Jun**  
**Bangkok Marriott Marquis Queen's Park Hotel**  
**Bangkok, Thailand**  
 AFTER Lognet's record breaking meeting in Miami, and in response to member feedback, the next Lognet Annual Conference will return to Bangkok, Thailand.

The meeting will focus on One-on-One sessions, with the Scheduler opening four weeks before the meeting to allow planning well in

advance of the conference.

Coupled with social events, the Lognet conference aims to promote both member-to-member partnerships and developing the group's identity.

The conference is open to Lognet members only.



**World Specialty Logistics Fair**  
**Thu 13 Sep - Sun 16 Sep**  
**Bangkok Marriott Marquis Queen's Park**  
**Bangkok, Thailand**

THE 4th annual World Specialty Logistics Fair will be held in Asia for the first time. This exclusive conference for WCA Perishables, WCA Time Critical and WCA Pharma Network members will have One-on-One meetings, breakout sessions and social events, including the WCA Best Partner awards.



**4th Global Affinity Alliance Annual Conference**  
**Sat 6 Oct - Tue 9 Oct**  
**The Westin Cape Town Hotel**  
**Cape Town, South Africa**

The 4th global Affinity Alliance Annual Conference will be held in South Africa for this growing network. Giving young and dynamic members a chance to participate in One-on-One meetings and regular networking.

## Corten makes e-commerce less taxing

E-commerce specialist Corten Logistics is providing customers and partner agents with comprehensive tax solutions across Europe.

"Recently there's been a big clampdown by the major e-commerce marketplaces to ensure their sellers are tax compliant," said Corten director Sam Yauner.

"There's a huge amount of non-EU based sellers on the EU marketplaces and tax compliance has never been a priority for them. Amazon, eBay and others are now being held accountable themselves so they're having to crackdown on the non-compliant sellers.

"We've gone into partnerships with tax specialists throughout Europe so we can offer our customers a solution to sell compliantly across the EU, including tax registrations and tax returns."

As a young company, Yauner said Corten spotted a big opportunity to work with Amazon sellers and carve out a niche in the forwarding market.

"We realised early on we were never going to compete with the big boys for the big container contracts, so we had to look for other ways we can be market leaders.

"Four years ago we started working with Amazon sellers as they were telling us a lot of other forwarders weren't prepared to help them. Working with Amazon is quite difficult, so all of the big forwarders saw Amazon as a bit of a nuisance but we saw it as a huge opportunity.

"We quickly learned how to work with Amazon and what was required, becoming experts in the field early on. Now you won't find a forwarder who turns Amazon business down because it's a key part of the market."

Furthermore, the potential to provide value-added services and create additional revenue streams through e-commerce cargo should not be underestimated, added Yauner.

"There's a bit of naivety among forwarders about the scope of work you can get from one account. Because you're not just shipping something from A to B - when you deal with e-commerce cargo you can touch the cargo several times and each time there's margin in it.

"The value-added services that you can offer are just limitless, as there's so many services that an online seller needs other than just shipping the product from one place to another."



After Lognet's record breaking meeting in Miami, the next Lognet Annual Conference will return to Bangkok



**SAM YAUNER**  
 Corten Logistics

**QCS Quick Cargo Service**  
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**Meet us in Singapore! WCA conference booth C1-C2**

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# Group7 readies for 'logistics of tomorrow'

MUNICH-based Group7 is rapidly expanding its logistics footprint to capitalise on domestic and cross-border e-commerce growth.

In January the international logistics



**GÜNTHER JOCHER**  
Group7

company broke ground on a new 25,000m<sup>2</sup> multi-user warehouse near Frankfurt Airport.

"The new logistics centre is another milestone in our expansion," said Group7 managing director Günther Jocher. "Overall, Group7 is investing €27 million in the new location and 150 new jobs are being created."

According to German e-commerce association Bevh, the country's online retail market grew 10.9 per cent last year to reach €58.5 billion.

Germany is also a major player in cross-border

e-commerce, representing 15 per cent of the global market. Cross-border buyers were expected to increase by 13.6 per cent to 17.95 million in 2017, according to eMarketer.

"Cross-border is one of the fastest growing markets. Fortunately, in Germany, we have both forms of cross-border e-commerce – inbound and outbound and we offer a comprehensive fulfilment service for both directions," added Jocher.

The Frankfurt facility will act as Group7's main cross-border e-commerce hub, providing consolidation, transportation, and track and trace services. The firm has also created new

departments dedicated exclusively to e-commerce and the "coordination of the respective processes of each area," said Jocher.

He explained that with booming e-commerce trade, as well as constantly changing customer requirements, freight forwarders need to provide more flexible and solution-orientated working processes than in the past.

"These days it is often not enough to offer sole transport solutions, but rather have an entire range of services, which the customer can choose from."

"Old structures need to be renewed and updated – both, metaphorically, but

also very literally speaking: warehouses and logistics facilities need to be modernised in order to offer more flexibility and room for implementation of new technologies.

"For example, our new Frankfurt facility will implement state-of-the-art technology to be ready for the logistics of tomorrow."

These technologies include driverless transport systems and the latest scanning methods. 3D-printing will also be available, and Jocher warned the long-term impact of this disruptive supply chain technology should not be underestimated.

"3D-printing will definitely bring changes to the supply chain. The technology is constantly evolving, but it

still takes too much time to create large objects and hence is still not an option for time critical industries.

"However, the impact should not be underestimated – many transports will become obsolete once the printers have really reached a level at which they are attractive for larger industries. "But in my opinion, this will also open new

doors for the transport and logistics sector, for example time critical transports of printer spare parts and supplies or the storage of larger amounts of raw materials."

**HUNT & PALMER**

BESPOKE AIR CHARTER

CARGO

**WCA SINGAPORE**  
MEET US AT BOOTH F37

"The broker that thinks like a forwarder."

**"3D-printing will definitely bring changes to the supply chain"**



*"We specialise in International Freight, FBA & eCommerce Logistics"*

**Meet our UK team in Singapore**

at the 10th WCA Worldwide Conference

4th March - 8th March 2018

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**FULLY CERTIFIED**  
WCA eCommerce

## Swiss WorldCargo takes on e-commerce

AS online shopping and cross-border e-commerce volumes continue to grow in 2018, end consumers expect much more than just speed of delivery, according to Swiss WorldCargo.

"The role of air freight and 'middle mile delivery providers' in the e-commerce ecosystem is becoming more and more crucial," said Silvia Chacon-Ramos, senior manager postal business and e-commerce.

"Speed of delivery is of the essence, but it's not everything. In fact, shoppers want better control over how, when and where their goods are delivered."

Swiss WorldCargo is conducting e-commerce pilot shipments with several partners, including consolidation and last-mile deliveries.

"The minimum viable product which is being tested includes the integration of the carrier's tracking system with those of their direct customer - forwarder or consolidator - and of the last-mile delivery provider, which brings total end-to-end visibility on a parcel level," added Chacon-Ramos.

**Voice**  
of the Independent

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