

INTERActive

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See page 4

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RISK MANAGED

Haiphong, Vietnam - World

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Save the Date!

First Annual

TPMAsia

TRANS-PACIFIC MARITIME ASIA

Modeled after the highly successful U.S.-based TPM conference, the very first Trans-Pacific Maritime Asia Conference will be held this year in Shenzhen, China. The TPM Asia conference will present a series of in-depth sessions focusing on trans-Pacific ocean container trade and logistics from an Asian perspective. The objective is to provide logistics professionals operating in the trans-Pacific with detailed briefing on the state of the world's largest ocean container trade lane at the height of the annual peak shipping season.

Topics to be Discussed:

- Asia Logistics Leadership Roundtable
- Trans-Pacific Market Outlook
- Shippers' challenges throughout Asia
- Emerging Asian Economies – India and Vietnam
- China Outlook
- U.S. and North American Trans-Pacific Challenges

September 17-18, 2007
The InterContinental Shenzhen
Shenzhen, China

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Port Of Tacoma

The president says:

MILESTONE! Less than ten years after its unveiling, WCA Family will soon welcome its 2,000th member office. Like the rest of those involved right from the start, I find it almost unbelievable that we have travelled so far, so fast – I guess we must be doing something right!

What does it mean for you, the members, that WCA Family has grown? First, of course, it means you have a greater choice in trusted partners in more ports, combined with more opportunities for new business from more fellow members.

Secondly, there's a kind of "critical mass" that this organisation needed so it had the resources to invest heavily in all the programs and systems you can now plug into (and many more to come).

Not only are we able to offer financial guarantees, insurance programs, etc – we can offer each of you better value. To take one example, many members report to us that by using WCA Family insurances (available *only* to members, don't forget), they are saving much more than their annual membership fees. That's true value for money.

Also, WCA Family's global membership has become well known in the industry media as the most credible force for independent and regional forwarders, so shippers and buyers are aware of its scope and quality.

For us at WCA Family, 2,000 members means we have to run faster every day. More staff to serve you all, more programs (some of which you can read about in this issue). But above all, everyone at WCA Family recognises that we exist solely to provide every single member with the same standard of service as if you were our *only* member. That is as true now as it was ten years ago – and will never change.

David

David L Yokeum, president, WCA Family of Logistic Networks

INTERActive
Update for everyone in the WCA Family of Logistic Networks

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► **WCA Family of Logistic Networks™**

CONFERENCE & EVENT SCHEDULE

Event	Dates	Venue	Delegates	Website
ALACAT/WCA Family European Regional Conference	16-19 September, 2007	Valencia	200	www.wcafamily.com/meeting/EURO2007/info/eng/default.asp
WCA Projects Network 1 st Annual Conference (<i>provisional</i>)	27-28 October, 2007	New Orleans	50-100	TBA
10 th Annual WCA Worldwide Conference	24-27 February, 2008	Bangkok	500-600	TBA
6 th Annual APLN Worldwide Conference	27 Feb-2 March, 2008	Bangkok	200-300	TBA
3 rd Annual IGLN Worldwide Conference	27 Feb-2 March, 2008	Bangkok	200-300	TBA

THE RISKS YOU TAKE

Take care, because the forwarding world is full of banana skins. WCA Family wants to help you avoid them.

In the last issue we told members how important it is to have good insurance cover. Not just for cargo, but to cover the little things that can go wrong for which no planning can provide protection.

We know you and your colleagues are experienced and well-qualified logistics professionals. But everyone is under pressure and no-one is perfect – so mistakes will happen. At WCA Family, we care a lot about the welfare of our members, which is why we have been concentrating this year on Risk Management and minimising the risk to your company's future.

One vital part of the Risk Management program is designed to help you stay in business by ensuring as many of you as possible are covered by an effective insurance against all the risks that your business runs every day – mistakes that can happen in the best-run companies.

We strongly recommend to every member that you make certain you have a good Errors & Omissions/Legal Liability insurance policy. Regardless of which policy you choose, every member covered by suitable insurance and submitting proof of such coverage is identified on all WCA Family websites by the 'Risk Managed' sign you can see on the front cover of this issue – and if you look at the websites, you'll see the number of members with this 'seal of approval' next to their name is increasing fast. Note that we do not identify individual members covered by Gold Medallion, another vital risk-management tool that protects you financially in transactions with other WCA Family members. Every single member of all WCA Family networks is covered by the Gold Medallion program as a part of membership.

Good news: if your company does not have such a policy, WCA Family has done its homework as usual and developed something for you in the form of FSL – Freight Services Liability, inclusive of Legal Liability. This is a unique, online policy developed solely for WCA Family members.

If you go to <http://www.skyblueinsure.com/eng/legal.asp> you can log in as a WCA Family member and see the benefits of FSL: it's easy to get a quote online, you can obtain instant cover – also online, and because we already know all the details of FSL, we

automatically award your company the 'Risk Managed' seal, showing we approve your insurance.

WCA Family's Freight Services Liability insurance (FSL) is a new and unique tailor-made product that incorporates Errors & Omissions and legal liability cover. It's the world's first such program to be available online and is both simple to use and far cheaper than any other comparable insurance, typically offering twice as much coverage at half the premium cost. WCA Family has worked very hard to make this exclusive member benefit come to reality – by harnessing the unique market positioning and global strength of WCA Family.

FSL covers your company's "liability for a negligent act, error or omission by the insured, its servants, agents while acting within the scope of their duty or authority carrying out the legitimate forwarding and ancillary operations of the insured" including filling out documentation, clerical procedures, "delay, misdelivery or wrongful delivery of cargo" and declaration or description of cargo. There are hardly any exclusions. It's also what's known as a "first dollar legal defence", meaning you are covered from the very start of any action against you.

Mistakes can be extremely costly to a client, and often it is the broker, forwarder or logistics provider who is expected by their clients to pay for the mistake. Even if there is no mistake, the legal cost of defending a case can be huge. If your client sues you, even if they are in the wrong it could cost you more than you have, to defend yourself if you are uninsured. E & O coverage includes everyday risks such as improper release of goods, misdirected freight and other errors or omissions that could be made by your staff.

FSL is wonderfully simple to use and in the vast majority of cases a WCA Family member can obtain cover – with immediate effect if required

EACH DAY

– within five minutes onscreen dialogue. Numerous options (sometimes called cover required.

WCA Family of Logistic Networks is able to bring you FSL at amazing rates because it's offered only to our members. Because we monitor our membership so closely and make certain only professional forwarders are allowed into our networks, WCA Family can demonstrate to underwriters that there will be relatively few claims, so they in turn can give members a better premium.

The legal liability cover included in WCA Family's Freight Service Liability insurance is designed to protect freight forwarders as well as their customers/clients and agents.

If a Bill of Lading is issued in your name (such as a NVOCC or house airway bill), or if you occasionally hold freight at your office even for short periods of time, you can be held liable for damage. Operating a warehouse and performing local cartage services creates a legal responsibility for the cargo while it is in your custody. Limitations of liability written into your warehouse receipt or bill of lading do not apply

via the There are for deductible excess) and level of

if a value is declared on the bill of lading and may, in fact, be overturned under some circumstances.

Forwarders who carry FSL are covered by both E&O and legal liability, and should make sure their clients know this, promoting this benefit can lead to substantial business gains. Put it in your sales material that, if you make a mistake or a third party sues you, you're covered, you don't have to worry, and your client can enjoy peace of mind. It's a telling sales advantage.

FSL also comes with premiums so far typically 30-60 percent lower than conventional policies.

If you have a different policy and are happy with it, that's no problem. All you have to do to earn 'Risk Managed' status is turn to page 7, cut out the form and send it to your insurance broker or a representative of your insurance company. Ask them to fill in the parts about your existing E&O/Legal Liability/Freight Services policy; they should not charge for this service. WCA Family doesn't need the premium cost or many other details – we just need to know you are covered by a relevant policy. Send it to us, preferably to our Risk Management co-ordinator Mac McMullen at mmcmullen@wcafamily.com. As soon as we receive it, we will put the Risk Managed logo next to your company, denoting you have certified you carry a suitable policy. Please ensure the insurance company representative or agent certifies your coverage and signs the form.



VIVA VALENCIA!

Announcing an exciting upcoming WCA Family event.

Registration is now open for the WCA Family European Regional Conference, which will give WCA Family members an unrivalled opportunity to talk and do business with other members in Europe, top forwarders from throughout Latin America and a contingent of leading WCA Family members in China. Members from all over the world will attend.

This event is being held in conjunction with the annual congress of ALACAT – the Federation of National Associations of Latin American and Caribbean International Cargo Agents and Logistics Operators. This body will bring the cream of Latin America’s forwarders to Valencia for its conference and trade show; WCA Family provides you with a unique opportunity to meet them and set up new partnerships in this challenging but fast-growing series of markets.

President David Yokeum, just back from signing a deal with ALACAT to share the conference facility, commented: “Our members all over the world tell us time and time again that the WCA Family networking forums are an immensely valuable tool for their business. Most say it’s the biggest single benefit of membership of WCA Family. Those who come to these events regularly know how much new business can be generated during the one-on-one meetings.”

The WCA Family European Regional Conference will follow our usual format, featuring thousands of individual meetings powered by the One-on-One Meetings Scheduler. In addition, this will be

a wonderful opportunity to meet with ALACAT members from Latin America, who will be travelling to Valencia to network with overseas agents (WCA Family members will be wearing their own name badges indicating WCA Family membership status).

“This event has been conceived to meet the huge number of requests I get from members – not only in Europe – for a regional meeting,” says David. “It has taken a long time and many negotiations to get to this stage and notice is relatively short. However, I urge everyone to register as soon as possible – certainly, if you are in Europe, do so before you take your summer holiday and make sure there is someone in the office who knows about the conference who can sign up for the One-on-One Meetings when the scheduler opens.”

If you are coming from China, we recognise you have a long journey and that the economy is very different in the PRC. So we have managed to negotiate a discounted rate for our members in China and we hope many of them will take advantage of this to come and meet potential partners from some of the world’s most important developing markets.

But wherever you come from, make sure you make it to Valencia for September 16-19. It’s Europe’s most exciting meeting in one of the continent’s most exciting cities – you cannot afford to miss it! REGISTER NOW to ensure you are included when the One-on-One Meeting Scheduler opens. Hotel accommodation is always at a premium in Valencia, so SIGN UP EARLY to ensure you are not disappointed!

www.wcafamily.com/meeting/EURO2007



WCA FAMILY RISK MANAGEMENT INSURANCE CERTIFICATION

fields in blue are optional

Your Company:	
Address:	Telephone:
Contact Person:	
Email Address:	

Insurance Carrier/underwriter/Company:		
Address:		Telephone:
Contact Person:		
Email Address:		
Policy #:	Policy commencement Date:	Policy Expiry Date:
Legal Liability – Maximum Limit		Deductible Amount:
Errors and Omissions – Maximum Limit		Deductible Amount:
Additional Coverage: 1. Type: 2. Maximum Limit:		Deductible Amount:
Additional Coverage: 1. Type: 2. Maximum Limit:		Deductible Amount:
Additional Coverage: 1. Type: 2. Maximum Limit:		Deductible Amount:
Additional Coverage: 1. Type: 2. Maximum Limit:		Deductible Amount:
<i>The undersigned certifies that all of the information above is true and correct during the period indicated under "Policy Commencement" and "Policy Expiry" dates.</i>		
Printed Name of Insurance Representative:		
Signature of Insurance Representative:		
Email address of Insurance Representative:		

**scan/email to
fax to**

**mmcmullen@wcafamily.com
+1 619 330 1886**

enquiries: +66 2 726 9060 x207



► **WCA Family of Logistic Networks™**

WCA Family Risk Management Program

Don't let your livelihood go up in smoke!



WCA Family Risk Management Program

WCA Family cares about the health of your business. A vital benefit of WCA Family membership is access to a range of exclusive products and services designed to bring you peace of mind and reduce the dangers your business faces. It's called "Risk Management".

Gold Medallion Financial Protection

A financial protection program which covers transactions between any enrolled member offices and can pay out up to a limit of USD500,000 in a year.

Cargo Insurance

Cargo insurance is often called Marine insurance but it covers all forms of transportation. It provides convenient "all-risks" protection for your client's goods and is paid for by the shipper.

WCA Family Risk Management Program offers immediate online coverage for a comprehensive range of commodities at highly competitive rates, by harnessing the unique market positioning and global strength of WCA Family of Logistic Networks.

Freight Services Liability (FSL)

A combination of both Errors & Omissions (E&O) and Legal Liability insurance coverage, FSL is a unique tailor-made product with rates exclusive to WCA Family members at prices typically half of the normal price for E&O coverage alone. This simple to use web based program provides instant quotes in most cases.

OTHER VOICES

Surviving and thriving



BRAD DECHTER

Industry and academic “experts” have said the future of the midsize forwarder is very much in doubt. In the years ahead, they declare, the very large multimodal forwarders will dominate international logistics to the exclusion of everyone else.

Allow me to disagree. I believe there is a place for all of us in the \$1 trillion international transportation industry. Each has a role to play. I also see a growing importance in our industry for the midsize forwarder. Let’s separate fiction from fact, myth from reality.

The myths are basically three in number. First is the supposed inability of midsize forwarders to offer a wide menu of services. Second is their inability to match larger companies’ technology. Third is the inadequacy of physical assets and network of overseas facilities.

Before replying to what I consider myths, let me distinguish between domestic and international freight. There is a critical difference. Integrated carriers, with their own domestic trucking and air fleets, often try to muddy the waters. Internationally, integrators magically become forwarders and we all play by the same rules. We are middlemen or agents between customers and ocean, air or surface carriers. As Peter Rose, president of Expedites International, famously remarked, “We are the travel agents of the freight business.”

What about the supposed lack in number and variety of services offered by the midsize forwarder? This argument is dispelled by listing just a few of the services offered by midsize forwarders:

- Providing multimodal traffic — pure ocean, pure air, pure truck or any combination of these modes.
- Filling every transport need — door-to-door, seaport-to-seaport, airport-to-airport or any combination.
- Handling all documentation, including customs brokerage and clearing customs.
- Providing proof of delivery to the customer and precise tracking capability so that the customer knows exactly where, when and how the shipment was delivered.
- Providing cost analysis for customers on pricing and service options.
- Monitoring the shipment.

The midsize forwarder also provides ancillary services such as inventory control, warehousing, repair of parts and equipment, pick and pack, and reverse logistics.

What about technology? Haven’t we midsize forwarders been left behind in the typewriter age? Hardly. High-tech systems, once almost completely dependent upon hugely expensive mainframes, now are within reach of the midsize forwarder. The Internet has enabled the midsize forwarder to use advanced technology on the same level as our largest competitors.

What about the argument that midsize forwarders lack a network of domestic and overseas offices? The reverse is true. Many retain company-owned and -operated facilities, with full-time staff at major harbors and airports in the U.S. and overseas, and have affiliations with groups such as the World Cargo Alliance.

One final myth is that only the very largest forwarders control the very largest shipper accounts. It is remarkable not how few but how

many Fortune 1000 companies entrust their shipments to midsize forwarders. Why are we not only holding their own in retaining business from the big international shippers, but actually increasing our share? I believe the principal reason is personal service. Survey after survey of large and small customers, of domestic and international shippers, shows that personal attention to their business trumps every other consideration.

Pricing, of course, is a vital consideration, but I believe the midsize forwarder offers an elasticity in pricing that is difficult if not impossible in very large organizations with their high, rigid-cost structures.

As the risk of something like a 21st century Laskine, I believe that ocean, air and surface transportation services will return to their roots. Providing safe, reliable service in moving cargo expeditiously and with no excuses between Points A and B will again become the shipper’s No. 1 priority.

Globalization is here to stay. Spreading to every corner of the world, touching developed and underdeveloped nations alike, translates into a greater need for the carriage of goods between these nations.

The midsize forwarder will be a major beneficiary of this trend. We are tough, resourceful and flexible in successfully dealing with the rapid changes in international commerce.

Brad Dechter is president of a group of forwarding companies including Dependable Remittance Express, Dependable Global Express and Dependable Air-Cargo Express, based in Rancho Dominguez, Calif. He can be contacted at brad.dechter@jcc.com.

20,000 meetings in one room

“Awesome”. “Incredible”. “Amazing”.

Just three typical comments heard on the first day of the 4th Sino International Conference that was held in June in China’s southern Guangzhou city. The sight of more than 1,300 delegates sitting down for one-on-one meetings in a single room was indeed amazing – and so was the volume of business generated and the number of new partnerships formed, according to all the feedback to WCA Family.

The event was believed to be the largest ever meeting of independent freight forwarders from all over the world. Organised jointly by the China International Freight Forwarders Association (CIFA) and the China Global Logistics Network (CGLN), the conference attracted unprecedented numbers of top executives of leading independent and regional logistics companies from 120 countries as well as a contingent of more than 650 of China’s most experienced forwarders, many of them taking part in a WCA Family event for the first time.

As in the past three years, the object of the Sino-International conference was to put forwarders from China in touch with more partners in other countries to enable both sides to better deal

with the skyrocketing demand for transportation of goods to and from the world’s most dynamic economy.

The Sino-International conference followed WCA Family’s tried and trusted format and took the form of thousands of individual meetings arranged in advance using the trademark One-on-One Scheduler which enables delegates to specify in advance who, where and what they are looking for and arrange their timetable for the conference before they leave for the event. First-time attendees were given extra instruction on how to make best use of the Scheduler and the conference in general, so no-one was left wondering what to do, while a team of more than 40 staff from WCA Family was on hand to help and guide anyone not sure where to go or who to meet.

With its newly enhanced Advanced Search facility, the One-on-One Scheduler has been adopted by leading trade bodies FIATA and TIACA for use at their own events. An estimated 18,000 individual “one-on-one” meetings were held during the event as attendees met with potential partners in other parts and countries to establish and cement firm business relationships.





Guangzhou golfers: (left to right) Chuck Seymour, Novo Express; Javier Ferrer Munoz Seca, Vasco Catalana Group; Robert Lapointe, Prestige Canada; hosts Andy Robins and Brian Majerus; Mark Dedola, Dedola International

Deborah Jusmet of Spanish WCA Family member Agenmar SL contacted the organising team after the event with a message that just typified the sentiments of hundreds of other delegates: “Let me congratulate you for the organisation of the whole event. I think it was a success and it seems it is being [a success] for Agenmar as well, as I am already having immediate results just after the conference, so that means that people came to do real and good business.”

The attendance of 1,342 delegates is believed to be an all-time record for such an event and comfortably exceeds the 1,100 attendees at last year’s Sino International Conference.

The Ministry of Commerce of the People’s Republic of China sent an official in charge of the freight forwarding industry to attend the conference. The governor of Guangzhou Municipality attended the event and made a presentation to delegates, while the new president of CIFA, Zhao Huxiang, called the conference “highly significant” and gave an excellent speech to the general session during the opening ceremony.

David Yokeum, president of CGLN’s parent organisation WCA Family of Logistic Networks, commented: “The interest generated by this event has been overwhelming. Even though we expected it to be a success I am still astonished by just how big this meeting has become. It’s evident that the work put in by attendees at earlier conferences is

now bearing fruit. Many of those who came this year have been at all four such meetings and their partnerships are now becoming solid long-term propositions.”



David knows the value of building long-term business relationships in China and the need to understand the local cultural aspects of doing business in this exciting and unpredictable market. "I have been visiting China for more than 15 years and I know that the building of trust is not something that happens overnight. You have to keep working at it.

"I was very fortunate to have met and got to know Luo Kaifu [retiring president of CIFA]. He and I were able to build a very close relationship that has lasted and that was the catalyst for the whole idea of the Sino-International conference. Mr Luo is about to retire, but I know he will not stop being deeply interested in the success of this unique event which is so instrumental in bringing the cream of the world's forwarders to China.

"The presence of so many of China's own leading international freight forwarders at the 4th Sino-International conference also underlines the importance of this event in helping them to identify their most appropriate partners for expansion of

inbound and outbound trade."

In addition to the formal sessions at the event, many delegates took advantage of sightseeing options on the day before the conference proper got underway. As well as seeing some of what Guangzhou has to offer (and there are interesting traditional areas as well as the impressive new city and waterfront), those involved had an extra chance to talk informally about business.

The 30 golfers who took part in the post-conference tournament made progress – this year they made it to the 16th hole before rain stopped play. At the third annual conference last year, they got no further than the 9th!

During the meeting, 690 tables were set out in the biggest room at the newly renovated Dongfang Hotel. All were busy as forwarders talked with each other in their pre-planned series of 30-minute face-to-face meetings. CIFA and CGLN are now busy planning the next Sino-International meeting, scheduled for June 1-5, 2008, and are examining a number of venues for their suitability.



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TVV Group is a European managed trading group with roots in Asia for over 25 years. We source products in China, Thailand, Laos and Bangladesh for export to customers mainly in Europe and North America.

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Forwarding can be fun

Distra Activesea is an organisation that has offered international trade services since 1996 when it was founded by Marcelo Ruppel and Matias Markez.

They had been friends in Buenos Aires, Argentina's capital, since childhood and both were drawn to this industry – Matias having studied shipping management while Marcelo also wanted to work in international trade and studied international commerce.

“We had a dream about having our own company. I liked shipping and forwarding and he liked the



Marcelo Ruppel (left) and Matias Markez



customs clearance side of things,” explains Matias.

Distra started with a focus on customs brokerage, specialising in door-to-door services, before branching out into forwarding, the former helping to build up the customer base and making it easier to sell the latter, says Matias. “We were one of the first [in Argentina] to combine both sides of the

business and it happened in the right way – just like it should happen.” Matias runs the sales operation while Marcelo prefers to concentrate on the details of the operational side and runs the office. “We complement each other.”

The friends have been careful in their choice of staff – there are 15 at Distra, “already more than the average for a medium-size forwarder. We want to work with persons we respect and want to be with – that’s the advantage of having your own company.



“We have the spirit and vitality necessary to trade internationally. Our staff is formed by professionals with expertise in each of the tasks international trade involves.

“We set high value on training, which enables us to keep up with the fast changing business world we face today. Thus, we are able to offer our clients the most innovative and updated services available in the market. Flexibility and responsiveness are two of our qualities. Therefore, we can adapt to varied situations and respond accordingly in order to satisfy our customers’ needs. Our ultimate objective is to be the link between our clients and the different parties involved in international trade so that the distribution chain optimisation is possible.

Distra works a lot with Brazil, as well as Asia (especially China – the company is a member of CGLN as well as WCA) and the US. Brazil is a complicated country in which to do business, Matias says, but “Argentina is relatively normal.”

WCA Family members since 1999 (“WCA membership was the key to us switching into forwarding”), Distra places high value on the

conferences. “Every time I come to a meeting I am happy because I am among old friends - it’s always like a reunion,” explains Matias, for whom the 9th WCA Annual Conference last February was his seventh such event. In addition to the WCA and CGLN meetings, Distra has been involved in regional WCA Family events and acted as “local host” for the WCA Family Latin America/Caribbean Regional Conference in September 2006.

Matias says it was gratifying to meet many members in Pattaya in February who said they had obtained good business at the event in Buenos Aires.

As for the future, Matias says expansion is an option but needs to be considered carefully. “We are not willing to open offices just in order to say ‘give us your business’. Instead, we prefer to focus on Buenos Aires and try to be the best in our field there” rather than spreading too thin and dissipating their energy and concentration.

“I enjoy my job,” says Matias, and as he talks it’s very easy to believe him. “I want to continue having fun, doing good business, not growing just for the sake of it” to impress other people.



Autolog accelerates into Family

There's a distinctly different focus for WCA Family's new niche group, Autolog Global Alliance, which aims to offer a strongly branded worldwide network of active and aggressive experts in the movement of automotive-industry materials – from raw materials through parts to finished vehicles.

The global automotive-logistics market is worth an estimated USD50 billion per year, which makes it a highly valuable sector as well as an extremely specialised one where just-in-time and just-in-sequence vehicle and module assembly demand precise supply of components. There is considerable need for emergency and time-critical services which independent specialists acting together can supply. WCA Family members' worldwide reach perfectly suits the truly global nature of the auto industry which has vehicle manufacture or assembly in more than 40 countries and serious component production in more than 100 markets.

Once the alliance is built, a large proportion of revenues will be earmarked for promotional activities to be carried out by WCA Family but with the advice of an advisory board which will decide how budgets should be spent for the maximum exposure to potential clients worldwide.

The advisory board of partners in the group has been set up to ensure that the alliance's members themselves have the say in who should join – to ensure standards of quality and professionalism are maintained

– as well as how the group should be marketed and promoted.

Features of Autolog Global Alliance include strict membership criteria with partners having to demonstrate a substantial part of their current turnover is in automotive business. A brand image has been developed which partners will undertake to use when selling. To automotive clients, partners will portray themselves as "Autolog [country or city]", not use their company name, thus building a true global brand.

Autolog Global Alliance partners must use marketing

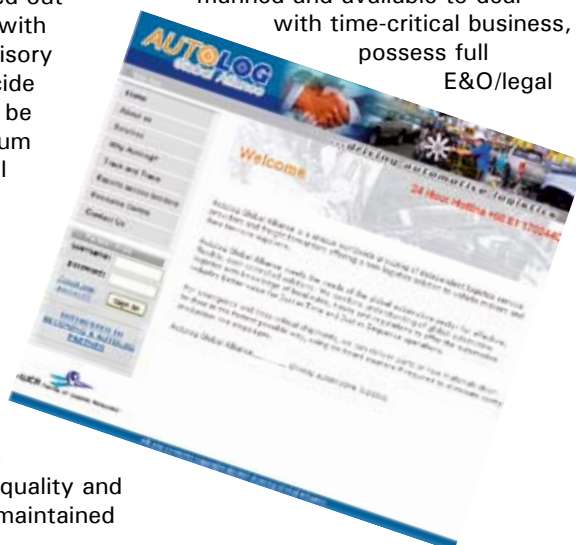
liability cover to WCA Family Risk Management standards and undertake to divulge customer information (automotive sector only) to the group via a database in the members' area of the website.

We are already receiving a highly encouraging response from existing WCA Family members who have (subject to validation) excellent experience and good current client business in the automotive sector. A number of suitably qualified non-WCA Family members have also expressed interest.

all members will market



materials showing themselves as Autolog, distinct from their usual marketing, must have a 24/7/365 emergency number which is manned and available to deal with time-critical business, possess full E&O/legal



themselves as Autolog Global Alliance to automotive clients, with global branding, to demonstrate the alliance's reach. As with all WCA Family groups, Autolog is 100 percent neutral and non-exclusive (though selective); all partners, whether members of other WCA Family groups or not, are covered by Gold Medallion financial protection and all the other benefits of WCA Family membership.

There's a customer-oriented website: www.autologisticalliance.com.

Members interested in becoming partners in the alliance may fill out the online application form in the forwarders' section, or for any information about the benefits of the alliance, contact John Boley on info@autoalliance.com.

BUSINESS TIP

supplied by WCA Family executive vice president
Mike McMullen

“To see what is right and not to do it is want of courage.” – Confucius (551BC - 479BC), Chinese philosopher.

Marketing WCA Family members

Many members advertise and promote their businesses in their market.

Many more do not, because they don't have time or knowledge of how to go about it, or because no advertising agency in their market understands the complex logistics industry.

Many members have only a modest budget at their disposal and find it difficult to get an agency "interested" in their account.

So WCA Family is investing on members' behalf, finding talented young advertising and marketing professionals to work at its Bangkok headquarters (Thailand is internationally acclaimed as a centre of excellence for advertising and creative design) as

an "in-house" ad agency.

This can work well for members because we already understand your business – whether you already advertise or not. No matter if your budget is a thousand or a hundred thousand dollars, our ad experts will be able to tailor promotional campaigns to suit you.

They can combining marketing, advertising (at rates that should be more favourable because of WCA Family's group buying power), merchandise, etc, and help to develop themes for members to market their business more effectively and economically. This team will also help WCA Family further develop a number of its systems and products and look after individual networks and their "branding" to shippers and buyers.

Any member anywhere is invited to consider making use of this unique new service – just call our Bangkok office or email to info@wcafamily.com.

Projecting a bright future for WCAPN

WCA Projects Network's website has been completely overhauled, with the new site aimed squarely at project owners, buyers and shippers.

For it to be as effective as possible and help to get members more project inquiries and business, we need the assistance of members. First, we plan to include a 'services offered' page and want to make sure that we are conveying the full capacity of your capabilities and the industries that you service. So it would be to your advantage to send WCAPN's general managers (Ken Yokeum or Monica Tappi) a list of the industries you service for projects and a list of the services you provide.

We are also compiling a Case Studies section which will feature images of recent projects with brief descriptions to illustrate the members' capabilities and experience. We already have several such studies and they look good; but we want to make sure that each of you has the opportunity to market your company in this way, so we invite you to send words and pictures for possible inclusion on this section of the site.

In particular we would like to highlight the teamwork that



**Advance International
Transport Inc.**

www.advance-international.com

Advance International is an international forwarder, based in Istanbul. It offers services worldwide, and has special expertise in the Middle East, CIS and Eastern Europe. The company has vast experience in the shipment of project cargo.

WCAPN members are capable of, so if anyone has words and pictures concerning projects handled by two or more members acting together, they would be specially welcome.

We would also like to request that each WCAPN member provides a link from your own company website to the WCAPN site www.wcapn.com. Apart from providing your clients with more information about the group, this will also help to push the website further up the search engine listings and obtain more visitors.

WCA Family on the move

With more than half its 80-plus full-time staff worldwide employed in Bangkok, Thailand, WCA Family has outgrown its headquarters, so a move across the city to a purpose-designed 900 sq m office provides plenty of room for further expansion.

That means our IT, graphic design, marketing, advertising, communications, customer service and accounts staff have space to grow as WCA Family adds new services for members. WCA Family offices around the world – there are Regional Support Centres in Amsterdam, Miami, Mumbai and Shanghai as well as Bangkok – are modest but well-appointed and staff there are available at all times to assist members. WCA Family employs



David Yokeum (above) chairs a meeting in the spacious new conference room of WCA Family's headquarters (left)



only top-quality staff who work exclusively for members and they both demand and respond to a pleasant working environment. The new premises certainly meet these criteria.

Leading industry figures visit from time to time and WCA Family receives them on members' behalf – the new office will be a more suitable location to invite them to, while any member coming to Bangkok is more than welcome to pop in at any time.

Address: 21st floor, 29 Bangkok Business Centre, Sukhumvit Soi 63 (Ekkamai), Bangkok 10110, Thailand. Phone: + 66 2 726 9060



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Upwardly mobile Monica

Monica Tappi – who heads up our Amsterdam regional service centre – has been promoted to vice-president of WCA Family in recognition of her efforts since joining the organisation two years ago.

Coming from a forwarding background, Monica performs her job with great enthusiasm and is very professional, with a great rapport with members, particularly in Europe.

Commenting on the promotion, David Yokeum comments: "It's richly deserved. Monica's expertise, her languages ability and her deep knowledge of the European markets – as well as world conditions – makes her an extremely valuable member of our team."

Monica is also now joint general manager (with Ken Yokeum) of WCA Projects



Network. "I have had the pleasure of working with Monica when we were both WCA Family members," says Ken, "and again since she joined us almost two years ago. I am very positive that with Monica working with us we will be going forward to meet the expectations of WCAPN members much faster."

Dominic down but not out

In a desperate effort to demonstrate once and for all that he is not another Yao Ming, WCA Family's China vice president Dominic Wang has snapped an Achilles tendon while playing basketball and ended up with an emergency operation and a painful stay in hospital.

The accident "proves once again that I am not a good basketball player, like David Yokeum told me long ago," commented a rueful Dominic from his hospital bed in Shanghai.

It will be several weeks before Dominic will be up and about, after which he will have to "learn to walk step by step". He would like to say thanks to everyone, including colleagues in the Shanghai office and around the world, who have given him their support and asks that anyone who emailed or called him in late June, who did not get a response, should call or send a message again as he is working while convalescing.

COMING SOON

WCA Family Partner Pay – so members can pay partners online, in real time, with their own money, without having to pay crippling bank transfer charges on receivables and payables, however large or small. For several years members have asked if WCA Family could provide such a service, which is not a simple matter, and it has taken some time to develop the system, including special purpose-designed software, and to establish a program which all members can use in complete safety and security to clear all kinds of payments where a regular bank would charge unreasonable transfer fees. Members can transfer funds to or from their own regular bank account at any time but can also make payments in a variety of currencies to other members online, instantly, 24/7. There's no 'signing up' – Partner Pay will be available to all WCA Family members and there is no 'membership fee'. Charges will merely cover the cost of the service and will be tiny in comparison to those of the banks worldwide. WCA Family members will together be able to save millions of dollars per year in bank charges.



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RYDER - CELEBRATING 21 YEARS

Ryder Customs & Forwarding Ltd was founded in 1987 and today employs over 25 people in its air and ocean freight forwarding business. The company also offers in-house customs brokerage services and NVOCC services via its own customs bonded 40,000 sq ft warehouse, and operates its own fleet of trucks for local and short haul deliveries.

Ryder has a national storage and distribution network throughout New Zealand. "With Auckland as a major transship point for cargo to Pacific Islands destinations Ryders are well set up to handle any such cargo," says director Glenn Ryder.

New Zealand is a lovely country but, as Glenn admits, it's a long way from anywhere. "We are as far away for the international markets as virtually any country internationally and as a nation we are well used to the logistics of international transport by both sea and air. In terms of flight times we are 3 hours from Australia, 10 – 12 hours from most Asian locations, 11 hours to Los Angeles or 18 hours to New York and as for Europe it's almost 24 hours once connections are made as there is nothing direct.

"As a nation New Zealand was only discovered around 250 years ago so our history is young. The

population is just over 4 million people, which is small relative to the world stage, but it is a well educated population with a high standard of living. We have a beautiful country with little pollution, great scenery with beautiful beaches, mountain ranges and lush green countryside. For those who saw the movie Lord of the Rings, this was all shot entirely in New Zealand and the scenery in this film was amazing. This is New Zealand and we love it!"

In 2001, David Yokeum visited New Zealand and Ryders was in his sights as a suitable potential member of WCA in the market. The total concept and David's presentation were very much in the mindset of where Ryders wanted to go in the future, explains Glenn, "so we joined up and attended our first meeting in Miami. Remembering back six years ago to that conference, being a new member was quite daunting at the cocktail party with a sea of faces and not one of them was known except David Yokeum. Today we are surrounded by friends at these conferences, which is pretty special, but there are still so many new faces and people to meet and more new friendships to be made."

Ryder Customs & Forwarding is the oldest WCA member in New Zealand and would be the biggest in terms of staff and offices / warehouse facilities.





“We are based in Auckland, which is the biggest city with a population approaching 1.5 million. From small beginnings when we started we now have a staff of 25 and operate from our own purpose built office which initially had 20,000 square foot of warehouse space which is fully customs bonded. Subsequent to building our facility, we have purchased the office and warehouse next door effectively the doubling of size.

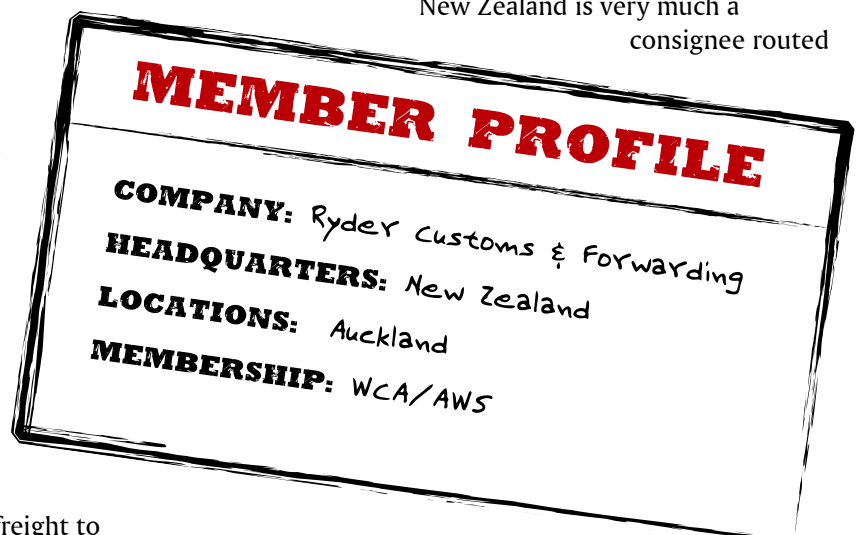
“Our offices are located 5 minutes from the international and domestic airline terminals, which is great for airfreight as we are fully IATA accredited. The Auckland port is around 20 minutes away so ideally placed for all sea freight needs and with a fully bonded warehouse we can operate our NVOCC operation.

“We are involved in all aspects of freight logistics with our import and export freight departments being the major part of our business, coupled with our in-house customs department. We also offer a transshipment service to the Pacific Islands and can handle any freight to this region via New Zealand.”

In addition to servicing Auckland, Ryder has a national network of agents around New Zealand to handle freight into any other NZ location. “Many of our overseas agents are using Auckland as a hub to the rest of the country and we offer them a national transshipment tariff with rates to cover both sea and airfreight.”

Ryders is a family company, owned by the two working directors Mark and Glenn Ryder. “We believe in traditional family principals of honesty and integrity, so we always ensure our clients and overseas partners are treated with respect and receive professional service. Money collection in the freight industry is our greatest area of frustration, but be assured if we owe you money it will never be an issue as we are a very sound financial company. WCA is a family concept and for this reason Ryders constantly strives to work with fellow members.”

New Zealand is very much a
consignee routed



market with over 70 percent of freight controlled from this end, so WCA members need a proactive partner ‘down under’, Glenn says. “We are here to assist with your freight needs, to share a joke, talk sport, provide advice to members visiting this beautiful country and lastly to add you to our growing list of WCA friends.”

Steaming ahead *with ocean rates*

As most members know, All World Shipping is an NVOCC associated with and available to WCA Family member companies. It has a China MoC-approved Bill of Lading and a US FMC approved B/L for members to use.

When Ross Stemmler joined All World Shipping as president six months ago, he promised swift progress towards a more effective NVOCC and, he tells *InterActive*, things are certainly moving fast.

“We took a team to the recent Sino-International Conference in China and we were kept extremely busy for the full three days explaining All World Shipping and its ultra-competitive rates for ocean freight,” says Ross. He, together with vice president Gerry DeBow and Bangkok based administrator Eak, spent much of the time demonstrating a new Service Contract Look-up Aid to both existing and potential AWS members.

The Service Contract Look-up Aid is an easy to use Excel spreadsheet containing 3,100 port-pair combinations, 24 Service Contracts and more than 10,000 AWS rates for these routings. With just a few clicks you can find the service contracts, trade lanes and the rates you are interested in.

You will find the Service Contract Look-up Aid in the members’ section of the AWS website. On the left-hand list simply click on Members Service Contracts & Look-up Aid. Then on the Service Contract page click on the Red Button at the top left that says Service Contract Look-up Aid. It will take about 15 seconds to open. Once the Service Contract Look-up Aid is open, you can sort and filter the data just as you do on any Excel spreadsheet. Please note that if your company is already an AWS member, you can see the actual rates (*scroll to the right hand side of the spreadsheet to see them*) – non-members can view the port-pairs but not the rates themselves. “Once they saw the rates, and generally what a useful tool this new database is, many attendees who were guests of CIFA were disappointed to learn that All World Shipping is only available exclusively for WCA Family members,” adds Ross.

In addition, AWS is beginning to see the “early, positive effects of our aggregating some volumes, with the carriers responding with more competitive rates.”

Ross reports that membership in AWS has rocketed by almost 30 percent so far this year as more and more WCA Family members understand they cannot buy their own rates competitively on every route – most members can obtain a good rate on one or two routes they use a lot, but AWS can give them access to fully competitive rates for almost every port-pair you’ll ever need. But, as a member, if you don’t see the service or the rates you are interested in, please email rates@allworldshipping.com and explain what you need. AWS will attempt to negotiate the rates you need. The Service Contract Look-up Aid will be updated whenever we negotiate a new contract, add new rates or when existing rates change.



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At your service

WCA Family's head of customer service Andy Robins says it helps if problems between members are aired early.

My colleagues and I in the WCA Family team have between us a huge amount of experience of the real world of forwarding – what actually happens rather than what's supposed to happen.

So it makes sense to have a Customer Service division you can call on as members when things get tricky.

We are able to answer enquiries and give general advice to forwarders, but most of our work centres around the results of something going wrong in a transaction between members.

This is often something simple – like a delay in releasing a shipment because someone at one end or the other of the transaction is unfamiliar with terms and regulations in a particular market, or someone is working with an agent they don't know very well and a misunderstanding arises.

Even between members who have worked together for a long time, there can sometimes be a simple communications problem such as a missed email, or one operational staff member just taking things for granted.

I am pleased to see that



more and more members are coming to us for assistance in such situations – which are common enough in this business, with all the documentation and regulation that forwarders have to deal with every day.

Especially in the increasing number of instances where members ask us “pre-emptive” questions – checking out potential pitfalls before making a shipment – we are aware the number of subsequent disputes drops drastically.

Pleased? Yes, because many

of these problems are thankfully minor and we can usually solve the difficulty before it gets serious and becomes a big dispute. I'm all for a quiet life and if lots of members come to us with small problems we can clear up, it's a lot less trouble than dealing with the kind of serious dispute that sometimes arises if members do not talk and share the problem at an early stage.

So WCA Family's Customer Service staff are happy for you to call us – we are available at any time, at any of our regional offices, and we want to help.

One area where I am finding we can help is the member profiles on our network websites. These can be most useful for fellow members and give good information.

But they need to be kept up to date, so I suggest you take a look at your own company's profile and change if necessary. The profile can also be a useful additional tool for informing fellow members – existing or potential partners – about specific issues – relating to documents, for example, or local rules – that need to be noted to ensure a smooth transaction.

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