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ATLANTIC – TAP DIGITAL 2022

Day 3 – February 22, 2022

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CASE STUDY: Logistics

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CASE STUDY

LOGISTICS

You sent a shipment of short-expiry products to Istanbul. Turkey Customs informs you that there is a backlog in clearance of 4 weeks, which would cause your goods to exceed their expiry date. However, a customs official tells you he can get your shipment cleared the same day if you provide an additional $2,000 fee.

What do you do?

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KEYS TO A SUCCESSFUL LOGISTICS STRATEGY

INXPRESS

Robert Daigle

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Your Promise Our Business

Trade Accelerator Program
Halifax Chamber
February 22nd, 2022

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Who are we?

- Global Logistics Specialists (GLS)
- Halifax owned and operated with local representation
- Over 400 Offices Worldwide
- 18,000+ Customers Worldwide
- Trusted by many of the top Carriers
- DHL, Purolator, CanPar Day and Ross and others

What do we do?

- Help SME market companies that are currently exporting, or looking to export
- Companies that are importing into Canada
- Companies that ship domestically, but want a partner to work through issues, get best pricing, and recommend strong solutions

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The export checklist

- ✓ Should I outsource or handle myself?
- ✓ What's the right mode(s) of transport for my clients?
- ✓ Who will provide me and my customer with the best experience?
- ✓ Do I have the right insurance in place?
- ✓ Do I have a good customs broker ?
- ✓ Do I have all the necessary documentation?
- ✓ Do I have the right packaging in place?
- ✓ Can I track and trace my shipment to its destination?
- ✓ How do I resolve issues?

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Manufacturing to Freight Forwarding

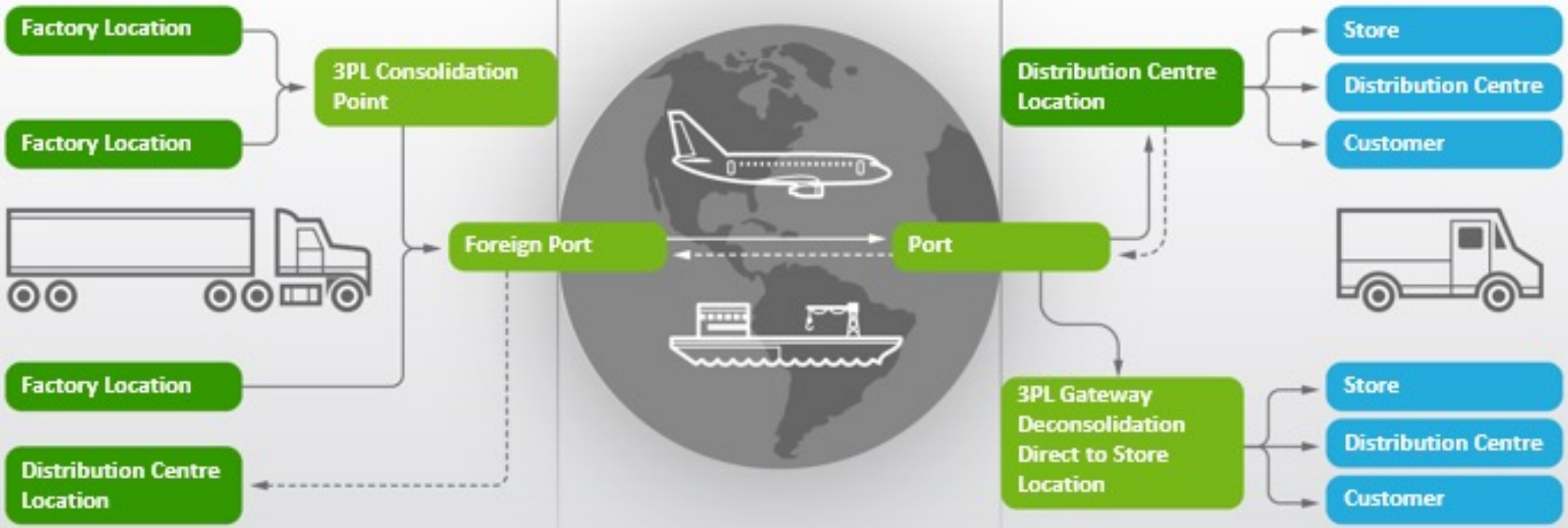
- Multiple vendor origin consolidation
- Shipment preparation
- Trucking/drayage management
- Freight forwarding

International Freight Forwarding

- Ocean/air transport
- Import/export services for full containers or less than container load
- Customs clearance
- Drayage

Warehousing and Transportation

- International freight forwarding
- Cross-border courier, truckload/less than truckload
- Order fulfillment/warehousing
- Returns/reverse/post-sales logistics
- Transportation



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Know your product

- What's it made of (ingredients)?
- Do I have the appropriate paperwork ?
  - MSDS sheets
  - Commercial Invoice
- Proof of Origin (FTA's)
- Is it exportable or importable?
- Are there any other rules regulations to be aware of?
- How does it need to be packaged?

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Is it prohibited?

Examples of Prohibited Items

- Afghanistan – Playing Cards
- Japan – Electronic Cigarettes, Seeds
- Martinique – Costume Jewelry
- Nigeria – Mosquito Repellant Coils
- Singapore – Chewing Gum

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Packaging Considerations

- Value and security
- How fragile is your product?
- Product dimensions & extra care charges
  - Generally > 60” for couriers
  - Generally > 8’ for trucking companies
- Dimensional weight
  - The smaller the better

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Shipping Options

Transportation Modes

- Road/Rail– Domestic and North America
- Air – International and Domestic
- Ocean - International

Comparisons

	Transit Time	Volumes and Size	Cost	Service
Air	Fastest	Small and Minimal	Most	Quick
Truck/Rail	Medium	Medium to Large	Medium	The most factors
Ocean	Slowest	Large Volumes	Least	Unknown and riskier

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TRUCKING

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Ground Services

- Small Package Couriers
- Less than Truckload (LTL)
- Partial Truckload
- Full Truck Load (FTL)
- Flat deck
- Refrigerated (Reefer)

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Transit Times

- How fast do you want your customer to get it?
- Transit times are always ESTIMATES
- Slow – 5 to 7 days to southern USA
- Dark – No tracking
- Usually, no guarantees
- With COVID – NO Guarantees
- Worldwide Logistics Challenges

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Delays

- Weather
- Holidays
- Mechanical breakdowns
- Accidents
- Road Construction
- Border
- Driver Shortages
- Missed Pick-ups

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Customs

- Border Delays
- Self-clearing
  - All shipments are checked and scrutinized
  - Often many errors, result in delays
  - Bonded storage until resolved – costly and timely.
  - Requires proper experience

- Highly recommend a good customs broker to ensure proper paperwork for quick and accurate clearance

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Additional Charges

- **Accessorial Fees**
  - Guaranteed delivery
  - Power tailgate
  - Inside delivery
  - Residential pick up or delivery
  - Scheduled pick up or delivery
  - Limited Access - Schools, Hospitals, Prisons, Tradeshows, Construction sites, etc
- **Re-Classifications or Re-weighs**
  - Know your Class(es) & NMFCs (US)

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Shipping

Advantages

- Cheapest mode for transporting goods
- Can move large amounts of product
- Tip – Supplement with other modes of transportation
  - Express Air (courier) for samples and production samples
  - Air cargo for small initial order
  - Ocean for remainder of large order

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Risks

- Rough Seas
- Longer timeframe means more time for problems
- No Tracking

- *Highly recommend insurance – damage*

Challenges

- **Extremely Slow (In good times)**
  - 25 – 40 days to arrive.
- **Delays**
  - Worldwide container shortage right now
  - Port Delays
  - Strikes
  - Crane repairs
  - Ship not available

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AIR

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Advantages

- Fast
  - Get products to customers in 1-3 days
- High Customer Satisfaction
  - High
- Cost
  - Get your money sooner from customers…
- Risk
  - Less hands, Faster, Automated tracking systems…
- Customs clearance
  - Wheels Up clearing for certain options (DHL)

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Disadvantages

- **Cost**
  - Most Costly Option
- **Dimensional Weight**
  - Sometimes pay for space rather than weight
- **More Stringent requirements (IATA)**
  - Hazmat / Dangerous Goods

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What Service to Choose?

- Time
  - Your personal time.
  - Transit time
- Service
  - Door to Door vs drop off and pick up
  - Is Tracking Important?
- Cost

- Communication/Follow Up
  - Claims, issues, delays, etc.

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Recommendations

- Find a Logistics Consultant – they can help
- Find a Customs Broker (account).
- Know your product and requirements to Import/Export
  - Talk to regulatory bodies (CBP, CBSA, Health Canada, etc.)
  - Prepare or get (if importing) all the necessary documentation
- Send test/samples shipments prior to full roll out
- Start small to minimize costs
- Webship Platforms make things easy
- Don’t leave shipping to the end

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QUESTIONS

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WORKSHOP:
Process & Logistics

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WORKSHOP

PROCESS & LOGISTICS – GROUP 1

You have a key client / distributor meeting in Asia. The opportunity is twofold: they can provide you with market access, and; they have technology that would highly compliment yours. The risk is that they will likely seek to deconstruct and replicate your technology.

1. How could your business processes give you a competitive sales advantage against competitors to win the opportunity?
2. How could your process flexibility enable client services upselling?
3. How could your processes protect your intellectual property?
4. How could your processes be valuable in a dispute?

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WORKSHOP

PROCESS & LOGISTICS – GROUP 2

Maximizing international growth requires global customer and supplier networks.

What components of the global supply chain should be examined in order to optimize costs, complexity and efficiency associated with international expansion?

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WORKSHOP

PROCESS & LOGISTICS – GROUP 3

What are the biggest challenges facing transportation and logistics of any product?

What are the biggest logistical challenges when providing service in another country?

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TRADE ACCELERATOR PROGRAM

EXPORT PLAN OVERVIEW

- The Strategy and Company Analysis
- International Tax and Legal
- International Finance
- Sales and Marketing
- Supply Chain and Logistics
- Executive Summary

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STRATEGY AND COMPANY ANALYSIS

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THE HUDDLE

What keeps you up at night?

THE HUDDLE

Share your best business advice

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SURVEY – DAY 3

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Next Steps

- Final Export Plans Due – **March 11, 2022**
- Export Plan Review by the Mentors - March 14 – 25, 2022
- Mentor Meetings – March 28 - 30, 2022
  - Mentor Schedule and Process

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