

EDITORIAL

Thursday the 18th of January has arrived and I am writing to you from the airplane (sitting in Y-Class) between Perth, Western Australia, and Hong Kong. I am reminded again how far away Australia is and how big the state of WA really is, let alone the continent of Australia.



As part of a business trip that involved Hong Kong for a few days, Perth/Fremantle for a day and then Kota Kinabalu, East Malaysia for 4 days, I will only be back in the Stockholm snowstorm early next week.

In Hong Kong, I met with an accountant friend who I have known since 1986. He told me that the world seems to be reacting on a much higher and coordinated level now against tax fraud & profit shifting.

This link <http://www.oecd.org/tax/beps/> could be interesting for many to look into, especially for companies that do business across borders and that shift profits between countries. Hopefully, the main targets will be the big fish rather than little fish, otherwise, it won't matter much in the grand scheme of things.

Hong Kong was nice as usual, this time with clear skies which you can see in this week's featured video and photo.

In this issue, we have interviews with a project freight forwarder based in Shanghai and another based in Livorno, Italy. I think you will find the interviews and their background interesting.

The global world is indeed here and although what you know is important for your business it is becoming almost paramount to understand more about **who** you know rather than what. So networking, on many levels, is the key to success. Maintaining one's network, both on a personal and business level is of overriding importance.

Wishing you a good read and until next time I remain...

Yours sincerely,

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SHARE WITH A COLLEAGUE



NEW CHAIN LOGISTICS SHANGHAI, CHINA

MR. HENRY HU
GENERAL MANAGER

Henry, first of all, tell us about your career in projects and freight forwarding. When did it start, what is your experience and tell us about who you are?

I started working in the logistics industry with Maersk Line in 1994 after graduating from Shanghai Jiaotong University and Hohai University with a Masters Degree in engineering and an EMBA.

I spent 10 years with Maersk Line in operations, sales and marketing, line management and office management in Nanjing, Wuhan, Shanghai and in the south Jiangsu area.

In 2005, I opened my own forwarding company called Shanghai Amdo International Freight Co., Ltd and as a partner in setting up New Chain Logistics Co., Ltd Shanghai Branch.



Elaborate on the business of New Chain Logistics. Where is the head office located and who are the owners?

Company Profile: New Chain Logistics (NCL) was founded in 2004 in Shenzhen, and is now a global top 100 NVOCC shipping to the USA. NCL is a leading international 3PL providers in China, specialized in North America, India & Middle East & Africa (MEA) Trade lanes. We are among the top 5 native Chinese NVOCCs from South China handling exports to North America and imports from The Mediterranean / MEA to China.

NCL is a Chinese Class-A Freight Forwarder (License No.: NV02590), USA FMC NVOCC (License No.: 020169), and certified AMS / ISF / ACI NVOCC by USA Customs Bureau / Canada CBSA / Japan Customs. We are a member of CLC Projects and World Cargo Alliance (WCA). In addition, since 2010 we have been a gold supplier member of alibaba.com (globally the biggest B2B e-commerce platform): <http://ncl.en.alibaba.com>.

We have more than 100 colleagues working in the organization among 9 own offices in pan-China, with HQ in Shenzhen.



Office locations:

- South China: Shenzhen, Hong Kong, Guangzhou, Yunfu & Guilin
- East China: Shanghai, Nanjing & Ningbo
- North China: Dalian

Corporate History and Future:

- In 1997 Hong Kong-based New Chain International Holding Ltd, Mother Company of NCL was set up focusing on strategic investment and financial consulting business.
- 2004, Catering to the fast development of 3PL in China, the top management team decided to invest in the 3PL business and made Shenzhen the HQ because it is the 4th biggest container port globally. Since November 2004, New Chain Logistics (NCL) expanded logistics business from Hong Kong to Mainland China with Shenzhen as Head office.
- In 2005, NCL started to set up branches in Guangzhou, Shanghai, Nanjing, Ningbo, and Dalian etc.
- In 2012 NCL grew to become one of the Global Top 100 forwarders from Asia to USA (Transpacific Tradelane).
- 2013, Logistics services for Cross-border E-com sellers from China to the USA, Canada, Australia, Japan and Brazil, Shipping + Land Transportation, customs clearance, & Amazon FBA.
- Jan 2015, O2O Platform launched www.WinToDoor.com the first global O2O system for Sino-US e-commerce sellers.
- Jan 2016, became licensed Tax Refund Agency by Alibaba Group (NASDAQ: BABA), named as "One Touch Partner", to provide single-window Tax Refund, L/C, Funds, Global Logistics Services.



For normal cargoes what are your main markets? For project cargoes have you specialized yourselves in a specific market or do you move projects everywhere?

For normal cargo, our main market is transpacific and India. For projects, we mainly service power stations and cement plants in Africa, the Middle East and South Asia and India.

There are so many freight forwarders in China. There has also been a lot of cases of fraud and tricky freight forwarders working without a license. How to trust the freight forwarder you deal with in China? Do you need a license in China to work as a freight forwarder?

Formal registration is mandatory for a forwarding company in China, and normally we need to check the official information before cooperation by asking for a copy of their license and checking a Government website. For NVOCC (where house bills of lading (HBL) are involved) the company needs to be registered with the Ministry of Commerce (MOC) and obtain a license.



Give us some examples of recent projects you have handled.

Some power station projects in Indonesia and tunneling machinery for India.

If our readers would like to get in touch with you or know more about New Chain please provide your full contact details.

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**TITAN PROJECT & LOGISTIC SRL
LIVORNO ITALY**

**MR. FEDERICO BARTOLI
CEO**

Tell us about the main business of Titan Project in Italy?

Titan covers 360 degrees, any kind of shipment, air, sea, truck in global forwarding and project cargo. Due to my young start as port captain in Livorno, Titan is also a shipping agency.



Trencher to the Middle East

When was the company established and who owns it?

I am the only owner, since 2015. I used to have several companies, one for air only and one as a terminal operator. Also, an inspection and forwarding company. One of these was bought 100% by me and named Titan Project & Logistics.



Tell us a bit about the main projects you have handled recently.

I'm currently handling big names, one shipment from Venice destined for Kuwait, around 1500 cbm. Another project coming soon consists of 1950 cbm to Sohar. I also have an incoming project from Ghana to Venice consisting of 2 x 100 metric tons.



Loaded on NYK Last December, machinery destined for the Middle East

How is the economic situation in Italy currently for industrial projects export/import? From experience with Italy, I can recall that sometimes customers would be asking for very long credit terms. Is that still the case in Italy, if so, how to manage that?

Yes, credit terms are a big issue here, we are always seeking credit-worthy companies to work with. We tackle this issue by using good credit terms to do business, but now, when facing big customers we have to change something and face longer payment terms.

Also, big players here pay in 6 months and we try to avoid these kinds of situations because there are some big companies that treat forwarders like their own bank.

We prefer to work with agents using a standard 30-day payment period.



Preparing cargo destined for Sohar. The largest unit with a length of 26 meters.

What made you originally get into freight forwarding and projects?

My father was a stevedore for the USA government, and I was in the coast guard, so I started from there and worked for 5 shipping agencies before becoming a Titan.

What do you like about freight forwarding the most?

I love to be crazy involved in a 24 hour-a-day job that covers the globe.

How to contact you for a quote?

I can be reached by email, web or phone, always at your service.

Interviewee:

Mr. Federico Bartoli

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<http://www.titanproject.net/>



EDITORS NOTE

THE LATEST FROM THE MARINE INSURANCE WORLD

The company Skuld has an interesting update. You may find their circular useful. Being insured is, regrettably, a necessity in almost all that we do these days so that we avoid falling between 2 chairs. [Read more...](#)

NEWS FROM THE WORLD

It is heartwarming to see that there is more and more active movement against corruption in many countries. Singapore, once thought of as safe from the scourge of corruption has recently found itself embroiled in a scandal involving dealings with Brazil, as reported in The Straits Times Singapore.

Shipowners and freight forwarders are also pulled into corrupt practices from time to time and the only way forward is to simply say NO! [Read more...](#)

SHIPPING & TRADE NEWS

MAERSK, IBM TO LAUNCH BLOCKCHAIN-BASED PLATFORM FOR GLOBAL TRADE

The world's largest container shipping firm A.P. Moller-Maersk is teaming up with IBM to create an industry-wide trading platform it says can speed up trade and save billions of dollars.

[Read more...](#)

AUTOMOTIVE

MITSUBISHI MOTORS TO BUILD SECOND PLANT IN VIETNAM

Mitsubishi Motors is looking for a location to set up its second factory in the country. The plant costs approximately 250 million USD, with a manufacturing capacity estimated to reach 30,000 - 50,000 cars on an annual basis. [Read more...](#)

PLANTS & PROCESSING

AMTHOR INTERNATIONAL EXPANDS OPERATIONS IN GRETNA, VIRGINIA

The company will build a new 115,000-square-foot plant to accommodate increased demand for fabricated tanker trucks and will designate the new Gretna facility as its official corporate headquarters. The company will retain 110 existing jobs and create 70 new jobs over three years with a total of 90 new jobs over five years in Pittsylvania County. [Read more...](#)

GLOBAL EQUIPMENT SPECIALIST, SAF-HOLLAND, RECEIVED A MILESTONE ORDER FROM CHINESE TRANSPORTATION BUSINESS AND TRAILER MANUFACTURER, CHANGJIU

The delivery agreement covers a period of five years with delivery of the first systems already underway. Sales of around €15 million are expected in 2018 under this agreement. SAF-Holland said it is expanding its production capacity in China to realize the region's strong expected organic growth in the years ahead, particularly for modern trailer axle and suspension systems. [Read more...](#)

VIDEO OF THE WEEK



An OOCL container vessel passing under the Tsing Ma Bridge on a very clear day in Hong Kong last week. I took this video from the balcony of an apartment on Park Island, one of the few islands in Hong Kong where cars are not allowed.

PHOTO OF THE WEEK



Hong Kong's skyline is unbeatable on a clear day here taken at night looking at Hong Kong island from the Kowloon Peninsula.

QUOTE AND PROVERB OF THE WEEK

"YOU MISS 100 PERCENT OF THE SHOTS YOU NEVER TAKE"

- Wayne Gretzky -

"KEEPING IS HARDER THAN WINNING"

- Ancient Romanian proverb -

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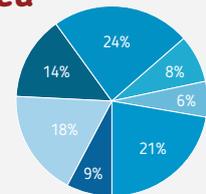
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