



SPOTLIGHT

THE DRIVING FORCE BEHIND FREIGHT MANAGEMENT



EU's new 24hr security rules introduced 1 January
New official international trade terms agreed
SBS moves to larger office on US West Coast
UK mixes business and pleasure at Open Evening

**SBS WORLDWIDE
NEWS BULLETIN
OCTOBER 2010**

A WORD FROM OUR CHAIRMAN

Last week I managed to get myself noticed at a supply chain conference in the US - and this time I wasn't even on the podium! I attended a presentation on the supply pipeline and it was the most mind-numbing, boring presentation, just pages and pages of words, given by a lecturer from a top, top IT Solutions Company.

Halfway through I could not take it any longer. I said that the speaker was completely wrong, that you don't need dedicated hardware, manual input and to be dependent on suppliers. You need a forwarder to monitor it as an extension of your business. The 50 people in the room went very quiet, and the speaker said "That's another way you can do it".

Then he started again, explaining how one Chinese manufacturer had phoned in his invoice from a phone box in the middle of China. A woman next to me gave me her business card and said "We need to talk. We need to be driven by systems such as you describe".

Sometimes eDC just takes me over, and there are moments when I realize the difference it can make, and also how quickly 48 people in the same room can distance themselves from you. Maybe they just thought I was being rude by interrupting? Actually, make that 40 people, as the other 8 were comatose!

On a more positive note, I became aware on this trip to the US of how many older people are working in the service industries - something I have never noticed as much before. Whilst it is good to see we are not all on the scrapheap at 50, on an even brighter note, I guess that means I have more time to sell our supply chain software. Although, on the downside, those 48 people who won't let us in to sell eDC will now be around much longer as well!

Thank you for your continuing support.

INDUSTRY NEWS

[-New EU Security Rules require cargo information 24hrs before loading](#)

[- International trade terms revised for first time in ten years](#)

[- China delays likely due to holidays and electricity shortage](#)

[- Two trade fairs prepare to open in China](#)

[- The 2010 Asian Games](#)

[- Government Affairs Conference Overview](#)

SBS NEWS

[-Register for our Export/Import Compliance Seminar](#)

[- Larger premises for LA office](#)

[- Harley Davidson 'trike' shipped to UK](#)

[- UK staff share news, views and laughs](#)

[- USA Town Hall Meetings](#)



Steve Walker
Chairman



P.S. Can anyone guess the USA Aircraft carrier?

INDUSTRY NEWS

BACK TO TOP

New EU Security Rules require cargo information 24hrs before loading

The European Union is introducing new security rules, the European 24 Hour Rule, for all cargo that is on a vessel bound for an EU port from midnight on 31 December, 2010.

The rule requires that ocean carriers must electronically file with the relevant national Customs authority 24 hours prior to loading in a non-EU load port. This means that SBS Worldwide must submit to the ocean carriers, specific information about all the shipments, in advance.

“The information is similar to what is already provided by most shippers and importers and will be the same as currently applied for other Advance Manifest requiring countries such as USA, Canada or Mexico,” explains Martin Carter, General Manager – Ocean Freight.

“So, while it will not be a big change for most shippers or importers, now is a good time for everyone to check that everything is in order.”

The regulation is applicable to all import cargo to or via any EU Port as well as FROB cargo (Foreign Cargo Remaining on Board), i.e. cargo which is discharged in a port outside the EU after the vessel has called at an EU port.

This information will be published on our website as well as being included in our Booking Acknowledgements/Confirmations. Please do not hesitate to contact your local SBS office if you require further information – or check one of the links below.

[Important Announcement](#)

[Guidelines on acceptable and unacceptable terms](#)

http://europa.eu/abc/european_countries/index_en.htm

http://ec.europa.eu/ecip/security_amendment/procedures/index_en.htm

International trade terms revised for first time in ten years

The International Chamber of Commerce (ICC) has launched Incoterms® 2010, the latest revision of its internationally recognised trade terms. The rules, used by companies in countless business transactions all over the world, will come into effect on 1 January 2011.

The new Incoterms rules take into account developments in global trade since the rules were last revised in 2000. These include changes in cargo security, which has been at the forefront of the transport agenda for many countries since 9/11, and the increased use of electronic communications in business transactions.

Short for 'international commercial terms', the Incoterms rules were first created by ICC in 1936 to help traders avoid misunderstandings by clarifying the costs, risks, and responsibilities of both buyers and sellers in the delivery of goods.

Representing a radically new concept in an industry regulated by local rules of law, the rules caused a sensation in the international business world when ICC first introduced them. They were the first real attempt to bring legal certainty to business transactions while simplifying the drafting of international commercial contracts.

"Before ICC developed the Incoterms rules, the different terms were often subject to varying interpretations in different countries, often giving rise to disputes and litigation," said ICC Chairman Rajat Gupta. "Today the Incoterms rules for the usage of terms such as Ex Works (EXW), Free on Board (FOB), Cost and Freight (CFR) and Cost, Insurance and Freight (CIF) are part of the recognized canon defining the responsibilities of buyers and sellers in transactions for the sale of goods worldwide."

The number of rules has been reduced from 13 to 11 and two new rules have been created: Delivered at Terminal (DAT) and Delivered at Place (DAP). The latest version also features guidance notes at the beginning of each of the Incoterms rules to help steer the user to the correct one.

Copies of the new rules can be purchased from ICC by visiting:
<http://www.iccwbo.org/incoterms/>

China delays likely due to holidays and electricity shortage

As we said in the last bulletin, there is a National Holiday in China 1-7 October when many factories close and delays are likely to occur.

Additionally, the government ordered more than 2,000 factories to shut by the end of September because it said they were wasting too much energy at a time of electricity shortages. Some 57 blast furnaces and production lines have been closed since 4 September to save energy. The result may be delays to shipments as factory production lines close down or are disrupted.

Two trade fairs prepare to open in China

Around 1,000 enterprises from 50 countries and regions will take part in the China International Logistics and Transportation Fair to be held at Shenzhen Convention and Exhibition Centre from 15 – 17 October. Covering 52,500 sq meters, the fair will be divided into 7 exhibition areas — Land Transportation, Modern Logistics, Port Services, Air Transportation, Logistics Facilities, IT and e-business

The 108th China Export Commodities Fair, more commonly known as the Canton Fair, will be held at the Pazou Complex from 15 October to 4 November. The main novelty this year will be the extension of the international pavilion into the third phase, focusing mainly on foodstuffs and medical equipment. In addition, a branded-products zone will be opened to attract well established companies. The exhibition space will cover 1.13 million sq metres, divided into 15 categories. So far, over 23,000 enterprises have signed up to exhibit at the fair, including 404 foreign companies.

The 2010 Asian Games



The 2010 Asian Games will be held from 12 – 27 November in Guangzhou, Guangdong Province, China. Athletes are scheduled to come from about 45 countries all over Asia to compete in facilities in four cities of the Guangzhou metropolitan region including Guangzhou itself, Foshan, Dongguan and Shanwei. The authorities have warned that traffic congestion is likely in the area during the Asian Games.

Government Affairs Conference Overview

Janis Rich-Gutierrez, our VP, Customs Brokerage and Compliance Officer, attended the Government Affairs Conference in Washington DC at the end of September.

She gives us a quick overview of the highlights:

Michael Khouri, the newest FMC Commissioner, is a Kentuckian with a career in the maritime industry. He gave attendees a glimpse of what he sees as the significant issues pending at the FMC, including the NCBFAA's request to exempt NVOCCs from rate tariff publication and

its current investigations into carrier capacity issues. Mr Khouri said: "I would love to tell you NVOCCs are now exempt from rate filing, but unfortunately rate filing is still required."

Customs and Border Protection Commissioner Alan Bersin, a man on a mission, gave a powerful speech. He has declared that CBP will engage the trade community and make facilitation an integral partner to security. He has declared that customs brokers will be key to this task, challenging the community to work with CBP. His ideas on management by account, trusted shippers and other new initiatives will assist in facilitating trade more quickly while keeping our borders safe.

Domenic Veneziano heads the area of the Food and Drug Administration that speaks most closely to custom broker interests. Having built a close and cordial relationship with the NCBFAA's RAC committee, CDR Veneziano spoke of the new Strategic Plan – noting changes in the plan and describing his division's expected implementation. Anthony Taube oversees the Prior Notice Center at the FDA and addressed issues of relevance to the importation of FDA-regulated products. FDA appears to hear our problems when presenting international shipments to the operation and is dedicated to making the appropriate changes in order to facilitate import shipments more quickly through national FDA processing requirements.

[SBS NEWS](#)

[BACK TO TOP](#)

Register for our Export/Import Compliance Seminar

There is still time to register for the compliance seminars in Atlanta!

We are running Export/Import Compliance seminars in conjunction with The Law Offices of Michael Capuzzi on 19 -20 October, 2010 at the Atlanta Airport Marriott Hotel.

The Export Compliance Seminar is on Tuesday 19th and the Import Compliance Seminar is on Wednesday 20th. Participants can book for one or both seminars and SBS has secured preferential accommodation rates from the hotel.

The seminars will include everything from an overview of basic export/import regulations, harmonised tariff classification, insurance and AES/EEI to a personal discussion about participants' own record-keeping and NAFTA certification.

For more information and a booking form [Import Compliance Seminar](#) or [Export Compliance Seminar](#) Or email beth.mince@sbsworldwide.com

Larger premises for LA office



Our LA office moved to larger offices on 20 September. Andy Nicholls, General Manager, says the move was necessary due to the growth of the office and doubling of staff since 2008.

“We continue to attract new customers and expand our business, so this move is a good sign,” he explains.

The new address is:
SBS Worldwide Inc
19300 S Hamilton Avenue
Suite 230
Gardena, CA 90248
Tel: +1 310 512 6640
Fax: +1 310 329 7092

Harley Davidson ‘trike’ shipped to UK

Our team in Chicago handled an unusual shipment last month – a beautiful Harley Davidson motorbike which has been especially adapted for a disabled customer.



The customer, based in the UK, was recommended to SBS by another one of our customers who specializes in bike products, says Laurie King, Commercial Co-ordinator, ocean imports in Dartford.

Dennis Potts, General Manager, Chicago, says the three wheeled bike was very sophisticated with lots of special and delicate adaptations, so a packing company was called in to help.

“Our guys here are pretty experienced but with something like this we called in the Chicago Export Packing Company who are specialists in dealing with this sort of thing.”



The Harley Davidson is due to arrive in Felixstowe in mid-October and then will be shipped to the customer in Bournemouth, a seaside town in the south of England.

UK staff share news, views and laughs

More than 60 staff attended the SBS Open Evening in the UK to hear the latest company news and meet with colleagues from around the business.

There was a brief summary of the seafreight, airfreight and courier businesses from managers of each section, with each outlining strategies for growth and development.

Martin Carter likened the process of delivering ocean freight to making a pie – it’s all about combining the right ingredients in the best way to deliver maximum satisfaction; while Jonathan Blackney said airfreight success depended on clear communications and, as he put it, “cuddling the customer”.

David Gubbins spoke about the clear advantages the SBS courier product has over that offered by the bigger players in the market – with flexible options and accessibility to real people who can make decisions.

Tyrone Omid, IT Corporate Director, explained how strengthening of the IT department was producing real results that were making a huge difference to both us and our clients, and he promised that a new

product to be launched in January would be “extraordinary”.

Nick Walker, Group Managing Director, gave an update on the US side of the business and explained that the SBS offices there now did only half their business with the UK and were busy targeting other trade lanes to keep up the steady growth they have shown over the last few years. He was enthusiastic about the opportunities for companies like SBS which are still small enough to offer the highest standards of personal service, in these days of mega-mergers and logistics giants.

Steve Walker, Chairman, and Tony Leach, Critical Path General Manager, were unfortunately unable to attend but Steve recorded a ten minute message emphasizing the strength of the business through our consultative approach combined with cutting edge IT solutions and enthusiastic and dedicated people.

Doug Overett, Managing Director UK, began the evening with a brief overview of the last 12 months (increasing revenue, lots of new customers) and ended it by looking forward to the next year.

He explained that tough budgets have been set but resources will also be increased with more sales people, greater productivity through an improved CRM solution, incentives to share sales leads across the business and encouraging all staff to come forward with ideas.

Staff awards included long-service awards, the Customer Recognition Award for Lesley Clifford who had received special and consistent customer praise, as well as a Colleague’s Colleague of the Year Award (congratulations to James Humphrey, IT Manager) and special General Manager Awards for those who go Above and Beyond the Call of Duty – Pat Asser, Gerry Homewood and Sharon Beattie.

There was a buzz of activity and real teamwork, and laughter frequently punctuated the evening, especially during the attempts to find the answers to the quiz.

Susan Maloney, Director of Resources, says it is always difficult to get staff together in a company that works 24 hours a day, but the success of the evening has encouraged the management to make it a regular event.





USA Town Hall Meetings

Lars Kloch, US Managing Director, has visited each of the four US offices with the specific purpose of talking to all the staff about current events within SBS and future strategies for the company. These meetings have proven to be an effective way of spreading the message to each and every employee, as well as giving them the opportunity to voice their questions and concerns. "It makes a significant difference when the communication is personalized," explains Lars.

SBS Worldwide Ltd. SBS Cargo Centre, Anchor Boulevard, Crossways, Dartford, Kent DA2 6SB.
Tel: +44 (0)1322 424700 ocean@sbsworldwide.com www.sbsworldwide.com

For all enquiries
please click here
[Unsubscribe me from this list](#)