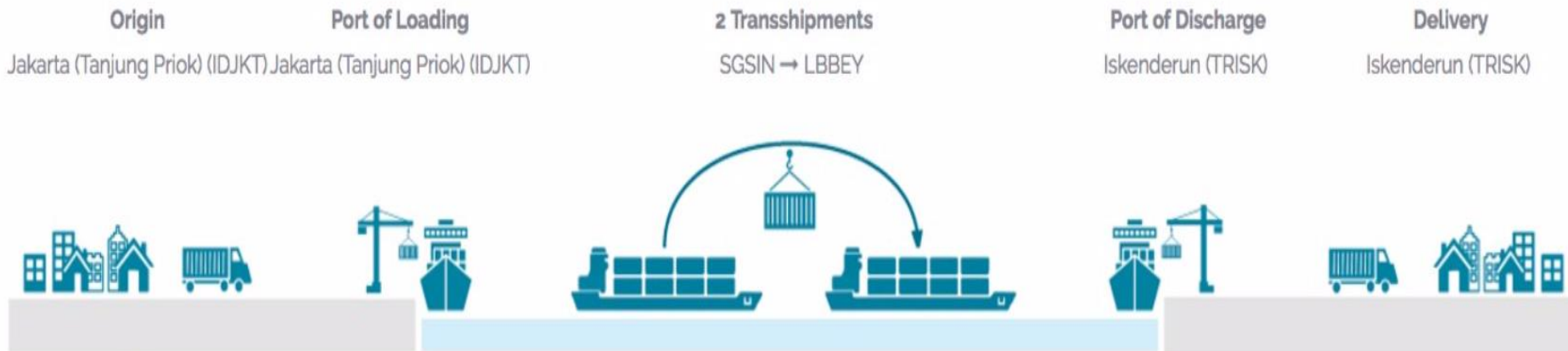


Logistics

A Quick Course
Everything You Need To Know

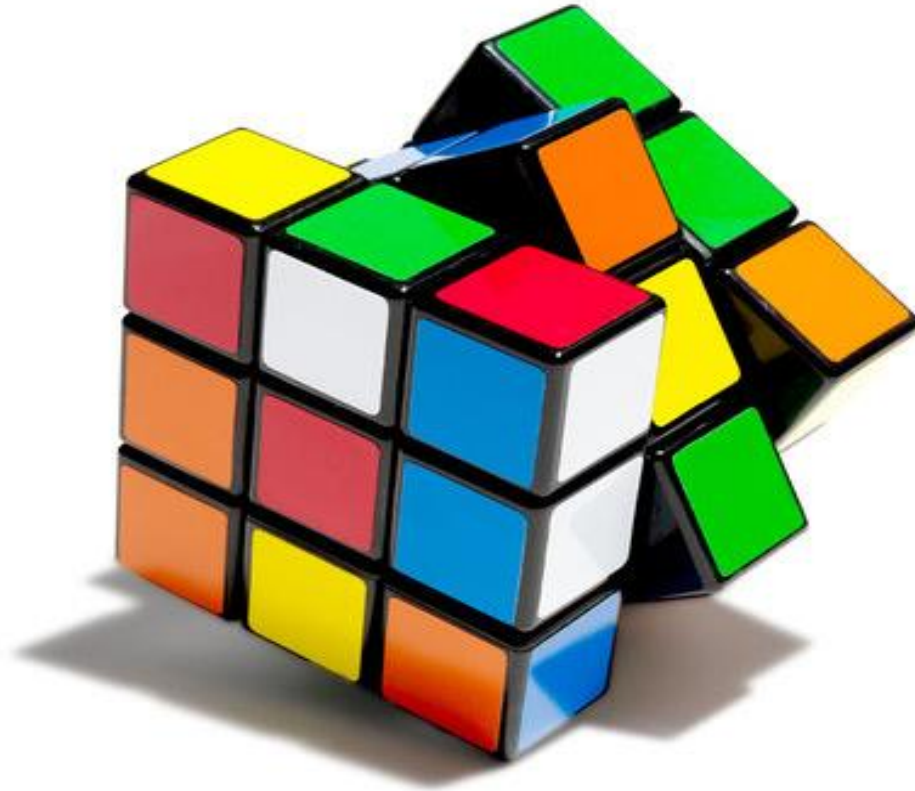
If It Looks So Easy? Why Is It So Complicated?



A Complicated Business?

- When considering that any one in the logistics chain is empowered to say, “No”; our job is to find the means to move the cargo and work with the persons to say, “yes we can”.
- It is more than just connecting two dots on a map or entering a Port of Load and a Port of Destination in a system... as you will shortly see.
- Universities will say that logistics is a science; which it is...
- But those successful in the business still see logistics as an art
- What follows proves that fact is always better than fiction!

Logistics Is Multi-Dimensional



Know What You Are Getting Into



The Logistics Chain Is As Strong As The Weakest Link



EVERY SHIPMENT TELLS A STORY

Who

Where

How

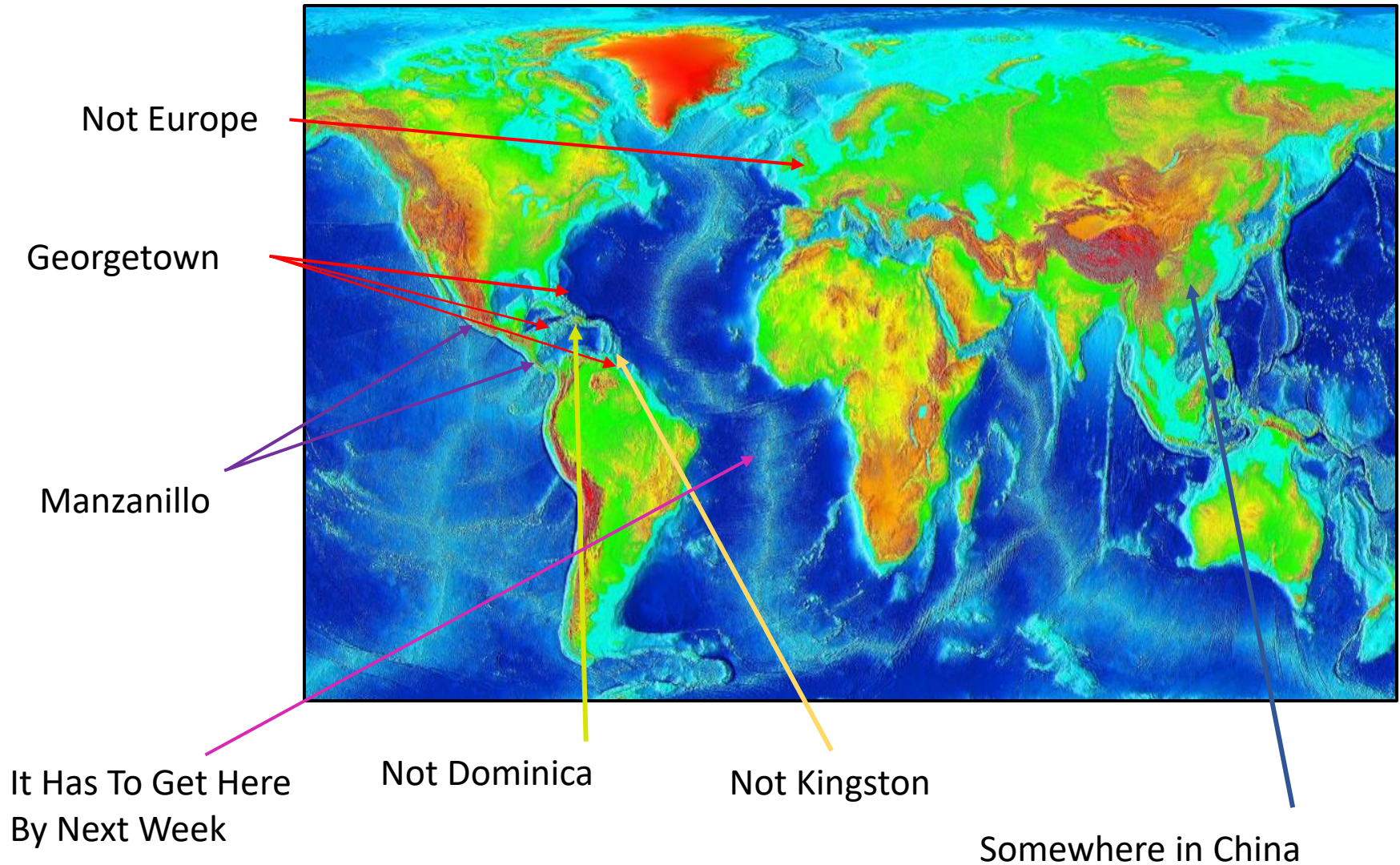
What

How Much

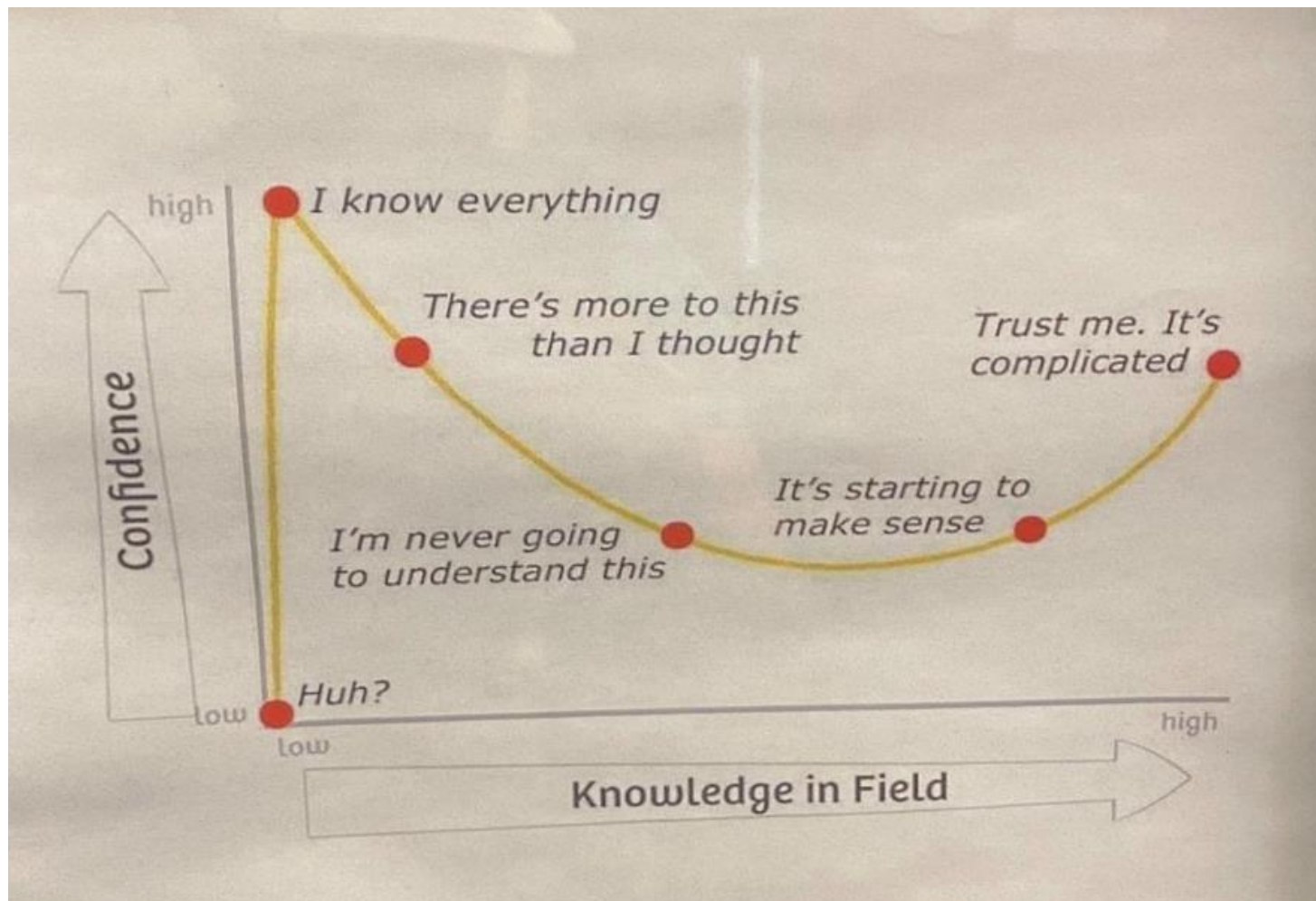
When

SHIPPER/EXPORTER CYMA LOGIS CO.,LTD. O/B OF HIGHLY OBSERVING MAINTENANCE SERVICE COMPANY, SEOUL, KOREA		B/L NO. GLSLMIA1605921		
CONSIGNEE TO TO ORDER OF HOLDER BL NO.CMO1605131 ISSUED BY CYMA LOGIS CO.,LTD.		EXPORT REFERENCES		
NOTIFY PARTY, INTERMEDIATE CONSIGNEE THE BARBADOS LIGHT & POWER CO.,LTD. GARRISON HILL ST, MICHAEL BARBADOS MR.LEWIS.C.IFILL (+1 246 430 4420)		FORWARDING AGENT 196570		
PIER		POINT AND COUNTRY OF ORIGIN		
CARRIER/VOYAGE NO. NOL EXPRESS 007E	PLACE OF RECEIPT BUSAN, KOREA	SPECIAL INSTRUCTIONS SURRENDERED		
PORT OF DISCHARGE MIAMI, U.S.A.	PORT OF LOADING BUSAN, KOREA			
	PLACE OF DELIVERY BRIDGETOWN, BARBADOS			
PARTICULARS FURNISHED BY SHIPPER				
MARKS AND NUMBERS	NO. OF PKGS	DESCRIPTION OF PACKAGES AND GOODS	GROSS WEIGHT	MEASUREMENT
THE BARBADOS LIGHT AND POWER CO.,LTD. BRIDGETOWN, BARBADOS, WEST INDIES	3 W/BOXES	SAID TO CONTAIN: BUSHING EXHAUST FOR MDE FUEL INJECTION VALVE COMP PRESSURE GAUGE DIAPHRAGM SEAL TYPE PRESSURE GAUGE BIMETAL TYPE THERMOMETERS *INVOICE NO.: HOMSBLPCI-160518	662.000KGS	2.823CBM
MISSED PART OF 2015 SSP OF PO # 75882 OF PO # 75880				
Container No HDMU4711354/E189486				
SBS/CFS				
			ON BOARD DATE: MAY.22,2016	
			C O P Y NON-NEGOTIABLE	
"FREIGHT PREPAID" SAY : THREE (3) W/BOXES ONLY.				
		PREPAID	COLLECT	
FREIGHT PREPAID AS ARRANGED				
other charges			\$ 320.79	
TOTAL				

The Geographically Challenged Are Found Through Out The Supply Chain



You Don't Know What You Don't Know



The Role Of The Forwarder

“I’m just the piano player in the house”



We are The Herders Dealing With The Disinterested Sheep In The Field



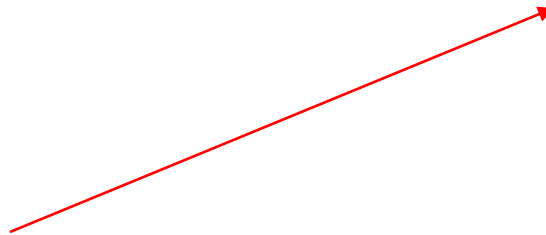
Trucks, Ships And Airplanes Transport Cargo.
But It Is People That Move The Cargo.



“Pay No Attention To That Man Behind The Curtain!”



TRADE



Dr. No

Found In Most Departments



合约号 *	CP Code & 贸易条款
QTSHH04890	
付款方式(MBL) *	第三地付款
COLLECT	
交接方式 *	客户 Ref NO.

Refused

We Have A Last Minute Rush Booking....



Sometimes Logistics Feels Like

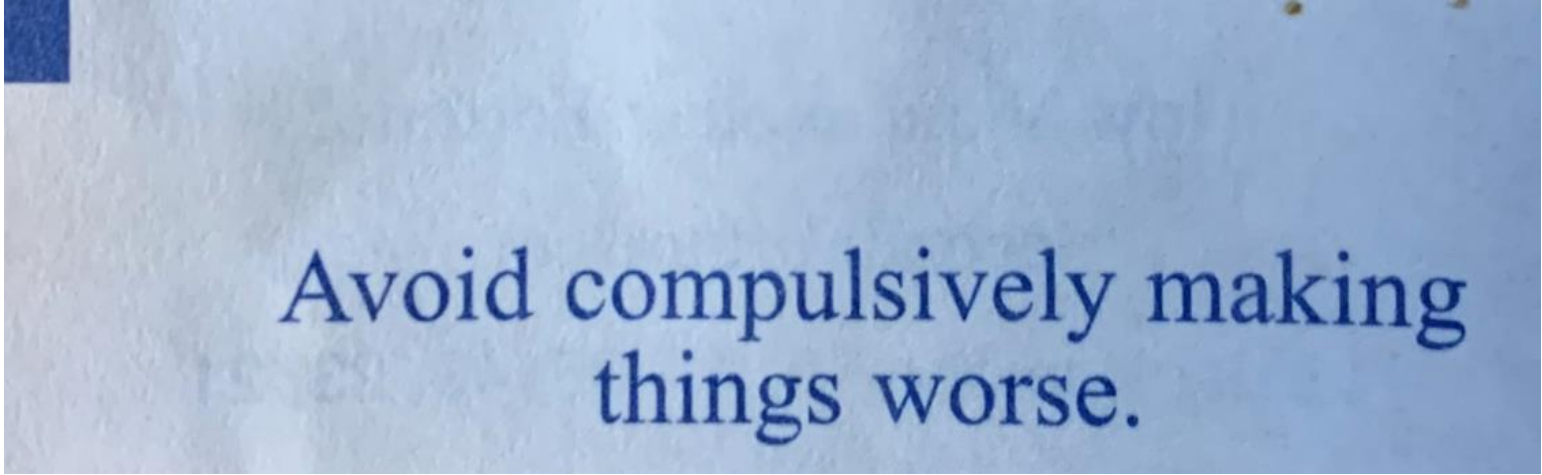


Facing Hurdles

Who Are We Going To Be?



Today's Fortune

A photograph of a fortune slip. The slip is rectangular with a light blue background and a darker blue border on the left side. The text is printed in a white, serif font. The text reads: "Avoid compulsively making things worse." The slip is slightly wrinkled and has a few small dark spots.

Avoid compulsively making
things worse.

Getting The Job Done We Rely On



The Immutable Axioms Of Logistics

- It's Urgent
- Trust But Verify
- DIDJA? (Did you do it?)
- Hurry Up And Wait
- Most Of The Time There Will Be An Additional Request
- The Worst Preface You Can Hear: “Unfortunately...”
- If That Shipment Does Not Show Up On Time The (Fill In Blank) Will Close



Problem Resolution

We Are Not Afraid To Assume The Position When Necessary



We Can Make You Forget Past Problems

Actual Email Exchange:

I've never seen anything like this. Containers bumped from one vessel, next vessel breaks down, third vessel gets bad weather then engine failure and now no berth because a cruise ship.

It honestly can't get any worst!!!

It Actually Did Get Worse..
Customs Went On Strike.

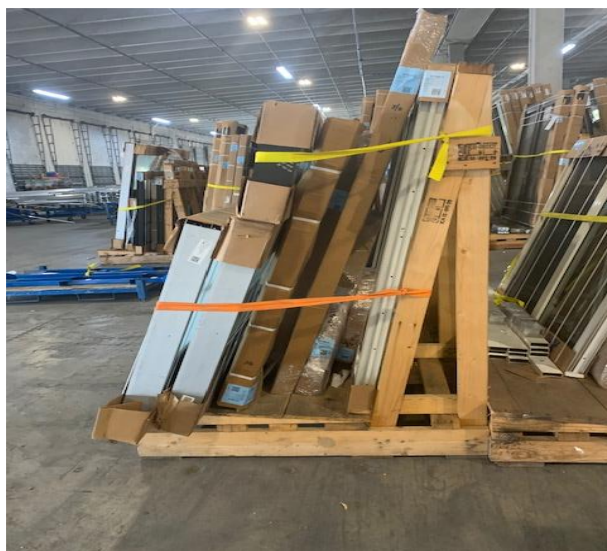


“If It’s Not One Thing... It’s Another”

Rosanna Rosanna Dana



When The Shipper Realizes All The Cargo Will Not Fit... Time For A Meeting (... Or Is It Soccer Practice?)



My FB friend posted a lovely piece which I have no choice but to explain in pragmatic terms

What does it mean to “hold space” for someone else?

It means that we are willing to walk alongside another person in whatever journey they're on without judging them, making them feel inadequate, trying to fix them, or trying to impact the outcome. When we hold space for other people, we open our hearts, offer unconditional support, and let go of judgement and control.

 Like

 Comment

   15



Steve Keats

In shipping means hold space

6h Like Reply

1 

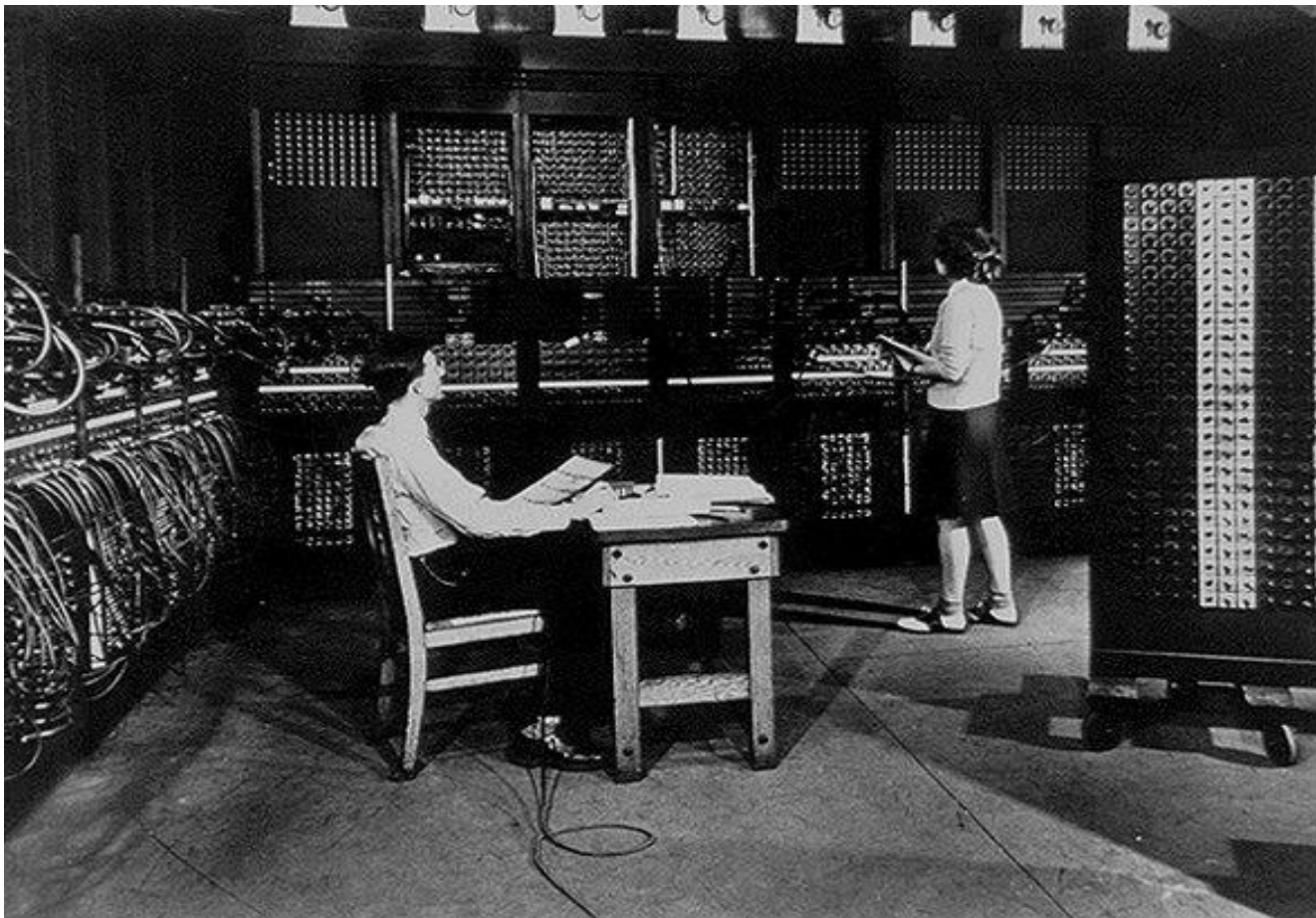
The Fate Of Your Shipment Hangs In The Ongoing Struggle Between The Planners And Sales



You Can't always Trust What The System Says

Actual Exchange:

We are currently still investigating this occurrence, as we received word yesterday that this may have been an incorrect update in our internal systems which diverted the container in error. I am still waiting on confirmation however.



You Have Been Rolled

Regarding the above captioned, I have been informed that although it was booked to be laden onboard the Motor/Vessel Vega Pollux V. 10SB, a situation related with stability caused the above mentioned shipment to be short-shipped.

And By The Way... It Was Your Container That Impacted The Stability



Looking Up A Schedule? The System Says

Bad Referrer - Access Denied

The link resides at: <http://apl.com/cgi-bin/tsrvssel.pl?na-la>, which is not allowed to access this cgi script.

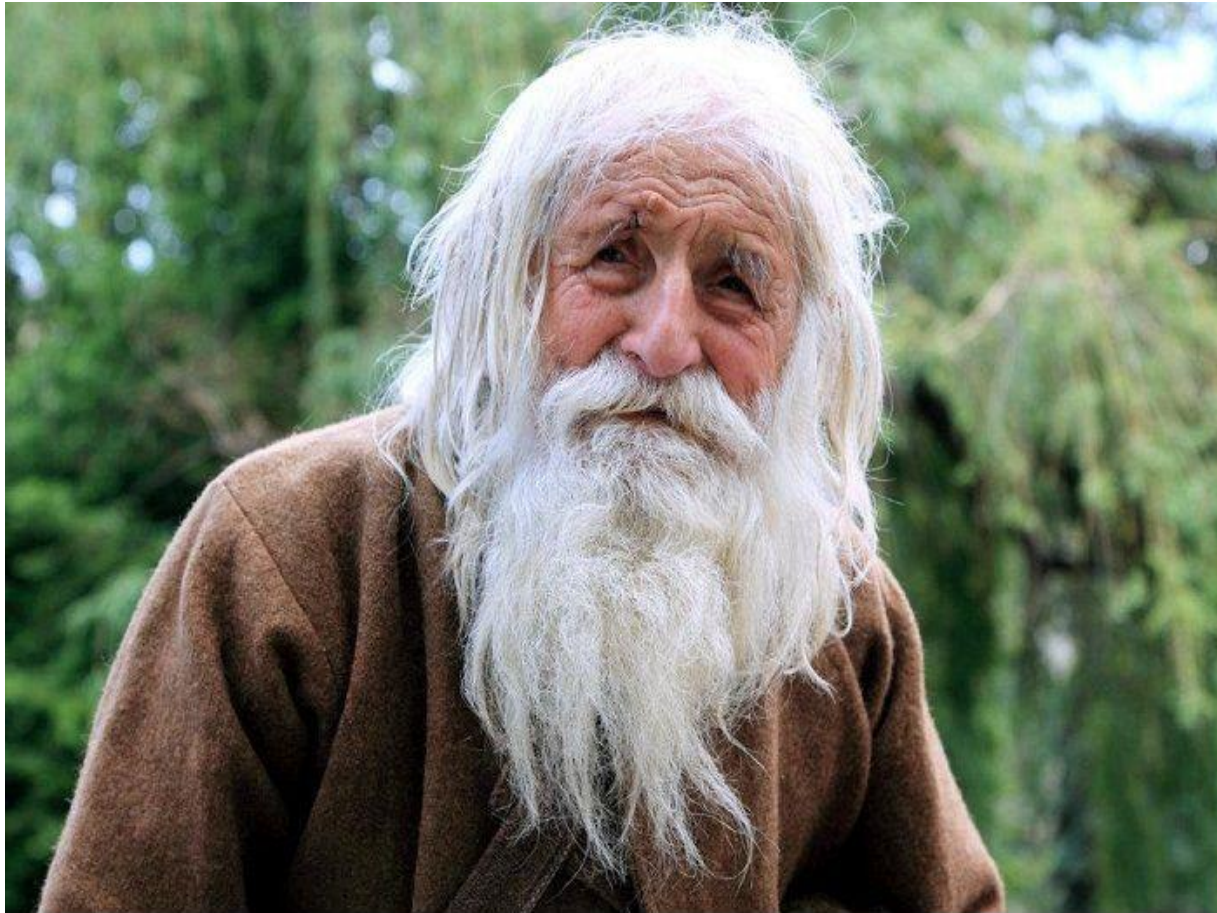
Sorry! REF=<http://cgi-bin/tsrvssel.pl?na-la>

Moral: Be careful how you let your IT Team interface with your customer

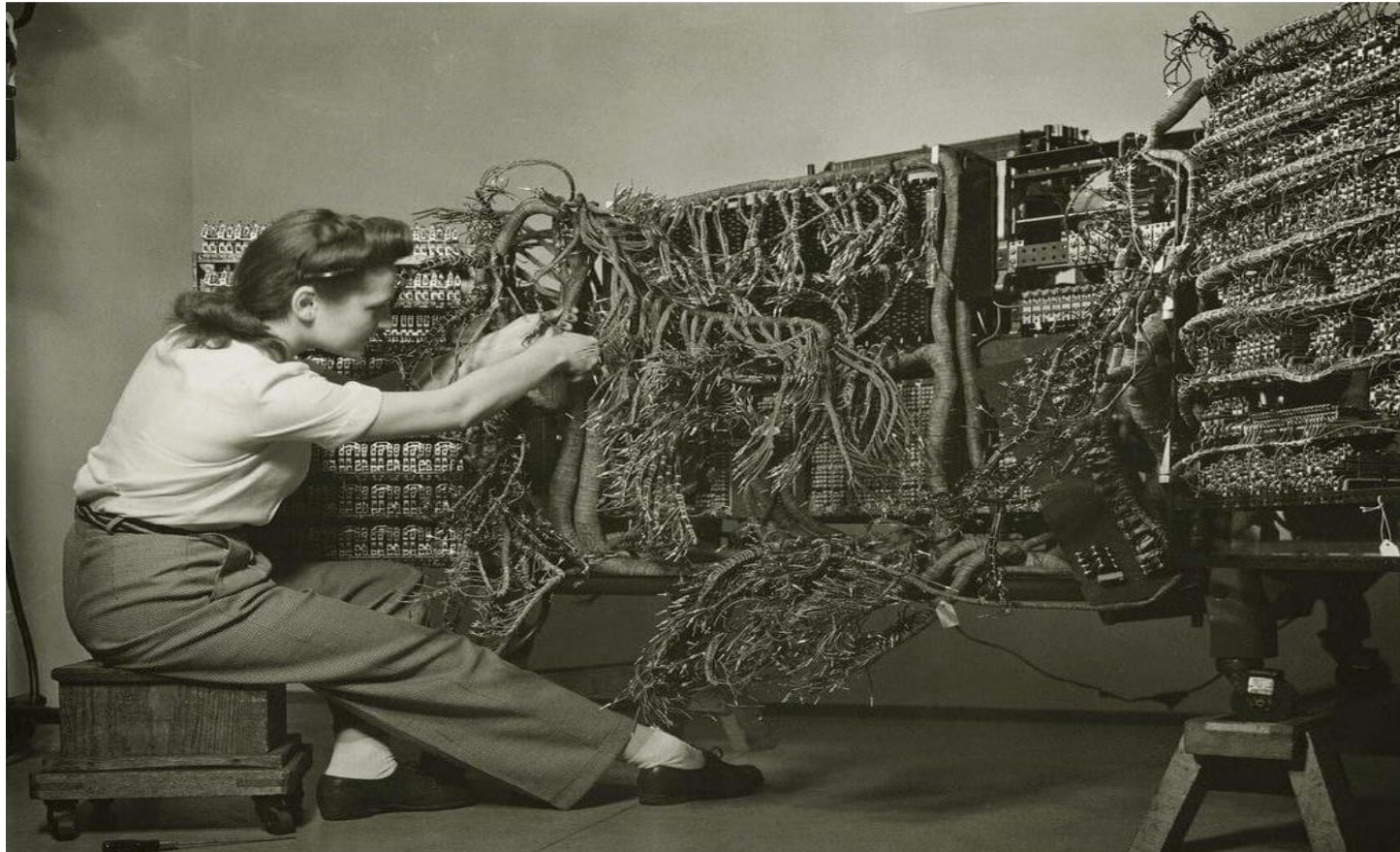
Need A Rate? Here Is The Behind The Scenes And Why You Have To Send A Reminder



Waiting For Something To Happen



There Is Nothing Wrong With The Service That Can't be Fixed



Who Comes Up With This?

Dear Valued Customer,
Thank you for choosing to book your shipment with us!

Please note that the above booking request was confirmed based on the provided Quote/Contract Rate Agreement No. **QTSHH15592**

However, the mandatory details which we received in your Shipping Instructions do not match the details you provided in the above booking request.

As per company policy, due to these discrepancies, unfortunately we will not be able to load your cargo on the confirmed vessel and therefore your shipment will be rolled over to the next available vessel subject to accurate completion of your Shipping Instructions.

We ask that you update and resubmit your Shipping Instructions, including all mandatory information, or contacting your Account Owner or Sales Coordinator for updating your Quote/Contract Rate Agreement accordingly, in order to enable us to finalize your BL.

Please be advised that all related roll over costs and expenses incurred due to a delay in providing the complete and accurate Shipping Instructions will be charged to your account.

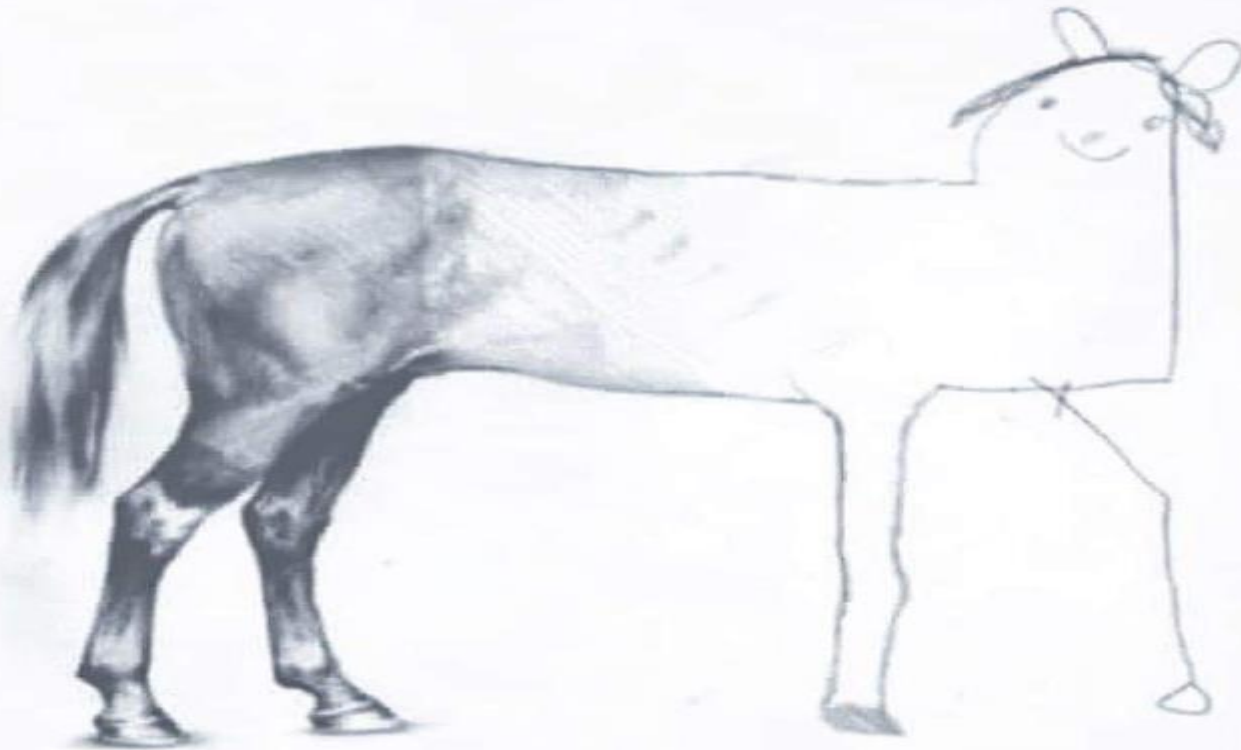
Tracking & Tracing: The Behind The Scenes



Out Of Order

The Price

when your client asks



if you can do it cheaper...

Be Careful With The Lowest Bid



Why Can't The Carriers Just Say They Want More Money?

Dear Valued Customer,

In a continued effort to provide our customers with reliable and efficient services, we would like to inform you that effective October 13th, 2021, a General Rate Increase (GRI) will be applied to.....

What Do You Mean It Won't Fit On The Connecting aircraft?



- It came all the way from Amsterdam ...

Counting On Air Cargo To Save The Day?

- Be Prepared To Hurry Up & Wait

We report that our flight on Sunday 03/12 of this year has been delayed 48 hours due to the expiration of the day of our crew on the MEX / MIA route, which did not allow the aircraft to land in the schedule allowed for cargo aircraft in the AICM and the availability of aircraft for today due to the saturation of itineraries in other routes.



Careful Cargo Handling Is A Must



Aguas Calientes, Peru. No roads in...The woman in aqua is the boss.

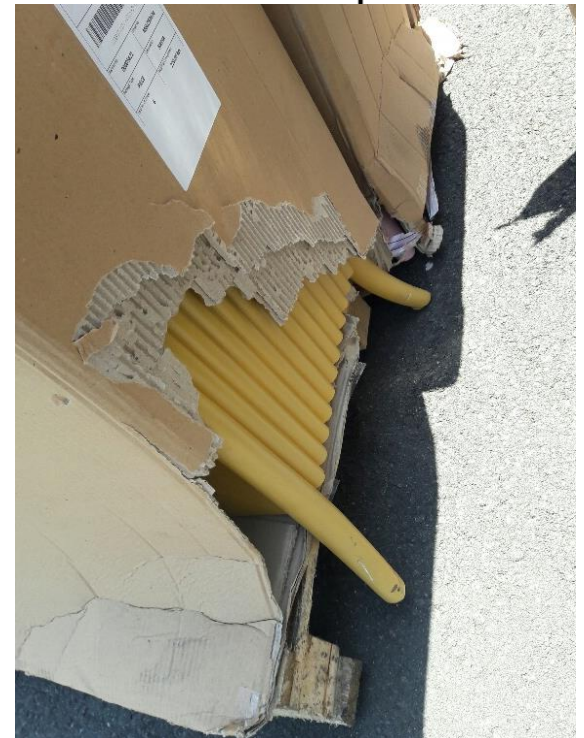
Consolidator's Stowage Efficiency

Where The Profits Are Found



Bill Of Lading Clause – Did Anybody Pay Attention?

No of Pkgs. or Shipping Units	Description of Goods
6 PKGS	SLAC FURNITURE *** VERY FRAGILE - HANDLE WITH CARE *** FREIGHT COLLECT SHIPPER'S WEIGHT & CUBE



What It Looks Like When It's Going Well

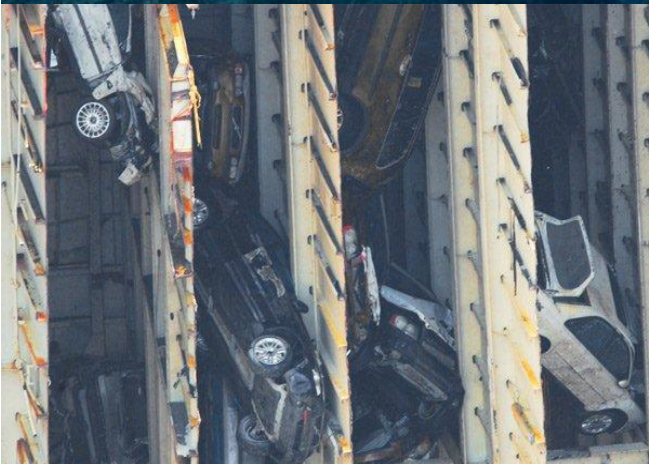




What It looks Like When It's Not



Which Is Why You Should Always Insure



Visualslideshow.com

ZetteVandenkerke

“Act Of God” Insured Risk... Whew!



Terminal Management – Simplified

“ Why is the container stuck in the terminal for weeks?”

- or -

“Can’t you just hold my container for another week?”



Dealing With Carriers Be Like....



It's Ok To Lie To Us.... Just Pretend You Care



“We do consider you to be a VIP account”

The Cargo Owner

- “WhaaahI need lower rates”
- “ WhaaahI need more credit”
- “ WhaaahWhy is It late?”



You Can Tell Us Your Story And We Will Listen...



When You Can't Resolve Payment Issue

“Give No Release!”

Credit Manager



Sales Representative



Freight Charges Went Up Because The Vessel Schedule Slipped?



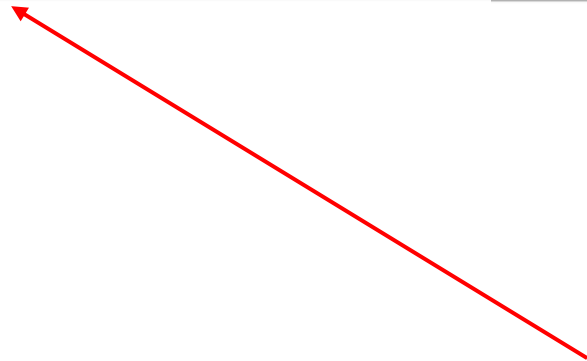
Accounts Payable Issue

Please note MEDUVG278686 with MSC has been unpaid for 42 days. An unpaid BL may prevent cargo from being released at the port of discharge along with additional fines. Such as storage and demurrage charges that may accumulate on this invoice and prevent release of MEDUVG278686. If the total overdue on your account exceed your credit limit or remains unpaid for more than 90 days, MSC may revoke your credit and shipping terms until overdue amount is paid.

If you are receiving this message by mistake or the unpaid amount is incorrect, please reply back with your concerns or comments and we will do our best to accommodate your request.

Please see below for specifics about this overdue BL: MEDUVG278686

BILL OF LADING NUMBER	OUTSTANDING AMOUNT	INVOICED DATE	PORT OF LOADING	PORT OF DISCHARGE
MEDUVG278686	\$0.03	6/28/2021	VIGO	ACAJUTLA



Yep...

Your Container Is On The Way....



Is There A Problem?

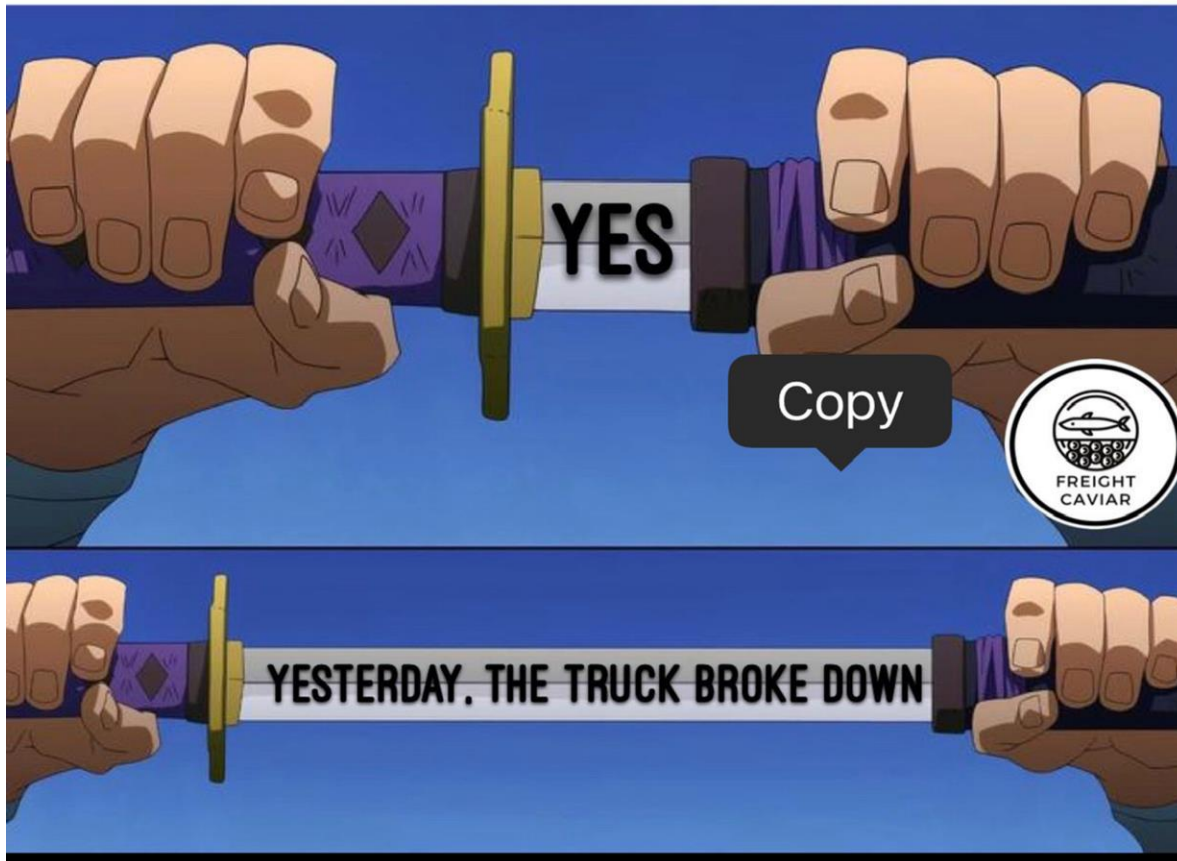


We Are Going To Try !

“You’re still going to deliver, right?”



When you ask the carrier if the load delivered



You Want A Container Dropped Off Within An Hour?
No Problem



Ro- Flo Delivery



**WHEN CLIENT NEED URGENT
DELIVERY OF THE CARGO.**

“I don’t know what happened to the doors... but I wouldn’t worry about those clouds, can’t you just load me out?”



I Don't Even Know How To Caption This



The Technology Of International Conference Calls

- Can you hear me?
 - *What?*
- I hear an echo
 - *What?*
- Are they on the call?
 - *What?*
- I cant see you
 - *What?*
- Your video stream is taking too much band width
 - *What?*

- And 20 minutes later....

“Oh just forget it, I’ll send an email”

In All Fairness- It Has Improved Tremendously



GoToMeeting



Make Sure Your Cargo Is Properly Secured



The Shipper Surrendered the Original BL And Now You Need A Release

They still call it a
“Telex release”

When was the last time
you saw one of these?



The Glamorous Life Of International Air Travel



Your Shipment Is In There Somewhere...



Besides You, Who Else Cares?

We Will Deliver.. No Matter How Or Where



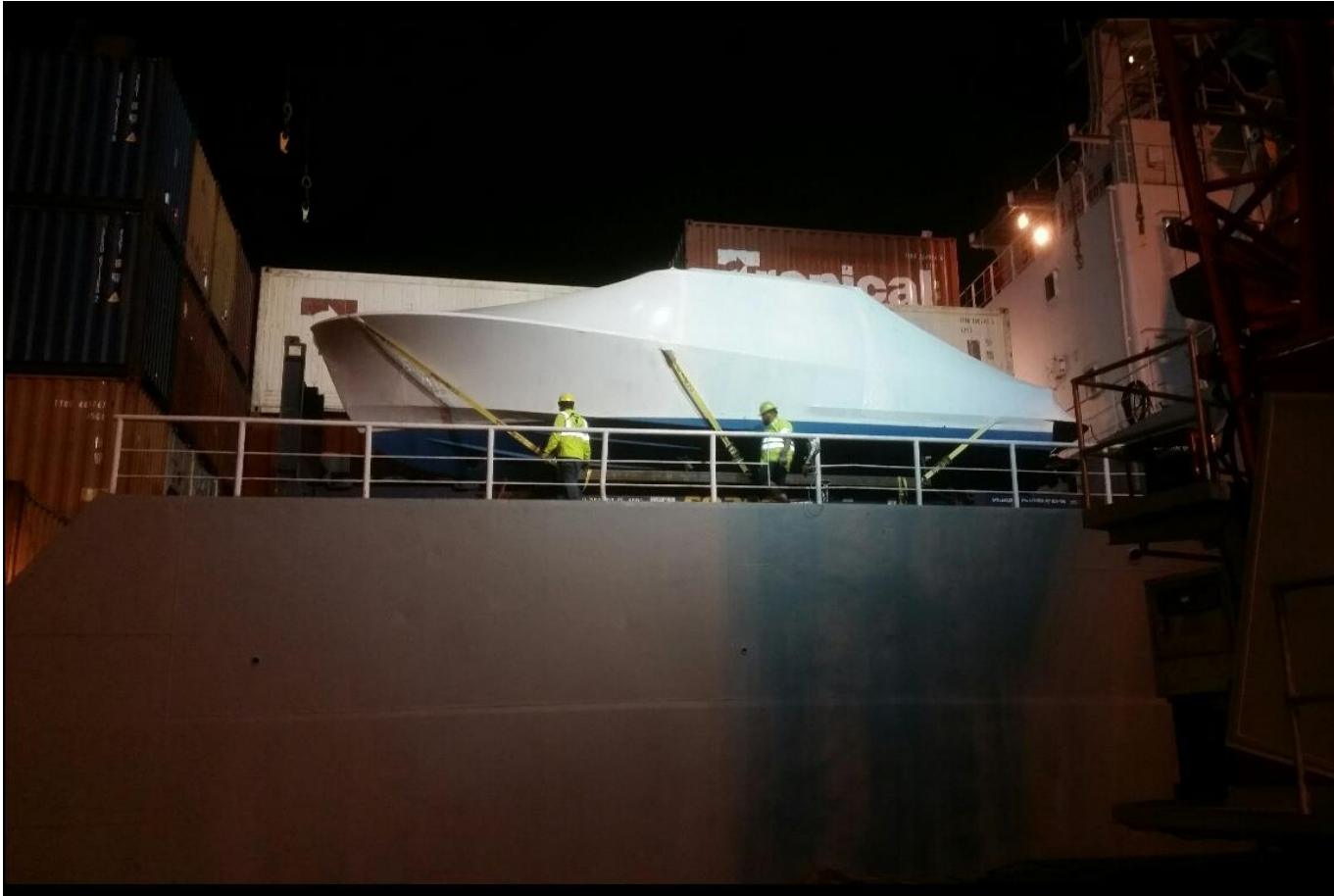
Nobody Cares How the Seats Got There.....



Kensington Oval Barbados (for the Cricket World Cup)

It's a Million Dollar Boat

Do You Trust Your Logistics Provider?



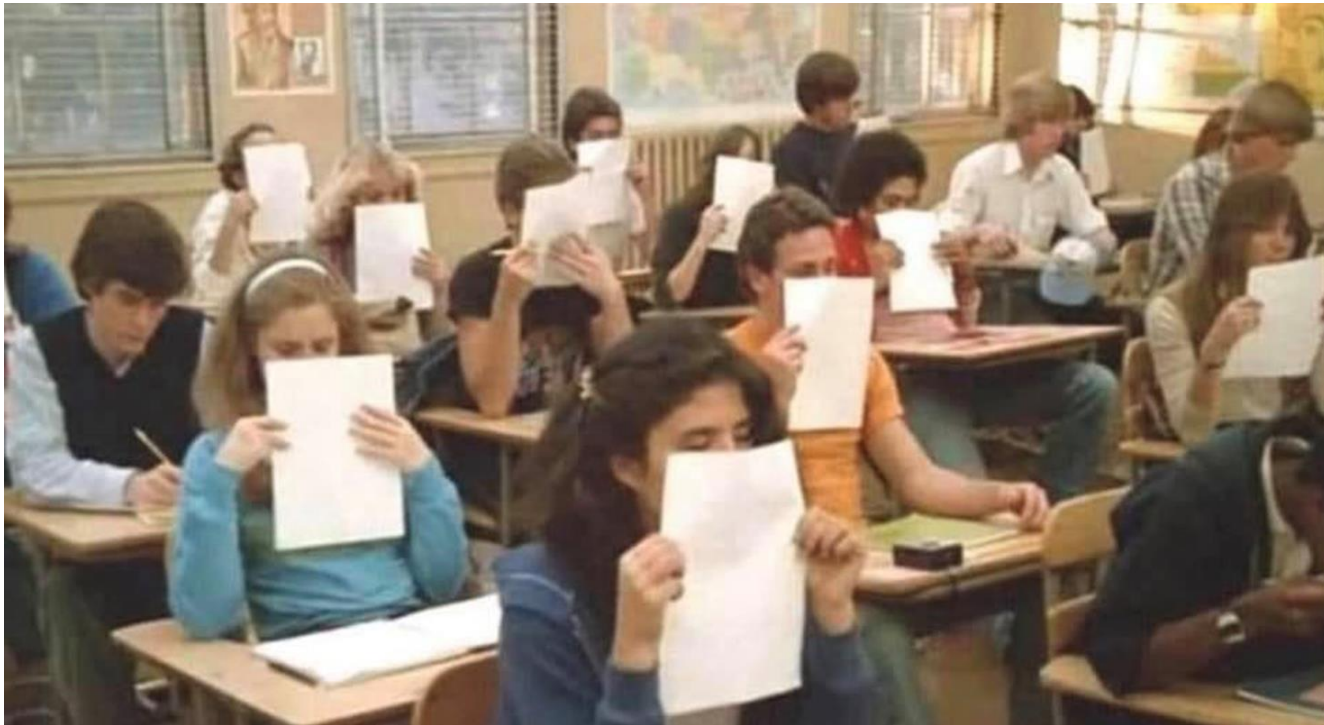
We've Put In Hours To Making Things Happen!

- Cancel That Booking At Your Own Risk.....



Audit Department – Are We Making Money?

Hopefully The File Smells Like Chanel !



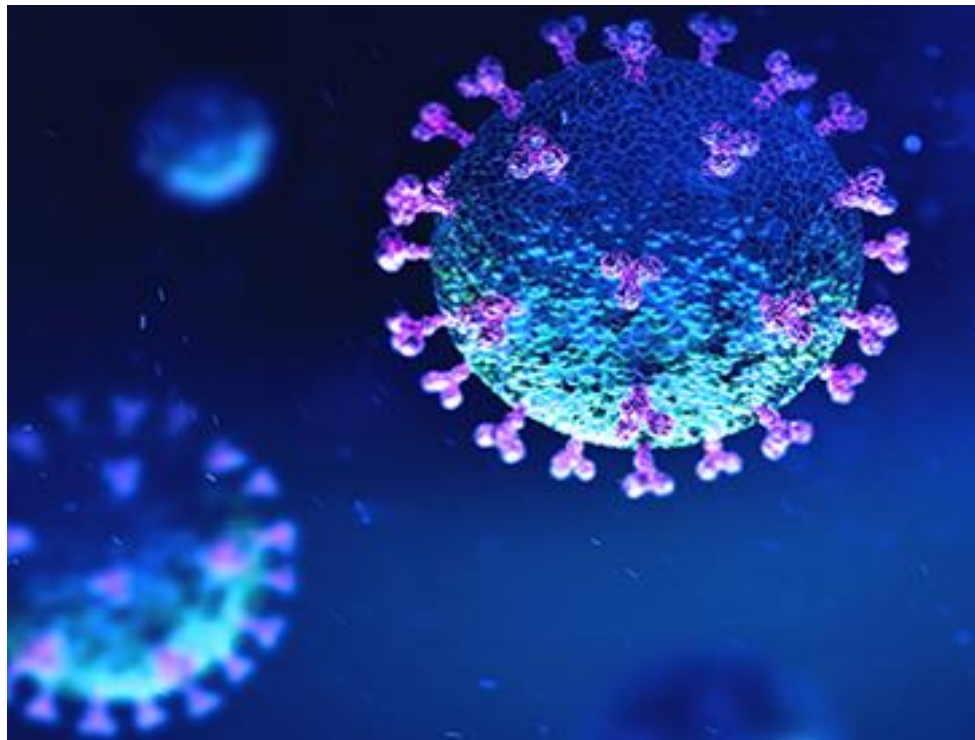
The Free Time & Detention Committee



How Did The Shipment Turn Out?



2020 In A Blink Of An Eye... The World Changed





“We Know A Thing Or Two Because

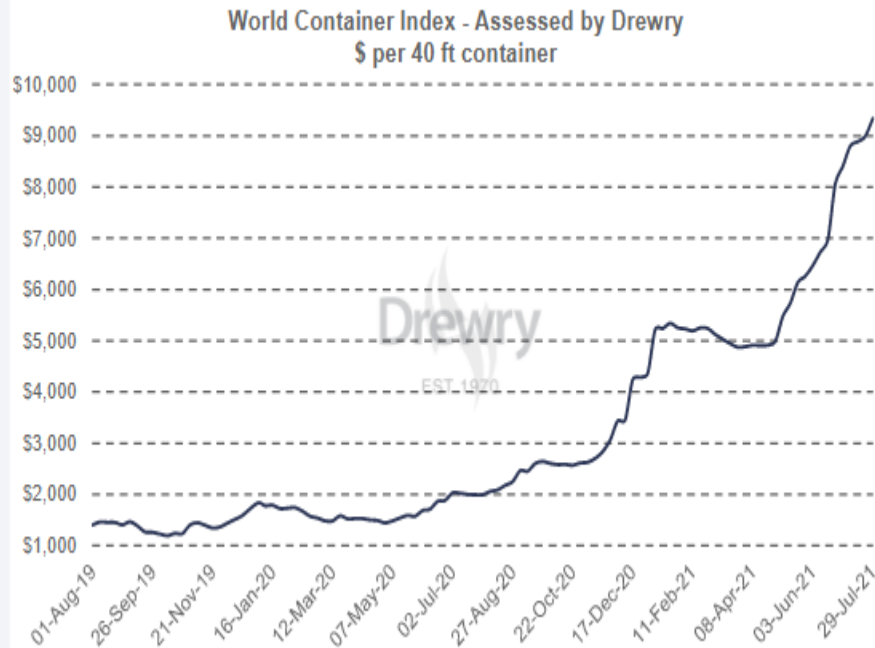
We’ve Seen A Thing Or Two” “

Except in the Covid-19 era nobody in the industry figured out what the global supply/demand curve would be.

So.... What Happened?

- 1 Q Rather Normal
- 2Q Carriers Retract Capacity- Implement Blank Sailings
Uncertainty With Mounting Pessimism
- 3Q Demand Curve Jolted – Carriers Not Prepared For Surge
- Rate Increases Implemented & Market Capitulation
- Container Inventory Begins Rapid Draw Down
- 4Q All Hell Breaks Loose – Panic Shipping Paying Whatever
Carriers Enjoying Charging What The Market Will Bear
Containers Are In The Wrong Locations

In A Covid-19 World The Supply /Demand Curve Dramatically Skewed In Favor Of The Carriers



Spot freight rates by major route

Our assessment across eight major East-West trades:

Route	15-Jul-21	22-Jul-21	29-Jul-21	Weekly change (%)	Annual change (%)
Composite Index	\$8,883	\$8,986	\$9,330	4% ▲	368% ▲
Shanghai - Rotterdam	\$12,954	\$13,066	\$13,352	2% ▲	640% ▲
Rotterdam - Shanghai	\$1,740	\$1,744	\$1,710	-2% ▼	45% ▲
Shanghai - Genoa	\$12,685	\$12,773	\$12,761	0%	545% ▲
Shanghai - Los Angeles	\$9,733	\$9,953	\$10,503	6% ▲	258% ▲
Los Angeles - Shanghai	\$1,358	\$1,394	\$1,408	1% ▲	174% ▲
Shanghai - New York	\$11,825	\$11,872	\$13,434	13% ▲	300% ▲
New York - Rotterdam	\$1,185	\$1,258	\$1,256	0%	125% ▲
Rotterdam - New York	\$5,362	\$5,364	\$5,624	5% ▲	154% ▲

“No Space For You!”

Logistics According To Seinfeld



We Got Space... But There's No Containers

(According To Seinfeld)



Well, I'm sorry, we have no mid-size available at the moment



I don't understand



Do you have my reservation?



We have your reservation, we just ran out of cars



But the reservation keeps the car here. That's why you have the reservation



I think I know why we have reservations



I don't think you do. You see, you know how to "take" the reservation, you just don't know how to "hold" the reservation. And that's really the most important part of the reservation: the holding.



Anybody can just take them!

The Poetic Logic



When The Algorithms Get Involved

“Give No Space!”

Trade



Sales Representative



Space Guarantee Carrier E-Platform

NYSHEX Negotiation

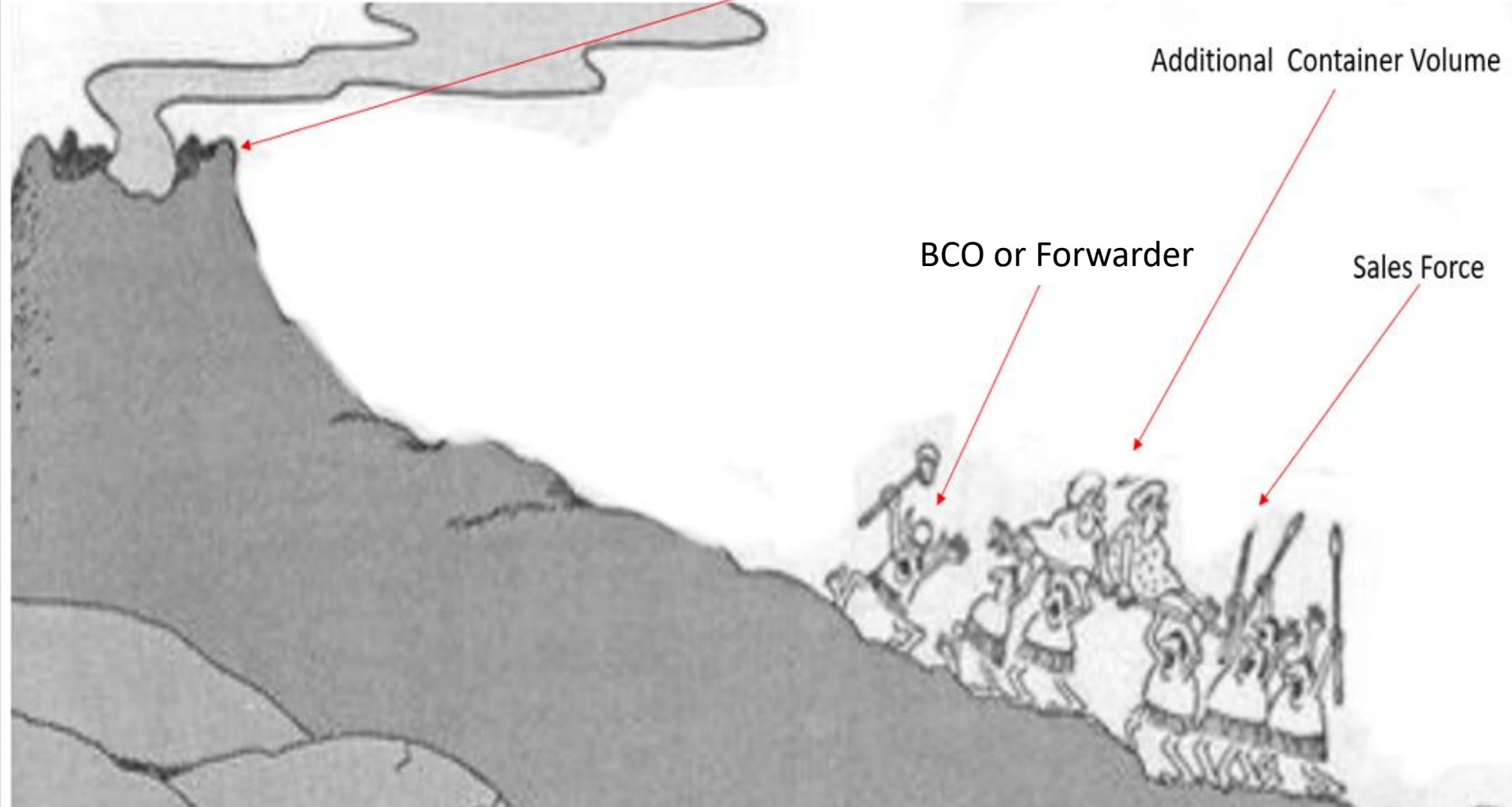
Give Us More Volume!

Trade

Additional Container Volume

BCO or Forwarder

Sales Force



2021 Expectations

- The Carriers Hold All The Cards

contract talks with shippers

Spot rates still at peak levels and contract rates rising fast

 Greg Miller, Senior Editor  · Thursday, February 25, 2021  0  4,182  6 minutes read



 Shipping lines are playing with a stacked deck (Photo: Shutterstock)

US import boom intensifies, with no end in sight

“No Solution Found”

In 2Q Just 1 Ship Disrupted World Trade Container Flows For Months To Come



Ever Given

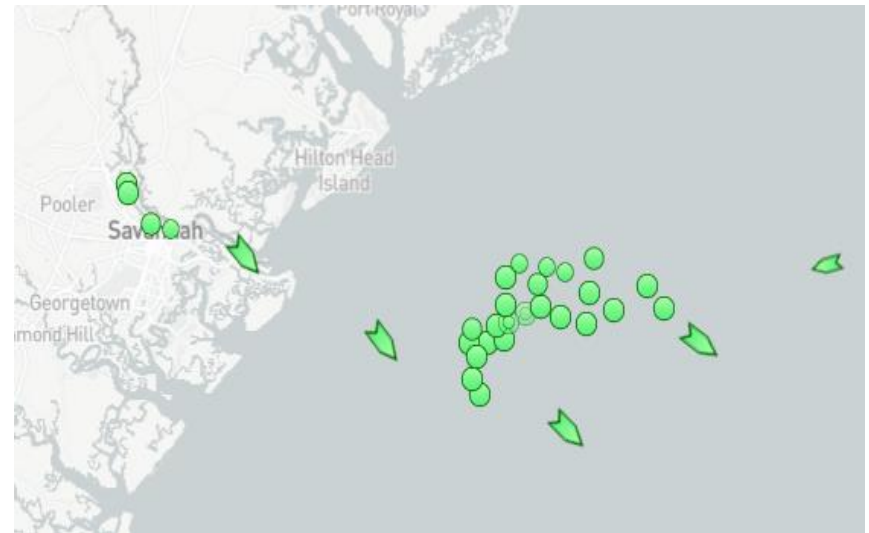
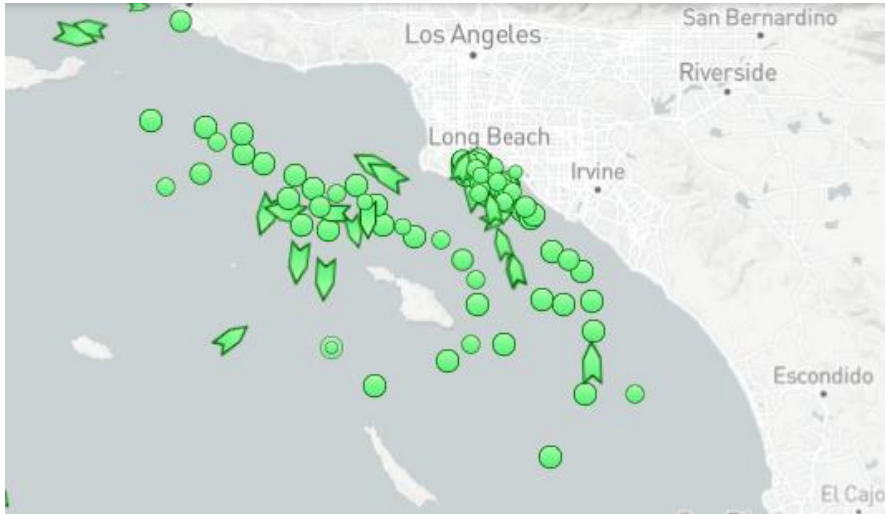
As If We Didn't Have Enough On Our Plates



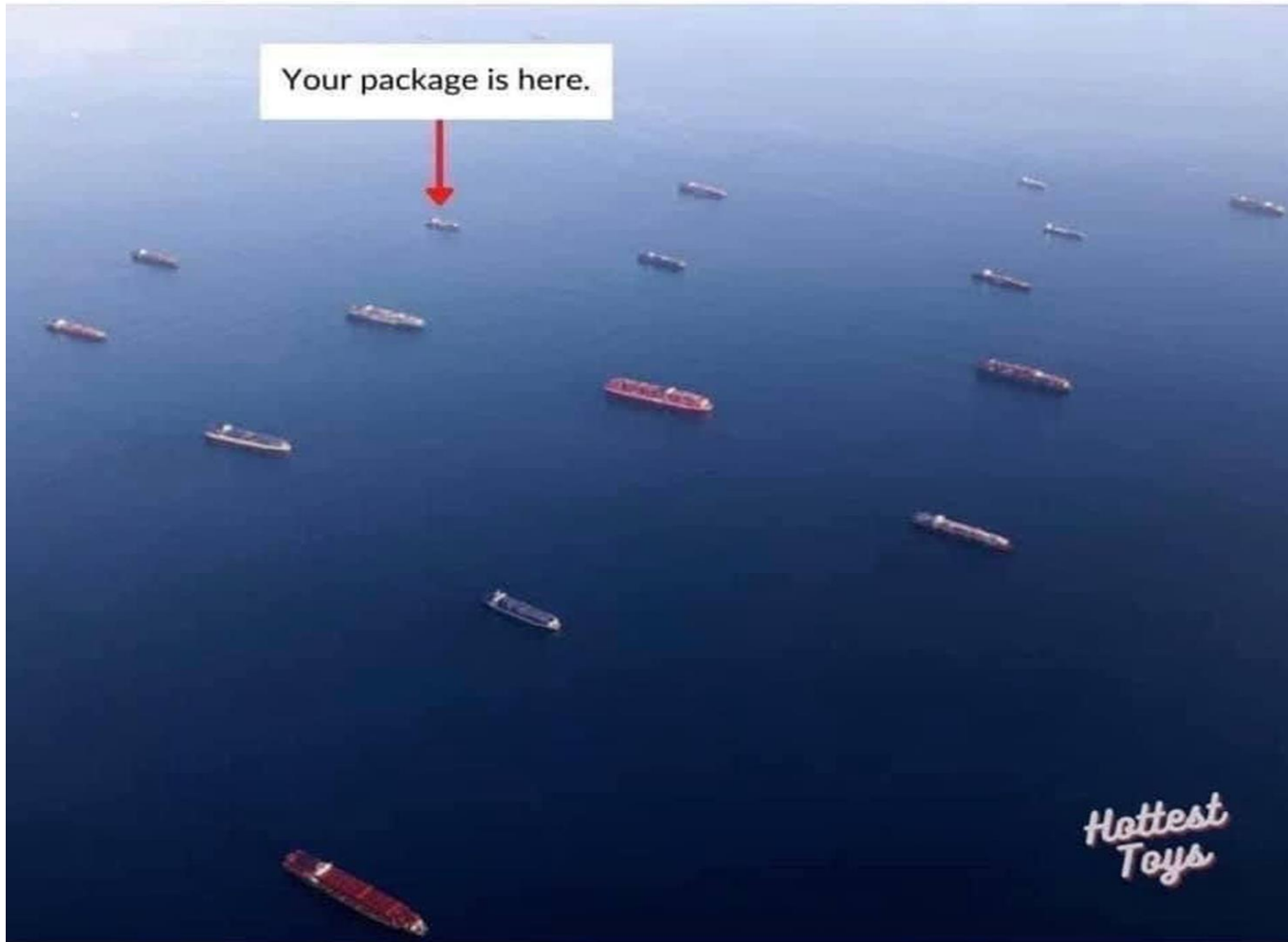
OOPS- They Did It Again



2021 4Q They Said It Couldn't Get Worse



Tracking your package in 2021 be like... 😂



Intermodal Transport These Days



Analogous To Container Through-Put



Just Another Day Of Coordinating Toil



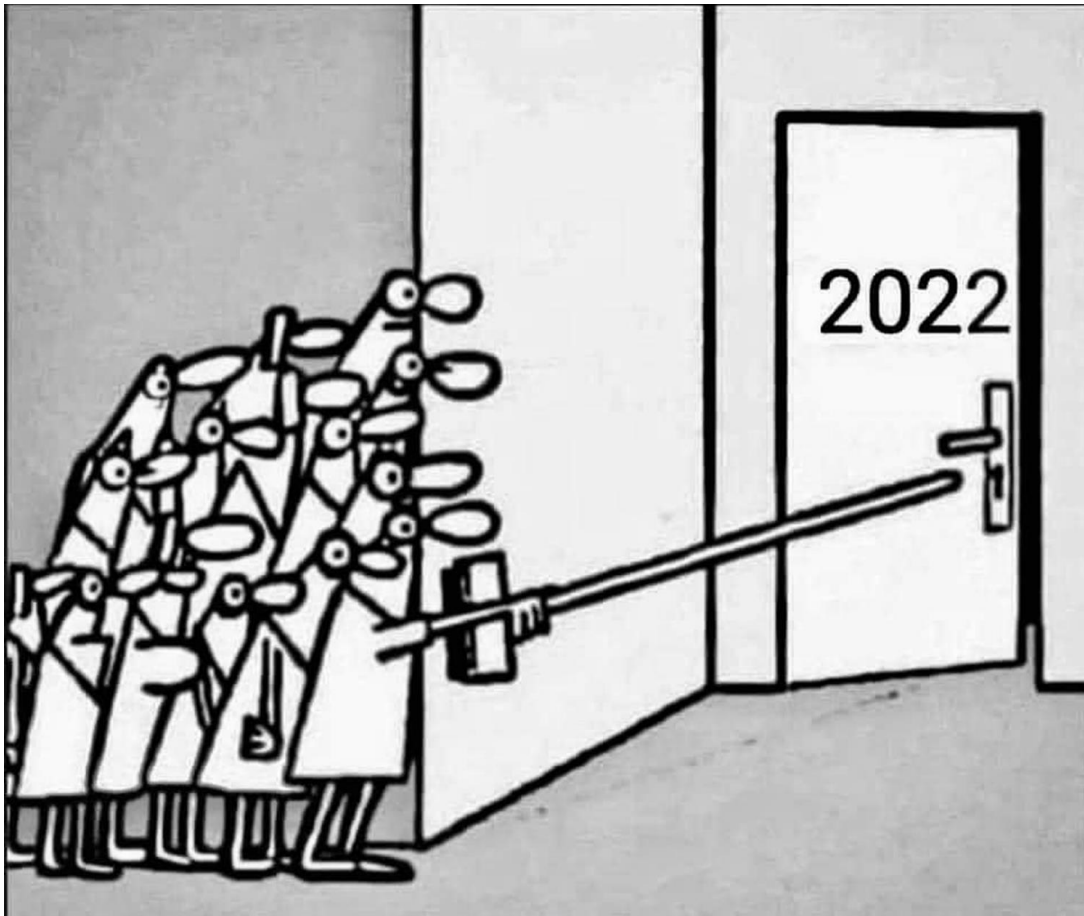
Serra Pelada

We In Logistics Are Unsung Heroes Making The Delivery



Essential Shipment

So... What Is Next?

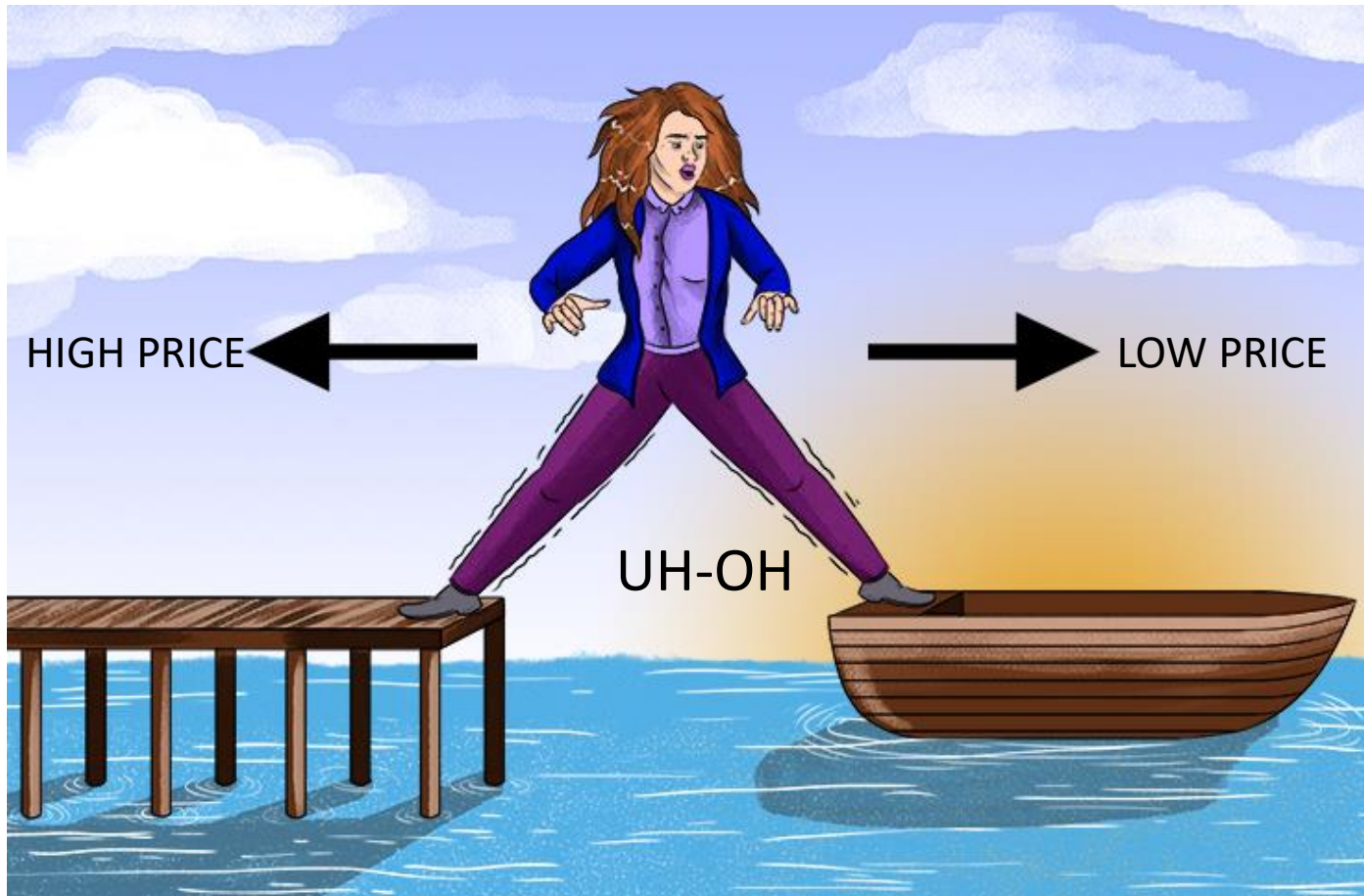


2023 The Party.... Is Over... Fun While It Lasted



2023: Newton's Third Law Of Motion

History Repeats Itself!



Never Underestimate The Human Capacity For Self Delusion

Core Values

Our core values guide our business and ensure we prepare for tomorrow:



Constant care

Take care of today, actively prepare for tomorrow



Humbleness


Listen, learn, share, and give space to others



Uprightness

Our word is our bond

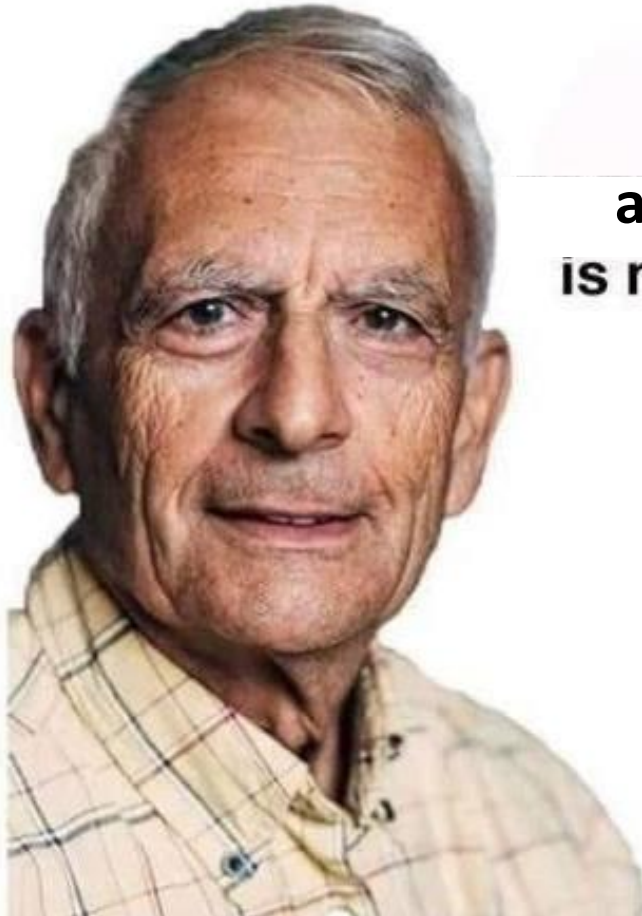
That's A Funny One....



In the future
logistics should be "boring"

Perspectives on a connected supply chain with Carsten Frank Olsen,
Global Head of E-Business at Maersk.

So Why Do We Do It?



**Work as
a Logistics Provider
is not a stressful job
at all.**

Says Steve

27 years old

We Have Been In Logistics How Long?

“ You Can Check Out But You Can Never Leave”

