New paths: Asia – Europe

INTELLIGENT INTERPLAY OF SEA, AIR, ROAD AND RAIL TRANSPORT

- crew4you: Moving home? – your house will travel with you
- Pressed for time: express shipments
- Featuring: ZIEGLER, Geneva City
One thing is, and will continue to be, clear for us forwarders. We are very enthusiastic about Asia, the great cultures and the wonderful people in the countries there. That is because no other region is currently changing so greatly, thus creating such exciting economic areas. Asia and Europe mutually reinforce one another. We are happy to support and back this development as logistics experts!

Have a great time reading our Asian special.

Thorsten Witt, CEO
Switzerland, Germany

Who would have thought it! For shipping agents like us, Asia is, and always has been, a booming economic region with well-established transport routes to Europe. But now a new dynamic has been added: the big shipping companies Hanjin and Mærsk are experiencing economic problems and the rail connection via the “New Silk Road” is simultaneously providing new opportunities. For reliable East-West shipments you now urgently need flexibility, reliable partners and experience – i.e. the three strengths of ZIEGLER.

What does that mean in terms of Asian logistics? In the future, innovative logistics concepts are required, intelligently combining sea and air freight, road and rail transport. A logistics provider such as ZIEGLER, that develops individual solutions for customers and constantly combines the various modes of transport in different ways, will continue to be successful in the Asian business in the long term.

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LEGAL
The German texts are drafted with Swiss spelling and grammar.
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Logistics from and to Asia is embarking on new paths – and it very much benefits European forwarders or consignees. New solutions offer new opportunities. The following are the four big trends of the future:

**Trend 1: Combining transport systems**
The times when sea and air freight was the only solution for shipments between Asia and Europe are a thing of the past. In the future, transport systems will increasingly be combined: by sea and air, road and rail. This intelligent interplay makes transport faster and frequently more attractive in terms of price. Combining different transport systems also offers the opportunity to ship consignments at various speeds and pricing terms. This leads to a new kind of flexibility.

**Trend 2: The new Silk Road**
New routes are being constructed to the west from China by road and rail. They offer an alternative that is attractive in terms of time and price. Companies in northern China and regions away from the coast profit from this in particular.

**Trend 3: IT connection: “transparent” procurement logistics**
Purchase order management tools such as ZieglerTrack control and manage the overall logistics of procurement from Asia. Using this online system, importers and exporters retain an overview of the entire supply chain – from the order to the transport and delivery of the consignment to the consignee. The IT system administers all the relevant “formalities” of Asian imports/exports such as the bill of lading, customs or commercial invoices.

**Trend 4: Individual consultancy**
In the future, needs-oriented consulting and customised solutions for Asian imports/exports will be in even more demand. The professional analysis of transport tasks at ZIEGLER forms the basis for all consignment types – from a single parcel to an entire aircraft load, from temperature-controlled consignments to transporting dangerous goods.
The Silk Road is legendary. It was once the caravan trade route between Asia and Europe – spices and silk were transported from the Orient to the Occident on the backs of the camels. Now the Silk Road is being recreated: In a gigantic project, China has constructed railway routes across Central Asia and Russia to Europe. This is good news for imports and exports from China: using the new rail connection, the cost and time of consignments can be considerably reduced – and at a very competitive price too. ZIEGLER is already active on the new Silk Road!

Taking two routes to go West

The new Silk Road by rail comprises two separate routes: The northern route to Europe is via Russia and the southern route is via Kazakhstan / Russia. The trains on the routes travel on a weekly basis and take between 15 and 18 days. The challenge here were the different track widths of the rails on the route: China and Europe have a standard track width of 1435 mm, Russia and Belarus have a track width of 1520 mm. Due to these different track widths, the containers are reloaded onto suitable trains.

FCL and LCL in standard containers

The goods can be transported as full container loads (FCLs) or, for some suppliers, as less-than-container loads (LCLs). 40-foot standard containers, Hi-Cube containers and (with some restrictions) 20-foot containers are permitted to travel on these routes. It is currently not possible to transport hazardous goods...
and batteries, bulk goods, oversized loads or custom shipments.

The journey a container takes
After the customer has booked the consignment by rail, ZIEGLER organises its transport – including picking up the consignment from the producer in China by lorry and transporting it to the railway hub. For containers arriving in Europe, ZIEGLER has by then already organised their onward transport to the recipient. Incidentally, the new route requires the same documents as for sea and air freight – the organisational effort involved remains the same. The consignor has a big advantage where security is concerned. There is video monitoring during loading, RFID (Radio Frequency Identification) codes are checked at each port of call and GPS devices are optionally available.

The bottom line
The China-Europe rail shipments are ideal for consignors who are located far from a port or airport – especially in northern China. They are suitable for consignments for which airfreight would be too fast and sea freight too slow. Thanks to a stable service and price, consignors can plan their consignment reliably using the rail link. The Silk Road is back – Asia and Europe are growing even closer together.

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Toys, machines, finished products, cars, electronics, textiles or non-perishable food: many day-to-day consumer products we buy here come from Asia and have a long sea voyage behind them. You can think of the sea route between Asia and Europe as like a bus trip: the ships go from one stop to the next – the only difference being that the stops are called "ports" in this case. This concept has one advantage and one disadvantage: it is the cheapest but also the slowest means of transport between Asia and Europe. However, mass products in particular are reliably transported back and forth over great distances at a good price-performance ratio. And if the importer plans things in time with ZIEGLER and has a fixed timetable, the consignments also arrive very punctually – both piece goods and also full containers.

The ZIEGLER teams organise and realise the shipment of consignments from Asia. Reliability, competence and commitment are of deci-
Hamburg is one of the most important European ports – and the largest port in Germany. ZIEGLER has a branch in the venerable old Hanseatic city with sea-freight professionals for imports from Asia. The team organises 10 million imports from Asia a year – especially from China, Taiwan and India. The main industries are food (chocolate), machine parts or turbines transported as break bulk cargo. Other memorable projects include the importing of vintage cars or armoured vehicles.

The schedule for sea freight imported from China generally runs as follows: the container is collected in China about one week before the ship departs, it spends about 32 days on the ship and, following its arrival in Europe, the consignment is delivered to the recipient after approx. 3 to 4 days.

The sea freight specialists from Hamburg are very experienced in all customs matters and speed up imports through their very rapid customs clearance. In addition to organising the transport, the Hamburg team also implements the packaging of the goods. All in all, every box is ticked for imports from Asia.

**Example: children’s toys as piece goods**

The import of children’s toys from China begins with a message from the customer: the European ZIEGLER site receives the order and informs ZIEGLER in China. The staff there contact the suppliers, agree upon the date for the loading and book the ship’s hold. The respective ZIEGLER branch in Germany or Switzerland receives the shipping documents and records all the data in the IT system. Following this, the consignment is pre-cleared to make sure everything runs smoothly. As soon as the ship arrives in the European port, the sea freight professionals declare the consignment and agree upon a date with the customer for the delivery. All’s well that ends well: the consignment arrives on time at the recipient’s premises and there are satisfied smiles all round.
Asia is another iron in the fire for many European companies. It is precisely the close interlinking and division of labour of suppliers and production companies in Asia and Europe that makes the rapid transport of shipments by plane ever more necessary. About half of the world’s airfreight is transported in the lower decks of passenger aircraft, the other half by cargo aircraft.

This is because goods sometimes have to be transported quickly. Just imagine: a production plant in Basel urgently requires spare parts from Asia for its production operations to proceed, important documents are needed overnight for planning work in China, or a high-quality jewellery collection is required for a trade fair in Frankfurt at short notice. Sea freight would take far too long for all three examples. The solution in each case is air freight.

High safety standards, rapid transport over long distances, fast cargo handling at the airports and speedy forwarding to the consignee are also strong arguments in favour of the air route from Asia to Europe.

In the area of air freight consignments from Asia to Europe, ZIEGLER has raised the bar for quality to great heights – not to say high altitudes. In Switzerland and Germany, ZIEGLER has its own offices at all major airports or in their immediate vicinity. Experienced air freight professionals work there, constantly in touch with their colleagues at the ZIEGLER branch in China. As a member of the IATA (International Air Transport Association), ZIEGLER offers a seamless range of services for your airfreight and has access to ultramodern installations and innovative solutions.

Whether you are transporting works of arts, medication or cars, the ZIEGLER teams know how to quickly reach locations that are thousands of kilometres away – including onward transport with experienced forwarding partners in the Asian countries. The employees organise individual consignments as express consignments, dispatch dangerous goods or, in the case of custom shipments, even send a freight-only aircraft for oversized, heavy machine parts.

While the consignment is flying at a height of 10,000 metres, the consignors in Europe or Asia can conveniently use a track & trace system from their desks to check their punctual arrival at the destination airport.
SEA/AIR: SKILFULLY COMBINED

Air and sea freight from and to Asia can also be combined at ZIEGLER in the form of the Sea / Air package. The special feature of this combination is that it makes the most of the individual advantages of the two transport routes. Sea / Air is cheaper than pure air freight, but almost twice as fast as the classic sea freight option. The costs here can be up to 40 per cent lower than pure air freight.

**Example**

Sea freight from Myanmar takes about two weeks when transported to Dubai in the United Arab Emirates. From there, consignments by plane arrive in Switzerland or Germany within 1-2 days. This results in a total period of 15-16 days – and saves up to twelve days compared to the conventional sea freight option.

As a rule of thumb, the closer the place of shipment is to one of the world-wide air transport hubs, the shorter the running time is!
A simple price request at the start of this year made to crew4you, the special department of ZIEGLER Switzerland, led to an exciting order: a prefabricated building needed transporting within Switzerland from Suhr to Glovelier.

Project manager Daniel Mele clarified with the customer how he wanted to have it loaded, what vehicles were available and what vehicle types would be needed. The loading dates were also agreed on, and the specialised freight carriers were contacted. During the clarification phase, numerous adjustments were performed as the construction manager had provided new information regarding the dismantling and construction of the house. Thanks to its commitment and the solutions suggested, crew4you was able to outdo its competitors and won the contract for this challenge of transporting a prefabricated building.

Five different vehicles were earmarked for its transport: an open

Happy ending: the rebuilt pre-fabricated house.

The individual components of the house arrived on a special-purpose lorry.

A house wall “floats over” by crane.

Conclusion: the roofing is built.

crew4you: transporting a prefabricated building

MOVING HOME? – NO PROBLEM, YOUR HOUSE WILL TRAVEL WITH YOU
trailer, two stanchion vehicles, an LHV and a tautliner – but the number of vehicles changed during the loading.

The only thing that slowed down the project was getting the official approval for the client’s construction site – the assembly at the delivery location in Glovelier. The transport was held up until mid-October as a result of this.

But then things finally got going on 17 October! The first vehicles were loaded following consultation with the client’s construction manager. Daniel Mele had arrived at the loading site at 6:30 am to monitor and document the first steps.

He took care to ensure that the driver and crane operator correctly secured the elements on the lorry. During the loading phase it emerged that the LHV ordered by the client was regrettably unsuitable to transport the 3-m-high elements. That meant crew4you had to adjust the loading plan quickly and flexibly in the wee small hours in cooperation with the construction manager, then worked late into Monday night to organise a special low loader.

On the second day, 18 October, the alternative low loader was loaded. On days three and four, the specialists unloaded the elements again and directly reconstructed some of them in Glovelier.

As the challenges that had arisen at short notice had been solved in a timely manner, the transport of the house proceeded as desired. The client was satisfied. The crew4you team is ready for the next order.

Text: Daniel Mele, Project Manager of crew4you in Pratteln

CONTRACT LOGISTICS – CREW4YOU: SOLUTIONS FOR THE SUPPLY CHAIN

crew4you coordinates and monitors logistics projects. ZIEGLER has experienced in-house experts to this end. If additional services are required, crew4you will call on the services of additional regular partners. The team also thinks and acts globally. Here the partners profit from the globally active ZIEGLER network.

This service comprises:
- Logistics consultancy, worldwide neutral transport concepts, operational consignment handling, warehouse logistics and packaging logistics.
Continent are moving closer together for the ZIEGLER air freight team in Frankfurt / Kelsterbach: every day, the experienced forwarding agents organise the dispatch of consignments to be quickly flown to consignees – from individual shipments to consolidated shipments and even hiring whole charter planes. But they rarely get a chance see the freight plane for themselves. Now ZIEGLER has visited its air freight partner Lufthansa Cargo at Frankfurt airport.

A load in excess of 103 tonnes
Along with the trainees, Reimund Nathan, Head of Air Freight at ZIEGLER in Kelsterbach, visited the cargo hold and the cockpit of a Boeing 777 Freighter aircraft called "Jambo Kenya“ (Hello Kenya). This cargo plane can take up loads of up to 103 tonnes and transport them nonstop over distances of more than 9,000 kilometres. During the three-hour tour, they also inspected the busy runway as well as the air freight warehouse – including the hazardous goods warehouse. "It was exciting for us to see how the consignments were prepared for take-off and were packed into the airline's containers", stated air freight professional Reimund Nathan. "The better we know the processes on site, the better we can organise air freight consignments and advise our customers."

Any special requests? We’ll be happy to help!
The air freight specialists in Kelsterbach love challenges. They are constantly in contact with staff in the ZIEGLER offices at important airports. ZIEGLER has access to state-of-the-art infrastructure as an IATA agent. Any special air freight requests? They’ll be happy to help! The team is familiar with services such as air freight consolidation shipments, sea / air services, express and courier services, dangerous goods or door-to-door transports.
Express journeys – taking the direct route throughout Europe

FAST, FASTER, EXPRESS

A fitter urgently needs spare parts on a building site otherwise work on the building site will come to a standstill. A hospital lacks badly needed drugs. A fashion shop requires new goods overnight in the high-turnover pre-Christmas period – to be sent directly if at all possible. The only solution in all three cases: express shipments.

Express shipping pros clear borders
It is necessary to respond quickly where these types of consignments are concerned. ZIEGLER therefore offers courier and express shipments throughout Europe. On request, a vehicle with a shipment can set off at short notice. With our own fleet of vehicles ranging from cars to sprinters to 7.5- or 40-tonne lorries and heavy load transporters, all shipments are shipped to the consignees – 365 days a year and 24 hours a day, if necessary with a two-man crew in the vehicle. The express shipping professionals clear the borders for these rapid consignments, sorting out all the customs formalities to ensure the shipment is received by the consignee as quickly as possible.

Just-in-time reduces warehousing costs
Express shipments are also interesting from a commercial point of view: ZIEGLER delivers just-in-time goods to the production site punctually on the desired delivery date and thus reduces storage costs.

Europe-wide ZIEGLER network
In the case of express consignments, ZIEGLER’s Europe-wide network with more than 750 vehicles once again proves its worth. Moreover, there are also certified partner companies throughout Europe to take on international consignments flexibly and at short notice.

Whether urgently required spare parts, drugs or fashion items are being shipped, the first step is advice from the experienced contacts at ZIEGLER. After all, when it comes to express shipments in particular, there are not only standard solutions, but also customised options.

Text: Sascha Lang

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The ZIEGLER offices in Geneva City are ideally located for freight forwarding operations. The next motorway slip-road and exit is two minutes from the office, the goods station is in the immediate vicinity and in five minutes you are in Geneva’s city centre and the main customs office of Geneva in Bardonnex. The offices are in the district of La Praille – a district that is currently undergoing a great transformation. Dynamism and modernity lead this new, important district project.

**Team spirit is the driver of success**
The ZIEGLER team in Geneva City consists of three persons. Anne-Géraldine Pilloud, Patrick Gallas and Victor Carvalho. All three employees organise imports and exports as well as consignments within Switzerland. With a great deal of passion and a feel for customer-focused services, they relieve their customers of many formalities related to all aspects of consignments – from taking over customs formalities to tracking consignments. What drives the team’s success is team spirit, the company’s family tradition and solidarity: every team member can stand in for every employee, everyone knows the tasks and the customers. This means that customers get perfect, continuous support.

**Organising a move by themselves**
The branch team has now moved into new offices. The employees moved from building 1 into building 2 – which is also at the same terminal at 6 route des Jeunex. What makes this special is that the team completely organised and carried out the move and set up the new offices – in line with the family spirit that the ZIEGLER family itself has embodied since 1908.

The ZIEGLER team in Geneva City closely cooperates with the second Geneva office at the airport: Camille Parent and Alain Rousselet are proven experts in air freight consignments.

**Text: Victor Carvalho, branch manager at Geneva City**

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At the latest when the cost controller queries them, all the costs are made transparent – including the costs for procurement, storage and distribution. And that is when many companies ask themselves: are our current logistics processes still up to date? The answer to this question is that more and more companies are outsourcing their storage to ZIEGLER in Eschweiler – and for good reason.

All-round logistics package
In the centre of Europe, at the point where Germany, Belgium and the Netherlands meet, ZIEGLER Eschweiler now offers up to 2,500 sq. metres of vacant pallet bays, plus an all-round logistics package: Order picking areas, follow-up logistics services such as picking & packing, relabelling or processing. The modern logistics software, IT connection and seamless camera monitoring also speak in favour of this location.

Connection to the markets
The warehouse in Eschweiler offers the best connections to the markets in Europe: overland transports to all major European economic centres start off from here every day, and air and sea freight to overseas destinations is also organised by ZIEGLER’s experts.

Experienced logistics crew
The experienced crew has been tackling logistics solutions for decades, takes care of the timing and assigns specific contact people for customer support. This all-round logistics package even wins over every cost controller in commercial terms – and that is the reason why outsourcing logistics is now a trend.

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ZIEGLER Eschweiler: modern warehouse logistics in the centre of Europe – now book up to 2,500 sq. metres of floor space
GIVING EVERYTHING FOR THE CUSTOMERS

Research has shown that customers prefer to conduct business with "winners" – people with positive attitudes and high levels of energy. The main characteristic of these people is that they do their very best for the customer, a goal they pursue with great energy to the very end. This creates loyal customers.

A working group at ZIEGLER Switzerland, which was set up at the 2015 Management Conference, dealt with the topic of "customer focus" this year. How do we retain existing customers, how can we extend our services, how can we minimise error rates and how do we ensure the customer sees us as a reliable partner? The team headed by Norbert Eckert, Quality Manager at ZIEGLER, addressed these questions and others. Measures were defined and some of them were directly implemented.

The largest measure resulted in an employee training course on 1 and 2 September 2016 in Pratteln. All the ZIEGLER Switzerland staff were provided with the same training course on the topic of customer focus. The external training expert Beat Eckert (Eckert Seminare) conducted the two course days competently and eloquently. Adding necessary touches of humour, he taught the students how to become winners.

Text: Monique Pirkner Nowak
The weather forecast for the third ZIEGLER (Switzerland) AG golf event on 16 September was not at all promising. However, 15 passionate golfers braved the drizzle and played the magnificent 18-hole course with commitment. Some even improved their handicaps on this demanding course. Congratulations! In the afternoon, the weather god decided to go easy on them: the “greenhorns” tried out the sport of golf with dry feet, practiced putting and their golf swings.

All the participants enjoyed meeting up again; the mood was very good. Over an aperitif the winners were honoured, then the guests enjoyed a top-class meal accompanied by some suitable fine wines. The evening passed by much too quickly as everyone engaged in lively conversation. They promised to come again next year – the ZIEGLER team was delighted to hear it!

Text: Monique Pirkner Nowak

ZIEGLER IN THE RACE

ZIEGLER has its own motorcycle racing team: the racing motorcyclists Tony Da Silva Alves (Amag Geneva) and Victor Carvalho (ZIEGLER Geneva) are putting on the official ZIEGLER colours as the ZiegleRacing team.

Victor Carvalho, riding the Honda CRB 1000 RR, and his friend Tony Da Silva Alves, riding the Suzuki GSX-R 1000, once again displayed their superb abilities in 2016 in the Power Trophy 300-km long-distance race in Portimao, Portugal.

The team crossed the line in 13th place out of 48 participants in a time of three hours and 30 minutes. This year the riders concentrated on new steering techniques using their bodies more, as a result of which they take the bends more quickly.

The ZiegleRacing Team also wants to continue riding and excelling on the greatest European racing circuits in the ZIEGLER colours.

VICTOR CARVALHO

- 2002: started working as a freight forwarder / deliverer
- 2009: authorised agent responsible for overland transports
- 2014: Head of the Geneva City office
- member of the management team and Geneva branch manager since 2016
- Victor Carvalho is married and the father of a daughter and a son
"Doing the right thing in the age of digitisation, the advantages of digitisation and the Internet of Things" were central topics at the 24plus Europe Day, at which the 24plus partners in Europe met up in Kassel, Germany in September 2016. In two days, the participants had the opportunity to become familiar with various topics, ranging from logistics in social networks to sales and customs requirements, and extending to technology on the Internet for logistics service providers.

Nowadays, many things can be done quickly and easily via the Internet, such as ordering goods online, paying via e-banking, using social networks (Facebook, Instagram, Twitter, LinkedIn, etc.). The central theme of Europe Day was how the digitisation of the Internet affects the transport industry. Even now, drones are already delivering parcels, driverless lorries are being steered by remote control, and warehouse management is digitised and controlled by machines. Some human work is being replaced by machinery, and at the same time new jobs are being created with high technical demands. The future of Logistics 4.0 has begun!

The inspection of the central 24plus hub in Hauneck formed the "practical" part of the programme. One pleasant side-effect of Europe Day was that the ZIEGLER team got to know the 24Plus partners better and to network with them.

Text:
Emel Alkan, Teamleiterin Import I, Pratteln and Michel Niggli, Teamleiter Export, Pratteln
"FACE" IS WHAT COUNTS

China is becoming more and more Western in its outlook – at least at first sight. Despite this, a lot of things are new for visitors. It is not a sense of pride or honour which count, but "face". This concept means respect, credibility, esteem and social status. People gain "face" when they are treated respectfully.

A person’s business card is their badge of honour. It is always handed over with both hands so the recipient can read the writing on it. Small talk is important in China, as the Chinese attach great importance to getting to know their new contacts. This is deliberately not about business but about the people themselves: their family situation, hobbies, where they live, their education. Conducting business in Asia is not possible without personal relationships.

Instead of open confrontation, people tend to opt for the indirect path in Asia. Evasive answers to unpleasant questions often leave visitors guessing. Quite a lot of Europeans in China stumble at a simple yes or no: "yes" frequently does not mean "yes", but "I heard that", and there is no sign of the "no" that would put them out of their misery, as it is not the done thing to utter such a harsh word.

A banquet in a restaurant always forms part of a visit. Even before flying there, it is advisable to practice using chopsticks. The ability to take your drink is always required again. The most-feared place in China is the karaoke bar – or at least from a western point of view it is. There is only one way to master this situation: practice – business travellers should be able to sing two or three songs.

ANNIVERSARIES

15 years at the company
Roberto Rafaraci
Parcel logistics, Pratteln, on 1 October 2016

10 years at the company
Bettina Wark
Customs, Pratteln, on 15 November 2016

5 years at the company
Martin Kaufmann
Dornach logistics centre, on 1 October 2016

15 years at the company
Guido Muth
Eschweiler branch

5 years at the company
Nadia Langliz
Kelsterbach branch

Congratulations on your company anniversary: Michel Niggli, Head of Exports at Pratteln congratulates Rafaraci Roberto on his 15 years with the company.

...get on board
Modern logistics – worldwide!