

# PAIMA REPORT

Issue 1, 2016



**Container**

**New Orleans**

**PAIMA'S New**

**The Communication**

**Weighing Pg12**

**The Big Easy Pg14**

**Members Pg22**

**Illusion Pg34**



**The Magazine of the Pan American International Movers Association**





Our first 10 years were marked with many achievements and great success.

Our future will follow the same path!

More quality, security, space and mobility  
in your moves and relocation services.

**YOUR MOVE IN THE HANDS OF EXPERTS**

[www.teamworkintl.com.br](http://www.teamworkintl.com.br) • [teamwork@teamworkintl.com.br](mailto:teamwork@teamworkintl.com.br)

São Paulo\*: Rua Alfredo Benincasa, 500  
Bandeiras - Osasco - SP - Brasil  
CEP: 06160-385

Rio de Janeiro: Av. Brasil, 33809 - Bangu  
Rio de Janeiro - RJ - Brasil  
CEP: 21852-002

CERTIFIED BY THE MOST IMPORTANT  
ORGANIZATIONS IN OUR INDUSTRY





# PAIMA REPORT

Issue 1, 2016

## Board of Directors



### Jose Marrero

President.

Sentry International, Jacksonville, Florida, USA

E: josem@sentry-intl.com



### Lars Lemche

Vice President.

Teamwork International Moving, Sao Paulo, Brazil

E: lars@teamworkintl.com.br



### George Naumann

Treasurer.

Swiss Moving Services, Zurich, Switzerland

E: george@swiss-moving-service.ch



### Juan Carlos Ortiz

Secretary.

Moving Systems SAC, Peru

E: juanc@movisystems.com



### Matthias Tischer

Director.

Carl Hartmann, Germany,

E: m.tischer@carl-hartmann.de



### Macarena Scalia

Director.

Coco's International Movers, USA

E: mscalicia@cocomovers.com



### Laura May Carmack

Past President.

AIReS, Pittsburgh, PA, USA

E: lcarmac@aires.com



## PAIMA Management/PAIMA Report

Antonio Tremols, Executive Director, Pan American International Movers Association, 1451 W. Cypress Creek Road, Suite 300, Fort Lauderdale, FL 33309, USA

T: +1 (954) 880 - 1085 F: +1 (786) 497 - 4017

E: paima@paimamovers.com www.paimamovers.com

**Advertising Enquiries:** paima@paimamovers.com

## Contents

<b>4</b>	PAIMA President Jose Marrero
<b>4</b>	Editor Steve Jordan's letter
<b>5</b>	Suddath hires Larry Goldman as Vice President, Global Residential sales
<b>5</b>	Blythe Cessac from Suddath elected to CMARC Board
<b>5</b>	Correction!
<b>6</b>	New appointments at AIReS
<b>6</b>	AIReS welcomes Kate Williams, CRP, GMS
<b>7</b>	Brad takes on procurement for AIReS
<b>7</b>	Burke Bros says farewell to Richard Davies
<b>8</b>	New generation and website at Express Transports in Lima
<b>8</b>	Mudanzas Internacionales Global helps orphaned children in Venezuela
<b>9</b>	Mandatory attendance in New Orleans
<b>10</b>	Could you be a PAIMA Board member?
<b>10</b>	Meeting of the Board
<b>12</b>	Container weighing - are you ready for 1 July?
<b>13</b>	Fiona Conroy - PAIMA Regional Director for Australia and New Zealand
<b>14</b>	New Orleans - The Big Easy - the venue for the PAIMA Conference 2016
<b>18</b>	Our man in the South Pacific
<b>20</b>	Welcome to the fun times - could now be a time of opportunity for those who survived the crash?
<b>22</b>	PAIMA welcomes its new members
<b>24</b>	Working together for better claims adjusting - by Phaedra Widney of TG International Insurance Brokerage Inc.
<b>26</b>	European Customs: are you ready for the change?
<b>29</b>	Mexico's Mudanzas Gou joins PAIMA
<b>30</b>	Rex Service Co Ltd - PAIMA's member in China
<b>32</b>	PAIMA members 2016
<b>34</b>	The communication illusion
<b>36</b>	PAIMA Regional Directors



**It's amazing how fast the years seem to fly. Already the sun has passed over the equator, the northern hemisphere enters spring once again, and the relocation industry worldwide braces itself for the silly season it hopes will come. Traditionally, of course, it rarely fails us and I wish all PAIMA members good fortune this year.**

We had a Board of Directors meeting on 18-19 March in Fort Lauderdale. As always there was plenty to discuss but high on the agenda was our 2016 conference in New Orleans from 18-20 October. Even at this early stage we have a draft program and, although things can change, the plan is already well developed. As well as a demanding business agenda we have built in a range of activities that will allow us to get out and about in this fascinating Louisiana city that has such a rich history.

Please attend the conference this year. It is the highlight of the PAIMA calendar and whenever I speak to members they always say that it is the only opportunity they have to spend quality time with their trading partners, enjoy their company, swap new

ideas, and really get to know people. In this industry people are so important: we rely on each other to represent our companies and to maintain our values throughout the relationship with our clients. The better we know each other the more able we are to do that. The annual conference is where those relationships are forged, honed, and cherished.

This year we will be electing a new Board of Directors so it is particularly important that you are there to cast your vote and voice your opinion. I also ask you to book early for the conference if you possibly can. Not only does it save you a little money, it also helps our staff with the planning of the event and the negotiation with the hotel and other local suppliers. It's your money, so please help us to spend it wisely.

Until then, please let me know if I can be of service to you, as PAIMA president. If you have concerns, ideas or relevant suggestions to help PAIMA thrive, please feel free to contact me, any member of the Board or your regional director.

**Jose Marrero**  
**PAIMA President**  
**1 May, 2016**



## Letter from the Editor

**A**s this issue of the *PAIMA Report* doesn't include any reports on, or introductions to, the conference it has given me the opportunity of including some additional company profiles from PAIMA members.

I've really enjoyed working with Freight Services in Fiji, Intercontinental Van Lines in Canada, Mudanzas Gou in Mexico and Rex Services in China to produce these stories for you. When writing these profiles I always try to include something that is both interesting and informative for readers. The plan is for them not to be just adverts in words: they give an insight into the company and, if I've done them right, might spark off an idea or two that you can adopt within your own businesses. I hope that you find them to be useful.

There are two stories to which I must draw your attention: Container weighing and EU Customs. The new EU Customs regulations started on 1 May; the amended SOLAS regulations on container weighing come into force on 1 July. Please make sure that you are fully aware of the implications of both these changes.

Finally, I would be very interested to receive any information from you for publication in forthcoming issues of *PAIMA Report*. Don't forget that as members it's your magazine to use to publicise your company's services and to communicate in the broadest terms with your PAIMA colleagues. Just e-mail me on [steve@thewordsworkshop.co.uk](mailto:steve@thewordsworkshop.co.uk), don't forget to include your best pictures, and I'll do the rest.

Regards  
Steve Jordan, Editor



## Suddath hires Larry Goldman as Vice President, Global Residential Sales

**T**he Suddath Companies has announced the appointment of Larry Goldman to its Global Moving Services business unit as vice president of residential sales.

Larry has been in the business for over 20 years. Prior to joining Suddath, he held senior sales leadership positions in large, consumer-centric organizations such as Spectrum Brands, Comcast and ADT. In his new role, he will be responsible for all domestic and international residential relocation sales for the newly restructured business unit.

"Larry brings a wealth of experience in leading business-to-consumer sales teams on a global scale," said Michael Brannigan, President and CEO of The Suddath Companies. "His leadership will be integral in delivering residential moving services at an unparalleled level."

"Suddath has a rich history and impressive record as a transportation and relocation leader," said Larry. "I look forward to leveraging my sales experience to grow and expand this strategic business line."



Larry Goldman

## Blythe Cessac from Suddath elected to CMARC Board

**B**lythe Cessac, Global Account Manager for Suddath, has been elected to the Charlotte Metro Area Relocation Council (CMARC) Board of Directors. Blythe joins three other elected directors from the relocation industry and is serving a two-year term from January 1, 2016.

A statement from CMARC said: "CMARC is pleased to welcome our new Board members as each individual brings a wealth of experience and expertise in the relocation industry. They will be tremendous assets to our Board, continuing to move CMARC forward for our members."

"Blythe has a keen ability to implement programs that positively impact the ever-changing climate in global mobility and has successfully

built partnerships and cultivated new relationships within the Suddath® portfolio," said Teela Gleason, CMARC Past President and Vice President of Client Relations for Suddath. "She will be an excellent representative in this director role."

Blythe joined Suddath in 2013 as an account manager for global household goods and is the second employee from Suddath to serve on the CMARC board.

## Correction!

**W**e are really sorry.

On Page 13 of PAIMA Report Issue 3, 2015 we gave the wrong winner of the New Members Tonnage Award for the Central America and Caribbean Region. In fact the winner was MUDISA from San Salvador, El Salvador. We apologise for this error and congratulate MUDISA on its achievement.



# PAIMA REPORT

For the latest industry news subscribe to the next issue of the **PAIMA Report**. If you wish to advertise, talk to us. All enquiries to:

**Antonio Tremols**  
Tel: +1 (954) 880 - 1085  
Fax: +1 (786) 497 - 4017  
or E-mail:  
[paima@paimamovers.com](mailto:paima@paimamovers.com)

## New appointments at AIReS

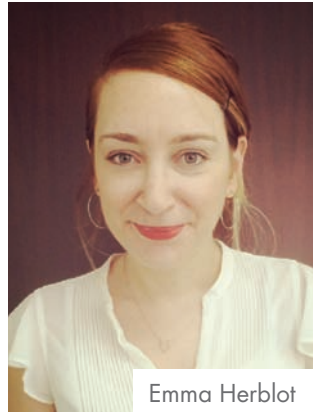
**AIReS in Pittsburgh has recently made three new appointments to its operations team. Andrew Meadowcroft is the new global client service manager serving the EMEA region; Emma Herblot serves in a similar role for the APAC region; and Richard Hooker is the new director of operations.**

Andrew will be responsible for managing client relationships, client program implementation, and ongoing assistance and training for the operations service team in the EMEA region. He has five years of comprehensive relocation and mobility experience, and his past employers include a global assignment management organization, a destination services provider, and a 'Big Four' accounting firm.

Emma Herblot is based in Hong Kong and is responsible

for managing client relationships, client program implementation, and ongoing assistance and training for the operations service team in the APAC region. Emma has been in the relocation industry for six years and has immigration management experience that includes working with a large mobility management company and an immigration provider.

As director of operations serving the EMEA and APAC regions, Richard will be responsible for the overall operation and performance of these regions to include operations teams based in AIReS offices in London and Hong Kong, as well as those placed on-site with customers in various global locations. He will also oversee the AIReS Global Eye® Support Center, providing 24x7 support to AIReS customers and partners. Richard has 13 years' industry experience including operations and client services



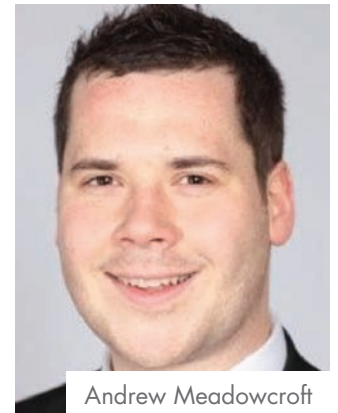
Emma Herblot



Richard Hooker

roles in Europe and Asia. He has worked with many clients across numerous industries and different cultures.

AIReS' Vice President of Operations, Joleen Lauffer commented on the appointments: "Richard brings the perfect mix of mobility expertise and global experience to our senior team; Emma will play a key role in providing leadership to our in-region team and implementing solutions for our clients; and Andy's enthusiasm and outlook are clear evidence of the AIReS DNA that will make him a successful leader in the EMEA region."



Andrew Meadowcroft

## AIReS welcomes Kate Williams, CRP, GMS

**Kate Williams, CRP, GMS, has joined AIReS as a client services director. In her role, she will be responsible for strategic client service management.**



Kate Williams

Kate has 10 years of comprehensive relocation management experience, serving in operations and client services roles. Her career has been highlighted by operational excellence, extensive knowledge of the procurement process, client retention, supply chain management, cost containment, and team management. Most recently, Kate held the dual-role of operations management and client services supporting a leading tech company. She managed a tri-regional global team with responsibility for overall program execution.

"Kate's energy and drive make her the perfect fit for the role of client services director," said AIReS' Vice President of

Operations, Joleen Lauffer. "As AIReS continues to gain market share, we find ourselves with many client engagements that exceed five and ten years. A key part of Kate's role will be to ensure that we continue to bring creative, strategic solutions and recommendations to our loyal clients as well as to those who are new to us. As a long-term partner, we must continuously evaluate and improve our offerings and keep each program on the cutting edge. Kate will lead that charge. She is strategically located in San Francisco and will have a strong initial focus on the needs of our Bay Area clients."

Raised in the Republic of Panama, Kate is bilingual with Spanish-English speaking skills and holds a bachelor's degree in Spanish/Latin American Studies. She has also personally experienced relocation several times - both domestically and internationally - which allows her to relate and form close bonds with relocating clients and their employees.





Brad Stevenson

## Brad takes on procurement for AIReS

**B**rad Stevenson has taken on the role of director of global procurement for AIReS. He is working from the company's corporate headquarters in Pittsburgh, PA. Brad is responsible for the management of the procurement/rates team, Mobility Services group and Partner Operations group to fulfil AIReS' procurement strategy while ensuring AIReS' high partner performance standards.

Brad joined AIReS in June 2012 with six years of relocation industry experience as partner manager, family services. In this role he provided the groundwork for this promotion as he established long-term partnerships with AIReS' supplier partners that yielded strong results for both sides.

"Within the expanded role, I'm really looking forward to getting to know our household goods providers and the level of service they provide to AIReS," said Brad. "Building strong partnerships is key to performance and will help lay the groundwork for maintaining and expanding an unparalleled global partner network."

In addition to managing several groups within AIReS, Brad will serve as an escalation point for the resolution of partner-related matters. He will support and monitor key metrics, investigate and resolve any partner performance issues or ISO non-conformances, ensure that AIReS' procedures are compliant with IRS regulations and industry guidelines, maximize business received for AIReS partners, and identify additional growth opportunities.

Brad received his Bachelor of Science degree in Organizational Leadership/Supervision from Purdue University and holds his GMS® designation from the Worldwide ERC®.

## Burke Bros says farewell to Richard Davies

**R**ichard Davies has recently retired from Burke Bros in the UK after a lifetime's work with the moving industry.

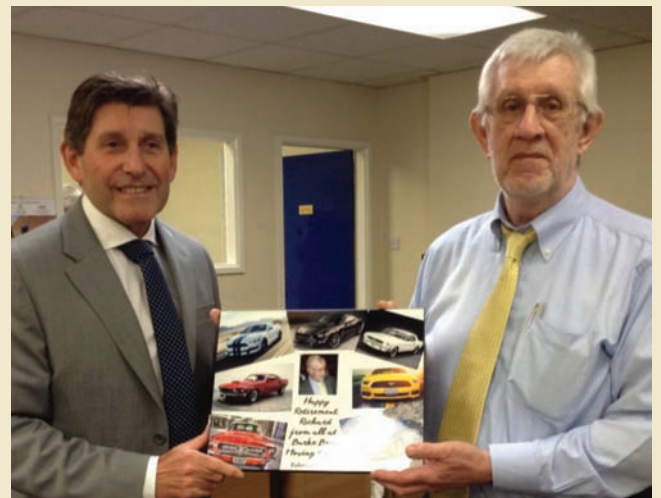
Richard first began to work in removals with Pickfords in 1989 where he was trained in the industry and worked as a sales estimator. He went on to work for the Britannia group and he also spent 15 years at Upton's of Telford working in various positions.

Richard first joined Burke Bros in 2005 where he worked on the French Desk operating moves to and from Europe. Richard had to take a break from work for several years after he was diagnosed with Hodgkin's Lymphoma, a form of cancer, in 2008. Thankfully he made a full recovery from his treatment and was given the final all clear in 2012.

He came back to work for Burke Bros in 2014 where he has been a valued member of the sales office operating the European Desk and also keeping the rest of the sales team in order.

When reflecting on his time in the removals industry he said, "I will miss the customers the most, you meet people from all walks of life and get to know their aspirations of starting a new life abroad and are able to help them on their way. As well as those who I have helped return to the UK be welcomed home."

Burke Bros thanks Richard for all of his hard work.



Gary Burke, Managing Director and Richard Davies (right)

## New generation and website at Express Transports in Lima

**D**ieter Krumdiek from Express Transports in Lima, Peru has announced that his son, Stefan and his daughter, Daniela have recently joined the team. One of their most recent projects has been the development of a new website for the company [www.express.com.pe](http://www.express.com.pe).

"We have dedicated months of work, wanting the page to really reflect who we are and what we do, and I am further proud to say that I believe we have accomplished just that," said Dieter.

The company started operations in April 1975 as Columbia Export Packers Peruana and changed its name in 1978 to Express Transports.

Left to right: Stefan, Daniela and Dieter Krumdiek



## Mudanzas Internacionales Global helps orphaned children in Venezuela

**M**udanzas Internacionales Global in Venezuela has supported Hogar Bambi, a local organization for orphaned children, by hosting a Christmas party for them. The event was organized as part of the company's Corporate Social Responsibility Program.

The company has supported Hogar Bambi Venezuela for the last seven years. It is a non-profit making organization dedicated to providing vulnerable, at-risk children with protection, care, medical attention, education and legal assistance. Hogar Bambi has three shelters where it has the capacity to house approximately 100 at-risk children up to the age of 10, before they re-join their families or find new ones.

"This donation means a lot to the children and is also a tool to encourage our staff to experience the joy of helping others," said Zenaida Romero, International Coordination Manager. "Our contribution and financial support helps Hogar Bambi continue its mission."





# Mandatory attendance in New Orleans

**P**AIMA has a rule that it is mandatory for all members to attend at least one in two conferences. So, if nobody from your company went to San Diego, you must send someone to New Orleans; if not, you'll be billed anyway.

To some that might appear to be a little strict, but there is a very good reason for it. In any survey about the benefits of PAIMA membership, people always say that the annual conference is top of the list. It's that way because it is the one time of the year when members can get together and spend time with each other. They can learn about how the industry works in different regions of the world, make new contacts, cement long standing relationships and do all of that in a relaxed environment.

The problem is, that if you are not there, you can't be part of it. More importantly, if

you don't attend, the other PAIMA members don't get the benefit of your wisdom, cannot get to know you, cannot learn to trust you as a business partner – and can't find out whether your golf handicap is any good!

So please come. All the members want to see you there and to learn how they can work with you as a valuable part of the network. If you stay away you are missing out on probably the most important benefit of being in PAIMA – and you are going to be charged anyway.



Blason International Movers is a company providing International, local and long distance relocation services for residential and corporate clients since 1998.

- Local Pick-Ups and Deliveries
- Local Delivery Distribution
- Transfers from Airline to Airline
- Container's Drayage from/to Port
- Custom Clearance
- Warehousing & Storage
- Vehicle Export & Validation
- Commercial Equipment Export
- Heavy Equipment Export/Import
- Ocean Freight
- Air Freight
- LTL and Truckload



**CALL US TODAY FOR YOUR FREE QUOTE!**  
**(305)883-0108**

# Could you be a PAIMA Board member?

**All organizations need a management team and, for PAIMA, it's the Board of Directors. The PAIMA rules require directors to be elected by the members and to serve a two-year term. At the Annual General Meeting (AGM), to be held during the conference in New**

**Orleans, a new Board will be elected. Who will be nominated is up to you.**

This year, members will participate in the election and appointment of the president, vice president and five directors, which includes the immediate past president. After the election, the president

will appoint the secretary and treasurer from the elected directors.

## **Nominations are being accepted now**

Members may nominate up to three qualified individuals representing three different member companies for election to the Board of Directors, including their nomination for president and vice president.

All nominations must be provided to the Executive Director, Antonio Tremols before August 17, 2016, as the deadline is sixty days prior to the AGM. At PAIMA, all Active and Associate Members have the right to participate and vote at the AGM.

## **Who can be nominated?**

All owners, partners and executives from Active or Associate Members are

qualified and eligible to be nominated as a candidate. Individuals who receive at least two nominations will be notified in writing by the executive director and will have five days to accept or decline the nomination. A complete list of the eligible candidates who have accepted their nomination will be provided to the AGM as part of the agenda for the meeting.

The Board of Directors elected in October 2016 will serve from October 2016 until October 2018.

Do you know anyone who you feel would be a valuable asset to PAIMA as a serving member of the Board of Directors? If you do, please send your nomination by e-mail to [tony@paimamovers.com](mailto:tony@paimamovers.com) before the August 17, 2016 deadline.

## Meeting of the Board



**It looks like a fairly relaxed affair but the PAIMA Board had plenty to discuss at the recent Board meeting in Fort Lauderdale, Florida, especially the planning for the 2016 conference in New Orleans.**

**All Board members attended travelling from as far afield as Brazil, Peru, Germany, the US and Switzerland.**

The Board has reported a good financial year in 2015 and is working on increasing the PAIMA membership with the intention of having at least one member in every country of the world. Members that have suggestions for potential members, especially where

there is currently no PAIMA representation, should contact Antonio Tremols on [paima@paimamovers.com](mailto:paima@paimamovers.com). Any company considering joining PAIMA this year will receive an invitation to attend the conference as a guest.

To prove their dedication to duty, some of the Board headed off to the golf course after the meeting, spearheaded by Lars Lemche, purely in the interest of research to ensure the high quality of the PAIMA golf tournament in October. No stone is left unturned in the pursuit of excellence!







## **TUESDAY, OCTOBER 18<sup>TH</sup> PAIMA 3<sup>RD</sup> ANNUAL GOLF TOURNAMENT**

Lakewood Golf Club, the golf course that once hosted 26 New Orleans Opens, celebrated its 50<sup>th</sup> Anniversary in 2011. Nestled among beautiful Louisiana cypress and oak trees, Lakewood is one of the South's premier golf destinations and one of the most exciting courses to play with challenging fairways, tees and greens.



**1<sup>ST</sup>, 2<sup>ND</sup> AND 3<sup>RD</sup>  
TROPHIES FOR  
MEN AND WOMEN**

**CLOSEST TO THE  
PIN & LONGEST  
DRIVE CONTESTS**

**LUNCHEON  
INCLUDED**

**SHUTTLE FROM  
HYATT**

**\$125 PER PLAYER**

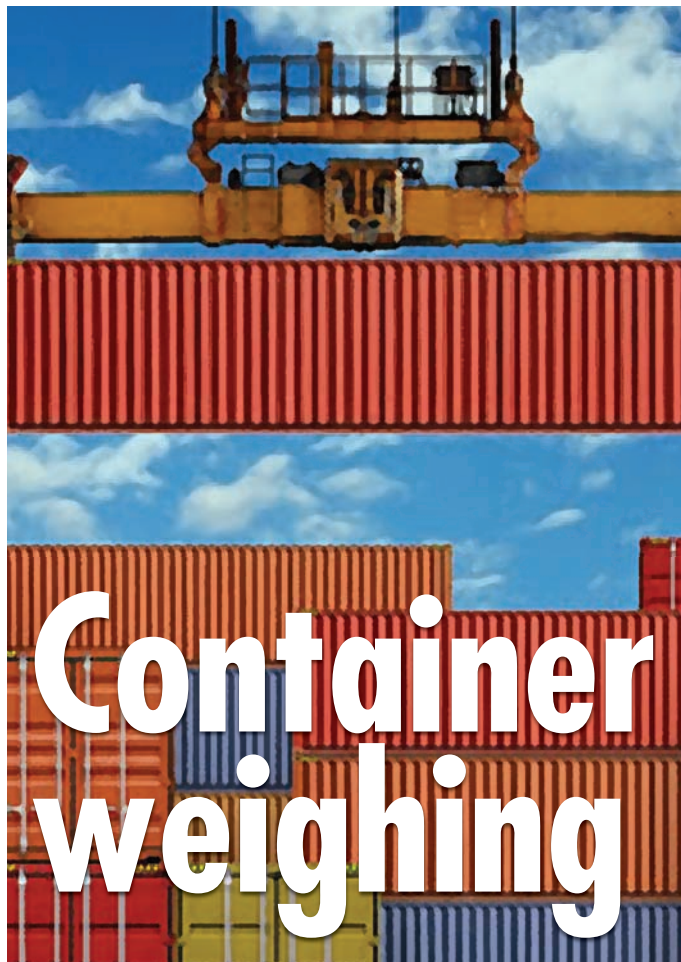
**GOLF CLUB  
RENTALS  
\$40 IN ADVANCE**

**CONTACT US TO  
RSVP AND REGISTER  
TODAY!**

**Antonio Tremols  
954-880-1085**

[paima@paimamovers.com](mailto:paima@paimamovers.com)

[www.paimamovers.com](http://www.paimamovers.com)



# Container weighing

## Are you ready for 1 July?

**From 1 July, 2016 every container that is loaded on any vessel anywhere in the world will have to declare a verified gross weight. The requirement is as a result of amendments to the Safety of Life at Sea convention (SOLAS) that have been adopted by the International Maritime Organization (IMO). This is not legislation that will go away. It's on its way so movers the world over had better get themselves ready.**

The new regulations have been some years in the making and come as a result of some high profile shipping disasters, including the *MOL Comfort* that broke in two while sailing from Singapore to Jeddah in July 2013 with the loss of over 7,000 containers; the *MSC Napoli* that suffered structural

damage in bad weather in the English Channel in January 2007; and others. In these cases the container weights were established as a factor in causing the incident. The legislation has also been encouraged by the insurance industry, fearful that a similar incident with one of the new breed of super container ships (20,000 TEU and above) could cost billions in claims and cause a severe hazard to shipping. The obligation is on the shipper to weigh each container and provide a Verified Gross Mass (VGM). The shipping lines also have an obligation not to load containers for which a VGM has not been supplied.

There are two methods of creating a VGM: either the container should be weighed when full or the contents should be weighed on loading and added to the tare weight of the container. The key issue is that

the weight needs to be verified and the equipment on which it's weighed needs to be approved by the relevant authority in each country.

There is no obligation on the port authority, however, to provide facilities for weighing containers even though it would seem that the most convenient place to site calibrated scales would be at the terminals. That doesn't mean that none of the ports will help. Some ports, including Felixstowe, Tilbury and Southampton in the UK have already said that they will weigh containers if they arrive at the port without a VGM. It's obviously easier for them to provide the weighing facilities than deal with the congestion that would result if they did not do so. Charleston in the US is also being cooperative.

That said, there is support in the US for there to be no change in the weight reporting process. It is not planning on exercising its right to have the ruling deferred for 12 months however the Admiral of the United States Coast Guard, the organization in charge of enforcing the new regulations in the US, has said that he believes the current process in the US to be compliant with SOLAS. The US Coast Guard is also firm that the regulation relates to ships not to terminals.

The irony for the moving industry is that household goods are very lightweight in shipping terms with the average weight per TEU being in the region of three tonnes. It would make sense, one would think, for the authorities to accept a theoretical weight for such lightweight cargo based on a trial period, however there seems to be little chance that such a concession will be made.

This is a global requirement. Some countries are better served with public weighbridges than others, however even where facilities exist there will be additional costs and delays. Whether ports cooperate will,

probably, depend on the commercial pressures or opportunities they see as a result of the regulations. Where there is a high level of competition, such as in the UK, it is likely that ports will be forced into providing facilities otherwise they risk losing business. In other parts of the world, where ports are not in competition, they may feel differently: either they will provide no service at all or the service will be very expensive.

**This is not legislation that will go away. It's on its way so movers the world over had better get themselves ready.**

Whichever way you look at it those involved in shipping are in for a few changes. Operators in some countries will find it easier to apply than others. What will happen when, inevitably, some shippers fail to comply, is unclear. What is clear, however, is that costs will rise and there should only ever be one person who pays: the customer. Too many times in the past we have heard that additional costs have been absorbed by the ultra-competitive moving industry under the mantra 'The customer won't pay more'. Well, this time the customer is going to have to pay. There is no alternative! Shippers should already have decided how they will address the new regulations; if they haven't, it might already be too late.





# Fiona Conroy

## PAIMA Regional Director for Australia and New Zealand

**F**iona Conroy from Conroy Removals, that has offices throughout New Zealand and Australia, last year became the PAIMA regional director for the Australia and New Zealand region. She admits that she has yet to settle into her new role and that there will be some element of learning as she goes along, but she's still delighted to be the region's representative.

For Fiona, the role is two fold: 1) helping the PAIMA members in her region understand the benefits of membership and making sure they get as much from the relationship as possible; and 2) helping moving companies from outside the region with local information to help them and their customers.

"There are some lanes, such as the UK and USA, that are very used to shipping to New Zealand and Australia," she explained, "but for many companies elsewhere, that are not so familiar, we need to guide them through the process."

Fiona expects most questions to be about customs clearance and quarantine issues. "We have some very strict rules that can be confusing if you are not used to working with them," she said. "If any PAIMA member has questions relating to traffic to or through Australia, I hope they will get in touch. I'll be very happy to help in any way I can."

Conroy has been a member of PAIMA for many years with David Conroy, the company's founder, being a regular conference attendee. But last year in San Diego was Fiona's first PAIMA. "I just loved it," she said. "The organization is much smaller than FIDI or IAM so you have time to develop unique, quality partnerships. It allows you a genuine chance to interact and enjoy quality time with people and so develop a much better understanding of each other."

Asked what is the hot topic right now in the region, Fiona has no hesitation. "It's the SOLAS regulations," she said. "Right now nobody really knows what to do but we are all doing our best to come up with a resolution. The Australia and New Zealand ports are not showing any signs of offering weighing facilities and July 1 will come around very quickly."

Any PAIMA member that would like more information about the Australia and New Zealand region can contact Fiona at [fionac@conroy.co.nz](mailto:fionac@conroy.co.nz).



## Complete Origin & Destination Service

Specializing in the U.S. & Caribbean

Among many of our services we provide: **Heavy Machinery, Specialized Crating and Rigging**

**We will take care of everything for you, such as:**

- Origin service
- Ocean freight
- Destination service
- Customs clearance
- Documentation
- Storage service

**We respect your privacy and relationships with your customers**

- Certified by the US Department of Defense
- LTL Consolidated service

**la Rosa del monte**  
WORLDWIDE MOVERS

**International, Interstate and Local Movers**  
Established 1968



Scan the code  
for more info

[www.larosadelmonte.com](http://www.larosadelmonte.com)  
[contact@larosadelmonte.com](mailto:contact@larosadelmonte.com)

### Offices and Warehouses:

Massachusetts:  
(508) 752-4019

California:  
(888) 605-6262

Texas:  
(214) 492-6387

Puerto Rico:  
(787) 780-5775

Miami:  
(305) 884-7470

Pennsylvania:  
(215) 203-8000

Connecticut:  
(203) 333-3373

New York:  
(718) 991-3300

Ohio:  
(216) 961-8900

Dominican Republic:  
(809) 685-6256

Orlando:  
(407) 859-6262

Illinois:  
(773) 745-1608

# New Orleans

## The Big Easy

### The venue for the PAIMA conference 2016

**E**ver wondered why New Orleans is called *The Big Easy*? Well, no one really knows, but the city is famous for its music, particularly jazz, and if you're a good musician - and you have to be good - it is easy to find work here, so there's one theory for what it's worth.

New Orleans, pronounced Nu worleans by those who know, is the biggest city in Louisiana and has been the Gulf of Mexico's busiest port since it was founded by the French in the early 1700s. In 1772 France signed a treaty transferring the rule of Louisiana to Spain, so New Orleans then became a Spanish city and remained so for 40 years before reverting to French control in 1803. No wonder The Big Easy is known for its distinct Creole culture and unique atmosphere that has to be experienced at first hand to be appreciated.

#### Dixieland

New Orleans is for many the heart of Dixieland, although Dixie is usually defined as the 11 southern most states of America. The name is thought to have originated from the old ten-dollar bills marked 'Dix' - being the French for ten - and became known as 'Dixies'. Dixieland

music certainly originated on the Mississippi river boats that plied their trade around New Orleans at the beginning of the 20th century, before being made famous throughout the world by trumpeter and singer Louis Armstrong (Satchmo) and others during the 1940s, 50s, and 60s.

#### Food

With such a rich multicultural history you'd expect the food in New Orleans to be something special and you'd be right! New Orleans is famous for its eclectic food, a mix of Cajun, French, Italian, African, Chinese and pretty much everything in-between. This is one place when hamburgers and boring fast food restaurants should be avoided. Be adventurous and give some of New Orleans' traditional dishes a try.

Carpenters fans will remember the song *Jambalaya*, but at that time, few outside the United States knew what it was, or how it tasted. Jambalaya is a sort of New Orleans version of Paella consisting of fish, chicken, meats (sometimes alligator) and vegetables all held together with long grain rice and a rich stock. Like its Spanish cousin it's a meal in itself and a must for anyone visiting the city.







Or you might like to try a steaming bowl of Gumbo. There are various recipes, but all include okra simmered in a dark stock made from butter, oil and flour. Gumbo can include various meats and vegetables such as celery, bell peppers and onions. A particular favorite is seafood gumbo with shrimp, oysters, crabmeat and andouille sausage served over rice – delicious! Another must-eat local favorite is Crawfish Étouffée, gumbo's

spiced-up cousin. This fiery Cajun creation comprises hot spices including cayenne pepper, a mélange of onion, green peppers, garlic and loads of crawfish, served over rice. Not good for sweet breath, but delicious nevertheless.

#### **Drink**

After all that food you'll probably be looking for something interesting to wash it down with. How about a

cocktail? New Orleans may not have invented the cocktail - though many will say it did - but it is certainly one of the best places in the world to drink them. Ask the bartender for a Hurricane and he'll mix you a lively bright red concoction of rum, passion fruit, oranges, limes and a couple of secret ingredients that may well blow your socks off! Or you might like to try a Creole Bloody Mary: vodka, limes, tomato juice, tabasco, celery-salt and

black pepper. According to tradition this is the ideal cure for a morning-after hangover. Not surprisingly, there is no scientific evidence to back up this rather dubious theory!

New Orleans is indeed a remarkable place and truly one of the most exciting and diverse cities in the world. Wherever you go and whatever you do there you will not be disappointed. Enjoy your time in The Big Easy.



---

## 2016 GENERAL ELECTION

---

Pan American International Movers Association (PAIMA) holds a General Election during the Annual Meeting every two (2) years for the Board of Directors.

All Active and Associate Members enjoy the right to participate and vote in the Annual Meeting of the General Assembly. This year, Members will participate in the election and appointment of the President, Vice President and five (5) Directors, which includes the immediate past President. After the election, the President will appoint the Secretary and Treasurer from the elected Directors. The Board of Directors elected in October 2016 will serve from October 2016 - October 2018.

### **NOMINATIONS:**

Members may nominate up to three (3) qualified individuals representing three (3) different Member companies for election to the Board of Directors, including their nomination for President and Vice President. All nominations must be provided to the Executive Director before August 17, 2016, as the deadline is sixty (60) days prior to the Annual Meeting. Please forward nominations via e-mail to Antonio Tremols at [tony@paimamovers.com](mailto:tony@paimamovers.com).


### **QUALIFIED INDIVIDUALS:**

Individuals who are an owner, partner and/or executive of an Active or Associate Member shall be qualified and eligible to be nominated as a candidate. Individuals who receive at least two (2) nominations will be notified in writing by the Executive Director and will have five (5) days to accept or decline the nomination. A complete list of the eligible candidates who have accepted their nominations will be announced and also provided to the General Assembly as part of the Agenda for the Annual Meeting.

### **VOTING PROCESS:**

Each Active and Associate Member will receive a ballot on October 20, 2016 during the General Assembly. One representative from each Member company must be designated to cast their vote. The winners will be announced before the end of the General Assembly and the newly elected Board of Directors will begin their term immediately.





# True Global Coverage

**Meet Sara.** She has lived and worked in Brazil her entire career. AIReS selected Sara to be your mobility guide because she's a partner we know and trust, and the expert you deserve.

## ...more than dots on a map

As a trusted member of the AIReS Preferred Partner Program, Sara has assisted many families during her career. Her extensive knowledge of local culture, gained from her own personal experiences living and working in Brazil, will make her an invaluable guide during your transition.

We realize your new destination isn't just a dot on a map; it's where your new life begins. That means just as much to AIReS and our partners as it does to you. That's why our partner network is comprised of the very best, like Sara, that the world has to offer. Our partner selection process has developed into an industry-leading network of highly qualified professionals due to our stringent qualifications, which include quality of service and proven expertise.

AIReS delivers relocation services through our offices in the Americas, Europe, and Asia-Pacific as well as in conjunction with over 3,000 dependable global partners, all of whom are active in and devoted to their local regions. Their intimate knowledge and dedication to assisting you and your family will translate into a successful assignment.

Moving Relocation to the Next Level.  
1.888.828.8515 | [www.aires.com](http://www.aires.com)

©2015 American International Relocation Solutions, LLC



# Our man in the South Pacific



Joe Taoi of Freight Services in Fiji

**J**oe Taoi runs Freight Services in Fiji. His company has been a member of PAIMA for three years and he has never missed a PAIMA convention since joining. Joe is much more than 'our man in Fiji', he's our man in the South Pacific.

He has been in the business for many years starting his working life with Burns, Philip & Co., the Australian shipping company that has served the South Pacific region since 1883. He joined as a management cadet in 1988 on leaving school and became the company's head of removals two years later.

"That's when I started working with the UN, expatriates, embassy staff and private individuals," he explained. "I really enjoyed the direct engagement with people and became very passionate for the business."

models for DHL Fiji for the region and his work provided an opportunity for travel throughout the region, including Australia, Singapore and New Zealand.

Joe took his opportunity to set up his own business during one of the frequent Fijian coup d'état. "There were a lot of foreign investors setting up in Fiji at the time," explained Joe. "I set up the company to use the knowledge I had gained."

But it wasn't until 2007 that Joe expanded his business to include a specialist removals division. However, for the last eight years he has been fully committed to it. At first he worked mainly for diplomats and university students but now the company has grown to include all sectors of the business. "There's more business coming into the islands than going out," said Joe. "People don't take much when they leave but bring containers full when they come back."



Three years later it was time for Joe to move on. He joined DHL in its early years providing a courier service for the region. He was the company's regional business development manager and he spent three years setting up agency agreements throughout the island nations of the South Pacific including the Solomon Islands, Nauru, Kiribati and Tonga. He developed hub



**"We are well placed geographically to provide a good service to the members and I feel that I am truly part of the organization."**

Joe Taoi



Freight Services joined PAIMA in 2013. Joe had tried to start his own local network but his colleagues in Australia recommended PAIMA as a better alternative. "I like the closeness of the group that is so committed to operating on a priority basis within its membership," he said. "We are well placed geographically to provide a good service to the members and I feel that I am truly part of the organization." Although he has never missed a PAIMA conference Joe confessed that he always turns up late. "I miss the cruise and the golf," he joked.

Freight Services currently employs around 40 people, mainly in Fiji. The company also has a representative office in Papua New Guinea. "But we are expanding," said Joe. "Later this year we will be opening in East Timor, the Solomon Islands and Tonga. It's very important for me that we are known within PAIMA for much more than just Fiji.

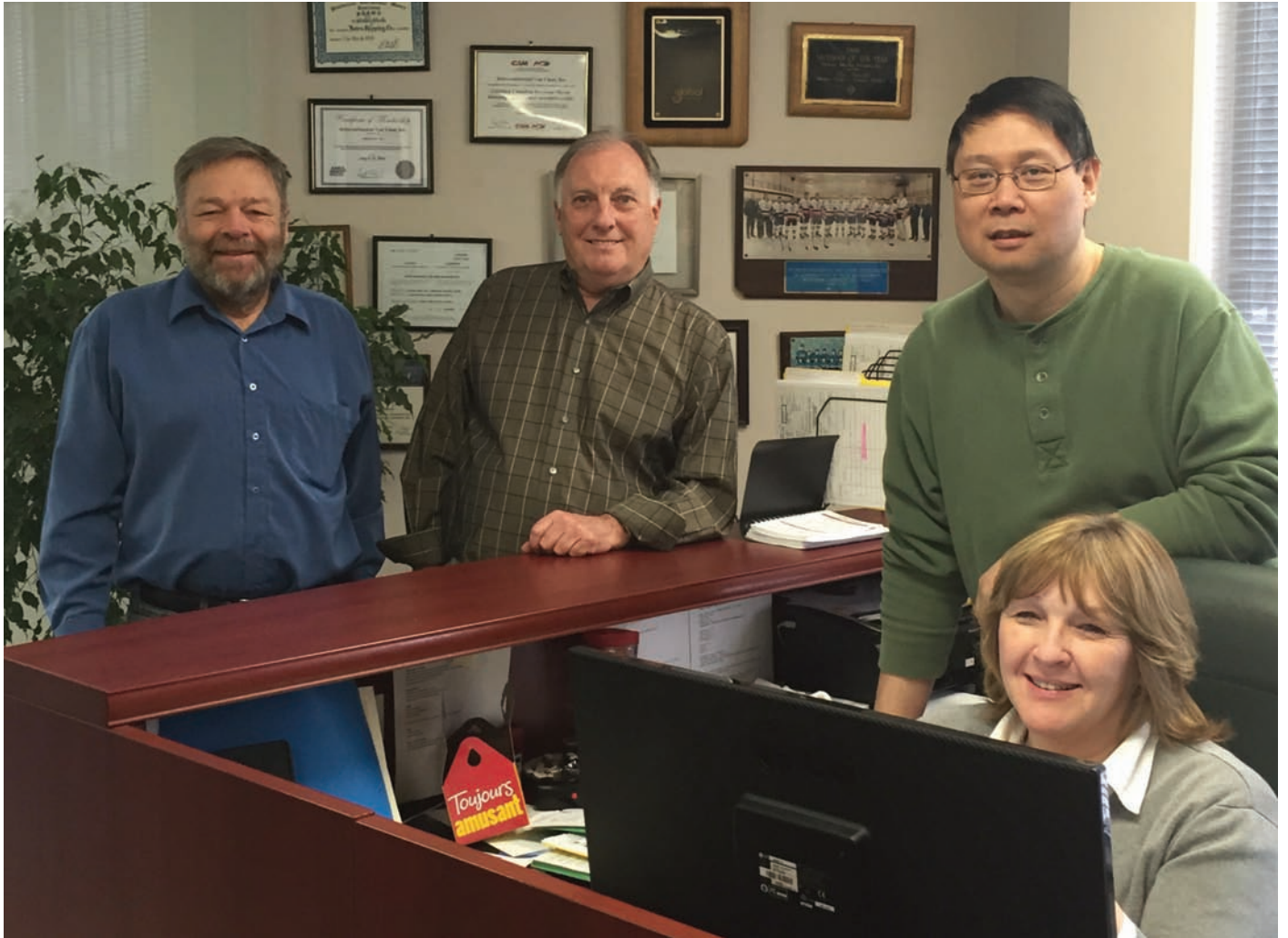
We are very much the PAIMA agent for the South Pacific."

Many moving companies shy away from taking on shipments to the more remote parts of the world. However, PAIMA members can now confidently accept traffic for the South Pacific sound in the knowledge that Joe is there ready to take control, whether it's for Fiji, The Cook Islands, Tahiti, Vanuatu or any of the 14 countries in the region.

The South Pacific is an island paradise for many. Now PAIMA members can make sure it stays that way for their customers - with a little help from Joe and his team.







# Welcome to the fun times

Could now be a time of opportunity for those who survived the crash?

**T**he whole moving industry, in fact the whole world, has been through the wringer in the last few years. But according to Tim Garside from Intercontinental Van Lines in Canada, the horrors of the financial crash of 2008 and beyond, might just have spawned an era of opportunity that he is, and others should, be ready to exploit.



Tim Garside





Rick Wood

Tim has been in the business for over 45 years. He started in 1970, inspired by his father who had also been in the steamship business, and joined the Intercontinental Shipping Cooperation in 1983, a company specializing in third-party logistics, move management, warehousing and distribution of high value products. The company was one of the founding members of PAIMA.

In 1991 Intercontinental Van Lines was born out of a desire to expand the household goods side of the business. It was funded by private capital, bank loans and, according to Tim, some 'serious contracts'. Today the company operates in three main areas of business: trans-border, moving goods across the border to the USA and on to Mexico and Alaska; overseas household goods and forwarding; and the operation of customs bonded warehouses through the Toronto head office. 80% of the business is international; the remaining 20% is domestic Canadian work.

The business model is to work with a relatively small operational staff in the head

office with drivers all being self employed. This model has become an emerging trend in the industry worldwide for some years. "It's the common sense way to work," said Tim.

Tim's company has been a member of PAIMA since the early days. "It gives validity to the company," he said. "If you are actively participating in international moves it allows you information flow, reciprocity and a vehicle to deal confidently with other companies elsewhere in the world." The company is also a member of AMSA, IAM and a founding member of CAM.

Asked what Tim puts the company's success down to he said that just staying alive, in the economic environment that has prevailed in recent times, is doing pretty well. "It's a combination of product

knowledge that helps you to stay ahead of the curve; not getting greedy; and treating clients and shipments well. It's common sense thinking. Take care of people and if there's a problem tell them first."

Tim's been in the business for a long time and many would expect he might be looking for a more gentle life in retirement. But that's not for Tim, not just yet anyway. "Many companies went away after the 2008 crash," he said. "If they didn't change they suffered from lack of cash flow and poor margins. I think there are still some sick companies that are trying to change even now. Others were smart enough to react and reorganize their business models. These are the ones who now have an opportunity to thrive as better times return. They struggled through the last five years but today there are opportunities for established and intelligently run companies and I think there's some fun that might be involved in doing that. That's my motivation for hanging around for a few more years. Then I'll probably fade off into the sunset."

When the recession first hit it was a well-worn mantra that 'what doesn't kill you does you good'. That thought probably

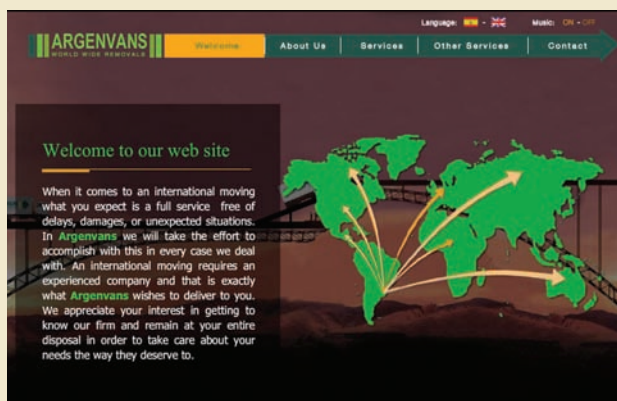
sustained many companies through the worst of the bad days. They did change, they did evolve and, ultimately, they did survive. If you are one of those, welcome to the fun times.

**"It gives validity to the company ... If you are actively participating in international moves it allows you information flow, reciprocity and a vehicle to deal confidently with other companies elsewhere in the world."**

Tim Garside



# PAIMA welcomes its new members



## Argenvans

Buenos Aires-based Argenvans has over 20 years' experience in international removals as well as domestic moves within Argentina. The company also offers temporary accommodation in the Barrio Notre and Recoleta districts of Buenos Aires for clients awaiting the arrival of their consignment or completion on their new property. The service includes domestic appliances, kitchenware, bed linen, furniture and maid service.

Argenvans has a network of agents throughout the world and provides customs clearance services and warehousing in its 1,500 square meter facility.

**Argenvans@argenvans.com.ar**  
**www.argenvans.com.ar**  
**+54 11 4813 2000**

## Global Packing

Global Packing Mudancas Internacionais is based in Rio de Janeiro and offers international, domestic and commercial moving services as well as storage facilities at its warehouse in Rio.

The company has agents throughout the world and offers custom clearance services to its international clients. Global Packing boasts a long list of blue-chip companies among its clients and is already a member of IAM and an agent for EUROMOVERS.

**contato@globalpacking.com.br**  
**www.mudanzas-al-extranjero.es**  
**+ 55 21 3867 1057**





## OPE Mudanzas Internacionales

OPE Mudanzas Internacionales (top picture opposite page) is located in the Free Zone, Bogota, Colombia's epicenter for air and sea imports and exports and the national and international logistics center for the whole country.

The company has been established for over 15 years and offers origin services for domestic and international relocations as well as customs and storage services.

With its team of experienced professionals OPE Mudanzas Internacionales is ideally placed to provide removals services both within Columbia and to destinations around the globe.

**anamariacomercial@opemudanzas.com**  
**www.opemudanzas.com**  
**+ 1 404 6979**



## Autotransportes Internacionales (ATI)

Mexico City-based Autotransportes Internacionales (ATI) has been established for over 50 years and has nine branches throughout Mexico. ATI is already a member of FIDI, LACMA and IAM but was impressed by the additional benefits offered by PAIMA. Traffic Manager Veronica Lopez said, "We decided to become a PAIMA member because we know it is a very well recognized association that brings benefits to its members like tonnage, tracking, tonnage report and a membership directory, including a company profile."

ATI undertakes commercial and private moves within Mexico, and internationally through its many partner organizations throughout the world. The company operates over 100 vehicles, all with GPS tracking, and has around 20,000 sq ft of warehousing space.

**ventas@ati.com.mx**  
**www.ati.com.mx**  
**+55 5531 3203**



Autotransportes



Argenvans



Global Packing



# Working together for better claims adjusting

By Phaedra Widney of TG International Insurance Brokerage Inc.

**D**uring the transit insurance claim adjusting process, we see several issues that arise repeatedly. Problems as a result of not addressing these simple issues are avoidable when the mover, shipper and insurance provider work together.

## Explain Coverage

It is in the best interest of the mover and the shipper that when a move is surveyed the shipper be provided with the terms and conditions of coverage; give the shipper an application and value list form with a brochure when you first make contact with them, so they have time prior to the move to carefully review what the

coverage requires of them as well as the moving company. Have the shipper sign an application form and provide a value list before the shipment packs. That way if there are issues regarding the shipment specifically, they can be addressed and resolved prior to packing commencing.

Contact your insurance provider directly should you or your client have questions about the insurance. They should always be available to talk with you or your shipper prior to the move. Encourage shippers not to pack excluded items in their shipment as they will not be covered.

## Valuing Shipments

Shippers should survey their personal items when preparing their value list, and ask "What

would it cost to replace my entire shipment? If everything was lost, what would allow me to replace my goods at destination?". If replacement of an item would require it being shipped to the client from another location, the shipper should include this cost in their declared value.

Shippers need to insure all their goods for full total value; underinsuring a shipment will result in a Co-Insurance penalty being applied to any claim settlement. Example, if the shipper only insures his shipment for 50% of its total value, then he would be entitled to only 50% of any claim settlement.

Conversely, over insuring does not mean the shipper would

receive the declared amount in the event of a claim; the items would be replaced, repaired or paid at declared value. So if an item can be replaced with one of like kind and quality for less than the shipper declared it for, the insurance company would pay the lower amount.

Items grouped together are considered of equal value – example, if the shipper insured a dining set with eight chairs and a table for US\$6,000.00, then each piece is insured for US\$666.67. If there is an item within the group with a higher value, such as the table, then that item should be declared separately.





## Packing & Descriptive Packing Inventories

Insurance coverage commences the date the goods are packed, not when the shipment starts transit. This means you need to make sure all the insurance forms and requirements are in place. If you pack a shipment that is going to storage for a period of time, the policy must be issued and reported within seven days of the pack date or coverage would be void while goods are stored and in transit.

Part of the coverage requirements is an origin and destination packing inventory. These should be handwritten and created on the actual pack date. It is imperative that the inventory be specific, legible and contain accurate pre-existing conditions. No

shipment is perfect: items always have evidence of regular use and age. These conditions must be indicated to prevent a claim for items that were damaged or in poor condition before the goods even moved.

Remember, claims affect a mover's loss record. A high loss record could result in increased rates or even cancellation. Do not submit typed descriptive inventories; the insurance company will only accept the actual forms prepared at the residence.

Have the shipper carefully review the packing list prior to signing it at origin. The shipper should be provided with a copy of all documents, including the origin descriptive inventory and policy.

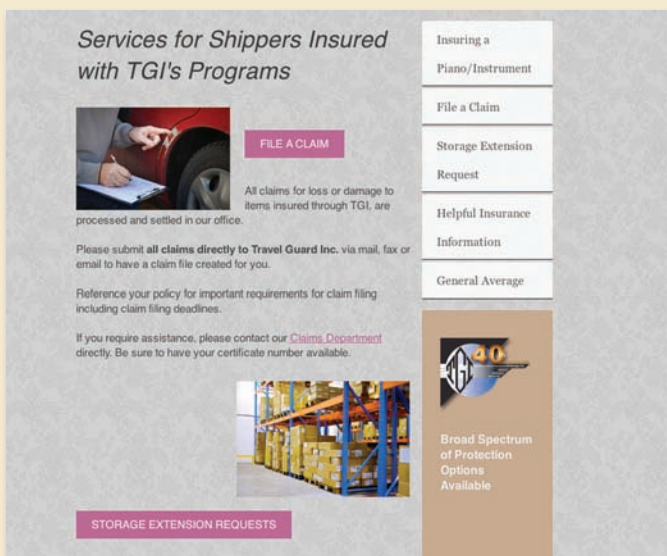
Encourage the shipper to take pictures of the cartons, items and the container when it's being packed and loaded into a truck or container. This establishes how the goods left origin.

## Delivery Exceptions

At delivery, the consignee or shipper needs to be present to supervise the unpacking process. Exceptions for any damage or loss must be noted directly on the packing inventory by the shipper with a counter-signature of the delivery crew foreman. Failure to take exceptions could negate a shipper's ability to claim. Exceptions are the insurance company's only way of verifying if loss or damage being claimed is a result of transit. Failure to take exceptions, tells the insurance company that everything was received in good order. If there are no exceptions taken, and the shipper submits a claim for loss or damage after the delivery crew has left, the insurance company cannot confirm if what is being claimed occurred during transit or while the shipper was unpacking his goods himself. Photos of the shipment as it is being unloaded are also helpful as are pictures of the actual damaged items.

The insurance process should not be a complicated one; if the insurance company and the mover work together to educate the shipper and follow required coverage terms, not only does it reduce claim issues, it avoids unhappy shippers who were not aware of what was required of them.

All of TG International's insurance forms, including brochures, value list forms and applications are available on our website,  
**[www.tginternational.com](http://www.tginternational.com)**



# European Customs: are you ready for the change?

The deadline for the change in the regulations for importing goods into the European Union has been put back from 1 February, 2016 until 1 May, 2016, so the rules are in force now. It could easily be the biggest storm that has hit the shipment of household goods to Europe this century.

**F**or many years the **Transfer of Residence (ToR) procedures for household goods entering the EU allowed for goods to be customs cleared in the country in which they first arrived, then delivered to their final destination. On 1 May, 2016 these ToR procedures changed and are now granted only to the Customs Authority in the Member State in which the goods will be put to use.**

The import regulations in the UK have always been very straightforward, more so than other EU Member States. So many shippers chose to send groupage containers, with goods for distribution throughout Europe, via the UK consolidators. In future, each consignment will need to be held under bond and cleared separately at its final destination.

The effect of the change will be felt globally in the industry. Shippers will have to decide to which country they ship their consolidated traffic. It will change depending on the mix of shipments in the container. Some may choose to send goods LCL. Destination agents throughout the EU will, no doubt, benefit, except those in the UK that will find this lucrative revenue stream curtailed.

*PAIMA Report* spoke to Gary Burke, from Burke Bros in the UK. He explained that the new regulations would, in effect, prevent UK agents from handling groupage into Europe from import containers. "Any of our agents wanting to send for example French groupage with UK imports will have to stop now," he said. "It will make it harder for our PAIMA partners to separate EU groupage and they will only be able to send UK tonnage to UK agents. Until now

we could clear any EU consignments at the first port of entry into the EU making it easier for our overseas agents to group more easily, then we could distribute from the UK without further custom clearance required on entry to those other EU countries. This now stops so we can expect more LCL consignments and any other EU tonnage will have to go to agents in the relevant EU country which cuts us out. In a nutshell we will expect more small consignments or containers with goods for the UK only."

Costs will increase as will transit times. Those increases will also dissuade some customers from shipping household goods into Europe as there will always be some for whom the economics of shipment are marginal. The UK groupage companies will, however, lose out. There is also little consensus on exactly what the new procedure should be,

how much they will cost and how long deliveries will take in the future. Shippers should be aware of these changes and advise their clients accordingly if shipments leaving their origin countries now are expected to arrive in Europe after 1 May, 2016.

The full picture of how household goods movements to and through Europe will work in the future is yet to emerge.





## JOIN THE PAIMA FAMILY IN 2016

Pan American International Movers Association (PAIMA) recently celebrated our 30th Anniversary and we have never been stronger; it is a great time to join our exclusive network.

PAIMA was originally founded in Latin America and has grown to over 130 members represented in more than 45 countries around the world. We are always looking to add new members that meet or exceed our standards, especially in countries with no members yet.

### **Members enjoy the following benefits:**

- All Active & Associate Members vote in our General Assembly and in the General Election
- Online Directory with website and e-mail links; member access to update information
- Newsletters - Members are welcome to share company press releases and announcements
- Tri-Annual Magazine – Industry news, Member profiles, Convention coverage and advertising
- Tonnage Reporting System encourages increased business within the Association
- Claims and arbitration assistance available for any issues between Members

### **In addition, new members will receive:**

- Half-page advertisement plus interview and company profile in the *PAIMA Report* magazine
- Opportunity to speak on stage and introduce your company during the Convention

## **ANNUAL CONVENTION**

Members continually rate our Annual Convention as the most valuable asset of their membership. Since all of our attendees stay together for the entire event, this relaxed and familiar atmosphere leads to lasting relationships. During our networking events, you will meet the owners and managers of the companies you work with along with many new contacts.

- ❖ PAIMA's Annual Convention is held during the three days immediately before the IAM Annual Meeting, always in the same city, which reduces travel expenses.
- ❖ Awards for Highest Tonnage Reporting in each of seven Regions are excellent marketing tools to share with business partners and prospective clients.
- ❖ Ecology Award presented to Member active in protecting/sustaining the environment.
- ❖ Annual Customs Panel highlights different countries each year with open Q&A session.

PAIMA | 1451 W. Cypress Creek Road | Suite 300 | Fort Lauderdale, FL 33309 | USA  
Tel: (954) 880-1085 | Fax: (786) 497-4017 | e-mail: [paima@paimamovers.com](mailto:paima@paimamovers.com)  
Website: [www.paimamovers.com](http://www.paimamovers.com) | Application available online or request one from us today.

# Experience the Sentry® difference.



Selecting Sentry as your partner agent offers you peace of mind. For more than 30 years, Sentry's expert international counselors have helped agents increase business by treating customers' needs as if they were their own.

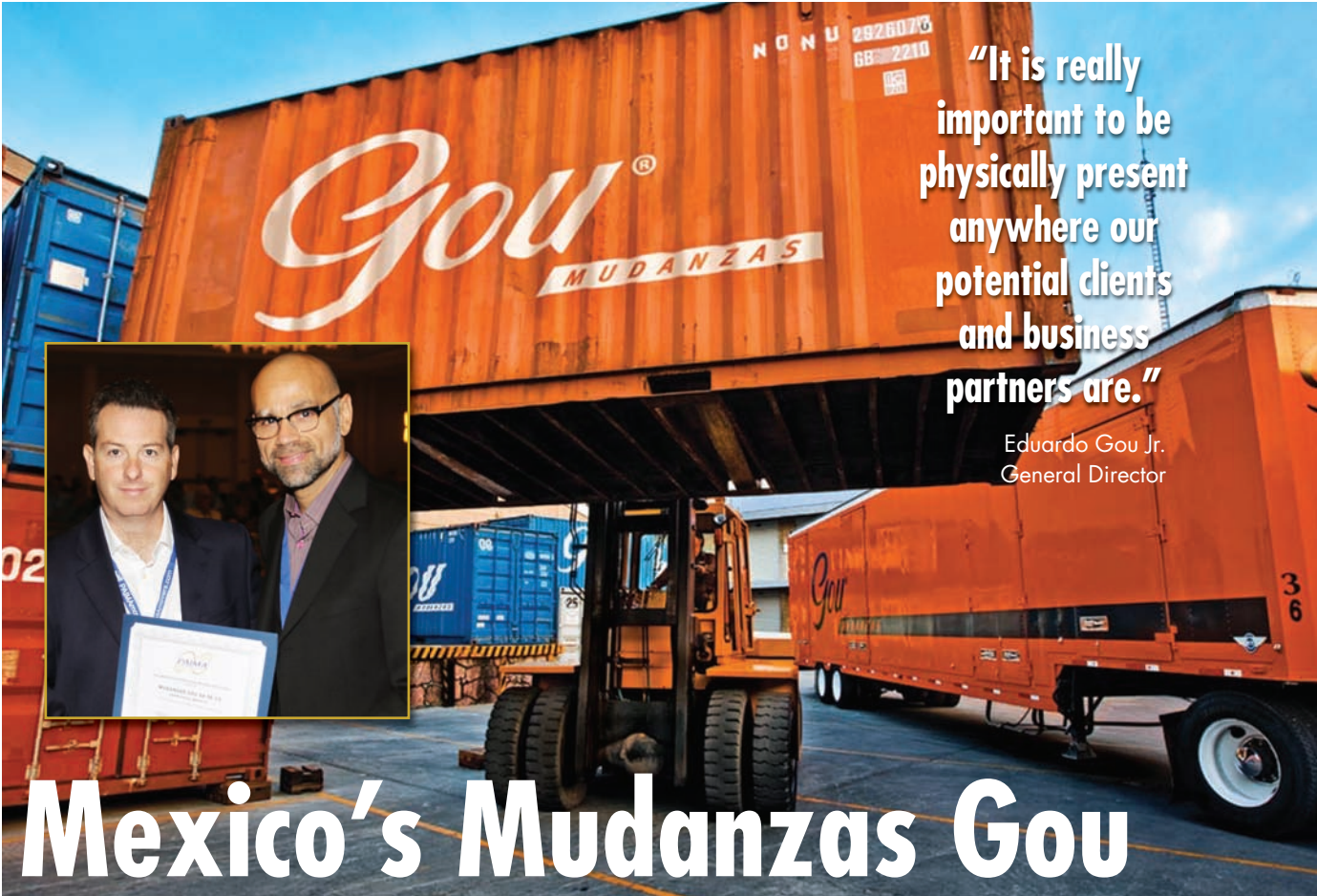
PAIMA | BAR | IAM

ISO 9001 | C-TPAT



To experience the Sentry difference, contact us at: **+1 (904) 858 1202 | 1 (800) 866 8311** | [sentryinternational.com](http://sentryinternational.com)





**"It is really important to be physically present anywhere our potential clients and business partners are."**

Eduardo Gou Jr.  
General Director

# Mexico's Mudanzas Gou joins PAIMA

**O**ne of Mexico's longest established moving companies, Mudanzas Gou, has recently become a member of PAIMA.

Francisco Gou established a family moving business in Mexico City back in 1900 and now the name Gou is recognized as one of the leading international moving businesses in the country. The company has ten branches and over 200 vehicles covering all Mexico's major cities as well as a network of international representatives throughout the world.

"We decided to join PAIMA because we believe it is a well recognized association that brings a lot of benefits to its members. Things like the

membership directory, tonnage tracking, tonnage report and the PAIMA Report magazine. It also increases our company profile," said Jaime Rowe from Mudanzas Gou.

The company is currently undergoing a business makeover led by the company's General Director Eduardo Gou Jr. (pictured above with PAIMA President Jose Marrero), the fourth generation of the family to take the business reins. His mission is to improve on what has already been successful. Eduardo has been with Mudanzas Gou since 1998 working side-by-side with his father to expand both the company and the services it provides.

Technology will be playing a big part in the company's plans for the future. A live tracking system is being introduced that will allow customers to track

their consignments in real time. They will be able to see key dates, including the shipping and arrival dates, so they can relax and make plans in full knowledge of the shipment's status. In future it will also be possible for Gou's customers to post their requirements on Facebook just as easily as making a Friend request.

For Mudanzas Gou this revamp means taking account of new trends in the industry, having a much more active role in social media and e-business and paying much more attention to sales in a variety of markets.

The transformed Mudanzas Gou will retain much from the past. "We are going to keep our main features, we don't want to lose our soul," said Eduardo, "however we are going to have a new fresh look, one that reflects our experience."

This new fresh look is being developed by a recently hired marketing team. Eduardo said that they mirror the company's experience, because they have

been exposed to all the latest marketing trends. "They are focused on the integration of our best practices and have experience in all the e-marketing tools that are now available," he explained.

The company is also integrating a strong sales team ready to take care of clients. "It's not good enough for them to have mastered languages, they need to have acquired international experience to be able to provide a service that at least meets if not exceeds clients' expectations."

However, although the future looks increasingly high tech for Mudanzas Gou, personal contacts, on which the business was built, are still important. "We will continue to take an active part in international conventions such as IAM, FIDI, OMNI, ERC, and now of course PAIMA," said Eduardo. "It is really important to be physically present anywhere our potential clients and business partners are."



# REX Service Co Ltd

## PAIMA's member in China



"Before joining the REX Group I'd worked for one of the biggest Korean logistics companies, so I was ideally placed to negotiate with and look after Korean clients," said Richard. "My then boss suggested I should move into household goods and as there were no specialist removals companies in China at that time I decided it was an opportunity too good to miss."

**R**EX Service Co Ltd, part of the REX Group, was founded by its current Managing Director Richard Jun Zhang (above), in 1995 and is PAIMA's only member in China. The company is based in the port of Tianjin in the north east of the country around 85 miles south of Beijing.

In the early days Rex Service provided warehousing and logistics for a major electronics company, but in 1999, following a surge in Korean companies moving into China, seized the opportunity to offer removal and relocation services to their personnel.

Richard decided to concentrate on the Korean market and hired and trained a team of Korean-speaking colleagues to help him develop the business. Ella Wan, formally of Santa Fe, now heads up the household goods management team. The total number of employees stands at over 30. The company currently has four offices in China and handles around 20% of the removals and relocation business for Korean clients moving to the country.

Although still focused on the China/Korea market REX Service Co is active in other regions including Australia,



Canada, the USA and Europe and has a number of administrative offices to assist clients around the world.

Richard advises companies moving people to China to make sure their clients' documents are valid for both their personal status and the area of China they are moving to. Unlike most countries there are different requirements according to the city or region

involved. This is something with which REX Service Co has a great deal of experience and expertise.

REX Service Co joined PAIMA seven years ago and is also a member of IAM and FIDI.



# WICKMAN WORLDWIDE SERVICES, INC.

WWS is your single removals contact for all your international needs. Door to Door and everything in between.

- Air – Sea – Truck – Rail
- Packing / Delivery
- Customs Clearance
- Freight Forwarding
- Storage
- Insurance

9780 Lantern Place #360  
Fishers, IN 46037  
T: 812.424.4997 F: 812.424.1402  
E: intl@wickmanworldwide.com

*Bringing the world home...since 1997!*



## **WE MOVE YOU *IN SO MANY WAYS!***



**CAREFULLY**



**KNOWLEDGEABLY**



**GLOBALLY**



member of:



**Telephone: 340-774-5872 - Telefax: 340-774-7740**

**Email: [ralynch@vipowernet.net](mailto:ralynch@vipowernet.net) - Website: [www.boblynchmovers.com](http://www.boblynchmovers.com)**

**#4 Cargo Center, C.E. King Airport, St. Thomas, Virgin Islands 00801**

# PAIMA MEMBERS



2016

## Argentina

- MERCOVAN ARGENTINA SRL
- ARGENVANS TRANSPORTES

## Australia

- CHESS J. WILSON REMOVALS - MELBOURNE
- PALMERS RELOCATIONS

## Bolivia

- EXPRESS CARGO SERVICES S.R.L.
- INBOLPACK SRL

## Brazil

- ANTARES MUDANCAS & TRANSPORTES
- ATLANTIS INTERNATIONAL
- BRAZIL LINK MUDANCAS LTDA - ME
- CONFIANCA MUDANCAS & TRANSPORTES LTDA
- COSMOPOLITAN TRANSPORTES LTDA
- G INTER (GRANERO INTERNATIONAL)
- GERSON & GREY TRANSPORTES LTDA
- GLOBAL PACKING INTERNATIONAL MOVERS LTDA
- STATUS BABY BRASILIA TRANSPORTES LTDA
- TEAMWORK INTERNATIONAL MOVING
- TRANSPORTES GERAIS BOTAFOGO LTDA
- TRANSWORLD MUDANCAS LTD

## Canada

- CANADIAN ASSOCIATION OF MOVERS (CAM)
- INTERCONTINENTAL VAN LINES, INC
- OUTAOUAIS MOVING INC

## Chile

- ALS MOVERS (CHILE) S.A.
- AMERICAN MOVING SERVICES (AMS)
- REMSSA S.A.
- VIPACK CHILE LTD

## China

- REX SERVICE CO, LTD

## Colombia

- JB LOGISTICS LTDA
- OPE MUDANZAS INTERNACIONALES SAS
- PORTAN
- TRANSPACK LTDA

## Costa Rica

- APA WORLDWIDE MOVERS

## Dominican Republic

- L&G INTERNATIONAL MOVERS, S.A.
- LA ROSA DEL MONTE -
- LATINO EXPRESS, S.A.

## El Salvador

- MUDANZAS INTERNACIONALES, S.A. (MUDISA)

## Fiji Islands

- FREIGHT SERVICES FIJI LTD

## France

- BIARD INTERNATIONAL
- EUROPEAN RELOCATION SERVICES
- LES GENTLEMEN DU DEMENAGEMENT
- NEER SERVICE FRANCE
- SOGEDEM EUROPACKING

## Germany

- CARL HARTMANN GMBH & CO KG
- FRIEDRICK KURZ GMBH
- INHOUSE RELOCATION
- SCHENKER DEUTSCHLAND AG

## Guatemala

- SWISS GLOBAL MOVERS

## Honduras

- MUDANZAS AIRLIFT INTERNATIONAL
- MUDANZAS INTERNATIONAL

## India

- CLINTUS NETWORK LIMITED
- IGL RELOCATION
- P.M. RELOCATIONS PVT LTD
- SERVILE RELOCATIONS PRIVATE LIMITED

## Indonesia

- ACE INTERNATIONAL
- PT KELLYS EXPRESS

## Israel

- A. UNIVERS TRANSIT LTD
- TDY INTERNATIONAL FREIGHT SERVICES LTD

## Italy

- CITTADINI S.p.A.
- T&T SERVICES INTL
- AMERICAN REMOVAL TRANSPORT

## Japan

- A-CROSS CORPORATION

## Malaysia

- SUBALIPACK (M) SDN BHD
- FELIX RELOCATION

## Mexico

- AUTOTRANSPORTES INTERNATIONAL
- CIME COMPANIA INTERNACIONAL DE MUDANZAS Y EMBARQUES SA DE CV
- MEXPACK INTERNATIONAL REMOVALS
- MORENO INTERNATIONAL, S.A. DE C.V.
- MUDANZAS GOU
- MULTI TRANSPORTES MEX, S.A. DE C.V.
- SANCALSA INTERNATIONAL SERVICES
- TRAFIMAR RELOCATION SERVICES, S.A. DE C.V.
- TRANSCONTAINER



# PAIMA MEMBERS



2016

## Myanmar

- GLOBAL MOVING & STORAGE LTD

## Nepal

- ORIENT INTL. RELOCATIONS

## New Zealand

- CONROY REMOVALS LTD

## Nicaragua

- MUDANZAS MUNDIALES, S.A.
- TRANSCARGO LTD

## Nigeria

- KOEMAN NIGERIA LTD

## Norway

- NFB INTERNATIONAL RELOCATIONS

## Panama

- BALBOA INTERNATIONAL, S.A.
- PANAMA INTERMOVING RELOCATIONS
- PTY PACKERS

## Peru

- ATLAS INTERNATIONAL SERVICE, S.A.
- DOOR TO DOOR TRANSPORTS, S.A.C.
- EXPRESS TRANSPORTS, S.A.
- MOVING SYSTEMS S.A.C.

## Philippines

- COMMERCIAL FREIGHT SERVICES, INC
- GOETZ MOVING & STORAGE, INC

## Portugal

- PREMIER INTERNATIONAL MOVERS

## Puerto Rico

- GARCIA TRUCKING SERVICE, INC
- LA ROSA DEL MONTE (PUERTO RICO)
- MONTI MOVING & STORAGE (PUERTO RICO)
- RODI CARGO INTERNATIONAL GROUP (PUERTO RICO)

## Singapore

- CROWN LINE PTY LTD
- GEOMETRA WORLDWIDE MOVERS PTE LTD
- ORIENT EXPRESS FORWARDING PTE LTD

## South Africa

- MAGNA THOMSON INTERNATIONAL MOVERS (PTY) LTD

## South Korea

- HIGH RELOCATION WORLDWIDE - KOREA
- PUMEX INTERNATIONAL MOVING & RELOCATION

## Spain

- GRUPO AMYGO, S.A.
- INTER S&R
- MUDANZAS TRALLERO, S.A.

## Sri Lanka

- TRANS WORLD MOVERS PTE LTD

## Switzerland

- SWISS MOVING SERVICE AG

## Taiwan

- GREEN VAN INTERNATIONAL CO, LTD

## Thailand

- JVK INTERNATIONAL MOVERS LTD

## The Netherlands

- NOBLE MOBILITY

## U.S. Virgin Islands

- BOB LYNCH MOVING & STORAGE, INC

## United Arab Emirates

- MASSTRANS FREIGHT LLC

## United Kingdom

- ARROWPAK INTERNATIONAL MOVERS
- BURKE BROS MOVING GROUP LTD
- GALLEON INTERNATIONAL SHIPPING CO, LTD

## Uruguay

- INTERTRAFIK SRL

## USA

- AIR ANIMAL PET MOVERS
- AIRES
- ALOHA INTERNATIONAL MOVING SERVICES, INC
- BLASON INTERNATIONAL MOVERS
- COCO'S INTERNATIONAL MOVERS, INC

- DALY MOVERS, INC
- FIDELITY AND MARINE
- HUMBOLDT INTERNATIONAL
- INTERMOVE LTD
- LA ROSA DEL MONTE USA
- ISLAND MOVERS, INC. HAWAII
- NEDRAC, INC
- NIPPON EXPRESS USA, INC
- OMEGA FORWARDING GROUP, LLC
- RELIABLE VAN & STORAGE CO
- RODI CARGO INTERNATIONAL
- SENTRY INTERNATIONAL
- TG INTERNATIONAL INSURANCE BROKERAGE, INC
- UNIPACK GLOBAL RELOCATIONS
- WICKMAN WORLDWIDE SERVICES, INC
- WITHERS WORLDWIDE

## Venezuela

- EQUIXPRESS, C.A.
- MUDANZAS INTERNACIONALES GLOBAL, C.A.

# The Communication Illusion

**I**n the communication age, have we lost the art of communication? Steve Jordan thinks, perhaps, we might have. Facebook does not constitute a PR campaign – whatever you might think.

I visited my grandchildren last Christmas. As I walked into the front room the 18 and 15-year-old boys were sitting side by side on the sofa looking at their phones. They didn't raise their heads. On closer inspection I found them to be texting – each other!

Later that day, the younger boy announced that he had an ambition to skydive. "That's interesting," said I, "where do you go to do that?" "Dunno," he replied, again without releasing his gaze from the device. "Well can you press some buttons on that thing that might tell you?" said I, suggesting he might like to Google 'skydiving centers' or something similar. With which he started talking to the phone and getting back electronic, inappropriate and totally

unhelpful answers from some moronic robot that had taken up residence in the thing. After asking the same question in three different ways and getting the same nonsensical reply he announced that there wasn't anywhere to fulfil his lifelong ambition and resumed texting his brother. This, apparently, is progress.

I have a quotation on my office wall from George Bernard Shaw: "The single biggest problem with communication is the illusion that it has taken place." George died over 65 years ago and what was undoubtedly true then is, in my opinion, even more so now. How many times have you heard someone protesting "Well I sent you an e-mail". Maybe you did but for the communication to take place it also has to arrive, be opened, be read, be understood and, if necessary, acted upon. If we ever knew that, we seem to have forgotten.

The same is true with corporate communication. I often hear comments to the

equivalent of: "Yes, we do our own PR, we have a Facebook page and 2,000 followers on Twitter." Well, that's wonderful, congratulations, but it's not PR. It's just indiscriminate background noise.

True PR is a meeting of minds between a company and the

**"Each story has to be prepared with care and tuned to match the style and requirements of each publication."**

Steve Jordan, Editor

press that serves its customers. It requires the company to understand what it is its customers need to know about its products and how best to get that message across in a clear, succinct and memorable

way. Each story has to be prepared with care and tuned to match the style and requirements of each publication. Editors need to be consulted, given assurance that the information is accurate and be given permission to print it. Photographs and illustrations should be high quality, relevant and sufficiently interesting to catch the eye.

Nor is it sufficient to send an editor a copy of your newsletter. That's just lazy. It might be interesting but the editor can't use any of the content, even if he wanted to: it's your copyright.

The problem is the illusion that the communication has taken place. Facebook, Twitter, WhatsApp and the rest are great toys but they are not replacements for a properly thought through and executed PR campaign. Do not be deceived into thinking that they might be.



**COCO'S**  
INTERNATIONAL MOVERS

BEST PRICE BEST PEOPLE BEST SERVICE

**cocomovers.com**

GET THE BEST  
FORGET THE REST

COCO'S INTERNATIONAL MOVERS

SERVING ALL OF FLORIDA SINCE 1986

Tel: 305.599.1516  
Fax: 305.599.1371

email: info@cocomovers.com

AMSA lacma IBAR IAM PAIMA

PROUD MEMBERS OF

**40<sup>th</sup>**  
ANNIVERSARY

TG International Insurance Brokerage, Inc.

LONGEVITY  
KNOWLEDGE  
INNOVATION

## INTERNATIONAL TRANSIT INSURANCE COVERAGE

- FLEXIBLE COVERAGE OPTIONS
- PERSONALIZED SERVICE
- ONLINE POLICY ISSUING
- SELECTED ITEMS COVERAGE
- IN-HOUSE CLAIMS SERVICE
- KNOWLEDGEABLE STAFF
- WORLDWIDE NETWORK

**PAIMA MEMBERS FOR 30 YEARS**

**TG INTERNATIONAL INSURANCE BROKERAGE**  
[phaedra@tginternational.com](mailto:phaedra@tginternational.com) \* [www.tginternational.com](http://www.tginternational.com)

# **PAIMA** **REGIONAL** **DIRECTORS**



## **Region I - Canada & Mexico**

### **Tim Garside**

Intercontinental Van Lines, Inc  
Markham, Canada  
Email: timg@intercontinentalgroup.com

### **Alexandra Schmidt**

Mexpack International Removals  
Mexico City, Mexico  
Email: info@mexpack.com

## **Region II - USA**

### **Pat Toscano**

Reliable Van & Storage Co  
Elizabeth, New Jersey  
Email: pjt550@aol.com

### **Steve Dozois**

Humboldt International  
Boston, Massachusetts  
Email: sdozois@humboldt.com

## **Region III - Central America & Caribbean**

### **Fabian Ortiz**

APA Worldwide Movers  
San Jose, Costa Rica  
Email: fortiz@apaworldwidemovers.com

## **Region IV - South America**

### **Jorge McCormack**

Mercovan Argentina SRL  
Buenos Aires, Argentina  
Email: jorge@mercovan.com.ar

## **Region V - Europe**

### **Bjorn Carlsen**

NFB International Relocations AS  
Norway  
Email: bjorn.carlsen@nfbir.com

## **Region VI - Africa**

### **Kehinde Arowoselu**

Koeman Nigeria Limited  
Lagos, Nigeria  
Email: arowoselu@koemannigeria.com

## **Region VII - Middle East**

### **Arvind Joshi**

Clintus Network Limited  
New Delhi, India  
Email: clintus@del2.vsnl.net.in

### **Aakanksha Bhargava**

P.M. Relocations PVT Ltd  
New Delhi, India  
Email: aakanksha@pmrelocations.com

## **Region VIII - Far East**

### **Sudeep Shah**

Orient International Relocations  
Kathmandu, Nepal  
Email: moving@orientfreightgroup.com

### **James Loberg**

Crown Van Lines  
Jurong, Singapore  
Email: movers@crowonline.com.sg

## **Region IX - Australia/New Zealand**

### **Fiona Conroy**

Conroy Removals  
Auckland, New Zealand  
Email: fionac@conroy.co.nz