

# PAIMA REPORT

## Issue 2, 2017



**Kellys Express**  
**Ten Years Pg 8**



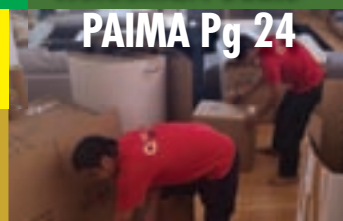
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PAIMA Pg 24**



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# PAIMA REPORT

Issue 2, 2017

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**They say that there is good and bad in everything. That is undoubtedly true in almost every walk of life and, in the US, we are going through plenty of both right now.**

Our summer season is in full flow with all the challenges that brings; it's like Christmas is for retailers with our workload increasing by 50% over the summer months and our profit, we hope, doing the same.

But there is a downside. Along with all the seasonal difficulties and long hours we have another obstacle to overcome: underemployment. In the US the current unemployment rate is just 4.3%, which is amongst the lowest in the world. That's great for the economy and for people looking for jobs, but it's not so good for people trying to run a business, especially one that is so labor intensive as moving.

Hiring, and keeping, skilled employees has been difficult, partly because of the unemployment rate but also because other industries are able to offer more attractive salary and benefits packages. But we are

lucky: it's often said that the moving industry is a people business and it's this that gives it its variety and its draw. It's the people that make it special and it's those relationships that allows the industry to retain some fine talent even in the face of unfair competition.

Talking of extraordinary people, our executive director has been working extra hard putting together an exciting convention for us all in Long Beach. I am delighted to hear the attendance and registration is up compared with the same time last year. If you have not already booked your place, please contact Tony as soon as possible. We predict, Long Beach could very well be our best convention yet. I am looking forward to seeing you there.

**Jose Marrero**  
**PAIMA President**  
**1 September, 2017**



## Letter from the Editor

**I**t's September. Hurray! There is a light at the end of the silly-season tunnel. I hope you have all had a successful and profitable busy period and are now beginning to ease, just a little, and look forward to the conference in Long Beach.

I have given a short preview of the conference in these pages. It looks fun and I hope you all have a wonderful time. Be warned though, as I explain on page 15 the *Queen Mary* is running its Halloween capers again which are not for the faint hearted. Go along if you get time, and you think you are strong enough, but don't say nobody warned you. I did.

Two other stories this time are particularly significant in this issue: the density story on page 18 and the article about cyber threats on page 10. I don't really know how the density problem is going to be resolved although, I suspect, it will gradually shift over time without the need for any great global decisions. But I don't really know. It will be interesting to see. Cyber threats are a real problem for everyone though and it's important to be vigilant. As with all forms of terrorism, they only have to be lucky once, we need to keep them away all of the time. I hope the article helps.

I'll see you all again at the conference. Don't forget, I always need stories for *PAIMA Report* and am happy to make time to sit with you for a chat if there is something interesting happening in your company that you'd like to share with the rest of us.

One small request. When I'm taking photos of the golfers, or any PAIMA sporting event, let's have a few fist pumps and leaps in the air, whether the putt fell or not. It doesn't improve your score but it looks great in the magazine – and I won't tell if you don't.

Regards  
Steve Jordan, Editor

## Aires wins at EMMAs

**A**ires has been awarded Relocation Management Company of the Year by the Forum for Expatriate Management at the Americas Expatriate Management & Mobility Awards (EMMAs). The award was presented to Aires at a ceremony held on May 4 in Denver, Colorado.

"We are both honored and excited to have been selected Relocation Management Company of the Year," said Jeff Wangler, Aires' President. "It is a testament to our frontline team who work diligently every day to impact the quality of life for each family we move. We constantly try to reach new heights and ensure that the relocation experience is second to none. This award validates our efforts."

The award recognizes Aires' flexible service delivery model, independent partner model, leading technology solutions, and the



depth of customization offered for each client's mobility program. The awards were judged by an independent group of leading mobility professionals from a variety of companies and industries.

A complete list of 2017 Americas EMMA award winners is available at [www.americas.forum-expat-management.com/awards/winners-new](http://www.americas.forum-expat-management.com/awards/winners-new).



Joleen Lauffer

"When developing the tool, we worked to fully understand the patterns, motives, and decisions of our lump-sum transferees to improve their experience. This approach resulted in the refined and intuitive user experience that Aires' clients expect," said Aires' Vice President of Operations, Joleen Lauffer.

One judge in the process highlighted several key benefits of the tool, stating, "Identifying gaps in competitive solutions is called value-based marketing, which not enough companies appear to do with any due diligence. Bravo for

doing so. I also like that you can track actual spend against budget and have tax data available at the end of it all. Excellent. Well done!"

Introduced in 2016, SpringBoard offers a number of features and benefits, including:

- Dynamic services selection with automatically generated service provider options;
- Personalized task list;
- Interactive budgeting process to set service budgets and track actual costs vs budgeted amounts;
- Taxability tips and automated year-end tax packet;
- Available for US domestic and international relocations;

- Multiple-currency for international moves;
- Access to an Aires mobility specialist with 24/7 availability;
- Access to Aires' global network of partners.

More than 3,600 nominations from organizations of all sizes and in virtually every industry were submitted this year for consideration in a wide range of categories. The American Business Awards are the nation's premier business awards program. All organizations operating in the USA are eligible to submit nominations – public and private, for-profit and non-profit, large and small.

"Each year the judges find the quality and variety of the nominations to be greater than the year before," said Michael Gallagher, President and founder of the Stevie Awards. "The 2017 competition was intense and every organization that has won should be proud."

Details about The American Business Awards and the list of 2017 Stevie winners are available at [www.StevieAwards.com](http://www.StevieAwards.com).

## Aires wins gold at the Stevies

**A**ires has announced that its SpringBoard, self-service, lump-sum management tool has won the Gold Stevie American Business Award in the 'New Product or Service of the Year – Software – Cloud Application/Service' category. Winners were determined by the average scores of more than 190 professionals worldwide in a two-month judging process. Aires' SpringBoard tool was selected for its advanced functionality, ease of use, and ability to fill gaps in current market offerings.



## Burke Bros Moving Group donates over 5,000 books to its local charity

**B**urke Bros Moving Group in the UK has donated over 5,000 books to local charity, Compton Hospice.

The company collected the unwanted books over several months from house clearances and moves and items that have been donated to the Group. The books are to be put to good use, being sold across Compton Hospice charity shops in the local area to help raise funds.

Compton Hospice is a charity which has been supporting patients facing life-limiting illnesses, and their families, for over 30 years. Its purpose is to make a difference to people's lives when their illness is no longer curable.

Compton's network of charity shops sells a vast range of second-hand and new items to generate income to fund quality and dignified care for its patients and their families. After recent break-ins at the Compton Hospice shops, Burke Bros has increased its efforts to try and help the charity raise much needed funding.

Burke Bros Moving Group's Managing Director, Gary Burke, was made a non-executive director of Compton Hospice in 2015. He commented, "We were founded in the Black Country and we are proud to give back to charitable organizations in the area that do such meaningful work. Almost everyone in this area will know someone who has benefitted from Compton Hospice and it's nice to be able to do our bit to make sure their work continues."

Burke Bros Moving Group will be looking for other ways to raise funds for Compton Hospice and other charities in the Wolverhampton area throughout 2017.

## US\$600,000 contract for La Rosa Del Monte



**L**a Rosa Del Monte in Puerto Rico has recently landed a US\$600,000 contract to provide the complete relocation of the US Court House Ron deLugo Federal Building in St Thomas, US Virgin Islands. This will involve 26 months of relocation work while the court house is remodeled inside and out.

"A specialist crew of over 15 people will be working on this project directly on the island," said Neftaly Rodriguez, Manager of Business Development & Logistics for La Rosa Del Monte. "We also hope to seek local collaboration from other moving companies on the island to make this a team effort so it's beneficial for everybody."



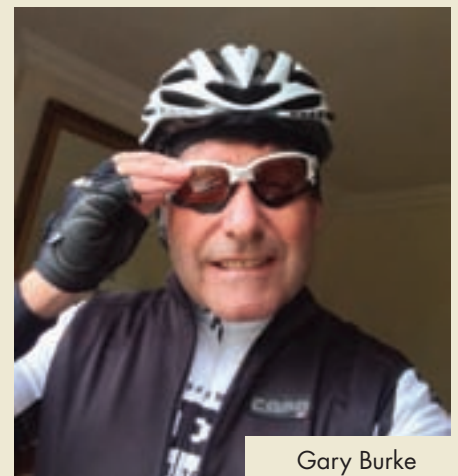
# Burke Bros provides pedal power

**B**urke Bros Moving likes to play its part in helping fundraising initiatives for charities local to its Midlands, UK-based head office. Managing Director Gary Burke took time out for the 105-mile Wolverhampton to Aberdovey Bike Ride before receiving his medal from Paralympic athlete Ellie Simmonds.

The annual charity bike ride is held to raise funds for a number of local charities. This year 14 charities including: Acorns Children's Hospice; Changing Lives; Newlife Foundation, to the Shrewsbury Music Therapy Unit, all benefitted from the fundraising event. Thanks to the 700 fellow cyclists taking part, the event has raised in excess of £105,000. Despite a number of unfortunate minor accidents along the way, cyclists completed the ride at Aberdovey Yacht Club on the afternoon of Friday, 16 June, with Gary crossing the line shortly before 3pm.



Speaking about the event Gary Burke commented: "It's important, as a company, that we give back to our local area through such fundraising events. We also value the pursuit of sport amongst our employees to maintain a work-life balance and benefit from the discipline, team work and focus that playing sports can bring."



Gary Burke



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# Kellys Express – ten years, a lifetime in the making

**M**T Rajah, known to everyone simply as Rajah, started his moving company in Jakarta on 1 June, 2007. That makes it 10 years old this year – and thriving.

He called his company PT Kellys Express after his eldest daughter, who is now a surgeon in Australia, and has built it up to be one of the best known in the region and with an international reputation for good service and integrity.

But long before his company started, even before he ever set foot on Indonesian soil, Rajah was steeped in the shipping and logistics industry. Although Kellys has been operating for a single decade, it has been much longer in the making.

Rajah was born in Sri Lanka (then Ceylon) and studied as a chartered accountant in the UK. After qualifying he joined the Fred Olsen shipping line as a divisional accountant then, in 1972, was instrumental in setting up Sequana Maritime in Kent, which is still operating as a successful worldwide freight forwarding and ship broking agency.

He emigrated to Australia in 1986 and worked with the infamous Alan Bond for a time before moving again to Singapore to become a divisional accountant for Cho Yang

Line until its demise in the year 2000. While in Singapore he met Ani who later became his wife. Ani was from Indonesia so the couple set up home in Jakarta where, in 2004, Rajah joined a local moving company. "We handled a lot of work for Japanese moving companies," he explained. "But the company wasn't very interested in developing the international business in which I was particularly interested."

In 2007, aided and abetted by Ani, Rajah started Kellys Express. But, he explained, it was not that straightforward. "As a foreigner in Indonesia I was not allowed to own shares in an Indonesian company in Indonesia unless I met some very complex conditions. I decided to take the easy way out and we set up the company with Ani holding 95% of the shares."

Rajah said that he left his old company on very good terms and, as the international moving business was not the direction it wanted to take, his old bosses were happy that he take over the Japanese business.

Today, Kellys does around 1,500 moves a year to Japan and worldwide. But Rajah recognized that, although this was a strong base on which to build his company, having 'all his eggs in one basket' was not ideal. It was then that he started out on his quest for

global awareness by joining IAM, PAIMA, EUROMOVERS, IMC and, as his DSP service began to prosper, ERC and EuRA. Go to virtually any conference in the moving calendar and Rajah and Ani will be there too. "It's a people business and I enjoy their company," said Rajah.

Attending conferences was a great success for Kellys. Rajah and Ani were able to make contacts, build relationships and, eventually, secure business from shippers all over the world. This included some of the primary RMCs including Graebel, Allied and others for which Kellys is an Indonesian partner, also providing DSP and origin services.





Kellys is also the official mover to a number of international schools and oil companies in Indonesia, and does brisk business with Australia, particularly for moving to and from Bali.

Kellys joined PAIMA in 2012 after Rajah met Matthias Tischer and Macarena Scalia and exchanged a lot of business with PAIMA members in Latin America. "The PAIMA conference is a good place to meet and exchange views," he explained. "There are some areas of Latin America that are very difficult to work in, so PAIMA helps me to get a better understanding of their operations." In 2016, Kellys won the highest achievement in reported tonnage for the Asian region.

Rajah says that his company has an advantage over much of his competition as most other moving companies in Indonesia are franchises or members of multinational organizations. These companies have comparatively complex hierarchies and significant overheads. "I have low

overheads and can make all my own decisions instantly," he explained. "This means I can be flexible and moderate with my charges and give customers a more immediate service." Today, Kellys has come a long way since 1 June, 2007. Then Rajah and Ani had no warehouse and three staff members. Now the company has three warehouses, employs around 60 on-road staff and has 12 people in the office. Ani is the president of the company and looks after finances.

On 23 July they had a party to celebrate their first decade as a company. The event was held at a well-known restaurant/bar (Aphrodite), which was attended by around 200 guests, customers, friends and members of staff. Together they raised a glass to the next ten years and more.

Right: M T Rajah and his wife Ani celebrate 10 years of Kellys Express



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# Protecting yourself against the cyber threat

**T**here has been a lot in the press recently about cyber attacks. It's a problem that is of our own making: as we become increasingly dependent on Internet-based systems, we give more power to those criminals that seek to gain by our self-imposed vulnerability. In this article Steve Jordan looks at some of the dangers cyber crime poses, and what you can do to protect yourselves.

If your business is hit by a cyber attack, your ability to function as a business will be impaired. You might lose money, or commercially sensitive information, or other people's data. Your service might suffer, your reputation be

damaged, your customers might lose confidence in you and, (and here's the salt in the wound), you might get fined as well for not keeping your customers' data safe. It's really bad news.

According to PWC's Information Security Breaches Survey released in June 2015, 90% of large organizations and 74% of SMEs had suffered a security breach - up from 81% and 60% the year before. This is not a theoretical risk. This is real.

So, let's look at the types of attack you are guarding against.

## **Malware**

This can infect a computer from contaminated e-mail attachments, infected websites or social media posts, or corrupt files stored on external drives. Common types

include: Spyware, designed to steal information about your activity on a computer so a criminal can obtain personal information; Ransomware, that locks a computer until a ransom is paid, usually in Bitcoin; or viruses that disrupt the operation of a computer.

## **Protecting against malware**

Use a firewall designed to protect one computer from another; use antivirus software and keep it up to date; encrypt sensitive data; restrict the kind of devices that you will allow to be connected to your office computers (phones, iPods, USB drives, etc.); keep software updated with the latest patches from the developer; back up data regularly; and have strong passwords that are as long as possible, have different types of symbols and are not based on personal information that could be discovered by a hacker. Avoid following potentially malicious links on e-mails or attachments.

## **Social engineering**

This is when a fraudster manipulates an individual into helping them get access to a computer system. Phishing, for example, when a criminal sends an e-mail pretending to be someone else in the hope that it will be opened and acted upon. Or spear phishing, a more direct form of the same thing but directed at a specific person,

often appearing to come from someone they know. Payment fraud is another type of social engineering that fakes a request from a senior member of staff or a trusted supplier to pay money to a specific bank account.

## **Protecting against social engineering**

It's largely a matter of staff education. People need to be wary and always check before doing anything. If you hover the mouse over an e-mail address in the sender box it will show you where the message really came from. Check for e-mails that are spelt badly or include numbers in their addresses rather than letters; often phishing e-mails will be sent from an e-mail account that looks right, but isn't quite. Never provide banking, login or personal information unless you check that the request is coming from a genuine source.

## **Data leakage**

It's very easy for a criminal to create a spear fishing e-mail that looks as if it has come from you, or is personal to you, if he knows where you are and what you are doing. For example, if you've just visited a restaurant you might not be suspicious of an e-mail survey that comes in the following day. The survey might contain malicious software.



### Protecting yourself against data leakage

Many people are happy to live their lives online, posting their every movement and thought on Facebook or Twitter. Be careful what you post. Also, check what information is available online and be careful how much you divulge to your 'friends' on Facebook. Not everyone is friendly. Make sure you have your privacy settings up to date. Don't forget, if you are a director of a company there's loads of information about you in the official records, and, if your business is registered at your home address, anyone can find out where you live. Try, as best you can, to keep your personal and business lives separate.

### Sniffing

Sniffing is when criminals intercept your data when it's sent through a publicly-available Wi-Fi hotspot. They can steal passwords and login details even if you don't type them in every time. Criminals can even set up their own public hot spots

which connect you to their computer as soon as you log in.

### Protecting yourself against sniffing

If possible use a Virtual Private Network (VPN) when accessing public Wi-Fi connections which will encrypt your data so the criminals can't get at it. Don't do anything on public Wi-Fi that you wouldn't want other people to see, such as online banking, accessing company e-mails or anything that requires you to enter a username or password. If in doubt, stick to using your 4G connection, which is also encrypted.

### Legislation

The European General Data Protection Regulation (GDPR) comes in to force on 25 May, 2018 and will bring into effect a set of rules that anyone processing customers' personal data must abide by. Customers will have more say over what you can do with their data and how it can be used and reporting a data breach will be

mandatory. It will also give greater power to regulators to impose significant fines if your business is responsible for losing data, up to 5% of global turnover or €20m.

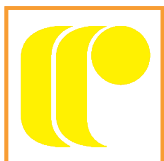
### Reporting crime

It's important to report crime to help the authorities catch the criminals. In every country there will be a central point for reporting cyber crime. Check out the reporting process in your country and be sure to report the criminals every time.

In the future our lives will be controlled even more than they are today by computers and more of our business will be conducted online. The criminals try to be one step ahead and the adage is relevant: they only need to get lucky once, we have to stop them all the time.

**"This is  
not a  
theoretical  
risk.  
This is  
real."**

Steve Jordan



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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.

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# PAIMA 2017, Long Beach, California



## Ladies and gentlemen - start your engines

**It's time to dust off your racing suit, don your helmet, fuel up and start your engines for the Grand Prix event in the PAIMA calendar in Long Beach from 6 to 8 October. If you have not already booked your place there's just time left if you're quick - otherwise you'll get left on the starting grid.**

Why the racing theme for the 2017 PAIMA conference? Well, for over 40 years Long Beach has been home to the IndyCar Series Grand Prix, held in April every year, and our hotel is right on the racing circuit. What better excuse to dress up like Scott Dixon and drop as many motor racing puns as possible.

### **The hotel**

The paddock for the event will be the Hyatt Regency down by the waterfront at Long Beach with views of the harbor and the

famous *Queen Mary* liner, now used as a boutique hotel. If you feel like stretching your legs when you get some free time there are over 100 restaurants within walking distance, The Pike shopping centre for those essential 'take home' items, and the Halloween events held on the old ship - for those who think they might be brave enough (see page 15).

### **The golf**

As has become traditional at PAIMA conferences of late, the warm-up laps will be held at the Meadowlark Golf Club, just a short spin down the coast at Huntington Beach. It's a very pretty par-70, 5,609-yard championship golf course designed by William Bell. The course's website says that it's a natural course on which "Large stands of mature trees frame gently rolling Bermuda and kikuyu fairways and manicured

undulating greens, with a variety of picturesque water features, unique bunkering and indigenous flora and fauna creating both strategic diversity and a stunning backdrop for golf". Sounds very poetic, but whether the surroundings will improve the players' performances is doubtful. It will be a nice walk in the sunshine though! PAIMA thanks Teamwork International Movers for its sponsorship of the tournament.

### **Welcome to PAIMA**

That evening we will all (those who survived the golf anyway) gather for the first refuelling pitstop at the Poolside & Seaview Rotunda, sponsored by the PAIMA Board. Cocktails and hors d'oeuvres will be the order of the evening in relaxed surroundings giving everyone the chance to renew acquaintances and hug the very breath out of old friends as we meet once again with a full year's stories to share.

### **Getting down to business**

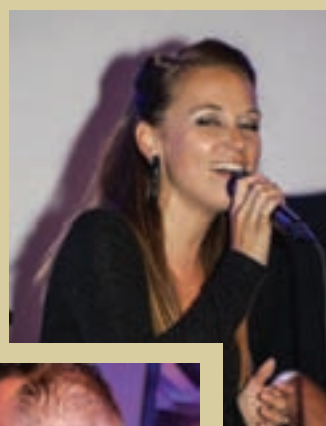
The following morning we'll be lined up on the grid, engines screaming and pulse-rates racing ready for the roll call and the opening business sessions. As always there will be a lot to get through, including the now greatly anticipated international panel. By 12:30pm we'll all be ready for a breather with lunch followed by 'The Amazing Race' Scavenger Hunt. Teams will roam the streets of Long Beach solving puzzles, taking photos, acting out scenes from movies, dancing with perfect strangers and singing songs all in the interest of attaining the highest score and, most importantly, winning. Some may think it's fun, but having a good time is serious business at PAIMA. (continued overleaf).



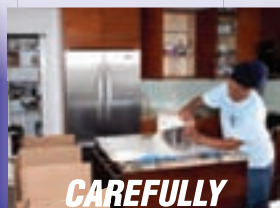
## One-on-One

## The chequered flag

cross the finishing line together. Entertainment will be supplied by *Calphonics*, back by popular demand after keeping the dancing going until the small hours in San Diego two years ago. Amid the jollity we will all learn who won the Scavenger Hunt and prizes, sponsored by Air Animal Pet Movers, will be presented to the podium finishers. There are no prizes, however, for counting all the motor racing puns in this story.



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# the Queen Mary's DARK HARBOR®

## EVIL LURKS WITHIN

## The true horror of the *Queen Mary*

by Steve Jordan

**W**hen you are in Long Beach, you can go along to the *Queen Mary*, the iconic cruise ship that's permanently moored there and used as a rather quirky hotel. It's interesting to see, especially for anyone keen on maritime history or the ship's glorious past. But, in October, when night falls, there's something else going on. Try it, if you are brave enough.

Throughout October, leading up to Halloween, for the modest sum of US\$20, you can go along to the *Queen Mary* Dark Harbor mazes that will, I promise you, if they are anything like they were when I was last there in 2001, scare you witless.

Now I am not someone who is easily spooked. I'm a prosaic sort who doesn't especially believe in ghosts and am happy to shrug off even the most realistic Halloween antics as just kids having fun. But the *Queen Mary* mazes are different. Americans do this kind of thing very well and, after all, the old ship has to maintain its claim to be haunted.

Firstly, they are not mazes. If they were nobody would go in. They are a series of (15 I think) themed routes around and through the belly of the ship. The way is clear, more or less, and there are no obstacles, as such. But you have company. At every turn there are actors, dressed to kill, literally, and hovering malevolently, threatening to pounce. Sometimes they make a grab, sometimes just a touch, perhaps a menacing purr, often only a ghostly stare, but always in a way that is guaranteed to encourage you towards the bathroom at the earliest opportunity.

Imagine, for example, turning into a completely white room sprayed with blood, with butchers' tables all around spread with dismembered bodies, a rapid strobe light in your face which seems to slow your movements as in a horrific dream and a man - bloodied, manic, screaming - rushing at you with a smoking, roaring, screeching chainsaw. Hmmm!

Or perhaps you'd prefer being blinded by a search light before entering a pitch-black room, silent and dank, with a faint chemical smell and a slow drip ... drip ... drip into an invisible body of water. What is there? Can it hear you? When will it pounce? Will you survive?

I didn't go into all 15. I think I did four before my nerves were completely shot. I have rarely been truly frightened but that was one occasion when I was. If you want to give it a try, go ahead.

Enjoy yourself. But take a friend or two. Don't ask me. I won't be joining you.

This year there's one called *Lullaby*. It promises a pocket full of nightmares and a spine-tingling trip through the story of little Scary Mary: gone, but not forgotten. Mary is looking for playmates to join her on the other side of hell. The advertising asks whether you will succumb to the youngster's pranks and tricks, or will you escape with your soul intact? Sounds delightful.

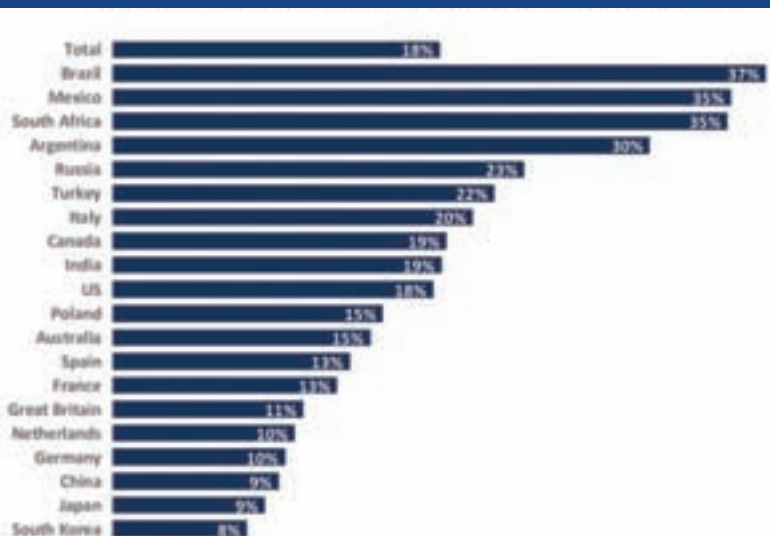
# Global employees less inclined to move abroad than five years ago

**A**ccording to a new poll conducted by the global research company Ipsos on behalf of the Canadian Employee Relocation Council, almost two in ten (18%) employees in 20 countries say they would be 'very likely' to temporarily relocate for up to two years and take a full-time job in another country with a 10% pay increase. By comparison, in 2012, one quarter (25%) of employees said they would be 'very likely' to take a full-time job in another country (a decline of 7%).

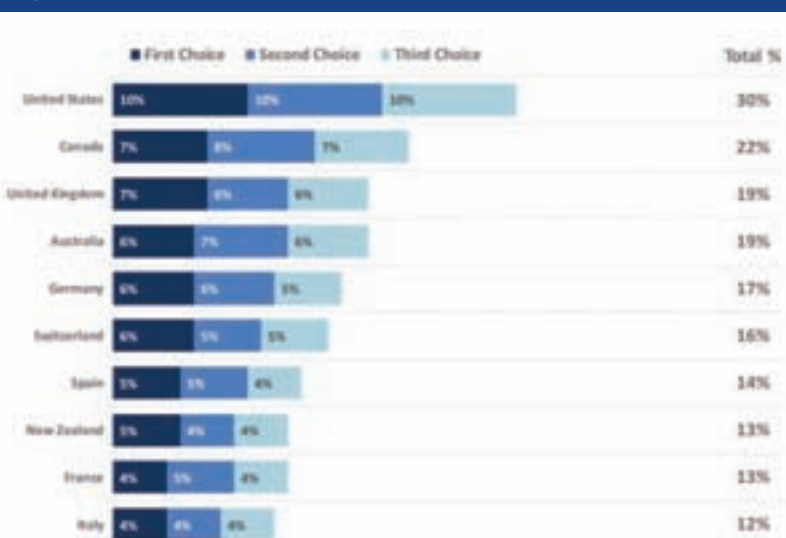
Stephen Cryne (pictured opposite page), President and CEO of the Canadian Employee Relocation Council (CERC) said, "At a time when many regions of the world are moving to knowledge-based economies, and living standards improve, it is not surprising to see a measurable decline in the number of employees willing to relocate for employment since 2012."

The global survey was organized by CERC and includes a comprehensive survey of 10,000 employees in 20 countries from all parts of the world. It was sponsored by BDO Global, Council for Global Immigration, Crown World Mobility, Dwellworks LLC, EuRA, Randstad Holding NV, TheMIGroup, and Weichert Workforce Mobility.

Percentage of Employees 'Very Likely' to Temporarily Relocate



Top Global Choices for Destination





### Understanding why

Canadians specifically were asked to share their views on the motivations behind their likelihood to move abroad for work in the form of two open-ended questions. Those who indicated they are 'likely' to move were asked to reflect on what barriers would prevent them from taking a foreign assignment. The number one factor cited by Canadians is family/friends (40%), followed at a great distance by location (10%), money/financial stability/salary (9%), and job security (8%).

Those who indicated they are 'unlikely' to move were asked to describe what incentives might make them consider the move after all. Almost three in ten (27%) said a pay increase would make them consider relocation. Only 6% indicated the country they are relocating to would make them consider it. Over four in ten (43%) said nothing would make them consider relocation.

**"At a time when many regions of the world are moving to knowledge-based economies, and living standards improve, it is not surprising to see a measurable decline in the number of employees willing to relocate for employment since 2012."**

Stephen Cryne



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# Getting the density right

**W**hen the moving industry first heard about the proposed changes to the SOLAS (Safety of Life at Sea) regulations that would require all containers to be weighed before loading, they probably missed the biggest issue. What will we do about density?

While movers across the globe were worrying about the lack of certified weighing facilities, the difficulties of weighing items on the doorstep, or the level of fines that the authorities would apply, the real elephant in the room lay sleeping.

If your company is not doing any corporate international work, you have little to worry about. Private individuals are not concerned with whether you calculate your charges on weight or volume or whether you use cubic feet or meters. They just want to know how much the move is going to cost. But the corporate world is different.

## Weight versus volume

There have always been two schools of thought. Generally, in Europe, volume has been king. Household goods ocean freight charges are based on volume and a shipping container has a finite size. The weight doesn't matter. The amount of packing material used is more closely related to volume too, so it makes sense to base all quotes on the volume shipped.

The problem with volume, however, is it's easy to fake. A 10 cu met shipment can easily be expanded to 12 meters with the over enthusiastic use of packaging or a reluctance to fill voids. The cost remains virtually unchanged, but the price to the customer goes up.

That's largely why the Americans prefer to base their quotations on weight. It is, what it is. Adding in a few extra cartons won't make much

difference. Sadly, the weight has almost no bearing on the cost of doing the job. Well, nothing's perfect!

The two systems have universally been brought together by the application of a density factor, usually 6.5 lbs per cu ft (around 100 Kg/ cu met). Until now everyone has rubbed along quite nicely knowing that the figures were wrong, but with a general understanding that everyone knows what's what. The density factor allowed movers to quote for contracts that were based on weight in the sound knowledge that their costings were correct as the conversion factor was well understood. Now it isn't.

## What's changed?

Now, because a Verified Gross Mass (VGM) has to be issued, the actual weight of the container is known by the customer who, quite understandably, does not want to pay a penny or cent more than necessary. This makes costing much more difficult for companies who are not used to working in weight. What's more, recent research completed by FIDI has shown that the density factor of 6.5 lbs/cu ft, when applied to modern shipments, is wrong: it's more like 6 lbs/cu ft. So, now, the 1,000 cu ft container full load, that you thought you were going to bill at 6,500 lbs, can only be invoiced at 6,000 lbs – possibly less depending on what the VGM says. Your costs, however, have remained the same.

## The solution – or maybe not

So, what's to be done? The obvious answer is to change the 6.5 figure to something lower. That would mean, however, that all rate schedules would need to be changed and could spark off a series of new RFPs (Requests for Proposal) from corporations; not something anyone would welcome. Surveyors could be taught to estimate actual weight, but that wouldn't help as neither the overall cost of the job or the rate per 100 lbs would change.

The jury is still out on the best course of action. Clearly everyone wants to reduce the discrepancy between the quoted rate and the cost of sale, but it's not easy. What will probably happen is the American way will continue to be applied and European shippers will just have to adjust their system of costing to suit. The volume will become a mere statistic needed for calculating whether the shipment will fit in a container and not related to the quoted price at all.

Who would have thought! What started off as a way of helping to avoid accidents at sea would turn into a major issue for movers, while the original concerns have all but evaporated. We have yet to hear the last of this.



# Making the most of your website

A grumble by Steve Jordan

**I**t was back in 1991 that the first website appeared. In his prototype page Tim Berners-Lee posted, understandably enough, information about the Worldwide Web. It was only text but it was exactly what any visitor would need to see.

Since then we've come on a bit. Or have we? While doing my research for this issue I had a look at some PAIMA members' websites and, although many were excellent, some were not. Some were very poor and some did not work at all.

To save you quickly scanning the rest of this story I can assure you I have not named names. I have no wish to be lynched in Long Beach. But it would be remiss of me not to point out some of the failings.

The first sin was having a website that doesn't work. If you've not checked yours in a while it might be a good idea to take a look, just to make sure. I didn't look at all the PAIMA websites but I did find at least four that did nothing.

Sin two was having a Flash site. I don't want to have to download additional software to look at your site and nor does anyone else. It's much easier to click out and go to your competition instead.

I know that you are all proud to be members of PAIMA. It is rather puzzling, therefore, that only a small proportion of you put a PAIMA logo on your website to show off your membership to the world. Very strange. Not that you have singled out PAIMA of course, many sites don't show membership badges at all.

But then I get to the whole reason I was looking in the first place. I was searching for news that I could include in these pages. Stories that would provide my readers with interest and entertainment and you with free publicity. Guess how much I found? Yes! Nothing.

Most didn't have a 'news' tab. There were some sites that had a tab for news, but nothing behind it. Others had latest content that was up to four years old. Some had stories, but no dates, so I had no idea whether it was news or history. Only one or two had anything that was current, and all that was aimed at the consumer, so wasn't any good to me.

A news page is very useful. By putting up news you are constantly refreshing your site and bringing it to the attention of search engines. You provide current information to your customers which they find helpful and so think more kindly of your company when comparing it with others. If you publish

something appropriate, you might get it published in the *PAIMA Report* or one of the other trade publications.

So, what would I have liked to have found? Most of you will have had a new member of staff recently: 200 words and a link to a high-resolution photo would have been ideal (it makes them feel good too). Perhaps you have upgraded your vehicle fleet, opened a new warehouse or added a new service: again a few words and a photo is all that's required. If you have opinions about the industry, worldwide or in your own country, why not add them to your site so others can cut and paste your thoughts and publish them for the world to admire. Perhaps José in accounts has just completed his first marathon and raised money for charity.

Any of these stories would have made these pages and would have helped to keep your website lively too.

If I have inspired you may I ask one further favor. Call your tab 'press releases' not 'news', 'blog' or, worse still 'newsletter'. If you call it 'press releases' you give permission to any journalist to publish your work (which is what you want them to do). Call it anything else and your words remain your copyright and nobody, other than the foolhardy, will use them.





# AMR in Shanghai

## Mixing youth with experience

**A**MR International Relocation has recently joined PAIMA as the network's only member in Shanghai. Steve Jordan called to find out more.

It was during a chat with PAIMA Director Matthias Tischer that Allen Lu was encouraged to come along as a guest to the PAIMA conference in San Diego in 2015. Once he had experienced the friendly PAIMA welcome, Allen was hooked. "I really enjoyed this convention," he said. "It was a small group, but all professionals, and it was easy to meet people."

He had started his new company, AMR, that same year after around nine years working with a local Shanghai mover, Hiboo, where Allen rose from salesman, to branch manager and eventually to general manager. During that time, he helped build the company from a small office with just four staff to US\$1 million turnover by 2014.

"But I wanted to start my own business and had been in the moving industry since graduating from college," said Allen. "I had learned to love the industry. It was the obvious thing to do."

Allen started with a warehouse in Shanghai and, in June that year, opened a representative office in Beijing. The company now has eight staff in Shanghai and a small team of packers. Allen explained that most of the work is for expats working for foreign corporations. "We mainly work for companies and we do a lot of work as a local agent for our industry colleagues around the world," he explained. "Local Chinese people don't move much. Many of them live their whole lives in the same place. But we could see more and more Chinese companies investing overseas and so more corporate business. We are ready for this change."

**"We want to do well and I am sure being part of PAIMA will be good for us and our new colleagues."**

John Wu

The moving business in China is very competitive, with a mixture of large multinational companies and small organizations. To help Allen position AMR as a key player in this environment he recently employed several of his old colleagues including John Wu, a close friend from college days who has been working for SIRVA and AGS. "John has brought with him new ideas and he knows a lot of people," said Allen. "He brings new opportunities for the company and, already we are starting to work with new corporate accounts."



"It was a big change for me to come from the corporate world in SIRVA to work in a small moving company," said John. "But I felt I had done what I could in the RMC environment and wanted a new challenge. I have known Allen for years and trust him. He's also a very good teacher, so I am learning the business quickly."

Asked what benefit his RMC experience is to AMR John said that it allows him to look at the business from a different point of view. "I think it's about strategy. In a big company you see a different, bigger picture. Those things help me to implement our business policies and strategy. My experience is also helpful to our customers because I am able to share the knowledge of the wider relocations industry to help them with their moves."

Since the San Diego convention AMR has received a lot of business from PAIMA members. This made him confident that PAIMA was the right place for his company and encouraged him to bring AMR into PAIMA to expand his knowledge of the wider industry and to get to know more agents around the world. Last year AMR performed around 300 international moves with Germany and the USA being the most popular destinations. By joining PAIMA Allen hopes to expand that both in terms of shipments and destinations, thereby giving his company a much more global footprint.

He also joined IAM, Worldwide ERC and ARA (Asian Relocation Association) but he prefers the family feel of PAIMA. He's also a great fan

of the PAIMA tonnage report. "I like this idea," he said. "Everyone wants to join it and put more energy into the program. Everyone can see who is supporting the Association and the tonnage companies receive back. If you receive a lot of shipments it must mean that you do a very good job in your country."

What makes AMR special? Both John and Allen agree that it is the one-on-one service they give to customers that larger companies are not able to do. "We have all done everything here so our customers only need to have one contact," said John. "We are also all very young with lots of energy and enthusiasm for the business. We want to do well and I am sure being part of PAIMA will be good for us and our new colleagues."

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Tel: +86-21 6302 3565  
www.amr-relocation.com



Allen Lu



Nancy Wang



John Wu





Left to right: Maxim Grishin,  
Emin Jafarov, Sergey Klimov  
and Filipp Kashpar

# Terra Moving

## becomes PAIMA's first member in Russia



**M**oscow-based Terra Moving has recently joined PAIMA, the first moving company in Russia to do so.

Emin Jafarov and his three colleagues Sergey Klimov, Maxim Grishin and Filipp Kashpar started the company in 2014 having worked together in the moving industry for the previous 12 years. "It was our customers who encouraged us to start our own company, they trusted us and thought we should be independent, and we thought, why not?" said Emin. "The situation in Russia was quite volatile in 2014 and it was not really a good time to start a new business, but we thought things could only get better and went ahead anyway. We pooled our resources and managed to raise enough capital to get

started without having to borrow from the banks. We've continued to be self-financing ever since."

The company mainly deals with corporate moves and has a portfolio of clients that would be the envy of any moving company, especially one that has only been trading for three years. "When we started we successfully tendered for a number of large corporate contracts and over the years several others have followed," said Emin. "Today our clients include foreign embassies, oil companies and international banks; we are very proud of that."





The moving industry in Russia is very young, only having developed during the last 20 years, and outside Moscow the number of professional moving companies is still very small. Consequently, it is difficult to find reliable subcontractors to handle work away from the capital. Terra decided from the start only to use its own staff and transport, despite the vast distances that often have to be covered.

"Russia is the biggest country in the world and in some areas the roads are quite poor. In some cases it can take up to a week to reach a destination," said Emin. "We often use two drivers to reduce the journey time and fly the moving crew out to save time. It's more expensive than using subcontractors but it means we can maintain our standards, which is what our customers want."


Terra currently employs 23 permanent staff supplemented by a number of carefully selected freelance operatives who are well known to Emin and his fellow directors. "We only use people we know we can trust and we have never had an issue," said Emin.

When it comes to surveys Terra uses a number of methods, both traditional and high-tech. "For jobs in Moscow we have our own surveyor who will visit the client in person. Even in some long-distance cases we'll fly him out to do a physical survey, especially if the job is particularly large or unusual, or the client requests it," said Emin. "With such vast distances to cover we often use Skype or Facetime, this saves a lot of time and money, but is obviously not suitable in every case. We always give the customer a choice."

Terra currently ships mainly to Europe, Africa and the Middle East but having joined PAIMA Emin is looking forward to doing more business in Latin America where several of Terra's clients, in particular Russian oil companies, have offices. "I spoke to Antonio at the IAM conference last year

and he told me he was often asked by PAIMA members if there was a member in Moscow, which at that time there was not," said Emin. "It seemed a brilliant opportunity for us to expand our business in South America and also to provide origin and destination services for PAIMA here in Russia. I was delighted to join and I'm looking forward to building new business relationships with PAIMA members around the world."

In a further move, at the time of going to press Terra Moving was about to be audited for FIDI membership, which will be another milestone in the company's international development.



**"It was our customers who encouraged us to start our own company, they trusted us and thought we should be independent, and we thought, why not? ... We pooled our resources and managed to raise enough capital to get started without having to borrow from the banks. We've continued to be self-financing ever since."**

Emin Jafarov

# Hong Kong-based Relosmart joins PAIMA

**P**AIMA now has a member in Hong Kong following the recent addition of Relosmart to the Association. Relosmart is a young moving company founded in 2012 by its managing director Lars Kuepper. Lars - originally from Cologne Germany - has many years' experience of Asia and the moving industry having previously worked for Relocasias in Singapore, Shanghai and Hong Kong.

"In 2012 a number of moving companies pulled out of Hong Kong and I saw it as an opportunity to fill the gap and provide a service for both the private sector and the wider Asian market," said Lars. "My aim was to deliver a high-quality service at a competitive price and I believe we have achieved that."

"There were just two of us in the Hong Kong office when we opened in 2012, Cherry Lee, who is now our customer service manager, and myself. It was only a couple of months before we needed additional personnel to help with customer service, operations and sales and we now have an international team here in Kwun Tong. Zio Yu (General Manager) who is based in Shanghai handles our work in mainland China," explained Lars.

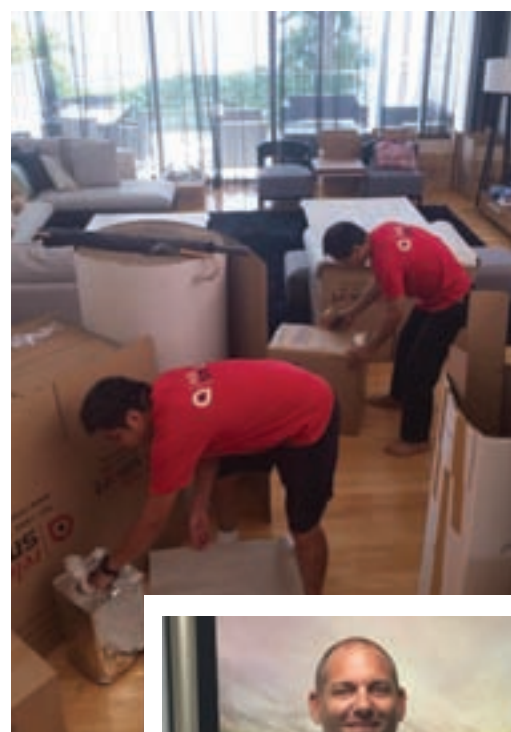
Most of Relosmart's work - about 65% - is in the private sector with the rest made up of

agent work for a growing network of companies around the world. As well as being a member of PAIMA the company is a member of IAM and Eurovan.

"We have two crews here in Hong Kong who are kept busy every day with private moves," said Lars. "Like most companies in Hong Kong we also use subcontractors to handle the additional work in the peak season when we typically complete 150 moves a month."

Relosmart has storage warehouses close to its office in Kwun Tong. "We do a lot of storage in Hong Kong, cars, boats, yachts: anything that can be moved we have a hand in it," said Lars. "We also have a transit warehouse a short distance away for groupage shipments. Recently we've introduced worldwide mobility services: home search, immigration work, education and so on. We've seen a big increase in demand for those services and it's something we'll be focusing on very much in the years ahead."

Hong Kong is an intensely competitive place for any industry and there are many large and well established moving companies operating in the Territory.



Lars Kuepper



Despite this, Lars is confident his young company can compete with the big boys. "I think what makes us different is our smaller scale," said Lars. "We are able to give more individual attention to our customers and no one is just a number in the system. All our staff have an international background and are able to engage easily with clients. It's nice for a French person to speak to a French person for example."

Lars had been working with a number of agents who are PAIMA members and been given good feedback about the Association. "I met Antonio at the conference in New Orleans last year and he suggested we join as there were no members in Hong Kong or China at that time," said Lars. "It seemed like a good opportunity for us, so I decided to go ahead. PAIMA is a relatively small people-

friendly organisation and I believe that membership will help us to expand our network around the world. I am looking forward to meeting everyone at the convention in Long Beach in October."



Joseph Garcia



Cherry Lee



Zio Yu

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# Opening up southern Africa to PAIMA



Chandson Zembe

**C**havilon International has recently joined PAIMA. The company has its head office in Zimbabwe and has a presence in five other African countries: Angola, Botswana, Malawi, Mozambique and Zambia. This makes it the only PAIMA agent in Africa outside Nigeria. The company is a useful and welcome addition to the membership.

The company was the brain child of Chandson Zembe who was born in Zimbabwe in 1976. He qualified as a chartered marketer through the Chartered

Institute of Marketing (CIM) in the UK and worked in the relocation industry for 10 years, in Zimbabwe, Zambia and Mozambique before starting his own company on 1 April, 2010.

Chandson said that the company was formed from a passion for the moving industry and many years of experience. Asked what it is that makes the company different from its competition he said that it's a desire to keep clients smiling. "We make ourselves available to our clients every day of the week," he said. "Our dedicated team is always available 24/7. We never close doors to customer service and personal

attention. We are satisfied only when our clients confirm receipt of their goods on time and in their original condition."

Chavilon started with only one office in Mozambique but today it has a presence in six southern African countries. Four years ago, Chandson's brother, Nigel Itai Zembe, joined the company as its sales and marketing manager. Chavilon employs 77 permanent members of staff and works with embassies, government ministries, non-governmental organizations, corporations and private individuals.



"We also work with a lot of agents in different countries," said Chandson. "We handle around 200 export containers a year mainly to the USA and Europe, Africa and Asia. Our exports have been boosted because we are now an approved State Department agent in Malawi, Angola and Mozambique.



Nigel said that Chavilon will bring business to PAIMA members and help make shipments to southern Africa much easier by providing reliability and professionalism. This is especially important in a part of the world with which many PAIMA members are not experienced or familiar.

For the company, Nigel hopes and expects PAIMA membership to help him increase volumes and develop a great commercial interaction between the members. "We need to have reliable partners who share the same dream as ours," he said. "I believe we will find that in PAIMA"

**"We make ourselves available to our clients every day of the week, .... Our dedicated team is always available 24/7. We never close doors to customer service and personal attention. We are satisfied only when our clients confirm receipt of their goods on time and in their original condition."**

Chandson Zembe

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## Germany

- CARL HARTMANN GMBH & CO KG
- FRIEDRICK KURZ GMBH
- HENK INTERNATIONAL
- SCHENKER DEUTSCHLAND AG

## Guatemala

- SWISS GLOBAL MOVERS

## Honduras

- MUDANZAS AIRLIFT INTERNATIONAL
- MUDANZAS INTERNATIONAL

## Hong Kong

- RELOSMART

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

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- PT KELLYS EXPRESS

## Ireland

- CARELINE

## Israel

- TDY INTERNATIONAL FREIGHT SERVICES LTD

## Italy

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

## Japan

- A-CROSS CORPORATION
- KOKUSAI EXPRESS

## Latvia

- FF INTERNATIONAL MOVERS

## Malaysia

- SUBALIPACK (M) SDN BHD
- PIONEER MOVERS

## 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



## 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
- CONOTE SERVICES LTD

## Norway

- NFB INTERNATIONAL RELOCATIONS

## Panama

- BALBOA INTERNATIONAL, S.A
- BLU LOGISTICS
- PANAMA INTERMOVING RELOCATIONS

## 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
- GLOBAL INTERNATIONAL RELOCATION

## Puerto Rico

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

## Qatar

- INTEGRATED LOGISTICS

## Russia

- TERRA MOVING

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

## South Africa

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## South Korea

- HIGH RELOCATION WORLDWIDE - KOREA

## Spain

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

## Sri Lanka

- TRANS WORLD MOVERS PTE LTD

## Switzerland

- SWISS MOVING SERVICE AG

## Taiwan

- GREEN VAN INTERNATIONAL CO, LTD

## Thailand

- BOONMA MOVING & STORAGE

## The Netherlands

- NOBLE MOBILITY

## Turkey

- MCS LOJISTIK INTERNATIONAL

## U.S. Virgin Islands

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## United Arab Emirates

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- ISS WORLDWIDE MOVERS
- MASSTRANS FREIGHT LLC
- TOTAL MOVING & STORING 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
- BLASON INTERNATIONAL MOVERS
- COCO'S INTERNATIONAL MOVERS, INC
- DALY MOVERS, INC
- HUMBOLDT INTERNATIONAL
- INTERAMERICAN MOVERS & FORWARDERS LLC
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- MITCHELL MOVING & STORAGE
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- RELIABLE VAN & STORAGE CO
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- SENTRY INTERNATIONAL
- TG INTERNATIONAL INSURANCE BROKERAGE, INC
- UNIPACK GLOBAL RELOCATIONS
- WICKMAN WORLDWIDE SERVICES, INC
- WITHERS WORLDWIDE

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- EQUIXPRESS, C.A.
- J J MARI INTERNATIONAL MOVERS
- MUDANZAS INTERNACIONALES GLOBAL, C.A.

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