

PAIMA REPORT

Issue 1, 2017



It's all about quality with Kokusai Pg 10



Portuguese market leader joins PAIMA Pg 16



Boonma Moving and Storage 19



Integrated Logistics, Doha Pg 21



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Rodi Cargo, Puerto Rico

E: aida@rodicargo.com



PAIMA Management/PAIMA Report

Antonio Tremols, Executive Director,

Pan American International Movers Association,

5201 Blue Lagoon Drive, 9th Floor, Miami, FL 33126, USA

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

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

Advertising Enquiries: paima@paimamovers.com

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Here we are, right at the beginning of our traditional busy season, with all the trials, long hours and hard work ahead of us. At this time of year I try to remind myself of the adage: 'How do you eat an elephant? One bite at a time.' The challenges of the next few months seem daunting when viewed from this angle, but taken one day at a time, they will be conquered, just as they always have been.

Maybe it will help to focus on the PAIMA 33rd annual convention that falls, as always, as the pace is beginning to slacken and we can all take a breath or two. Tony, our executive director, has been working really hard on the program for this year and has come up with some exciting ideas and activities for us all to enjoy. There is some information in this issue about Long Beach, the conference location. Next time we'll have a full report on the fun-filled agenda that we have planned for you.

You will also notice in this issue that we have an exceptional number of new members featured. I am delighted to welcome them all to our organization and look forward to

getting to know their representatives at our next meeting. We are engaged in a program of encouraging new membership of PAIMA, for the right companies in the right areas, and must congratulate Tony and our regional directors on their success. I know that we have more new members to be featured in *PAIMA Report* next time as well.

Finally, I wanted to touch on the effect of the new customs regulations in the UK that have given us all a few anxious moments since their introduction. This new process has impacted relocation companies and clients tremendously. Clients are now responsible for applying for Transfer of Residence (ToR) and obtaining their Unique Reference Number (URN) which will allow them to import their household goods into Europe. If you do not have a URN from your customer you cannot book the ocean freight and dispatch shipments. It's a big change so please make sure your customers are aware of it in good time to avoid delays.

I wish you all a profitable and (largely) pain free moving season.

Jose Marrero
PAIMA President
1 May, 2017



Letter from the Editor

Although the new year seems somewhat old now, this is our first issue of *PAIMA Report* in 2017.

One thing that struck me straight away was the number of new companies that have joined the network in recent months. Very impressive.

I have written about some of the companies in this issue and will write more later in the year. Of course, I always try to give a good impression of each company and to advise the rest of the PAIMA membership of their relative talents. But my ability to do that depends on the information and photos I receive.

Photos are really important: they say a lot about your company and the standards that it applies to its business. Some of the photos I receive are, frankly, poor. No matter what I write about a company or how many superlatives I cram onto the page, a poor photo will let it down. So, when you send me photos, which I hope you will do in increasing numbers, please make sure of the following three things: they are in focus, relevant, and high resolution. They don't have to be professionally shot, and pictures taken with phones are often OK, but please ask yourself whether this picture accurately reflects how you see your business. Others will make that judgement.

Thanks to all those companies that have sent in stories for publication. If you don't have a story in the magazine it's probably because you haven't sent me anything. That's a shame because I am sure there's lots going on in your business to talk about. How about setting yourself a challenge: to get a story published in these pages before the year is out. Fame at last!

Regards
Steve Jordan, Editor



Aires awarded prestigious Better Business Bureau Torch Award for Ethics

Aires has been awarded the Torch Award for Ethics by the Better Business Bureau of Western Pennsylvania. Aires received the award in a presentation ceremony conducted at the company's Pittsburgh, PA headquarters and attended by Better Business Bureau representatives, Aires clients, and members of the Allegheny County Council.

"We are very excited to win this prestigious award because it confirms that honesty and integrity can still play a huge part in a successful business," said Jeff Wangler, President of Aires. "We do business right, and if we make a mistake, we own up to it. Thanks to the Better Business Bureau for recognizing the ethics of all of the dedicated Aires employees. We are very grateful for this honor."

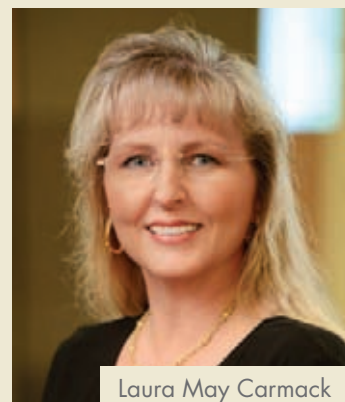
In awarding the honor, judges cited Aires' organizational best practices, commitment to ethical behaviour, and core values as key factors in the selection process. Torch Awards judge, Dr Jim Weber, also stated, "The Aires way reflects the strong ethical character of this company and its core values for all business practices. The company's formal code of ethics is reinforced by personal letters from the CEO and president on the importance of ethics."

Additionally, the awards ceremony was attended by members of the Allegheny County Council, who issued an official proclamation congratulating Aires for the award. In the proclamation, they recognized Aires' commitment to good corporate citizenship, noting the company's many charitable efforts within the local community.

Photo: (left to right) Warren King, Better Business Bureau; Jeff Wangler, Aires; Paul Klein and Sam DeMarco from Allegheny County Council.

Laura May wins at EMMAs

Aires has announced that Laura May Carmack, Quality Manager, was awarded Global Mobility Professional of the Year by the Forum for Expatriate Management at the EMEA EMMA Awards ceremony. Laura May was chosen from a competitive shortlist of eight nominees in this category and was recognized for her vast leadership experience within the relocation industry and at Aires. Laura May has also been previously recognized as 'highly recommended' in this category at the 2016 Americas and APAC EMMA Awards.



Laura May Carmack

"All of us at Aires are very proud of Laura May, who is the consummate professional," said Aires President, Jeff Wangler. "She is the perfect example of someone who got involved with relocation at a young age and has flourished, grown, and become one of the premiere executives not only at Aires, but also in the relocation industry. We are honored to have her work at Aires and also to be an important part of the relocation community in EMEA and around the globe. We look forward to Laura May contributing to Aires' future success as she continues to support the industry she loves."

Laura May has overseen the company's quality initiatives since 1994 and is a Certified Lead Auditor through the American Society of Quality (ASQ). She is actively involved in many industry organizations, including recent leadership roles with FIDI and PAIMA.

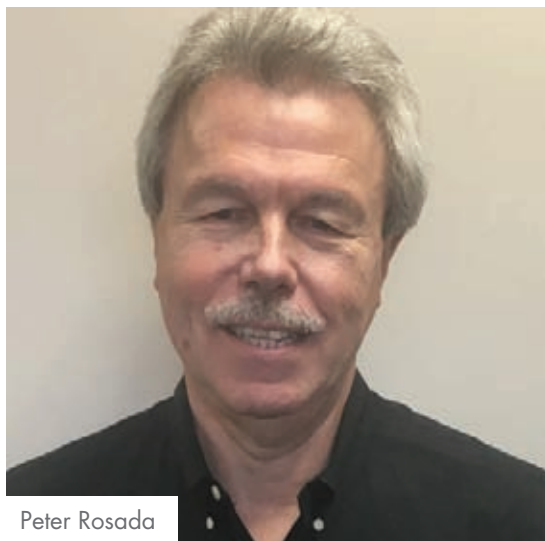
Upon receiving the award, Laura May said, "I am honored to accept this award from the Forum for Expatriate Management. FEM has created a powerful program matching the list of candidates and the esteemed global mobility expert judges panel, who are top in class. To be among this group is a thrilling and humbling experience which I will cherish for the rest of my life."

Glenn Stephenson joins Mudanzas Gou

Mudanzas Gou in Mexico has recently appointed Glenn Stephenson as director of client relations. Glenn began his career in the international relocation industry with The Viking Corporation in St Thomas, US Virgin Islands in 1977. From there, Glenn joined North American International holding positions in Cairo, Egypt and returning to the headquarters office of North American Van Lines in Fort Wayne, Indiana.

Navigating a series of challenging restructures and developing multiple business lines at the NAVL home office, Glenn departed to follow an entrepreneurial venture in the purchase of Saint Vrain Moving & Storage. Following his time at Saint Vrain, Glenn sold his interests to his partners and has held key international positions with Beltmann North American, Prudential Relocation (TRFCA) and MS Move Management/Schneider GRS in both sales and operations management.

Glenn's responsibilities at Mudanzas Gou will include working with current clients and suppliers, as well as new business development. Glenn will be based in Dallas, TX and can be contacted at +1 (214) - 731 - 9559 office, +1 (480) - 772 - 2432 cell and by e-mail at glenn@mudanzasgou.com.



Peter Rosada

Peter Rosada joins Aires

Peter Rosada, CRP, has joined Aires as director, business development. In his role, he will be responsible for strategic sales initiatives and global account management.

Peter has 39 years of comprehensive relocation management experience, serving in sales, general management, and account management roles. His experience includes leading sales efforts, managing business strategies, and oversight of day-to-day operations for a regional office. He most recently served as a vice president of global accounts, working closely with clients to provide insights and advisory services for all aspects of global mobility strategy.

"We are excited to have a very successful industry veteran like Peter join us," said Aires' President, Jeff Wangler. "He has proven that he can help provide solutions for mobility professionals and, coupled with Aires RELOx platform, we know he will have continued success."

Peter is bilingual with German-English speaking skills and has participated in many leading sales and leadership training programs, contributing to his success in these areas. He is well respected within the industry and is known for treating his clients with genuine care and thoroughness.

"I'm excited and delighted to be joining such a progressive company as Aires," Peter said. "I look forward to being a productive member of the Aires team. Aires has an excellent reputation in the global relocation industry and I'm extremely happy to be joining such a highly respected and forward-thinking company."

Peter can be reached at prosada@aires.com

Promotions at Global International, Portugal



Ana Gaspar



Sonja Fernandes

Sonja Fernandes and Ana Gaspar have recently been promoted at Global International Relocations in Portugal.

Sonia has become the company's import manager. She joined the company in 2009 as a move coordinator and was promoted to move manager in 2012. As import manager she now runs the import team, ensuring clear communications with agents and a smooth service for clients.

Ana has become the new export manager. Ana joined the GIR family in September 2013 as a move coordinator. The company said that over the years she has proven to be

very capable of taking on greater challenges through her detailed approach and undivided attention to customer needs.

"I am very proud of Ana and Sonia," said CEO Jorge Da Costa. "They are both extremely dedicated colleagues and have demonstrated the ability to take on new challenges by surpassing GIR's expectations throughout the years."

Nathan Burke raises thousands for hospice charity

Nathan Burke took to the skies to raise vital funds for a hospice local to Burke Bros Moving Group's head office in Wolverhampton, UK after losing his mother to cancer.

The fundraising skydive, 'Jumping for JK' was in memory of Jill - Gary Burke's former partner - who was diagnosed with stage-four cancer in early December 2016 and very sadly passed away, only a matter of weeks later in January.

During his mother's illness, Nathan became aware of the exceptional work that Compton Hospice, a charity that supports patients facing life-limiting illnesses and their families, does. Their purpose is to make a difference to people's lives when their illness is no longer curable. A fully qualified team of doctors, nurses and support workers are on hand to provide the best possible care for patients

and their families during the most difficult periods.

Nathan's fundraising has raised over £6,500 thanks to numerous individuals who knew Jill, as well as organizations associated with Burke Bros Moving Group.

Gary Burke, Managing Director of Burke Bros Moving Group, speaking about his son's achievements said, "I am extremely proud of Nathan's strength and willingness to help others at a very sad time in his own life. I would also like to add my thanks as Nathan's dad to everyone who has helped him with this challenge."



Nathan and his instructor during their skydive

The skydive was successfully completed on the morning of Saturday, 4 March. The funds raised are vital to help Compton Hospice extend its facilities and continue to provide essential services to many more people.



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PAIMA expands representation in Malaysia

PAIMA has recently expanded its representation in Malaysia with Pioneer Movers joining the network working alongside existing members in Malaysia, Subalipack and Felix Relocation.

The company started business in 2001 and is now managed by its owners headed up by Mr Surendran Thanaraju, Managing Director and Ms Kalavathy Rathakrishnan, General Manager.

Since its inception, Pioneer Movers has built a strong reputation amongst its multicultural clientele. It is known for providing prompt service, tailored precisely to its customers' individual needs. As well as private customers, the company works for a number of multinational corporations, embassies and foreign governments.

"We have three enduring characteristics that we believe are key to our success," said Kalavathy. "The expertise and professionalism of our people; the principles that we subscribe to: trust, excellent service and quality; and a fundamental commitment to what we do."

Kalavathy also said that the company's philosophy is simple: "Stay personal but professional, pack it right, offer the best possible service at an affordable price, but above all, get it there in one piece."

As with all companies in the moving industry, Pioneer Movers says that its strength lies in its people. The company puts an important stress on training, teamwork and professionalism to cultivate a work ethic to ensure that its customers always receive the best possible service and that the common anxieties they have are reduced. Other key elements of the company's service include: efficient processes; a commitment to quality; well-equipped warehousing facilities and quality packing materials; and the ability to be flexible in its response to the ever-changing and increasingly demanding needs of clients.

As well as international removal services in and out of the country, Pioneer provides services for the packing and moving of antiques and fine art, office removals, long or short-term storage and both handyman and maid services.

On joining PAIMA, Surendran said that the company saw PAIMA as an important step in its development to "achieve global recognition, enhance its reputation, build a

strong network of reputable agents worldwide, and diversify its client base". Helping Surendran and Kalavathy as part of the management team in Kuala Lumpur are Mr Krishnan Nair, Head of Sales and Mr Subramaniam Ramasamy, Operations Manager.

Contact details are:
Pioneer Movers Sdn Bhd, No: 31,
Jalan Sibu 16, Taman Wahyu Batu 6, Jalan
Ipoh, 68100 Kuala Lumpur, Malaysia
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Are you reporting your tonnage?

PAIMA has a tonnage reporting system designed to record all shipping transactions between members. Last year, PAIMA companies exchanged over nine million lbs of traffic (about 1,250 TEUs) and around 50 members took part in the program.

But there are still some companies who choose not to report tonnage, which is a shame, because it means that the figures don't accurately reflect the volume of traffic that passes through the network.

There are some very good reasons to report tonnage. The first, and most obvious, is that you just might win an award. If you are in the top two companies in your region you will be standing on the stage in Long Beach receiving your trophy and the warm applause of your assembled colleagues. But there's more to it than that.

Not everyone can be a winner, but everyone can win by reporting their tonnage. PAIMA members, looking for an agent in a particular location, will naturally be keen to develop some reciprocal

traffic. If you report your tonnage, everyone can see that you have traffic and there might be a long-term relationship in the offing. If they think you have no traffic to contribute, they might look elsewhere.

There is also the greater good. To be statistically relevant in terms of the growth of the organization, it's important that every company declares its tonnage. That way it's possible for the PAIMA office to calculate the development of the organization and, in time, provide you with valuable statistical information about the changes in shipping volumes globally.

Finally, people like to join successful organizations and by demonstrating the volume of traffic controlled by the network, PAIMA can encourage others to join and so expand the global reach.

Reporting tonnage is simple and no commercially sensitive information is exchanged. If your company does not currently report tonnage, please contact Antonio Tremols at paima@paimamovers.com

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It's all about quality with Kokusai



Kokusai Express in Japan is one of the latest companies to join PAIMA, expanding the coverage of the network in this important region. Here, Daniel Kuss explains why he thinks that service quality is all that really matters.

Kokusai Express has been in business since 1990 and now holds a prominent position in Japan's wider logistics industry. Household moving remains an important part of the company's service offering, all of which is carried out under the company's three guiding principles: accuracy, speed and affordable prices.

Daniel Kuss joined the company in August 2015 having spent around 35 years in the moving industry, mainly in Japan, to develop international awareness of the company. Joining PAIMA is part of that mission.

"We are extremely pleased to be a new member of the Pan American International Movers Association," said Daniel. "I attended the conference last year and was made to feel very welcome. My thanks to everyone for their time and assistance: some I had known for years; some for just a short time; and some people I had the pleasure to meet for the first time in New Orleans."

Daniel said that he has noticed a trend recently in the moving business towards a more quality-driven approach. Until recently, agents were always pushing for reciprocation on a pound-for-pound basis, but now Daniel believes that the focus has changed. "Companies now are more service quality oriented with one objective in mind: quality care."

This change pleases Daniel because, historically, Japan has never been able to match inbound



and outbound tonnage. "The only way I could maintain a strong relationship with agents around the world was to sell the 'quality factor'," he said. "We would exceed everyone's expectations so that when the customer returned they would stay loyal to the origin

agent and ask them to arrange their move from Japan back to their home county." But still, Daniel said that many didn't grasp the benefits of providing top-quality service.



However, in the last two years he believes that the tide has turned. "Everyone I speak to just wants to talk about quality, quality, quality," he said. "Nobody asks about reciprocation anymore. I see this as the true way of developing stronger relationship ties between worldwide international moving companies. It's all about quality." Daniel acknowledges that companies should all do their best to support each other with reciprocal tonnage, but that's not the first priority.

Daniel said that he doesn't expect customers to understand or appreciate the detail that goes into a top-quality move. "But they know if they have received a quality move; one that exceeded their expectations. This is what I feel is required in our industry today and with Kokusai Express Co., Ltd this is what agents and their customers will receive."

But what is the definition of a quality move? Everyone says that

"We want everyone to be delighted with the work we do."

Daniel Kuss

they provide only high-quality moves, but everyone's opinion of quality is different and perceived in many different ways. For Daniel, it's simple: "It's a process of building and sustaining relationships by assessing, anticipating, and fulfilling the customer's stated and implied needs while exceeding their expectations." And don't forget, for Daniel, the customer is both the individual and the origin agent. "We want everyone to be delighted with the work we do," he said.

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1,000th Neopanamax vessel passes through the expanded Panama Canal



Less than nine months after the historic inauguration of the expanded Panama Canal, managers have announced that the 1,000th Neopanamax vessel has passed through the waterway, highlighting the importance of the route and customers' continued faith in the safe, efficient service the Canal provides.

On Sunday, March 19, the Mediterranean Shipping Company's containership MSC Anzu (shown above) made the historic transit through the expanded Canal, from the Atlantic to the Pacific Ocean. The Panama-flagged containership measures 299.98 meters in length and 48.23 meters in beam with a carrying capacity of 9,008 TEUs.

During its transit, the ship called at Panamanian port terminals on the Pacific and Atlantic to discharge and load cargo on the way to its final destinations. The containership is part of the SAWC-USA-NWC service between Europe, the United States and the South America West Coast that was consolidated last year to take advantage of the expanded Panama Canal.

Panama Canal Administrator Jorge L Quijano said, "Today's transit represents a considerable milestone, marking the industry's strong adoption of the expanded Canal and its successful operations thus far."

The container segment accounts for nearly half the transits through the Canal and represents its principal source of traffic. 53% of

containership cargo transiting the waterway does so using the expanded Canal. As of March 2017, the average number of Neopanamax vessels transiting the new lane per day is 5.9.

"Although the full impact will be felt gradually over time, we're very encouraged by the success of the expanded Canal thus far as trade patterns continue to shift in favor of the route," said Panama Canal's Executive Vice President of Planning and Business Development, Oscar Bazan.

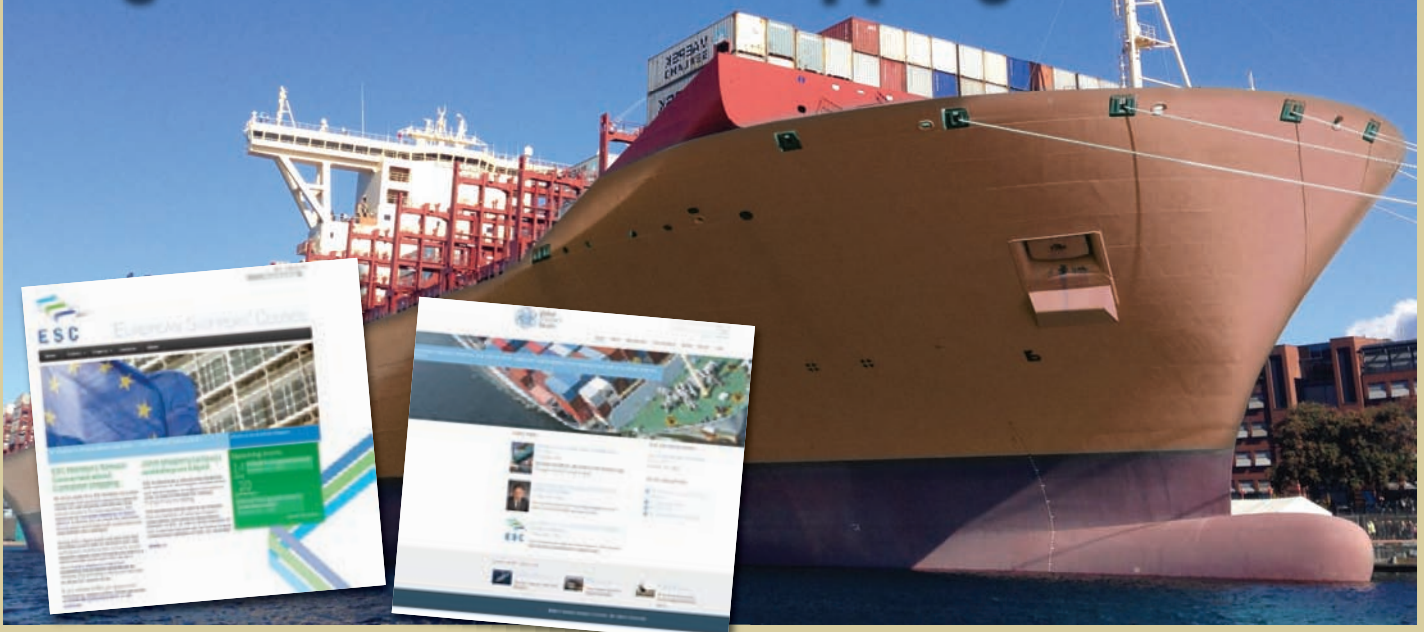
Ports around the world, and in particular along the US East Coast, have already expanded or are in the process of deepening and widening their channels to accommodate the influx of Neopanamax vessel traffic due to the expansion. Many of these ports have witnessed record

tonnage months, including the Ports of Charleston, Philadelphia and Savannah, which experienced record container volume growths in January of this year.

"Today's transit represents a considerable milestone, marking the industry's strong adoption of the expanded Canal and its successful operations thus far."

Jorge L Quijano

ESC joins GSF to tackle consolidation in global container shipping



Representatives of exporters and importers from around the world have joined forces to advance and protect their members' interests in the face of unprecedented change in the global container shipping industry.

The European Shippers' Council (ESC) has joined the Global Shippers' Forum (GSF) to promote the findings of new research and analysis commissioned by GSF into the impacts of new 'alliances' being formed by container shipping lines and the growing use of so-called mega-ships (those with more than 18,000 TEU capacity).

Shippers fear that the contraction of the shipping market into a very small number of tightly knit alliances, and the use of much larger vessels, will reduce their choice of carrier and the quality of the services delivered as carriers operating within such arrangements cannot compete amongst themselves with regard to the agreed capacity, sailing frequency, transit times, ports of call and service level.

GSF's paper – The Implications of Mega-Ships and Alliances for Competition and Total Supply Chain Efficiency: An Economic Perspective - makes a series of recommendations to competition authorities and regulatory bodies around

the world to mitigate the possible implications for competition in key liner trades arising from a reduced pool of competing carriers.

It offers a range of options for national and regional competition authorities on how to approach the regulation and oversight of the new shipping alliances including:

- Competition authorities and regulators should ensure sufficient independent competition on key trade routes, given that the emergence of alliances has produced barriers for new entrants and has made it nearly impossible for independent lines to compete on some trades;
- Competition authorities should repeal existing exemptions from antitrust laws and implement effective monitoring of alliances, including direct intervention to preserve competition where appropriate;
- Competition authorities should liaise and align their practice and powers in that field.

GSF Chairman Bob Ballantyne said: "I am delighted that ESC has joined GSF in order to promote and defend shippers' interests at global level. GSF has made the voice of shippers heard in the UN agencies responsible for the regulation of the maritime sector and supported many

of its member associations in advancing more transparent regulation of the container shipping industry in their home markets."

"ESC, with its network of contacts in the European institutions, will bring further pressure to bear in the key European liner markets. I very much look forward to working with Denis Choumert and ESC members in the future pursuit of our common goals of safe operations, open markets and environmentally responsible transport."

ESC Chairman Denis Choumert said: "ESC is pleased to be working with GSF on this critical issue of the necessary evolution of the structure and regulation of global container shipping. As a member of GSF, we will use our contacts and networks in Europe and elsewhere in the world to promote the report's findings and demonstrate the value that joint working can have in advancing shippers' interests more generally."

Both chairmen call for shippers to respond to these threats and opportunities in a co-ordinated way and hope that shippers' associations around the world will be able to use the findings and the analysis of this paper in their representations to their own governments on behalf of their members.

The Board at play

Well, some of them anyway. After the Board meeting on 25 March, the intrepid golfing members took to the fairways for a little rest and relaxation.

However, according to Antonio Tremols, who really doesn't play golf, it was neither restful or relaxing. In the recovery room after the game Antonio commented: "I love all sports and

still skateboard with my boys on the weekends, but golf? That has to be one of the hardest sports ever.

It brings to the table a never-ending list of factors to consider before even hitting the ball. Endless practice is needed to master that sport, there is no doubt about it."

Despite realizing what every golfer knows, that it is an

intensely frustrating game, Antonio did admit that he had a good time. "We had a blast! But for now, I am sticking to tennis."

Above, left to right: Matthias Tischer, Antonio Tremols, Juan Carlos Ortiz.



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Portuguese market leader joins PAIMA

Global International Relocation in Portugal has recently joined PAIMA. The company has been recognized as the country's market leader. Steve Jordan spoke to the father and son partnership, Jorge Da Costa and Jorge Gomes, to find out more about the company and why it joined PAIMA last year.

Jorge Da Costa (above) was originally from Portugal but travelled as a result of his father's career. His working life therefore began in Venezuela, Brazil and Miami and included 15 years working in these countries.

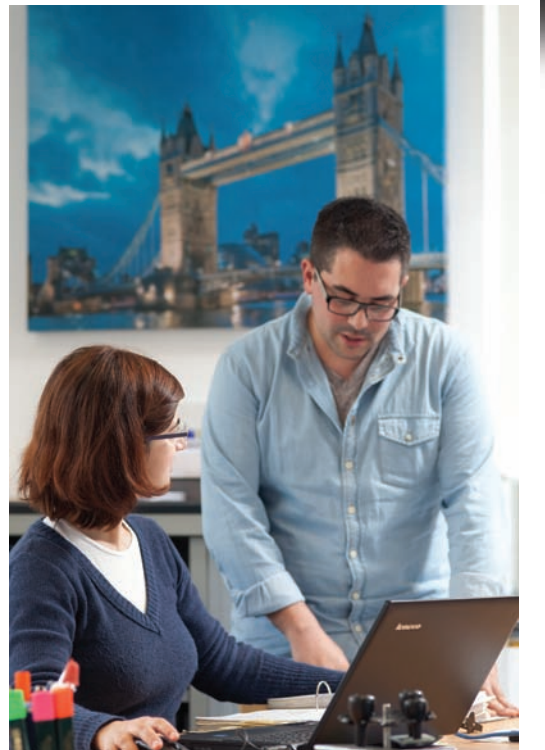
The difficulties of working in Venezuela caused Jorge to look for other opportunities and he quickly identified that there was a need for a professional moving company in Portugal. "We had used agents in Portugal but their service was not as good as I felt it should be. There was a need for quality in Portugal that was lacking at the time. I could see a lot of opportunities there."

So in 2008 Jorge returned, borrowed money from the banks, and started his own company in Lisbon with just three people: Global International Relocation. "Right from the start our joint goals were fast communication and good quality workmanship," he explained. "In the past there

had always been poor communications with agents and clients, materials and packing were poor, as was timekeeping. We had to build something that would meet all the quality requirements of our customers and partners and clearly differentiate ourselves from our competitors."

Jorge always wanted to be the market leader in Portugal and set a target to achieve his goal within six years. He achieved his goal. An official Portuguese business report has Global International Relocation as the revenue market leader. But Jorge has done much more.

Significantly his son, Jorge Gomes (right), also made the trip from Venezuela to join the company in 2012. He had been exercising his love of cars by studying mechanical engineering at university in Venezuela, however he soon realised that the opportunities lay elsewhere.



"We are increasing our facilities to include new divisions for mobility, fine arts and pets. We provide a full range of services."

Jorge Da Costa

"I learned a lot. It's important to study and I always loved cars. It was natural for me," he said. But he's greatly enjoying the new family business and has been beguiled by the relocation industry as have so many before him.

And it is now very much a relocation company, not just moving. The company has recently hired new staff so that it can offer DSP services. It now has four locations: Lisbon, Porto, Algarve and one in downtown Lisbon that is home to its relocation and immigration departments as it is close to the capital's consulate offices. Between the four depots the company employs 74 people, and more still during the busy summer months, and puts out up to 15 crews a day in Lisbon alone.

"We are still growing and still investing," said Jorge Da Costa. "We are increasing our facilities to include new divisions for mobility, fine arts and pets. We provide a full range of services."

Global is already a member of FIDI and OMNI so why has the company now decided to join PAIMA as well? Jorge Gomes said that he saw the benefit of PAIMA membership specifically to help the company grow its Latin American business. It's a region that has played a big part in both his and his father's lives, so it makes sense that they will have and want to maintain the closest possible relationships there. There's none better than PAIMA to help them do just that.

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A turning point for electric vehicles?

So-called 'range anxiety' has been a major inhibitor to the take up of electrically powered vehicles, with fears of running out of power while searching for an elusive charging point putting off all but the greenest of drivers. But all that seems about to

change thanks to a commitment by a consortium of European major motor manufacturers to dramatically increase the number and efficiency of charging stations in the next few years.

BMW Group, Daimler AG, Ford Motor Company and Volkswagen Group with Audi and Porsche have signed a Memorandum of Understanding to create the highest-powered electric vehicle charging network in Europe. The goal is the quick build-up of a sizable number of stations to enable long-range travel for Battery Electric Vehicle (BEV) drivers. This will be an important step towards facilitating mass-market BEV adoption.

The projected ultra-fast, high-powered charging network with power levels up to 350 kW will be significantly faster than the most powerful charging system deployed today. The build-up is planned to start this year. An initial target of about 400 sites in Europe is planned.

By 2020, customers should have access to thousands of high-powered charging points. The goal is to enable long-distance travel through open-network charging stations along highways and major thoroughfares, which has not been feasible for most BEV drivers to date. The charging experience is expected to evolve to be as convenient as refueling at conventional fuel stations.

The network will be based on Combined Charging System (CCS) standard technology. The planned charging infrastructure expands the existing technical standard for AC and DC charging of electric vehicles to the next level of capacity for DC fast charging, with up to 350 kW. BEVs that are engineered to accept this full power of the charge stations can recharge brand-independently in a fraction of the time of today's BEVs. The network is intended to serve all CCS equipped vehicles to facilitate the BEV adoption in Europe.

Picture above: BEV charging connector

Boonma

Moving & Storage



Tiddy Teerawit, Executive Director

Bangkok-based Boonma Moving & Storage was established in 1964 with just seven employees and was one of the first logistics and household moving companies in Thailand.

In 1967, Boonma won a contract with the US Army to move equipment including armaments, vehicles and household goods. It was exacting work requiring strict adherence to the standards demanded by the American military. The experience proved to be an important step in the company's development, enabling it to successfully bid for other large contracts with international companies including Siemens and IBM.

For over 50 years, Boonma has grown to become a specialist in packing and moving shipments of household goods, fine arts and pets between Thailand or Laos and the rest of the world. The company has now extended its portfolio into global mobility services for overseas and corporate accounts including home search, immigration, orientation, cross-cultural training, destination services, etc.

In addition to being one of PAIMA's newest members, Boonma is a member of several other international associations including: International Association of Movers (IAM), Asian Relocation Association (ARA), International Pet & Animal Transportation Association (IPATA), and is also certified as a Global Mobility Specialist (GMS).

Boonma Moving & Storage provides moving and mobility services for multinational corporations, embassies, non-government organizations and private accounts, and Director Tiddy Teerawit and his team are looking forward to developing close working relationships with other PAIMA members in the future.

www.boonma.com.

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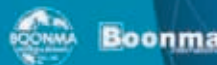
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Tiddy S. Teerawit, GMS - Executive Director

Certified Global Mobility Specialist (ERC, USA)
Tel : +66 2 314 5021 ext. 133 Fax : +66 2 318 2447

📧 tiddycare@gmail.com, tiddy@boonma.com

🌐 www.boonma.com

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The Juan Peralta Ecology Award

Is your company doing enough?

There isn't a day goes by that we don't hear something about how man is destroying his own environment. We are, as a result, in danger of suffering from environmental information overload where the messages come in so thick and fast that we don't hear any of them.

But consider this. There have been many cases in history when the environment has flexed its muscles and required life to adjust to its demands; but there has never been a time when life has modified its environment. Never!

Juan Peralta was one of the founding fathers of PAIMA and an ecologist. Before the whole world (almost) jumped on the bandwagon and recognized that there might be a problem around the corner, Juan was already on it, steering the horses and banging the drum.

The PAIMA award that bears his name is a celebration of those organizations that do what they can, in fact more than anyone might expect, to protect the environment that has allowed mankind to thrive. We should all try our best. Is your company doing enough?

Let's be frank about it. We are not trying to save the planet. It's been here for 4.5 billion years and it isn't going anywhere soon. It's tough. But it's what we call a 'Goldilocks' planet: not too hot and not too cold, it's just

right. The planet is tough, but the atmosphere is fragile. The world's governments are constantly talking about keeping the rise in the Earth's temperature down to 2°C. It doesn't sound like much does it? Who cares if it's a bit warmer? But 55 million years ago the mean temperature was just 5°C hotter than today and there were forests in Antarctica! When it comes to global warming, a little goes a long way.

And to those who say the warming is just part of the natural cycle: maybe you are right, but according to geologists the 5°C rise took around 20 million years to evolve; we've managed to get 40% of the way there in just a few generations. Maybe it's nothing to do with us, but it's a heck of a coincidence. Do you want to take the risk?

So that's why PAIMA has the Juan Peralta award. To qualify for consideration your company needs to do something that reduces your impact on the environment by reusing, recycling or reducing your consumption of precious resources. When you do, you should be proud of your efforts and let PAIMA know. You might be next year's winner.

But don't do it for the award. Don't do it for Juan. Do it because the Earth is our home, it's where we live and we should all play our part in taking care of it. Do it for your grandchildren.

Still, the trophy would look good on the shelf, wouldn't it?



Who was Juan Peralta?

Juan Peralta was a Cuban immigrant who started, like most people in Miami, with nothing.

He entered the moving business as a helper sweeping warehouse floors, worked for Withers, later worked for Latin American Express (Aida Rodi's father), then he went to Dean Van Lines visiting all of the Latin American agents before moving to Mayflower International where he became a vice president.

He was very well known in Latin America and had a keen interest in ecology and the recycling of natural resources.

Integrated Logistics, Doha

Expanding PAIMA's reach in the Arab world

Integrated Logistics in Doha, Qatar has become a member of PAIMA. It is the first member company from the country and only one of three companies in membership from the Arab world (the others being Masstrans and ISS in the UAE).

Integrated Logistics was established in Doha in 2008 by the company's chairman Mr Shanavas Manappurath (above, upper picture). The company provides a complete range of moving and freight services including diplomatic and army moves, and relocation and moving services for private individuals and corporate accounts. Integrated Logistics also operates as a customs clearance agent and can provide inland haulage throughout the GCC*.

The company has a modern warehouse of 36,000 sq ft, can put together up to 25 packing crews, operates a fleet of vehicles including two heavy trailers, and

is run by three senior managers supported by a team of ten sales and operational staff.

Shameem Muhammad (above, lower picture) is the company's CEO. "Most of our international shipments are inbound and outbound international consignments from the USA: army and other US embassy ITGBL shipments," he explained. "We also handle a number of other diplomatic shipments for embassies including those of Korea, Canada, France and the UK. We also handle commercial imports to Qatar from the USA, Asia and Europe. We have immediate access to port authorities and other government offices, as well as non-government entities essential to the processing, releasing shipments in line with our customers' needs."

The company says that it has a vision to become the leading logistics service provider in the Middle East. It plans to achieve this aim by basing its business on

integrity, strictly enforcing laws and providing real value to clients. Integrated Logistics says it is also committed to engaging in responsible environmental stewardship. "We recognize that this is in the best interests of the organization, its employees and customers and that it contributes to a better quality of life," said Shameem. "We are against wasting natural resources and we make every effort to conserve them."

Integrated Logistics also has offices in Boston, USA and Sharjah, UAE.

*The GCC is the Cooperation Council for the Arab States of the Gulf, colloquially known as the Gulf Cooperation Council. It is a political and economic union including all Arab states of the Persian Gulf, except for Iraq. Its member states are Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates.

www.integratedlog.me





Long Beach:

our conference venue 2017

This October it will be time to pack your shorts and sunglasses as the PAIMA Conference heads for the pom-pom palms and warm sunshine of Long Beach, California.

Our conference hotel, the five-star Hyatt Regency, is only a few steps away from the waterfront with its many attractions, including the 1930s Cunard liner *Queen Mary*, now permanently moored nearby, and the world-famous Aquarium of the Pacific. Oh, and there's a very nice beach too; it's seven miles long. No wonder they call the place Long Beach!

The modern history of Long Beach goes back to 1784 when the first white settler, Manuel Nieto, received a Spanish Land Grant and established a huge ranch there. The land had previously been inhabited by the native Shoshoni Indians. Over 100 years later in 1897, the town was incorporated as a city and became a resort; largely because of the amazing views from almost every vantage point. In 1921 oil was discovered, bringing enormous wealth and prosperity to the people who had settled in the area. Today oil remains one of Long Beach's main industries with nodding donkeys and storage tanks still in abundance in many parts of the city. However, oil has largely given way to container traffic with the Port of Long Beach being the USA's second largest shipping port.

Long Beach is still a prosperous, vibrant city with a predominantly young population, over 50% of Downtown residents are under 35 years of age. The city attracts around six million visitors a year, both for business and pleasure, thanks to its all-year-round sunshine and world-class conference venues, not to mention its close proximity to the many attractions of its giant neighbor, Los Angeles.

Long Beach Marathon: 8 October

If you're feeling energetic you might like to enter the annual Long Beach Marathon, which this year is taking place on 8 October. There's also a half-marathon if you fancy a slightly less demanding challenge. Both races begin and end in the Shoreline Village area of the city and take a route through Downtown Long Beach with stunning views of Long Beach Harbor, sandy beaches and Belmont Shore. The event attracts around 25,000 entrants and you can book your place at www.runlongbeach.com.

Cycling

Long Beach is one of the most bicycle friendly cities in the US, with the city authorities creating dedicated cycle ways and safe cycle routes in many areas during the last few years. The city of Long Beach has five major bike paths covering over 60 miles. The 3.1-mile Shoreline Pedestrian Bikepath



runs along the ocean from Shoreline Village to Belmont Shore. Walkers haven't been forgotten either, a study in 2011 ranked Long Beach the eleventh most walkable of the fifty largest cities in the US.

Food

After all that exercise, you'll probably be ready to eat. Long Beach has some of the best seafood restaurants in the state of California, so if fish is your thing, now's the time to explore the tempting menus and indulge your culinary fantasies. Herb-brined sea bream, Loch Duart salmon and grilled lobster are all there to enjoy. But if fish is not your idea of gastronomic heaven, don't worry, there are steakhouses, Chinese, Japanese and Italian restaurants, along with the usual fast food offerings, so there's something for everyone. Add to that the dozens of bars in Downtown Long Beach and you're bound to find a place to relax and enjoy your time in this city by the ocean.



Is online advertising too expensive for removal companies?

Damien Seaman, Brand Manager, buzzmove.com (above), looks at the cost of online advertising compared with using a lead generation service.

We all know that many customers these days expect to compare and buy everything on the web – from car insurance to utilities to ... well, removal services.

More than 70% of UK Internet users go online to compare prices, according to recent research. And around half of all online purchases are done on the phone. Even when a customer calls a mover directly, the odds are that they've found the number on Google, and probably using their smartphone.

Google dominates the online search market, with just under 87% market share in the UK. It's pretty much a monopoly. That means if a business doesn't show up on Google search, it might as well not exist.

Of course, movers can optimize their websites, publish blog posts and try to get links so they naturally appear at the top of organic search results. But to do this successfully takes months. Months to get right. Months to get links. Months to rank highly. And

months for all this effort to convert into more website visitors. And that's if a company gets it right!

So let's look at a much faster way of ranking high on Google: paid advertising, otherwise known as Pay Per Click (PPC), or Google Adwords. For those who don't know, this is when you set up a short advert to show up when people search for specific 'keywords'. Every time someone clicks on the ad, you pay.

Some removal companies do this very well, and some larger firms probably have a dedicated agency doing it for them. But still, many in the removals industry don't realise how much Google advertising costs. For example, how much does it cost to bid for the keyword 'removal companies'?

Roughly US\$12.22. That's how much you pay each time someone clicks on an advert containing that keyword. Google ads using the phrase 'house removals' will cost you US\$8.68 per click. The phrase 'moving house' will set you back US\$7.40.

On average, out of every 100 people who click on one of your Google ads, five will contact you. So, let's take the middle example above – 'house removals'. To generate five leads you need to pay for 100 clicks, or US\$868.

And, in most cases, you'll still want to survey the property to win the business. Feedback from our removal company partners is that they can typically convert between 50% - 80% of the people they survey. Taking that into account, if you survey all five PPC leads you've got a good chance of winning three of them. That's now US\$868 for three jobs. In other words, you've spent US\$289 per paying job.

Contrast this with the cost of using a good lead generation site. Obviously the price you pay for a lead varies according to where you are and which lead providers you're working with. But let's assume each lead costs you US\$7.42. Now for 100 leads you're paying US\$742. Now let's assume that you can contact 25% of those.

I'm basing this on the fact that we have lots of companies tell us they're converting that many leads to paying jobs. Now you're paying US\$742 for 25 leads. If you survey and convert three out of every five leads, you're now paying US\$742 for 15 jobs. That's US\$49.47 per paying job. If managed the right way, lead generation is a cheaper way to win jobs than doing your own online advertising on Google. As these figures have shown, it can be a lot cheaper.

Biography

Damien Seaman is brand manager for Buzzmove in London. He has years of experience working on successful marketing campaigns for a wide range of businesses in publishing, insurance, technology and financial services. He also regularly coaches technology start-up companies on how to make their marketing more profitable.

They are coming to get you!

Dan Brown from MoveMan explains how cyber crime can disrupt your business and what you can do about it.

There are a number of ways the criminals can get to you. Here are some of them:

Phishing: is an e-mail sent to a random e-mail address purporting to be from a reputable company to try and get individuals to reveal personal information such as passwords, credit card numbers, etc.

Spear phishing: is a more targeted form of phishing where an e-mail is designed to appear to come from someone the recipient knows and trusts, for example a colleague, business manager or human resources department, and can include a subject line or content that is specifically tailored to the victim's known interests or industry.

DoS attack: DoS is short for denial-of-service and is where the perpetrator tries to make a machine or network unavailable. This is typically accomplished by flooding the targeted machine or resource with superfluous requests in an attempt to overload systems and prevent some, or all, legitimate requests from being fulfilled.

Ransomware: is a type of malicious software that's designed to lock a user out of their computer. A fee is then demanded before access is returned.

Malware: This is software that is specifically designed to disrupt or damage a computer system. It's important to try to protect yourself. Here are some suggestions that might help.

Educating staff about the hazards of cyber crime is very important. For example, not to open e-mails from an unknown or suspicious source and if they do, not to open any attachments. A common example is an e-mail with the attachment of a PDF invoice. The same applies for links, these should not be clicked on. A good check is to hover the cursor over a link to see if what's written in the e-mail actually matches the destination link shown when you're hovering over it.

Make sure your WiFi is secure. Potentially, anyone that can access your WiFi has access to your data so ensure any WiFi connection is password protected. For example, someone moving into a new block of flats gained access to several of the neighbors' routers that weren't secure and changed the passwords so the owners could no longer access them.

Software should be updated regularly. You should ensure that all operating systems and software are kept current by applying the latest software updates and patches, and that antivirus software definitions are kept up to date. Microsoft is a particular target for hackers.

Your company should have a strong password policy so that all passwords used contain a mixture of uppercase letters, lowercase letters, numbers and characters. Also, don't use generic company e-mail addresses such as info@xxx or enquiries@xxx as these are easily guessed.

Backups should be kept and tested regularly. Restores should be tested: there is no point in having a backup if you can't use it. And if you use cloud services, ask your provider how they protect your data and ask them about their backup and restore policies.

You should have firm policies in place to detail what to do in the event of a cyber attack. Work out how long, if you are unfortunate enough to be targeted, your business could survive if it was brought to a halt. The longer a cyber attack takes to resolve, the more costly it is.

Finally, you should consider obtaining ISO 27001 - the international Standard that describes best practice for an information security management system (ISMS). This accreditation demonstrates to your customers that you are following information security best practices and working to protect yourself, and therefore their data, from attack.

The 'Hotel Scam' has reared its head again



You check into your hotel and, as you are unpacking your clothes and working out how to make the TV work, the phone rings.

It's the front desk: they have had a problem with their computer system and need to confirm your credit card details. Trouble is it's not the front desk, it's an outside call. There are many variations on the theme. The consequences are obvious. Don't be one of the ones who get caught.

Will you sponsor PAIMA 2017?



Ask anyone in PAIMA to list the benefits of membership and the annual conference is always high on the list. It's possibly the most productive, friendly, fun, enjoyable event in the moving calendar anywhere. But having a good time costs money – that's where PAIMA needs your help.

By sponsoring the 2017 conference in Long Beach you will be helping to maintain one of the mainstays of the organization. Every year the sponsorship received helps to make what would otherwise be a good event, into a great one. In return PAIMA will make sure that your company is recognized loud and clear so that everyone can appreciate your support and know your company as a team player.

PAIMA has a number of sponsorship packages designed to fit most budgets. If you'd like to take part, contact Antonio Tremols at the PAIMA office at paima@paimamovers.com so he can let you know what's still available.

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ISS Worldwide Movers



New PAIMA member ISS Worldwide Movers is a wholly owned subsidiary of Inchcape Shipping Services (ISS) and is an integral part of its Cargo Division operating from six centers within the Middle East. UAE is one of the company's biggest operational centers having 45 staff, 10 trucks and 25,000 sq ft of warehousing.

In 2016 the company handled almost 6,000 moves for private customers, corporates and agents.

ISS Worldwide Movers is ISO and FIDI FAIM Plus certified and is also a member of IAM, EUROMOVERS, IATA, FIATA and WCA Regional Manager Abhilash Nair said, "There are not many PAIMA members in the Middle East, so by joining we hope to be

able to offer our services and do reciprocal business with other PAIMA members around the world. The annual conference is a great opportunity to make new business contacts and as it is always held at the same location as the IAM event it means we can attend both during a single trip."

www.iss-worldwidemovers.com



Please note: The 'V' sign means victory in the UAE. Yet another example of cultural diversity in PAIMA

The company provides a comprehensive range of service in the Middle East including:

- International relocation by sea, road and air (LCL, FCL or groupage);
- Origin and destination services for agents and individuals;
- Local, regional relocation, corporate and office relocation;
- Pet relocation;
- Fine arts and project handling;
- Storage - normal and temperature controlled with warehousing;
- Mobility service - home and school search and settling and departure service;
- Relocation of automobiles, motorcycles and boats.

A night-time photograph of the Dubai skyline, featuring several illuminated skyscrapers. In the foreground, there are palm trees with lights wrapped around their trunks, and a person is sitting on a bench. The title 'Conferences in Dubai and The Seychelles' is overlaid in large white text.

Conferences in Dubai and The Seychelles

The first quarter of 2017 closed with the completion of two of the industry's major business conferences: FIDI in Dubai and OMNI in The Seychelles. Both were successful in their own way and both totally different. FIDI had around 600 delegates in the JW Marriot hotel, the world's tallest hotel (but what else would you expect in Dubai).

Speakers included Jamil Qureshi, a performance enhancing psychologist, speaking about change management; and Mohammed Murad, a local entrepreneur, talking at the 39 Club conference about leadership. There were also two panel discussions: one talking about the problem of

shipping density and the effect the recent SOLAS regulations have had on the way in which jobs are invoiced; the second, hosted by ERC, exploring the future of the mobility industry. All sessions were well attended however there was, as usual, a great many of the delegates who preferred to conduct their own one-to-one meetings while the business sessions were in progress. Other business sessions included: anti-bribery and corruption management; data protection management; and professional guidelines workshop.

Social events included the obligatory golf tournament; sightseeing tours of Dubai and Abu Dhabi; the Yellow Boats tour for those who didn't mind getting a little damp; a trip to a Dubai nightclub for the youngsters of the 39 Club; and the grand FIDI Gala dinner.

The OMNI conference is an altogether different type of event. The atmosphere in The Seychelles lends itself to a much slower pace. OMNI is where the senior managers and owners of some of the world's leading moving and relocation companies come together in quiet reflection. They talk, swap ideas and take a more helicopter view of their businesses and the industry as a whole. Business cards are rarely exchanged. There were only around 100 delegates (about average for OMNI) but the combined wisdom and experience was without compare and the environment was specifically designed to allow creative juices to flow and innovation to thrive.





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Rates are for a single insertion. When you confirm and pay in advance for three issues, a discount will be applied. An order form (available from paima@paimamovers.com) and your artwork is required 30 days prior to the scheduled issue. An invoice will be sent once the form is received. There are three issues scheduled for 2017: April, August and December. Advance payment is indicated by: AP

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Dimensions & Artwork Specifications

Artwork material must have high resolution images and fonts embedded, with cut marks added.

Professional artwork can be produced for a small charge; please request quotation.

Full page: 297mm x 210mm

(303mm x 216mm bleed)

Half: 132mm x 189mm

Quarter: 132mm x 93mm

PAIMA OFFICE CONTACT INFORMATION:

Antonio Tremols, Executive Director
5201 Blue Lagoon Drive, 9th Floor,
Miami, FL 33126, USA
Tel: +1 (954) 880-1085
Fax: +1 (786) 497-4017
tony@paimamovers.com
www.paimamovers.com

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Please contact PAIMA Office

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Cardholder Name:
Card Type: VISA or MasterCard only
Card Number:
Expiration Date: Three-digit security code:
Amount to be charged in US Dollars: \$
Invoice Number/Reference:

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PAIMA REPORT

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- CONFIANCA MUDANCAS & TRANSPORTES LTDA
- COSMOPOLITAN TRANSPORTES LTDA
- G INTER (GRANERO INTERNATIONAL)
- GERSON & GREY TRANSPORTES LTDA
- GLOBAL PACKING INTERNATIONAL MOVERS LTDA
- TEAMWORK INTERNATIONAL MOVING
- TRANSWORLD MUDANCAS LTD

Canada

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

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

China

- REX SERVICE CO, LTD

Colombia

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- OPE MUDANZAS INTERNACIONALES SAS
- TRANSPACK LTDA

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- 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
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- FELIX RELOCATION
- PIONEER MOVERS

Mexico

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- 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

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Myanmar

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Nepal

- ORIENT INTL. RELOCATIONS

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- CONROY REMOVALS LTD

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- MUDANZAS MUNDIALES, S.A.
- TRANSCARGO LTD

Nigeria

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- CONOTE SERVICES LTD

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- BLU LOGISTICS
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- EXPRESS TRANSPORTS, S.A.
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- GOETZ MOVING & STORAGE, INC

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- 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
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South Korea

- HIGH RELOCATION WORLDWIDE - KOREA

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

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- SWISS MOVING SERVICE AG

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- MASSTRANS FREIGHT LLC
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- BURKE BROS MOVING GROUP LTD
- GALLEON INTERNATIONAL SHIPPING CO, LTD

Uruguay

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- AIRES
- BLASON INTERNATIONAL MOVERS
- COCO'S INTERNATIONAL MOVERS, INC
- DALY MOVERS, INC
- HUMBOLDT INTERNATIONAL

USA - continued

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- LA ROSA DEL MONTE USA
- MITCHELL MOVING & STORAGE
- OMEGA FORWARDING GROUP, LLC
- RELIABLE VAN & STORAGE CO
- RODI CARGO INTERNATIONAL
- SENTRY INTERNATIONAL
- TG INTERNATIONAL INSURANCE BROKERAGE, INC
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- WITHERS WORLDWIDE

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P4TH IMA ANNUAL GOLF TOURNAMENT

Friday, October 6, 2017



The PAIMA 4th Annual Golf Tournament Highlights:

1st, 2nd and 3rd place trophies for men and women

Closest to the Pin and Longest Drive contest

Lunch Included

Shuttle from the Hyatt included

\$150 per player

Golf club rentals available for \$40

**Meadowlark Golf Club,
Orange County,
California**



Meadowlark Golf Club is Orange County's oldest golf course. Designed by William Park Bell in 1922, this par-70 course is loved for both its historic charm and enjoyable layout. William Park Bell was a noted golf course architect with more than fifty courses credited to his work and design. Meadowlark features water on several holes and a beautiful historic clubhouse.

SEE YOU IN LONG BEACH!



MEADOWLARK GOLF CLUB

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Email: info@mexpack.com

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