

PAIMA REPORT

The magazine of the Pan American
International Movers Association

Summer 2013





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PAIMA

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The magazine of the Pan American
International Movers Association.

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FRONT COVER:

The chance of a life time! PAIMA goes to the glorious city of Vancouver for its annual conference, running back-to-back with the IAM. See pages 12-15



NFB – not a complicated name but one that reaches every corner of Norway! With over four generations of movers behind it, a multilingual, very experienced staff and a friendly approach to providing a service that's stamped with quality from start to finish, shipping to a complex country like Norway becomes very, very easy.

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Meet the team behind your every move:

Maria Carlsen, CFO (seated) and from left: Bjørn Carlsen, MD and international co-ordinators André Gebhardt and Ricardo Moreno.

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*Sharing work
and social
experiences can
change lives -
can PAIMA help,
asks Laura-May
Carmack.*

PRESIDENT'S PAGE



WHEREVER MOVERS meet, they talk about ...people. And that usually means customers (horror stories!) and staff (feel-good stories usually!). People are what makes our business go round and being in an international industry means we come into every day contact with people from all parts of the world and all walks of life – it is one of the real privileges of working in this sphere.

PAIMA would like to do more to foster this. We would like to bring together people working in different companies so they can share work and social experience amongst their international peers. I suppose the proper terms for this are 'Work experience' or 'Exchange visits' but I think that within PAIMA we want to think beyond that.

For a project of this kind, there have to be

guidelines in place so that both parties understand what is involved and what is required of them. It makes no sense for a company to send a valued employee to another firm on an exchange visit if they are not going to get something out of it. They need to work, to be involved, to find out how the systems work in another country.

The cost of sending someone to stay in another country has to be considered, plus details of accommodation, transport and so on. Both parties electing to exchange staff need to go into the scheme with eyes wide open. As with almost everything else you can think of, preparation is everything.

Of course, informal exchange of staff happens on a regular basis, but we would quite like to offer such a facility as a

PAIMA project so that the benefits are more widely spread. By learning from the experience of each exchange, we can develop the programme to make it more valuable to everyone else. As we all know, collective action is usually more useful than individual experimentation!

So, while we are working on our ideas for this, perhaps you could think about it too. I'd like to know what experience any of you have of such a scheme, what the upsides and downsides are, what works and what doesn't and so on. You know your views on any topic concerning PAIMA are always very welcome – you are our life blood after all.

You may think that bothering with an exchange programme is a total waste of time, in which case, do tell me. Perhaps you feel that more formal training is needed, in the form of e-learning, webinars etc? Well, fine, I would love to hear about it. Our earlier foray into web-based training was not a success and we need to know from you whether it was our fault or did we anticipate a demand that never existed in the first place?

So, think about these things and even if you don't contact me now, remember to bring forward your points of view when we all meet in Vancouver!

Don't waste time fishing through service options.

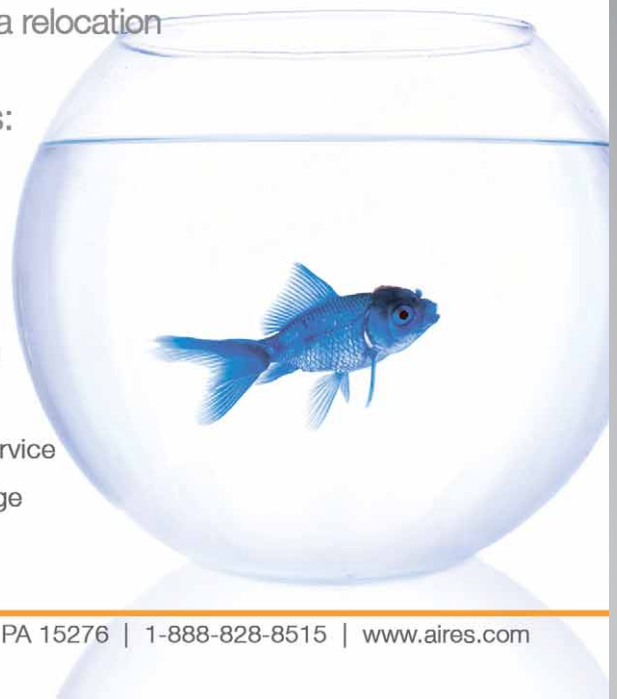


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"We need to keep our eyes wide open!"
- Sherry Williams,
Executive Director,
PAIMA.

SHERRY'S PAGE

MANAGING expectations is always dangerous territory. Mostly, we think we know what the expectations are but we can get it so wrong. Remember how some new marketing manager hired by Coca-Cola decided to launch a 'new Coke' which absolutely nobody wanted and was withdrawn amidst howls of protests and the threat of a collapsing domination of the market.

Which is why we believe the most important function we provide is to organise a conference where people can network within a relatively small group, without being overwhelmed by complete strangers crashing into private conversations waving their rate tariff. In other words, PAIMA members enjoy a level of exclusivity.

It's an interesting concept. Exclusivity sells in almost any

calmer pastures of a small group where we really have good one-to-one conversations with people we like to do business with, and to meet new potential contacts.

So, depending on your thoughts, we will continue to look upon PAIMA as a boutique association with a degree of exclusivity that gives you all that little bit of extra value. At the same time, we need to keep our eyes wide open to the fact



Well, we don't want our 'Coke moment' here at PAIMA but we are always looking for new services that might appeal to members. But by and large, you all seem very contented and undemanding which is nice. When one reads about other associations with lots of services, hardly any of which are taken up in any significant volume, you realise that most people are happy with what they've got provided the value for money and quality remain constant.

area you can mention – fashion, cars, watches, holidays.... in effect, anything where personal choice is concerned. Most of us like exclusivity and put a value on it, both monetary and emotional. But I am not sure you all want to pay higher subscriptions though!!

But it is an interesting theme, don't you think? We all enjoy the sheer excitement and sophistication of a big meeting like the IAM does so beautifully, but there are times when we also seek the

that every association needs to develop in its own way and that will inevitably mean bringing in new members who share our beliefs.

Of course, we will always look at services that offer members real value. However, we should not spread ourselves too thinly and in this connection I would urge you yet again to use our tonnage list - being an exclusive boutique association is one thing, but being an exclusive boutique that packs a shipping punch is quite another.

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IAM LAUNCHES NEW LOGISTICS NETWORK



Terry Head - launches ILN.

Responding to its membership, the IAM has launched the new IAM Logistics Network (ILN).

For several years the IAM staff has considered launching a number of diversification initiatives, one of which would be focused on helping members develop and market non-traditional household moving services.

The project moved forward when a group of individuals approached the Association about two years ago to explore IAM's involvement in creating and co-ordinating a network of companies offering a variety of logistics type services.

Many IAM members are already actively engaged in a wide variety of logistical activities. Unfortunately, no one is really aware of who is doing what in logistics; more importantly, there is no means to co-operate and reciprocate with business as is traditionally done on the household goods side of the moving industry.

Larry DePace of Secor, along with his committee and IAM staff, has a number of ideas for developing the ILN concept, focusing efforts on business promotion and education.

MORE EXPANSION FOR TRAFIMAR

In México, Trafimar Relocation Services has opened a new office and warehouse in the fast growing city of Guadalajara.

It has been operating in the city since 1984 but always through its headquarters in Mexico City. Now it occupies a 400 sq.m building and has appointed Enrico Mejani as manager of the operation.

At the same time, its subsidiary Autotransportes Trafimar, which handles Line Haul Intermodal Services has moved to an independent container yard. It enables the company to offer in/out container handling and storage for the leading container operators in México. The company is based in Mexico City and has 35 employees.



Emma Lightwater.



Carly Banks.

SUDDATH OPENS IN LONDON

Suddath International has opened a new customer service centre in South London to support its EMEA operations.

The new service centre joins the company's existing 19 warehouses in North America. Located in Croydon, the hub will be led by Emma Lightfoot and Carly Banks, with agents/partners providing crews and warehousing.

PEOPLE

PROMOTION FOR ANDRÉ

André Gebhardt has been promoted to Operations Manager at NFB International in Oslo, Norway.

He joined the company in 2009 as an International Relocation Co-ordinator but now assumes responsibility for the company's day to day operational activities while still continuing as an International Co-ordinator.

SARAH BECK MOVES TO WEST COAST

After several years in a variety of capacities, Sarah Beck has been appointed Account Manager at AIRE'S' West Coast Regional Office in Huntington Beach, CA.



Sarah Beck

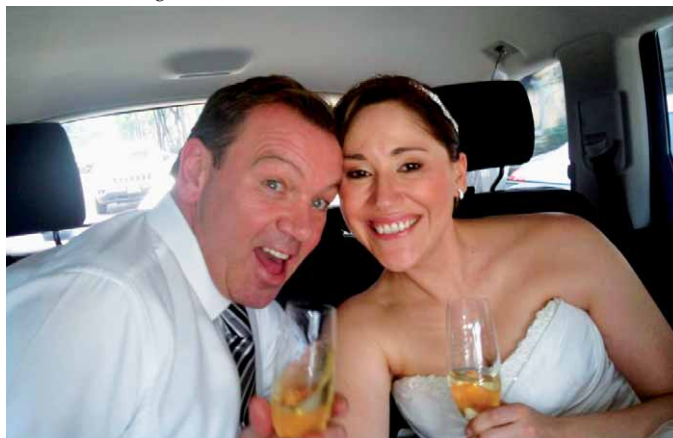
IT'S A GIRL FOR MARLON AND JENNY



Welcome to Leilani Adler Vallyaydam, the new daughter of Marlon and Jenny (Australian Van Lines). Weighing in 3.1kg and 49cm tall, she is doing very well and clearly the apple of her parents' eyes.....

Wedding bells.

Having known each other since 2012, Alexander Speier, International Sales at Trafimar, Mexico City and Magdalena Alcocer have married. She has no connection with the moving industry, having a Doctorate in Public Administration and has collaborated with the Narcotics Affairs Section Department of the USA.



NEWS

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MEMBERSHIP...

IN THE LAST THREE years or so, PAIMA has been making an impact on the international moving industry.

Traditionally, the heavyweight associations have the field pretty well to themselves. The biggest and most successful of all is undoubtedly the IAM which under the leadership of Terry Head has reinvented itself to become pre-eminent.

How long, one wonders, before IAM has an office in Asia or Europe?

A long way behind are the many other associations with which we are familiar and then edging very close to them, comes PAIMA. In terms of pure muscle, maybe PAIMA has some way to go but consider that over the last three years:

*It has established a headquarters in Florida.
The accounts are in good shape.
Conferences are well organised and profitable.
Membership services are well managed and finally...
.... membership is growing.*

It has not been easy as older members will remember the problems PAIMA faced whilst it was based in Panama. There is still a way to go and the new board definitely has vision in this regard.



PAIMA President Laura-May Carmack surveyed members.

It has no plans to launch expensive programs that no one wants but it does have ideas, some of which you'll hear about at the Vancouver conference.

PAIMA was originally formed by companies denied access to LACMA

Last year when we were in Washington, there was quite a lot of bar talk about whether PAIMA should be focused on sticking to its core principle of being a Latin American organisation or a global one.

It is perfectly true that PAIMA was formed in the days when some members were denied access to LACMA. Those days are long gone, of course, but despite this, members still felt comfortable enough with PAIMA to continue with it. So here we are with a thriving membership, the support of highly qualified companies from all over the world and absolutely no signs of progress slowing down.

As has been pointed out before, there is precedent here. Older members will remember the two European organisations, CETI and Eurovan, which eventually merged to become a global entity, OMNI. FIDI went the same way.

PAIMA recently conducted a survey amongst members to see what they thought. It must be admitted the response was far from strong but not surprisingly, the Latin American companies wanted to keep the organisation regional whilst members from across the globe seek an international association, although with Latin Americans having superior voting rights.

No one wants PAIMA to lose its Latino identity but many feel that what is really important is the quality of the membership, regardless where it comes from.

Members also want to keep PAIMA relatively small and effective, reflecting support for the board's view that it should be a boutique association with quality as its flagship.

There is strong support for a regional structure and maybe this needs to be given added strength, with each group given a proper agenda so that it becomes active and actually achieves set goals.

Some members would like more communication in between conferences but that does, of course, rely very much on members themselves. For whatever reason, members do tend to be pretty quiet!

Anyway, it has to be said that the feedback to the topic was inconclusive and this subject will need to be aired in public to make real progress.

It is not a topic that is going away and a debate does need to be held otherwise PAIMA's strategy for the future could be skewed by going in the wrong direction for many of its members.

One only has to look at the remarkable achievements of IAM to see what can be done.

It took Terry Head eleven years to change the name of the old HHGFAA but just look at the IAM now – the premier moving association in the world. PAIMA does not aspire to anything like that, preferring its boutique style, but the case of IAM shows that one can make changes while staying true to founding principles.

HOW LATIN DO WE WANT PAIMA TO BE?



The Harbour Princess

IF YOU ARE going to Vancouver, expect to see spectacular scenery, a bustling international city life and great social activity, from dining out to galleries, museums and shops. Vancouver truly has it all.

There is so much to see it's hard to know where to begin. But one of the sights you shouldn't miss is the Indian Arm, an 18 km coastal mountain fjord right in the city's backyard!

And the good news is that you won't miss it! PAIMA has booked the *Harbour Princess*, a handsome cruiser which will take you on a tour of this famous piece of coastland which you can enjoy while eating lunch.

This is just one of the many highlights of what will be an unforgettable conference, timed to go back-to-back with the IAM meeting, the industry's number one annual event. The PAIMA



conference runs from 4-6 October in the *Marriott Pinnacle Hotel* and IAM follows immediately afterwards in

the Vancouver Conference Center from 7-10 October.

VANCOUVER

YOUR PAIMA CONFERENCE DESTINATION 4-6 OCTOBER



We'll take your breath away!

to party! So this year we are digging into our Latin American roots with *La Candela* as our feature band on the closing night. Marvellous and

From Haida Gwaii to California, *La Candela* has been winning fans since it was formed in 2001 by bassist Mark Beaty and pianist Cary Garcia.

ABOARD the splendid Harbour Princess, you'll enjoy a four hour lunch cruise travelling through Vancouver's inner harbour, the Burrard Inlet, and then North into the spectacular setting of Indian Arm.

Nestled within the Coast Mountain range, the area was once heavily glaciated, leaving behind a spectacular landscape featuring lush green forests protecting this inlet from the open ocean.

Plenty of time to chat to friends over a buffet lunch as you cruise by the panoramic vistas, the Silver Falls, large waterfront homes, privately owned islands, wildlife and more. Indian Arm is a true photographer's delight, *so don't forget your camera!*

La Candela to entertain you!



ONE THING PAIMA knows about its members –you like

unusual, *La Candela* brings together Americanos from across the two continents.

Their signature west coast Cuban sound, inspired by the rich traditions of that famous island, is blended with the Cascadian backdrop of Vancouver and the surrounding islands.

Always a hit with the dance fiends, the band's rhythmical sophistication and infectious playing have brought even the most determined wallflowers to their feet!

With soaring trumpet, rich piano and popping bass, congas, timbales and vocals all-around, this micro salsa orchestra plays hard and hits like a locomotor!!

We start off with a Happy Hour reception!

The conference itself begins in the Marriott on Friday 4 October with a welcome Happy Hour reception which ends early enough for you to go out to dinner afterwards.



Vancouver - truly a world-class city that has to be enjoyed.

AND WHAT of Vancouver itself? Well, the city was recognized as the Top City in Canada in *Condé Nast Traveler* magazine's 2012 Readers' Choice Awards.

The city was also named the Top Destination in Canada

Vancouver offers travellers both outstanding opportunities for outdoor adventure and the sophisticated amenities of a world-class city.

Take advantage of the city's Oceanside location, with plenty of green space and



Laura-May Carmack (AIReS), the PAIMA President chairs the opening General Assembly.

Next morning, a buffet breakfast is included in your package after which we start the business of the day. PAIMA President Laura-May Carmack (AIReS) opens the General Assembly during which you will hear all the business reports of the officers.

On Sunday (6 October) after a buffet breakfast, we come to some of the highlights – the closing General Assembly covers any new proposals to be voted on plus the tonnage and ecology awards.

Everyone then has a free afternoon before



The new board of PAIMA (from left): George Naumann (Swiss Moving Service), Christy Wickman-Kozloski (Wickman Worldwide Services), Jose Marrero (Sentry International), Laura May Carmack, (AIReS), Juana Cueva (Express Transports), Sid Vallaydam (Australian Vanlines) and Lars Lemche (Teamwork International Moving).

Later that morning will be an international business panel and then you're off on your lunch cruise!

If, after a four hour lunch, you have any room left, there's a free evening for you to explore the city restaurants and night life.

meeting up again for cocktails and the party night.

There is so much to look forward to at PAIMA's 29th conference – great city, excellent conference and lots of networking! You're going to have the time of your lives!

in *TripAdvisor's 2012 Travelers' Choice* awards, and was chosen as the world's "Most Liveable City" in 2010 by the Economist Intelligence Unit (EIU), a title it has been awarded eight times since 2002.

many recreation opportunities in the mountains 20 minutes north of downtown.

And after a busy day, there's nothing better than to linger over a glass of BC wine and a locally inspired meal, or unwind at one of Vancouver's unique spas.

While this sea-level port city is known for its temperate climate, the surrounding snow-covered slopes are perfect for winter sports and breathtaking views of the city twinkling below.



.... and food! GLORIOUS FOOD!

VANCOUVER is one of the few places in the world where it's possible to ski in the morning and sail in the afternoon.

If you're making a list of things to do and places to visit, check out:

*Stanley Park.
Granville Island.
Grouse Mountain.
Robson Street.
Vancouver Lookout.
Museum of Anthropology.
Capilano Suspension Bridge.
Gastown.
Chinatown and Chinatown Night Market.*

You can book your hotel at:

<https://resweb.passkey.com/go/IAMMarriott>

Note: Group ID: International Association of Movers.

To register for the PAIMA conference:
www.paimamovers.com

VANCOUVER was a fairly quiet city (but with a very long history) until 1986 when it marked its centennial with the transport-themed Expo '86 world exposition.

A huge success, it put Vancouver on the map internationally and triggered a wave of immigration applications.

Seven years later Vancouver was selected as host city for the 2010 Olympic and Paralympic Winter Games.

More than 2.5 billion people around the world tuned in to watch 2,600 athletes from 82 nations compete.

Then in 2011 the city celebrated its 125th birthday with a year-long party of events and performances throughout the city.



EATING OUT

THANKS to its strongly multi-cultural population, Vancouver is teeming with distinctive dining areas.

These include Gastown, a haven for the city's young up-and-coming chefs and bartenders; Yaletown, where the city's beautiful people come to feed at the hippest eateries; Robson Street, with more than 50 restaurants ranging from Korean noodle

houses to super-chic stops; Chinatown, with its dim sum haunts and fusion hotspots; Denman and Davie Streets, housing the city's best selection of good-value, mid-priced restaurants; Granville Island, with its fine dining and casual eateries sharing great city-and-mountain views; Kitsilano, complete with vegetarian haunts, quirky coffee houses and fine dining, especially along 4th Avenue; South Main, filled with small, eclectic joints, many catering to local veggies; and Commercial Drive, with its independent coffee bars and diverse ethnic eateries.

From the best sushi and sashimi restaurants outside Japan – try Tojo's (www.tojos.com) and Miku (www.mikurestaurant.com) – to a hugely popular ramen noodle scene, you're just as likely to spot Japanese visitors as curious locals.

Chinese dining

Home to one of the largest Chinese communities outside China, Metro Vancouver is also the home of Canada's best Chinese dining scene. But while traditional dim sum houses and chatty seafood-based neighbourhood eateries are still plentiful here, there have been some key developments in recent years.

So – plenty of choice!

Every year
PAIMA
welcomes
new
members -
always try to
support them!

NEW MEMBERS



Bjørn Carlsen.



Marion Carlsen.

A mover of deep experience!

BJØRN CARLSEN was born into the Norwegian moving business. He probably had little choice! His father was a very well known figure in the industry – he was, in fact, “Mr. Norway” for most people. So Bjørn came into the family company of Frogner International in 1981 and hasn’t looked back. He took over the business five years later, eventually acquiring a competitor (Majortrans) with the two companies going on to form the Scandinavian giant, Scanvan.

He went on to secure a degree in international business, marketing and transportation/logistics at the University of Maryland in the USA. With his BA in his pocket, he went on to a new career in the US, working there from 1996 to 1998, when he joined Graebel Movers International as International Director. However, there came a time when he wanted to return to Norway with his wife Maria and their two sons. Today, he is the CEO of NFB International and Maria its CFO.

NFB was initially a Swedish moving company. When the Oslo based moving company of Mathisen Transport went bankrupt in the early 2000s, NFB purchased the remains of the company. After a few years they sold it to some of the employees and withdrew to Stockholm but allowed the use of the NFB name.

The company grew in two directions – international removals and local office relocations. The owners wanted to pursue only the office relocation side, and following some negotiations, Bjørn joined NFB in April of 2008 with the intention of buying the international relocation division. This was completed in 2009 and once again the company’s name was changed to clearly identify its core business: it became known as NFB International Relocations AS.

Some of the key people at the company include Mr. André Gebhardt (Operations Manager), Ricardo Moreno – International Relocation Co-ordinator, and of course Bjørn and Maria Carlsen.



Ricardo Moreno.



André Gebhardt.

A new name from India

In Mumbai, Servile Relocations Private Limited was established in 2009 by Mobin Shaikh (now Managing Director) who had already devoted 15 years of his life to the relocation industry

With considerable energy he has built up the company to become a leading specialist covering: international relocation (including vehicles), DSP (including property/school search), visa, immigration and FRRO as well as pet moving, orientation and warehousing.

On top of this, Servile has now developed a strong reputation in fine art handling and movement.

Although Servile is headquartered in Mumbai it has established a presence in the metro cities that include Bangalore, Chennai, Cochin, New Delhi and Pune.

“At Servile, we have professional, well trained and experienced office staff and operations crews which ensures quality and timely services to our customers and associates,” says Mr. Shaikh.



YOUR ONE- STOP- SHOP IN THE UAE!

Over at the UAE, PAIMA is happy to welcome as a new member Masstrans Removals.

The company specializes in domestic, office and international moves, import/export services, pet/vehicle relocation, fine art, exhibitions and data centre migration.

Myanmar mover with all the answers!

BURMA, also known as Myanmar, is a sovereign state in Southeast Asia bordered by China, Thailand, India, Laos and Bangladesh and serving this country of nearly 50 million people is Global Moving & Storage.

The company is owned and headed up by Raju @ Aung Naing, the CEO, based in Yangon (also known as Rangoon).

He is a veteran of the Customs clearance and freight-forwarding industry with more than 20 years of solid experience behind him.

So if you have business with this interesting country, there is plenty he can tell you! This is an all-service business providing a one-stop shop for all its trade customers.

As well as domestic and international moving GMS handles project cargo, trade shows, fine arts, Customs, port agency and warehousing.



Raju @ Aung Naing, the CEO, based in Yangon/Rangoon founded GMS..



Fine art packing is just one of many GMS services.

Masstrans Removals is a leading moving and storage company in the UAE and has 40 members of staff, four vehicles and offices in Dubai and Abu Dhabi. It also offers 20000 sq. ft of storage, 5000 sq ft of which is air conditioned.

Byiju Daniel is the company's General Manager – Exhibitions & Removals



IN JUST ANOTHER two years the Schmidt family will be celebrating twenty years of their family business – Mexpack.

By that time Thomas and Begonia Schmidt will have completed their plans to hand over the reins of day to day running to the three family members, Alexandra, Sebastian and Lorne Dixon.

been awarded some major contracts including one for the American Embassy.

Thomas went straight from university into the international moving business in the US, later moving up the ladder when he moved to Germany. He learned a lot about the business during his three years in Frankfurt,

been his home for the last 25 years.

Alongside him has been Begonia, now the company's General Manager. When she and Tom moved to Frankfurt, she often accompanied him on surveys and business trips, getting to know the business with him. Over the years she proved to be a fast learner and when

Growth came quickly, even though times were uncertain as the company was launched during the Peso crisis of 1995.

Even so, the couple quickly secured a warehouse and office in Mexico City and since then have opened branches in Monterrey and Guadalajara.

Mexpack has come a long way in a very short time

It has been a relatively short journey for this successful company based in Mexico City which has recently

before working next in Barcelona and then coming home to the US to live in St. Louis. From there he went to Mexico which has

the couple decided to form Mexpack, Begonia became head administrator and then as the company grew, its GM.



Thomas Schmidt.



The Mexpack office staff are happy to serve you!

IN THAT TIME
Mexpack has not only developed its local and international moving services but also fine art storage, trade show management and a wide range of relocation facilities including home/school search, language classes and visa/legal documentation.

This growth has been helped by the very international flavour of the company. Every day languages spoken at the company include German, French, Danish, Spanish and English.

All its managers have international experience and Mexpack is now stepping up its investment in professional training.

"We call ourselves Multi-Culti, meaning that we are able to use the diversity that forms our company to better serve its clients because our staff are multinational themselves," says Alexandra Schmidt, who is the regional representative/

director for Canada and Mexico for PAIMA.

In addition to training, the company has invested heavily in IT as part of its drive towards a paperless office - packing inventories generated on tablets, use of bar codes for export and import shipments and i-Pads for surveys.

"Everything is handled electronically," says Alexandra. "All surveys, inventories, bingo inventories are non-paper and all text is automatically translated to the language of choice, so this all makes life easier for everyone, customers and staff."

Last Fall the company moved to a new facility in the city, big enough to allow it to continue expanding. Tom and Begonia are taking more of a back seat these days as Alexandra, Sebastian and Lorne do more.

Before joining her parent's company, Alexandra learned much of the business at a freight forwarding company in Madrid. Later she graduated from Trinity University in San Antonio and then worked her way through every department of Mexpack. Today, she is the company's Logistics and Customer Service Manager.

Her husband, Lorne Dixon worked for a moving company in Texas during the summer vacations from university.

After graduation he joined his soon-to-be wife Alexandra in Mexico, working for her parents. He too, trained in all the company's departments and eventually was appointed Administration and Finance Manager.

Sebastian spent time in a number of industries before bringing his experience to the family business. He too worked his way through every department and is currently the Internal Sales Manager, overseeing agent relations and developing new sales opportunities.

As you might expect this is a company with all the industry quality accreditations which are so important to customers today - it is also a company that, as it approaches its twentieth anniversary, shows no signs of slowing down.

It's remarkable what an energetic and committed family business can achieve in just a few years.

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The cost savings from production are 'only a bonus' and should not be the main reason for going green because being green has to be sustainable and lots of time and commitment are needed," John Lim, Group General Manager at K C Dat (part of the Asian Tigers Mobility Group)

ASIAN TIGERS WINS PAIMA'S ECOLOGY AWARD

THE WINNER of the 2012 PAIMA Ecology Award is **Asian Tigers Mobility** in Singapore whose environmental programme must be one of the most comprehensive in the global mobility industry.

It works on two levels – 'hard' (measuring the effectiveness of its programme in relation to waste management and operational controls) and the 'soft' approach covering communication and education/training amongst staff and trading partners.

Some of the main environmental policies in place include:

- 1) Recycling of waste paper.
- 2) Proper disposal of wood waste.
- 3) Reduction in corporate carbon footprint and vehicle exhaust emissions.

Asian Tigers provides regular training to all staff, covering key elements of environmental topics. These include themes such as 'Fuel-efficient driving' and 'What you can do to reduce energy consumption'.

The company also has a programme for routinely ensuring that it not only reviews but also complies with the various national laws and local legislation covering such subjects as the

preservation and improvement of the environment and the appropriate actions to take to reduce the company's impact on the local environment.

The company also holds ISO 14001: 2004 (Environmental Management System) which is independently certified by the SGS Group.

Aside from the routine internal checks and the independent audit by SGS, Asian Tigers Mobility also underwent a series of stringent compliance procedures (which themselves took a few weeks to complete) by one of its corporate clients a few years ago - and passed with flying colours.

The company also evaluates its contractors in the same way, covering such essential areas as labour (handyman and packing), project moves, transport agents, forklift and vehicle maintenance, materials and products (cartons, woods, chemical/oils etc) and services (disposal, fumigation, pest control and so on).

It insists on making environmental demands of its agents that want to do business with the company.

These include awareness, competence and training, operational control, emergency preparedness and response, evaluation of compliance and documentation (eg. MSDS (Material Safety Data Sheet) for chemical supplies).

It believes that the efforts it has put in place to go green have managed to achieve some significant improvements in the following areas:

- Enhancing and maintaining the company's reputation/brand.
- Enhancing shareholder value.
- Creating expectation when operating internationally.
- Business risk reduction/mitigation.
- Improved staff morale.
- Creating better business partnerships.
- Stakeholders awareness/engagement (integrated with business decision-making).

Its supply chain management covers the following integral parts:

- Published procurement policies on environmental ambitions.
- Incorporating environmental criteria in the supplier selection process.
- Suppliers to sign a code of conduct or sustainability contract.



Collection points for recycling are a feature of every Asian Tigers office.

- Incorporated environmental issues into annual supplier review process.
- Committed to auditing its suppliers concerning the implementation of the above policies.

The company also recognises the importance and need to minimise its carbon footprint (fuel consumption). So some of the operational controls it puts in place include:

- using biofuel instead of normal diesel for its trucks.
- regular maintenance of the vehicles as well as internal inspections and external tests carried out by LTA (Land Transport Authority)-approved inspection centres
- drivers are well trained in best driving practice eg stop the vehicle's engine when it is left idle/ stationary even during loading/ unloading process.

Materials wise, specifically for domestic moves, Asian Tigers works hard to develop packaging that is environmentally friendly, safe and

durable by using reusable unique 'Strong Wrap' plastic containers and cooler box, as well as recycled cartons for home and furnishings.

Corrugated paper pallets (made from recycled papers) are used instead of wooden pallets for air cargo to achieve zero waste-disposal and generate recycling revenue.

A lot of thought has gone into how packing materials are used - and then re-used time and time again.

- Reusable 'bubble-pack' bags are used in packing wherever possible, eg. kitchenware, crystal ware, silverware and fine china, to reduce the use of tissue/ newsprint and brown wax papers



Some of the environmentally-friendly packing materials used by K C Dat, members of the Asian Tiger Group in Asia.



Above and right: Used pack materials are all recycled and used again - nothing is wasted at Asian Tigers.



IN ADDITION, as a general policy, Asian Tigers practices the 3Rs as a general guideline for the whole company. These cover:

Reduce:

- Extensive use of Emails and documents in electronic form (pdf/scanned) and double-sided printing where hard copies are needed.

- Accurate measurements of wooden crates are taken by experienced supervisors so that all casing is made to precise specifications with minimal waste.

Reuse:

- Reuse of old and unwanted single-side printed papers for printing/ photocopying purposes.



Asian Tigers was pioneering recycling principles years before 'going green' became fashionable.

- Reuse of cartons salvaged from inbound shipments for domestic removals.
- Reuse of wood salvaged from inbound shipments for making crates.

Recycle

- Non-reusable papers/cartons are recycled by the Licensed Waste Collectors (LWC).
- Timber that can no longer be salvaged for reuse is also disposed of legally by the LWC.

A really clever idea has been the 'Green Bazaar' which encourages staff to make craft goods out of recycled material. The best items are sold at a 'green' bazaar and is a hugely effective vehicle for raising awareness of environmental conservation. The imagination and creativity of staff is really inspiring.

Then there is the company's famous support of campaigns to protect the endangered Chinese Tiger. For this it works through the IFAW (International Fund for Animal Welfare) and SCT (Save China's Tigers) to combat poaching, improve habitat and educate the public.

Contributions to the fund made by the Asian Tigers Group have now reached more than US\$ 375,000.00, an astonishing achievement.

What a very worthy winner of the PAIMA Ecology Award - congratulations to everyone at Asian Tigers!



Asian Tigers staff really get into the spirit of 'Green Day' - just shows there's nothing so useful as discarded material.

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Problems at the gate



BEING A MOVER IS NEVER the easiest of jobs but the growing trend for gated communities isn't helping at all.

And whether you like them or not, they are here to stay. Seta M. Low, among other anthropologists, has argued that they have a negative effect on the overall social capital of the broader community outside the gated community. Some gated communities, usually called guard-gated communities, are staffed by private security guards and are often home to high-value properties, or are set up as retirement villages. Some gated communities are secure enough to resemble fortresses and are intended as such!

Regardless of all this, they are increasingly popular in parts of North and Latin America, Australia and South Africa. The root cause for their popularity is simple enough – crime.

"In South Africa crime is still a problem," says Dave Buchanan of Magna Thomson in Johannesburg. "These walled communities often cover many hectares and primarily consist of

expatriates and affluent South Africans. These people are our main market as we often deliver imports to these communities and many of the South Africans are internationally mobile."

But the problem for moving companies is that very few of these communities allow shipping containers or large trucks to come through the gates. On top of that the internal roads are not built to take the weight of even a single shipping container on a flatbed.



The result is Dave's moving crews have to shuttle the furniture and effects to the edge of the security gate where the container is



loaded. And for imports, it goes in the reverse order, of course.

Either way, it is not satisfactory but is time consuming and therefore costly. To get round the problem Magna has tried using different types of

was able to test a new Canter made by Mitsubishi Fuso.

It's quite an innovative vehicle technically but from an operational point of view it ticks all the boxes for a mover needing to move low weight, high value goods into restricted zones.

The truck can take 650 cf of effects and features a low platform behind the rear wheels where out-of-size items such as pianos can be loaded, as well as large bookcases or display cabinets.

The cab (which is itself very well appointed) has a crew cab to accommodate up to five people.

"In short, the ideal mover's vehicle!" says Dave. "We are still testing our first Canter but we feel very optimistic and I am sure more will follow."

shuttle vehicles but none of them have met the fairly demanding specifications needed. But just lately, the company had a break when it

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“Noriyuki Sasaki from Nippon Express was my mentor.”

- Caridad Ytsel Aguilar Alvarez



YOU CAN'T MISS **Caridad Ytsel Aguilar Alvarez**, a director of Panama International Packers – she's just one of those people who stand out in any crowd!

Like any good mover, she's travelled a lot, since being raised in Panama City. With no thought of a career in the moving industry, she studied fashion merchandising in Miami and took a BBA in Marketing at the Inter-American University of Puerto Rico.

When she married, Caridad lived in five different countries in Latin America but returned to Panama after her divorce.

“I needed to work in something and was lucky enough to find a job with the agent of Nippon Express in Panama. The company sent me to New Jersey for training and I just fell in love with the industry there and

then!” she recalls.

“And I will always be grateful to Noriyuki Sasaki from Nippon Express who was my mentor.”

From there she was appointed an account executive at Supreme Overseas, working with Nippon Express. Until then, Caridad had stayed at home but studied hard in whichever country she found herself in – and this also proved to be useful for her career in moving.

The mother of 19 year old Aimee Nicole, if Caridad isn't working of a weekend you will find her reading (preferably in Spanish) and listening to classical music, Chopin being her favourite. Just lately she has finished *Casi una Mujer* (Almost a woman) by Esmeralda Santiago.

For a perfect holiday you would find her at home, enjoying time off and perhaps

cooking something a bit special. She realises the importance of food in our lives and takes its preparation seriously.

By nature, she's very relaxed about life: “I have learned that material things are not what make me. I can have these material comforts and enjoy them but I can also live happily without them.....and still enjoy life too!”

She's also fairly private – is there one thing we don't know about Caridad? “Yes! Many, many things, but I'm not telling you! Otherwise they wouldn't be private any more!” she laughs.

“But if you grant me just one wish then it would be that every child in the world has at least a plate of food every day. I hate hunger and sometimes I hate what we are doing to our world.”

Meet Caridad Ytsel Aguilar Alvarez, a director of Panama International Packers.



Carmen de Lerdo de Tejada of Transcontainer.

TRANSCONTAINER has opened a new facility in Queretaro 220 kilometres north of Mexico City, one of the safest and most prosperous cities in México.

"It is a very nice part of Mexico and attracts lots of business, so we were sending vehicles and crews there every week," says Carmen de Lerdo de Tejada of Transcontainer.

"About 164,000 people a month are moving there and many corporations are shifting from their

traditional bases in cities like Monterey and Chihuahua.

The volume of traffic we were handling eventually became so great that we did an analysis of it all and decided that we needed to have a physical presence there."

It took a little time, even for this formidably energetic lady. But she and husband Luis eventually found a brand new 1350 sq. metres (14,531 sq. ft.) warehouse and office

facility on a new park. The building is light and airy, thanks to a semi-transparent roof and clear spans, while extensive insulation makes it energy efficient during the chillier times.

There are loading bays for the big trailers operated by the company as well as the latest in electronic scales that link straight into the company's IT system for importing into documentation. Vehicles have access via two entrances.

The IT system (designed in Lotus Domino) integrates all the company's five branches; just recently the company has hired a temporary Systems Manager to train and keep develop the network further, due to the arrival of the new Lotus 8.5.

Based in a well secured industrial park, the new facility also enjoys round-the-clock protection from CCTV.

A new face in Queretaro



Below and left: the new facility in Queretaro, one of the fastest growing cities in Mexico, where Transcontainer has established a major presence.

Most important of all, four senior packers have volunteered to move with their families to Queretaro, once installed, the packers will then recruit and train other crews.

In addition Alejandra Jimenez, an international operations specialist who has been with the company 15 years, moved to Queretaro in May.

Now that their four children (Carmen, Patricia, Ana Luisa and Luis) are taking care of the business, Luis is keen to go to Queretaro but Carmen



refuses to move 137 miles away from their family!

So the couple will remain in Mexico City and Luis can continue with his hobby of building and restoring classic cars.

Even though Transcontainer's main

business stream is international, it has an active domestic arm which has seen growth of about 400% in recent years. It also has a busy logistic division that handles traffic between Mexico and the USA which continues to thrive. In fact the only real dip has been a lull in the hotel fittings market but that tends to fluctuate anyway.

strong and there is a lot of on-going investment," says Mrs. Tejada.

"We always recruit staff early," she says "Everyone has a one month probationary period, then new packers are trained at warehouse for two months and then they join a team where the crew leader will continue training and monitoring them.

"What we're finding is that security is a big issue with clients so once staff become permanent and are sent to customers residence they have uniforms with our logo, their names and authorised ID badges issued by the company.



Left: Luis de Lerdo de Tejada of Transcontainer and above, one of the many classic cars with which he been involved.

"Lots of companies are still moving people around Mexico because although there are some domestic problems, the economy is essentially quite

It's critical in our country to give clients every confidence."



Bjørn Carlsen.



Maria Carlsen.



Above and below: NFB's new warehouse under construction.

PAIMA's new member in Norway has moved into one of the most modern warehousing facilities in the country.

NFB International Relocations (which has been using a former SAS building) now operates out of Norway's first-ever fully automated household goods warehouse with a capacity of 1100 TEUs.

The new building stands on an 18,400 sq.m plot in Røyken centrally located between Oslo to the North, Dramman to the West and Vestby in the South.

In this way, advantage has been taken of lower land prices and access



to the excellent road network - especially since the opening of the tunnel beneath the Oslo Fiord which links the site with the east side of Norway and so provides easy access into Sweden.

"When we were working with the developer on the specification of the new building, for which we are the

major tenants, we took a look at the Nyman building in Rotterdam and used that as our model," says Bjørn Carlsen of NFB International Relocations.

"We just needed to modify what is an excellent design to adapt it for Norwegian conditions."

NFB moves into Norway's most modern and dynamic facility

This is Norway's most modern warehouse facility and is entirely purpose-built.



A typical move at a Norwegian residence!



Everything has been designed around Norway's unusual geography and climate.

Part of the adaptation was to use a prefabricated brick standing area surface instead of a concrete one to reduce skidding. The terminal area covers 600 sq. m and can be expanded by up to 50% at a later date. It has two gates, three ramps and a container handling point.

In addition there is 600 sq.m of office space for the company to use. The finished building size is 103 m. long x 30 m. wide x 23 m.

tall, giving a seven storey height for the steel ISO containers. The entire building is temperature controlled and heavily insulated to withstand the severe Norwegian winters.

The new facility also uses a system of wheeled 8 cbm cages (three to a container) to make handling quicker. The containers are left at residence in advance of the move

and then the crews go in to do the packing and loading. Back at the warehouse, it is the work of minutes simply to wheel the cages out of the containers.



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