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Aires and KPMG win at EMMAs



Suddath launched local moving brand



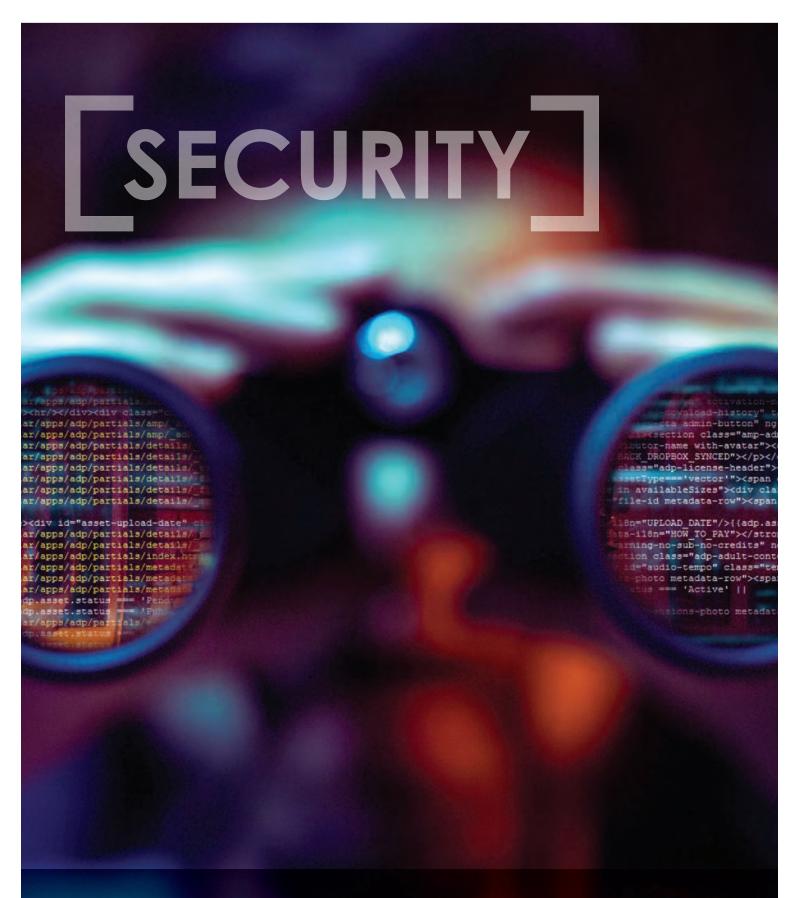
Zooming together



The survival roadmap

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The Magazine of the Pan American International Movers Association | I Issue 2 2021



Did you know there is a hack every 39 seconds and that the estimated cost of a breach is \$15 million? Aires will keep watch so you don't have to.

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Heading for Hawaii

**PAIMA Regional Directors** 

**PAIMA** members



#### **PAIMA President, Lars Lemche**

It was a great sadness for us to have had to cancel our conference in Orlando. I was really looking forward to seeing you all again and I know that our decision might appear to be another knock-back. But I don't look at it that way. Having come so far in fighting this pandemic, it makes no sense to rush things now. We are much better being a little cautious, giving the world a little longer to correct itself, and then resume business as usual, when the time is right.

Meanwhile I wanted to thank all those of you who attended our Zoom meetings on 3 June. We are truly blessed to be living during a time when technology allows us to defy geography, still sharing time together, supporting each other and learning as a group. The pandemic has taught us how to do things differently and some of those new ways might complement our traditional methods and stay with us long after the absolute need has subsided. I can see that we will be making much better use of this type of communication technology well into the future.

One example we are doing now is our Tradewing Community Platform. It's a combination of Facebook and LinkedIn just for PAIMA members to use to swap ideas, share information and keep in touch with each other. If you'd like to join in, just e-mail the office on paima@paimamovers.com and Tony will let you in.

As this pandemic runs its course. I believe that we can all rejoice that we have had our network behind us. Rather than diminish our role, COVID has accentuated it. It has demonstrated how we can all take strength from each other during times of crisis. So, I ask you all to continue undaunted, as long as the world's troubles persist and long after, to keep working together, supporting each other and being friends. Ask yourself every day: What can I do to help someone else in the network? That way we will all triumph.

All being well, we will meet again in Seattle next year. It's a wonderful city. When it's time to party – we'll party!

All the best, Lars Peter Lemche President – Board of Directors

#### **Letter from the Editor**

**Dear PAIMA Members,** 

Thank you to all those who contributed to the magazine this time. I know that it's very easy, when you are busy, to hunker down and try to forget that there is a big world out there. Sometimes remembering to send out a press release, about something that's going on in the company, can seem to be low priority.

But a good PR story, published in a magazine rather than on social media, is a very powerful thing. It says much more than a post on LinkedIn or Facebook could ever say. Not only does it tell the world that you have done something good, or have a strong opinion that you would like to share, it also tells the readers that I, someone who is totally unbiased, thinks it's interesting too. Anyone can say good things about themselves (on social media), but it has much more impact when someone else does the talking for you. Don't you agree?

Now please don't think that I object to social media. Most of the time I think it's very useful. But if you have stories to share, remember to send them to me at the *PAIMA Report* as well. I might not publish them all, but if you don't send them to me, I won't print any of them.

Finally, I too am sorry that the Orlando conference was cancelled. But my Dad was one of the designers of the Boeing 747 in Seattle in the 1960s and I am tickled silly to have the chance to go there next year to see where it all happened. I hope you'll be coming along too.

All the best, Steve Jordan, Editor Please send your contributions to: steve@thewordsworkshop.co.uk or via the PAIMA office.



- International Relocation
- Company Logistics
- International Logistics
- Global Personnel Placements



#### **Looking to Seattle**

Well, it was a great shame.
After so many months of
hoping, wishing and the
holding of breath, the PAIMA
Board was given no option but
to cancel the 37th Annual
Convention in Orlando.

Despite the obvious and eternal attractions of Donald Duck and Micky Mouse, holding an international conference, with COVID still firmly holding on in so many countries worldwide, proved to be impractical. The Board had a lot to consider. The health of PAIMA members was most important of course.

There were also the difficulties with international travel which made it impossible to estimate how many delegates would be able to attend. The time had come when deposits had to be made to venues and vendors to confirm contracts, but without precise numbers, this was impossible. And there were the limitations of social distancing guidelines which would, undoubtedly, have put a strain on networking during the conference, which is the main point of being there.

There was also a practical problem in that all the above made it impossible to guarantee a quorum for the General Assembly, so no binding decisions could have been made. All in all, it just seemed more sensible to let it go and look to the future, and the beautiful city of Seattle for 2022.

The plan is to meet in Seattle from 27-29 September, 2022 where all the suppressed enthusiasm can be collectively released as we allow the tension to evaporate and relax into what is likely to be a recordbreaking conference.

As in 2020, when the convention was also canceled, 2021 will not count towards any member's requirement to attend at least once every other year.

#### **Tradewing Community Platform**

The pandemic has highlighted the need to communicate more than ever before. It has also spawned innovation and encouraged us all to communicate in ways that we have never previously considered. The PAIMA Tradewing Community Platform, launched at the beginning of July, is a very good example (screenshot pictured below).

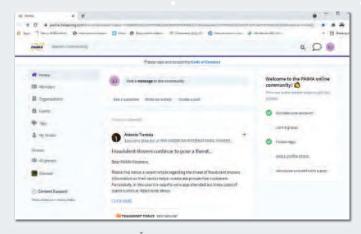
It's a bit like a combination of LinkedIn and Facebook. You can set up your own profile, introduce yourself to the other PAIMA members, add a photo and hold conversations with the whole group or individuals. You can even earn badges if people like your posts and respond to them. Great fun!

But it's not a toy. It's a working tool where members can inform their PAIMA colleagues about real time issues in their countries and ask for advice if they need it. The initiative came from a questionnaire sent out by the office recently. "Members said

that they wanted a platform where they could promote their own company and explain the value-add that they can provide," said Antoino Tremols, PAIMA Executive Director. "After looking at a variety of communication platforms, this one seemed to fit the bill." Each company can nominate one key decision maker and up to five additional employees to have access to the platform. "I would particularly like to attract contributions from some of our younger members. I would really like them to share their opinions."

Antonio is expecting members to post information and interesting articles. He will also use the platform in the same way. "So far the feedback has been very positive," he said. This is not intended as a replacement for getting together face-to-face. Nothing could do that. Nor is it just something for while we are hampered by travel restrictions. This is another example of something instigated during the crisis but that will persist long after. It will help members to keep in touch and become a valuable educational and business tool unique to PAIMA.

To get involved, just e-mail Antonio at paima@paimamovers.org and he'll let you in.



#### Tamara takes third in NAVL awards



Meet Tamara Matheson,
(pictured above), Tippet
Richardson's professional van
foreperson driving with Lewis
Abbeywood Moving & Storage,
which is a sister company with
Tippet Richardson in Toronto.
She has recently won the
North American Van Lines
(NAVL) 3rd place customer
service quality award for 2020
on her well-deserved work.

The life of long-distance mover is a difficult job, requiring long hours, lots of overnight travel, a tremendous amount of physical effort and great customer service skills. Even with these challenges, the industry has opened its doors to women, who are breaking down the barriers to take an important role in this professional lifestyle.

#### **About Tamara**

Both Tamara's parents and the supportive work environment

at Tippet Richardson fulfilled a crucial role in what she has strived to become.

"When I was young, I used to spend a lot of time on the road with my father. He could see how much I enjoyed seeing the world and encouraged me to try to do it for a living," Tamara said

Tamara joined Tippet
Richardson with local moving
experience in 2020. When Kurtis,
TR's operation dispatcher,
noticed how passionate and
excited she was about working
in the industry, he suggested
that Tippet Richardson support
her with mentoring and
training to achieve her goal of
becoming a long-distance
driver.

Tamara's first trip to the East Coast was with one of Tippet Richardson's most experienced drivers where she was remarkable in her new role. Today, Tamara is one of the best operators in North American Van Lines (NAVL) where she will handle any move with exceptional customer service skills and always with a smile. Tamara enjoys following her passion on the road. She quickly realized the level of responsibility and challenges that goes with being a longdistance driver.

Tamara finds the most rewarding part of it, is seeing a satisfied customer at the end of a successful move. Plus being able to enjoy the scenery of the open road.

## PMR welcomes new director of logistics and supply chain Sumit Bawa

Indian moving and relocation company, PM Relocations (PMR), has appointed Sumit Bawa (pictured right) as director of logistics & supply chain.

Sumit has been instrumental in scaling-up several start-ups and transport firms in India and has

over 10 years' experience of business development, strategic account management and bolstering business growth in the logistics and transportation sector. He is also an ardent pet lover and football fanatic and his humor and people skills are an additional asset for the

#### **Barbara Overbay promoted at Aires**

Aires has announced the promotion of Barbara Zuendt Overbay (pictured right), to the role of vice president, operations. In this new role, Barbara will oversee Aires' Operations teams globally. She currently manages Aires' Northeast Region teams; this promotion will increase her responsibility to include all US offices as well as the company's operations in the EMEA and APAC regions.

Aires President Jeff Wangler said, "In 2009, Barbara joined Aires as a regional operations manager, bringing with her decades of valuable industry experience. In her time with Aires, she has been integral in developing and managing service delivery for the Northeast region. We are excited to broaden her scope of responsibilities globally in the vice president of operations role as she continues to focus on providing a world-class



experience for our clients and their employees."

Barbara holds the Certified Relocation Professional (CRP) and Global Mobility Specialist (GMS) designations from the Worldwide ERC®, and she holds a bachelor's degree from Keene State College.

"I am excited to have the opportunity to work more closely with all our offices," said Barbara. "It is an honor to be recognized with this new role."



company, especially during the COVID era when nurturing individuals and teams is a crucial concern.

Sumit will be spearheading the company's supply chain and aims to scale-up the pet moving, hospitality and other vertical markets for PMR. PMR's CEO Aakanksha Bhargava said, "Sumit has always been our biggest cheerleader and having seen the company grow all these years, his passion and love for the brand is unmatchable!

Welcoming and introducing him formally to my people and industry is such an immense pleasure. Together we envision exploring new avenues and build PMR as the preferred choice for mobility support in the country."

Reflecting on his new role, Sumit commented, "I have always been a part of PMR's ecosystem

from afar. Their passion and growth journey has always resonated with me. I see myself bolstering growth and innovation for the transport wing as well as exploring new and exciting business verticals for the company. My core focus would revolve around managing and improving the performance matrix and finding partners with whom we can explore synergies for collective growth and establishing the hospitality wing."

#### **Boonma signs MOU with Brighton College Bangkok**



PAIMA member Boonma, and international school Brighton College Bangkok (pictured above), have entered into a definitive Memorandum of Understanding (MOU). Both parties have agreed to provide hassle-free one-stop assistance to expatriate parents and teachers when they take international assignments in the Bangkok region.

Brighton College Bangkok opened in September 2016 and is the sister school to Brighton College UK - England's School of the Decade - as chosen by *The Sunday Times*.

The school offers academic excellence with 'a unique culture of curiosity, confidence and kindness'. The college provides education for boys and girls

aged 2-18 years and is divided into three schools located on the same campus: a Preparatory School for children aged 2-11 years; a Senior School; and a Sixth Form for pupils aged 16-18 studying 'A' Levels.

Tiddy S Teerawit, Executive Director of Boonma Group said, "It is a great honor to achieve this MOU signing agreement with Brighton College International School. This is a successful path to our school search service and expat mobility solution program."

Boonma has been providing moving and mobility services to several diplomatic organizations, multinational corporations, international schools and individuals for over five decades.

## Boonma coaches the coaches at Naresuan University, Thailand

Naresuan University is a government university in Phitsanulok Province, northern Thailand. It was established as a separate university on 29 July, 1990, the 400th anniversary of the start of the reign of Phitsanulokborn King Naresuan the Great. There are ongoing efforts by the Thailand Convention and Exhibition Bureau (TCEB) to turn Phitsanulok Province into a MICE (Meetings, Incentives,

Conferencing and Exhibitions) city, and using business events as a way to stimulate economic growth and better the region's wealth distribution.

Tiddy S Teerawit, Executive Director of BOONMA MICE Logistics, was invited to coach at the 'Coach the Coaches Program for MICE Industry' on the topic of 'Transport and Bonded Warehouse Management'. There were 42 people from Naresuan University, trade associations, corporations, etc. participating in the coaching program through a virtual platform during February 15 - March 20, 2021. "This move will also increase investment activities and distribution of wealth across Thailand's eight lower northern provinces," said Tiddy.

Tiddy has also been appointed as the secretary general for TEA (Thai Exhibition Association). TEA is the association of

exhibition-related business of exhibition organizers, exhibition centers, exhibition stand contractors, freight forwarders and related suppliers dedicated to the promotion and development of exhibitions in Thailand. "This will be my second term of servicing the MICE industry, the Association, members and other industry stakeholders," said Tiddy. "It's a very special privilege to develop and promote Thailand's MICE industry globally."

#### **Boonma selected by Thailand Professional Qualification Institute**

Boonma has been officially selected by the Thailand Professional Qualification Institute (TPQI) to take part in the reviewing and upgrading process of Thailand's national competency development program for the moving services sector. TPQI's ultimate objective is to develop the competency of at least 310,000 members of the country's workforce in line with economic trends and the

demand for skills in the ASEAN Economic Community following the COVID-19 pandemic.



#### PMR honors its long-serving employees

PMR in India honored 19 of its longest serving employees this year as the company celebrates its 35 years in business.

In a recent press release a spokesman for the company said that employees are the biggest and most valued assets of any organization, especially those who have been with the business for a long time. "Longtenured employees possess valuable skills, work experience and problem-solving perspectives that are hard to replace," said the spokesman. "We feel proud that we have such employees who have been associated with the company for so long, stood shoulder to shoulder in tough

times and rejoiced when we achieved certain milestones."

This year, 19 of PMR's staff celebrated 10 and 15 years with the company. "We are super proud and humbled by their dedication, hard work and commitment for our company. The star employees have given more than a decade of their lives and have been instrumental in our growth. They have not only believed in the vision of the company but also stood strong through thick and thin for all these years," said the spokesman.

The long-serving staff were acknowledged at an event earlier this year to celebrate the company's birthday.

## Jill Porter-Scott joins Aires as director of PeopleX

Aires has announced that Jill Porter-Scott, PHR, SHRM-CP (pictured below), has joined the company as director of PeopleX; the group that manages Aires' human resource activities. In her role, Jill will be focused primarily on benefits, culture, and inclusion, leading the PeopleX team and assuming all human resources oversight.

Jill brings more than 20 years of communications, human resources, and leadership experience to Aires, having worked in numerous roles in human resources. Most recently, she served as vice president of human resources & administration

the Aires family. Her experience and knowledge will ensure Aires continues to foster a culture of inclusivity, teamwork and service. Jill's background will take Aires to the next level, helping us do what we do best – providing astonishing service."

As director of PeopleX, Jill will apply her skills and experience in leadership, change management, organizational development, culture, Diversity, Equity, & Inclusion (DE&I), and other facets of human resources to help Aires manage growth and scale the organization, while preserving company culture. Jill Porter-Scott holds the Professional in Human



for a leading shortline railroad and transportation company. Among her many professional achievements, she currently serves as a Board member of the Pittsburgh Human Resources Association (PHRA), the largest human resources professional association in western Pennsylvania.

Resources® (PHR) designation from HRCI and the SHRM Certified Professional (SHRM-CP) designation from the Society for Human Resource Management (SHRM). She holds a bachelor's degree from Slippery Rock University and a Master of Business Administration with a focus in Human Resources from the University of Pittsburgh Katz Graduate School of Business.

## Tony Dullaghan-Stone announced as director-general manager of Gerson Relocation UK

Gerson Relocation in the UK has announced the appointment of Tony Dullaghan-Stone (pictured right) as director-general manager.

Tony joined Gerson Relocation in 2018 and as the UK sales director has successfully led his team through the challenges of both Brexit and COVID-19.

In sales Tony has always had a keen eye for detail, focusing on the customers' needs. It is this that the company believes will enable Tony to develop and mentor his entire team at Gerson Relocation.



#### **Suddath acquires Daryl Flood Inc**



Earlier this year, Suddath announced its acquisition of Daryl Flood Inc (DFI). The sale includes all of DFI's operating companies, including Daryl Flood Relocation Inc, Daryl Flood International Inc, Dependable Relocation Services Inc, Daryl Flood Workplace Services Inc, Daryl Flood Logistics Inc and VERSA Relocation Inc.

The acquisition brings together two of the most well-known and respected moving and logistics companies in the industry.
Suddath and DFI engage in similar business lines, including household goods moving, workplace services, logistics, home delivery and final mile services, move management and global mobility – both domestically and internationally. Combined, the two companies

boast more than 140 years of operation, handle more than 88,000 household goods moves each year and leverage 45 US and international locations with more than 3.5 million sq ft of warehouse space. The acquisition also builds upon Suddath's position as the largest commercial mover and military relocation company in North America.

"Having started our business 39 years ago, it was very important to me to have a succession plan in place that gives our employees opportunities and provides the business a path for continued growth and expansion," said Chairman and CEO of DFI, Daryl R Flood. "In Suddath, we have found a buyer who can help accomplish our long-term strategic plans, while sharing similar values, culture and a passion for delivering exceptional customer experiences. While our dream was never to be the biggest, it is to be the best. Suddath's investment in our company is a testament to the quality of our people and the value we deliver to customers."

Michael Brannigan, President and CEO of The Suddath Companies said, "This acquisition is the largest and perhaps most impactful in the history of the company, and I could not be more excited to welcome the Daryl Flood team into the Suddath family. Daryl and his

team have built a very respected and successful organization, with a brand known by its customers for delivering outstanding quality and dependability.

"With our similar and complementary business lines, we see tremendous synergies in our business for accelerating growth and further enhancing solutions for customers," continued Brannigan. "DFI's experience in home delivery and final mile logistics complements our supply chain capabilities well and align with our vision to provide services across the value chain, while the strong reputation of the Daryl Flood brand in household goods moving, commercial moving and global mobility only further enhances our already strong market position in those business lines."

"We also see great opportunity to accelerate growth by leveraging DFI's focus on customer experience and its Texas footprint with Suddath's proprietary technology, customer relationships and national capabilities. Combining the strengths of both companies enables us to deliver even greater value to customers, all under a common vision of being 'Dependable Together'."

## 30% OFF

#### advertising in PAIMA Report for 2021

The PAIMA Board of Directors has approved a promotional *PAIMA Report*, COVID-19 advertising discount for 2021. The intention is to help members by reducing the cost of exposure within the PAIMA family, during the COVID-19 crisis. This applies to both current and future advertisers.

The PAIMA Report is published tri-annually and is saved in PDF format on the PAIMA website. Hard copies are mailed to all PAIMA Members.

Please send your information, and photographs, to the editor, Steve Jordan, at steve@thewordsworkshop.co.uk.





## Aires and KPMG win at EMMAs

ires and KPMG have jointly been awarded Best Partnership Between Two Service Providers by the Forum for Expatriate Management (FEM) at the EMEA Expatriate Management & Mobility Awards (EMMAs). The companies were awarded for a client systems integration project that created efficiencies for global mobility teams and their assignees.

The award recognizes the systems implementation initially created for eBay that is now available for all Aires' and KPMG's joint clients. The awards were judged by an independent group of leading mobility professionals from a variety of companies and

industries. In selecting Aires and KPMG, judges noted the efficiencies created for global mobility teams allowing them to work more effectively, combined with the visibility created for assignees as they navigate the complex world of mobility tax implications. Through the alliance with Aires, KPMG brings its technologies and capabilities together with those of Aires to provide focused offerings:

**Dual Initiation:** By initiating projects within one system, organizations can decrease the burden of data entry and improve data accuracy, while minimizing authorization time.

Milestone Tracking: For greater context, a holistic view of an employee's mobility journey can be shared across a single KPMG-Aires platform, including the status of both tax and mobility services.

**Reporting:** Data can be shared on a single dashboard to view total global mobility spend from a single data source and within a single report.

Cost Estimates: Aires' ondemand cost estimate tool pulls tax logic and calculations from KPMG's global tax calculation engine, providing real-time, policy-based cost estimates that include all anticipated costs with professional tax estimate accuracy and granularity.

"EMMAs entries are always rigorously judged by a team of fiercely impartial, highly experienced, senior figures in the industry, who are drawn from a range of disciplines across the Americas region and who give up their own free time to carry out a very thorough and demanding process," said Claire Tennant-Scull, Global Director of Content & Events at FEM. "So, these awards carry tremendous kudos. It's so important to receive recognition among your peers for innovation and hard work and so I think the winners and all those on the shortlist should feel extremely proud."



# Gou on the road to social responsibility

Ithough restrictions on mobility due to the COVID-19 pandemic were imposed, Gou Group never slowed its engines down, much less regarding social responsibility. As well as continuing to operate in its moving work, the company recently managed to successfully conclude the campaign 'From my table with Gou to yours' (De mi mesa con Gou a su mesa); the second stage is now in preparation.

This campaign was in coordination with House of Friendship (Casa de la Amistad), a foundation that tries to help children dealing with cancer by collecting sealed and non-perishable food. The Gou Group has worked on the project for six months.

Gou made its suppliers and clients aware of the campaign and so was able to collect boxes with non-perishable food. The campaign slogan was: Full boxes, happy hearts. Gou Group served as the intermediary to send food from around Mexico to the organization; hence the campaign name 'From my table with Gou to yours'.

The project helped Gou to obtain the Corporate Social Responsibility emblem (CSR), and the Gou team always strives to meet the requirements of this certification. With Patrick Ohara on the team, who has experience promoting these type of initiatives, Gou seized the opportunity to become a socially responsible company, as it has always aimed to be.

Gou Group also maintains a collaborative synergy with Banco de Tapitas, an organization that supports children with cancer and their families, by collecting and recycling polypropylene caps to generate resources.



Along with Banco de Tapitas, Gou Group serves as a collection center for the polypropylene caps, transporting them all over Mexico.

Any PAIMA company wishing to join this initiative can do so by contacting Gou's Human Resources Manager, Claudia Nájera, on e-mail responsabilidadsocial@gou.mx.



Moving Services 

✓ Locations 

✓ Moving Resources



## Suddath launched local moving brand

acksonville-based global moving and logistics company, The Suddath Companies, has launched a new local moving brand, MoveDay, which it says will modernize moving and solve some of the moving issues that cause the most consumer anxiety and pain.

The MoveDay brand is rolling out first in Jacksonville and Orlando before being introduced in other major cities around the country.

As part of developing the new brand. Suddath conducted extensive national market research to understand what consumers across multiple demographic groups want from an ideal moving experience and what caused them the most anxiety. Problem areas included: a lack of

trust in the movers to carefully pack and safely handle their belongings; a lack of transparency about costs; outdated methods of receiving a quote and selecting a move date; and not having visibility to track their movers and items on move day.

"MoveDay draws upon Suddath's core values and more than 100 years of moving expertize to provide a better customer experience," said Michael Brannigan, Suddath President and CEO. "This includes providing customers with the highest level of dependable, personalized care, delivered through easy-touse technology and expert, professional moving teams. Given the level of activity in the housing market, this is an ideal time to provide customers with a more confident, less stressful moving experience - backed by experience they can trust."

Suddath's research found that nearly twothirds of respondents said packing and unpacking was the most stressful thing about their move. That's why MoveDay emphasizes 'your move, your way' and offers flexible services that consumers can choose and change online 24/7 through a userfriendly portal. These services include packing and unpacking, storage, and loading and unloading for all residential homes, including apartments and condos. MoveDay provides customers with complete visibility into pricing, scope of services and scheduling, as well as access to a dedicated team of professional move managers 24/7.

The personalized moving portal provides a one-stop shop with easy insight into every aspect of the move, enabling the customer to track and communicate directly with their



professional moving crew. It also shares automatic updates as the move status changes and lets customers confirm items and sign documents in advance. All crews and drivers are fully background-checked, vetted, experienced and trained. MoveDay's portal allows customers to virtually 'meet' their moving team ahead of time and access their profiles, names, pictures and internal crew ratings.



With all the struggles that moving can create, it's no surprise that most survey respondents say they would be likely or very likely to use a moving service. The largest portion said they choose their moving service based on referrals from a friend or an Internet search.

"The research shows how much anxiety surrounds the day of a move," said Darren



Cook, MoveDay's Vice
President. "We designed
MoveDay to put more
information and control in
consumers' hands to alleviate
much of that anxiety and
make the move day much
easier. It really brings the
move experience into the
future."







## zooming together

t was on 3 June that PAIMA organized its members' Zoom meeting. So that everyone had a good chance of participating during reasonably sensible working hours, PAIMA chose three separate start times, first at 9:00am EDT, then repeated at 2:00pm and again at 8:00pm.

We have all missed getting together over the last 18 months so this was a good opportunity for a general chat about the things that were causing concern. Tony Tremols, PAIMA Executive Director and Lars Lemche, PAIMA President, presided over all the meetings. It was a long day for them, but worth it as they saw the members relax together to share thoughts and ideas.

In each session the members were all given the time to talk about the situation in their countries and to voice any anxieties they had. Tony called it a 'Wellness Check'. When we meet we all say 'How are you?', but don't really expect an in-depth answer. In this case members were given the opportunity to explain how the recent past has worked out for them, the current situation and their hopes for the future. In each case this took up most of the meeting, but it was worth it as people clearly warmed to being able to talk freely and to having the sounding board of the rest of the membership to support them.

Topics discussed included the progress of the pandemic in each country and the extent of the respective vaccination programs; the challenges posed by increasing freight rates and delays for shipping; discussions about the viability of the PAIMA convention (which has subsequently been cancelled); and the high levels of domestic moving being experienced in many countries.

Lars Lemche took the opportunity, once again, to encourage members to report their tonnage through the PAIMA system as this helps the office to manage and understand the success of the program and helps participant members to secure reciprocal business from other members looking for destination agents. Tony also asked for feedback on the new-look *PAIMA Report* that had a facelift in the April 2021 issue: everyone who offered an opinion liked it and agreed that the design was much cleaner and more up-to-date.

It is very difficult to estimate the value of online meetings such as this. It is clear, however, that face-to-face meetings will remain difficult for some time yet so every effort must be made to provide networking and learning opportunities for the membership as long as the current situation persists. In this respect the June meeting played an important part in keeping everyone in touch and in providing a much needed appreciation of global issues in the industry.





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AQUA Relocations joins the PAIMA network

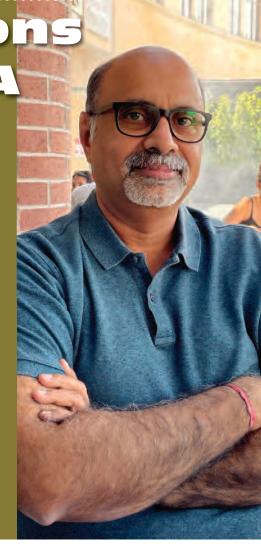
QUA Relocations, a division of AQUA Global Logistics WLL, operates across the Gulf with offices in Bahrain, Qatar and Oman

AQUA Global, headed by CEO, K S Shankarraman (pictured right), has been established in Bahrain since 2005, primarily as a full-fledged logistics service provider offering ocean freight/air freight/transportation and warehousing services. AQUA Relocations has been operational since 2016 and has been a growth driver for the organization across the region. The company has a fleet of vehicles for movement within Bahrain as well as a storage facility (both bonded and non-bonded).

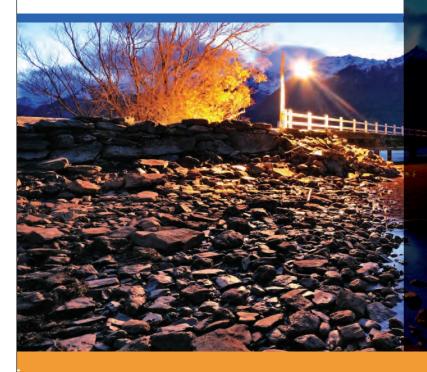
AQUA's focus has been on the expatriate community living in Bahrain, which constitutes almost 50% of the total population of 1.7 million. A major portion of the expatriates are from the Indian subcontinent, Philippines, UK, France and Germany.

The Relocation division has a team of ten people, including drivers, packing crew and warehouse staff. The division is headed by Sundeep John Rodricks, who has immense experience in the business, having lived in Bahrain since 2011 and prior to that in Kuwait from 2005 until 2010. John joined AQUA in 2021 just before the COVID pandemic and despite this has shown significant growth in the relocation business, tapping into various opportunities for both international and local moves.

AQUA is also a member of IAM (International Association of Movers) and chose to join PAIMA to increase its visibility and to network with esteemed members of the Association. The team is looking forward to contributing to the growth of PAIMA and the business opportunities ahead.







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## 40 years of Aires

ires celebrated its 40th anniversary this year. It was founded on April 1, 1981, as an international freight forwarder, before growing into an industry leading, full-service global mobility provider, with 10 offices worldwide delivering service in 176 countries.

"The biggest risk I ever took was making the decision to leave the security of a paycheck to start the company with my life savings," said founder, Jim Putt. "I'd come from a well-known company, and I had become established in the industry as their international moving specialist. When I decided to make the move, I announced the new company and received positive feedback from connections established in

the industry. Those strong relationships led us to profitability within the first 18 months. Everything that Aires has become started with that risk."

As Aires developed from a freight forwarder to a full-service provider in the 1990s, part of the company's growth strategy was to ensure that Aires kept up with the emerging technologies that would become a standard part of the business world. Aires CEO Bryan Putt originally joined the company to develop technology solutions, translating his extensive experience in information technology to the mobility business.

"Early on, Aires knew that technology tools were the key to taking our business to the next level," said Bryan. "With that in mind,

our technology platform was built with the idea of taking a world-class service and developing a system to deliver that service at an even higher level. Everything we do behind the scenes is focused on freeing up our people to serve the customer first. That hasn't changed and we continue to develop tools and solutions to meet the needs of our clients and the changing industry."

The company continues to focus on its people, process and technology, with targeted, sustainable growth goals and full independence. The goal is always to create a 'culture of yes' for clients, crafting flexible, customized solutions that meet each client's needs, rather than asking them to conform to a service model that does not make sense for them.

Aires President Jeff Wangler said, "One of the best parts of Aires' culture is that it is still influenced by Jim Putt's vision. He taught us to stay positive, to help our team members grow and to create a culture of exceeding our clients' expectations. We are so excited to have four decades under our belt and look forward to the decades to come."

Pictured above: The Aires Board

# Achieving a balanced work environment

Aakanksha Bhargava, CEO of PM Relocations (pictured right), in India, looks at the complementary issues of diversity, inclusion and equality in the workforce.

and Equality (or DIE) are becoming synonymous with a happy and balanced work environment. Since the pandemic, incorporating DIE has become an incredibly significant aspect to ensure that today's taskforce is not left hanging amidst chaos. DIE forms a key triangle to encourage workplaces to implement a holistic work environment and bolster growth.

Workplaces today need to create an environment that helps improve productivity, creativity and boost innovation. 'Diversity' can be seen as a culture that respects uniqueness in all respects, starting from acknowledging people from different backgrounds, cultures, genders, races and perhaps also age. The second arm of the triangle, 'Inclusion',

reflects on organizations inviting diverse groups to position themselves and spearhead the company's journey. However, 'Equality' establishes itself as a critical piece of the triangle. It implies that each individual is given equal opportunity to feel accepted for who they are and are given equal opportunity to thrive in any company's work environment.

Business leaders believe that DIE brings together a pool of talents that thrive with ideas and diverse skill sets to encourage productivity and innovation in a team.

However, under the flashy exteriors of positioning oneself as a diverse organization, lays an epidemic of misinformed leaders with poorly formulated DIE strategies which fail miserably, adding up to the overall mismatch of talent pool globally. It is time that corporates around the world use their

discomfort to learn and understand the key to transitioning their workplaces into dynamic, inclusive, equal, and diverse organizations.

Hiring and retaining diverse talents, listening to employees and integrating DIE in the employee work ecosystem has become a key focus area for today's HR force. The current business world is rapidly expanding and changing. Efficiently embedding DIE into the system is the need of the hour whether it is a start-up, medium-sized company or multinational corporation. Before COVID impacted the lives of people across the world, all recessions affected both men and women equally. However, with the pandemic bringing the world to a standstill, there are an alarming number of job losses for women and/or women taking a step back and opting to pursue their primary 'care-giving' responsibilities as the work competitiveness takes its toll on their overall mental health. COVID has triggered and worsened the situation of women's employment overall.

The growing infatuation and usage of diversity in today's corporate vocabulary leads to a misinformed group of people who advocate diversity without realizing its true potential to benefit the organization. PMR has always believed in tackling the underlying issues to ensure an all-inclusive work environment for our taskforce. Starting from our humble beginning, we have always considered the genders to be equal. While the majority of companies only look at it superficially, we have brought it down to our internal leaderships and culture adaptation,

tweaking our policy infrastructure and extending from just paying lip service.





The positive outcomes of workplace diversity are not just achieved by the presence of diversity, but effective leadership is required to tackle the conflicts and manage the different cultural and gender mindsets of the diverse group. For PMR, we have always ensured that we are consistent in our positioning both externally and internally, having proper policies and practices with respect to both men and women in the office. Starting with policies for pregnant employees at work, discouraging the usage of racist language, having a performance-based compensation structure, having a diverse interview panel, making worklife balance a priority for our employees, having strict policies against harassment at the workplace and raising awareness against stereotyping of work.

Our implementation begins right at the hiring process where people are employed in a bias-free and merit-based environment. Our corporate leadership is well balanced with respect to skill set, age, gender and experience. Our teams are sensitized to work efficiently and

cohesively to avoid conflict. There are classic examples of companies which are marketed as diverse and yet are blindsided from the reality. Our culture on the other hand is built on the foundation of ensuring equal work opportunities for both men and women and understanding their key challenges and working together to solve them. Having a balanced, focused and diverse team makes sure that any challenges and growth opportunities have a 360-degree viewpoint.

Decades of research on the impact of DIE in a company's ecosystem suggests that diverse corporates outperform less-diverse organizations. These are on the basis of not just profits but also the quality of employee engagement, experiences, creativity, culture and productivity. However, the key is to implement DIE tactically and sparingly, rather than treating it as a miracle cure to one's organizational challenges for growth.

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## Costa Rica's Allianz Moving Joins PAIMA



Ilianz Moving and Relocation has become the latest international moving company in Costa Rica to join the PAIMA network.

The company was founded in San José in 2015 and provides a comprehensive range of moving services, from local moves to complete global relocation services to or from Costa Rica.

Allianz has an experienced team of 30 people working under the supervision of General Manager, Victor Roman (below right). Other key members of the team include Mobility Manager, Diana Estupiñan

(below middle) and Development & Relocation Manager, Catalina Sojo (below left)

Allianz's clients benefit from a single point of contact throughout their move, with customer support available 24-hours a day, 365 days a year. In addition to international moving services, the company specializes in providing expat relocation services that include home search, temporary accommodation, settling in support and school search. All services are individually tailored to meet the relocating family's needs, including the safe and comfortable

relocation of their pets, if they have them. Other services include coordinating visa applications and work permits for the expat and their family.

General Manager, Victor Roman commented, "We decided to join PAIMA because of several aspects, such as its relevance and prestige in the moving industry; the quality of agents that are part of the Association; and the outlines and values that regulate the network. Now that we have become part of the PAIMA family, we are all looking forward to working closely with members around the world."











# The future of the moving industry and moving insurance

By Gadi Binness, CEO of Relocation Insurance Group

hat a difference a year makes. After the upheaval that came in 2020, here's a look at the relocation market as it stands in 2021, as well as a glimpse at what might lie ahead.

#### The insurance market now

Rates are up. According to MarketScout's Market Barometer, property and casualty rates were up 7% in the first quarter of 2021. This is a continuation of upward trend that has been impacting insurance rates for some time now. In addition to higher rates, we are also seeing tighter underwriting and reduced capacity.

Some accounts are seeing even higher rate increases – sometimes much higher – based on the line of coverage, various risk factors and the policyholder's loss history. Rate hikes can't always be avoided, but sometimes they can be mitigated.

For example, we recently had one account whose rates increased by 150%. We were able to work with the carrier to provide a 'surgical' increase by analyzing moves based on declared value and deductibles to evaluate the categories with higher losses and poor loss ratios. This allowed us to apply the increase only to certain segments of their business, saving them money compared to the across-the-board increase that would have occurred otherwise.

"When claims occur, technology can help speed up the process. Although adoption of technology has been slower compared with certain industries, it seems that many people in the marine cargo industry are warming up to the idea of modern technology."

Gadi Binness, CEO of Relocation Insurance Group,



#### Massive cargo ships **Technology** Mega containerships are helping to meet While evolving risks and rising costs threaten some demand for cargo, but they are not the shipping industry, new technology may COVID-19 without risks. In March, a mega containership hold solutions. Artificial intelligence and the COVID-19 spread across the globe in 2020 and became lodged in the Suez Canal, blocking Internet of Things have been providing new may continue to be a factor for some time. traffic for nearly a week. Originally, the Suez ways to manage risks. These technologies

COVID is not the first pandemic and it won't be the last. The modern world is more connected than ever. Although this offers many advantages, it also makes it easier for viruses to spread. COVID has shown us how fragile many of our systems are and that work is needed to increase business resilience.

#### **High cargo demand**

Although COVID-19 has put the brakes on the global tourism market, demand for cargo remains strong.

According to Property Casualty 360, demand for cargo and space on ships reached historic levels in 2020. Bloomberg says that March is normally a slow month for container volumes, but March 2021 has seen continued ship congestion. Key ports on the West Coast of the United States have been experiencing bottlenecks since November and the average wait for berth space has been eight days.

> A lack of space at ports isn't the only problem. There's also a global container shortage and FreightWaves, a leading company in data and analytics for the global logisitics market, says it will likely continue until 2022. This shortage has added to the costs and complexities of the current relocation market.

Canal Authority made a claim for \$916 million over the incident, but Reuters says the claim has since been reduced to around \$600 million.

The Suez Canal gained national media attention, but it is not the only incident to involve mega containerships in recent years. According to NPR (National Public Radio), strong winds can cause stacks of cargo to fall overboard. In one such incident, a ship lost more than 1,800 containers.

In the aftermath of the Suez Canal blockages, some people are questioning whether the passageway should be widened or alternative routes should be used. One thing is clear, the rise of mega containerships is creating new risks for the relocation and shipping industries.

#### **Natural disasters**

The 2020 Atlantic hurricane season was especially active. There were 30 named storms - a record-breaking number - and 13 of these storms became hurricanes.

Many people point to climate change as a likely culprit, since rising ocean temperatures could make storms more powerful, 2020 broke records, but even worse years may still lie ahead. This is something that the relocation industry will have to grapple with in the years to come.

also hold promise for the marine cargo industry.

New technology can be applied at different stages throughout the insurance process. With data analytics, we may be able to predict and calculate risks more accurately and, in some cases, help prevent claims. When claims occur, technology can help speed up the process. Although adoption of technology has been slower compared with certain industries, it seems that many people in the marine cargo industry are warming up to the idea of modern technology.

#### Planning for tomorrow and beyond

Back in 2019, no one knew that the COVID-19 pandemic would change everything in 2020. Now, in 2021, we cannot say for sure what the future will bring. However, we can see that changes in demand and risks are having a major impact on the relocation industry.

At the same time, rates are impacting costs. Although some rate hikes might be unavoidable right now, you may be able to take control of some aspects, if you have a provider by your side who helps you understand and proactively manage your exposures.

Gadi Binness is the Founder, CEO and President of Relocation Insurance Group, an online insurance agency, and a pioneer in the moving, self storage, mobile storage and logistic insurance segments.



turned and swam away, and of Rajeev Bhargava who finally invested in a new pullover after 10 years of wearing the same one."

Gary also reflected on some of the key events for Burke Bros as PAIMA members. "In 2006 we were gold sponsors and Juan Peralta award winners in San Francisco," he explained. "Chris Burke presented to the assembly on our environmental project. It was a sad day as our father died at the same time we were picking up the award. This was the year Abdel Cohn retired as general manager of PAIMA." Burke Bros won the environmental award again 10 years later in 2016.

2009 saw Burke Bros win the European tonnage award, the same year that Carl Hartmann from Germany won the overall tonnage program. "We think that was purely to give out another company award," said

Gary, "so we were second really!" "I joined the PAIMA Board, before being appointed to vice president of PAIMA in 2010 and was the first person from outside of the Americas to hold the vice presidency at the time," Gary explained, "I served for two years and during my vicepresidency was involved in the decision making to transfer PAIMA headquarters from Panama to Florida with fellow **Board members: Christy** Wickman, George Naumann, George O'Masta, Ramon Sierra, Diego Aguirre and Elena Mari Pinzano. PAIMA was incorporated in the US on May 3." In San Diego that same year, PAIMA welcomed Lars Lemche from Teamwork Brazil and Steve Dozios from Humbolt, into the organization. "This only seems like yesterday and yet it was 11 years ago. In our 20 years, we have seen nine presidents: Mauricio Ortiz, Rafael Moreno, Raquel Castanon, George O'Masta, Ramon Sierra, Christy

Wickman, Laura May Carmack. Jose Marrero and Lars Lemche." Gary said that his company has benefitted by being a part of PAIMA through enduring business relationships which will continue to grow and, on a personal level, he and Chris have formed many lifelong friendships right from the early days in PAIMA. "I've always been drawn to the Latin influence of the organization and embraced the culture of family and friendship before business," he said. "I was dubbed the 'Latin. Englishman' by fellow members and in many ways becoming a member of PAIMA ignited a love of Latin America which still remains with me today. I was so impressed with Panama, that I purchased a home with the intentions of living part of my life in Panama on retirement."

Burk Bros will be acknowledging its 40th year by continuing to support local events and organizations. "We'll be carrying

out all sorts of activities and events closer to home. We share our 40th anniversary with a large hospice local to our head offices, Compton Hospice, who are committed to providing quality palliative and end-of-life care to people with incurable conditions and frailty and providing support to them and their families. We have a long-standing relationship with the hospice through a number of fundraising activities and through me also being Trustee and Non-Executive Director at the hospice. We look forward to being able to continue working with the charity, marking our dual anniversaries. Burke Bros have strong roots in our local area and it's important to us to give back to the area and support. local causes. Corporate Social Responsibility should always be important for any successful business."



## New PAIMA member in Holland

utch-based mover UniMove has joined the PAIMA network. UniMove was founded by **Michel Paijens and Raymond van** Diik who met while working for their previous employer. The pair. keen on doing things their own way and not being bound by others, made the brave decision to leave and start their own moving company in 2007.

Starting a new moving business during a global financial crisis made the task even more challenging. But having been in the industry for as long as they can remember, and knowing the Dutch moving market very well, they made it a success. Michel and Raymond soon realized that it was imperative to have their own storage facility, vehicles and crews, and to that end purchased a well-known local moving company, Jac den Hollander, in 2010. Since then, the company has continued to expand and now has a new office

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and a bonded climate-controlled warehouse.

The company prides itself on having dedicated move managers who take care of each customer personally from start to finish, meaning they have only one person to deal with throughout the move.

**UniMove's International Sales and** Operations Manager Arjan van der Marel said, "We joined the PAIMA family as we see it as an essential part of expanding our network with like-minded moving partners. We feel that PAIMA movers value quality over quantity, which matches our philosophy. We hope that with our enthusiasm and love for the industry we can contribute to the PAIMA family by providing members with a high-quality service in our country."

Pictured right: Raymond van Dijk (left) and Michel Paijens





## PAIMA tonnage

The following table shows the tonnage exchanged between PAIMA members between August 2020 and July 2021. It's an impressive figure, almost double the tonnage of last year. Total shipments booked 3,056. Total booked tonnage: 15,797,597.

	TONNAGE REPORT	Total	Booked		Total	Booked
	Company	Booked	Tonnage	Company	Booked	Tonnage
ď	DEWITT MOVE WORLDWIDE, San Diego, USA	393	1,465,879	MULTI TRANSPORTES MEX, S.A. DE C.V.,		
	DELIGHT INTERNATIONAL MOVER LLC, Abu Dhabi, UAE	115	1,210,675	Mexico City, Mexico	12	102,091
-	ISS RELOCATION LLC, Dubai, UAE	82	1,178,336	NEYGI MOVING SRL, Buenos Aires, Argentina	19	101,172
	NFB INTERNATIONAL RELOCATIONS AS,		, .,	ORIENT EXPRESS FORWARDING PTY,		
b	N-1340 SKUI (Oslo), Norway	228	853,033	Singapore, Singapore	25	100,467
	RELOSMART LTD, Hong Kong, China	67	769,603	GALLEON INT. SHIPPING CO. LTD,		
	FORMULA GLOBAL MOBILITY, Doral, USA	114	725,288	Aveley Essex, United Kingdom	26	99,734
	AIRES, Pittsburgh, USA	164	698,781	GOETZ MOVING & STORAGE, INC.,	10	01 / 00
	CARL HARTMANN GMBH & CO KG,		512/151	Paranaque City, Philippines	15	91,608
	Bremen D-28195, Germany	94	577,736	EUROPEAN REMOVAL & STORAGE CO., Taastrup, Denmark		90,662
	TRAFIMAR RELOCATION SERVICES,			TEAMWORK INTL. MOVING, Osasco, Brazil	13	90,243
	Naucalpan de Juarez, Mexico	59	466,944	ROYAL RELOCATIONS MALAYSIA, Selangor, Malaysia	21	89,933
	GLOBAL INTERNATIONAL RELOCATION, Lisbon, Portugal	69	448,057	CONOTE SERVICES LIMITED, Abuja, Nigeria	11	87,801
	SUDDATH , Jacksonville, USA	75	387,966	MYANMAR EXPRESS INTERNATIONAL Moving Services Co., Ltd., Yangon, Myanmar	13	82,159
	RODI CARGO INTERNATIONAL GROUP,			HUMBOLDT INTERNATIONAL, Boston ( Canton ), USA	14	75,726
	Carolina, Puerto Rico	70	335,299		12	71,851
	G-INTER TRANSPORTES LTDA , Barveri/São Paulo, Brazil		333,354	SMART RELOCATORS PTE LTD, Singapore, Singapore	7	69,966
	RODI CARGO INTERNATIONAL, Miami, USA	76	327,759	JJ MARI INTERNATIONAL MOVERS, Caracas, Venezuela	16	
	STAR INTERNATIONAL MOVERS, LLC, Dulles, USA	54	299,938	, , ,		65,752
	BLISS MOVING & LOGISTICS SRL, Rome, Italy	58	287,173	MUDANZAS GOU, S. A. DE C. V., Azcapotzalco, Mexico FRIEDRICH KURZ GmbH, 35578 Wetzlar, Germany	11 13	60,975
	DEMECO SAS, Vincennes, France	54	280,833	MERCOVAN ARGENTINA SRL,	13	57,458
	SWISS MOVING SERVICE AG,			Buenos Aires CP 1429, Argentina	13	49,772
	8952 Schlieren Zurich, Switzerland	40	274,985	CARELINE INTERNATIONAL MOVING & STORAGE,	10	17,112
	FUSION SPECIALIZED SHIPPING & LOGISTICS LLC,	20	051 500	Limerick, Ireland	6	46,287
	Dubai, UAE SWISS GLOBAL MOVERS, Guatemala City, Guatemala	30 44	251,509	CIME, Tlalnepantla, Mexico	4	43,375
	P.M. RELOCATIONS PVT. LTD.,	44	234,769	AMR INTERNATIONAL RELOCATION, Shanghai, China	28	38,851
	New Delhi - Gurugram, India	157	212640	EDELWEISS SPEDITION, Martinez, Argentina	5	36,800
	THE MOVERS - PREMIUM MOVE SERVICES LLC,	137	212010	UNIVERSAL RELOCATIONS INC., Parsippany, USA	7	35,303
	Muscat, Sultanate of Oman	24	192,765	SERVILE RELOCATIONS PVT LTD., Mumbai, India	14	34,563
	WICKMAN WORLDWIDE SERVICES, INC., Fishers, USA	43	191,195	HIGH RELOCATIONS WORLDWIDE, Seoul , South Korea	9	34,518
	GERSON & GREY TRANSPORTES LTDA., Sao Paulo, Brazil	44	189,924	TIPPET RICHARDSON, Toronto, Canada	6	33,914
	GERSON RELOCATION LIMITED, London, United Kingdon	n 34	187,988	CONROY REMOVALS LTD., Napier, New Zealand	5	29,875
	HENK INTERNATIONAL GmbH, Dusseldorf, Germany	41	155,690	DXI LOGISTICS LLC, Dubai, UAE	3	28,487
	PT KELLYS EXPRESS, Jakarta Selatan 12850, Indonesia	48	153,894	TRANS-GLOBAL RELOCATIONS (PVT) LTD,		
	SOBOLAK INTERNATIONAL GMBH, Leobendorf, Austria	40	145,908	Colombo 15, Sri Lanka	3	28,025
	INTERCONTINENTAL VAN LINES, INC., Markham, Canada	26	139,854	MUDINMAR, Madrid, Spain	13	25,000
	GLOBAL MOVING AND SHIPPING BV, Vught, Netherlands	41	130,683	MASSTRANS FREIGHT L.L.C., DUBAI, UAE	3	20,592
	MOVING SYSTEMS S.A.C., Lima 1, Peru	22	127,402	KOEMAN NIGERIA LIMITED, MAGBORO, Nigeria	3	9,248
	STEVENS INTERNATIONAL, Fort Wayne, USA	26	126,550	FUKUOKA SOKO CO., LTD., Tokyo, Japan	3	8,076
	MUDANZAS INTL GLOBAL, C.A., Caracas, Venezuela	55	122,367	MORENO INTL, S.A. DE C.V., Monterrey, Mexico	1	7,690
	BURKE BROS MOVING GROUP LTD.,			UNIMOVE BV, Rotterdam, Netherlands	6	7,617
	Wolverhampton, United Kingdom	16	121,174	AQUA GLOBAL LOGISTICS WLL, Hidd, Kingdom of Bahrain	1	7,408
	PIONEER MOVERS SDN BHD, Kuala Lampur, Malaysia	41	120,605	CLINTUS NETWORK LIMITED, New Delhi, India	1	983
	MAGNA THOMSON INTL MOVERS LTD.,					
	Johannesburg, South Africa	15	104,209	Booked: 3,056 Booked Tonnage:	15,797	,597
	GLOBAL MOVING & STORAGE LTD, Yangon, Myanmar	36	102,850			

## The survival roadmap

In this Q&A article, Brielle Jones, Manager Marketing and Sales for TriGlobal, gives her opinion about some of the challenges faced by moving companies worldwide as the world changes, and what they might do to meet them.

## hat are the main factors that are holding back moving companies today?

Cash flow, or lack thereof, is a key factor that sets movers apart from one another. Even though the world is still moving (despite the pandemic), it is hard to plan, especially for future investment. Movers with a financial buffer can take risks and invest to evolve their businesses, temporarily to adapt to the pandemic, and for the next generation of consumers. Movers without the cash are left clinging to old processes, limited technology, and a declining client pool.

Inefficiency is a huge factor that we need to tackle as an industry: the same or less input; greater output. An example of efficiency that has been embraced by many movers recently is the digital survey, instead of a physical home survey. A digital survey usually takes under an hour, does not require a vehicle or a driver on the road, it can be done from anywhere around the world and the supporting technology registers the input in real-time. Sending a quote at the end is then only a click away. These advantages often outweigh less personal contact when you can make a more sustainable margin. Being critical on your efficiency is almost guaranteed to increase your margin, but as a result, will also mean changing many of your internal processes.

## In what ways have customers changed and how will they continue to change in the future?

Millennials have entered the housing market. They bring with them new expectations, new ways and new technology. A classic example of this, which we can see from our own statistics, is the use of mobile phones

compared to desktop computers. We see a large increase of website users (not just millennials) that do a quote request from a mobile phone and not their desktop computer. Hence, we cannot say it enough make sure your website and quote form are compatible, optimized, and easy to use from a mobile phone.

The second major thing that stands out to me is how customers perceive a move. In most cases, it is simply a commodity in their eyes. With the Internet driving the way we do business, from a customer perspective, a move is just like any other online service, like booking an overseas holiday or shopping online to furnish their new home. Now, I hear you saying, "moving isn't a commodity", and perhaps you are right. However, the customer does not know (and dare I say, does not care) about all the intricate complexities customs impinges on movers, nor the fact that multiple parties will have to handle their personal effects as they travel around the world. In their opinion, every other service can be done through an app and at the click of a button, so why not a move? We call this the 'Amazon effect': order today, receive it tomorrow. And they expect their move to work in the same way. The absence of instant pricing emphasises this divide between customers and movers. The moving industry is one of the only industries that still does not provide an instant price which, in my opinion, is the way forward.

### In what ways do you feel movers need to change the way they think to be able to flourish?

Be agile. It is a buzz word for a reason. It is a mindset whereby nothing is 'fixed'. It ensures that you operate based on the concept of adding value to your business, receiving data

feedback, and then adjusting in small increments to keep increasing that value. When you combine an agile attitude with your core competencies, you can constantly evolve without feeling as if you must revolutionize your business suddenly to survive

Easier said than done, I know. Take building a new website for example. The non-agile way would be to define your goal, let's say, to attract 100,000 visitors by the end of the year. Your designer quotes €30,000 for the job and says it will be ready to launch after three months. In this way, your website would have added no value to your business whilst it was being built, plus it would be built in its entirety, based on your original idea without feedback to learn what customers really want.

The agile approach would be to only build the home page and contact form, then go live after the first month, without any other pages. Sounds crazy right? From doing this, you can already get a couple of bookings, you also get data feedback that some of your products attract much more business than others. So, before building the other pages, you tweak the home page to show off the most attractive products, and now you have feedback on which pages to build next.

Agile is a scary place to work in because you cannot rely on what you know, but rather, on what you do not know. Often it feels like nothing is finished, and that you are constantly double-checking yourself as to whether it is the right way to go. Doubts aside, agile keeps us sharp and able to respond to changing environments, which is certainly what the moving industry could benefit from right now.

#### What will be the consequences if they fail to do so?

Moving companies are being forced to question their identity and face the fact that the industry is becoming fragmented. In my opinion, this fragmentation is a result of inefficiency. Pieces of the sales pipeline will keep disappearing and going to companies that are more agile and more efficient. We already see this in areas such as reservations, surveying, online marketing, admin and warehousing. Movers will need to adapt to this

My advice is to focus on what you are good at and make the most margin in that area, then proactively seek out other companies that are stronger in those other competency areas. This way, you still have control over your core business and can collaborate with trusted partners. If you can still provide a service you believe in, then you are still able to sustainably contribute and benefit from our industry. A much better outcome than going bust.

#### In what ways do you think the industry will be different in five years?

I foresee the moving industry becoming a lot like the travel industry, with four main suppliers: RMCs, consolidated moving groups, platforms and niche operators. Major moving groups will get stronger and rely on the strength of their members and their individual brands to generate business. RMCs will continue to thrive, mainly because they do business from a consumer point of view by overseeing the whole customer journey with the support of the latest technology. Some high-end, niche operators will operate independently, but with a much more concentrated part of the market such as pets, art and high-end moves. The rest will be supplied by platforms who offer quick and transparent information for customers searching for a commodity that suits their needs and matched with an array of movers who best fit the job.

#### What are the key threats and opportunities for moving companies?

It depends on what you see as a threat. I think the divide between the initial phases of the 'customer journey' and the actual 'physical move' is going to increase. RMCs have already shown us that this is possible. I think that platforms are a likely contender to take over the 'contact' part of the customer journey, as they offer what consumers want (such as an instant price) and are not preoccupied with the challenges that movers

face. Platforms and technology companies focus on what is not working (i.e. inefficiencies), rather than what is going well, and build technology to fill these gaps. If we consider the likes of Uber or Amazon, they also come with considerable financial backing to see it through. This could be a threat for movers, but also an opportunity to adapt and really focus on what they are specialized in: moving. People will always move, so the pivotal question is: how much of the supply chain do you want to directly control and how much will it cost your margin to do so?

## From where do you believe the next wave of disruption for the moving industry is likely to come?

Disruption is what our industry needs to survive and is often seen as a negative word, but I see it as a 'necessary discomfort'. We at TriGlobal are often labeled as a 'disruptor' and it has taken me a while to be proud of that. In fact, I do not think we really disrupt enough for the industry to evolve fast enough with

what consumers are expecting. Without a doubt, instant pricing will be a 'disruption' to moving companies and merely fill a necessary void for tomorrow's customer.

#### What are the key things that TriGlobal is working on now to enhance its service?

Recently, we launched a conversion toolbox. It helps movers convert more clients by improving design elements on their own websites. Currently, three tools are available, which include a volume calculator, a price estimator and a contact form. All of them help to increase website conversion rates. We use the same tools on our own websites, which are the result of over 15 years of data analysis as to how customers behave online. For a monthly fee, you get the most up to date versions, supported by live statistics and feedback from our team of online marketing experts

We are also focused on increasing the volume accuracy and information captured in the leads. The better the accuracy, the easier and quicker movers can quote. The emphasis comes from the divide we see between consumer expectations and mover deliverables, notably the speed of a quote. If we can simplify and speed up the quoting process, consumers get better and quicker information, which ultimately increases the chances of them booking a move with that moving company.





e are all familiar with many of the consequences of the COVID pandemic. However, one that perhaps was not foreseen, is the current shipping crisis that has caused vessels to be delayed, ports to be congested and shipping rates to multiply to previously unseen levels. Operationally this causes severe headaches, especially during the peak season. But the knock-on effects for customers are equally significant and disruptive.

The moving industry has traditionally been driven by customer needs: what the customer wants, the customer gets. But right now, that's just not possible. Moving companies need to manage their customers' expectations.

The problem has been caused largely by COVID. When the outbreak hit, many vessels

were initially laid up. Then the world started buying online, very successfully, and the demand from consumer nations, especially the USA and Europe, rocketed. Shipping lines were unable to keep up. Add to this staff shortages helping to increase delays at ports, and we have the perfect

storm.

The result, as well as lengthening delays, is the simple consequence of an imbalance of supply and demand. From a shipping perspective, it's a seller's market, so prices rise. "We have witnessed truly astronomical increases, due to a very complex combination of factors - from the way coronavirus has both disrupted supply and driven demand, through to unforeseen events, such as the blockage of the Suez Canal," explained Patrik Berglund, CEO of Xeneta, the global benchmarking and market intelligence platform for containerized ocean freight. "And all the time the carriers have managed routes and capacity to maintain a position of unparalleled strength in negotiations. It is, without doubt, a difficult time to be a shipper."

Harm Meierdirks (pictured left), Managing Director of freight forwarder Carl Hartmann, said his company is working hard to serve its clients. "With every sailing we get 10 or 15 notifications from the shipping lines that the sailing dates have changed," he explained. "So the pick-up date for the container changes as well, and we have to start from scratch to reorganize everything every time there is a change." The problem is particularly difficult for FCL consignments loaded at residence. It's clear that movers need to make it clear to their customers that they need to be flexible.

Vessels on some routes are fully booked for up to 12 weeks in advance. Once at sea, each vessel can be delayed again by up to 10 days because of port congestion. "The problem is particularly bad into Canada and the USA," said Harm. "The best advice is to book early if possible and talk to customers so that they understand that delays are likely."

When it comes to pricing, Harm says there is nothing that can be done. "If you want space, you have to pay," he said. "I suggest that companies show an open book so that customers know exactly what freight costs they are having to pay. It's not so bad for some corporate clients as they have the same problem shipping their own commercial goods, but for private customers it's much more difficult for them to understand. I give a huge warning for anyone signing long-term contracts right now."

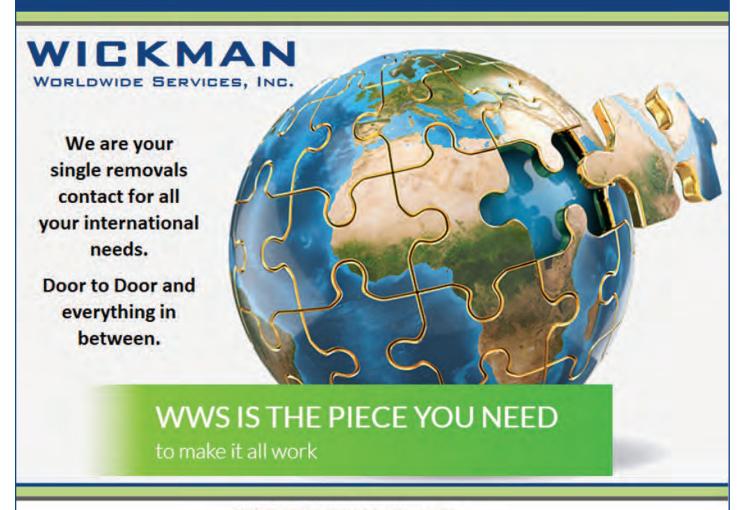


To put some scale on this Harm said that rates from Europe to the American continent have increased dramatically from January until now. For example, 40ft market rates to New York have increased from \$1,925 to \$6,700; to Montreal from \$2,100 to \$8,150; and to Veracruz from \$,1750 to \$7,000. At the same time, the vessels are booked 8-10 weeks in advance and rates and surcharges are increasing every month. Ports at origin and destination are full, with vessels experiencing huge delays of up to 15 days. Per diem charges can reach up to \$1,000/container. The situation from Asia to the USA is similar.

There are similar situations on other routings. Asia to Europe has 40ft rates of up to \$15,000 with waiting times of up to 14 weeks. There's high demand for Europe to Asia too but the wait is only 2-4 weeks. Europe to Oceana is being affected by congestion in the Asian transhipment

ports with waiting time of up to 8 weeks and some companies having stopped shipping to New Zealand completely.

In most cases Harm does not see the position easing until at least the first quarter of 2022. So, currently rates are still increasing, delays are extending and congestion is still widespread. There will come a time, when demand increases or supply expands to meet it, then normal market forces will return and prices will fall and stabilize. Until then there is nothing for it but to inform customers of the need to remain flexible and ensure that freight costs can always be passed on.



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## Heading for Hawaii

Steve Jordan talks to Jeff Nadeau (pictured right), General Manager, Dewitt Move Worldwide in San Diego about the company, his membership of PAIMA and what keeps him awake at night.

spoke to Jeff while he, and the rest of the world of course, was wrestling with capacity issues that were causing delays at ports, shortages of lift vans, and the necessity to turn away more work than ever in the past. "We are not used to saying no," he said. "It's very tough. It's been crazy, but we are still having a great year. We'll get through it. This too shall pass."

Dewitt Move Worldwide, Jeff tells me, is a fourth-generation company in the moving business for nearly 100 years that operates through various divisions. Jeff is specifically responsible for the movement of household goods between the US mainland and Alaska. Hawaii and Guam. The work is split 50/50 by private work that comes from web leads, and corporate work though van lines and Relocation Management Companies. The company also owns Royal Alaskan Movers, Dewitt Guam and Royal Hawaiian Movers, which Jeff believes to be one of the largest moving companies in Hawaii. "We don't have any trucks or crews on the mainland because we don't want to compete with other movers because they hire us to get stuff from Alaska, Hawaii and Guam," he explained. These same movers act as origin and destination agents for Dewitt throughout the country.

I wondered what it was that made Dewitt special? Jeff said that he had never worked for a better company that treats their employees so well and provides excellent service at a fair price. "If any issues arise or disputes with clients or customers, we resolve them amicably and as quickly as possible," he said. "We care about our reputation very much. Just doing it the right way and sleeping well at night. We work hard to communicate quickly and effectively and want to be known for being the experts in our area of coverage. This includes ensuring we process and pay our vendors promptly or address any issues with bills immediately.

We all have a lot to do and we feel it is vital to keep our work flow current and address any issues quickly before they become a burden on our company or our partners."

Although Dewitt is based in San Diego, Jeff handles moves to and from his three destinations from all over the USA. "We pack and load into lift vans or container at origin. The shipment then gets trucked to the West Coast and loaded at Oakland, Seattle and Long Beach." At destination the consignments are handled by the relevant group company. Dewitt also accepts moves from other parts of the world, bound for these destinations. It seemed to me that Jeff's division was very self-contained. So, I wondered why he was such a supporter of PAIMA? "I think PAIMA is a great organization. I was broken-hearted when I heard that the convention had been cancelled," he said. "Two years ago I was so sick of conventions and hoped I would never have to go again. Now I can't wait for one." We should all be careful what we wish for.

"This industry is so relationship driven," said Jeff. "I know owners of moving companies in most US cities that I can call to get things done. When problems arise in this business it's about how quickly and ethically you resolve them."

It's part of the company's core values to support the industry. It's not just for altruistic reasons, it's practical."You either pay for membership or you pay attorneys, because there is so much learning that comes from the associations." he said.

I wondered, with 35 years in the bank with the industry, what keeps Jeff awake at night? "It's the potential for disruption from an Amazon or Uber-style company," he said. "You'd be amazed how many people, who are moving to Hawaii, expect to be able to get movers at short notice. Society wants everything now. That will impact the industry, sooner or later."



He is also concerned about technology. He acknowledges that it's expensive and challenging but that it's essential to have adequate systems and, especially, be up on your IT security. With the rapid changes in technology, it is a challenge to stay on top of it and ensure when you are adding a new software or technology that it will work properly and is well vetted. "It can be scary to look at some of the more expensive new technologies that are becoming available and wonder how long it will be in use before something better arrives that we may need to add to our systems."

When dealing with trade customers, that's where the relationship kicks in. "I worked hard to get the new customers in the door and I work with them directly to ensure they pay their bills on time as agreed to when we first start our relationship," said Jeff. "We enjoy working with companies that work the same way we do to resolve any issues promptly and make their payments promptly as agreed to. I don't want accounting to get involved. It's hard to get an account and easy to lose one if you don't handle them right."

I wondered if Jeff had any advice for the younger generation that's following him? "You have to embrace change," he said. "The world is changing so fast you need to get on the magic carpet and ride it or you'll be left at the bottom of the heap." Jeff also advises youngsters to focus on education, learning about the business, what's going on in the industry and the cultures of other countries.

Jeff has one guilty pleasure. "Every year I go on tour with The Grateful Dead. I see 15-20 concerts a year." Well, who would have thought!



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