

PAIMA REPORT

Issue 3, 2020



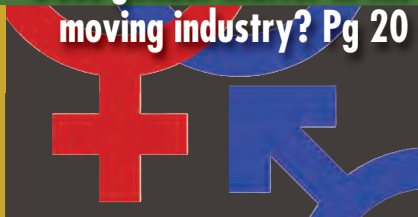
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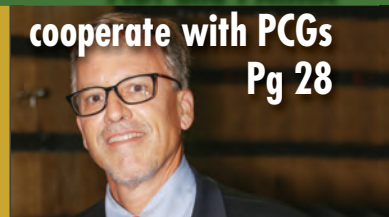
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The Magazine of the Pan American International Movers Association

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PAIMA

PAN AMERICAN INTERNATIONAL MOVERS ASSOCIATION

Dear PAIMA Members,

This year has been grim for many of us. Even those that have managed to maintain a sustainable level of business have had to do so under very difficult circumstances while dealing with all the personal challenges of keeping everyone both safe and sane – not an easy balance sometimes.

Sadly, as I write this during the middle of November, there are few signs that this virus will subside. I have had to fight it off myself and, in Brazil alone, almost 170,000 people have lost the battle. But it's very easy to talk ourselves into a hole of our own making. I have been surprised and delighted by the ways in which the industry worldwide has adapted to the new circumstances and showed remarkable ingenuity in the face of potential tragedy.

It has also been interesting how many of the methods we have had for years, that we held as sacred, have been discarded in favor of new ways of operating, initially to beat the virus, but later because we realize they are actually better.

The global adoption of virtual surveys is a good example. They don't suit everyone all the time, but they are often an excellent alternative that many people will hold on to long after COVID-19 has been consigned to history. There are many other examples.

And consigned to the past it surely will be. We are already getting news of vaccines that appear to be very encouraging. If the scientists' hopes are met, we could be well on the road to normality within a few months and, we hope, be able to get together again in October. Until then my friends, stay happy and stay well ... this will not last forever.

All the best,

Lars Peter Lemche
President – Board of Directors



Letter from the Editor

Congratulations to Suddath for winning the prize for the most articles in one issue this time.

The PR department there has obviously been working overtime, well done all. That gives everyone else something to aim for next time.

It's probably worth pointing out that there is no great mystery to getting an article published in the PAIMA Report. In fact, it's really simple: you just send it to me. Actually, it's much easier than that because you don't even have to write it. Just send me the bones of the story: a few bullet points telling me what you want to say, and a high-resolution picture, and I'll do the rest.

It was nice to include a story from my friend Philippa Robinson this time. Robinsons in the UK is a large and successful corporate mover that is not a member of PAIMA, so it's interesting to get a different perspective. The article on gender in the industry is also interesting, perhaps exploding the adage that the industry is male dominated – or maybe not, you decide.

Happy Christmas.

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



Suddath Best Moving Company and Best Place to Work

Suddath has won the titles of 'Best Moving Company' and 'Best Place to Work' in the 2020 Bold City Best competition, hosted by the Florida Times Union. Bold City Best is an annual competition that gives people in the Jacksonville community the opportunity to vote for their favorite local places, businesses and people. This is the fourth year in a row that Suddath has won the award.

"It's an honor to be recognized as Jacksonville's best moving company again this year," said Dick Eschbacher, President and General Manager for Suddath's Jacksonville branch. "We are proud that in this unprecedented year our team rose to the challenge to keep our operations running as an essential service provider. This award demonstrates the dedication of all our people – drivers, crew members and administrative employees alike – to continue delivering the highest quality service to our customers."

Suddath has been serving the Jacksonville community for over 100 years, establishing itself as not only a

leader in moving and logistics, but also one of the city's most respected employers. Founded upon a strong set of core values that include trust, agility, innovation, teamwork and caring, Suddath has been awarded Best Place to Work for a third time, taking home the award previously in 2017 and 2019.

"If you ask anyone what they like best about working at Suddath, they will tell you it's the people," said Chief People Officer Heather McBride-Morse.

"While we continue to grow our global footprint and innovative technology, we remain a family company that values and takes care of our employees. We're proud to be an employer of choice in our hometown of Jacksonville, Florida, and to offer incredible employment opportunities across the United States and in 14 countries around the world."

Suddath was also recognized earlier this year as one of the Best Places to Work in IT.

Suddath collects sweaters for charity

Suddath has again participated in the annual Mister Rogers' Neighborhood Sweater Drive from 1-30 November, 2020. Suddath collected gently-used sweaters and other winter apparel for donation to local non-profit organizations.



Suddath collected donated items, then returned them to its Jacksonville warehouse for sorting, before delivering them to participating organizations. "Last year, Suddath added 'caring' as one of our core values, which honors our tradition of philanthropy and giving back to the communities where we operate," said Scott Perry, President of Suddath Moving and Logistics. "We're particularly grateful to participate in the Sweater Drive this year, when extraordinary circumstances have unfortunately left many members of our community disadvantaged."



This is the 18th year for the Sweater Drive, which was created to honor the memory of television host and producer Fred Rogers. In 2019, the event collected over 15,000 sweaters, jackets, blankets, socks and other cold-weather items for community members in need.



Amel Gaham joins ISS

ISS Relocations in Dubai has announced the appointment of Ms Amel Gaham (pictured left) to the role of Manager - Regional Business Development (Corporate & Partners/Agent).

Abhilash Nair, Global CEO, said that this position within the organization will help and support the sales team with corporate and partners relationships in the drive to promote and progress the company's business in the Middle East and South Asian markets. "Amel is an excellent

addition to our Senior Team here at ISS and brings a range of skills and experience. Amel will spearhead the pursuit of the many opportunities that exist to work more closely with existing clients and the many positive new leads that come our way. She will also share her experience and knowledge with the management group and the wider staff complement, helping us all to develop our reach and skills."

Amel joins ISS Relocations from Inchcape where she was a manager for the Abu Dhabi branch.



New inbound move manager joins AMR International Relocation

PAIMA member AMR International Relocation has announced the appointment of Steve Zhang (pictured left) as inbound move manager at its Shanghai HQ.

Steve has over 10 years' experience in international removals serving in a variety of roles, most recently as inbound shipment coordinator at Unigroup Shanghai, and previously with Allied Pickfords Shanghai.

In his new role, Steve will focus on streamlining and optimizing the operation and customer experience with inbound shipments, which is complex in China.

AMR International Relocation was formed in 2015 and has grown dramatically in China during the past six years. It has become one of the major participants in China's worldwide relocation industry, relocating around 800 families annually through its offices in Shanghai, Beijing and Taipei.



Suddath appoints Jira Sansom as general manager for Dallas

Suddath has announced the appointment of Jira Sansom (pictured lower right) as the new general manager for its Dallas-Fort Worth branch.

Jira has over 20 years' experience in operations and logistics with some of the most well-known brands in the US. Before joining Suddath, Jira worked as a supply chain specialist at Martin Brower and before that, he served as general manager of distribution and logistics at Ryder in Hutchins, Texas.

Brad Liddie, Chief Operating Officer for Suddath Moving & Logistics said, "Jira's depth of experience working with large labor groups will produce tremendous results for our customers."

Jira's role will be to drive continuous improvement for local operations, with a focus on quality, safety and growth.

Suddath chief information officer receives IT award

Relocation and logistics company Suddath has announced that Chief Information Officer Len O'Neill (pictured right) has been selected as one of the *Jacksonville Business Journal's* 2020 Technology Leaders of The Year. O'Neill and other industry leaders are being honored for their exceptional impact across Jacksonville's growing technology sector.

The award recognizes top IT executives in Northeast Florida whose leadership, knowledge and skill with technology not only have helped grow their own companies, but also shape the industry and impact the local community.

Award recipients are selected by the *Jacksonville Business Journal* and the Northeast Florida CIO Council based on their innovation in strategic thought and planning, success in implementing technology solutions, management effectiveness and community involvement. "Len's hard work and dedication have been invaluable to the



company and he has made his mark as a key member of the Suddath team and a leader in the technology industry," said Mike Brannigan, President and CEO of Suddath. "His innate talent and commitment reflect why he is so deserving of this recognition and he is a big part of why Suddath continues to be recognized as a leader in technology."

In June of this year, Suddath was recognized as one of the *Computerworld* 2020 Best Places to Work in IT, ranking in the top 10 midsize organizations to work for IT professionals.

Patrick Ohara joins GOU Group

GOU Group has announced that Patrick Ohara (pictured below) has been appointed as group director and will be overseeing all aspects of the company, including Mudanzas GOU and ATI as well as the logistics/trucking divisions and the US logistics division in Laredo, Texas. Patrick will be reporting directly to the President, Mr Eduardo Gou, and will be helping the growth and expansion of the GOU Group.



Patrick has over 23 years of experience in the moving industry and is a very well-known figure at conferences having worked with two leading companies in Latin America, most recently with G-Inter in Brazil. Thomas Schreiner, previously director of international

relations, has returned to Europe. The company thanked him for his hard work and wished him well in his future endeavors.

The 120-year-old GOU Group is based out of Mexico City and has ten branches in Mexico. As well as domestic and international moving the company provides logistics services with a fleet of 450 vehicles serving the lanes between Mexico and the USA.

Erika becomes shareholder in just two years

Erika Venturini (pictured right) has recently become a shareholder of Atlantis in Rio de Janeiro alongside the company's CEO and President Karl Rafael Wollny.

She has a background in marketing and communications in a wide range of industries, including oil and gas, beverage, retail and telecoms. Erika has been with the company for two years after starting to fill a temporary role that was planned for just three months. She quickly grew into a management role and now into part-ownership of the business.

"During the last two years I have learned a lot and was able to use all my previous

knowledge to innovate and try to improve the quality of our services," she explained. "We have created work processes, hired more specialized labor, invested in training and implemented new procedures to understand our customers' journey and retain their loyalty. The pandemic has made us become a little apprehensive and made us reshape our way of service and the way of working, which has become much more digital, something we did not have before."

Erika said that the logistics sector in Brazil still has a long way to go. "I wake up every day with a lot of energy to come to work, always inspired by my team that has shown itself to be very efficient and competent."

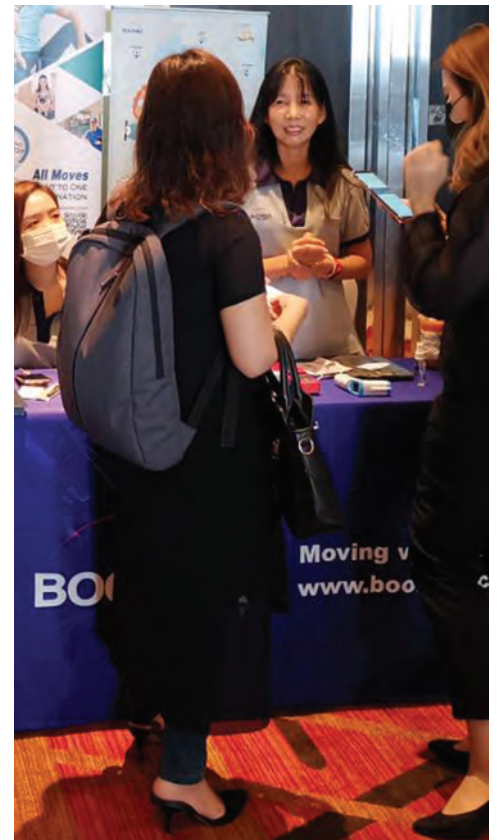




Boonma appointed as a logistics consultant at THAIFEX Anuga Asia 2020

Boonma in Thailand has been appointed as a logistics consultant to THAIFEX - Anuga Asia Hybrid Edition (pictured above), one of the first international trade exhibitions to open in Asia.

The event attracted 21,104 visitors, with a strong participation from local and overseas businesses. "Another year that we have been appointed as a logistics consultant at this great event," said Tiddy S Teerawit, Executive Director of Boonma Thailand. "Our team has served the growing demand in this sector for both exhibitors and buyers."



Boonma Thailand lectures to MICE

As the leading MICE (Meeting, Incentive, Convention and Exhibition) logistics service provider, Boonma Thailand was invited to give 2-day virtual lectures for the course 'ITM350 Service Provider for MICE' to 44 international students at Bangkok University.

In this course, students will learn about the MICE service providers and explore how these partners must work to develop a mutually beneficial and supportive network system, such as service strategy and organization, professional exhibition organization, catering, interpreting, hostess staff, stand design/building and freight handling.

"It's good to see that most universities in Thailand have set up a new, trendy international program for the MICE industry," said Tiddy S Teerawit, Executive Director of

Boonma Thailand. "We are very glad to give lectures to these 44 international students coming from several countries, eg. China, Japan, Korea, Myanmar, Norway, Thailand, Vietnam, etc. Two topics that we shared to them virtually were Logistics and Freight Handling, and In-hall Exhibition Logistics."

World's 360' : When Hygiene Becomes The New Norm

Boonma was also invited to demonstrate to MICE how the company takes action to reduce and prevent the spread of COVID-19 in packing, moving, shipping and storage activities. The company presented at the 'World's 360': When Hygiene Becomes The New Norm' seminar organized by the Thailand Convention and Exhibition Bureau (Public

Organization; known as TCEB). "We were invited to share our best practices with other entrepreneurs and help them to adjust their business model to match with the 'New Normal' era," said Tiddy. "The world has never faced this pandemic before. We need to discipline and turn our ways 360 degrees to survive personally and corporately."

Pictured above: Demonstrating Discipline Guidelines at MICE

Suddath renews FIDI FAIMPLUS Certification

PAIMA member Suddath has announced that it has been renewed for the FIDI Accredited International Mover PLUS Quality Assurance Certification (FAIMPLUS), the world's only recognized quality certification for professional international moving and relocation companies.

David Dance (pictured right), President of International Moving for Suddath said, "This is a gratifying acknowledgment of our operations, and we're excited to again be recognized by FIDI for our consistently high level of quality as an international mover. Over the last three years, our team has worked hard to maintain this prestigious certification by consistently exceeding the standard for our industry. The FAIMPLUS seal awarded by FIDI Global Alliance reaffirms our commitment to excellence in quality standards and global expertise."

To maintain FIDI's FAIMPLUS certification, movers must undergo an annual internal review of intercontinental moving activities, as well as an external review conducted every three years by Ernst & Young. These audits assess such service standards as procedures for quality management, supply chain management, insurance, claims and customer feedback, among other operational standards.

All FIDI members are required to have FAIM certification.



Suddath earns another year of ISO 9001 recertification

Suddath has again been recognized for excellence with its ISO 9001 quality management recertification. Suddath received high marks in a yearly audit required to maintain the certification based on a set of international quality management and assurance standards, which are based on seven principles: customer focus, leadership, engagement of people, process approach, improvement, evidence-based decision-making and relationship management.

"I am incredibly proud of the Suddath international forwarding division for attaining this certification for nine years straight and am confident the standards we set will continue to improve even more in the future," said David Dance (pictured above), President of International Moving for Suddath. "This certification once again underscores our dedication to consistently providing products and services that exceed customer expectations and regulatory requirements."

Suddath's compliance with these standards ensures another year of

certification. The certification process provides a process-oriented approach to documenting and reviewing the structure, responsibilities and procedures required to achieve effective quality management in an organization. This standard reinforces proper management practices, requirements for a QMS, management of resources, measurement, analysis and improvement of the QMS through activities like internal audits and corrective and preventive action.

"Suddath's continued commitment to quality, compliance and exceeding best practices has created a world-class system for our international freight forwarding team," said David. "Achieving this certification showcases how we develop meaningful customer solutions and continually improve our operations."



Gerson Relocation acquires Dijkshoorn in the Netherlands

Gerson Relocation Ltd, part of the AGM Group of companies, has announced its acquisition of the business and assets of Dijkshoorn Euromovers BV, a leading moving services provider based in the Netherlands.

The acquisition of the Dutch business will expand Gerson Relocation's European service and support capabilities, in line with the company's strategy to meet the needs of its clients and allow the company to be prepared for the UK's exit from the European Union.

Dijkshoorn was established in 1952 and has grown to become a well-known name in the European and international moving markets, both in the Netherlands and worldwide.

Paul Evans, AGM Group Chairman said, "We are excited by the potential of this complementary combination of two great companies, both Gerson Relocation and Dijkshoorn have a long history of delivering service excellence to customers and clients in their respective moving and relocation markets. Together we will have the capabilities to provide integrated pan-European moving and relocation solutions. We look forward to welcoming Dijkshoorn to the family."

Denis Zonneveld, Managing Director Dijkshoorn (pictured above) added, "In the new moving and relocation environment, it is increasingly important to be part of a larger organization. I firmly believe that Gerson Relocation are the right partner to take the company and our employees forward while protecting the legacy of the Dijkshoorn name. I look forward to being part of the future growth."

The AGM Group is a logistics and relocation service-based holding company that, through investment and ownership, enables the management and delivery of moving, relocation and storage services to the commercial, corporate and private sectors.



Teamwork launches relo service in Brazil

Teamwork in Brazil has launched a full DSP service covering the whole of the country. For more information please contact Gisela Frizzo at gisela@teamworkmobility.com.br.

Teamwork moves in São Paulo and Rio

Teamwork in Brazil has moved into new facilities in São Paulo and Rio de Janeiro.

The company said that they have the same sized warehouses but with better accommodation for office staff. The new addresses are:

in São Paulo at Av. Benedito Alves Turíbio, 2003 – Osasco / SP – 06160-004; and **in Rio de Janeiro** at Rua do Alho, 1129 A – Penha Circular / Rio de Janeiro / RJ – 21011-000. Phone numbers in both cities remain unchanged.



COVID-19 - The lockdown of the old job!

By Matteo De Cesaris - General Manager, Bliss Corporation

The COVID-19 emergency has touched the whole world, people, families, companies. In our sector, in particular, with the regulations protecting the health and safety of people which have prevented and/or severely limited their movements, the impact has been very significant.

Beyond the merely economic and financial aspects, the biggest effect of the COVID-19 crisis, that also affected Bliss, was the change in working methods (sudden and imposed), accelerating the process of operating from a distance, which had already begun in our company regarding everything strictly connected to our work (digitization of documents, remote meetings, video survey, etc.).

Since the beginning of the emergency, the Italian government has been very rigid in terms of regulations, imposing at first restrictions only on some Italian regions, then progressing to restrictions on the movement between regions, the lockdown and closing of companies for productive activity (ateco code), and finally ending the lockdown and progressive reopening of all companies with the restriction to adapt to strict safety provisions within the work environment (Safety Protocol of 24 April, 2020).

In this context, Bliss, like many Italian companies, found itself managing a new and difficult situation, having to quickly develop a plan of all the interventions to be implemented,

- Review of the annual cost and investment plan;
- Obtaining credit from financial institutions;
- Intensification of collections;
- Constant and reassuring communication to staff, suppliers, international partners, customers, stakeholders on the status of the COVID-19 emergency and the Bliss situation;
- Redesign of spaces and work environments aimed at guaranteeing safety and social distancing;
- Hygienization and sanitization of environments with sensitization to all staff;
- New ways to face meetings, reunions, social events and training;
- Review of the scheduling of company staff holidays.

anticipating different future scenarios (the so-called 'Contingency Plan') and keeping our constant attention on updates coming from many institutional sources. Some of these are summarized in the list below left.

In the current state where there is still uncertainty and where, if economic and social policies do not change worldwide, the risk of having situations similar to that of COVID-19 will inevitably remain high, I believe the direction taken by the most advanced companies and most enlightened CEOs will be to create a different business, more resilient to changes and risks. In essence, a business that focuses on aspects such as:

More attentive planning for potential risks

The experience we just passed through has taught us the importance of doing a correct and exhaustive risk-management assessment which also includes potential geopolitical, social and health risks and can serve as the basis of strategic business decisions.

Setting up the project oriented job

Wherever possible, it will be important to create a work methodology for projects and objectives without the rigid logic of fixed working hours, improving the involvement and leadership of all company staff.

Alternating between on-site work and remote work

Alternating the presence in the office with remote work (at one's home, at the sea, in the library or in a shopping center,) means that the staff is continuously stimulated and motivated as well as having benefits in terms of reducing costs and stress typical of the monotonous home-work commute and allows the company to have the advantage of a leaner management at reduced costs and risks.

Flexible work environments

Rethinking flexible, dynamic and suitable work environments in a constantly changing context. Translated dynamic workstations for activities, desks that are not assigned to a single person, areas intended for the production of ideas, green spaces, leisure areas, videos and tele-conference rooms. An environment that invites you to produce rather than 'escape' as soon as possible.

Digitalization an enabling factor

Accelerate the digitalization process to ensure that each worker can always be able to work through the use of a laptop and mobile device without relying on electricity, desk, printer or a landline phone. As such, risks of infrastructural problems, social distancing, and geopolitical events are reduced to the minimum terms and business continuity in any part of the world can be guaranteed at any time.

But companies are made of people. Giving them the best technology, providing them a working environment with the utmost comfort, giving them objectives and non-hours, guaranteeing their continuous training and listening to their needs inside and outside of work, all foster their ultimate professional and personal growth and maximize the profits of the organization they make up.

Pictured below: Matteo De Cesaris, General Manager of Bliss Corporation.





New PAIMA member in Abu Dhabi

Delight International Movers, headquartered in Abu Dhabi and with operational wings in Dubai and Doha, has joined the PAIMA network.

The company was established in 1989 and has grown to be one of the most respected moving and storage companies in the UAE.

Delight International Movers undertakes international and domestic moving services for customers ranging from commercial establishments to residential houses, RMCs and corporate organizations. The company also holds both the US Embassy and US Consulate contracts for Abu Dhabi and Dubai and is ITGBL approved for both locations.

Delight has its own extensive storage facilities across locations in UAE/QATAR, providing short and long-term storage services with a high-level of fire safety, pest control standards and temperature control.

The company owns an in-house fleet of modern Daimler, Volvo, Mercedes and Mitsubishi Fuso trucks and employs over 1,000 people, fully trained in both functional and soft skills.

Regional Head of Relocation, Shankar Ram, at Delight said, "We decided to join PAIMA to add more value to our network affiliation and we're extremely confident that our addition will also be valuable to other members. Even though we already work with most of the people, we wanted to have a presence in PAIMA and join our partners who have trusted us for many years."



Delight International Movers is also a member of several other trade organizations, including FIDI, LACMA (Latin American and Caribbean International Movers Association) and the British Association of Removers.

Shankar Ram pictured above
Top picture: The team at Delight International Movers



PAIMA

The PAIMA Report relies on your stories.

If you have anything you would like to tell your PAIMA partners: new members of staff, new services, new facilities, charitable activities, and your thoughts about the industry in general, please tell *PAIMA Report*, and we'll tell everyone else.

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



Johnson International joins PAIMA

A division of one of America's longest established moving companies, Johnson International, has become a member of the PAIMA network. Parent company, Johnson Storage & Moving Co, was established in 1900 by the Johnson family and is currently operated by fourth-generation family members.

The Denver-based company was a founding agent of United Van Lines and has multiple sites in Colorado, Wyoming, New Mexico, California, Kansas and Texas.

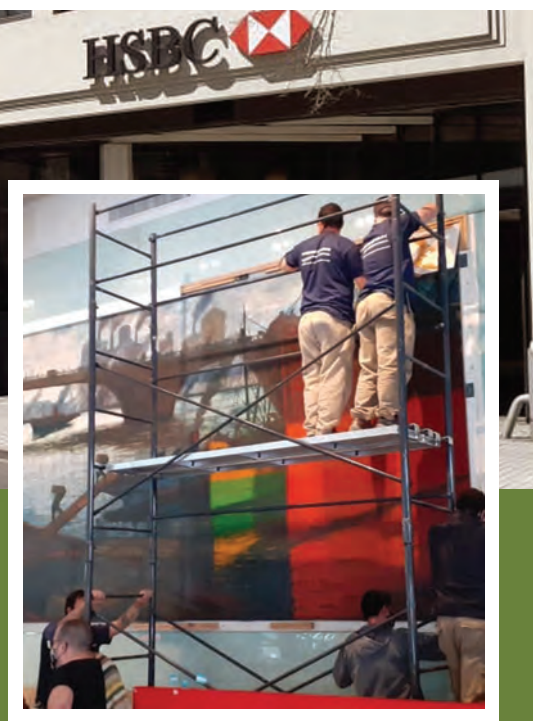
Johnson International was formed around twelve years ago and specializes in moving private individuals, corporate clients and US military personnel to more than 200 countries worldwide.

Tina Heaney, who has been with Johnsons for over 30 years, has recently been appointed vice president of the International Division and is looking forward to meeting new contacts at the PAIMA conference when travel restrictions are relaxed and things return to normal.

Tina commented, "Our business relies very much on partnerships and relationships, it's just the way it is in our industry. Being part of an organization such as PAIMA facilitates this and also allows us to share ideas and best practice as customers expectations and markets change – it's good to have more than one head thinking things through. It's also a chance to build reciprocal business, which in the end is the number one goal."

With over 120 years in the US moving industry and its connection with United Van Lines and trusted agents throughout the country, Johnsons is in an excellent position to offer a wide range of services to PAIMA members.





Moving 'Labor Day in La Boca'

MercoArt (Mercovan's art transport division) in Argentina recently provided moving services, including disassembly, conditioning and transport, for one of the most important works of the renowned Argentine artist Benito Quinquela Martin from its home at a multinational banking firm, into storage. The move was required to allow refurbishment work on the building to take place.

The mural entitled 'Labor Day in La Boca' is one of his most important achievements which dazzles for its grandeur and detail: an oil on plywood linen, more than nine meters long and almost three meters high, where the

classic port landscape of Quinquela Martin's hometown is represented and where a varied palette of colors mixed with the most exquisite naturalness of the characteristic movement of a classic morning working day.

The mural, which was commissioned by the artist in 1962, had been on display in the main hall of the building for more than 15 years. Based on the conditions shown by the mural, and considering that it was going to be stored indefinitely due to the remodeling that was being carried out at the bank's headquarters, MercoArt in conjunction with the institution decided to carry out an intervention to condition and stabilize the artwork before the transportation and storage.

Scaffolding was erected before removing the perimeter frame that fixed the four heavy

panels to the wall. These were later taken down to the work tables to be worked on by art curators Lila Madambashi and Orieta La Rocca.

The painting was then stabilized as large areas of the surface were cracked. The work involved injecting or filtering different adhesives and then protecting the treated areas with veiling. This last procedure was also repeated on the perimeter edges of the four panels.

Once the art curators' tasks were completed, the four now restored and conditioned panels were transported to the final location. The tailor-made crates were made with the best materials in the MercoArt's workshops to protect the artwork during storage while the restyling of the new display area is completed so they can once again be admired by the public and the bank's customers.



Joining to be stronger



"We wanted to benefit from the strength of the organization but also maintain some level of independence. As a conference within ATA we benefit from the organization's advocacy arm, which is very strong, yet retain our own autonomy."

Bill Paxton, Chairman of the AMSA

AMSA (American Moving and Storage Association) is dissolving, with the membership to be given the opportunity to become part of the new Moving and Storage Conference of the ATA (American Trucking Associations). Although the move was announced in August, it was subject to approval by the ATA and AMSA Boards and the AMSA membership. This process has now been completed, and AMSA will file Articles of Dissolution with the District of Columbia government to wind up its operations.

Bill Paxton, Chairman of the AMSA and Mark Kirschner, Vice President, have both been involved in the process for some time. "AMSA was part of ATA many years ago and for some time now we have been considering whether it would make sense for the organizations to have some kind of relationship again," explained Mark. "This year we saw a major change with the awarding of the US military household goods contract and then COVID happened. We knew that both would have a negative effect on our membership and, although we could have just continued as a smaller group, we felt it was important to maintain our strength so we could properly represent our members."

As a way of achieving this necessary strength AMSA did look at merging with IAM (International Association of Movers) but, as Mark explained, it was the lobbying strength of ATA that was particularly attractive and likely to be most beneficial to AMSA members.

"We wanted to benefit from the strength of the organization but also maintain some level of independence," explained Bill. "As a conference within ATA we benefit from the organization's advocacy arm, which is very strong, yet retain our own autonomy." With around 38,000 members throughout the USA, the ATA has a very loud voice on Capitol Hill. "This will allow us to represent moving and storage companies on the things that they hold near and dear, especially legal and regulatory issues," said

Mark. "The people at the ATA are very experienced, polished and knowledgeable. That firepower on Capitol Hill is going to be very beneficial, even at State level."

As with all new relationships, both sides bring something to complement the whole. In this case AMSA, as a business to consumer organization, brings an extra dimension to the ATA. "So, when we go to Congress we can represent both," said Bill. "We want people to trust our industry. We don't want rogue traders out there. We want to be seen as a professional industry."

AMSA has always been strong on training and this will not change under the ATA. All training will be performed under the watchful eye of the Moving and Storage Council. As a Council within the ATA it will be able to offer training to non-members just as AMSA did in the past. "So, if a small mover doesn't want to be part of The Conference they could still benefit from the training and certification that's offered," said Bill. "This helps improve standards throughout the industry."

One other area that will be of benefit to members is the market research performed on behalf of ATA by its Senior Vice President and Chief Economist, Bob Costello. "We will have more information on moving and migration patterns, inbound and outbound traffic and how the industry is impacted by world events such as COVID-19," said Mark. "That sort of data will be invaluable for our industry."

Photos: Bill Paxton (pictured left) and Mark Kirschner (pictured right)

Tonnage award winners and Tonnage Stars

Tonnage is at the heart of PAIMA. The exchange of business between members worldwide is what provides the commercial motivation that drives everything else that the organization does and can do.

Here we recognize the Award winners for 2019-20: first and second place in each of the PAIMA administrative regions. Temporary certificates have been sent to the companies concerned; the original plaques will be presented when members are able to meet again, hopefully in Orlando next October.

But not everyone has the tonnage to win prizes, yet their contribution to the network is also greatly appreciated; winning is nice but, in this particular competition, it's the taking part that really does matter. Our Tonnage Stars are all the PAIMA members that exchanged tonnage within the network this year.

2020 ANNUAL CONVENTION - TONNAGE AWARD RECIPIENTS

NEW MEMBERS	1st Place	STAR INTERNATIONAL MOVERS, LLC	147,029	2nd Place	UNIVERSAL RELOCATIONS, INC.	43,974
OCEANIA	1st Place	NONE	NONE	2nd Place	NONE	NONE
ASIA	1st Place	RELOSMART LTD	1,149,293	2nd Place	P.M. RELOCATIONS PVT. LTD.	192,148
AFRICA	1st Place	MAGNA THOMSON INTL MOVERS LTD	243,228	2nd Place	GREEN INTL. LOGISTICS SERVICES P.L.C.	144,309
CENTRAL AMERICA & CARIBBEAN	1st Place	RODI CARGO INTERNATIONAL GROUP	284,605	2nd Place	SWISS GLOBAL MOVERS	208,833
MIDDLE EAST	1st Place	ISS RELOCATIONS LLC	324,560	2nd Place	DXI LOGISTICS LLC	134,215
NORTH AMERICA, CANADA & MEXICO	1st Place	DEWITT MOVE WORLDWIDE	745,569	2nd Place	STEVENS INTERNATIONAL	519,583
SOUTH AMERICA	1st Place	G-INTER TRANSPORTES LTDA.	512,077	2nd Place	GERSON & GREY TRANSPORTES LTDA.	257,186
EUROPE	1st Place	CARL HARTMANN GMBH & CO KG	604,058	2nd Place	NFB INTL. RELOCATIONS AS	353,474

OVERALL HIGHEST TONNAGE REPORTED - FORMULA GLOBAL MOBILITY 1,162,234

2020 TONNAGE STARS

Recognition for Members in each country that have participated in Tonnage Reporting this year

Argentina	EDELWEISS SPEDITION	Myanmar	MYANMAR EXPRESS INTERNATIONAL MOVING SERVICES CO., LTD.
Argentina	MERCOVAN ARGENTINA SRL	Nepal	ORIENT INTERNATIONAL RELOCATIONS
Argentina	NEYGI MOVING SRL	Nigeria	CONOTE SERVICES LIMITED
Austria	SOBOLAK INTERNATIONAL GMBH	Nigeria	KOEMAN NIGERIA LIMITED
Brazil	GLOBAL PACKAGING INTL. MOVERS LTDA.	Netherlands	GLOBAL MOVING AND SHIPPING BV
Brazil	TEAMWORK INTL. MOVING	Panama	BALBOA MOVERS, INC.
Bolivia	TOTAL BOLIVIAN MOVING SRL	Peru	MOVING SYSTEMS S.A.C.
Canada	TIPPET RICHARDSON	Peru	EXPRESS TRANSPORTS, S.A.
China	AMR INTERNATIONAL RELOCATION	Philippines	GOETZ MOVING & STORAGE, INC.
Denmark	EUROPEAN REMOVAL & STORAGE CO.	Portugal	GLOBAL INTERNATIONAL RELOCATION
Egypt	EXPRESS INTERNATIONAL GROUP	Singapore	SMART RELOCATORS PTE. LTD.
France	DEMECO SAS	Singapore	ORIENT EXPRESS FORWARDING PTY
France	EUROPEAN RELOCATION SERVICES	South Korea	HIGH RELOCATIONS WORLDWIDE
Germany	HENK INTERNATIONAL GMBH	Spain	MUDINMAR
Germany	FRIEDRICK KURZ GMBH	Switzerland	SWISS MOVING SERVICES AG
India	CLINTUS NETWORK LIMITED	Thailand	BOONMA MOVING & STORAGE CO. LTD.
Indonesia	PT KELLYS EXPRESS	UAE	MASSTRANS FREIGHT LLC
Italy	BLISS MOVING & LOGISTICS SRL	United Kingdom	GALLEON INTERNATIONAL SHIPPING CO. LTD.
Italy	MAGNOLIA MOVING SRL	United Kingdom	BURKE BROS MOVING GROUP LTD.
Japan	A-CROSS CORPORATION	United Kingdom	GERSON RELOCATION LIMITED
Malaysia	PIONEER MOVERS SDN. BHD.	USA	AIRES
Malaysia	ROYAL RELOCATIONS MALAYSIA	USA	RODI CARGO INTERNATIONAL
Mexico	MULTI TRANSPORTES MEXICO, S.A. DE C.V.	USA	UNIPACK GLOBAL RELOCATION
Mexico	MUDANZAS GOU, S.A. DE C.V.	USA	WICKMAN WORLDWIDE SERVICES, INC.
Mexico	MEXPACK INTERNATIONAL REMOVALS	USA	HUMBOLDT INTERNATIONAL
Mexico	SANCALSA INTERNATIONAL SERVICES	Venezuela	MUDANZAS INTERNATIONAL GLOBAL C.A.
Myanmar	GLOBAL MOVING & STORAGE LTD.	Venezuela	JJ MARI INTERNATIONAL MOVERS

Tonnage Report to November 2020

Booked 238

Booked Tonnage 1,384,982

The following report shows the tonnage reported by members from 1 August, 2020 until 9 November, 2020. As this extraordinary year continues, PAIMA wishes to thank all members that contribute tonnage through the system, helping to maintain the close bonds between partners and providing excellent service to customers worldwide.

TONNAGE REPORT					
Company	Total Booked	Booked Tonnage	Company	Total Booked	Booked Tonnage
DELIGHT INTERNATIONAL MOVER LLC, Abu Dhabi, UAE	24	209,875	DEMECO SAS, Vincennes, France	9	31,900
RELOSMART LTD, Hong Kong, China	19	174,503	HUMBOLDT INTERNATIONAL, Boston (Canton), USA	7	31,305
CARL HARTMANN GMBH & CO KG, Bremen D-28195, Germany	26	129,460	MUDANZAS INTL GLOBAL, C.A., Caracas, Venezuela	7	31,068
WICKMAN WORLDWIDE SERVICES, INC., Fishers, USA	14	87,127	BURKE BROS MOVING GROUP LTD., Wolverhampton, United Kingdom	5	30,177
SOBOLAK INTERNATIONAL GMBH, Leobendorf, Austria	14	81,608	DXI LOGISTICS LLC, Dubai, UAE	3	30,027
NFB INTERNATIONAL RELOCATIONS AS, N-1340 SKUI (Oslo), Norway	23	65,252	EXPRESS TRANSPORTS, S.A., Lima, Peru	4	25,445
G-INTER TRANSPORTES LTDA, Barueri / São Paulo, Brazil	17	65,067	SERVILE RELOCATIONS PVT LTD., Mumbai, India	8	21,520
AIRES, Pittsburgh, USA	7	54,524	MYANMAR EXPRESS INTERNATIONAL MOVING SERVICES CO., LTD., Yangon, Myanmar	2	20,415
STAR INTERNATIONAL MOVERS, LLC, Dulles, USA	7	50,414	AMR INTERNATIONAL RELOCATION, Shanghai, China	7	18,421
MULTI TRANSPORTES MEX, S.A. DE C.V., Mexico City, Mexico	4	50,386	CONOTE SERVICES LIMITED, Abuja, Nigeria	3	17,191
GERSON RELOCATION LIMITED, Greater London, United Kingdom	6	36,022	UNIVERSAL RELOCATIONS INC., Parsippany, USA	3	15,451
RODI CARGO INTERNATIONAL, Miami, USA	5	35,651	MASSTRANS FREIGHT L.L.C., DUBAI, UAE	2	14,742
TEAMWORK INTL. MOVING, Osasco, Brazil	3	34,401	GERSON & GREY TRANSPORTES LTDA., São Paulo, Brazil	3	12,289
			GLOBAL MOVING AND SHIPPING BV, Vught, Netherlands	5	8,446
			SMART RELOCATORS PTE LTD, Singapore, Singapore	1	2,295



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The Juan Peralta Ecology Award

NFB International Relocation in Norway is this year's winner of the coveted Juan Peralta Ecology Award.

The city of Oslo is one of the 'greenest' cities in Europe; an accolade achieved by placing obligations on its people and businesses to protect the environment and natural heritage that is so important. These obligations include, for example, the need to separate waste into four categories – paper, plastic, food and drinking bottles.

But NFB goes much further than the government regulations require. For example, it collects all its drinking bottles and returns them to the grocery store. There they have their bar codes individually scanned and the company receives a payment of USD 0.20 per bottle that goes straight into the company's party fund.

Used packing materials are sorted, both at the clients' homes and at the warehouse, into three categories: cardboard and paper, plastic and wood, and delivered to the relevant receiving depots for recycling. These procedures have been written into the Crew Operations Manual to ensure full compliance and form part of the company's Corporate Social Responsibility procedures. NFB is a member of GREEN POINT Norway.

The organization offers assistance and training in recycling, through 'Design for recycling', a service where they help member companies who want to improve their packaging. It's about optimizing the product's materials, colors, features and size to reduce waste.

For the last three years all NFB vehicles (pictured above) have had Euro 6 engines with the lowest CO₂ emissions. The company makes full use of virtual surveys to reduce emissions, avoid contact as part of COVID-19 protocols and for increased efficiency. The number of physical surveys is now reduced by around two-thirds. When NFB representatives do need to travel for surveys they use electric cars for the journey.

Eco-Lighthouse certified

In 2018, NFB passed the certification process to become Eco-Lighthouse certified. Eco-Lighthouse is an environmental management system for public and private companies who want to document their environmental performance and social responsibility. The Foundation was established in 2003 and is a national environmental certification scheme operated by Eco-Lighthouse Foundation in Kristiansand, Norway. Above right, Bjorn and Maria Carlsen of NFB accept their Lighthouse Award.



An Eco-Lighthouse enterprise systematically works on environmental measures as part of its daily operations. The businesses must demonstrate and meet both regulatory requirements and requirements imposed by the Environmental Lighthouse certification. The requirements include environmental aspects of energy, waste, transport, procurement and the work environment. The business implements austerity measures to create a more environmentally friendly operation and a good working environment.

Eco-Lighthouse has developed customized requirements for 72 different industries (in both the public and private sector). The certificate is awarded by an independent appraisal done by a municipalities-appointed certifier. The enterprises must register annual environmental reports and must be re-certified every three years. The certificate is recognized by the authorities on public procurement, and over 5,000 businesses in Norway are certified as Eco-Lighthouse today.

Netmove Assessoria Internacional (runner up)

Netmove Assessoria Internacional Ltda in Brazil was the worthy runner up in the Juan Peralta Ecology Award this year with its EcoMove Project designed to help environmental control. EcoMove is a simple, modern service for the recovery and reuse of cardboard boxes, crates and materials from import shipments.

The company has operated the system for 10 years and has now expanded it from the headquarters in São Paulo, throughout Brazil. Staff reuse all materials that are in good condition. Other boxes are sold to the company's material supplier for recycling. Customers that use the recycled boxes are presented with a certificate showing that they have participated in the EcoMove project. The company says that the idea has always been to raise the awareness of its operational

teams, employees, partners, suppliers and customers that quality and environmental control can work together. EcoMove was recognized by the American Chamber of Commerce in Brazil and won the ECO Award for supporting initiative, social responsibility and sustainable practices.

In 2019, Netmove built a new facility (above) making it as 'green' as possible by reducing negative impacts on natural resources,


improving quality of life and creating an environment that is livable, comfortable, safe and productive. The building uses solar energy, reuses water and is designed to reduce noise and control temperature.


Netmove encourages its people to take a responsible attitude to environmental control through simple daily measures such as saving water, avoiding the use of disposable plastics and recycling as much as possible.


NETMOVE, PAIMA's new member in Brazil.


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Does

GENDER

matter in the moving industry?

Historically the moving industry has, perhaps not surprisingly, been dominated by men. From early childhood most children were taught to follow the well-trodden path of their parents and grandparents, with strict unwritten rules about the very different roles girls and boys should play in human society. Removals, with its stereotypical image of burly men shifting heavy furniture in and out of large vans, was unlikely to appeal to many little girls dreaming of a future career.

Today the lines of gender-demarcation are less clearly defined and the moving industry is no exception. So, does gender matter anymore? Do the old prejudices still hold women back, or is being a woman an advantage? Should we even be asking the question?

We asked a number of successful PAIMA women from around the world to give us their thoughts.

Laura May Carmack (pictured right) is quality manager at Aires in Pennsylvania, USA, and a former PAIMA president.

What is the 'new normal'? We have heard this term repeatedly lately, mostly referring to COVID-19's negative impact on our daily lives. However, when it comes to gender equality, women are experiencing a 'new normal' which has a positive impact on our daily business interactions and career paths. Some parts of our industry have quickly realized the benefits that women bring, while others have been slower to adjust. Real estate agents and destination service providers come to mind as groups where women quickly thrived.

Human nature will always exist, so there will always be some bias where women are concerned, however, we have the power to control it by setting clear expectations of our business goals.

My experiences have been quite diverse in my 40-year career. They range from being referred to as 'little lady' or 'the girl on the phone' by truckers and dispatchers in the 1980s and 1990s, to being treated equally and with respect today.



Like any professional, respect comes when you know your business. Continual learning is the key to any successful upward career path, and we learn best by asking questions. The more we understand how our business works, the more we are respected by those in our working circles.

The household goods moving industry in its infancy, was an industry of brute strength. It's not surprising that few women pursued it. However today, tools have been developed and furniture is lighter, making moving a bit easier on the body.

Moving has become increasingly focused on great customer service and communication. Our corporate clients and transferees expect it. If brute strength fails and an item is dropped, customers still score their experience high, based on how we respond to an incident. In 2020 YTD, Aires reports customer services scores for our staff and worldwide partners at an all-time high, even in the midst of the COVID-19 pandemic.

Traditionally, women have mostly taken the customer service role in our industry, however that is true of most industries as women began entering the workforce since the 1970s. Men were the managers since they had an earlier job start and worked their way to those positions.

In turn, as female employees explored the moving industry and learned, they became managers to a customer service workforce that consists of both men and women. And those same female managers are now growing into female executives. The scale is becoming more balanced every year and today, from where I sit, looks almost even.

Men had a head start on women in our industry simply because most households had one working parent and one stay-at-home parent. Today, most homes have two working parents, and the gender gap narrowed.

Diversity, Equity, and Inclusion (DEI) programs are also becoming the 'new normal', shining a spotlight on the value gained from the contributions of women and other diverse groups in the workplace. By honoring input from a variety of sources, we gain insight on how to navigate through all of the 'new normals' that come to our industry.

Daniela Krumdiek (pictured above right) is business development manager at Express Transports S.A. in Lima, Peru.

I've never felt the difference between men and women. Having a brother almost the same age as me made us both really respectful for each other's gender. We were raised the same and there were no differences in growing up. Now, we work together at Express with my Dad (Dieter) leading our team, so the way he and my mom raised us is reflected in our day-to-day work in the office. Actually, in the Express offices there are many more women than men, so our voice is always heard.

Traveling to my first conference I could feel the presence of men, because there are many more of them than women. But I never felt underrated, totally the contrary. All industry members were interested in knowing me, about my background and how I ended up working in the family business.

I feel that many doors have been opened to me very quickly. I've been invited to several companies to see how they work and share experiences and I've also been offered a seat on two industry boards. I am the current vice president of the LACMA Next Board, [for younger members] and the representative of the Northern South America Countries for FIDI LA. I feel really honored by that.

Having been given all these opportunities after only five years in the moving industry, shows me it is an industry that wants younger voices and points of view, no matter if it is a woman or a man.



Aakanksha Bhargava (pictured immediately above) is CEO of PM Relocations in New Delhi, India.

I strongly feel that there is no differentiation between men and women in business. I have been brought up in a way where there was absolutely no distinction between what a girl could do and what a boy could do. My parents groomed me for everything that is done by both boys and girls. Hence it never bothered me or never struck me that there was a difference. I always ended up doing what I felt I had to do and not because I was a woman working in a male dominated industry or someone who is breaking some stereotype.

Our industry has evolved a lot over the last 15 years, however the fact remains the same that our industry is still very male dominated in its nature. Especially in a country like India where most of our crew and packers and the people that work in this business are male. You still don't see a lot of women in our industry who hold a senior leadership position.

Unfortunately, there were some situations when I was asked if I was the right person to carry out a survey! I remember I once went to do an office survey and was blatantly asked if I could correctly estimate, analyze and handle the move, whether the porters would listen to me, and questioned about the entire credibility of the work being done under the leadership of a woman who has to juggle between her professional and personal life!

Today, women entrepreneurs have got a hold on working in non-traditional jobs and businesses worldwide. However, the challenge continues to stay strong regarding the patriarchal mindset. Presently, women are seen taking up both conventional and non-conventional jobs. However, it becomes very difficult to fight against society and enter the men's world.

The first big question that comes to everyone's mind is how a woman will be able to handle her professional work once she is married and has kids. This is a story that is the same around the world for women who are looking to work and follow their passion. This is even more challenging in India since here we live with the entire family and not just with our spouse. Hence, the decision to work becomes a very family-oriented decision.

In my case specifically, when I was pregnant with my child, I had a very complicated pregnancy that required me to bed-rest for the entire duration. A lot of people did feel that I would not be able to come back with the same zeal and that my passion has been segregated between my work and my baby. Our industry is typically very demanding, and it needs a lot of dedication, time and effort. For women to handle both motherhood and work always becomes a question, but I think it is all about women who are wanting to change this stereotype and scenario and there have been many who have done it - so kudos to them!

But if women are trying to handle and efficiently manage both their work and home life, I feel there is a lot of challenge and there is always a constant need to prove one's self on a daily basis, regardless of the profession.



Giselle Angelica C Muñoz (pictured above) is director of Legal Affairs at Goetz Moving and Storage in Parañaque City, Philippines.

The idea of gender roles is extremely pervasive. Very early on children are taught that there are certain lines that we cannot cross and boxes that define what it is we can or cannot do just because we're male or female. Although we have made significant progress in breaking free from these stereotypes, there's still a long way to go. The first step is opening the discussion. By hearing the opinions and experiences of others, we enrich the discourse, which in turn propels us forward. So, this is definitely an issue we need to talk about.

One of my favourite quotes is, "On the darkest days when I feel inadequate, unloved and unworthy, I remember whose daughter I am and I straighten my crown." [Anonymous] I was fortunate enough to be raised in an environment wherein I witnessed how women can do anything they want and excel in whatever field they choose to venture into. It was actually our mom who founded Goetz and so I never thought that the moving industry is only for men. In a very traditional and conservative Philippine society, this was a very empowering message – we are not limited by our sex and we are not defined solely by our sex. This belief gave me the drive to pursue things that were considered as male-dominated – law and moving.

This does not mean however that there are no longer inequalities in our industry. I think one of the biggest challenges of being a woman leader is how we are always underestimated and undervalued. I have experienced this discrimination not just from men, but from women and LGBTQ+ as well. Moreover, attributes that are traditionally considered as feminine, such as being compassionate, emotional and sympathetic, are usually looked down upon in the professional world. On the contrary however, I believe it is these qualities that make a good leader, as proven by the 35 years that Goetz has been in existence and led by female CEOs. And by continuing this tradition in our organization, I hope we empower future women leaders.

Even in these enlightened times, gender equality is still an emotive subject and will probably remain so for the foreseeable future. While some professions are generally regarded as gender neutral, the moving industry with its roots in heavy labor, is still to a large extent dominated by men. Nevertheless, as the statements above show, there is no reason why women shouldn't be successful in the industry if they have the will and opportunity to do so.



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Looking forward

Steve Jordan talks to Philippa Robinson of Robinsons Relocation in the UK about the COVID crisis and planning for the future.

The brief from the PAIMA Board was to discuss, with senior members of the moving industry, their forecast for 2021. I accepted the challenge, more in hope than expectation, as I wasn't really sure that anyone was able to forecast much beyond what they were planning for dinner that evening, let alone something more strategic. Fortunately, Philippa Robinson (pictured right), from Robinsons Relocation in the UK, was less daunted.

Philippa, and her brother Anthony, run Robinsons, a fourth-generation company with 125 years of history and experience to call upon. COVID-19 is not the first crisis the company has seen. No matter what the circumstances, Philippa said that she believed planning with direction and purpose to be essential. "COVID has been a massive distractor," she said. "But once you have worked out how to operate under the regulations that apply, you have to make plans."

Of course she's not telling us what plans the company has, that would be too much to ask, but the principle is to make plans based upon what you know now, and continually re-evaluate them to make sure they are still valid in a changing environment. "We have to decide constantly whether we can still move ahead with our plan or do we need to adjust anything. We have to be flexible and keep things quite fluid."

It's not just companies that need to keep their options open. Philippa believes that individuals also need to be open minded. "It might be necessary for some people to change their roles in the business, or take on multiple roles," she said. "We no longer have the luxury of employing dedicated specialists. People might have specialist roles, but they need to do other things too. Managers can't just manage, they need to accept that sometimes they need to roll up their sleeves and get involved. For example, for some time now we have had some of our relocation staff getting involved with household goods moving, which provides a single point of contact for customers and enhances the overall customer experience."

Lump sum customers

The corporate moving world has seen the growth of lump sum customers in recent years. I was interested to know if Philippa thought that trend would continue to gather pace. She thought not, feeling that for many the principle was flawed. "The employers still have a duty of care to their employees and an obligation to make sure that they settle in quickly on their new assignment," she said. "Lump sums are often not managed well, as the assignees don't have the experience and make poor choices, which affects the success of their assignment." Instead Philippa sees the trend towards providing greater flexibility for these smaller shipments, allowing the

corporations and RMCs to maintain control but adjust the package options more closely to what each assignee needs. "We will need to be more flexible with service presentation and pricing, and quicker to respond to these changing needs."

Shipment sizes

There has been a trend towards smaller shipment sizes for some time and Philippa sees this continuing although she believes we have probably seen it level out. She sees two drivers for the trend: 1) the tendency for furniture and household goods to be less expensive in terms of disposable income, meaning people are less attached to their furniture and more prepared to take the opportunity for a change, and 2) the tendency for assignees to be younger and so have accumulated fewer personal possessions. "We will still get the 40ft container shipments, but they have become less common and will remain so. There does, however, appear to be no real sign that corporations are reducing the number of overseas appointments as a result of COVID, or that the assignees are less willing to travel".



Relocation services

I wondered whether Philippa thought there would be a change in the type of relocation services that would be demanded as technology has advanced and people have become more used to serving themselves through websites and apps. She thought that visa and immigration services would remain critical but that it was tempting for assignees to try to handle home search, school search and many of the settling-in services themselves. This trend had probably accelerated through COVID as people became even more used to working with technology. "But it's up to us to demonstrate the value of our services," said Philippa. "In future our services will be a hybrid of personal contact and technology, the trick is to get that balance right. Of course, the balance will be different for every customer depending on their confidence with technology and their willingness to rely on it."

But the rise in the use of technology will, and already has, reduced the number of people relocation companies need to operate. Philippa believes that many DSP companies, for example, are very top heavy with staff with many part-time and freelance workers on their books. "You'll still need people, and you need them to be good at what they do, just not quite so many of them."

Cash is king

COVID-19 has brought cash flow into clear focus: when times are tough, companies need cash to survive. Yet, it seems that in many cases, the moving company comes a long way down the list when it comes to payment. "I think the RMCs could do everybody a favor by trying to push for better credit terms for their supply chains," said Philippa. "If they don't consider the cash flow of their suppliers, and there are too many links in the chain, then goodwill can be lost, especially when the suppliers have often had to procure services, such as freight, for which they need to pay in advance. Many of the moving company's costs are direct and current. I don't think there has been a change in the attitude of RMCs' clients as a result of COVID, nor do I think there is one on the agenda. As an industry we are going to have to stop saying 'yes' because this cash flow is killing some companies and we only have ourselves to blame."

Diversification

Philippa said that she doesn't see the international moving market coming back quickly, so now is the time to consider corporate diversification more than ever before. Companies might consider it's necessary to make strategic changes, to restructure to better fit the current market. "That might mean amalgamating teams, switching more towards storage, fine art, office moving, etc. and securing the necessary funding to do so," she said. "There's no need to keep flogging a tired horse. We need to decide what else we can do with our warehouses, staff, crews and vehicles. 125 years ago Robinsons was a coal merchant. We changed to become a moving company, so we can do the same again if we need to. People in business should understand their heritage, their culture, what they are good at and not be afraid to try something new."

Companies should consider all their options and be creative. "In this crazy industry, if you enjoying something, but don't make much money, that's OK, you can put up with it; but if you're not enjoying it and not making money, it's time to change."

A good time to sell?

Of course, one of those options might be to sell. The perception would be that now is not a good time to sell a

business, but it depends on how you view it. I remember someone once telling me that the best time to sell a business is when you have a buyer. Maybe now is not the time to get the best price, but there will be opportunists out there looking for a bargain. It might be a good time to cut your losses, accept that things are not going to get better, or at least not better enough, and make a decision on your terms before you are pushed. "Perhaps this is the right time to sell," said Philippa. "Although it's a lovely industry, it is still just a business."

"People in business should understand their heritage, their culture, what they are good at and not be afraid to try something new."

Philippa Robinson, Robinsons Relocation



The ramblings of an ignorant man

By Steve Jordan

Now I am no expert so, as you read this article, please don't confuse me with someone who knows what he's talking about. I don't, but I do pay attention to what I hear, and what I hear about the work that has been done to develop a vaccine for COVID-19 gives me tremendous optimism for the future. I am ignorant, but interested.

My knowledge, if that's what you could call it, on immunology, has been gleaned through headphones plugged into the radio app on my smartphone as I walk the many miles each day required to keep a 2-year-old German Shorthaired Pointer happy. And that's a lot of miles. He's called Otto. If you gain anything from reading the next 500 words, it's all down to him. It's not that the new vaccines will save the world from this detestable scourge, which undoubtedly they will, or that I will be able to hug my grandchildren again, which I hope to do soon. It's not that. It's what comes as a consequence that fascinates me.

The Moderna and Pfizer vaccines both are based on a technique involving messenger RNA (mRNA). Now I'm not about to try to explain what that is, mainly because I don't know, but I do know it's a new technique. If the reports I hear are true which, as they were broadcast on the BBC I must assume they are, the scientists involved have not only discovered that the technique can prevent people getting ill with COVID-19, they have done something much more important and exciting: they have perfected the technique.

By perfecting the technique, this merry band of geniuses believe that they could adapt it easily to any variant of the virus that might come along in the future. More important still, they think they could use the technique to combat any virus. Now that really is hot! Any really nasty thing that is caused by a virus – Rabies, Ebola, Herpes, Influenza, HIV, etc. – could be out of business for good.

As I say, I am no expert but, listening to the people who are, people who have no political point to make and no immediate monetary

gain other than collecting their pay check every month, people who really do know what they are talking about, it's hard not to be impressed. And here's something that I know even less about, if that were possible. I heard just this morning that scientists have been using machine learning to investigate the hundreds of thousands of proteins in the human body. It's something they've been trying to do for years but have only just had the computing power to make it work. It means they can work out how the proteins in our bodies are wound so that we can control them. This potentially has huge benefits in fighting disease but it might also be possible to design proteins to consume plastic waste, for example.

These, and many other seemingly impossible developments, got me thinking. COVID has had a devastating effect on most of us. It's not finished yet either. But if you take the long view, and with necessity being the mother of invention, I believe we could be living through, right now, a period of the greatest advancements in medical science since the introduction of antibiotics. Just think, our sacrifice now, rather than giving our children a legacy of crippling debt, might just be opening up their world to a virtually disease-free society – just like in the science fiction books.

So as you drop off to sleep tonight, rather than bemoaning the hand you have been dealt and counting your sorrows, how about reflecting on some of the more positive aspects of the society we might, just might, be leaving for our children. Thanks Otto.



Formula Go import groupage service launched

Formula Global Mobility - a leading international moving services provider - has launched Formula Go, a new import service for consolidated or groupage containers arriving in the United States aimed at making life easier for international moving companies around the world and their customers.

Formula Go provides competitive rates through a modern, flexible approach that allows the customer to select from a menu of available services in addition to the reliable and efficient standard delivery service. Formula Go is supported by a strong technology solution that allows customers to complete forms and make payment online, together with an agent portal that allows moving companies to access delivery documents.

"We believe that groupage delivery services in the United States should be easier for moving companies and their customers around the world," said Robson Granero, Chief Executive Officer of Formula Global Mobility. "Although we are rightly proud of our Formula Global Mobility full-service international move management capability in the United States, we believe that Formula Go will also become a leader in the international small shipment market segment."

"Far too often groupage customers experience delays, unexpected costs, or pay for services such as unpacking that are never used," added Mark Oakeshott, Strategic Advisor. "Formula Go is a competitive, efficient import groupage service that lets moving companies or their customers choose the services needed at destination."

International moving companies can contact Formula Global Mobility for its easy-to-use rate calculator and further details of the Formula Go service by e-mailing Robson Granero:

robson@formulaglobalmobility.com

US military HHG contract on hold

American Roll On Roll Off Carrier Group (ARC) of Parsippany, New Jersey, has lost the \$20 billion contract to handle household moves for the US military over the next decade that was awarded in April 2020. The company may, however, still have the opportunity to bid again for the contract.

The US Transportation Command (USTRANSCOM) that awards the contract has ruled that portions of a protest received from other bidders on the contract, Connected Global Solutions and HomeSafe Alliance, were valid. The allegations were that ARC had not been transparent about its ownership. USTRANSCOM had said in June that allegations over ownership had not been substantiated.

In its announcement on 21 October, 2020 the GAO (Government Accountability Office) said it sustained several allegations by the protesters, including charges that they were treated unfairly during negotiations and that USTRANSCOM used flawed measurements to determine which firm promised the best value. One company also challenged USTRANSCOM's decision that ARC is a "responsible contractor".

GAO contract analysts recommended that USTRANSCOM takes steps to remedy the flaws in the procurement including conducting a new round of oral presentations and discussions, permitting the submission of revised proposals. GAO officials said: "We also recommended that the agency make a new decision about which of the proposals offers the best value to the government."

The process now goes back to USTRANSCOM, which must revise its procedures before reissuing a new request for proposal (RFP). A new RFP will allow all parties - including ARC, the two protesting companies and others - to rebid. The delay means that household goods moves are likely to be handled by USTRANSCOM throughout 2021.

The ARC group consists of the parent company of United Van Lines and Mayflower Transit, called UniGroup; Atlas World Group and Atlas World Group International; the moving companies Suddath and The Pasha Group; and Deloitte.

In a statement Team ARC said that it will evaluate its options in light of the Government Accountability Office (GAO) decision and determine the appropriate next steps.

FIDI and PAIMA cooperate with PCGs

The FIDI Global Alliance and PAIMA have announced that they are to collaborate on the FIDI Professional Cooperation Guidelines (PCGs). Representatives of the associations signed a Memorandum of Understanding (MoU) on the use of the PCGs on 1 October, 2020.

The guidelines serve as an operational manual on how companies in the moving industry should work together to service international shipments, whether as booker, origin, or destination agent. Following this MoU, the PCGs are now recognized as an industry norm by all PAIMA members.

"This is an important step in further collaboration in the moving and relocation industry," said Jesse van Sas, Secretary General at FIDI Global Alliance. "With this third licensing agreement on the FIDI PCGs by well-known industry associations, we are raising the standards for everyone."

Positive impact on the industry

The PCGs offer advice on how to work together most effectively and how to act in a conflict situation. They were originally developed by the FIDI Global Alliance for the benefit of FIDI Affiliates, were adopted by the IAM (International Association of Movers) in 2018, and by LACMA (Latin American and Caribbean International Movers Association) in 2019. "By endorsing the PCGs PAIMA demonstrates that they are recognized as the reference document for successful cooperation in international relocation", said Jesse.

Antonio Tremols, Executive Director (pictured right), said that by reaching this MoU with FIDI its members will have access to unique cooperation guidelines which will benefit all moving companies and the customers they serve. "Leveraging unique value adds from other industry associations helps PAIMA offer its members additional value-added resources, while assisting in creating more inter-association cooperation," he said. "It gives PAIMA members additional valued resources without having to 'reinvent the wheel'. The end goal is better cooperation, better resources, and more information for the moving industry."



Solidarity in times of COVID

Mudinmar in Spain recently heard that the Monastery of the Immaculate Conception in Cuellar, Spain, wanted to make a generous donation of goods and clothing to the Church of Santa Maria del Monte in Mexico, for the benefit of the most disadvantaged people there. Jocelyn Zevallos, Senior Sales Executive of Mudinmar, set to work to provide some help.

By consolidating the shipment and taking advantage of the good connections between Spain and South America, Jocelyn managed to

load the donation in a container to the Port of Veracruz, reducing transport costs to a minimum. Despite the restrictions on international mobility at that time due to the emerging situation of COVID-19, Jocelyn worked hard to find solutions and coordinate the shipment together with the agents of Interactive Moving. The donation was made possible thanks to Jocelyn's commitment and teamwork with Mexican mobility experts.

On a national level, the Spanish removal company also made its contribution to society, moving the facilities of La Fe Hospital in Valencia during its expansion to receive and treat COVID patients.

Earlier in the year, Mudinmar organized a charity move for the Monastery of the Immaculate Conception in Toluca, Mexico. Jocelyn said that 2020 has been a complicated year for business and for the quality of life of society in general. "However, the difficulties have not succeeded in undermining such human values as solidarity between the companies that make up the global mobility industry."

The year 2020 ends for Mudinmar with the opening of a new branch in the capital of Spain, Madrid, under the label 'Mudinmar Removals Madrid' and the transfer of its warehouses and offices from its main branch to new, larger and improved premises in the municipality of Picassent in Valencia (Spain).

The facilities have up to 7,000m² of land, with specialized chambers for the storage of works of art, and seven loading docks.



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