



News

August/September 2018

Asia in detail

In this newsletter edition we would like to bring our current successful operations and developments in our Greater China region into focus.

Do you already know that we have 18 local offices at 15 destinations?

Our offices in Greater China region:

Beijing, Chengdu, Dalian, Foshan, Guangzhou, Hong Kong, Ningbo, Qingdao, Shanghai, Shenzhen, Suzhou, Taipei, Tianjin, Wuhan, Xiamen

Xiamen office – fully licensed Class A company

We are happy to announce a new development in our Greater China region.

Our Xiamen office, opened in 2005 and managed since then as representative office of a.hartrodt Hong Kong, is now an independent and fully licensed Class A company. Our colleagues could not have chosen a better date for the opening ceremony: August 8th, 2018. In Chinese culture the 8 is a lucky number. The pronunciation of 8 is “Ba” in mandarin and has a similar sound like the word “Fa” which means “make a fortune” and should bring prosperity and success.

We wish our newly appointed Managing Director Mr.Fan Luo and his team all the best for the future!

If you have any further questions please do not hesitate to contact our team in Xiamen!

a.hartrodt Xiamen Logistics Co Ltd

Room 904B-905, West Building
Xiamen Top Plaza No. 2, Lujiang Road
361012 Xiamen, P.R. China
Phone: (+86 592) 532 36 25
info.xiamen@hartrodt.com



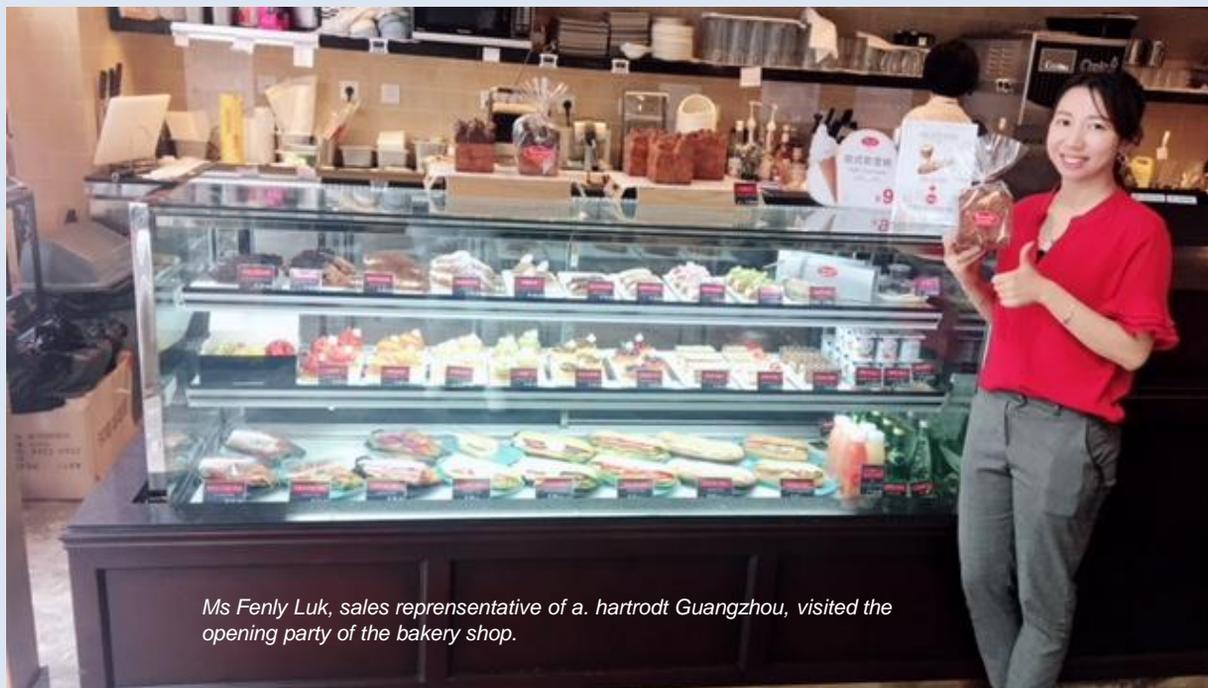
F.l.t.r.: Mr. Jan Buelck (Managing Director Hong Kong), Mr. Fan Luo (Managing Director Xiamen), Ms Crystal Lam (Assistant to MD, Operations & Marketing Hong Kong)



Our team in Xiamen



Frozen bakery from France to Guangzhou



Ms Fenly Luk, sales representative of a. hartrodt Guangzhou, visited the opening party of the bakery shop.

One of the cases of success that we have handled recently in China region comes from Guangzhou.

Our team handled all the logistics operations to be able to open a bakery shop in town. We arranged a **temperature controlled door-door-service** for a French bakery chain from France to Guangzhou. (Transit time in around one month, we only took three days of import custom clearance until final delivery to the customer's reefer warehouse in Guangzhou).

The French chain of Bakery/Café restaurants was founded in 1976. The company operates worldwide and is the second largest Bakery/Café chain in the world (600 restaurants).

We congratulate to the whole team of FBLOG Guangzhou to be able to develop it successfully!

If you have any further questions please do not hesitate to contact our colleague in Guangzhou:

Ms Fenly Luk

Sales Representative

Phone (+86 20) 81 06 94 01

fenly.luk@hartrodt.com



RBHK
RESTAURANT & BAR

香港餐飲展

4-6 / 9 / 2018

HKCEC | 香港會議展覽中心



72 hours pre-advise for shipments to Shanghai



The General Administration of Customs has selected the timelines of customs clearance (from goods to port to customs clearance) under all the import items as the assessment item:

From **August 27, 2018** the regulation of 72 hours declaration before the arrival at the port of all goods by sea will be implemented. China Customs has informed all shipping companies or agents concerning this arrangement. They are required to **send the manifest 72 hours in advance for all products to Shanghai**. Furthermore they should coordinate and communicate with their respective forwarders and give feed-back to the customs if there are any problems.

If there is any undeclared cargo after the ship arrival at the port, it will not be reported for processing, and the specific treatment plan will not be known until execution day.

Tip:

- 1. Please check the manifest and shipping information on the website of general administration of customs of the People's Republic of China for FCL shipments.**
- 2. Please provide the following information in time for LCL shipments:**

A: Customs surveillance zone
B: Direction of cargo (alongside the pier)
C: Vessel name and voyage number
D: B/L
E: POL
F: ATA
G: Number of pieces
H: Weight



If you have any further questions please do not hesitate to contact our colleague in China:

Ms Martha Wang
Manager Import

Phone (+86 21) 6120 44 16
martha.wang@hartrodt.com



Greater China - their luxury seafood appetite is growing!



Hong Kong relies heavily on seafood imports, with 90 % of fish and seafood products imported. And, not only for their internal consumption but Hong Kong is also an important trading hub for re-distribution of some seafood products into Mainland China, Macau and other neighboring markets. They actually do not trust the seafood coming from polluted and overfished waters in China therefore they are importing more seafood.

Linked with this trend, one of the successful cases that the sales team in Hong Kong brought in this summer season is oysters.

Mr. Marco Baeckmann, Business Development Manager in our FBLOG HK office, has been dealing for the first time with oysters from South Africa to Hong Kong shipped in reefer containers. Our customer is starting the business via HORECA channels in both, Hong Kong and Macau. Indeed one of the targeted customers for him are the casinos in Macau which have oysters in their daily buffet menu and are looking at oysters at a reasonable price.

There are two possibilities to bring oysters to overseas: For fresh oysters you mainly use **airfreight services** and **reefer containers** in case of delivery of frozen oysters.

Transporting oysters we need to **take care of the cold supply chain** and avoid that the cargo stays in non-temperature controlled areas during the process.

For more information:

<http://www.macaupostdaily.com/article3897.html>

Importing them in Hong Kong is easy. Hong Kong is a free trade port with no tariffs on importing fish and seafood. Marine products are considered as high-risk food items. Health certificates issued by the government of the country of origin and water resources are highly recommended for expediting customs clearance and re-export purposes.

One of the biggest show in Hong Kong for seafood that will be held from 4-6 September this year, more in this link:

<https://www.seafoodexpo.com/asia/>

If you have any further questions please do not hesitate to contact our colleague in Hong Kong:

Mr. Marco Baeckmann
Business Development Manager
Phone (+85 2) 3761 0314
marco.baeckmann@hartrodt.com



Unloading of frozen oysters at our warehouse in Hong Kong





Wine & Gourmet fair in Taipei

As per the experts in the industry opinion, Taiwan is home to one of the world's fastest-growing markets for imported wine and spirits. The purchasing power of the Taiwanese people is demonstrated by the increasing consumption of wine and spirits: since 2010, consumption of wine in Taiwan has grown by 8.6% annually, while consumption of spirits has grown at a rate of 8.8% per year. Besides wines, it is interesting to see that they import big volumes of whiskey.

Our colleagues in Taiwan have visited the exhibition held last July 20th to 22nd in Taipei City: Wine & Gourmet Taipei. For this event Ms Daniela Gracia, Greater China FBLOG Manager, also attended and supported the sales force not only to visit the exhibitors at the fair but visiting some customers outside the exhibition.

The exhibition was a great chance for the Taiwan sales team to approach new customers and expand their current portfolio of customers to contact them in the future and gain new and fresh accounts on board. They have seen that the country leader keeps being France followed by Chile, USA, Spain or Australia among others.



*F.l.t.r.: Mr. Eric Chang (AH Taiwan),
Ms Daniela Gracia (FBLOG HK),
Ms Lind Chen (AH Taiwan)*

If you have any further questions please do not hesitate to contact our colleagues in Taipei City or Hong Kong:

Mr. Jerry Hsu
Managing Director
Phone (+886 2) 27 7110 28
jerry.hsu@hartrodt.com

Ms Daniela Gracia
FBLOG Manager Greater China
Phone (+85 2) 37 61 03 31
daniela.gracia@hartrodt.com

Visit us at



5-7 September 2018
**ASIA FRUIT
LOGISTICA**

Hong Kong - China





Introducing our colleagues around the world - Spotlight on: FBLOG South Africa



1. When did you start working for FBLOG and what is your job function?

FBLOG team South Africa:

Collectively our team has over 30 years experience in the Food & Beverage Industry. Our job functions cover the full range of services from business development and operations to consolidations, both import and export.

In order to create further focus and support expert handling within our airfreight division, Elizabeth and Rochelle have been assigned to the FBLOG team this year bringing with them many years of experience within the airfreight industry.

2. What have you experienced/learned working in FBLOG and what do you enjoy most about your job?

Dina, Export Clerk:

Joined the team in November 2010

What an amazing challenge it was for me to handle other commodities like rooibos tea, dried fruit, frozen meat and frozen fruit purees - I make it my business to get to know more about each new product. I learn something new every day and that is just fantastic for me.

3. If you had to describe the FBLOG team in South Africa in three words, which would they be?

Mariska, Estimator:

Joined the team in June 2017

Motivated, inspired & customer orientated. I enjoy that there is always something new to learn.

4. Where do you see the potential for FBLOG in South Africa now and in the future?

Alexis, Business development:

Joined the team in July 2017

With our drive to succeed as professionals in the industry, we continue to see support from our loyal customers. We consistently grow together as a team and through our dedication it is our goal to increase our fan base. Steadily adding new and exciting customers to our portfolio we are creating an exceptional reputation as an undeniable partner in the market.



L.t.r.: Elizabeth Mokgohloa, Claire Carter, Rochelle Temlett, Mariska Human

5. What do you see yourself doing in the next few years at FBLOG?

Claire, Sales department:

Joined the team in May 2017

The Food & Beverage industry allows for massive opportunities to broaden ones experience, knowledge and understanding. What I love most is the relationships I have built with my clients! South Africa produces a highly diversified range of world-class export products grains, oilseeds, citrus and subtropical fruits, vegetables, nuts, sugar and wine. It is also a major importer of food & beverage products worldwide, making us an important trading partner and viable investment destination. I see huge potential to develop my expertise in order to create and manage local and international partnerships, working with a team of specialist FBLOG colleagues.

6. What was the most interesting FBLOG shipment and why?

Mary, Sea freight export:

Joined the team in 2013

We recently exported a 20RF of frozen oysters at -20 degrees from Port Elizabeth to Hong Kong. Having never exported oysters before we had to investigate all the requirements at both origin and destination. Due to the sensitivity of the commodity, we had to ensure the fastest transit time and seamless handling which we delivered upon. The positive result was very rewarding for me.



Introducing our colleagues around the world - Spotlight on: FBLOG South Africa



7. Last and most important question to someone working in the F&B industry – What is your favorite drink and food?

Elizabeth, Airfreight export:

Joined the team in 2018

Carmien tea is certainly my favourite rooibos tea.

Rochelle, Airfreight import:

Joined the team in 2018

Our world class fruit and vegetables.

If you have any further questions please do not hesitate to contact food & beverage logistics South Africa!

Ms Alexis De Vincenzo

Business Development Manager

food & beverage logistics

Phone (+27 21) 380 58 76

alexis.devincenzo@hartrodt.com

Our FBLOG team in Germany is growing



F.l.t.r.: Nele Finger-Meyer, Carolin Funk, Michaela Neubauer, Christine Donat

We are happy to announce that two new members recently joined the team in order to be able to serve our customers in Germany with a dedicated sea freight operation.

Our team setup is now as follows:

Michaela Neubauer (Team Leader)

Carolin Funk (Customer Service)

Christine Donat (Sea Freight Export Operations)

Nele Finger-Meyer (Sea Freight Export Operations)

We are looking forward to continuously enlarging our division in order to support our customers as well as colleagues with a specialized service. For any questions towards our new setup in general, please do not hesitate to contact any of us.

Ms Michela Neubauer

Team Leader

Phone (+49 40) 23 90 1331

michaela.neubauer@hartrodt.com