



Sardinia/Italy: A new office in Cagliari for the a. hartrudt group

Sardinia is a big Italian island at the center of the Mediterranean Sea, due to its reduced but proficient internal economy boasts a potential in terms of importing and exporting high quality goods towards Mainland, Europe and main international destinations.

In this encouraging scenario a. hartrudt italiana srl decides to invest in 2020 by opening a brand new branch office specifically dedicated to the need of Sardinian companies of receiving high level logistics and freight forwarding services in an import-export perspective. The office placed in Cagliari, the capital of the region, as part of a. hartrudt broad-based international network, can support customers with incoming and outgoing goods through the colleagues abroad and aims to create a strong network of local partners proposing innovative solutions for arranging the transport by scaling the high fragmented local demand, introducing specific projects for exporter of Sardinian traditional products, working in close agreement with main regular international traffic operators.



Main Info:

- Sardinian export of SME's has a turnover of 283 million euros and records an increase of 11,8% in 2019
- Main export is made by oil product, at second place there is the food field with 148 million euro (2019)
- Most exported food is Pecorino Romano sheep cheese (80% of the whole production shipped to USA), high quality wines (mainly to UK, Germany, USA and ASIA), pasta, cow fresh milk and cheese (CHINA), sheep ingredients powder (New Zealand and China)



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Main important points:

- **The port of Cagliari.** Thanks to the large spaces available, the enormous potential of function, the happy geographical position (just 11 miles from the ideal Gibraltar/Suez line) the port of Cagliari responds to the demand for large commercial traffic, representing one of the hubs for the transshipment activity of the western Mediterranean, with the movement of conventional, bulk goods, Ro-Ro traffic, containerized goods, which are then flanked by passenger services, fishing, tourism, pleasure boating and cruising.



F.I.t.r.: Commercial port of Cagliari and canal port

- **The logistical integration of the port** with the hinterland is strong this gives the opportunity to create a network of local partner with the same aim to move the goods in-out of the island in the most efficient and fluid way possible.
- **Main daily connections** from the island to mainland go to Genova, Livorno, La Spezia, Barcelona, Corse.
- From 2007 **the Regional Authority has been investing** on enhancing the SME internationalization process by providing funds (3 millions euro for 2020) for qualified education and supporting the SMEs to find a wide range of services from export management to logistics and transport services
- **An increasing number of companies** who look at the import-export opportunities with strong interest and enlarged experience.

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

Ms Giulia De Gioannis
Branch Manager

giulia.degioannis@hartrodt.com

postponed to
14 – 17 September 2020

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a. hartrodt Melbourne – Sustained success even during COVID-19 crisis



The Melbourne team over the last couple of weeks has been working in conjunction with FBLOG teams across South East Asia **to find new and innovative ways to revitalise the export FBLOG airfreight trade**, which came to a sudden stop after the Australian Government declared a travel flight stop for all Australians end of March.

This forced the immediate shutdown of the two major Australian Airlines Qantas and Virgin and other regional players.

With our joint efforts we managed to find suitable freighter and cargo aircraft only operators/options to continue and provide existing and new customers crucial services to maintain the export trade and supply chain and to make sure that Australian loved products can be enjoyed overseas even during these unprecedented times.

The team has been successful in finding airline partners operating into Singapore, Hong Kong, Bangkok, Shanghai, Beijing, Kuala Lumpur and Kota Kinabalu and through the teamwork of the various offices able to provide cost effective services that are proving to be successful in maintaining the existing volumes but also gaining the attention and volumes of several new clients along the way.

The branch is accredited to handle dairy, fish, fruit and vegetables and seed/grain based shipments along with general cargo.

The **Melbourne office** is one of only a handful of freight agents around Australia that offers a **secure screening service by X-Ray within a temperature controlled environment**, maintaining the integrity of the coolchain and

ensuring that food products will arrive at destination at the optimal temperature.

Offering a fully accredited and integrated food handling, aviation security, quarantine and forwarding solution in house we are well established to handle any requests from our international offices during this time.



Cargo security screening, packing of 3 PMC's with final destination Singapore



For any enquiries please contact the Melbourne office

Mr. Nathan Kantis, Supervisor
nathan.kantis@hartrodt.com

Mr. Jason Delaney, Sales Manager
jason.delaney@hartrodt.com

to assist you with any enquiries you may have.



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Coffee – The world wouldn't work without it.

Business can come to your door in many ways. Last autumn, a French-owned tank container operator contacted a. hartrodt in Dublin about managing the logistics of coffee beans from South America to Ireland on behalf of their Spanish-based customer.

Six months later, we have over 100 pallets of green coffee beans from Honduras and Brazil in storage in Dublin. We process the cargo through customs, truck to the warehouse for the de-stuffing of the 20ft container (some 275-320 sacks per unit) onto pallets. At this point, we take samples from 10% of the sacks, label, and send by courier to the client for laboratory testing. The pallets are then shrink wrapped and sorted to racks pending call off from the importer in Dublin.

The word "coffee" has its origins in Kaffa, Ethiopia, where it is thought coffee beans were first discovered possibly in the 11th Century. Trading in coffee began in the 15th century in the Arabian Peninsula but it was not until the 17th century that coffee houses began to appear in European capitals. With the advent of instant coffee, the beverage was increasingly consumed domestically.

In the mid 90's, café's featured in U.S. TV programmes such as "Friends" (Source: nme.com) opened up a new market to a new generation of consumers.



Coffee beans from Brazil and Honduras in our storage in Dublin

Today, the industry is worth US\$60 Billion worldwide, with over 400 billion cups of coffee consumed annually. It is the 2nd most traded commodity globally (crude oil is No1) and is also the most popular beverage after water. Coffee is grown in over 50 countries, with Brazil being the largest producer. European's are the biggest consumers of coffee and the Port of Hamburg is the world's largest transfer point for the commodity. The industry is crucial to over 24 million farmers and, despite the ever increasing demand, the price that coffee farmers receive for their coffee cherries is barely above the cost of production (A coffee bean is a seed of the coffee plant and the source for coffee. It is the bit inside the red or purple fruit often referred to as a cherry).

Until now, many of us have taken for granted the often daily occurrence of "meeting up over a coffee" to discuss business and chat. Hopefully as current Covid-19 restrictions ease, we can get back to enjoying coffee with friends and colleagues, and at the same time help growers provide for their families. World Coffee Day is 1st October.

If you have any further questions please do not hesitate to contact a. hartrodt Ireland:

Mr. Gerard Kiernan
 National Sales Manager
 Phone +353 1253 0830 · gerard.kiernan@hartrodt.com

