

# Newsletter

Editor: S. McInnes

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# First Annual Conference MarcoPoloLine 24th - 25th April 2008 Pattaya, Thailand

#### THE FIRST ANNUAL MPL CONFERENCE well exceeded our expectations.

Initially as a young organization, we had doubts if it was too premature to arrange. Once the decision was made it was "batten down the hatches and full sails ahead".

Naturally the venue was of the utmost concern. After deliberation we decided on Thailand. Easily accessible and cost affective for many of our members. Then as an added incentive, we avoided the bustle and noise of Bangkok, and chose the nearest beach resort, so that guests, if they so wished, could extend a business meeting into a vacation - and several did. We sought a hotel that could accommodate 50 residents, with a Conference room and banqueting facilities.

Tim Boutique Hotel, located in Pattaya, was central to the town, and located only 5 minutes from the Beach. The accommodation was attractive, and the two evening events of predrinks and Buffet/BBQ dinners, were on the roof top around the Swimming Pool.

Much to our pleasant surprise, the estimated 50 attendees, turned into 65. In fact, Tim Boutique was unable to accommodate everyone and we were forced to look for another hotel,

to take the overflow of guests.

Not everything went to plan. All the literature for the Conference, including MPL badges and business cards for those attending, remained safe and secure in the infamous Terminal 5 at Heathrow Airport in the UK, along with the Itinerary, Agenda and Guest Lists. We were forced to run around Pattaya, to find a printer who could reproduce just one fraction of the paperwork.

The Date Game, wasn't perfect either, virtually no one stuck to the routine planned, and moved around in an unorganized manner. Even so, it was a great success and accomplished what we set out to do, which was to give everyone at least 5 minutes together, to decide if they wished to pursue these contacts. The MPL Board of Directors are going to work on perfecting the Date Game. Most likely seeking a hotel with lockable cupboards, so that parties A through E, get to know each other before they are let loose. Naturally we are joking.

The purpose of the Conference, was to introduce our members to each other face to face, forge a bound between them and their organization The MARCOPOLOLINE GROUP and encourage non MPL members to join. Of the 8 Non-Member companies who attended, 6 have since applied for membership.

The Conference meeting on Friday 25th April, was very full and active. In the morning, presentations were made by our Treasurer, Paul Goehlert, by our Director Rob Spittel, and by myself, the MPL Chairman. Later in the afternoon, Mr. Byron Lee of CGL gave a most professional presentation on China, followed likewise by Mr. Maurice Reijntjes of Alfons Freriks who covered the subject of Rotterdam Port.

In addition, to the subsequent pages, showing the events in chronological order, each attendee received gifts.

MPL produced Conference Folders in black with the MPL logo on the front, which could accommodate writing paper, business cards and pens (the latter also included).

With the compliments of Continental Worldwide Logistics of Spain, gifts of T shirts, with the MPL logo, in a variety of attractive colors and in 3 various sizes, together with caps

again in different colors with the MPL logo were distributed. (See the article on the Golf Tournament)

Our FIRST ANNUAL CONFE-RENCE, was most definitely a success and with a consensus of opinion from those who attended, it has encouraged us to make it a yearly event.

For those of you who did attend, we hope the following pages bring back pleasant memories.

For those of you who did not, we only hope you wish you had and will ensure that next year you keep your calendar clear and MAKE ATTENDANCE A MUST!!

ROBERT P. DREELAN MPL CHAIRMAN

# **Itinerary**

#### Thursday, 24th April 2008

#### Around the Swimming Pool

- 19,30 Welcome Pre-Dinner Drinks
- International Buffet and BBO

#### Friday, 25th April 2008

- 09.00 **CONFERENCE COMMENCES WITH** MPI PRESENTATIONS
- 10.10 Morning Coffee/Tea and Biscuits/Cookies 2nd Floor Restaurant
- 10.30 DATE GAME
- 11.30 Break
- 11.40 DATE GAME
- 12.45 Thai Lunch Buffet 2nd Floor Restaurant
- 14.00 DATE GAME
- 15.00 Break
- 15,10 DATE GAME
- 16.10 Afternoon Coffee/Tea, and Biscuits/Cookies 2nd Floor Restaurant
- 16.30 **PRESENTATIONS**
- **OUESTIONS/ANSWERS AND OFFI-**CIAL CLOSING

#### Around the Swimming Pool

- 119.30 Pre-Dinner Drinks
- 20.30 Buffet Dinner/Seafood/BBQ with live music and vocals

#### CONFERENCE ATTENDEES

Alfa Trans - Egypt Non-Member

> Name: Mr. Khaled Al Awwa Since the Conference has applied for membership of the MarcoPoloLine Group

Alfons Freriks Logistics Holland

MPL Member

Name(s): Mr. Maurice Reijntjes Name: Mr. Rob Spittel

Anshin Logistics Pte Ltd. Singapore

Non-Member

Name: Angela Goh

Name: MDM Jiang Swee Lan Since the Conference has applied for membership of the MarcoPoloLine Group

Atlas Shipping Services Ltd. India/Nepal

MPL Member

Name: Mr. Sushil Gupta

China Global Lines Ltd. China

MPL Member

Name: Mr. Byron Lee Name: Mr. Ricky Shon

Continental Worldwide **Logistics sl - Spain** 

MPL Member

Name: Mr. Luis Gemino Name: Mr. Jose Banquer

Conway Shipping Ltd. - Eire

MPL Member

Name: Mr. Pat Grainger Name: Mrs. Patricia Grainger

Crown Logistics Ltd. **Bangladesh** 

MPL Member

Name: Mr. Mohammad Munir

Hossain

Eastern Shipping Worldwide Inc. - U.S.A.

MPL Member

Name: Mr. Jason Wee

■ European Warehousing and Transport Ltd. - U.K.

MPL Member

Name: Mr. Peter Grueber

Fleet Container Lines Pvt. Ltd - India

MPI Member

Name: Mr. Bhaskar Ghaisas Name: Mr. Daud Hasan

Full Union Logistics Ltd. China

MPL Member

Name: Ms. Anny Liang

■ G.I.L.S Worldwide B.V. Holland

MPL Member

Name: Mr. Rob Van Greven-

broek

G.I.L.S. Wordwide Le Havre SAS - France

MPL Member

Name: Ms. Sabine Hericher

ITL International Transport Logistics Co. Ltd. - Vietnam

MPL Member

Name: Mr. William Trieu

Jiangsu Hengsheng Int. Freight Forwarding Co. Ltd. China

> MPI Member Name: Ms Sandy Ji

Kaask Logistics Saudi Arabia

Non-Member

Name: Mr. Khalil Adam Barde Since the Conference has applied for membership of the MarcoPoloLine Group

Kinay Transport & Logistics S.A. - Turkey

MPL Member

Name: Mr. Olsen Gozubuvuk

Name: Ms. Deniz

KTL (Australia) Pty. Ltd. - Australia

MPL Member

Name: Mr. Rick Tankir

#### Mercator Cargo Systems Ltd. UK

MPL Member

Name: Mr. Paul Goehlert Name: Mr. Myles Daly

#### Ningbo Sailing Logistics Co. Ltd. - China

MPL Member

Name: Mr. Wang HuaWei

#### Pace Express - India

Non-Member

Name: Mr. Arvind Sharma

#### Pars Star Shipping LLC -U.A.E.

MPL Member

Name: Mr. Ather A. Haque Name: Mr. Juzar Bhanpurwala

#### Plaza Forwarding S.L. - Spain

MPL Member

Name: Mr. Emilio Plaza

#### Prominent Freight Services - Malaysia

Non-Member

Name: Mr. Justin NG

#### Promarine - Thailand

Non-Member

Name: Mr. Aroon Khiengthong

#### Protrans - Philippines

Non-Member

Name: Mr. Leon Lagrama Name: Mr. Olive Blanco Name: Mr. Eric Blanco

### PT Tiga Bingtang Jaya Indonesia

MPL Member

Name: Mr. Wibowo Cahyono

#### RS Logistics - Hong Kong

Non-Member

Name: Mr. Barry Lam Name: Mr. Kester Mak

#### Sathica Container Lines SDN BHD - Malaysia

MPL Member Name: Mr. Puvan Name: Ms. Sherene

#### Sea Net Shipping & Logistics Pakistan

Non-Member Name: Mr. Humayun

### Shine Logistics Co. Ltd. Korea

MPL Member

Name: Mr. IM Chan Bin Name: Mr. Kim Han Jun Name: Mr. Lim Seung Jun

#### ■ TEU Transitario - Portugal

MPL Member

Name: Mr. Fernando Sariva

#### ■ TLS International Gmbh

MPL Member

Name: Mr. Marcus Schlapper

#### Transmodal Associates, Inc. USA

MPL Member

Name: Mr. Max Kantzer

## ■ Trevomar-Navegaçà e Transitos, Ida. - Portugal

MPL Member

Name: Mr. Amadeu de Sousa

### Triple Crown Shipping and Logistics LLC - U.A.E.

MPI Member

Name: Mr. Ishwar Jodha

### ■ Triple Eagle Forwarding (Taiwan) Ltd. - Taiwan

MPL Member Name: Mr. Eric Hsu

#### ■ Tulsi Global Logistic Services Srl- Italy

MPL Member

Name: Mr. Fabrizio di Tore

#### Upgrade - Taiwan

Non-Member

Name: Ms. Madeline Chen sin-

gle room

Name: Mr. Carlos Chen Name: Mr. Eric Ow

#### Watson Global Logistics Ltd. Belgium

MPL Member

Name: Mr. Karel Geert

# Worldwide Logistic Solutions Srl - Italy

MPL Member

Name: Mr. Robert P. Dreelan

#### Worldwide Freight Logistics South Africa

MPL Member

Name: Mr. Ken Mouritzen Name: Ms. Jo Ann Mellon

#### Thursday, 24th April 2008

# Welcome pre-dinner drinks followed by international buffet and bbq



















Rob Spittel - MPL Director with Myles Daly (Mercator UK) Amadeu de Sousa (Trevomar Portugal) and Ken Mouritzen (WFL - South Africa













- Spicy Seafood Salad
- Spring Roll

#### **DRESSINGS**

- 1000 Island
- French
- Italian

- Spicy Chicken Soup with Coconut Milk
- Asparagus Cream Soup

#### **HOT DISHES**

- Deep Fried Fish Fillet Topped with ThaiSauce
- Sautéed Chicken with Cashew Nuts
- Beef Fillet Peppered Steak Grill Chicken 'Piccata'
- Jacket Potatoes with Cheese
- Fried or Steamed Rice

#### **VEGETARIAN FOODS**

- Deep Fried Potatoes (Indian Style)
- Cauliflower with chopped onions, garlic & coriander seeds
- BBQ Vegetables

#### **SALADS**

- Lettuce
- Carrots
- Cherry Tomatoes
- Onions
- Bell Peppers
- Potato Salad

- Beef and Chicken Skewers
- River Prawns
- Mussels

- Fresh Fruit in Season
- Baked Banana in Coconut Milk

#### **BEVERAGES**

- Beer
- Red/White Wine
- Soft Drinks
- Coffee or Tea

# **Transcripts of speeches**

Conference meeting friday 25th april 2008

# **Introduction by Paul Goehlert**

■ Welcome to the FIRST MPL ANNUAL CONFERENCE.

This is a very important day for my colleagues and I who have worked so hard over the last three years to make **MarcoPoloLine** a reality.

Please may I introduce you to the Board of MPL:-

Robert Dreelan MPL Chairman, based at WLS in Italy



Rob Spittel MPL Director from Alfons Freriks in Rotterdam, Holland



Luis Gimeno MPL Director based at Continental, Valencia, Spain



Me, MPL Treasurer based at Mercator in Portsmouth, UK.



MarcoPoloLine is supported ably by Jean-Ludwig Malard based in the Mercator's office in England



and by Sandy McInnes in Italy.



We have tried very hard to devise a program, which will benefit your Company and business.

We don't want anybody falling asleep, so it will be hectic!

Rob Spittel will explain the main event of the day in a short while.

We hope you will find today both enjoyable and worthwhile.



Finally we've put in your Conference Folder a feedback form which we ask



you to kindly complete and hand to Jean-Ludwig at the end of today's events.

On with business .....

# **Introduction by Robert Dreelan**



# Introduction by Robert Dreelan

















Our aim is to be a large organization controlled by our medium to small global branches!!

oPoloLine

# Transcript of speech Corporate identity by Paul Goehlert

We established MPL identity to be recognised globally as a symbol of high quality logistics throughout the world. It is important steamship companies recognise our group as we grow and our bargaining power increases.

That is why we put so much importance into Corporate Identity.

We need to promote MPL to our clients and they will see a global organisation under one brand name, but with small company mentality in order to make each and every customer feel special.



To this end we emphasise the use of the MPL logo on your business card, stationery, website and promotional material. Show the logo to the steamship companies when you book containers and negotiate rates.



USE THE MPL LOGO TO GIVE YOUR COMPANY GENUINE GLOBAL REACH.



#### **MPL NEWSLETTER**

The MPL Newsletter is essential to the organization and its members.

It is an excellent means for members to exchange experiences (both good and bad), ideas and learn of new developments in the industry and the Group.

Equally the Newsletter is a superb P.R. vehicle to the outside world, clients and suppliers.



# Transcript of speech MPL monitoring by Rob Spittel



My name of Rob Spittel, Director of Alfons Freriks Logistics Rotterdam in The Netherlands. Besides being one of the MPL members in Holland, Alfons Freriks Logistics is also one of the founders of The MarcoPoloLine Group.

It is a pleasure to see you have all taken the time in your busy schedules to come to our FIRST AN-

NUAL CONFERENCE. Many of you have familiar faces, but in the short time we have been here, I have already met and seen many new faces.

#### WHY MPL MONITORING?

Simple: In order to have a clear picture from all our members as to how much business they are giving and receiving from each other.

This information will be used by the MPL Management:-

- to gain an idea on how to base membership fees
- to put pressure on those MPL members re ceiving business but not giving it to their counterparts
- help members, where possible, in those areas they are strug gling with
- perhaps most im portant to all, and to the benefit of everyone who is a member of MPL is to use it as a leve rage when dealing with carriers wor ldwide.

Presently we are proposing, that members complete the graphs twice a year: June and December \*see note below

Here using power point is how the graphs are to be completed \*see note below.

The final information from all members will be published every six months in a special section on the MPL website, accessible to 'Members Only' with a code.

I hope that everyone is convinced of the importance of this and that every member will send their monitoring in June to Sandy, the MPL Administrator and Coordinator, for the first half of the year!!

\*see note below

NOTES: Due to encouraging ideas from attendees and feed-backs received after the Conference, the MPL Directors decided to incorporate some suggestions and ratify the final details for installing the Monitoring System, at their next Board Meeting in early June, 2008.

After that meeting, full information complete with instructions on how and when to complete the graphs, will be sent to all MPL members.



Date game explained by Rob spittel

There are two themes:-

- 1. Why we are doing the Date Game:-
- The MPL aim is that every member gets the maximum benefit from their investment of time and money from their MPL membership and attendance in Pattaya, Thailand.
- To develop an overseas network of reliable independent partners is no easy task. Here, in one day, you will meet for approximately 5 minutes, face to face around forty MPL members. Some of you will already be doing business, others you do not know. Here is your chance to build on existing partnerships and make new ones.
- You will also meet the MPL Administrator and Coordinator, Sandy and Jean-Ludwig, MPL Sales Executive.

#### 2. How will it work?

- You have been randomly split into five groups. Each group will have a leader Robert, Luis, Paul and myself plus together Jean-Ludwig and Sandy.
- The Group Leader will organize his/her group to meet each other as shown on the meeting list attached to your Agenda.

I sincerely hope that you all have a good meeting and time here in Pattaya and trust you will meet a lot of new friends and gain a lot of new business.



# **Date game**



# **Coffee breaks** and lunch

Coffee breaks and lunch, gave guests not only the opportunity to stretch their legs, but to follow up on other guests they may know already or had just met during one of the date game sessions.















The conference meeting officially closed at 5 p.m. with the board inviting questions from the audience.

They thanked them for their attendance and re-emphasized the importance of the advancement of the marcopololine group and its members participation.

The directors thanked sandy mcinnes, the mpl administrator and coordinator, for her endeavours in organizing the first annual conference, and presented her with a waterford crystal clock.

Finally, guests were reminded to complete and hand-in the feed back forms, as this information would be used in planning the next annual conference.

### **BUFFET LUNCH**

- -Spicy Seafood Salad
- -Chicken Noodle Soup
- -Spicy Deep Fried Catfish Salad
- -Clear Soup with Stuffed Squid
- -Green Curry with Chicken
- -Baked Vegetables with Beef
- -Deep Fried Fish Patties
- -Steamed Rice

### **VEGETARIAN FOOD**

- -Fried Rice
- -Clear Soup with vegetables
- -Sautéed vegetables
- -Mixed Fruits
- Assorted Thai Sweets









# Welcome pre-dinner drinks Followed by Seafood buffet and bbq With live music and vocals



### SBUFFET SEAFOOD & BBQ **APPETIZERS**

- Assorted Cold Cuts
- -Sushi & Sashmi

#### SOUP

- -Consomme Printanier (vegetarian)
- -Spicy River Prawns Soup



- -Steamed Red Snapper Fillet with Ginger
- -Chicken Massaman Curry
- -Sautéed Vegetables with Oyster Sauce
- -Breast Duck a'la Orange
- -Steamed or Fried Rice



- -Nicoise Salad
- -Lettuce Selection
- -Carrots
- Cherry Tomatoes
- -Cucumbers
- -Bell Peppers

#### BBQ

- -River Prawns
- -Blue Crab
- -Mixed Grill on Skewer
- -Squid
- Mussels

### **DEMONSTRATION**

- -Pad Thai (Fried Noodles Thai Style)
- -Spicy Papaya
- Mixed Fruit Salad

### **VEGETARIAN FOODS**

- -Sautéed Eggplant in Tomato Sauce
- -Vegetables La-San-Ya
- -Vegetables BBQ

#### **DESSERTS**

- -Thai Dessert
- -Cake
- -Mixed Fresh Fruit
- -Caramel Custard

### **BEVERAGES**

- -Wine Red/White
- -Beer
- -Soft Drinks
- -Tea/Coffee





















# First Annual Marco Polo Golf Challenge Pattaya Thailand, 26th.April 2008

Place: Siam Country Golf Club – Pattaya Modality: stableford individual handicap

Minimum handicap 26.4

Trophies: There were 3 trophies for the first, second and third place (Compliments of Continental Log - Spain)

#### 1 TEAM:

Ishwar Jodha ( Triple Crown – Dubai ) handicap 8 Luis Gimeno ( Continental log – Spain ) handicap 26.4 Justin NG ( Prominent – Malaysia ) handicap 26.4

#### 2 TEAM:

Aroon Khiengthong ( Promarine – Thailand ) handicap 26,4 Jose Blanquer ( Continental log – Spain ) handicap 26.4 Rob Grevenbroek ( GILS – Holland ) handicap 26,4

#### 3 TEAM :

Rob Spittel ( Alfons Freriks – Holland ) handicap 26,4 Myles Daly ( Mercator – UK ) handicap 26,4 Rick Tankir ( KTL – Australia ) handicap 26,4

The Siam Country Golf Club was recently restored prior to the LPGA Tournament. The MPL Teams found it difficult to play, but in excellent condition.

They played under the Stableford System, 18 holes.

The winner was Ishwar Jodha with 31 points

Second place was Aroon Khiengthong. Unfortunately he had to leave early, so there was no opportunity to present him with a trophy.

Justin NG and Luis Gimeno were in third position with 26 points, but took second place as Aroon was not available.

Third place was Myles Daly with 20 points.

Lunch was kindly provided for with the Compliments of Continental Log – Spain



# COURTESY OF INTERNATIONAL FREIGHTING WEEKLY

which is based in the UK and has a circulation of 10,000 to exporters, importers, freight forwarders and carriers



up close and personal when members met using a "speed dating" format.

The first annual conference of MarcoPoloLine (MPL), held in Pattaya, Thailand, attracted 65 delegates representing more than 100 member company offices.

An MPL spokesman said: "We discussed existing business and ways to develop new revenue streams. It was a great fun meeting old friends and forging new links."

Membership of MPL is by invitation only, ensuring only solid businesses with high levels of customer service are allowed to join, the network claims.

Simply arranging shipment of goods not providing enough revenue

# Smaller forwarders forced to branch out

#### By Damian Brett

Smaller forwarders are being forced to look for new revenue streams as larger rivals' aggressive pricing has caused profit margins to slump to less than 3%.

Mike Harrison, MD of forwarder Air Sea Worldwide UK, said the days of making a profit by simply arranging the movement of goods from point A to B were long gone.

"Logistics companies and forwarders just don't make money by selling a slot on a ship," he explained.

"If the rate we charge is US\$2,500, our profit margin will be \$50-75, and that's if we're lucky.

"What's the point? Unless you are doing a lot of volume, it's just not worth bothering about."

Harrison said that to make money today, forwarders had to offer 3PL and value-added services to customers.

Air Sea Worldwide was offering warehousing in China, where stock could be held for less money and moved to the UK when it was needed rather than shipping it west in the hope of selling it.

Harrison said the company had been trying to work out where freight forwarding would go next. He felt forwarders could offer to handle the procurement of products and new materials for companies as well as the storage, transport and ancillary services already offered.

"These types of service are rapidly becoming more important – this business [forwarding] is really about offering value-added services – what we can offer that the next guy can't."

Paul Goehlert, MD of UK-based forwarder Mercator Cargo Systems and founder member of MarcoPoloLine (MPL), a global network of small to medium-sized forwarders, agreed with Harrison.

"£35 [US\$70] handover fees for collecting \$2,500 are commonplace," he said. "It's cash in, cash out – so high turnover, low margin. "We find this is usually business generated by our overseas partners who don't give us a margin to share. It's not nice, but we have to live with it."

Goehlert explained that the big global forwarders and lower consumer spending were to blame for tumbling profit margins.

But he hoped Mercator would be able to compete with larger companies by joining up with MPL (see story above).

"Business is tough. It is more difficult now with seemingly every type of consumer tightening their belts and the competition for every kilo of cargo is fierce," Goehlert said.

"The huge forwarders have special rates with the carriers and pass these on to their clients. We hope the carriers will recognise the volume of business MPL handles and give us similar treatment."

He added that small forwarders needed to concentrate on what they do best – offer "good old-fashioned personal service" – and show clients that low prices have their drawbacks. Dear Paul, Rob, Robert, Luis, Maurice, Sandy, Jean-Ludwig,

It is my pleasure to be 1 of the MPL member, and it is also great for me to having this chance to participate in the 1st annual conference of Marco Polo Lines.

Without your effort and time spent in this organization, nothing will happen. Your devotions create not only lots of good business opportunity but also valuable chance to having new friends in the world.

I would like to take this opportunity to express my sincerely thank you to each of you!

Best wish to Marco Polo Lines!!!

If I can be the assistance of
Marco Polo Lines in future, do
not hesitate but just simply
email me!

Best regards

Ricky Shon
Director
China Global Lines Limited
As agent for Global
Lines Limited

Dear all MPL Brothers and Sisters.....

Good Day to you all !! Congratulations to all of you for the very successful MPL conference in Pattaya!

Job well done to our dear MPL Board of Directors. It was really a memorable moments. Life will be boring without friends and bussiness is stagnant without new opportunities. In MPL conference we meet new and old friends while pick up potential bussinesses.

It will be a great opportunity to refresh and reinforce friendship at MPL conference. It is through this friendship, I believe we could foster a closer cooperation among all members.

Let us remain aggressive & being an asset to Marcopolo Line Group (MPL).

Good Luck & Good Health to all MPL members and their families!!

Best wishes

Wibowo Cahyono PT Tiga Bintang Jaya - TBJ Indonesia





#### Next Newsletter

The next edition of the MPL NEWSLETTER will be published in October 2008, so start sending your input NOW.

Help us make the NEWSLETTER indispensable, with your pictures, views, stories and new trade information.

Please send them to the Editor sandy@marcopololine.com not later than the deadline date Wednesday 24<sup>th</sup> September 2008.