



Credit Crunch. Doom & Gloom.

The negative headlines keep coming don't they? People are worried about their jobs, companies about their prospects and governments on how they are going to pay for it all. Fortunately, there are companies that have seen it all before and have stood the test of time. **Freightbrain International Ltd** being one of them. When it comes to managing costs and having an efficient shipping process it is often tempting for companies to go with one of the 'big boys' because they somehow feel safer.

However, we have found over the years that often such companies are surprised when they use our services because we can often match or better the pricing they are getting from their current logistic providers, whilst at the same time offer them a more personal service that our larger competitors just cannot by their nature match. We are also not tied into any one sales contract with a shipping line which means committing volumes to shipping lines that either then become too expensive, inefficient or suffer continued transit time slippages. We are able to select the **right method at the right price in full consultation with our customers** whether it be sea-freight (groupage LCL or full container), air-freight (direct b-2-b or via consol) or road trailer.

In an environment where sea freight rates are all over the place, it is important to obtain the very best rates, which we are able to do, with no large stakeholders or shareholders to please first. We have agents throughout the world and particularly throughout the Far East and China; in the case of the latter it is vital to control shipments through local offices in a country so vast. We also have representation in some of the more obscure countries such as Myanmar & Indonesia that often are overlooked by some of our freight-forwarding competitors who like to move everything through a Singapore office for example.

Chinese Burns

We also understand the market we operate in and the **games that are played by suppliers that end up costing importers more**. For example, on imports from China where suppliers take great delight in offering "CIF" Terms (Incoterms: cost, insurance, freight) but then do not actually pay any freight charge! (or pay a very low rate to their favoured Chinese forwarding company, or, the now common rebate for support)

What happens on arrival into the UK? The freight charge is either hidden in a multitude of UK landed and terminal charges or is simply added to the bottom of the invoice as a "CISF" (China Import Service Fee) or both! A nice use of an acronym but a rather unpleasant way of clobbering the poor U.K importer with what is in effect a rebate or claw back to China to cover an uneconomic freight charge. This **hurts importers**. Here at **Freightbrain International Ltd** we come across this all the time and what we can assure our customers is that there will be no unpleasant surprises on arrival and that rates are agreed and adhered to before the goods are even shipped on all shipments routed on our services.

The proof is in the pudding to coin a rather common phrase but we really think that you will notice a different flavour with **Freightbrain International Ltd** that we hope you will come to appreciate.

Shanghai-Shenzhen-Ningbo-Guangzhou-Qingdao-Hong Kong-Taiwan-Singapore-Myanmar-Thailand-Indonesia-Korea (South)-Malaysia-Vietnam-Cambodia-Philippines-Sri Lanka-Turkey-North Cyprus-Cyprus-Australia-New Zealand-USA-Europe and many other origin ports.

Around the World – By Road, Sea & Air.

Freightbrain International Ltd

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