Green and growing – Costa Rica

eCommerce – to ratify or not to ratify

Improving compliance and integrity
Creating more possibilities around the globe

With an extensive distribution network that never stops growing, no destination is too far. Let Emirates SkyCargo move the things that move your world.

skycargo.com
Editorial
5 From the President’s Desk

News
7 eCommerce and eLogistics need a global legal base
12 Working together to improve compliance and integrity in our Industry
15 Taipei, venue for 2015 FIATA World Congress

Country Report
10 Costa Rica: The “greenest” country in the World

Personally
17 Meet Jens Roemer – Vice President of FIATA / Chairman WG Sea

Here & There
18 Introduction Verena Schaer

Agenda
19 Forthcoming Events

A beautiful keel bill toucan
Photo Joanne Weston

Avalon stays at the forefront of your quickly changing industry, providing the tools you need to stay competitive. Our programs are designed specifically for international logistics providers and our products and services are tailored specifically for FIATA members. Avalon is the exclusive provider of the FIATA Group Bond Programme; we also offer the following:

- Forwarder’s Liability Insurance
- Errors & Omissions Insurance
- Surety Bonds
- Cargo Insurance
- Business Insurance
- Claim Handling and Subrogation Services

Visit www.avalonrisk.com/fiatabond to learn more about the FIATA Group Bond and the other programs we offer to FIATA members.

You may also contact us at fiatabond@avalonrisk.com or +1 847 700 8176.

Premier Provider of Innovative Insurance and Surety Solutions.
## MEETING PROGRAMME

**FIATA HEADQUARTERS SESSION**

**ZURICH, 20–23 March 2014**

### REGISTRATION

Do not forget to send in your registration form for the HQ Session, which will be held at the Swissôtel.

### INTERIM SECRETARIAT

During the HQ Session there will be an interim FIATA Secretariat in the Swissôtel, Zurich.

All meeting rooms (except for the Regional Meeting Asia Pacific which is on the 31st Floor) are on the first floor of the Swissôtel. The Meeting Room of the FIATA Foundation Meeting is located at Hotel Sternen Oerlikon – Room: Hans

---

### THURSDAY, 20 MARCH 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>09.00–16.00</td>
<td>FIATA HQ, Meeting Room</td>
</tr>
<tr>
<td>17.00–18.30</td>
<td>Hotel Sternen Room Hans</td>
</tr>
</tbody>
</table>

#### Meeting of the Presidency

* FIATA Secretariat: Marco Sorgetti

#### Presidency Dinner*

* t.b.a.

#### FIATA Foundation Meeting*

* FIATA Secretariat: Barbara M. Wieser (for Members only)

### FRIDAY, 21 MARCH 2014

#### Association Members of the Region:

- **Africa/Middle East**  
  FIATA Secretariat: Peter Maegerle  
  Room Zürich/Basel

- **Asia/Pacific**  
  FIATA Secretariat: Daniel Bloch  
  Room Arosa/Davos

- **Europe**  
  FIATA Secretariat: René Zimmermann  
  Room Bern

- **America**  
  FIATA Secretariat: Verena Schaer  
  Room Vevey/Lausanne

#### Coffee Break 10.15–10.45

- Swissôtel Foyer

#### Advisory Body Legal Matters

* FIATA Secretariat: Peter Maegerle  
  10.45–12.00  
  Swissôtel Room Zürich/Basel

#### Lunch (free disposal)

#### Advisory Body Vocational Training

* FIATA Secretariat: Verena Schaer  
  13.00–14.15  
  Swissôtel Room Zürich/Basel

#### Advisory Body Security Matters

* FIATA Secretariat: Peter Maegerle  
  14.30–15.45  
  Swissôtel Room Zürich/Basel

#### Coffee Break 15.45–16.15

- Swissôtel Foyer

#### Multimodal Transport Institute

* FIATA Secretariat: René Zimmermann  
  16.15–17.45  
  Swissôtel Room Zürich/Basel

### SATURDAY, 22 MARCH 2014

#### Association Managers Conference

* FIATA Secretariat: Verena Schaer  
  08.30–10.00  
  Swissôtel Room Zürich/Basel

#### Coffee Break 10.00–10.30

- Swissôtel Foyer

#### Customs Affairs Institute (CAI)

* FIATA Secretariat: Daniel Bloch  
  10.30–12.00  
  Swissôtel Room Zürich/Basel

#### LUNCH (FOR REGISTERED DELEGATES)

- 12.10–14.00  
  Swissôtel, 1st Floor Room Lakeside

#### Electronic Logistics

* FIATA Secretariat: René Zimmermann, Bassil Eid  
  14.15–15.15  
  Swissôtel Room Zürich/Basel

#### Coffee Break 15.15–15.45

- Swissôtel Foyer

#### Airfreight Institute

* FIATA Secretariat: Daniel Bloch  
  15.45–17.45  
  Swissôtel Room Zürich/Basel

#### Dinner for the Extended Board*

* 18.30–21.30  
  t.b.a.

### SUNDAY, 23 MARCH 2014

#### Meeting of the Extended Board*

* FIATA Secretariat: Marco Sorgetti  
  (Coffee Break in the Meeting Room)  
  09.30–12.00  
  Swissôtel Room Bern

---

*Please note that the meetings of the Presidency, the Extended Board and the FIATA Foundation are for **members of the relevant Bodies only**.

Official Carrier

![SWISS](image)
Colleagues and Friends,

Time is moving fast as we approach the March HQ Session in Zurich. It is always a pleasure to attend the HQ Session and get a chance to speak with all of you since our last meeting at the World Congress. This will be my first HQ as President, I shall try to be all the more at your disposal.

This year the HQ programme is sure to boast a high number of participants who will be discussing the more technical content of the HQ agendas to move our industry forward. The programme is one that recaps all the critical meetings that have taken place since the last HQ as each FIATA body and Institute debriefs delegates on their progress and initiatives. I strongly advise you to attend the Managers’ conference where we expect to hear some news. Additionally, this year, the HQ Session will host a special meeting titled electronic logistics. This meeting will be especially interesting as the demand to adopt technology is ever growing. With the adoption of technology comes the need to ensure that e-commerce and e-logistics have a global legal base. Without this, investments might be at risk; this is why FIATA is so involved in UNCEFACT and UNCITRAL where these issues are debated.

I am particularly happy that the Market Place Seminar which UIC and FIATA jointly organise is holding its 6th conference in Trieste, on 2 and 3 April. The theme is “Strategic interchange between sea and rail freight: what’s new?” I encourage those interested to participate and visit Trieste, where I live and where I shall be delighted to welcome you all.

This issue of the FIATA review provides a very interesting country report on Costa Rica. Costa Rica has become one of the most stable, prosperous, and progressive nations in Latin America. In 2011 the United Nations Development Programme (UNDP) identified it as a good performer on environmental sustainability, with a better record on human development and inequality than the median of their region.

This FIATA Review also delivers an interesting article on anti-bribery and corruption, shedding light on the simplicity of such actions. We must all be attentive in our day to day business to ensure that such acts are not tolerated. Remaining a clean and legally abiding industry must be a paramount goal for all FIATA members. I believe this is a crucial topic in which our sector will have to be strongly engaged in future.

As you continue to flip through the review, you will have the pleasure of meeting my friend Jens Roemer, Vice President of FIATA and Chairman of WG Sea in a delightful interview. Learn about his background and his programmes for the WG.

A quick look into our next year’s FIATA World Congress 2015 in Chinese Taipei ends this number by giving you an inside look of what the beautiful city of Taipei has in stock for the participants. Our colleagues in Chinese Taipei are preparing a great venue for the 2015 FIATA World Congress.

Looking forward to seeing all of you in March!

Francesco Parisi
President of FIATA
UIC and FIATA are pleased to announce the sixth edition of the Market Place Seminar that will be held on 2–3 April in Trieste, bringing together railway undertakings, terminal operators, freight forwarders and customers. This year the Market Place Seminar will focus on **Strategic Interchange between Sea and Rail Freight: What’s new?**

### DAY ONE – WEDNESDAY 2 APRIL 2014

12:00–13:00 Registration  
13:00–13:30 Opening and Welcome  
13:30–15:30 Trends and developments when connecting sea and rail modes  
   Moderator: Francesco Parisi  
15:30–16:00 Coffee break: networking  
16:00–18:00 Central European new Projects and innovative loading technologies  
   Moderator: Ivan Petrov  
18:00–18:15 First day conclusion  
19:00–23:00 Networking dinner at the Molo IV

### DAY TWO – THURSDAY 3 APRIL 2014

09:00–11:00 Rail connectivity between hinterland and ports: Corridors  
   Moderator: Heiner Rogge  
11:00–11:30 Coffee break: networking  
11:30–12:30 Best practices in rail shunting and IT terminal technologies  
   Moderator: Eugenio Muzio  
12:30–13:00 Wrap-up and conclusions  
13:00–16:00 Technical visit of the Port of Trieste

### SEMINAR OVERVIEW

**Venue:**  
Stazione Marittima Molo Bersaglieri, 34133 Trieste (TS)  
**Languages:**  
English, Italian, Russian. Simultaneous provided  
**Social event:**  
Networking dinner on 2 April 2014  
**Fee:**  
€ 290 per person

We look forward to meeting you,  
The Organizing Team  
www.MarketPlaceSeminar.org
eCommerce and eLogistics need a global legal base

In the fast pace of the global economy to remain competitive a great focus must be made on increasing efficiency and convenience for consumers all the while reducing cost. Chief among this is a focus on electronic commerce. This is particularly true in the transportation and logistics industry.

THE LARGEST CHANGE faced by our industry over the past few years has become the adoption of technology to facilitate business procedures. Without technology, businesses would lag behind and would not be able to keep with the unprecedented demands of their market. Technology allows for innovative solutions to be formed. It helps create new possibilities that otherwise had not existed. With it, we can facilitate how we conduct business making procedures faster and minimising the risk for errors.

This is all the more crucial in an area of business such as airfreight, where swift and effective data flows are now more necessary than ever. Air cargo delivers huge benefits to the global economy. Credible sources tell us that the value of goods travelled by air equates to $6.4 trillion, which is approximately 35% of all world trade. This vast connectivity provided by aviation facilitates trade, allowing high value and time sensitive products and components to be shipped to and from destinations around the world quickly and efficiently. However, this efficiency can be hampered by the slow adoption of paperless airfreight. Over thirty paper documents still need to be processed to deliver a shipment and this is not the best way about it.

**Essential for the Future**

In global industries such as ours we are highly dependent on convergence in order facilitate business processes. Convergence in regulatory policies plays a key role in allowing our industry to function effectively. It is crucial that we work together to have a common framework in terms of regulatory policies in order to allow the industry a fair chance to meet the demands of the emerging economies.

The Montreal Convention of 1999 also known as MC99 came into force in 2003 and permits the use of electronic records for air waybills and other documents of carriage. Thus, MC99 facilitates major industry projects such as a paperless air cargo shipment.

The savings for the air cargo industry going paperless are estimated at $4.9 billion annually. Speed would be greatly enhanced leading to a reduction in transfer time of at least 24 hours. The use of electronic documents would also eliminate manual entry errors which typically ripple into great losses for multiple organisations. Complete ratification would have huge results in terms of environmental sustainability, eliminating more than 7,800 tonnes of paper documents. In addition, it would provide a secure framework for appropriate risk assessment, thus reducing the risk of theft and loss in transit.

However, only 103 state parties officially signed on leaving a significant 46% of ICAO Members states behind. Thirty-seven are in Africa, twenty-two are in
the Asia Pacific region, fourteen in the Americas, ten in Europe, and seven in the Middle East and North Africa. Included among these are major air cargo states such as Bangladesh, Indonesia, the Philippines, Russia, Sri Lanka, Thailand, and Vietnam.

The lack of ratification from such a great number of key Member States leaves a significant gap in the global market and makes it virtually impossible for those economies to break the digital divide in airfreight. This in turn puts these nations at a risk of not being able to fully capitalize on the rapidly growing trends of e-commerce.

Logistics and delivery are still bottlenecks for e-commerce in Russia and Southeast Asian countries. Forwarders and logistics companies overcome this by building their own capacities; however they face local regulatory challenges within these markets especially in Russia and numerous countries throughout Southeast Asia. This causes logistics providers the inability to adopt paperless cargo shipments making it difficult for them to meet the demands of a fast growing e-commerce market.

The trends below show that e-commerce in these regions is experiencing tremendous growth which could be hampered by the lack of ratification on MC99. These are the reasons that led FIATA and IATA to unite in this campaign; most recently, their joint message at the WTO meeting in Bali was meant to encourage all countries ratify the Conventions so as to allow their logistical providers and airlines to adopt a paperless cargo shipment procedures and facilitate air freight.

The move to the use of electronic documents for air cargo is also in line with the features contained in the recent WTO agreement taken at the Ninth Ministerial meeting in Bali. The main objectives of the binding multilateral agreement, as summarized by the WTO are: to speed up customs procedures; make trade easier, faster and cheaper; provide clarity, efficiency and transparency; reduce bureaucracy and corruption, and use technological advances. Many of the objectives are to be accomplished by the complete, or nearly complete, digitalization of all steps in the movement of goods. As it is clearly stipulated in the joint position paper produce by IATA and FIATA the MC99 ratification is an essential element of the legal base for trade facilitation to take place.

**Russia e-commerce trends**

The Russian e-commerce market is growing. We are at the point where Russia’s e-commerce can no longer be trivialized and ignored, especially their 34%+ annual revenue increase. Consumer electronics is the most popular category of e-commerce in Russia. Fashion, clothing, and food are also top trends. As far as sales volumes are concerned, travel and telecom take the lead.

Online purchasing among Russian e-commerce customers is expected to grow 27% annually through 2015 and reach $25 billion this year, according to McKinsey & Company. Additionally, annual revenues per shopper will likely more than double to $1,272 in the next two years edging ahead of France, Brazil, and South Korea.

With Russia being Europe’s biggest country and having the continent’s most internet users (more than 60 million), it is also experiencing a growing middle class with disposable income. According to Fedor Verin, a partner at the English agency Data Insight, in the first half of last year online sales in Russia grew by 29% compared with in the same previous period to 160 billion roubles. The number of online Russian customers, who in the first half of the year made at least one online purchase, came to 28 million, in contrast to two years ago when the number of online customers was only 12.5 million.

There is no doubt that the current online trends in Russia present a strong business case for any company interested in growing their global e-commerce footprint. Yet, like any international market, the Russian e-commerce market presents its own set of unique challenges. As much as 80% of Russia’s 89 million online purchases in 2011 were paid for with cash on delivery (COD). Logistics providers and postal services have had to respond quickly to the rapid rise in demand for e-commerce solutions. Although providers have developed tailored solutions for transport, fulfilment and returns, few have developed the sophisticated services which e-retailers demand, featured with fully fledged digital global solutions. Therefore, a large proportion of e-retail logistics functions remain in a local or regional dimension, the full integration of the chain still being impossible in certain markets.

In order to ensure that freight and logistics companies are able to fill this gap, they need to be given the opportunities to improve their business procedure through paperless cargo shipments and
this requires the certainty of the legal base, hence the requirement of the full implementation of MC99. Without this, Russia risks not harnessing its growing e-commerce market and experience a slowdown in its expected future growth.

**Southeast Asia e-commerce trends and markets**

This Southeast Asia market is comprised of 600 million active consumers, i.e. the largest regional group in the world. The confluence of young demographics, digital lifestyles and rising e-commerce is driving the growth of a new middle class across Southeast Asia; it is the fastest growing e-commerce market in the world. According to PayPal and MasterCard, Southeast Asia represents 32% of global online sales, with China and Japan topping the list at 123 and 104 billion US dollars, respectively. There will be 194 million new Internet users that will come online by 2020 in the ASEAN-6, 91 million will be from Indonesia alone, according to Accenture. The region boasts plenty of economic success stories like the Philippines which is now the 6th fastest growing economy worldwide. The country also reached investment grade status for the first time from Moody’s and Standard & Poor’s rating services.

Youth is a critical factor to the region’s digital adoption. In Indonesia, over half the Internet users are younger than 20, and in Thailand 74% of Internet users are under 35, thus creating a young, energetic market in the region. Being born in the digital generation means almost always being connected and interacting across a range of devices, not only, but especially in South East Asia. Filipinos for example spend an average of 21.5 hours online weekly according to a 2012 Nielsen report, this is ahead of Indonesia at 14 and behind Singapore at 25. According to GFK Asia, 2012 smartphone sales grew 326% in the Philippines alone, making it the leader in the region. Mobile use is soaring as countries, like Indonesia, have surpassed 100% penetration. In 2013, the Asia Pacific region will be worth $433 billion, becoming the number one market in the world for B2C e-commerce at a growth rate of almost 40%.

In countries like the Philippines, new e-commerce sites like Zalora, Lazada and others have been responsible for the 71% of Filipinos who made online purchases in 2012, up 35% from 2011 based on a 2012 Visa e-commerce study. In Indonesia leading online retailers like Kaskus.com are generating annual sales between $296 and $444 million. Overall, Southeast Asia is fascinating from a growth perspective, but admittedly it has its share of concerns, e.g. outdated infrastructure, and government’s hesitance in facilitating business procedures.

Undeveloped infrastructure plays a key role in two of the biggest Southeast Asian nations, Indonesia and the Philippines, which are composed mainly of islands making transportation challenging even over short distances. Payment is also an issue, since credit card penetration is low and people still mostly rely on cash for transactions. The biggest block by Southeast Asia countries is that many countries have not given logistics providers the opportunity to remain competitive with the growing trends in e-commerce. They are hampered by their inability to adopt a paperless cargo procedure. Their lack of ratification of MC99 forces logistics providers to continue to adopt procedures that are lagging behind from the industry best in class. These inefficiencies will in turn have a negative effect on the growth of e-commerce in Southeast Asia and could cause many countries slow their growth trends.

**Ratifying MC99 to meet Expected Trends**

Ratifying MC99 is a crucial step, especially for countries in Southeast Asia and Russia, if trends are to hold and targeted growth is to be reached. If action is not taken, the result could cause a slowdown in the growth of the e-commerce in these markets, potentially missing out on the expected trends, and risk being left behind in the global economy. However, FIATA is not simply supporting MC99 for the benefit of e-commerce itself. We are supporting the ratification of this convention being confident that our industry will be, at all levels, from SME to large multi-national, able to participate proactively in the facilitation of e-commerce. Furthermore, with FIATA working hard to provide the tools, freight forwarders will be a protagonist of this electronic revolution.

FIATA Secretariat
Costa Rica: The “greenest”

Ranked first in the Happy Planet Index, Costa Rica, the “greenest” country in the world is well known for its natural beauty and famous coffee, is the second biggest economy in Central America and the fifth in Mesoamerica.

COSTA RICA abolished its army back in 1949, an action that is still highly recognised worldwide and that has certainly become Costa Rica’s trademark. Costa Rica is known as a leader in the promotion of peace, the instruments that are used to protect the country’s sovereignty are diplomacy and active participation in international systems.

Costa Rica tops Latin American charts of support for democracy. Its commitment to human rights is directly related to its national identity and it is also applauded worldwide. For example, it was through a Costa Rican proposal that the United Nations finally approved the creation of the United Nations High Commissioner for Human Rights.

According to the Global Competitiveness Report 2010–2011, Costa Rica ranks first in net primary education enrolment rate, and its educational system is the highest in Latin America.

Costa Rica also has a strong commitment for environmental protection, ranking highly in the World in environmental performance (Environmental Performance Index, 2014). The government has prepared a climate change strategy and is committed to become a carbon-neutral (C-neutral) country.

GROWING ECONOMY
Costa Rica is a development success story in many respects. An upper middle-income country, Costa Rica was able to reduce the poverty rate down from 23% in 2004 to 17.7%. The country has experienced steady economic expansion over the past 25 years or so, mostly due to the implementation since the late 1980s of a strategy of export-led growth, openness to foreign investment and trade liberalisation.

Located right in the middle of Central America, with coastline on both the Atlantic and Pacific Oceans, it is literally a bridge between South and North America. Tourism is an important commercial activity, as a result of Costa Rica’s amazing biodiversity; it is a famous destination.
Costa Rica – Facts & Figures

Official Name: Costa Rica
Capital: San Jose
Form of Government: Democratic republic since 1821
Area: 51,100 square kilometres
Coastline: 1,290 kilometres
Population: 4.6 million
Ethnic Groups: European and some mestizo 94%, African origin 3%, Chinese 1%, Indigenous 1%, Other 1%
Language: Spanish
Administrative Divisions: 7 provinces, 81 cantons, districts

Country in the World

for ecotourism. Costa Rica has achieved one of the highest levels of foreign direct investment, per capita, in Latin America. This is attracted by the country’s political stability, high education levels, and significant incentives offered in the free-trade zones.

Costa Rica’s economic structure is based mainly on the services sector, which represents more of the 70% of gross domestic product. The manufacturing industry represents almost 20% of the total gross domestic product.

For the past twenty years Costa Rica has signed free trade agreements with nearly all of its relevant commercial partners. It currently has free trade agreements with: Canada, United States, Mexico, Central America, Panama, Chile, Dominican Republic Caricom (Caribbean), China, European Free Trade Association, Peru, and Singapore.

CHALLENGES OF ECONOMIC GROWTH

The challenges of a growing export and import economy are being faced with key investment in infrastructure. Costa Rica’s airport system is based on the Juan Santamaría airport (SJO), which was named after Costa Rica’s national hero. Juan Santamaría airport is responsible for handling all international freight, as well as more of 30% of the country’s total exports, totalling up to 80,157 tons of cargo. In addition to cargo, SJO handle approximately 3.2 million passengers in 2012.

In 2009, when its management was transferred to a new managing operator, Aeris Holding Costa Rica SA, important enhancements have been made to its infrastructure making the airport a more efficient operation. Juan Santamaría International Airport is much lauded in the region and has received several awards for high quality of service. Most recently, in 2013, SkyTrax recognised SJO as the second best airport in Central America and the Caribbean.

LIMON-MOIN PORT

Limón is widely regarded as a very important port for cargo handling. Currently, it is going through a construction process that is expected to significantly enhance operations. However, it faces labour-related difficulties. These issues represent the most challenging obstacle to port privatizations in Latin America; mainly because negotiations with unions tend to be lengthy. APM Terminals, one of the world’s top port operators, said they are seriously investing in Latin America due to the region’s pace of growth in container traffic. Since Limón Port is one of their target investments, ATP is expected to operate a new container dock at the Limón Port for the next 33 years. At nearly $1 billion, this will be one of the largest investments in Central America. Once APM begins operations, the port will become the company’s first in Central America and one of the region’s largest.

The Poas volcano has erupted 39 times since 1828

Costa Rica – Facts & Figures

Official Name: Costa Rica
Capital: San Jose
Form of Government: Democratic republic since 1821
Area: 51,100 square kilometres
Coastline: 1,290 kilometres
Population: 4.6 million
Ethnic Groups: European and some mestizo 94%, African origin 3%, Chinese 1%, Indigenous 1%, Other 1%
Language: Spanish
Administrative Divisions: 7 provinces, 81 cantons, districts
Working together to improve comp

The nature of a truly global free market necessitates competition between companies in all corners of the globe. It is only when businesses, and governments alike, base their actions on compliance and ethical integrity that we are able to have, not only free but, fair international trade. Recently, the British International Freight Association (BIFA) published an article on the United Kingdom’s Bribery Act and a guide to help their companies to comply with the prescriptions of the British Law. This article resonated with us in the FIATA Secretariat and prompted us to reflect, in general terms, on the issues and importance of compliance and integrity for our industry.

The first thing to come to mind when reflecting on these issues would be the Business Integrity and Compliance Statement that was adopted by FIATA at the World Congress in Singapore last October (which is available to read in full on our website at the following address: www.fiata.com/uploads/media/FIATA_-_Business_Integrity_Statement_and_Code_of_Conduct.pdf)

The Statement includes a Code of Conduct that all FIATA members should adhere to and Sanctions that can be levied if it is not followed. The purpose of such a document is to provide the standard of achieving a high level of customer service and satisfaction for freight forwarders and logistic providers. This depends on several factors, including, everyone’s commitment to abide by the applicable rules and regulations and to refrain from any activity that can compromise the public image of the company and overall industry, create suspicion of wrongdoing, or fail to show the necessary respect for colleagues and business interlocutors.

Abiding by all applicable rules, laws, regulations, and common standards is paramount, particularly when considering, for example, both the United Kingdom’s Bribery Act and the United States’ Foreign Corrupt Practices Act can hold you liable for corrupt practices of your overseas partners, agents, and suppliers. Conducting business in line with these principles upholds the idea that your company operates in compliance with the rules and with integrity. Within the International Forwarding and Logistics Industry the concept of integrity means delivering services corresponding to the expectation of the client without creating intentional disruptions or difficulties, including bribes or other such facilitation payments. Integrity can be also seen as a positive set of attitudes which constitute honest and ethical behaviour in working practices, thus contributing to the enhancement of professional dignity. This means that working with integrity is not limited to working within existing rules, when they are applicable, but it also means to adopt ethical business mores even when such rules are not mandated by law.

In their article, BIFA summarises a guide published by the United Kingdom Ministry of Justice on steps to be taken to prevent acts of bribery and to have a defence in case any bribery charge is levied against your company. This information is not only applicable to British companies but pertinent to all members of FIATA.

An important first step is to incorporate a short statement into any contracts undergone by your business to set out your company policy on integrity. This statement would clearly illustrate that any engagement with bribes in any form is completely unacceptable. In addition, all staff should be made aware of this company policy. In order to prevent unwanted practices, you should assess whether your business is at risk and, if so, ascertain the level of risk faced by your activities. Your company should have an integrity policy in place containing procedures proportionate to the risk that you have identified with regards to the countries in which you conduct business. Make sure due diligence is conducted to assess who you are dealing with and who you appoint to represent you as you could be liable for illicit actions made by your agents working on your behalf. Proper communication to staff should include training on bribery issues and ethical conduct to raise awareness among employees as well as business partners. The final step is the constant monitoring and reviewing of your procedures to keep in line with new trends or risks faced by your company.

A strong company culture founded on the business standard of compliance and ethical behaviour is one of the strongest weapons against bribery and other corrupt practices. Furthermore, any company with such an ingrained culture of integrity serves as an example to all and is a boon for the entire industry of freight forwarders and logistics providers.

As mentioned previously, the development of a company-wide anti-bribery policy is one of the most important steps in the prevention of unethical conduct. In their article, BIFA also summarised the crucial elements that an anti-bribery policy should include. Most importantly, the policy should include a clear prohibition of the offering of bribes and, conversely, a clear prohibition against the acceptance of bribes by employees or agents of your company.
The distinction of what constitutes business hospitality or as a gift and outright bribery can become quite blurry in some occasions. As providing genuine business hospitality and carrying out proportionate and reasonable promotional activities are not considered to be acts of bribery. This being so, the anti-bribery policy should give guidance on the provision of gifts, hospitality, or expenses that may influence the outcome of business transactions. Going further, the policy should detail the typical procedures that should be followed during business transactions. Finally, a proper anti-bribery policy should provide guidance on political and charitable donations. This includes a prohibition of the payment of donations to political parties or charities that are directly linked to obtaining new business or gaining a business advantage. However, all donations are not expressly prohibited; the policy would require that any donations made in good faith are publicly disclosed.

By working together, as the Federation that we are, to form a concrete platform of compliance to put a halt to corrupt practices such as bribery, that have such a damaging effect on business practices around the globe, we can develop an industry-wide image of ethical behaviour. Such a comprehensive compliance programme relies on FIATA’s leadership, as those in the lead are principally capable of setting priorities and personally driving the industry’s culture for the better. This image of integrity and trust is crucial, not only for Individual Members and Associations but for FIATA as a whole, in the foundation of new partnerships and the continual promotion of our industry.

Heiner Rogge
Secretary General of FIATA

Please be aware that this article has been produced by FIATA with the purpose of providing general industry guidance to all members. However, this article cannot be construed as legal advice nor is it a substitute for legal advice. FIATA is only in a position to provide general non-legal guidance as each member’s situation may be vastly different. If you wish to ensure that any specific action you intend to take while relying on this article is legally appropriate, you are advised to consult a qualified lawyer experienced in the relevant legal field (which may include: forwarding, transport, logistics, international trade, and commerce) in advance of taking such action. Thank you.
Taipei, venue for 2015 FIATA World Congress

As the Chairman of the Organizing Committee for FIATA World Congress 2015 in Taipei, I heartily welcome friends and colleagues, from every corner of the world, to this fabulous and friendly city.

Mr. Peter Maegerle, the Manager who is in charge of FIATA World Congress, visited us for a facilities and sites inspection during Jan. 5-9, 2014. The visit was a great success as the 4-day schedule covered several candidate hotels, convention sites, as well as a gala dinner venue.

Mr. Maegerle received warm hospitality from myself and my working partners in the Organizing Committee, namely, Vice Chairman Mr. J.P. Tseng; Secretary General Mr. Christophe Cheyroux; Ms. Adelaide Yang, Ms. Sofi Lin and Mr. Jan. Hung-Yi.

The FIATA World Congress, held in Taipei for the very first time, will be a world-class gathering that attracts the elites of the Freight Forwarding Industry to spend a few days together to mingle, discuss, as well as appreciate traditional Chinese Culture.

The 2015 FWC slogan, “From here and now, think Global”, implies that we have great expectations for uplifting the freight forwarding industry to an even higher global level, which will be beneficial to all.

Taipei is the largest city of Taiwan, which occupies some 36000 sq. kilometers and has a population of 23 million. Taiwanese manufacturers once built the name Kingdom of World Factory in Taiwan; although many have moved to Mainland China and southwest Asia, their polished nametag is still shining and bright. Freight forwarders, specifically, play an important role in boosting the economy. Currently, there are over 1500 freight forwarders and some 2500 customs brokers on the island.

Taiwan is located southeast of Mainland China and very conveniently accessible, with two international airports and five major sea ports. We preserve Chinese Cultural heritage, while heartily embracing the influx of different ethnicities.

Taipei welcomes you! Come for our rich collections of Chinese artifacts, the delicious local cuisines, and savor the fragrance of tea as well as our warm hospitality.

Sincerely we look forward to meeting you in Taipei in 2015.

Peter Yang Shu-Ping
Chairman
Organizing Committee, FIATA Taipei 2015
Seizing the future has always been a tradition for us – and clearly, e-freight is the next leap forward our industry needs to take. From the start, we were a driving force behind it, so expect us to do what we can to help you embrace it too. Because We care for your cargo.
Jens Roemer was born in Hamburg, Germany in 1961. He began his career at a. hortrodt Hamburg in 1982 as a Management Trainee and with a. hortrodt fully sponsoring his studies of Business Administration. His management career started in Singapore in 1987, and he was responsible for South East Asia as of 1991. After 13 memorable and successful years in Singapore, he decided to return to Europe and become the Regional Managing Director for a. hortrodt Belgium, France and Switzerland. He was Council Member of the Singapore Logistics Association from 1991 to 1999, and their Deputy Chairman from 1994 to 1999. Having relocated to Belgium, he joined the VEA board (Logistics Association of Antwerp) in 2002. Within FIATA he represents the CEB (Confederating of Belgium Freight Forwarders). Above all, he is happily married to his wife, Ute, and father to three children.

If you had not joined the transportation business, which profession would you have chosen (and why)?
Maybe consultancy, I just like what I do and could be involved in similar things. Sadly though, I doubt that the enthusiasm would be the same. The level of identification would simply be different. I am just glad that I did what I did and just love what I do!

So what fascinates you about the freight forwarding industry?
The unlimited challenges and opportunities for the innovative, positive and forward looking professional with a vision. There do not seem to be limits.

And what was the motivation to accept your post with FIATA?
With my experience in Asia and in Europe, both as a senior professional of the industry, as well as of a board member in logistics associations — I am a truly global professional. I believe that I can contribute with my global experience, network and ability to understand problems from different views.

How do you view the state of the industry today?
Overall positively, we have come a long way and our profession is more and more recognised. But among others, I am concerned about certain practices related to NVOCC LCL pricing that is counterproductive and has a negative impact on the industry as a whole.

What changes would you like to see?
Even more global professionalism through education and know how transfer. Maybe FIATA should consider supporting an exchange program of young professionals.

I hope that more professionals come forward to support the industry. We need to have one voice and the more support...the stronger the voice. There is a lot of room in some countries for improvement.

Looking at the future, what advice would you give a young person joining the industry today?
To train and work hard to acquire a solid base of knowhow, than go abroad to truly understand our global and multicultural industry. Cargo moves from door to door and one can only truly consult customers if one understands the business at both ends.

Generally speaking, what, in your opinion, has been mankind’s best invention (and why)?
The printing press, as it made the wide spreading and sharing of knowledge possible.

Which famous person would you like to have met (and why)?
Charles Darwin, evolution has always fascinated me and the Galapagos Islands are one destination I have yet to see…

Do you have any unfulfilled wishes (professional or personal)?
Not really, one can always strive for more and better…but I am fine, no complaints…

What plans do you have for the future or for your retirement?
Many more years of fun and quality time with good friends, and to travel Europe and the world by bicycle.
Introduction of Verena Schaer

Verena Schaer joined FIATA on January 1st as the new ABVT Manager. Verena is of Mexican-Swiss nationality and speaks Spanish, English, German as well as French and Italian at an intermediate level.

Verena completed Master’s degree at the University of Zürich, with an emphasis on Public International Law and Communication, and finished at the online Open University UNED a second Master’s degree in Sustainability and Corporate Social Responsibility.

While working as a consultant in Brussels she participated in several projects with the objective of reducing congestion to improve the environmental performance of the transport system and enhance inter-modal transport. Back in Zürich, working for the financial and medical devices sector, she gained experience in talent development and e-learning. She believes blended courses, which interweave digital content and face-to-face interactions, are a powerful force in leveling global education. Verena pushes for an experiential learning, creativity and highly organized processes. She participated in various projects dedicated to developing technologies that solve contemporary issues in workplace. She is highly motivated and interested in enhancing her knowledge in the regulatory and practical aspects of the transport dangerous goods.

You will have the opportunity to meet Verena Schaer at this year’s HQ Session.
Forthcoming Events

March 20—23 2014, Zurich / Switzerland
FIATA Headquarters Session

April 2—3 2014, Trieste / Italy
UIC/FIATA Market Place Seminar
www.marketplaceseminar.org

June 19 2014, Beijing / China
8th FIATA Region Asia Pacific Field Meeting

October 13—18 2014, Istanbul / Turkey
FIATA World Congress
www.fiata2014.org

Reach the freight forwarders’ management executives
Welcome to our joint booth

Pavilion 1.4. Crocus Expo
Moscow, Russia
22-25 April 2014