Contraction of the Cargoline magazine

Including the latest Incoterms® 2020 as a take-out

THE STRENGTH OF AN ALLIANCE: A powerful team for every situation

Journey from the Middle Kingdom John Spedition ships beauty products to retailers throughout Europe **New partner for Poland** A modern SME – Rohlig SUUS Logistics is the perfect addition to CargoLine **Not what we need** Germany's Logistics 2030 Innovation Programme comes up short for road freight

SMOOTH PROCESSES In Automatic Warehouse

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We create links wherever you need them. Of them we evolve custom-made software that satisfies the requirements of your clients. That's because our software solutions serve as bridges for the gaps in your digital supply chain.

The material flow controller connects your systems optimally

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Dear readers,

By the time you hold this magazine in your hands, I hope we will be through the worst of it. And if not, I hope that our selection of articles will bring a touch of normality, or even inspiration, to your desk in the turmoil of this pandemic.

The value of cooperation becomes particularly apparent in difficult times. An alliance can only remain successful if it has powerful partners. But, above all, their partnership must be based on fairness and trust. CargoLine believes in treating each other as equals – both customers and partners. Our experience has shown that this approach not only guarantees stability, but also prepares the ground for creative, futureoriented products and developments. In this issue's Focus section, we offer you a closer look at this process (from page 6).

Expanding upon the theme, our Practice article (pages 18 and 19) highlights the degree of trust that shippers put in our partners. For example, the beauty brand "Barbara Hofmann" has been working with John Spedition for 20 years. John Spedition is a classic example of the many owner-managed SMEs that enrich the alliance. The same applies to Rohlig SUUS Logistics, our new service provider for Poland, that joined CargoLine at the beginning of the year. Its broad positioning and corporate philosophy make it a perfect fit for the alliance (pages 20 and 21).

In addition to our SME values, we are always interested in supporting activities that promote social and environmental sustainability. On page 10 we look forward to introducing you to Alexander Ende, a transport manager who is setting up the first bee colonies on the premises of our partner Ziegler. An idea that has also inspired other CargoLiners, by the way. This issue also provides a "hands-on" service: a pull-out section containing the Incoterms[®] 2020, which have been in force since 1 January of this year.

Finally, we take a look at the Logistics 2030 Innovation Programme, which is intended to give the logistics sector a further boost. We reveal the parameters we would like to adjust and explain why.

With this in mind – my best greetings to all of you, enjoy this issue and stay healthy!

Jörn Peter Struck Chairman of the Management Board



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You can rely on this network

Too many cooks spoil the broth? Nonsense! With its well-known partner companies, CargoLine has enormous potential. Their belief in treating each other as equals has been a key factor in the success of the general cargo alliance, which meticulously cultivates its SME ethos. This philosophy applies to voting rights within the cooperation, the joint development of digital projects and proximity to customers and employees, to name just a few examples.

UP CLOSE

Bees – the ultimate logistics professionals

They fly at up to 30 km/h and can visit 4,000 flowers per day: bees are the ultimate logistics professionals and indispensable. So it is especially pleasing that their fan community – including transport manager Alexander Ende – is constantly growing. His employer, Ziegler, has now given him permission to set up two bee colonies on the premises.

TRANSPORT & LOGISTICS

Playing it safe globally with Incoterms[®]

CIF or CIP? These abbreviations stand for standardised rules: Incoterms[®]. They ensure unified standards for rights and duties between trade partners internationally. A new version of these terms came into force at the beginning of the year. This article identifies the key changes you need to know – in a clearly structured pull-out section.

IN BRIEF

> Medical aid for Uganda > Schmidt-Gevelsberg does good > BTG Feldberg & Sohn has a blast > Happy children's faces > A taste of honey > amm logistics supports the region > 13 football pitches for Kissel Spedition

PRACTICE

Journey from the Middle Kingdom

Whether by air or sea freight: Barbara Hofmann's exclusive cosmetic products have often travelled thousands of miles before they land in European markets. All the more important are short distances when it comes to communication. John Spedition follows the same philosophy – the freight forwarder is responsible for the company's imports and offers pan-European distribution from a single source thanks to CargoLine.

INTERNATIONAL

Extremely "elastyczny!"

With state-of-the-art warehousing and 250,000 square metres of storage space – distributed over 17 terminals throughout Poland – Rohlig SUUS Logistics is its own national network within the general cargo alliance. The new partner enables CargoLine to expand its scheduled services between Germany and Poland – for even greater flexibility and an expanded range of services.

STRATEGY

We have no lobby

22 The Logistics 2030 Innovation Programme aims to reinforce Germany's leading global position as a logistics location. But have the planned measures been properly considered? Are they realistic? Are they adequate for the general cargo sector? And what role do SMEs play? Jörn Peter Struck, Chairman of the CargoLine Management Board, takes a clear stand.

24 PARTNER MAP

You can **rely** on this **network**

Of the six major general cargo networks operating in today's logistics sector, CargoLine is the only medium-sized cooperation that is not dominated by a few much larger partners. The alliance aims to live by the values that unite its members and seek out common ground at every opportunity. A look behind the scenes shows why this unique structure has many advantages for both partners and customers.

he success of German business is driven by its SMEs, a group to which more than 99 percent of all firms in Germany belong. These companies account for more than half of our economic output and

almost 60 percent of jobs. Approx. 82 percent of apprentices in Germany undergo their vocational training in an SME. Germany's small and medium-sized companies (SMEs), also known as the 'Mittelstand', are the country's strongest driver of innovation and technology and are renowned across the world." This is how Germany's Federal Ministry of Economics and Energy describes a constant factor in the country's success on its website (www.bmwi.de). At the same time, the ministry points out that SMEs now face major challenges, such as digitisation. Overcoming these alone is no easy task – hence their willingness to join forces.

No single company

work. Everyone, large or

Thomas Bauer, Managing Director

small, has equal

of Honold International

rights.

dominates the net-

After all, individually they are already strong, but together they are even stronger.

So, it is hardly surprising that cooperations are a popular strategy-and the logistics sector is no exception. Freight forwarders use them, for example, to make their own general cargo routes more efficient and offer customers standardised services throughout



Europe. However: "No matter what the issue at hand, we are committed to the principle of one partner, one vote – regardless of the company's size and status," emphasises Jörn Peter Struck, Chairman of the CargoLine Management Board. "This means that – unlike the big groups – we cannot simply force our partners to adopt innovations from above. We want and need to involve our partners in every important decision. By doing so, everyone stands behind them afterwards."

Making full use of internal potential

Treating each other as equals is something that the alliance takes very seriously. As

a result, its shareholders, advisory board members and franchisees as well as sales, forwarding and IT managers meet more frequently than is usual in other networks. The most unusual event in the industry is probably "Fit4CargoLine". What sounds like physical exercise is, in fact, a forum for discussing current issues affecting the everyday working lives of employees. For example, hall managers, heads of scheduling and service employees meet here to discuss practical challenges frankly and contribute their ideas. "And since hardly anyone is closer to the customers than they are, they make a key contribution to our continuous improvement processes," says Struck.

Practical experience for practical applications ...

... that's what CargoLine's ten working parties are all about. Among other things, they examine whether the individual needs of specific customers could be relevant for everyone – in other words, whether they should be implemented throughout the network. For example, the members of the IT working party took into account a very wide range of customer requirements when designing the new Octobus platform. And they also gave shippers a great deal of influence in the development of the associated customer portal. One existing customer even tested some parts of the portal before it went online (see CargoTime 2/2019).

SeaLine is another example. This product was only launched recently and is a one-stop shop for general cargo customers – enabling them to purchase land transport, sea freight, contract logistics and other services from a single source. From any partner in the network! SeaLine was created by CargoLiners with experience in sea freight. They provided their know-how to the alliance free-of-charge, trained interested network partners and became mentors, helping their colleagues to find quick answers to important questions.

This approach has already been used to develop other products. "Our alliance has immense potential within its ranks. So, we exchange experiences and knowledge wherever possible – and everyone benefits," says Struck. "At the same time, it breathes life into our values such as high performance and strong partnerships. This is very important to us."

Embracing the unconventional

A culture of openness, however, means that some decisions are controversial and the subject of passionate debate. But the alliance usually sees this as a good thing because the results are better thought out and more sustainable. One example of this was the question of whether CargoLine should establish Unlike the big groups, we want and need to involve our partners in every important decision. By doing so, everyone stands behind them afterwards.

Jörn Peter Struck, Chairman of the CargoLine Management Board its own subsidiaries. "Our customers must be able to rely on the network unconditionally. To achieve this, our shareholders are prepared to embrace unconventional approaches and invest when necessary – as they did when they set up the network's own subsidiaries. However, actions like these remain the exception because our primary focus is on gaining well-known local freight forwarders as partners," explains Jörn Peter Struck.

In January 2020, Hugger – the former CargoLine franchisee in Aldingen – became a CargoLine shareholder. Honold International, based in Neu-Ulm, also exchanged its franchisee status for that of a shareholder at the turn of the year – a role that the freight forwarder had previously held with the competitor network System Alliance, where it is now taking on the role of a system partner.

Switching from one alliance to another as a shareholder is quite unusual. "CargoLine is very broadly based with 16 shareholders and 84 partners in 43 countries, and no single company dominates the network. Everyone, large or small, has equal rights. That requires a lot of trust," explains Thomas Bauer, Managing Director of the Neu-Ulm branch.

In addition, CargoLine requires all its partners to achieve mandatory quality and performance standards, which it also checks, evaluates and rewards through central as-



sessments, performance comparisons and the "Partner of the Year" title.

Size doesn't matter

These standards apply to everyone from shareholders to network partners such as Franz Transport. The service provider from Ronneburg near Gera has been a system partner in the alliance since January 2018.

However, CargoLine was not entirely new territory for Alexander Franz. He and Kerstin Nettelnstroth, who is responsible for sales and controlling at Franz Transport, learned the logistics business at a former CargoLiner. "When that company was sold, we decided to seize this unique opportunity to take over the areas of Eastern Thuringia and Western Saxony for the alliance through my parents' company. After all, I had always been fascinated by CargoLine because everyone here pulls together but still retains their individuality," explains Alexander Franz. "Fortunately, numerous employees have also brought their know-how and experience from their previous jobs to us and have been fully committed to us and the network from the very beginning, for which I am extremely grateful."

Thomas Bauer also emphasises the alliance's powers of innovation – reflected in its modular Octobus IT infrastructure, the online forwarding company Cargoboard and Cargocast, for example. The latter is a new tool that uses data to predict future consignment volumes. "These are important projects that even SMEs of our size cannot realise on their own, but which offer our clients enormous added value," explains Bauer.

Welcome to the family

The "mentors" who are on hand to assist every new partner were particularly helpful in smoothing Franz Transport's way back into the CargoLine family. For Franz, this was Wackler in Göppingen and Wilsdruff. "We were able to approach Wackler's management and employees at any time and arrange concrete support. That kind of partnership creates strong bonds. We still maintain close contacts," says Kerstin Nettelnstroth. For example, not only did employees from Franz's pallet department train at Wackler for several days - its schedulers of local and scheduled transports as well as employees from the accounting department spent time at the company, too. "Thanks to the lively communication with Wackler's staff, we quickly got to know and feel at home with the alliance and its processes."

I had always been fascinated by CargoLine because everyone here pulls together, but still retains their individuality.

Alexander Franz, Managing Director of Franz Transport

In return, the cooperation became ever stronger and more reliable. Strengthening these foundations is a never-ending process. It includes providing support in very acute circumstances, e.g. when the volume of shipments increases so much that a single partner would be overwhelmed. Franz experienced precisely this situation in 2019 because – as it had hoped – new opportunities within CargoLine also led to an increase in the order volumes for the freight forwarder. "The head office and task force were highly forthcoming: they helped us gain access vehicles, personnel and alternative storage facilities extremely quickly," reports Alexander Franz, visibly relieved. "So even when bottlenecks occur, our customers need not worry, because we have the expertise – and partners – to solve problems quickly and confidently."

From driving licences to football

The extensive range of training courses offered by CargoLine and its partner companies contributes to the network's successful team culture. Honold makes extensive use of these opportunities for its employees. As Thomas Bauer explains, only competent and committed employees can ensure customers are completely satisfied whatever their requirements. "Satisfied, motivated colleagues mean there is less fluctuation in our workforce. Our staff stick with us and that makes us particularly happy. It makes our customers happy, too: they appreciate having the same contacts who know their special needs and preferences inside out," he concludes. Alexander Franz agrees. All his employees have the "CargoLine driving licence", which they can only receive after completing all the general cargo alliance's e-learning courses. But the "driving licence" alone is just the beginning. In addition to the e-learning courses, CargoLine's own academy offers a wide range of professional development opportunities. These range from specialist seminars for commercial employees, fleet managers or sales staff to training courses that promote social and communication skills.

As well as topics such as "From employee to supervisor" or "Intercultural competence", the programme focuses primarily on serviceoriented content, e.g. "Professional handling of complaints", "Load safety" or "Consistent customer orientation". In addition, there are product training courses – SeaLine is a recent example – as well as events that focus on fun, like CargoLine's popular football tournament, which takes place every two years. By the way, this is the only event where "competing against each other" is positively encouraged and the idea of cooperation can be trampled under foot for a change. «

Facts and figures

12.8 million shipments within the network

thereof 3.05 million international shipments

> turnover 1.46 billion euros

> > 50

partners in Germany

of which 16 shareholders

another 34 partners in 43 countries

7,590 employees in Germany

> thereof 851 apprentices

1,675 daily direct lines across Europe

Bees – the ultimate logistics professionals

The French CargoLine partner Ziegler in Mulhouse, Alsace, will soon be enjoying some sweet support on its company premises – from bees. The idea and know-how for the project came from transport manager Alexander Ende, who has been an enthusiastic amateur beekeeper for five years.

n Alexander Ende's garden, summer is the buzziest time of the year for logistics. It teems and hums from morning to night as 30,000 honeybees perform take-off and landing manoeuvres. The hive stands less than three metres from the terrace in his garden in the middle of a village between Basel and Mulhouse. But the 43-year-old forwarding agent is not perturbed by the unloading processes of thousands of pollen and nectar shipments. Nor are his two daughters, five and ten years old – they are completely unafraid of stings and happy to help their father tend his bee colonies, ten of which are located in orchards of friendly neighbours.

A natural hobby

The perfect organisation of bee colonies has always fascinated the German, who was born near Lake Constance. "I grew up close to nature. We had a large garden where we grew fruits and vegetables and I had lots of opportunities to observe the bees," he says. However, he only took up his current hobby five years ago - when his 90-year-old neighbour invited him to an event organised by the local beekeepers' association. "He's been a beekeeper for 74 years and is a walking encyclopedia on the subject." The CargoLiner was immediately enthralled by the art of apiary, enrolled on a six-month course and then started with two colonies. "It's quite easy and not nearly as dangerous as most people think," he explains. "It's important to remember, though, that the bees know when you're feeling stressed. So, I always stay calm and that helps me to relax." Enthusiastically,



he continues to discuss the finer points of his hobby as well as the regional specialities of his adopted home. In Alsace, there is honey from fruit tree blossoms and dandelions in spring, from robinias ("acacia honey") in May and, from June onwards, from lime trees and sunflowers.

Masters of logistics

Honeybees are, explains Ende, true masters of logistics. Just one of them can pollinate 4,000 flowers in a single day. Flying at up to 30 km/h and with a maximum radius of three kilometres, they return to their hive punctually every evening. They communicate the precise location of the best flowers to their colleagues through the medium of dance. Alexander Ende can also dance reasonably well, but generally uses different communication channels. Over the past 20 years, he has worked in every department at Ziegler. Today, as transport manager, he is responsible for all partner traffic and international transports. With three branches in Alsace and another one in Lille, Ziegler has been responsible for northern France within the CargoLine network since 2015.

Honey from the company site

In May, with the approval of the management, Ende will set up two beehives on a green area at Ziegler's premises in Mulhouse. The reason is a nearby avenue of robinias, which promises an excellent yield of up to 70 kg of honey per year. He plans to sell the fortifying "Ziegler honey" in 500 g jars to his colleagues at cost price or give it away to friends and business partners. "For me, it's not about making

money but preserving and promoting the art of beekeeping," he emphasises. "This is really important in times when large numbers of bees are dying and nature is being destroyed."

Slow death

Alexander Ende sees the monocultures of big farms as a major problem. "Corn is the only thing that's really grown here. A corn field means high levels of pesticides and fertilisers. The bees carry the contaminated pollen back into their hive – and that's a slow death for the colony." In future, the transport manager would therefore like to see fewer pesticides and more companies which – like his employer – are prepared to provide these vital insects with a protected habitat. "Because," and here he quotes Albert Einstein, "if the bee disappeared off the face of the earth, man would only have four years left to live." &

Playing it **safe** globally with **Incoterms®**

The so-called Incoterms[®], set up by the International Chamber of Commerce (ICC), have provided clear, unified standards for rights and duties between

trade partners since 1936 – and indeed on a worldwide scale. However, a new version has now been in force since 1 January 2020.



f only everything were so simple: three letters such as EXW, FOB and DPU are enough to clearly specify complex terms of delivery. They enable a buyer and a seller or an exporter and an importer to come to a standard globally applicable agreement about a given shipment, specifying which party bears which costs and risks and what kind of due diligence duties they need to fulfil – for example, who needs to obtain the commercial and shipping documents, insure the consignment or pay potential customs duties.

Risk mitigation

Although the Incoterms[®] do not have legal status and cannot replace a sales contract, they can be referred to in a national or international contract, which then gives them legal force. Clear regulations prevent misunderstandings and cost-consuming disputes, reducing the risk of legal complications for both parties.

More user-friendly

All this makes it advisable to take a close look at the new features of the Incoterms[®]. The changes that were introduced on 1 January 2020 largely concern the presentation and order of the rules, with a number of explanatory notes. The purpose of the revised version was primarily to improve user friendliness

Tip:

Recommendation: as the previous Incoterms® are still valid, the ICC suggests using the following wording if the 2020 version is preferred: "[chosen Incoterms® rules] [named port, place or point] Incoterms® 2020". The same applies when using, for example, Incoterms® 2010: "[chosen rules] Incoterms® 2010". compared with the previous version of 2010. Three changes, however, stand out: the different levels of coverage in CIF and CIP, the renaming of DAT to DPU and the inclusion of security-related requirements.

Different coverage levels in CIF and CIP

According to the CIF and CIP rules, the seller continues to be under an obligation to arrange transport insurance at his/her own expense. However, unlike in Incoterms® 2010, the two rules now provide for different minimum coverages. If a CIF rule is agreed, minimum cover continues to be the same as before. In other words, the transport insurance that must be taken out by the seller as far as the specified destination port must still correspond at least to the C rules specified in the Institute Cargo Clauses or similar rules (insurance of named risks). On the other hand, if a CIP rule is agreed, the seller must **Continued on page 14**

Insurance liability, assumption of risks and costs

Seller	Customs	Loading	Carrier	Cargo Terminal	Port	Transport	Port		
EXW (EX WORKS)									
FCA (FREE CAR	RIER)								
CPT (CARRIAG	E PAID TO)								
CIP (CARRIAG	E AND INSUR	ANCE PAID TO): 110% all-risk	up to the nai	ned place				
			obligation						
DAP (DELIVERED AT PLACE) Seller delivers when the goods are placed at the disposal of the buyer on the arriving means of transport ready for unloading at the									
Seller delivers w	nen the goods at	e placed at the d	isposal of the bu	yer on the arrivi	ng means of tran	sport ready for 1	inioading at the		
DPU (DELIVER	ED AT PLACE I	UNLOADED)							
Seller delivers wh	nen the goods, or	ice unloaded fror	n the arriving me	eans of transport	, are placed at the	disposal of the b	ouyer at a named		
DDP (DELIVER	ED DUTY PAIE	D)							
2									
🖞 FAS (FREE	ALONGSIDE S	HIP)							
🖞 FOB (FREE	ON BOARD)								
9 <i>i</i>									
🖞 CFR (COST	AND FREIGH	T)							
• · ·									
🖞 CIF (COST,	INSURANCE A	AND FREIGHT)						
						obligation			

All information without guarantee. The wording of the ICC International International Chamber's Incoterms® 2020 applies.

obligation

pursuant to Incoterms® 2020

		ZOLL			What you should know about the latest Incoterms®
Named Place	Carrier	Custom	Unloading	Buyer	In total, there are eleven Incoterms® rules, of which sev- en can be applied to all modes of transport and four to sea and inland waterway transport:
					 EXW, FCA, CPT, CIP, DAP, DPU and DDP apply to all modes of transport FAS, FOB, CFR and CIF apply to sea and inland waterway transport
					Use of the rules does not replace a sales contract, but they define specific contractual objects such as certain duties to be undertaken by each party, as well as the risk trans- fer and the distribution of costs.
					Incoterms [®] are only legally binding if they have been agreed in a legally compliant way. In other words, the parties must define precisely which of the rules they wish to apply and in which version. Modifying them poses a risk to legal certainty.
					The rules are intended for B2B business only.
					They can also be applied when trading within a country.
named place.					Since their first publication in 1936, they have been revised seven times by the International Chamber of Commerce (ICC). The latest version became effective on 1 January 2020.
place.					
					The risk is borne by the seller
					The costs are borne by the seller
					Transport insurance is the responsibility of the seller
					The risk is borne by the buyer
					The costs are borne by the buyer
					🖞 Clauses for sea and inland water transport
					CargoLine
					LogisticsNetwork

Continued from page 11 $\,\,\otimes\,\,$



now provide insurance cover in accordance with the A rules of the Institute Cargo Clauses (all-risk coverage) as far as the specified destination depot. Nevertheless, whether the parties use a CIF rule or a CIP rule, they are free to agree different insurance covers.

Renaming of DAT to DPU

Under Incoterms[®] 2010 DAT (Delivered at Terminal) rule, the seller was considered to have delivered the goods as soon as they were unloaded from the means of transport at a "terminal". Although, according to the 2010 explanatory notes, the term expressly meant any unloading location, it was frequently misunderstood to mean nothing more than a "terminal". Incoterms[®] 2020 take account of this fact by renaming the former DAT rule as the neutral DPU rule (Delivered at Place Unloaded).

Inclusion of security-related requirements

Security-related requirements for the shipping of goods are now included in rules A 4 and A 7 for all Incoterms[®] 2020 clauses. As with the other Incoterms[®] rules, it should be noted that they only directly apply to the parties to the sales contract and are not the subject of the contract of carriage.

Further changes from Incoterms® 2010 include bills of lading with an on-board notation under the FCA clause, organisation of transport using the seller's or buyer's own means of transport in FCA, DAP, DPU and DDP, the exclusion of VGM (Verified Gross Mass) and a warning against using DDP and EXW rules in cross-border trade. ◊

DDP:

Instead of using DDP, it is advisable for a sender to use either DAP or DPU (formerly DAT). This is because DDP imposes a maximum level of obligation on the sender, so that they need to bear all the costs and risks all the way to the destination, clearing the goods for both import and export, paying all the relevant charges and handling all customs formalities. With DDP, a sender must be aware that he needs a partner for customs clearance in the country of destination.

Tips

EXW:

Both the recipient and the sender would be better advised to use the FCA rule (named place) instead of EXW: FCA protects the goods recipients from the need to organise loading themselves and to draw up the export documents. Also, FCA provides better protection for any loss or damage that occurs during loading. Moreover, if legal provisions are in place in the export countries, allowing only exporters to apply for export permits, then the EXW rule is totally unsuitable from the buyer's perspective anyway. However, the sender also benefits from less ambiguous rules concerning liability, costs and the scope of commitment.

You can also download an overview of the Incoterms® 2020 in form of a PDF at www.cargoline.de/ incoterms



"Take an ultrasound machine to Africa? Sure!" At first, it looked like business as usual for Vasilios Papavramidis. "However, when I learned that the machine had been financed entirely by donations and that members of the association "Partnership Bukuumi/Uganda" were paying the transport costs out of their own pockets, I knew we had to help," explains the air freight specialist at Rüdinger, the logistics company based in Krautheim. He spoke to Roland Rüdinger, the owner of the company. The two men quickly agreed to support the association and promised to cover the costs of transport and customs clearance. In January of this year, representatives of the association handed over the medical equipment during a visit to Bukuumi. The machine is now providing valuable assistance during antenatal examinations in the maternity ward.





Helping people to help themselves – from an early age

However, the primary focus of the "Bukuumi/ Uganda Partnership" is on supporting a day school that provides education and care for around 180 children. The children work hard and help to provide for themselves through farming and gardening. Yet they also need financial support, for example for constructing and furnishing buildings. 100 percent of the money collected by the association is used to fund selected projects in Bukuumi – thanks in part to supporters such as Spedition Rüdinger. There are no administrative costs and the members of the association pay all expenses incurred during visits themselves. *§*

If you would like to learn more about the project and want to help, you can find all the necessary information by following this link: https://bukuumi.weebly.com



Medical aid for Uganda



Schmidt-Gevelsberg does good

For almost 40 years, Caritas Deutschland, the Volmarstein Protestant Foundation (ESV) and the towns of Gevelsberg and Schwelm have enjoyed an annual donation from the Hans Grünewald Foundation. And the sums involved are considerable: with the 2019 payment, the total broke through the ten million euros barrier! Well over eight million euros of the donations have been drawn from the taxed net profit of Schmidt-Gevelsberg, the CargoLine partner based in Schwelm.



"These charitable activities are coordinated by the Hans Grünewald Foundation – our sole shareholder. They are conducted in accordance with the last wishes of Auguste Grünewald who set up the foundation after the death of her husband Hans. Her aims were twofold: to ensure the future of her freight forwarding company Schmidt-Gevelsberg and that good could be done in the world even after she and her husband had passed on. Our employees are very proud that their daily commitment makes these generous donations possible," explains Burkhard Frese, Managing Director of Schmidt-Gevelsberg.

The money benefits large and small charitable projects that care for children, the elderly and young people in the aforementioned towns and organisations. These are personally selected by the Foundation's Board of Trustees. \triangleleft

BTG Feldberg & Sohn has a blast

If you're gonna party, party hard! To celebrate its 125th anniversary, BTG Bocholter Transport-Gesellschaft Feldberg & Sohn invited its employees to a party in the Dutch town of Winterswijk, around 20 kilometres away. There they celebrated with fun team activities, such as go-carting, bubble football, glow golf, LED bowling and a 6D cinema event.

A welcome gatecrasher

But the company's employees had also come up with a special idea. Back in Bocholt, a huge BTG truck gradually materialised during the party – crashing through a wall in the stairwell of the company's office building. Staff had engaged a professional graffiti artist to create the artwork while the company celebrated in Winterswijk.

"We were incredibly happy with the gift," explains Jörg Feldberg, Member of the Management Board. "The message is clear



and proud: nothing can stop us! Moreover, it shows how much our employees appreciate the company as an employer – just as we appreciate their contribution to the company's success."

Four generations of experience

Jörg (42) and his brother Jan (44) have been managing the company since 2007 – the fourth generation of the family to do so. Their father Clemens August (80), who ran the company for almost 50 years, is at their side in an advisory capacity. "We have a lot to thank him for. He was a true pioneer – making BTG an early adopter of digital technologies, establishing our European transport services and promoting the long-term development of the company by joining CargoLine," explains Jan Feldberg.

Successful throughout Europe

Founded on 10 November 1894 at the railway station in Bocholt, BTG handles around 1,500 consignments daily at its 45,000 square metre site. In 2018, its 280 employees generated around 30 million euros in the areas of land transport, contract logistics, removals and the transport and storage of hazardous materials. The company, which operates throughout Europe, has been a member of CargoLine since 1996 and a shareholder since 2014.

Happy children's faces

Even in a city as prosperous as Frankfurt, not all children can necessarily expect to receive a Christmas present. That is why every year the employees at the CargoLine system headquarters ask children at the "Arche" project to send them a Christmas wish list. Each wish is as individual as the child who made it and costs around 20 euros. For the CargoLiners, it is an honour to buy the gifts, such as cereal bowls, rucksacks, crayons or juggling plates, pack them themselves and hand them over to the children's project in Frankfurt (www.kinderprojektarche.de).

"When we're celebrating Christmas parties, we feel it is very important to explain to the children what the festival is all about and why we celebrate it. This time we did so by staging a play of "Father Martin" by Leo Tolstoy for the children. The Christmas party was thus much more than just handing over presents," explains Daniel Schröder, Director of the Arche project in Frankfurt. "We would like to thank the employees of the CargoLine system headquarters and all our other supporters for bringing joy to a total of around 500 children and teenagers in Frankfurt alone at Christmas. The children's gratitude and honest joy always give us fresh motivation to continue," he adds. *<*



www.kinderprojekt-arche.de



A taste of honey

Since April, the premises of MTG Mannheimer Transport Gesellschaft have been a hive of activity. The site is now home to two colonies



of bees that are busy swarming out to collect nectar and make "urban honey".

"It is now well documented that, in addition to the Varroa mite, growing environmental pollution, diminishing plant diversity and heavy exposure to insecticides is drastically increasing bee mortality. We want to play our part in reversing this trend. So, after some research, we decided to cooperate with the apiary "Mannheimer Stadthonig" and sponsor two bee colonies," explains Uwe Bayer, Managing Director of MTG.

In the very first year, the freight forwarder can already expect to harvest about 20 kg of honey in return for its hospitality, which it mostly intends to give away as Christmas gifts. In addition, MTG plans to involve its employees and their children – as well as customers – in harvesting and processing the honey. Who knows, perhaps other companies will join the urban honey movement?! *\$*

13 football pitches for Kissel Spedition



"At the end of 2020, we will bundle all existing activities at our new location in the industrial park in Aschaffenburg-Mainaschaff. This decision takes account of the positive trend of the past few years, will create space for further growth and optimise our handling processes," says Michael Kissel, Managing Director. Proudly, he outlines the dimensions of the new facility, which is being built right next to the A3 motorway and several other major roads: with a total area of 93,000 square metres (equal to more than 13 football pitches) it will accommodate an 8,800 square metres cargo handling hall with 84 loading gates, a logistics area of 5,000 square metres, offering room for up to 6,000 pallet spaces in high bay rackings and up to 800 pallet spaces in block storage, an administration building, a workshop and its own truck refuelling facility. A remarkable 73,000 square metres of earth will be moved during its construction.

The only disappointment for the brothers Michael, Joachim, Stefan and Thomas Kissel, who manage the company together, is that their father Edwin, who founded the freight forwarding company in 1979 and successfully managed it until his death in 2017, did not live to see this milestone.

Kissel joined CargoLine on 1 July 1994 and became a shareholder exactly eleven years later. In 2015, it was awarded the "Partner of the Year" title for outstanding qualitative and quantitative performance. <

amm logistics supports the region

Every year, the same three non-profit organisations receive donations of 1,000 euros from amm logistics. "As a freight forwarder based in Konradsreuth, we serve customers in the border triangle of Bavaria, Saxony and Thuringia every day. And our employees come from all three federal states, too. That's why we decided to support a charity in each of these regions. We surveyed our employees and they decided who should receive the three annual donations of 1,000 euros," explains Alexander Prittig, Branch Manager.

They chose Schutzhöhle e.V. based in Hof, Bavaria, the Plauener Tafel food bank run by Arbeitsloseninitiative Ali (an initiative for the unemployed in Saxony) and Viel Farbe im Grau e.V. in Greiz (Thuringia). Schutzhöhle is committed to combating sexual violence against children, young



Shortly before Christmas, Alexander Prittig (Branch Manager of amm logistics, second from the right) and Dominik Söllner (amm logistics, sales, left) presented Marion Schneider and Jana Morawetz (Plauener Tafel e.V.) and Kristina Grefe and Yvonne Bänsch (Schutzhöhle e.V.) with donations of 1,000 euros each. There is no representative of Viel Farbe im Grau in the photo.

people and adults. It runs a specialist counselling centre for victims of these offences and works in the field of prevention. The Plauener Tafel food bank supports people on low incomes with food and goods for their daily needs. Viel Farbe im Grau focuses on supporting families with seriously ill children, for example by fulfilling their wishes. ◊

Journey from the Middle Kingdom

Barbara Hofmann's exclusive cosmetic brushes have been manufactured in China for decades. The company's European import and distribution operations are all handled by its reliable, full-service partner – John Spedition in Eichenzell.

Furthermore, the properties of synthetic fibres can be controlled and varied in many ways. For example, the hair can be manufactured in different thicknesses or dyed in any desired shade – as in Barbara Hofmann's pastel series. The brush handles and hair shine in mint, light blue, delicate yellow and pink.

"We manufacture our brushes at several factories in China. This is the only way to achieve the best quality at the most attractive price," explains Barbara Röder, also co-founder and Managing Director. "In addition to being available in every imaginable colour and look, we can provide our brushes with private labels¹ too." Christian Herbert, the Managing Director's son, works in the company's in-house graphics department creating individual designs according to customers' specifications.

4,800 nautical miles to the destination

It's a long way from China to Germany. And it's a major challenge to transport the brushes –

For the love of beauty

In addition to its premium quality makeup brushes, Barbara Hofmann's product range includes many other cosmetic accessories, such as sponges, powder puffs, brush cleaners and cosmetic bags. The company is proud of its wide range of environmentally friendly products and processes. These include, for example, cotton buds made of pure bamboo, which are only dispatched in boxes with completely plastic-free shipping bags – just like all the other products are. Barbara Hofmann's products are sold in its own online shop as well as many perfumeries, drugstores and department stores.

n attractive visage is not just a gift of nature, but an art form that can be learned and nourished. Barbara Hofmann GmbH, based in Flieden, is a specialist and one of Germany's most innovative companies in the field of cosmetic accessories. The family-run company focuses primarily on high-quality brushes - because having the perfect tools is the secret to perfect makeup. And Barbara Hofmann offers an exceptionally large range of exclusive products for every personality, style and trend. Make-up artists and enthusiasts, in particular, appreciate the innovative brush shapes - such as the "Edge" foundation brush. But, above all, they love the high-quality materials and perfect workmanship of all the company's products.

Yet there is more to the finest cosmetic brushes than meets the eye. Selecting the right brush hair is critical for achieving great results and the perfect look. For example, brushes that use real hair, such as cow, goat or horse hair, have a coarser structure and are ideal for powdery consistencies. However, modern cosmetic brushes made of synthetic hair are in no way inferior to brushes made of natural hair. On the contrary, their smoother surface is ideal for the application of liquid products, such as foundation. Their smoother texture makes them easier to clean as well as vegan and suitable for allergy sufferers.

Synthetic hair from Asia

"Natural hair brushes play a relatively minor role in today's market," confirms Andreas Weckesser, co-founder and Managing Director of the renowned company. "35 years ago, virtually all brushes were made with natural hair. Today, however, the vast majority of customers want synthetic hair. That's partly because they are cheaper, but also because they are much more robust and easier to care for than natural hair brushes," Andreas Weckesser continues.



undamaged and on time – from factories in the booming metropolis of Shenzhen in the Bay of Hong Kong to drugstores throughout Germany. But the cosmetics company has been working closely with the CargoLine freight forwarder John Spedition in nearby Eichenzell for over 20 years.

Initially responsible only for distribution operations within Europe, John Spedition now manages the import process, including customs clearance, for Barbara Hofmann as well. "Thanks to the CargoLine network, we can offer everything from a single source," explains Oliver Troßbach, Head of International Transport at John. "We handle around 20 import orders per month for Barbara Hofmann. To do this, we work together with a Non-Vessel Operating Common Carrier (NVOCC) who acts as our agent. The NVOCC manages the contact for us on the Chinese side, loads a consolidated container with the cartons and sends it on its long journey," explains Troßbach.

At the seaport of Hamburg, the driver from John Spedition takes the beauty products from the Middle Kingdom and stacks them on pallets. "We have clear instructions from Barbara Hofmann on how many boxes to place on each pallet," emphasises the freight forwarding manager. "The logo must always be facing outwards and the heavier cartons be put at the bottom."

Everything from one source

The freight forwarder then transports the brushes to the Barbara Hofmann warehouse in Flieden, or sometimes directly to the end customer. In addition, John Spedition is responsible for the collection and distribution of the beauty products manufactured by the company in Germany. It also handles extra air freight shipments three to four times a month. "We move up to 50 pallets a week, fully packed with cartons and displays. Half of these are delivered to destinations in Germany, the other half internationally – mainly to Switzerland, the Benelux countries and France," says Troßbach.

If the chain needs oiling...

So, what is the secret of this close and trusting partnership that has already lasted over decades? "It's the short distances and clear communication with John," says Barbara Röder. "A good logistics provider is a company I can always rely on. I simply call up and say I have this or that problem. And they quickly find a solution. We've known each other for years so this process is much easier. That's what makes my work so enjoyable!" Birgit Bergemann, Managing Director of John Spedition sees it the same way. "We talk regularly and know if the chain needs oiling," she emphasises. Would she ever like to travel to China herself one day? Birgit Bergemann finds the idea attractive: "If it's the right thing to do and helps us to improve our processes yet further, we would like to visit some of the suppliers personally - and gladly together with Barbara Hofmann's team."

¹Private labels are products that are specially produced for a dealer and are marked with the dealer's name or a brand name of their own. Barbara Hofmann

... is a family business founded 35 years ago in Flieden near Fulda. The company focuses primarily on the production and distribution of cosmetic brushes and accessories, including customised imprints and packaging. Moreover, the company provides contract services such as repackaging, labelling, display assembly and graphic design services for SMEs.

70 employees

More than 4,000 square metres work space

www.barbarahofmann.de www.lohn-konfektionierung.de

John Spedition

... provides a full range of logistics products and services from general cargo, part and full loads, contract logistics, air and sea freight to customs clearance and insurance at its headquarters in Eichenzell. Since 1996, the freight forwarder has been operating CargoLine's central hub and, since 2012, its European hub as well. Every night, within just five hours, it processes over 100 trucks and handles around 5,000 packages.

> **200** staff

300,000 consignments per year

20,000 square metres warehousing space

10,000 square metres handling area

www.john-spedition.de

Extremely "elastyczny"

In January 2020, Rohlig SUUS Logistics became CargoLine's official partner for Poland. The owner-operated all-rounder is an extremely dynamic company that profits from its own distribution network in Poland and state-of-the-art warehousing.

hat can we do for you today? Deliver a consignment of coffee machines or a pallet of household appliances? A shipment of hazardous goods or blades for a wind turbine? It's all in a day's work for Rohlig SUUS Logistics. This versatile company is one of Poland's Top 5 logistics providers and a one-stop-shop for every imaginable service – from simple door-to-door deliveries to shipping 210 containers of fragile glass elements for the construction of a New York hotel.

Its clients come from a wide range of industries – including SMEs and major international corporations, such as Whirlpool, Herlitz or Valeo. "SMEs are very important to us because they account for 20 to 25 percent of our sales," explains Patryk Świderski, International Groupage Product Director at Rohlig SUUS Logistics, who has been working for the full-service provider for 15 years. "Because of the importance of general cargo, we have been working with various CargoLiners since I joined the company," he says. "Over the years, we have built up more and more of these bilateral relationships so that today we cooperate directly with eleven partners in Germany alone," adds Patryk Świderski.

On the same wavelength

In January 2020, the company became a genuine CargoLiner itself. There were many reasons for this step. "On the one hand, we always got along well with each other. The communications were clear and the service was good. And we always appreciated the stability, reliability and good reputation of the general cargo alliance and its pan-European coverage," says Patryk Świderski. After all, the Polish logistics specialist company has an international outlook itself, as its many locations and customers show. Bernd Höppner, Managing Director responsible for CargoLine's international operations, also considers the partnership to be extremely successful. "Rohlig SUUS is a broad-based logistics provider with SME values that are an ideal match for ours. By taking our partnership to the next level, we will be able to expand our scheduled services between Germany and Poland still further and thus broaden our product range.

At the same time, Rohlig's network structure in Poland will make us even more flexible – to the benefit of our customers."

As big as 35 football fields

"Flexible" – in Polish "elastyczny" – is a key term that is closely linked to the success of Rohlig SUUS Logistics. After all, like many CargoLiners, the new partner is an owner-operated company. "And the only Top 10 service provider in the Polish logistics sector that is also 100 percent Polish-owned," emphasises Patryk Świderski. For clients this means that decisions are made quickly, personally and specifically to the needs of the job - not via convoluted processes by foreign shareholders. "Many customers want individual solutions - not just for transport, but also for the storage of their products," says Świderski. "As a rule, we can meet their requirements: by getting the green light quickly from the management and investing continuously in warehousing."

Rohlig SUUS Logistics already offers about 250,000 square metres of warehouse space – equivalent to around 35 football pitches. These are spread across 17 terminals throughout Poland. And new locations are constantly being added: only recently, the full-service provider opened a warehouse centre in Sosnowiec in Upper Silesia – ideal for transports to and from southern and eastern Europe.

It is vital that these terminals are in good geographical locations, but also that they use state-of-the-art technology. In 2018, for example, the freight forwarder opened two high-bay warehouses in Krakow and Szczecin: these are served by modern forklift trucks that can operate in the warehouses' narrow aisles. Their slim design and outstanding performance offers considerable savings in terms of space, time and costs. Cross-docking takes efficiency a step further: this concept enables goods not to be stored but transferred immediately to the next vehicle and shipped to the customer – which also reduces costs.

The network within the network

The company's 24-hour delivery service is popular with its customers. "We are one of the few logistics service providers that have their own distribution network in Poland. This includes our various hubs as well as carefully selected subcontractors. They work exclusively for us and their trucks bear our logo. They also serve the last mile and are all connected with each other," explains Patryk Świderski. "These systems and relationships allow us to deliver 97 percent of such shipments to destinations in Poland within one day as promised." Every night more than 250 Rohlig SUUS Logistics shuttles hit Poland's roads for this service alone. They are supplemented by other transports, so the entire fleet comprises around 2,600 vehicles – managed by a central fleet management system that guarantees their reliability and efficiency.

Speaking of goals ...

A major move within Warsaw is planned for 2020. Rohlig SUUS is building its own logistics centre covering 48,500 square metres – with sufficient space for a large, state-of-the-art warehouse and cross-docking area. "If we can no longer meet customer requirements in a few years' time, we will simply move again. We're flexible," says Patryk Świderski with a smile. ◊



Rohlig SUUS Logistics

... is one of the largest logistics operators in Poland. The company specialises in managing logistics and global supply chains, providing road, maritime, air and rail forwarding services. Over the past five years, Rohlig SUUS Logistics doubled its revenues, closing 2018 with 214 million euros in revenue. Presently, the company employs over 1500 people in 28 domestic and international locations and manages approximately 250,000 square metres of warehouse space.

> **30** years on the Polish market



100 percent in Polish hands (owner-operated) 250 overnight hauls in Poland 200 weekly lines in Europe 2,600 vehicles via subcontractors www.suus.com

"We have **no lobby!**"

The Freight Transport and Logistics Action Plan and Logistics 2030 Innovation Programme, launched by the German Federal Government, have created a colourful potpourri of targets and measures for the logistics sector. But as far as road freight transport is concerned, these proposals do not go far enough according to Jörn Peter Struck, Chairman of the CargoLine Management Board.



r Struck, Transport Minister Andreas Scheuer presented the Innovation Programme 2030 on 4 September 2019. It aims to strengthen and expand Germany's leading global position as a logistics location. Doesn't that mean the Federal Government acknowledges the importance of this industry?

Jörn Peter Struck: The federal government certainly sees logistics as an engine for jobs growth. However – as the title of the innovation programme suggests – these are all long-term measures.

Well, at least they are now investing more in road construction.

That's true. But you can't modernise and repair infrastructure overnight that has been neglected for years. It will be years before we reach the standards of the 1980s. And then we will have to start all over again.

What about the other challenges – does this programme address them?

Politicians have obviously identified the factors that make life difficult for us as freight forwarders: a lack of parking facilities, traffic jams, the threat of a ban on diesel vehicles, deliveries to urban centres, long waiting



times at loading bays or the shortage of drivers and specialists. But the measures they are planning will not help us to cope with these challenges in the short term.

Can you give us an example?

Take the proposed switch from diesel to electric trucks, for example. An electric truck costs about 50 percent more than the diesel equivalent – but the subsidies for these vehicles are not adequate and vary from state to state in Germany. Apart from that, there are not enough charging points. And don't forget that our partners and haulage contractors have only recently invested in trucks with Euro 6 diesel engines. Then there's the issue of loading bays: the BMVI (Federal Ministry of Transport and Digital Infrastructure) talks about promoting the use of modern time management systems for booking time slots, among other things. But what good are these tools – which, incidentally, we already have – if the recipients do not stick to the schedules? As medium-sized freight forwarders, we already get the least attractive slots – and then the consignees do not even adhere to them. This wears down our drivers and upsets all the scheduling plans for the current day and, sometimes, the following day as well.

Irrespective of this, there are already some good approaches, such as the loading bay app currently being developed by the trade journal "trans aktuell" and a group of freight forwarders.

What else can we do?

We have too many industry associations in Germany. The DSLV does a lot for its members but has a low public profile. We need a strong lobby that uses its strength on our behalf. Perhaps, like the farmers, we should go on strike occasionally: they're self-confident, they have strong unions, politicians listen. We should follow their example!



What is the situation on the EU level?

We urgently need to remove obstacles and create uniform conditions. Take the example of the ban on truck drivers sleeping in their cabs during their regular weekly rest period which must be uninterrupted for at least 45 hours. The idea is laudable, but firstly, there is a lack of adequate accommodation, secondly, the driver often ends up paying, and thirdly, the driver's own cabin is more personal than accommodation. Who would want to work in long-distance transport under those conditions?

In the interests of fair competition, it's important that we harmonise social legislation and the minimum wage. After all, there is still a considerable pay gap between East and West. In addition, we need to put an end to stateowned companies cross-subsidising their general cargo subsidiaries and thus enabling them to charge pallet prices that distort the market.

Let's return to the Innovation Programme: all in all, it is striking that the BMVI is placing such an emphasis on digitisation, particularly in the area of road freight transport. This is precisely the problem. Firstly, it means we're making ourselves completely dependent on data streams. But what if the expansion of the 5G network doesn't proceed as quickly as expected? Or a virus paralyses a network? Secondly, these measures don't really address the heart of the problem.

What do you mean?

Smart systems aim to ensure that we use existing truck parking spaces more evenly. However, there are simply not enough parking spaces, especially along the main traffic routes. We need more of them – urgently. That has to be the first step.

In addition, the programme aims to upgrade professional drivers to transport managers – in the long term – in order to make the profession more attractive going forwards. The BMVI argues that, in the context of platooning, drivers will also perform tasks such as writing invoices, making appointments and planning routes. But it will be years before that happens. What are we supposed to do until then? And where will the next generation come from?

What could the federal government do?

It would help if politicians were to speak more positively about freight transport, not only in times of a pandemic. In other words, not as an environmental burden, but as an important service and sector of the economy. This could draw more attention to the efforts that freight forwarders are making on the ground.

What are freight forwarders doing?

We surveyed our professional drivers and transport companies throughout CargoLine in order to gain a better understanding of their needs. Based on its results, our partners are now implementing specific measures to express their appreciation of our drivers. These include explicitly inviting drivers to use their canteens, providing better equipment in rest areas, asking our own staff to help drivers with loading and unloading, inviting drivers to staff parties and working to improve the aforementioned situation at loading bays. The drivers, who usually work for a haulier, should feel that they are being treated in the same way as employees of CargoLine partner companies.

Some of our members have also started sponsorship programmes – contacting young people directly at football pitches, cinemas and driving schools, etc. They are also sending apprentices into final year school classrooms to promote professions in the logistics sector.

If you could ask our Federal Minister of Transportation to grant you one wish, what would it be?

A commitment to cutting red tape: the paperwork involved with the GDPR or the hiring of immigrants - to give just two examples places an enormous burden on us as SMEs. In addition, it would be nice if he could find time to speak with small and medium-sized freight forwarders and involve them more closely in discussions on objectives and measures. I can well imagine that my colleagues would want to discuss taxation. Many freight forwarders are family businesses and current tax law places a heavy burden on them, especially when a company is handed over to the next generation. Instead, apart from the State Secretary of the BMVI and representatives of the federal states, the Innovation Programme Commission is almost exclusively made up of professors and business leaders. This is not representative and does not acknowledge the role that SME freight forwarders are playing in the success of Germany's logistics sector.

Transport logistics. Contract logistics. Right across continents. One of our partners is never far away.

> German postcodes starting with 0....

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> 2....

Sander Logistics GmbH 21129 Hamburg KG Bursped Speditions-GmbH & Co. 22113 Hamburg Sander Logistics GmbH 25524 Itzehoe CargoLine Apen c/o CargoLine GmbH & Co. KG BHS Spedition und Logistik GmbH 28197 Bremen

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▶ 4....

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> 5....

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Kissel Spedition GmbH 63811 Stockstadt am Main

Hofmann Internationale Spedition GmbH 64584 Biebesheim am Rhein CargoLine Saarlouis c/o CargoLine GmbH & Co. KG Mannheimer Transport-Gesellschaft (MTG) Bayer GmbH 68169 Mannheim > 7.... L. Wackler Wwe. Nachf. GmbH 73037 Göppingen Fritz GmbH & Co. KG 74078 Heilbronn Rüdinger Spedition GmbH 74238 Krautheim HDLV GmbH 76189 Karlsruhe Klumpp + Müller GmbH & Co. KG 77694 Kehl Hugger GmbH Spedition + Logistik 78554 Aldingen Streck Transportges. mbH

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