



*The International Federation of Freight
Forwarders Associations*

*Fédération Internationale des Associations
de Transitaires et Assimilés*

*Internationale Föderation der
Spediteurorganisationen*

The Role of Freight forwarders in Coordinating Multi-modal Movements of E-Commerce Parcels

Dr. Yang Yuntao, Sinotrans&CSC

**Mr. Li Xinhai, Sinoair
on behalf of FIATA**

FIATA is 89 year young!

- FIATA was founded on **31th May 1926** in Vienna.
- FIATA is the largest non-governmental organization in the field of transportation. Its influence is worldwide.
- FIATA has consultative status with UN/ECOSOC (inter alia), UNECE, UNESCAP, ESCWA, UNCTAD, UNCITRAL, etc.
- FIATA is recognised representative body of the freight forwarding and logistics industry for
 - UN & governmental organisations, e.g. ICAO, IMO, OECD, WCO, World Bank, WTO, etc.
 - private sector organizations, e.g. GACAG, GSF, IATA, ICC, IRU, UIC, etc.

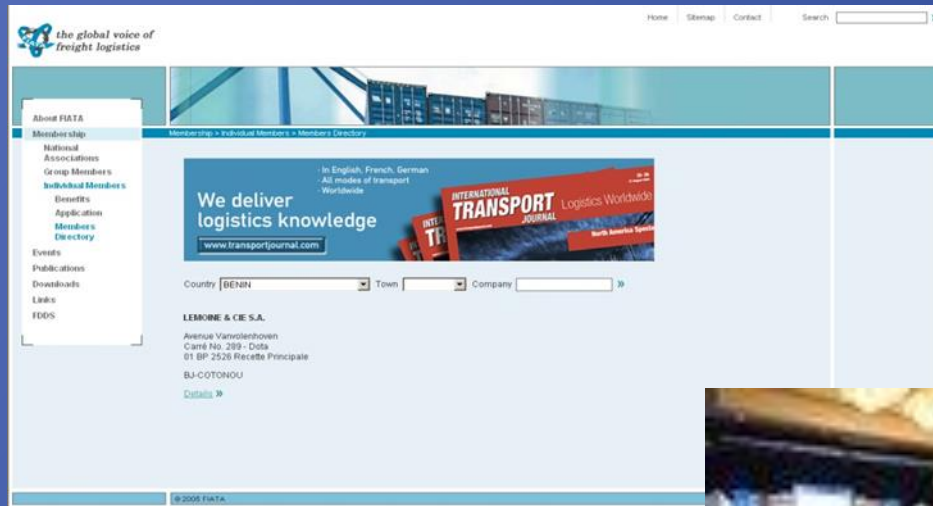


A Global, Unique Constituency

In January 2015 FIATA represents

111 Association Members in 100 countries

5492 direct Individual Members in 160 countries



Working together in →

Institutes, Advisory Bodies, Working Groups



Airfreight Institute
AFI



Customs Affairs Institute
CAI



Multimodal Transport Institute
MTI

WG
Rail

WG
Road

WG
Sea



Advisory Body
Legal Matters



Advisory Body
Safety Security



Advisory Body
Vocational Training



Advisory Body
Information Technology



Advisory Body
International Affairs

Role of FF: FF in traditional international trade



- Work as agent of shippers, client of carriers
- Provide freight forwarding services: vessel chartering, space booking, documents handling, customs declaration, cargo inspection, cargo insurance...
- Logistics coordinator: rely on the services of international and domestic carrier (ship owner, airlines, railway company...), storage company, customs broker...
- Standardized service: port-to-port, door-to-door

Role of FF: FF in E-commerce logistics



- Work for/as e-commerce provider
- Provide comprehensive services: traditional freight forwarding services, domestic logistics services, traditional/bonded warehousing services, online order/settlement platform
- Not only logistics coordinator, may also be carrier/storage company/trader... or even e-commerce supplier based on the service scope and hardware capacity of the forwarder
- Tailored services: directly serve the original manufacturer/e-commerce platform and end-user

How China Customs affects on Cross-Border e-Commerce

Trade

- For general import/export trading
- Complicated Documentation

Express

- For personal postal
- High risk and slow

E-Commerce

- Based on China General Administration of Customs Code #56 in 2014
- Electronic Documents exchange and rapid customs clearance

Two ways to running cross border e-commerce

Stock Model



- ☐ Purchase Hot Products
- ☐ Stock in Oversea/Bonded Warehouse
- ☐ Selling on Online/Offline Shop
- ☐ Delivery/Clearance with B2C Channel

Purchasing Agent Model



- ☐ Customers place order in oversea shops
- ☐ The buys process actual purchasing
- ☐ Sinotrans helps to deliver these packages back with B2C Channel

Challenge of FF for e-Commercial

Distance

- Long distance causes more checkpoints
- Long distance means more segments and more coordinator.

Variety

- Various customers needs require different logistics transportation plan

Transparency

- Customer want to know where parcels are, how they are
- Client wants to each package is under control

Customers Demand for Cross-border e-Commerce

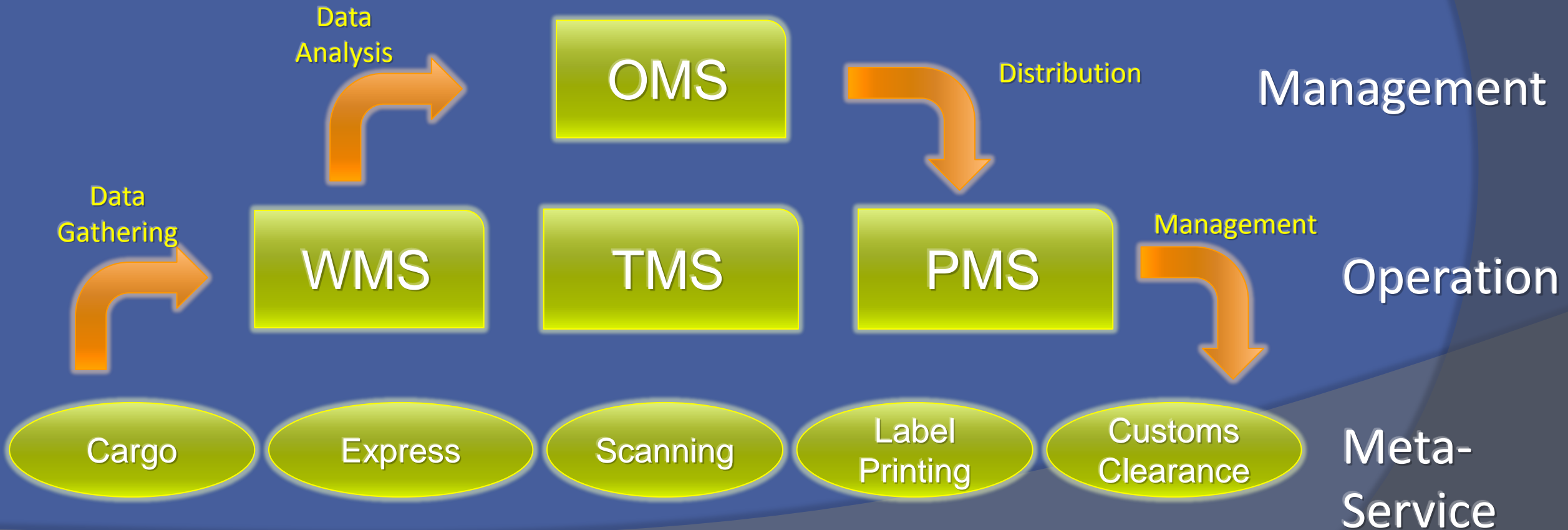


Effective

Efficient

Economic

Intelligent System - Hiding Complexity under Simplicity



Yes We Can

I See You

I Manage You

I Control You

HUIHUI KPI操作质量管理

| | |
|--|--------------|
| | 美国 订单报备 && 未 |
| | 美国 海外 |
| | 美国 航班 |
| | 香港 航班 |
| | 广州 申报 |
| | 广州 清关 |
| | 广州 派送 |
| | 广州 开始 |



| | | | |
|--|-----------------|---|------|
| | 全程 订单支付超期21日未派送 | > | 19 票 |
| | 全程 订单支付超期一月未派送 | > | 22 票 |
| | 全程 订单派送超期一月完成 | > | 32 票 |

SunnyTao – Self-run e-Commerce



Manufacturer



Customer



Netease HuiHui – Overseas Purchasing Agent



Sinoair in e-Commerce

10

90

30000

Thank you!

