



MAY 2016 EDITION

PREMIERE ERA

# NEWSLETTER

## INSIDE NEWS

- 1) WELCOMING OUR NEW BUSINESS DEVELOPMENT DIRECTOR, MR KELVIN CHEUK
- 2) A LITTLE INTRODUCTION OF MR KELVIN CHEUK
- 3) RELOCATION OFFICE-CUM WAREHOUSE FOR PREMIERE AMSTERDAM
- 4) PREMIERE LOGISTICS INSURANCE COVERAGE
- 5) WHY IT IS IMPORTANT TO INSURE YOUR CARGO ?

### Welcoming Our New Business Development Director, Mr Kelvin Cheuk



Early May 2016, Premiere Logistics Shanghai welcome Mr Kelvin Cheuk for joining our dynamic team. He will be our New Business Development Director

He has been in this industry for 21 years. Before he joined Premiere Logistics Shanghai, he was working for Jet-Speed Global Logistics for 11 years as Business Development Director whereby his role was focused on business development. He has to work closely with overseas partners to explore new ventures and developments.

Mr Kelvin specializes on business developing servicing a portfolio of clients, whereby he will work closely with overseas branch or partner to seek for any new business opportunities, set up logistics solutions to clients, able to negotiate rate with carriers, and of course to work closely with the overseas members within this network to also concentrate on any business development between members.

With his rich experience and vast knowledge in our industry, he would be able to extend and work closely with all agents and customers by promoting our services worldwide.

## A Little Introduction About Mr Kelvin Cheuk

Mr Kelvin Cheuk was a Hong Kong born, Taiwan raised Chinese whom have spent 26 years in Taiwan, 5 years in Toronto, Canada and currently residing in Shanghai since 2004.

During his youth, he had attended two international schools in Taiwan (Dominican School (elementary) / Taipei American School (high school)) and had a thorough English education backgrounds ever since. He then migrated to Toronto, Canada in 1990 and completing his college education at the same time majoring in Business Administration.

His first job after college was back in 1995 in a freight forwarding company called Golden Jet Freight Forwarders and his main role was purely on the customer service side as the Key Account Manager. His role was mainly to maintain good relationship with company's existing customers and seek for new business opportunities. He have gone through proper training from basic starting from warehouse, trucking, operations and customer service to have fully understanding of the whole freight forwarding industry. He have handled many big accounts back then (Compaq / Asus / MSI / Adidas / Tommy Hilfiger) and it was indeed a great experience of gaining knowledge for himself and so he can also understand the proper handling models for different industries.

After 8 years of working experience, he had noticed a decline of volumes for export out of Taiwan due to high labor cost in comparison to China and many Taiwan manufacturers are or have moved to China under these circumstances. At the same time, he was very glad that he had an offer to work in Shanghai for Jet-Speed Global Logistics and accepted the offer immediately when he foresees that China will be the main export market for the coming years to come.

His role in Jet-Speed was focusing on business developing servicing a portfolio of clients, to work closely with overseas branch or partner to seek for any new business opportunities, set up logistics solutions to clients (warehousing storage / inventory management / picks & pack), rate negotiations with carriers, and I was also appointed as the coordinator for WACO (World Air Cargo Organization) to work closely with the overseas members within this network to also concentrate on any business development between members.

After 11 years in Jet-Speed, he is now happy to join Premiere Logistics Shanghai, as the Business Development Director and he hope that he will be able to assist the group to seek for more new business opportunities.

# RELOCATION OF PREMIERE AMSTERDAM OFFICE

We are pleased to inform that our Premiere Amsterdam have shifted office on 1<sup>st</sup> May 2016

Their new address is as follows:

Lireweg 7

2153 PH

Nieuw Venneep



The photos shown here are the outlooks of Premiere Logistics Amsterdam banner outside of the warehouse

## SNIPPETS OF THE NEW WAREHOUSE AND OFFICE



The dynamic team in Premiere Logistics Amsterdam

From left, front row: Olaf Honders: Air Freight Operations

Mariana Kuzina: Sea Freight Operations

From left, back row: Rick De Jong: Office Manager,

Anna Panasiuk: Office Supervisor

# CARGO INSURANCE

As all of you are aware that insurance plays a vital part in our industry. Business makes money by selling products. Whether it is importing or exporting, using airfreight or ocean freight, your international shipping marine cargo insurance, covers loss/damage, of cargo while it is in transit in between the point of origin and final destination.

We, in Premiere Logistics strongly believe the importance of insurance as we provide extra security for all of our cargo. Thus by providing this security, we want our partners to have an ease of mind whenever we handle your cargo worldwide. With this insurance coverage, it will be a value added service from us to our partners.



We are insured for the following:

- 1) Transport & Logistics
- 2) Freight forwarding
- 3) NVOCC

We covered all commodities **EXCEPT** for the following:

- 1) Spirits and Cigarettes
- 2) Breakbulk
- 3) Flexitank
- 4) Personal Effects
- 5) Project
- 6) Tank
- 7) Temperature controlled

Premiere Logistics is being insured by TT Club Mutual Insurance Ltd

By having insured by TT Club Mutual Insurance Ltd, we are covered worldwide by all traffic modes, air, sea and road

With this insurance coverage, we would like all our agents and customers to feel secure when we are handling your shipments

Rest assured that your cargo is being taken care of in a proper and diligent way

## WHY IT IS IMPORTANT TO INSURE YOUR CARGO?

Many importers and exporters take a big risk of not insuring their cargo in a bid to save on costs, the reality is that goods in transit are highly susceptible to damage by fire or storm, theft, jettison or mishandling. Cargo insurance is essential means to guard against serious financial loss, and in particular as the application of general average losses grows and become more commonplace.

More than 190 maritime and air cargo incidents were reported from January 2014 till June 2015, ranging from grounding of cargo, collisions at sea and in port, engine failure, explosives, suspected piracy and many more.

These perils represented significant financial losses to cargo owners without the requisite marine insurance to protect their financial interests in their cargo and in particular for general average losses.

If the cargo is not insured, the cargo will not be released until the cargo owner posts a guarantee in the form of a cash deposit, bank guarantee or bond.

If the cargo is insured, the insurance company will post the General Average Bond and Guarantee to meet the cargo owner's contribution and facilitate the release of the cargo.

The resulting losses can be very enormous. Salvage operations can take weeks and even months, leaving companies without their cargoes and no sales activity.

In the case of piracy, ships and cargo can be held for months on end before any ransoms negotiations even begin. This leaves business massively exposed to profit loss if they are not insured properly.

It's imperative that cargo owners insure whatever it is accurately as this may not only cause them a severe loss but could also cause their business to close doors.