

# New Silk Road Forum VI

*“Vision for growth”*

Joint Chamber  
of Commerce  
JCC



Switzerland

Russia · Ukraine · Belarus · Moldova  
Kazakhstan · Uzbekistan · Turkmenistan  
Kyrgyzstan · Tajikistan · Afghanistan  
Azerbaijan · Georgia · Armenia

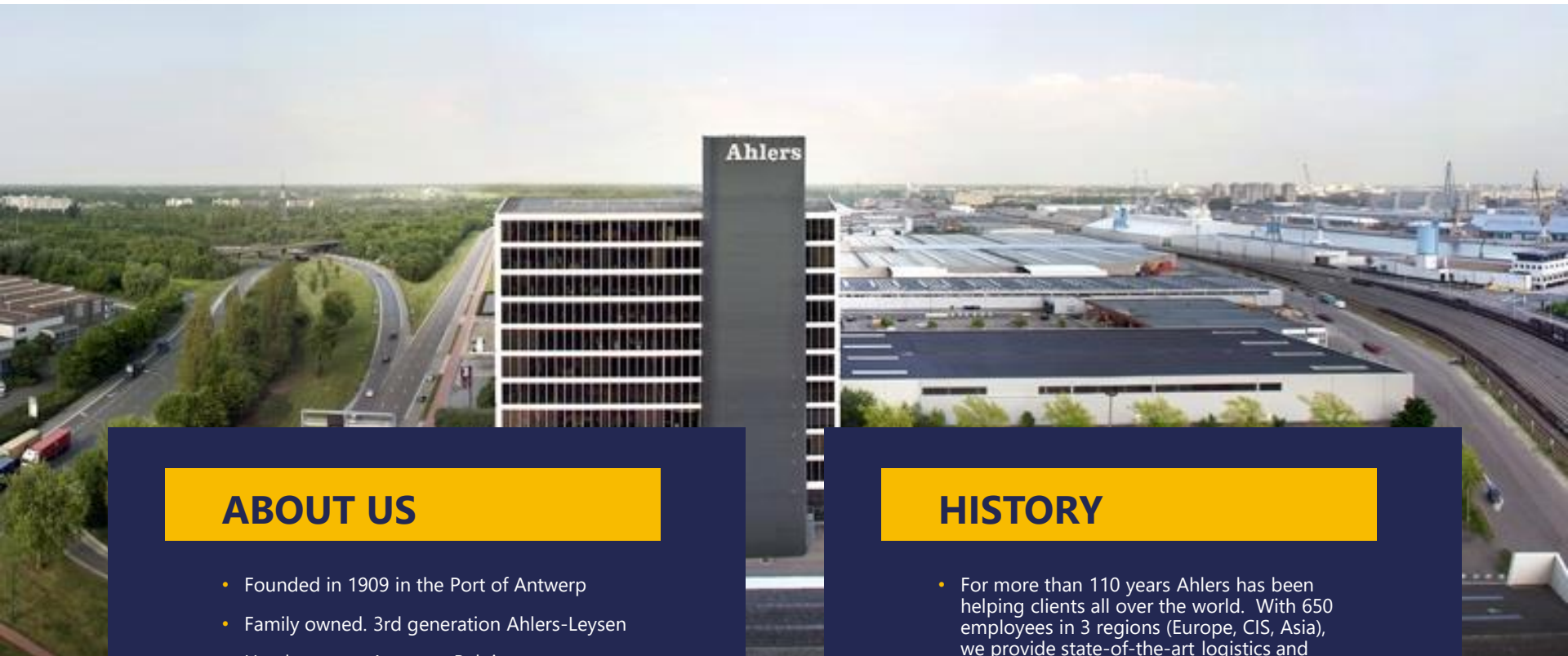
## Trade Facilitation and After Sales Support

Prepared for: JCC New Silk Road Forum VI

Prepared by: Arno Coster

Date: September 28th 2021





## ABOUT US

- Founded in 1909 in the Port of Antwerp
- Family owned. 3rd generation Ahlers-Leysen
- Headquarters, Antwerp, Belgium
- Biggest office in St Petersburg Russia, over 50% of turnover from this market

## HISTORY

- For more than 110 years Ahlers has been helping clients all over the world. With 650 employees in 3 regions (Europe, CIS, Asia), we provide state-of-the-art logistics and tailor-made solutions.

# Ahlers Global Business Unit Structure

## Solutions Beyond Logistics

High Value  
Security  
Systems

Projects &  
Machinery

Sustainable  
Supply Chain  
Solutions

Trade Facilitation  
& After Sales  
Support

## Expertise in Russia & CIS, Europe and China



**Customs Broker license** since 1997



**Local Distribution reaching** all corners



**Importer/Exporter of Record services** since 2011, to cover your local legal entity requirements in Russia, CIS, Europe and China



**Information Management** via complete integrated infrastructure with client's operational systems (EDI, WMS)



**Fully owned 'A-class' (bonded-) warehouses** covering > 300.000m<sup>2</sup> (excl. optional outside storage)



# FROM ROTTERDAM TO QUANZHOU



We help you with:

- Presence in 20 countries
- 18 office locations
- 10 warehouses
- Trade Facilitation services
- More than 25 years of experience in complex regions

# Sustainable Supply Chain Solutions

We offer **international forwarding**, in-house **customs** capabilities, **own warehousing operations** in different facilities (bonded, non-bonded).



## Multi-Modal Transport

Road, Rail, Barge, Air.



## International and Domestic Forwarding

All types of cargo. Any type of project.  
Assisting customers with DDP deliveries.



## Customs Licensed Broker

Import and Export Goods. Excise Customs.



## In-house Warehousing Operations

Ranging from re-labeling products to comply with local specifications to taking over spare-parts logistics activities.



## Expertise in Complex Markets

Route-To-Market support (CIS, Asia).



## How we moved a complete sulphur recovery unit

- Cargo: Sulphur Recovery Unit
- Volume: 62 000 CBM
- Loading place(s): Kuantan, MY, China, UAE
- Delivery: Nizhnekamsk, RU
- Timing: 25 weeks door to door



### ▪ Cargo

- 140 units between 6 & 8 meters high, 68 units between 5 & 8 meters high, 350 heavily oversized units, 170 containers.

### ▪ Routing

- Transport via road, sea, inland waterways; 13 chartered vessels, 900 trucks, 15 transport companies involved.
- 18 000 km, 7 countries, 10 trade lanes, 9 different points of loading, 1 main hub in Romania.
- From Malaysia to Transkama (river port) and 30 km onwards to Nizhnekamsk in Tatarstan, Russia.

### ▪ Challenges

- Inaccurate equipment measurements and delays in cargo readiness
- Delivery schedule with respect to Russian river navigation period
- Cultural differences and general communication Supplier / Importer
- Alignment shipment documentation in accordance with classification decision

### ▪ Ahlers' scope

- Central communication & coordination role with dedicated project team
- Onsite project management in Malaysia, Middle East, Western Europe, USA and Nizhnekamsk
- Creation of temporary customs zone in port Nizhnekamsk
- Preparation of shipment invoices in accordance with RU customs requirements
- Guarantee (free of charge) deliveries on DDP terms and certification guidance

## How we moved a formalin production plant

- Cargo : Formalin production plant
- Volume : 1500 CBM
- Place of loading : Shanghai, CN
- Place of delivery : Egorievsk, RU



### ▪ Cargo

- 1500 CBM & 12 containers
- Absorber towers of 19,7 and 21,75 m long
- Reactor of 5,65 m diameter

### ▪ Routing

- Loading onto a container vessel as breakbulk in Shanghai for shipment to Antwerp
- In Antwerp cargo was reloaded into a coaster vessel for its next destination St Petersburg
- On-carriage was executed using both road and barge/road combination. After discharging in small Volga river berth – trucking of another 40 km to Egorievsk

### ▪ Challenges

- Combination of breakbulk and containers to be shipped on the same vessel
- Strict delivery deadline
- Customs clearance by the consignee's broker influenced the transport schedule

### ▪ Ahlers' scope

- Shipment execution and coordination
- Coordination with consignee's customs broker
- Solution building







# Your Route-to-Market – The Master Importer Model

## Supply Chain Function

 International Logistics	 Data Matrix Labelling
 Customs Formalities & Certification	 (Bonded) Warehouse & Distribution



## Shared Services function

 Order-2-Cash	 ERP & EDI Management
 Legal Support Contract Fulfillment	 Trade Finance & Accounting



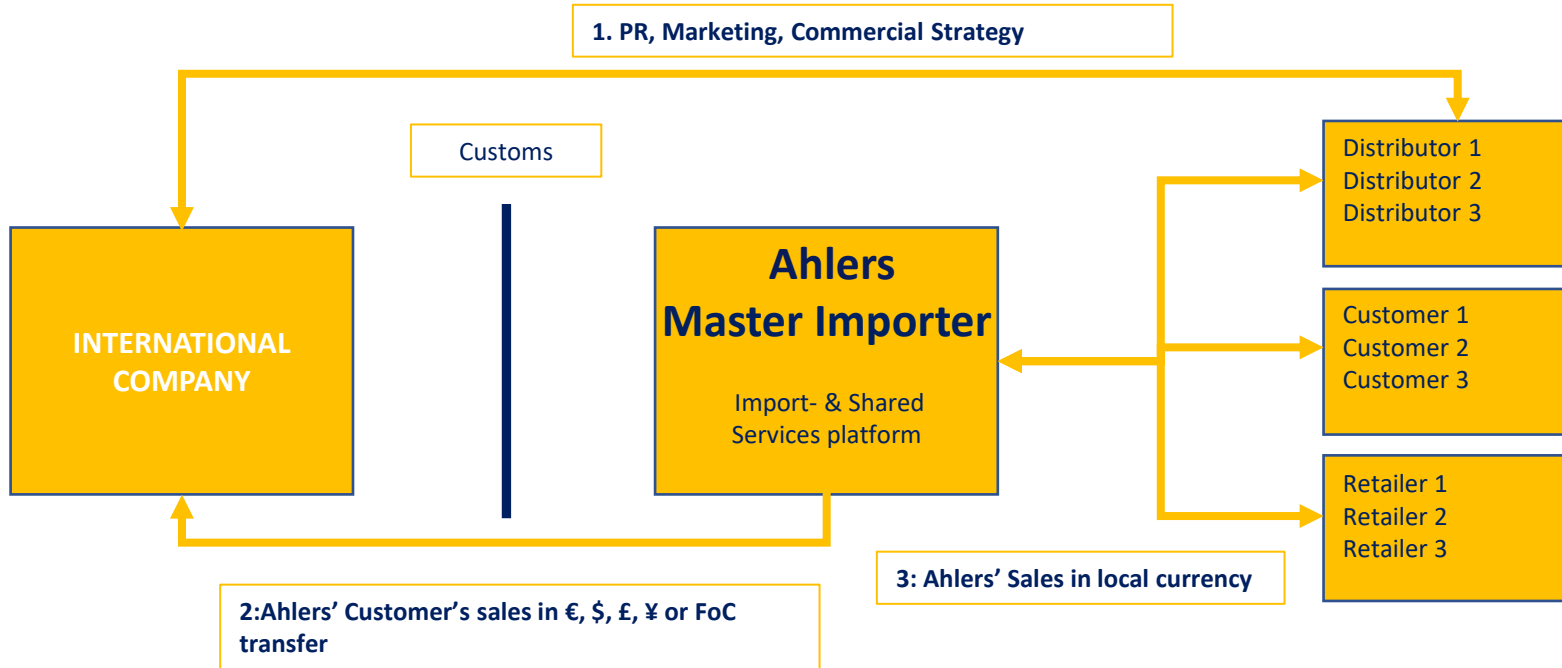
## Commercial strategy

 Strategic Marketing
 Customer Relationship Management

**Master importer focus – Ahlers**

**Client focus**

## Master Importer model: How do the flows look like?



### With the Master Importer Model the supplier, i.e Ahlers' customer:

1. Steers marketing, customer relationships and carries out the commercial negotiations
2. Can offer the end client or distributor sales in local currency, transactional relationship with Ahlers
3. Can trust on professional and fully outsourced import operations carried out by Ahlers

## 1: RTM engineering:

- Increased go to market control (comparable with own subsidiary)
- Increase of service level and scalable set-up for growth
- No monopoly position of distributor
- Eliminate financial limitations of distributors

## 2: Product accessibility increase

- Repositioning of focus distributors
- Facilitation of sales increase
- Change the game in discussions with distributors
- Control stock & inventory
- Transparent reporting

## 3: Market footprint expansion

- To develop different sales channels in an individual way (directly or indirectly)
- Flexible set-up and fit to grow
- Individual approach to distributors and sales channels
- Financial stable set-up

## 2: Importer model Sell-out based



1: Master Importer model

2: Sell-out based model

3: Sales channel development

## 1: Operational:

- Logistics
- Import, Certification, Registration, Customs clearance
- Labelling, Packaging
- Eliminate financial limitations of distributors
- Fulfil 'special' customer requirements
- Quality check

## 2: Accounting, Tax, Legal

- Accounting & Tax related processes
- Invoicing, debt collection, chase bad debts - O2C
- Keeping Accounting systems up-to-date
- Reporting, Auditing
- Payment transactions
- Claims Management
- Contracts compliancy for customers, distri's, resellers, subcontractors

## 3: Customer relationship

- Customer service -> contact with customers / order fulfilment
- Understanding customer requirements
- Individual approach to customers, distributors and sales channels
- Build deep customer relationship and subcontractors
- Receiving and Processing customer's requests, order bookings etc.
- Marketing promotions
- B2B webshop and e-Commerce

## What our customers say:

*"with the Ahlers Trade Platform we have optimal control on the Russian market and with this we doubled our revenues in the past 3 years"*

*Director Sales*

*Doing business in Russia is complicated.  
"Ahlers makes difficult things easy"*

*Director Finance and Operations*

*"We are pleased to recommend Ahlers as a reliable and responsible business partner, always striving for a productive and mutually beneficial cooperation."*

*Groupe SEB*

## e-Commere set-up with Ahlers

More than 100 years of **experience** in forwarding, combined with **state-of-art** data analysis, to reach **today's** customers.



### **Enter new markets**

Make use of Ahlers wide network of warehouses and operational offices. Each with specific local knowledge.



### **Expand your sales channel**

Boost already running online channels with a logistics partner that knows the market.



### **Reach and retain customers**

Prepare the necessary infrastructure to enhance customers delight in a competitive market.



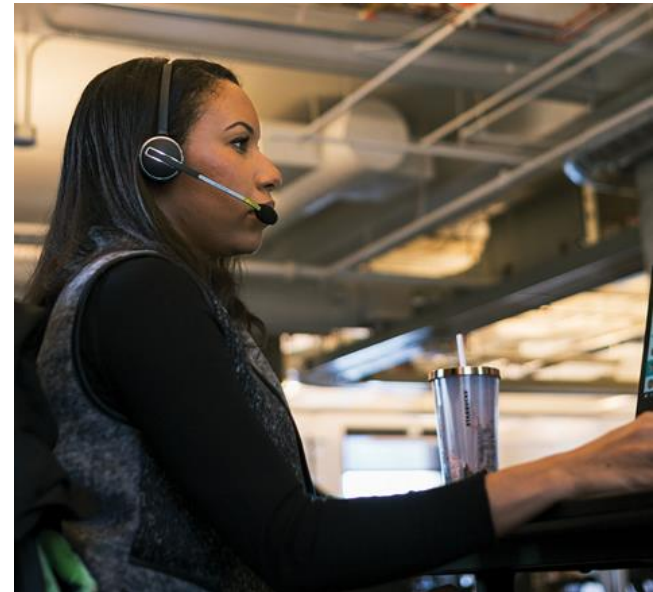
### **Smart design of delivery network**

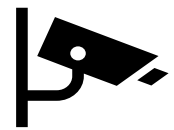
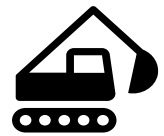
Data Analytics to visualize, optimize and simulate network events.



### **Customs Clearance**

Customs experts to deal with all import & export administration, in Europe and Russia.





Ahlers

**Thank you!**



**ahlers**

SOLUTIONS BEYOND LOGISTICS