

# THE TRANSPORT ADVISOR



## Help Wanted: Expertise and the Modern Liner Shipping Industry

The shipping industry has not been immune to the rapid change technology has brought to the world stage. In shipping, as in the larger economy, there is consistent demand to consolidate and incorporate technology into daily business practices in order to maximize efficiency and minimize overhead.

The benefits of welcoming the 21<sup>st</sup> century have proven undeniable, and failure to adapt has, in many cases, already proven disastrous. However, in the rush to automate, consolidate, and adapt, much of the industry jettisoned one essential feature of all successful business: experience.

### WITHOUT KNOWING BETTER

All over, junior staffers are saddled with greater responsibility, forced to cope with the mounting workloads with no fundamental understanding of the core tenets of the business. Moreover, businesses are left to navigate dense regulation essentially blind.

In an attempt to compensate for the lack of knowledge and experience regarding tariff services, licensing, compliance, and service contracting, service providers have mounted a sustained effort to educate companies and maintain the standards required to meet federal oversight. Providers with experienced FMC practitioners capable of guiding businesses into a sustainable future have become indispensable assets.

While software alone may have been the primary consideration when considering a provider in the past, today there is greater demand for a more developed relationship between provider and client. *Continued on page 2...*



## SPOT MARKET TRENDS

Our spot rate indicators on page 2 are a reflection of those filings, which became effective in the last month within the Bote Rates system.

In a 40' container this month we have a maximum rate of \$19,900 on cargo moving from Singapore, Singapore to New York, NY.

The minimum rate for the same size equipment was \$100. for cargo moving from Montreal, Que. to San Juan, Puerto Rico.

The mean rate for the month in 40' equipment was \$2387.00

In a 20' container this month we have a maximum rate of \$8,800. on cargo moving from Osaka, Japan to Dundalk, MD.

The minimum rate for the same size equipment was \$304. for cargo moving from Miami, FL. to Rio Haina, Dom Rep.

The mean rate for the month in 20' equipment was \$1585.00

**We appreciate your feedback.  
Please let us know if this  
information is useful to you and  
your business.**

## Help - continued



### HELPFUL HINTS

What is an API:

An API is a application programming interface and much like a user interface helps users interact with a computer the API allows computers to interact with each other. Think of it as an app for computers, and an API allows one computer to access and use the data stored in one computer to utilize that information in its own programs.

We'll be back in September: we will take the summer to work on a few items and develop other ideas for the newsletter but look for us again in the fall. We will continue to post articles on Facebook, LinkedIn and Twitter.

The reason is simple: a quality provider can impart understanding of service contracts beyond rates and minimum quality commitment. They can outline the broader implications of obtaining an NVOCC License, or offer guidance on responding to requests by US governing agencies, including the Federal Maritime Commission. Above all else, a qualified provider can encourage greater understanding of the pricing options you offer to your clients; after all, you are best suited to find the approach that works best for all parties, be it a tariff rate, TVR, NSA/SC, or NRA.

For its part, GMTS offers internal staff and our customer's access to an assortment of videos designed to educate industry newcomers on the often-extensive liner shipping industry standards. Our goal is to invest in a brighter future built on a solid foundation of education and ingenuity. We look forward to working with our industry partners to that end.

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