



# Freight connections

THE QUARTERLY CUSTOMER MAGAZINE OF DHL FREIGHT

# 01



**DHL**  
FREIGHT

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## CEO MESSAGE

I am delighted to welcome you to our first issue of Freight Connections.

We decided to launch this customer magazine to provide key updates and developments within DHL Freight, and highlight new, unique and innovative tools and services to benefit you, our valued customers.

In this first edition, we focus on a number of exciting solutions which are proving extremely popular and beneficial. DHL ACTIVETRACING – our new track and trace tool – provides you with the ability to track your shipments around the clock via a computer or smartphone application with no need for account registration. Our DHL DOOR-TO-MORE solution, which was launched in Asia Pacific in 2010, now has further reach and offers door-to-door distribution services from Asia Pacific to Europe. Our Lead Time Calculator is another groundbreaking initiative, which can

calculate standard transit times for DHL EUROCONNECT shipments between any postal codes in Europe.

And, when it comes to our customs capabilities we really have no peer in the logistics industry. We are the market leader for customs brokerage in Europe via our DHL Freight network, offer fast customs clearance for any mode of transport and can provide tailor-made services such as Excise Duty Handling in addition to specialist solutions for those with specific needs. In this issue, you can read all about how we can centralize your customs activities.

Another segment focuses on a key DHL Freight customer, and in this issue Checkpoint gives an insight into their relationship with DHL and what made them choose us as their logistics provider

10 years ago. You can also learn more about our involvement with the world's leading round-the-world yacht race – the Volvo Ocean Race, and our recent well-received Technology Conference that was held in Germany in June 2012.

Each issue will also zone in on one of DHL's key countries in our vast network, and this time we focus on France which offers a full range of DHL Freight services for you.

I hope you enjoy the read.

**Amadou Diallo**  
**CEO, DHL Freight**

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## OPENING DOORS TO SO MUCH MORE

When DHL launched its DHL DOOR-TO-MORE intra-Asia service back in 2010, it quickly became a big hit with a number of key customers who embraced its benefits, service and efficiencies.

Fast forward two years DHL Freight has now expanded this offer of direct distribution services from Asia Pacific to Europe. Combining DHL's intercontinental airfreight capabilities with leading European road network, the service consolidates airfreight shipments, customs clearance, and direct final mile delivery of individual pieces via a cross-dock operation. Currently available out of Hong Kong, Shanghai and Singapore, this seamless integrated end-to-end freight service reaches over 50 countries in Europe, taking advantage of DHL's vast, global footprint all in one simple booking. It is also with its comprehensive network that DHL is able to easily transfer this solution to other origins and destinations.

DHL DOOR-TO-MORE's unique features allow our customers to reduce working capital by eliminating the need

for intermediate warehousing, and speeding up order- to-delivery cycles. Thanks to DTMi, DHL's unique web-based tracking application for DHL DOOR-TO-MORE, our customers have end-to-end visibility of each individual item, giving them full control every step of the way. Our customers benefit from the flexibility in shipping based on streamlined operation which fully leverages consolidation opportunities.

In addition, with one single point of contact and its competitive cost benefits, this is one product that sets DHL above and beyond any other global logistics company.

"We're glad to have supported the pilot phase and are pleased with the results of this collaboration with DHL," says Karl Haussteiner, VP Logistics Worldwide at Vishay, a leading manufacturer of

Discrete Semiconductors and Passive Electronic Components, "As a global company, we have experience in running direct distribution operations across the world and see the benefit of a more efficient process, saving time, adding value and reducing complexity for our business through one provider."

To view video on DHL DOOR-TO-MORE, visit - [dhl-freight-connections.com/opening-doors-to-so-much-more/](http://dhl-freight-connections.com/opening-doors-to-so-much-more/)

For more information on our DHL DOOR-TO-MORE service, please contact your DHL Freight Representative or email us at [door-to-more@dhl.com](mailto:door-to-more@dhl.com)

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# SMOOTH OPERATOR

## DHL Freight's Customs Services Keep Your Goods Moving

In today's globalized world, many options are available for transportation, yet customs legislation is getting stricter and more complex when it comes to transporting goods from one country to another across borders. Transport hardware looks more impressive, but without a smoothly running customs operation behind that scene, your goods would not reach their destinations.

As the market leader for customs brokerage in Europe via our DHL Freight network, geographical reach and capabilities in the customs space there is now no better solution to centralize your customs activities.

DHL Freight's comprehensive coverage and impressive track record in customs solutions means there is no other provider who serves our customers better.

Supported by best-in-class expertise, dedicated customs professionals, and European wide geographical coverage, we offer smooth and quick customs clearance for any mode of transport. DHL Freight's comprehensive suite of customs services includes import and export, transit, fiscal representation (for non-VAT registered customers in the

European Union), secondment (onsite support from customs specialists) and customs consultancy. Additionally, tailor-made services such as INTRASTAT for Intra-Community trade and Excise Duty Handling, ensures that your unique customs needs are met.

A high degree of compliance offers peace of mind. AEO (Authorized Economic Operator) certification in the majority of the EU Member States is testament towards DHL Freight's position as a safe, secure and compliant business partner in international trade. Last but not least we are a strong and financially sound organization.

In addition to standard customs services, we offer a number of specialist solutions to customers with very specific needs. If you have customs activities in multiple origins and destinations, our customs control tower solution allows you to centralize your clearance activities through a single-point-of-access. It helps you maintain control over your dispersed customs activities and avoid compliance issues. Our highly experienced staff can be sent to your premises on a secondment basis to support you in different areas of the customs clearance process, e.g. taking

care of your import declarations or classification of your goods. This can be a splendid option when a member of your customs team is unavailable, or when the peak season arrives. At DHL Freight, we have Customs Consultants available to help you with a number of complex customs topics. We can review your logistics procedures to decide whether or not there is the potential to optimize your customs activities. We analyze your processes, disclose risk areas and work with you to close the gaps to maximize your degree of internal compliance.

DHL Freight Customs Services is available in almost all countries in Europe. In 10 countries we operate our customs activities under the neutral brand of our wholly owned subsidiary, Gerlach – a name that has stood for quality and expertise in customs matters for more than 130 years.

In short, you will reap the benefits by centralizing your customs activities with DHL Freight – the best in class for peace of mind, with an extensive geographical network, in-depth customs expertise and a broad product portfolio.

**For more information on DHL Freight's expert Customs Services, please contact your DHL Freight Representative.**

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## GOING BEYOND TRADITIONAL TRACK AND TRACE

### Follow your shipment's journey anytime, anywhere!

With the launch of DHL's new track and trace tool – DHL ACTIVETRACING which is available in all countries serviced by DHL Freight DHL customers have been able to sleep easy knowing that their shipments can be safely tracked online or via a mobile phone application. And, the search doesn't just encompass one DHL database, but all of them – whether via DHL Express, DHL Global Forwarding, DHL Freight or DHL Paket (parcel) in Germany.

As a valuable addition to DHL's core transportation products, this tool was launched at the end of 2010 to bring more value to our customers. They are now able to:

- Scan the history of their shipments up to six-months.
- Have immediate access to their most recent shipment information all at the click of a mouse or tap of their mobile by downloading our 'app' to their iPhone, BlackBerry or Android-based smartphone.
- Search for their consignments based on their own reference, DHL consignment number, or package ID, without registering an account.
- Select status, departure/Arrival date, destination, zip code, country and volumes for each shipment.
- View their shipment details on one easy-to-read screenshot rather than multiple screens.

And, the good news is that it's very straightforward to use, as all that is required is a DHL Freight account number, an online computer and an email account. Just search for a shipment based on the tracking number (shipment or package ID). If the tracking number is not found within the DHL ACTIVE-TRACING database, the tool searches in all linked DHL track and trace databases and results are shown directly. For shipment details, the user is directed to the corresponding DHL tracking application.

### TRY DHL ACTIVETRACING

It has proven to be enormously popular. Since its launch in mid-2011, the app has been downloaded 130,000 times with around 25% of monthly tracking searches now being performed using DHL ACTIVETRACING.

In May 2012, this equated to 116,000 searches via mobile apps (out of 450,000 overall track and trace searches). Rainer Schmid, Senior Vice President Sales & Marketing, DHL Freight, explains how an effective tool it has been for DHL Freight customers. "It doesn't matter how big or small your business is – I have spoken to many of our frequent traveller customers who have been delighted with the fact that they can track their important shipments via their mobilephone while in transit at airports."

To access the tool or download the mobile APP visit: <http://activetracing.dhl.com>.

**For more information on DHL ACTIVETRACING, please contact your DHL Freight Representative.**

# DHL EUROCONNECT: CONFIRMED DOOR-TO-DOOR LEAD TIMES

## From Finland to Spain, or Belgium to Turkey

If you sent a pallet consignment from one end of Europe to the other using DHL EUROCONNECT, the company's all-in-one groupage product, how long would it take to get there? It's a good question and most likely one that crosses the minds of all DHL Freight customers. Until recently, however, it was a tough one to answer. That has now all changed thanks to DHL Freight's new web-based Lead Time Calculator (LTC), which can calculate standard transit times for DHL EUROCONNECT shipments from any postal code in Europe. All the customer has to do is to go to the respective DHL Freight website, select the country of origin, the destination country and enter the postal codes for the collection point and the point of delivery. Based on the collection day, the Lead Time Calculator indicates how many weekdays the consignment will be in transit.

Our customers frequently tell us that reliability is their most important service need. Therefore, the indicated lead times reflect the regular operational capabilities of DHL Freight which allows our customers to keep the promises they make to their customers. Says Sven Bobzin, DHL Freight's Head of Network Management, "Our goal was to create an easy option for our customers to receive information about DHL Freight lead time capabilities. It's the program running behind the tool that's complex. The database includes the entire DHL Freight network of more than 150 groupage terminals and 3000 international routes per week."

He adds, "Until now lead time information was only available on a local level and customers were required to contact their DHL Freight representative to receive lead time information. The Lead Time Calculator eases the communica-

tion needs and also assures information is up-to-date as the routes in our network are constantly being adapted to meet the needs of our customers. From now on all customers will have access to the latest information."

For more information on the innovative Lead Time Calculator, please contact your DHL Freight Representative.

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## DRIVING THE TECHNOLOGY SECTOR FURTHER

DHL recently hosted its Technology Conference in Berlin, Germany, which brought together 90 key DHL global customers from the technology sector – 30% of those travelling from outside Europe.

The attendees were able to sit in on strategic customer panel discussions, plenary and breakout sessions on a number of topics, which included Emerging Markets & Globalization; Risk Management; Customer Supply Chain best practices; and DHL Strategy and Solutions. The breakout sessions were structured around sub-industry sectors, which made it easier for DHL to understand customer requirements and, as such, use that experience and knowledge to ‘speak the customer language’ and replicate those solutions to provide them with key benefits.

In addition, customers witnessed the unveiling of DHL’s intercontinental door-to-door distribution service from

Asia-Pacific to Europe – DHL DOOR-TO-MORE – after successfully operating in Asia Pacific since 2010. The benefits for customers are substantial with its appealing features including a single point of contact, fast-tracked customs clearance, competitive cost benefits and flexibility.

The Technology Conference was a huge success as it offered DHL customers the opportunity to view DHL’s capabilities for the technology industry and enabled them to share new products and solutions. To view customer comments, please visit <http://www.dhl-technology-conference.com/en/dhl-technology-conference-customer-quotes/>.

“This conference brings together our major customers in the Technology sector, which includes CSI customers as well as MNC customers, whereby the focus is on sharing information with our customers either via plenary sessions as well as in workshops”, explains Gio Theunissen, Vice President Energy, Technology, E&M Aerospace, DHL, adding, “In the plenary sessions we try to get as many non DHL speakers as possible, including academia, whereby in the workshops we try to group customers based upon their sub industry sector and discuss topics that they have indicated as important. For those who were unable to attend in person, we live streamed the conference via the internet which received very positive feedback”

Risk Management was a key highlight of the conference with supply chain risk elements, such as operations, hazards, socio-political and market risks, and possible solutions discussed amongst attendees. DHL’s risk assessment steps include defining the risk, mapping end-to-end Supply Chain and assessing process risks. Tobias Larsson, DHL Solutions & Innovations, was able to share with conference delegates how he and his team have developed a tool to help customers assess critical hot spots in their supply chains which links information on natural disasters, theft, geopolitical and other risks.

Another important topic of discussion was Emerging Markets, which has become one key growth driver in the technology industry, with focus on Brazil, Russia, India and China (BRIC) in addition to Mexico, the Middle East and Africa. BRIC countries are currently the largest markets for PCs and Notebooks, China is the world’s largest market for PCs and Smartphones, and India’s electronics hardware demand will be at \$400 billion by 2020, up from \$45 billion in 2009. Tom Wheelwright, Head of DHL Corporate Public Policies for Eastern Europe, Middle East, Africa and Asia Pacific, explained to delegates how the regulatory and political environment often determines the attractiveness of emerging markets. He also shared his perspective on emerging market challenges and opportunities with a focus on Asia Pacific, in particular China and Indonesia.

**For more information on how DHL can help deliver logistical solutions in the technology sector, please contact your DHL Freight Customer Manager Representative.**

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## A SUCCESSFUL STRATEGIC AND GROWING PARTNERSHIP

### DHL Freight Helping to Develop & Grow Checkpoint Systems' Global Supply Chain

When Checkpoint Systems International GmbH was selecting a logistics provider 10 years ago, they were looking for a reliable global company who could provide their warehousing and logistics needs throughout Europe. "It was very important to have someone who could provide third party logistics for our large range of materials and also to have a direct shipment model", explains Marion Leippe, Checkpoint's Operations Manager, Supply Chain Europe. She adds, "DHL was in a position to offer us a good model with warehousing for delivery to end customers. Over the last few years they improved their customer approach and solution design which their new, young and innovative management is delivering."

Checkpoint Systems is a global leader in shrink management, merchandise visibility and apparel labeling solutions. Checkpoint partners with retailers and their suppliers to reduce shrink, improve shelf availability and leverage real-time data to achieve operational excellence.

DHL Freight has worked with Checkpoint to create an efficient supply chain model in Europe – mainly for outbound, and has developed a large number of tailor-made solutions over the past decade. One example is a consolidated and document neutralized parcel delivery solution to Switzerland. The major difficulty was to import the shipments consolidated and afterwards deliver the single parcels with Checkpoint specific documents and not the import documents to the final consignees. DHL Freight created a solution via a DHL EUROCONNECT line haul to import Checkpoint's shipments in a consolidated way to Switzerland and to deliver each parcel with the dedicated set of documents to the end customer. This means that whilst the delivery of shipment is accompanied by relevant documents, Checkpoint's customs clearance documentation bypass the final consignee. DHL Express handles the local delivery of the single parcels after the shipments are de-consolidated in the DHL Freight hub. Finally the parcels are handed over to the customer with the specific documents which are defined by Checkpoint.

"Our business is linked to customer requirements which are constantly changing and we need new solutions all the time", says Ms. Leippe. "DHL has to rethink and improve procedures and Checkpoint and DHL have grown together over the years to achieve this."

One aim for Checkpoint Systems this year is to grow its global footprint, and as such this restructuring move means a strategic expansion in the Asia Pacific region. A lot of concentration will be in this market with the introduction of a new inbound lane possibly in the East Asia region. "We are restructuring and growing and DHL has offered us a lot of support with this move. They have assured us that they are ready and we look forward to working closely with them to make this expansion a fluid one", says Ms. Leippe.

**To discuss your requirements for a tailor-made solution, contact your DHL Freight Representative**



## FRANCE: DHL FREIGHT FRANCE LOOKS TO CONTINUE DEVELOPING SUSTAINABLE GROWTH

The news which has been coming out of Europe in recent months may have not been very encouraging, with some countries in the Eurozone battling to keep their economy stable, yet with some sporting new leaders in office they will be looking to weather the storm in what has undoubtedly been a turbulent year.

As a leader among European nations, France has not been immune to the Eurozone crisis, yet its new President advocates pro-growth economic policies and measures, and after a contraction in 2009 its GDP did recover in 2010 and 2011 and may rise slightly in 2012.

DHL Freight France, which formerly operated as a subsidiary of DHL Express, was incorporated in Paris in 2007 and currently has 700 full-time employees. There are 50 offices and facilities, including 24 customs branches all offering a full range of services. Currently, its main focus in terms of trade lanes is exports to Germany, Benelux, the United Kingdom and Russia.

Aerospace is a major industry in France and an important driver behind the countries' innovation and research & development success. DHL Freight has acquired a substantial foot-print in the logistic operations for this demanding industry and has become a trusted partner for many of the sectors' blue-chip companies.

In addition, it has been offering a unique service to its customers since 2009 that is called the Palett Network. Set up to ensure highly reliable delivery within France of DHL EUROCONNECT consignments originating from other countries, this Pallet Network has become a valued alternative for its French customers for their domestic distribution – delivering to many areas in

France over-night and almost the entire country within 48 hours with the same operational processes as for international shipments. Not only is this network a real growth and development opportunity for DHL Freight France, it is just another example of some of the innovative solutions being cultivated by the world's leading logistics provider.

While the rest of 2012 may continue to be a bumpy ride for many, DHL Freight France is confident about the future and ready for substantial and sustainable growth. For DHL Freight, the key success factor to continue winning more successful long-term partnerships is to demonstrate everyday how they add value for their customers, and for the customers of their customers.

**For more information on DHL Freight France's freight and customs services, please contact your DHL Freight Representative.**

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## A LOGISTICS RACE AROUND THE WORLD

DHL's tie up with the world's premier round-the-world yacht race showcases its full logistics capabilities

By supporting the 2011-2012 Volvo Ocean Race with a complete logistics solution, DHL has once again proven its ability to perform to the highest peak in delivering against extremely tight timelines and to different locations around the world.

With DHL's expertise in supporting other large sporting events such as Formula 1, IMG Fashion Week, Rugby World Cup 2011 and Manchester United, they were able to rely on their airfreight, ocean-freight and road transport solutions in addition to full tracking and tracing of the cargo in transit as well as customs clearance and warehousing services.

During the Volvo Ocean Race which covers 39,270 nautical miles from Alicante, Spain last October to Galway, Ireland, finishing in July 2012, DHL has transported high-end gear for the crews and haulage of pavilions for visitors to the ten Race Villages, over the 72,000 kilometer-long route, as well as short-term supply of spare parts in case of an emergency. DHL has used a total of 152 containers for shipping the hundreds of tons of materials.

The Race hasn't been without its dramas, however, with the first SOS call coming from Abu Dhabi Ocean Racing a few hours after the start from Alicante, Spain in October last year. The "Azzam" had broken its mast in 34-knot winds and DHL swung into action and were able to arrange the delivery of a new mast in less than 24 hours.

In addition to providing logistics and transport, this has been an excellent opportunity for DHL to provide its customers with event hospitality and branded giveaways. Hospitality packages have given customers the chance to experience the race close-up, visit the race villages at the stop-over ports and see one of the race highlights: the in-port racing.

Says Andreas Boedeker, Executive Vice President, Global Head of Ocean Freight. "It's a perfect fit. Ocean racing requires core characteristics such as teamwork, passion, speed, technology and a can-do-spirit. These values also boost our performance at DHL."

Adds Reinier Vens, DHL Project Director for the Volvo Ocean Race, "Our proceedings are monitored from an international control center especially established for the race. We ensure the smooth procedure of the race by supplying the race organizers, race teams, and partners with the full range of freight forwarding and venue logistics services."

An undertaking of this enormity proves once again to customers that there is only one DHL.

For more information on the Volvo Ocean Race, please contact your DHL Freight Representative.