TRANSMADOM: FREIGHT FORWARDER, COORDINATOR OF THE GOODS’ ROUTE.

TRANSMADOM is now one year older! This local company blew up its 13th candle late April 2015. We wished to make a point with a dedicated article.

TRANSMADOM hires 7 employees today. This family company runned by Serge LANGOZ serves out many destinations such as the Caribbean (1), Europe, South America and China.

Specialized in import-export procedures, TRANSMADOM is part of the essential bridges of the economy in Martinique. It is a “travel agent for goods”. As a freight forwarder, it is a favored partner for companies working in international trade. It’s in charge of recording and tracing the client’s orders but also of organizing land, fluvial, sea and air shipping. It is a ubiquitous element in the transport chain. It intervenes from the reception of the order until the delivery of the goods passing by the organization and control of shipping.

According to TRANSMADOM, the qualities of a freight forwarder are its perfect knowledge of rules, integrity, discretion and its ability to listen to its client.

Their main assets are reactivity and service quality.

Mr Langoz’s priority projects are developing his business at an international level, especially in the Caribbean, and obtaining ongoing certifications such as becoming an Authorised Economic Operator (AEO).

THE STATUS OF AUTHORIZED ECONOMIC OPÉRATOR (AEO)

The status of authorized economic operator is only delivered to the most reliable operators of European Union. This measure allows to simplify trade and safety of flows of goods moving in and out the European Union members countries. All companies, regardless of its size or status (shipper or logistician), can benefit from it. Nevertheless, requirements can be constraining when international activity is not significant. The AEO status leads to the delivery of 3 certificates:

- AEO - Customs Simplifications
- AEO - Security and safety
- AEO - Customs Simplifications/Security and Safety

Advantages of AEO:

For the company:
- reducing customs controls and simplifying declarations
- enhancing the notoriety of the operator for clients
- decreasing stocks and supply delays

For customs authorities:
- optimize customs procedures in order to facilitate trade and anticipate potential threats
- optimize controls referring to risks management

Source and more information on http://www.economie.gouv.fr/statut-dopérateur-economique-agree

(1)Dominican Republic, Porto-Rico, Cuba, Guadeloupe; Ste. Lucia.
Event and Meetings of the 1st quarter of 2015

EUROPEAN CLUSTER DAYS (ECD):
“CLUSTERS AS A DRIVING POWER FOR EUROPEAN ECONOMY”

European Cluster Days was held from 18th and 19th of March at the European Parliament.

France Clusters organized this international event in association with the European Parliament. It gathered Centers of Competitiveness, Clusters of companies, regional clusters, territorial centers of economic cooperation, business executives, academics, institutions, and resources centers but also the technical and financial partners of Clusters.

Oriented towards European and international development of Clusters and their companies, ECD focused on economic issues of Clusters and their companies and on their high-potential markets:

- International performance and new markets
- Responsible innovation
- Cooperation and clusters of SME
- Territorial dynamics, activities and employment
- Evolution of clusters policies and Europe 2020,

The Minister of French Department of Overseas held a specific session that enabled clusters of those regions to introduce their sectors and point out additional actions allowing interclustering. This meeting aimed at enhancing and guiding the strong dynamism of the French Department of Overseas in the growth of their Clusters for the benefit of local development.

It also intended to open clusters of French Department of Overseas and support their actions for the sustainable social and economic development of these territories and help them to get in touch with clusters in France and in the world to establish ties with economic and IT partners to reach new markets.

This dedicated session enabled to the clusters representatives of French department of overseas to express their concerns about their new financing arrangements. Indeed, European clusters that are mainly funded by public aids notice a global decrease of those subsidies.

New funding rules are more oriented towards a 50/50 ratio between self-financing and public financing. This policy affects Europeans clusters that have mostly reached out their economic maturity after almost 10 years of existence. However, it is a huge blow for the young clusters of the French Department of Overseas still in the stages of organization, definition and adjustments of their business model.

We must remind that a few clusters exceed 34% of self-financing (1) (membership fees and services). Although there is a growing awareness of the need to develop paid services for the members, public aid are still very needed in future budgets.

This additional handicap augurs a future that is even more uncertain for clusters of French Department of Overseas that gather their forces in order to expand the value creation of their sectors providing their members with pooled services, better visibility, networking, experiences sharing and development of their abilities.

(1) Source: business models of clusters, France Clusters.
SITL Paris & Intralostics Europe 2015 brought precisely together 495 exhibitors and 25,445 participants from 31st of March to 2nd of April 2015 at Porte de Versailles in Paris. The event gathered the most important concentration of innovative products and services dedicated to transport and the logistic chain, for supplying and retailing solutions serving industry and trade.

This edition mostly put the emphasis on industry logistics, retail logistics and overseas. Among exhibitors, there were general shipping cargo representatives and professionals specialized in all transport types: dangerous material, urban delivery, recovery of end-of-life products, logistics infrastructure, and IT experts.

The combined organization of SITL and Intralogistics Europe enabled visitors to be in a place where all aspects of the value chain of transport and logistics have been discussed.

Indeed, Intralogistics Europe, the handling equipment for industry and retailing fair, brought together the overall equipments and automatic handling systems serving to manage and optimize physical supply, manufacture and retail flows. The event targeted the industry and retailing professionals: optimization of processes and costs, safety and sustainable development.

This fair strengthens its strategic positioning close to industry professionals and retailers, bringing forward innovations that turn out to standard solutions.

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**SITL: INNOVATION AWARDS 2015**

**Best Innovation in Transports & Logistics Services: OFP ATLANTIQUE**
Project of the Seaports of La Rochelle and Nantes-Saint-Nazaire aiming at improving rail connection creating their own rail operator with Euro Cargo Rail, a branch office of DB Schenker Logistics. Its mission: broaden and stimulate the traction offer between the two ports and their national and European hinterland.

**Best Innovation in Technology: ITIN-SELL**
Regardless the carrier, ITinSell’s BTrust offer includes the package shipping in its order process. Managed delivery becomes an added-value service for the receiver who is updated about the evolution of the shipping in real-time by e-mail or SMS. It is now possible to maintain a connection between an e-retailer and his clients during the delivery.

**Best Innovation in Logistics Infrastructures of Site: PROLOGIS**
Original process on Prologis’ Vémas DC 2 platform: DES (Dynamic energetic simulation) relies on a software that adapts automatically the energy consumption of a building based upon logistics activities and products.

**Best Innovation in Transport Equipment: ETIC**
Through the vote for ETIC and its rail-route B-Track shuttle wagon, the jury rewarded the combination of a proven technique improved and equipped with a system that optimize its performance and versatility. B-Track is a railway machine created with public works equipment with record traction capacities until 2,400 tons. It includes a distance control system to monitor maintenance and diagnosis. The overall system works with a low energy consumption and a Start & Go offer.

**Best Intralogistics Innovation: SILEANE**
The best intralogistics environmental innovation was very disputed. It has been awarded to Sileane. It demonstrates the potential of mechanization and robotics serving the efficiency of the supply chains. Its autonomous robot for bin-picking named Kamido automates picking and kitting operations at rates reaching 1,200 items per hour!

The robot works on different bulk thickness without database or initial learning and brings together different technologies: reflex 3D vision sensors, intelligent algorithms, fast, compact and reliable robot arms with a gripping system that adapts to the object in real-time.

**A special jury award: HARDIS**
Equipped with an IT system connected to the warehouse management system (WMS), Eye-see is a solution that allows to monitor stocks and inventories with a drone. It reduces human resources and material.

Instead of using access platforms and carriages to go down and count goods, the drone equipped with a camera and/or barcodes and RFID chip readers moves in the building without any constraints helped by a navigation device. It is manually, distance controlled or automatically driven.
Members’ Tribune

Opinion of the Union of Freight Forwarders about the refund of dock dues
Interview of Mr Jean-Claude FLORENTINY, President of the Union of Customs Agents and Freight Forwarders of Martinique (SCDTM)

Cluster GAT Caraïbes: What is the Union of Customs Agents and Freight Forwarders of Martinique?
Jean-Claude FLORENTINY: In a schematic view, we are transport and customs professionals. SCDTM brings together companies that organize air and sea shipping and customs agents, which are 85% of sea flows / 90% of air flows and customs processes. We manage full end-to-end shipping for our clients and we are in charge of duties and taxes clearance for customs administration on imported goods.

CGC: Can you explain to our readers why the customs expertise is important for your profession as freight forwarder and customs agents?
J-CF: Customs processes are complex and require a perfect knowledge of the Customs Code. An expert must be able to solve all customs difficulties and above all to find solutions because all goods imported in Martinique are submitted to the duties taxes clearance and must be declared to customs.

For instance, when you import a new product, we define a pricing code in order to apply the duties and taxes as fair as possible.
In case of arbitration on applicable duties, we declare and ensure to take into account the importer’s interests whilst complying to rules, we have the duty to advise.

We have concern about not to have potential reminders about customs fees which means customs duties, dock dues or other taxes. We also make sure that the product is shipped to the right place and with the right price position. It involves a real knowledge of the profession and the products. Experience makes the difference above all. Customs expertise is obviously at the heart of the freight forwarder profession, which means to be advised on new procedures and to have a proven expertise in law.

The legal context of the Union changes permanently and a new status emerged 5 years ago: Authorized Economic Operator.

It widens professional’s prerogatives but also encompasses duties. A new Union Code will be applicable in 2016. This is why we are mobilized and have been aware concerning this issue.

CGC: What issues do you have to face?
J-CF: It is important to mention the issues that a customs agent has to face in the overall region because it’s not limited to Martinique. First, we have to know the customs agent’s scope. As experts in import-export processes, we pay “advances duties” which are customs duties, VAT, dock dues and regional dock dues. We don’t question it but we strongly fight against customs and local authorities about the refund of dock dues in case of failure of a company. In details, assuming that a company starts a collective procedure (legal redress or liquidation), we ask for the refund of the dock dues that we already paid to the customs, which paid it to the authorities, but as customs agents, we were not paid by our clients.

CGC: Why?
J-CF: Simply because the customs don’t take risks as we pay our customs documents with a guaranteed call for credit. Customs pay it to the Regional Council that transfers the funds to the towns of Martinique while we’re still not paid. This fight is important for us and we want it to come to an end. Experts are mobilized on this issue that involves huge amounts. We can’t forget that since 2009, we have witnessed an important weakening of companies and massive destruction of employment opportunities in the sector due to client company’s liquidations. The profession of customs agents is a high-risk activity and if the situation does not change, soon, you will only see main national companies. Almost all local companies have disappeared.
The Freight Marketplace: A Solution At Your Disposal!

NEW!
The video of the freight marketplace available in 5 different languages on our You Tube channel. Abuse it!
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Next Meeting
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With our Partner

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Contact Us
Cluster GAT Caraïbes
Tour Martinique F.W.I
5 Avenue Loulou Boislaiville
97200 Fort-de-France
Tel: +596 596 39 46 53
E-mail: contact@clustergatcaraibe.com
Visit our website: www.clustergatcaraibes.com

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