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## FEATURE STORY – Region Focus

# Latin America



Latin America is made up of developing and emerging markets and is divided into 20 independent countries and 10 other political units. Brazil is by far the largest country in Latin America both in area and in population and it occupies more than 40 percent of the region's land area and has about a third of its people.

In Latin America, the key economies in the region are expected to continue growing at a healthy pace of at least 3.5-5% for the next 4 years. There is significant unexploited potential in the economic relationship between Latin America and to the rest of the world. And hence, offering tremendous opportunity as a source of new inbound and outbound trade growth for the region and the rest of the countries.

In 2010, Latin America sailed away from the global financial downturn, recording GDP rates of more than 5%. Looking ahead, Latin American countries are gearing towards even greater economic development and trade. In the past decade, USA and Europe are Latin America's top trading partners. Recent years, Latin America has also offered a sizeable market and trading opportunities with Asia. This may outpace the traditionally top trading partners in becoming the "Gems of the East".





**CWT Globelink**, founded in Singapore in 1988, currently has 92 offices spanning across 22 countries.

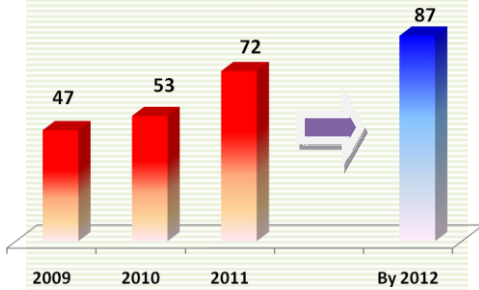
This year, **CWT Globelink** group has added 2 new offices in Costa Rica and Guatemala in Latin America. This marked the group's efforts and commitment in the region to better serve our customers.



**DO YOU KNOW ...??**

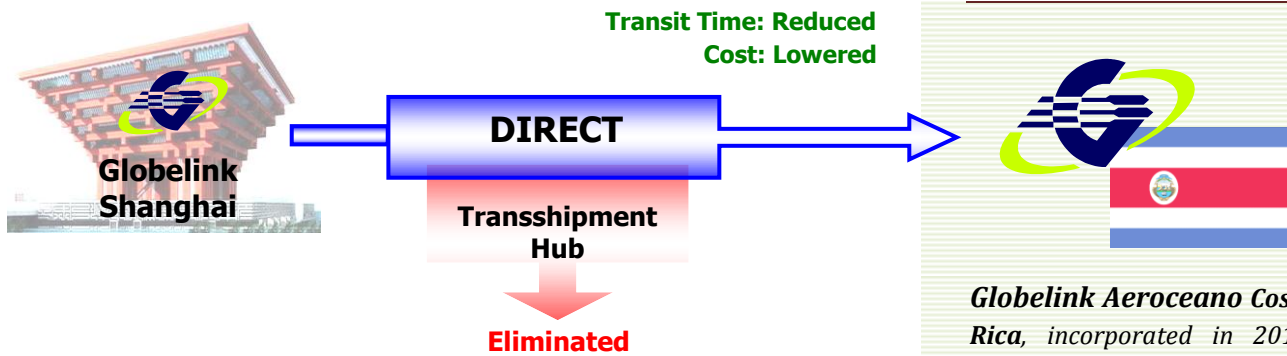
At present, CWT Globelink has 72 regular weekly direct services to 14 Latin American countries and this is still growing .....

**Number of Weekly Direct Calls**



To tap onto the rising waves of economic and trade performance of Latin America, CWT GLOBELINK is stepping up efforts to offer comprehensive network to the region. To date, the group is offering 72 weekly direct services to the Latin American countries. Comparing to the same period in 2010, there is a 36% increase in the direct lanes served. This signifies the growing interest in the region to better serve our customers with lower cost and faster transit time.

Over the years, customers have increased their expectation when it comes to moving their cargo from one destination to another. There is also a shift from a price-oriented to a service-oriented product in the NVOCC market, therefore, it is critical for the group to continuously improve, innovate and create a niche product in order to stay competitive.



**Globelink Aeroceano Costa Rica**, incorporated in 2011, currently offers scheduled trucking consolidation services between San Jose to all the cities in Central America.

**Service Comprehensiveness and Efficiency**

CWT GLOBELINK will continue to add new direct services to the fast growing Latin American trade and create the trend for niche services. For instance, Brazil, with a population of more than 203 million and occupying about 40% of the region land, is one of the fastest growing emerging markets. Due to its potential, the group has launched weekly direct services to 6 destinations in Brazil. Positioning ourselves as the only NVOCC to have these comprehensive services into Brazil and differentiating ourselves from our competitors. Service efficiency has greatly being improved by “eliminating” the traditionally transshipment hub dependent trade lane into a direct one. Therefore, reducing transit time and cost.

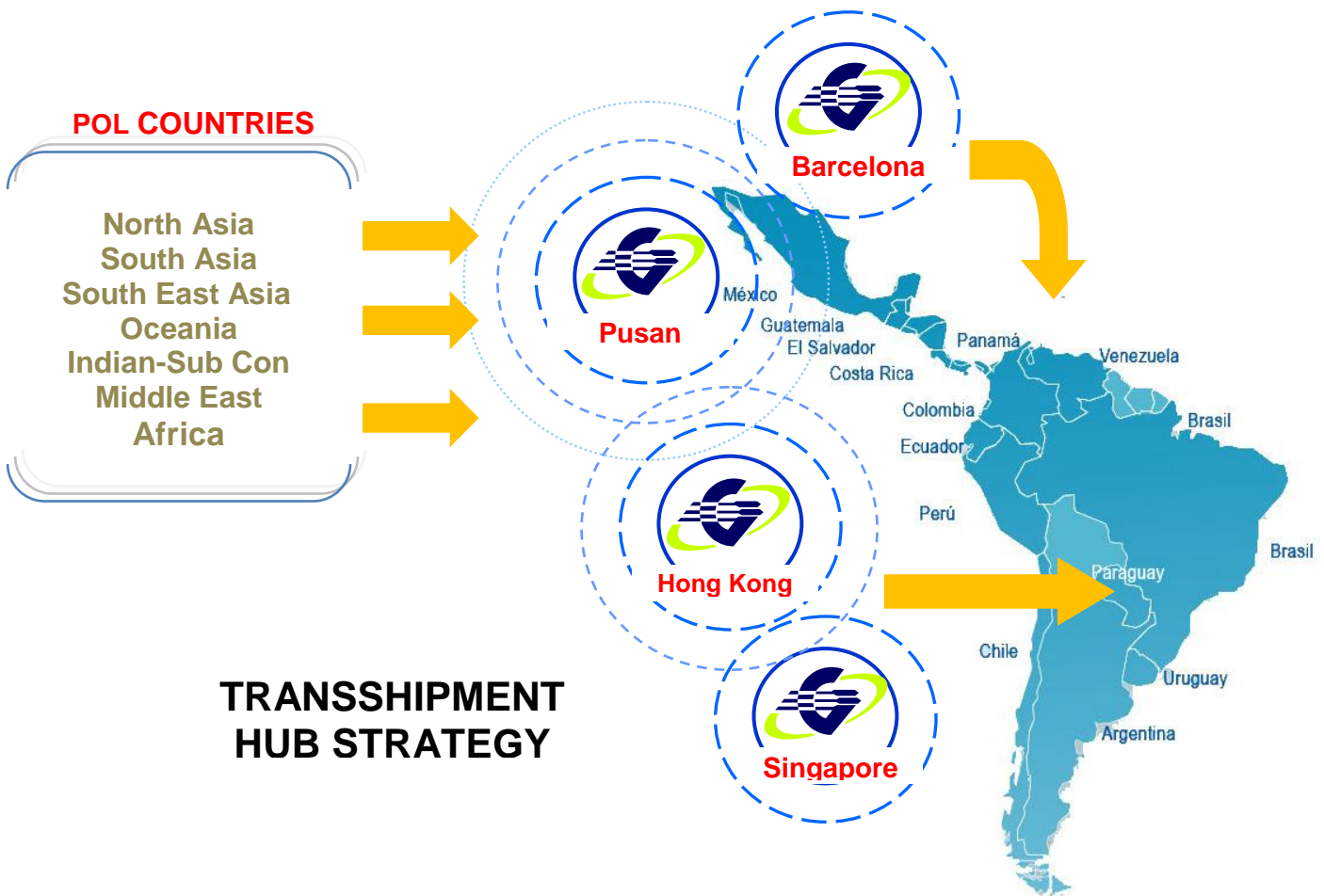
Today, CWT GLOBELINK has provided our customers an extensive network in the Caribbean, Central America and the East-West of South America. In addition to our existing direct service to Panama, we have introduced more direct consolidation services to Costa Rica and Guatemala respectively, strengthening our coverage and network particularly in the Central American countries.



**DO YOU KNOW ...??**

*CWT Globelink is the only NVOCC that offers weekly direct services into 6 destinations in Brazil.*





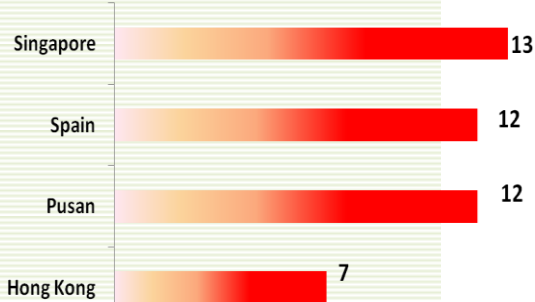
### “Hubbing” Strategy

With greater service specialisation and globalisation, CWT GLOBELINK has experienced steady growth during the past years. At the same time, the group seeks to improve, innovate and compete to offer better services. CWT GLOBELINK is constantly looking for opportunities to introduce new trade lanes to attract and capture more market shares. The value of a transshipment hub will therefore, become one of the important strategies in optimising performance and will expect to play an important role in serving the Latin America market.

In order to also service the smaller markets with lesser LCL trade cargo and still have the ability to offer a service, CWT GLOBELINK is operating 4 primary transshipment hubs which serve major trade lanes in Latin America. The presence of various transshipment hubs are not to compete with one another but to strategically optimize the routes for the port of origin and complementing one another, offering our clients solutions in moving cargoes to Latin America, covering Caribbean, Central and South America.

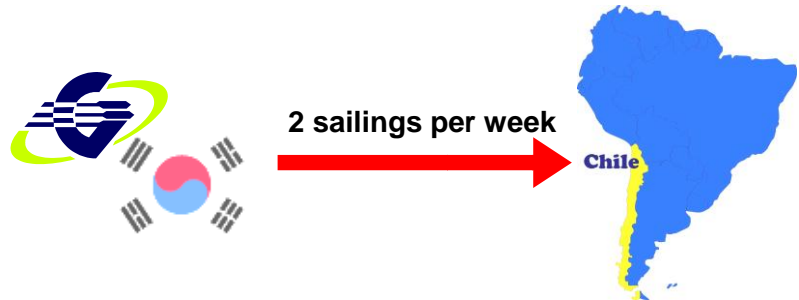
In total, CWT Globelink group’s transshipment hubs are serving more than 40 weekly direct sailings to Latin America. This has united the group’s extensive network in Asia and strengthened the group’s ability to move LCL cargo from any part of Asia into Latin America.

**Weekly Direct Calls By Each T/S hub**



**DO YOU KNOW ...??**

*Globelink Korea, one of the key transshipment hubs, is offering 2 sailings per week to Valparaiso, Chile*



**195**  
Inbound Lanes  
Into  
Latin American Ports



**90**  
Outbound Lanes  
From  
Latin American Ports

**CWT GLOBELINK / GCA NETWORK**

**Looking into the Future**

Latin American countries are growing economies and trade recovery has been swift, signaling solid performance and their future prospects are encouraging. CWT GLOBELINK group strives to provide our customers with wider services by developing more direct trade lanes to the Latin American countries.

The group has projected another 15 direct services to be added, making a total of 87 direct lanes to Latin America by year 2012. In addition, the group will further enhance the existing direct services by providing more sailings a week, achieving economies of scale with more options for our customers.

### **New Direct Services Launched**

<i>NINGBO, CHINA</i>	<i>direct to</i>	<i>SAN JOSE, COSTA RICA</i>
<i>SHANGHAI, CHINA</i>	<i>direct to</i>	<i>ITAJAI, BRAZIL</i>
<i>SHANGHAI, CHINA</i>	<i>direct to</i>	<i>RIO GRANDE, BRAZIL</i>
<i>HONG KONG, CHINA</i>	<i>direct to</i>	<i>SANTOS, BRAZIL</i>
<i>HONG KONG, CHINA</i>	<i>direct to</i>	<i>BUENO AIRES, ARGENTINA</i>
<i>BILBAO, SPAIN</i>	<i>direct to</i>	<i>VERACRUZ, MEXICO</i>
<i>BILBAO, SPAIN</i>	<i>direct to</i>	<i>SAN ANTONIO, CHILE</i>

### **Services Enhancement**

<i>PUSAN, KOREA</i>	<i>2 X Weekly</i>	<i>VALPARAISO, CHILE</i>
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For more information and bookings, kindly contact the respective local Globelink offices.



## SERVICE INTRODUCTION – New Export Service from Singapore



### Direct Consolidation from Singapore to Klaipeda

CWT Globelink has added another direct consolidation service from Singapore to Klaipeda, Lithuania. Located on the eastern coast of the Baltic Sea, the Port of Klaipeda is one of the few ice-free ports in the northernmost Europe and the largest in Lithuania.



Sailing weekly with a 28 days transit via Rotterdam on Cosco vessel, the maiden voyage for this service departs Singapore on 17 July 2011.

CWT Globelink is also able to serve the Baltic region via Klaipeda including the entire Lithuania, Vilnius, Riga, Latvia, Tallinn, Estonia, Minsk, Belarus, St. Petersburg, Moscow and Western Russia.

Calling directly to more than 128 main ports and 1,200 inland points in 120 countries, CWT Globelink is the leading consolidator in Asia.

For enquiries and bookings, please contact: [booking@cwoglobelink.com.sg](mailto:booking@cwoglobelink.com.sg)

CWT Globelink has presence in 22 countries with 92 offices. With Singapore as its headquarters and offices in Australia, China, Costa Rica, Croatia, Egypt, Guatemala, Hong Kong, India, Indonesia, Kuwait, Malaysia, Pakistan, Portugal, Romania, Solvenia, South Korea, Spain, Sri Lanka, Thailand, UAE and Vietnam.



## **NOTICES – Globelink Offices**

### **Acceptance of Hazardous Cargo to Xingang/Tianjin**

Globelink Tianjin is proud to announce that they are now able to handle hazardous cargo in and out of Xingang/Tianjin. All hazardous containers to Xingang/Tianjin must discharge at Dong Jiang Terminal.

The following shipping lines call at Dong Jiang Terminal:

- MSC – From Worldwide
- Hanjin – From Europe and USA
- Any other shipping line whose vessel departs from Korea to Xingang/Tianjin or transhipped in Korea

Kindly ensure that all hazardous containers will be discharged at Dong Jiang Terminal when shipment is booked with the shipping line. In the case where a hazardous container does not discharge at Dong Jiang Terminal, there will be delays in devanning of the container and higher local charges incurred which will be recovered from the relevant parties accordingly.

For any enquiries, please contact:-

Mr. Liu Bin            [liubin@mail.globelinkcn.com](mailto:liubin@mail.globelinkcn.com)  
Mr. Richard Luo     [richardluo@mail.globelinkcn.com](mailto:richardluo@mail.globelinkcn.com)  
Ms. Zhang            [zhang@mail.globelinkcn.com](mailto:zhang@mail.globelinkcn.com)

### **Non Acceptance of Hazardous Cargo to Ningbo**

With immediate effect, hazardous cargo to Ningbo cannot be accepted due to a change in regulation by Beilun Second International Container Terminal.

For additional information, please contact Globelink Ningbo at email: [import@cwoglobelink-nb.com](mailto:import@cwoglobelink-nb.com)

## Removal Notice: Globelink WW Bangalore

Please note the new address and contact numbers for Globelink WW, Bangalore w.e.f 20 June 2011:-

### **Globelink WW India Pvt Ltd**

No: 20, Sri Vari Enclave, 2<sup>nd</sup> Floor

HAL Airport Exit Road

Bangalore – 560037

Tel: (91) (80) 4148 2471

(91) (80) 4148 2472

(91) (80) 4148 2473

Fax: (91) (80) 4148 2770

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## NOTICES – Globelink Network Partners

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### Cyprus Service

CWT Globelink's network partner, Seamodal Freight Services, the NVOCC market leader in Cyprus boost a dynamic team of 18 experienced staff. Operating their own warehouse and fleet of pick-up and delivery vehicles daily, Seamodal aims to provide fast and reliable services to all customers.

Globelink offers weekly direct consolidations from the following origins into Limassol, Cyprus:-

- Ningbo
- Qingdao
- Shanghai
- Shenzhen
- Hong Kong
- Singapore
- Barcelona
- Valencia

For more information and bookings, kindly contact the respective local Globelink offices.

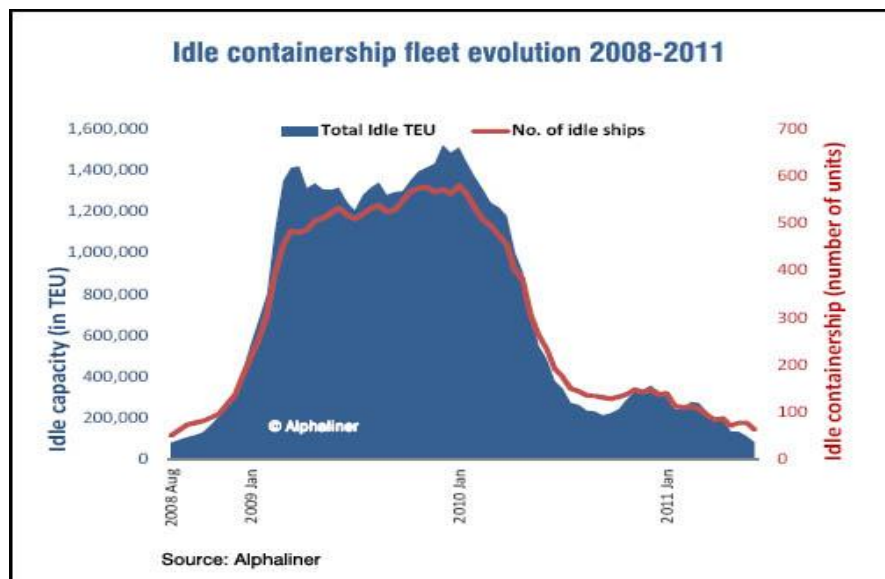
## INDUSTRY NEWS

### Competition for Market Share Heats Up As Carriers Reactivate Idle Tonnage

Idle vessel numbers continue to dwindle as the latest figures put the idle containership fleet at just 63 vessels or 80,000 TEU in June, compared with 71 vessels or 134,000 TEU in April or 1.51 million TEU at the beginning of 2010.

The rush to reactivate idle vessels, with little apparent justification in terms of demand growth, indicates that many of the shipping lines are making a grab for market share ahead of the peak season.

According to Alphaliner the idle fleet has shrunk to its lowest level in 34 months since August 2008, and it is forecast to shrink a further 20,000 TEU in coming weeks.

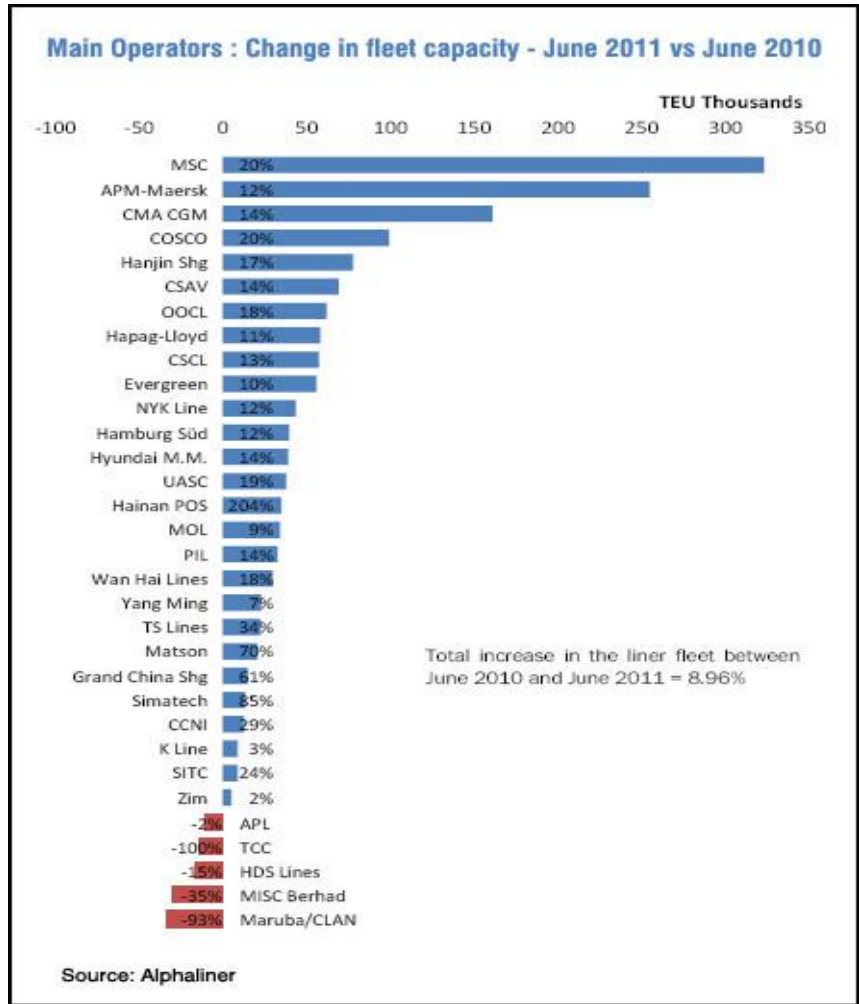


While some carriers have trimmed capacity in the past two months, the vast majority of lines continue to bring additional capacity into the market.

In a recent survey conducted by Alphaliner, the maritime research group found that 27 of the 32 surveyed carriers had increased their capacity over the past 12 months, leaving just five that have reduced their total deployed tonnage.

Of the carriers that have reduced their fleet over the last 12 months, APL is the only top 10 carrier to do so (-2 per cent). The others include The Containership Company, which no longer operates services, HDS Lines (-15 per cent), which is now ranked 23 in terms of fleet size, Malaysia's MISC Berhad (-35 per cent) and little known Argentinean line Maruba/CLAN (-93 per cent).

The biggest gainers, perhaps unsurprisingly, have been the so-called "big 3" carriers, Maersk Line, MSC and CMA CGM. Some have argued that this push to expand their respective fleets could be part of a major push to grab market share—which if true could have dire repercussions for the wider container shipping sector.



- Source: CSM-The Container Shipping Manager

## OTHERS

## World Holidays in July 2011



### Costa Rica

25th Guanacaste Annexation

### Sri Lanka

15th Esala Full Moon Poya Day

### Egypt

23rd National Day

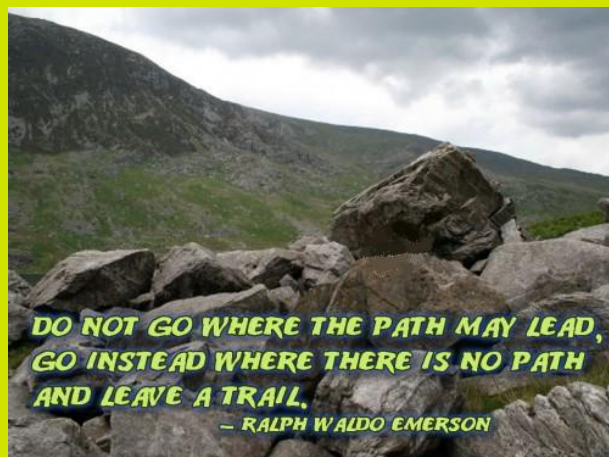
### Thailand

01st Mid-Year Bank Holiday  
27th Khao Phansa Day  
(Buddhist Lent)

### Hong Kong

1st Hong Kong Special  
Administrative Region  
Establishment Day

## INSPIRING QUOTE



CWT Globelink started in 1988 in Singapore. It has now expanded to over 92 offices in 22 countries, providing comprehensive and high quality consolidation services to our valued customers.

CWT Globelink's presence includes Australia, China, Costa Rica, Croatia, Egypt, Guatemala, Hong Kong, India, Indonesia, Kuwait, Malaysia, Pakistan, Portugal, Romania, Singapore, Solvenia, South Korea, Spain, Sri Lanka, Thailand, UAE and Vietnam.

Together with key members of its agency network, Globelink formed the Global Consolidator Alliance (GCA) to provide comprehensive and seamless global coverage to its valued customers.

For more information about the CWT Globelink Group, please refer to our website: [www.cwt-globelink.com](http://www.cwt-globelink.com) or contact: [newsletter@cwt-globelink.com](mailto:newsletter@cwt-globelink.com)



### **CWT Globelink Pte Ltd**

If you have anything that you would like to share in our newsletter, please send your contributions to: [newsletter@cwt-globelink.com](mailto:newsletter@cwt-globelink.com)

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