

# Beacon Global: Illuminating the Route to Successful Import and Export Trade

International freight-forwarding is a complicated process that demands a knowledge of border regulations, customs regimes, transport schedules, risk protection and international systems for financial transactions – just to name some of the hoops that have to be cleared!

For South Island businesses with an import/export focus, having the right advice and professional support can be the difference between going global and going broke over a consignment that never arrived.

Even if you have some experience of international trade, how can you be sure your goods will arrive intact, or at all, and what hidden costs might emerge on delivery that kill the deal's profitability? What security and bio-protection issues need to be considered in a post September 11 commercial environment?

To ensure their importing/exporting is a success, businesses need the kind of service offered by Christchurch-based and owned Beacon Global Freight Solutions Ltd, an experienced international Freight Forwarder and Customs Broker.

## Specialist Advice and Representation

The freight forwarding industry is a specialised service that is entirely separate from (and should not be confused with) general freight haulage, couriers and household removal firms. Beacon Global was established in 1978 by two seasoned and very experienced Customs Brokers who

were determined to lift the industry to a higher level of service and professionalism, says Beacon's general manager Janice Wickes.

"Back then many importers and exporters found it difficult to find international freight and customs firms that treated them well and were prepared to take responsibility for the difficulties that arise when goods are passing through many hands and across large distances."

"The purpose of Beacon is to do more than pay lip-service to the idea of customer service and reliability, and that's what we strive to do for all our customers."

Today Beacon Global has gained considerable respect for its commitment to its clients' best interests. Janice often refers to the need for tenacity. "We do have a reputation as being tenacious, which is good, because that's what it often takes to stand up for your customer and make sure they're getting the service they're paying for from all of the people in the delivery chain. It's very easy for some operators to collect a fee and then say "it's



*Front left to right: John Dickson, Janice Wickes, Lance Ward  
Back left to right: Juliet McFadden, Rod Corbin, Graham Cloney,  
Cherie Moore*



**All company vehicles carry free resource material for importers & exporters: ask if you need information**

nothing to do with me” when something needs to be chased.”

“Whether you’re importing or exporting, our customers know we will stick with them through all the international freight, customs and storage work that needs to be done to see the job through to completion – and they know we’ll do it within sound ethics, with honesty and a measure of appropriate good humour. Beacon is a rock-solid company you can trust to do what it says it will.”

The company serves a diverse range of customers from glass manufacturing companies, car importers, and businesses importing or exporting spares and components, to importers of chemicals, foodstuffs, skincare, cosmetics, sports equipment, clothing, textiles, agricultural seeds, appliances and machinery.

Beacon’s staff are able to advise on all of the freight options available to ensure that their customers meet their principle objectives – to send or receive intact goods overseas as effectively as possible – at a reasonable cost. Several staff members have a background in the Customs Service.

“We have worked hard to move away from a lowest-price approach to freight forwarding,” says Janice “That doesn’t mean that the service has to be expensive – it simply means that choosing the service with the lowest price can mean higher risks and more unwanted surprises.”

Beacon will also help customers analyze their business deal to choose the right Incoterms, which includes industry jargon such as free-on-board (FOB), ex-works (EXW), and cost-insurance-and-freight (CIF). Their knowledge of shipping and airfreight schedules, which are subject to frequent change, is an invaluable part of putting together a successful transaction.



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## Resources and Advice

Another thing that sets Beacon apart is its tendency to provide free resource material. The company has published “survival guides” for importers and exporters, so that anyone who wants to step into the world of international trade can do so with their eyes open. These booklets are set out according to the timeframe and decision-making steps that happen in sequence on the way to a successful transaction. “It’s basic information to start you down the right path to a safer conclusion with your import or export ventures,” says Janice. “We certainly wouldn’t recommend that people undertake these activities on their own. Recruiting an experienced Customs Broker or Freight Forwarder offers you extra security, sound knowledge and the representation of an independent party in an overseas country, through an overseas agent.”

There is even more free information on Beacon’s resourceful website at [www.beaconglobal.co.nz](http://www.beaconglobal.co.nz), which includes on-line quotations and access to an informative e-newsletter.

## Expansion

Beacon Global is on the move. Not far (just spreading next door in fact) but the expansion of its site at 186 Carlyle Street, Sydenham, will ultimately provide two more efficient goods handling facilities and a new office complex a stone’s throw from the CBD and a short jaunt from Lyttelton port; remaining fabulous for fast freight handling, storage and distribution throughout the city and country. Janice Wickes says the growth has largely been organic – through existing customers growing their businesses – with a number of new clients adding to Beacon’s portfolio of repeat clients.

For tailored information, contact Beacon Global Freight Solutions Ltd now, Phone 03 379 5696 or email [admin@beaconglobal.co.nz](mailto:admin@beaconglobal.co.nz)



Pictured above Brent Jones, Managing Director of Glass Tech at head office in Christchurch,

## 14 YEARS OF SERVICE

*For the past 14 years Glass Tech have used Beacon Global for our import/export needs. It's a well run family business and is consistently reliable. Given challenging customs requirements these days Glass Tech depend upon Beacon Global for sound and sensible advice. Expertise and performance is crucial for delivering a smooth operation to our customers. Beacon Global have what it takes to provide successful solutions and we enjoy a good working relationship with the Beacon Global team.*

**Brent Jones**  
Managing Director  
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