

Everything You Should Know About Exporting

South Island businesses are well used to moving with the ebb and flow of local and international economic indicators, and have a deserved reputation for keeping ahead of the game. In monitoring the trading environment, many successful businesses look to their freight forwarder and customs broker for the kind of help that can turn a marginal business deal into an outright winner.

Beacon Global, a Christchurch-based firm with a history of performance, has plenty to offer in this specialised sector. Janice Wickes, the company's General Manager, says the most important piece of advice that a freight forwarder can offer exporters is to "be prepared."

"It's impossible to overstate the importance of having your deal ready to go, so that when conditions change or trading circumstances improve, you can be ready to move quickly," says Janice. "That means companies need to be looking at their freight forwarding plans ahead of time and contracting out the preparation of documents if they can."

"For exporters this practice keeps staff focused on finding business and making sales instead of tying up that wage doing something that could be done by us on an as-needed basis; a great saving in leaner times."

Janice says exporters need to be aware of the pitfalls. "For example, goods cannot be delivered to the point of export until the Customs clearance has been completed. There are numerous businesses, large and small, who have been tripped up by this. Our aim is to avoid these hassles."

Don't Miss the Boat!

Beacon Global advises all exporters to allow plenty of time for loading goods. Often an export deal includes the supply of specialists, such as engineers and technicians, to commission the goods when they arrive. This can involve significant costs, including air travel and accommodation overseas. If a company makes a commitment to these costs, it is essential to allow plenty of time for loading and shipping. "This is where the expression about missing the boat comes from," says Janice. "We have seen a number of examples of complicated export deals falling apart, at enormous expense, simply because the packing and loading took longer than expected, consuming the time needed to complete the paperwork before the ship left port."

Understanding a World Market

The shipping industry is subject to constant change, driven by geo-political events, regional development, security and bio-security rules and many other factors that are well beyond the control of shipping industry clients. The team at Beacon Global is constantly monitoring these changes and can provide good information to assist exporters.

About Beacon Global

Christchurch-based Beacon Global Freight Solutions Ltd is an experienced locally-owned international Freight Forwarder and Customs Broker offering professional advice and services to South Island exporters and importers.

The company was formed in 1978 with the specific aim of lifting the standard of services provided to companies which trade internationally. Nearly 30 years later, Beacon Global has earned a reputation for its tenacity in ensuring that clients receive all of the services they are entitled to during a complicated process involving numerous parties and their reluctant agents. Janice Wickes, daughter of the firm's co-founder, says it's a reputation they're proud of. "In this industry, you have to be tenacious to truly act in the best interests of the clients and Beacon staff perform some tremendous miracles for clients as a result."

Beacon Global is on the Move!

With a strong client base and recent growth, Beacon Global is expanding its operations at 186 Carlyle Street, Sydenham. The changes will ultimately provide two more efficient goods handling facilities and a new office complex a stone's throw from the CBD and a short hop from Lyttelton port.

For tailored information, contact Beacon Global Freight Solutions Ltd now, Phone 03 379 5696 or email admin@beaconglobal.co.nz

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