

Everything You Should Know About Importing

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The strong New Zealand dollar and a buoyant economy have provided favourable conditions for importers. Canterbury's Digest asked Christchurch-based Beacon Global Freight Solutions Ltd to shed some light on how to import successfully.

It has been said before, but it is worth repeating: the key to a successful import business, either as a first time importer or as an established trader, is having the right advice and professional support.

Beacon Global Freight Solutions Ltd is a well established, locally owned company that takes great pride in providing hassle-free freight and customs services to all importers ranging from first-timers through to businesses with regular commitments.

What are the Main Risks?

In the importing game there are many, and the most common stems from a lack of information. "It's not like walking into a local shop and buying off the shelf," says Janice Wickes, Beacon Global's general manager. "For one thing, you may be dealing with people overseas who have limited English. You must do your homework before you place an order. It's also vital to choose the right freight company

Beacon Global strongly advises importers, both new and experienced, to:

- First research a product to see if there's a market for it
- Understand what the total cost of the product includes to eliminate surprise costs
- Establish which Government border agencies may have an interest in the product so as to minimise delay
- Use international shipping terms (Incoterms) to clarify transactions
- Know the impact MAF regulations will have on full container loads
- Understand the importance of clear Purchase Orders for every order
- Protect each investment with sound information on available payment options and cargo insurance

so you know how it will get here and when. Remember too that the shipping documents are as important as the goods themselves. Without those you have nothing."

Janice Wickes says that, while there are always risks, importing is no big mystery and can be undertaken successfully by those willing to do their homework and seek professional advice in the right place. "At the end of the day, you need to work with people who care," she says.

"You could spend valuable time and money attending seminars on this subject or obtain good information that also covers the points above for free from probably the only company producing it in such easy-to-read

publications. Beacon Global provides an informative Booklet on importing and produces a regular newsletter for clients about import and export issues. Orders and subscriptions can be made via the company's website or complete the coupon below.

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Feel free to visit the resourceful website at www.beaconglobal.co.nz anytime.



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