

Co Loading 101 with ECU's Sal Camaraza

Episode 19 www.thefreightguru.io

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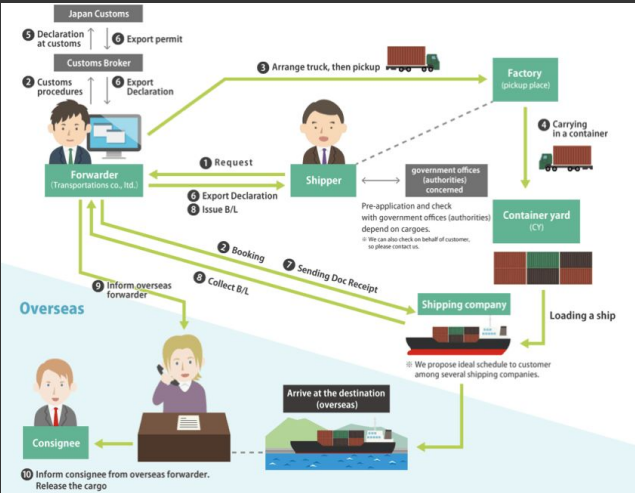




What is a NVOCC ?



The USA definition of an NVOCC is a Non-Vessel-Operating Common Carrier, who performs all services of an ocean carrier except without operating the vessels. The NVOCC issues its own bill of lading (typically referred to as a House Bill of Lading, hereafter HBL) that contains virtually the same data fields as the corresponding Master Bill of Lading issued by the vessel operator, each serving as a contract of carriage, but for different parties. The Master Bill of Lading is a contract issued by the ocean carrier that is between the NVOCC and their agent (at origin or destination), while the HBL is the contract of carriage issued by the NVOCC between the actual shipper and actual consignee. Licensed by the Federal Maritime Commission, NVOCC's buy services from ocean carriers, and though issuance of their HBL with appropriate rate filings, are able to mark-up freight costs as they resell these services to their clients.

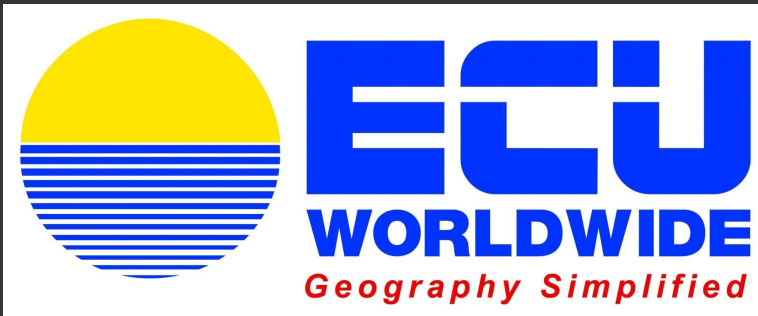




What does a Co- Loader do?

The term **co loading** means transferring **cargo** by a **freight forwarder** to another carrier either to a **freight forwarder** or consolidator. **Co loading** is a common procedure in import export trade especially for less container load – LCL - transactions

There are not many true co-loaders in the USA here are the TOP 3 based on market data:





Top 10 Jobs at ECU Worldwide ?

1. Export Coordinator
 - a. https://www.linkedin.com/jobs/search/?currentJobId=2543597626&f_C=135027&geold=92000000
2. South China Sales Manager
 - a. https://www.linkedin.com/jobs/search/?currentJobId=2485551047&f_C=135027&geold=92000000
3. Inside Sales
 - a. https://www.linkedin.com/jobs/search/?currentJobId=2485551193&f_C=135027&geold=92000000
4. Expeditur Export LCL
 - a. https://www.linkedin.com/jobs/search/?currentJobId=2543597626&f_C=135027&geold=92000000
5. Manifests
 - a. https://www.linkedin.com/jobs/search/?currentJobId=2557067724&f_C=135027&geold=92000000



Who is ECU Worldwide?

Founded in 1987 at Belgium, ECU Worldwide (erstwhile ECU Line) is a global leader in NVOCC services. Backed by rich legacy, passion and agility, we have brought in world-class innovations in LCL (less than container load) and set several benchmarks in the industry. Led by a strong management team, our foothold now stands strong at 300+ offices in 160+ countries, offering LCL and FCL services across the globe. Our wide variety of value-added services and outsourcing solutions make us exceptionally competent in handling and transporting complex cargo to anywhere in the world, seamlessly.

Website

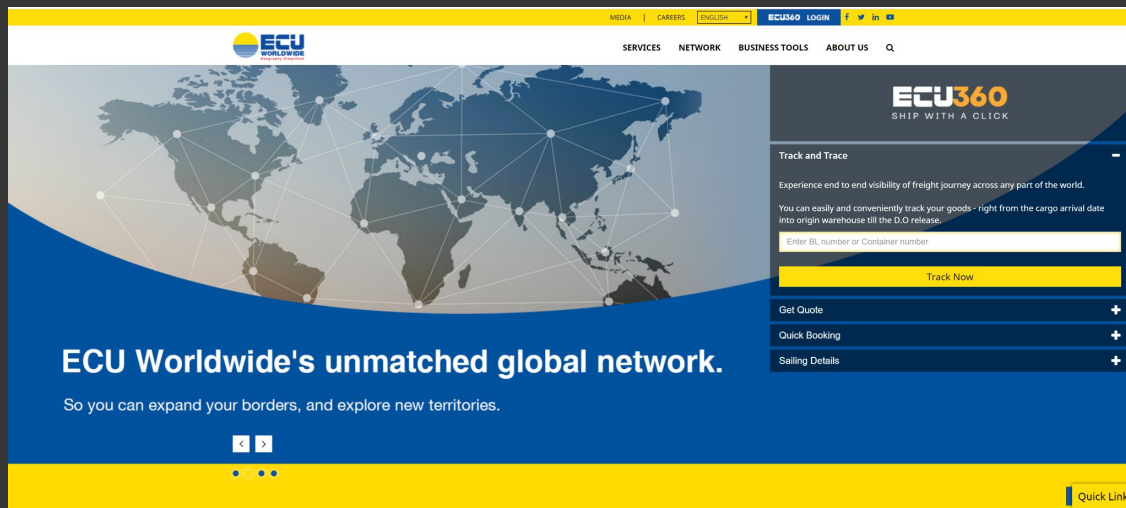
<https://www.ecuworldwide.com/>

Industry

Logistics & Supply Chain

Company size

1,001-5,000 employees





ECU 360



While considering the adoption of a digital platform across the world, it is very important to take into account the inherent difference in consumer behaviour, the level of tech-savviness and the strength of infrastructure in different countries.

One of the key reasons for ECU360 v2.0's success around the world is that it provides an easy-to-use, easy-to-navigate platform that can also be customized as needed. While there are already global tariffs and door-to-door rates for 57 countries uploaded in the back-end, specific tariffs for certain customers can be added and templates for regular transactions can be saved for repeat use to save time and effort.

What's more, each country also has the flexibility to implement its own techniques and plans to increase the adoption of ECU360 v2.0 internally and among its customers. Teams across countries are being innovative in how they accelerate sales and maximise bookings via ECU360 v2.0.

"Having the availability of the ECU360 platform allows our staff to obtain quick and real time pricing at the click of a button. The user friendly platform allows staff to create and make bookings within minutes and even quicker if repeated movements. ECU360 allows us to maintain or service levels to clients with quick turnaround times on pricing and up to date schedules." – **Stephen Parkinson, Export Operations, Quality Freight**



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Password



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Internet Personality: **Freight Guru**

Learn How To Succeed in Logistics

Brought to you by The Freight Guru

Removing the resistance of a sale from users has proven to be extremely successful especially among B2B markets.

Instead we will teach how to succeed in logistics at no cost providing free assets and more value to the brand.

New Positioning:

The Freight Guru is a successful entrepreneur from South Florida that shares techniques of how to be successful in the logistics industry.

Audience: Brokers, millennials, freight forwarders, shippers, truck owners, and supply chain professionals.





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Salvador Camaraza has been in Logistics since 1997.

Keys:

- Speaks 4 languages
 - Espanol, Frances, English and Italian
- Worked for Vanguard for 20 + years
- Has done business sales and development for over 13 years
- Highly respected in the forwarding community

Please see his linked in page:

<https://www.linkedin.com/in/salvador-camaraza-ba991a60/>

Freight Guru YouTube Channel

<https://www.youtube.com/channel/UCTG4Z6YgWe8DLLtzMkydwuA/videos>

Topics:

- Why does Co-Loading make sense for Small and Mid Size Forwarders?
- Who is your ideal customer the shipper, forwarder or broker?
- If your a trucker how do you get approved by ECU?
- Why is it so difficult to scale Co-Loading?
- Why would a forwarder use ECU versus building their own box?
- Are ocean freight rates going to keep going up in 2021?