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Kelly is an expert in International Supply Chains with a global network. Kelly has spent the last two decades building relationships locally and globally and has expert knowledge of international trade. She has worked in the International Supply Chain Industry since she was 19. After working her way through the ranks, she opened her own business in 2009. Transitainer WA is an International freight forwarding company and a licensed in-house customs broker that offers end-to-end solutions

TIP 1. YOUR MOTTO?

"If you fail to plan, you are planning to fail!" - Benjamin Franklin

TIP 2. KNOW INCOTERMS

Understand Incoterms. This is vital to understand where your financial liability starts and ends and also at what point risk transfers from seller to buyer. Understand these Incoterms to help with negotiations and your obligations as a seller.

TIP 3. CHECK REGULATIONS

Always check on any export requirements with the relevant regulatory Government bodies in case your commodity requires permits, or other regulatory requirements. Such as: fumigation / permits etc....

TIP 4. CHECK DOCUMENTATION

Always advise your client (the importer) to have their broker do due diligence and check the requirements at the other end for smooth customs clearance upon arrival. What documents do they require for smooth customs clearance.

TIP 5. CHECK PAYMENT TERMS

Ensure you have clear payment terms outlined to your buyer. Understand what an Original Bill of Lading is versus a telex or seaway bill. This can help protect you to ensure you receive full payment from your buyer.

TIP 6. COVER ALL EVENTUALITIES

Provide all the relevant documents to your freight forwarder to enable them to give you the best advice possible. For example, if cargo is DG (Dangerous Goods) then, by providing the MSDS (Material Data Safety Sheet), the freight forwarder can do all the leg work to confirm if cargo can be accepted and if additional fees may apply. You don't want any surprises.

TIP 7. KEEP LEARNING

Get an understanding of the charges and how sea freight and airfreight are quoted. A good forwarder should pick up if you have asked to send a small and light parcel by sea as you might think it's more economical, but in fact air could be the better option as sea based on minimum of 1cb= 1 tonne. Education is key. A good forwarder, whilst doing the work for you, should help to educate you as you go to assist you in understanding the process. Education is key!

TIP 8. QUESTION EVERYTHING

Take the time to understand the requirements of your customers overseas so as to meet their expectations. Be on the front foot with answers should they have questions. Is it time critical, is the cargo out of gauge? are the goods perishable, etc? Asking these questions could save a lot of heartache.



TIP 9. CHECK FREE TRADE OPTIONS

Know your countries who offer free trade with Australia. This could be a unique selling point to your buyer and help focus on a trade lane that could be workable for your commodity and an area to market.

TIP 10. CHOOSE YOUR FREIGHT FORWARDER WITH CARE

Invest in a good freight forwarder with a good reputation. This is key. A good freight forwarder should be there assisting you through the process and giving you guidance and help to pass on the knowledge they know. If things don't go according to plan, you need the best freight forwarder by your side to help work things out for you. All freight forwarders can move freight but it's when the times are tough the good ones will shine

