

GET READY TO EXPORT: LOGISTICS



Bord Bia Training Workshop
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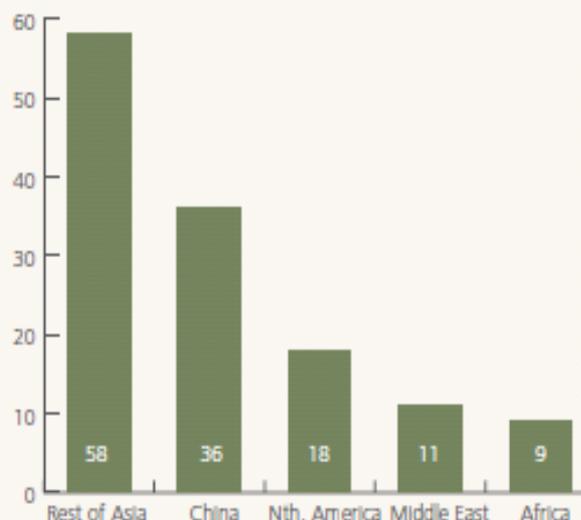
EXPORT TRADE FROM IRELAND: FOOD & DRINK INDUSTRY

- In 2014, Irish food and drink exports hit €10.5 billion, increasing for the 5th year in a row.
- 40% of this volume went to the UK; 31% to other European destinations; and 29% to international markets.
- During 2014, a rise of 45% in value terms of trade to Asia led to a shift in the market distribution of food and drink exports

Irish Food and Drink Exports

	2013 €m	2014(e) €m	2014/2013 % +/-
Dairy products & ingredients	2,968	3,055	+3
Beef*	2,248	2,270	+1
Prepared Foods	1,669	1,805	+8
Beverages	1,197	1,205	+1
Pigmeat	552	570	+3
Seafood	496	540	+8
Edible Horticulture & Cereals	222	230	+4
Poultry	259	310	+20
Sheepmeat	216	218	+1
Live Animals	245	245	0
TOTAL FOOD & DRINKS	10,072	10,448	+4

Growth in exports by region, 2014 vs. 2013 (%)



Source: Bord Bia estimates

SELECTING THE RIGHT TRANSPORT MODE

There are a number of factors you need to consider when choosing the right transport mode and logistics partner for your export shipments

- **Time Sensitivity:** What delivery commitment have you agreed with your customer?
- **Size:** What is the size & weight of your product? Be aware of volumetric / dimensional weight calculations
- **Value:** What is the value of your goods and what are your insurance arrangements?
- **Perishable:** Are your goods perishable or do they require temperature controlled delivery?



SELECTING THE RIGHT MODE OF TRANSPORT FOR YOUR EXPORTS

Customer Need	Mode	Features	Weight	Coverage
Customers who need to ship an item on a time definite basis, with the shortest lead time to delivery	Air Express <i>(DHL Express)</i>	<ul style="list-style-type: none"> ▪ Door to door delivery / integrated air network ▪ Customs clearance ▪ Track & trace ▪ Standard & extra insurance ▪ Brand premium / recognition 	<ul style="list-style-type: none"> ▪ Typically up to 100kgs 	<ul style="list-style-type: none"> ▪ Global
Exporters who need to ship goods on a day definite basis for delivery across Europe	Road Express <i>(DHL Express)</i>	<ul style="list-style-type: none"> ▪ Door to door delivery / integrated road network ▪ Customs clearance if required ▪ Track & trace ▪ Standard & extra insurance 	<ul style="list-style-type: none"> ▪ Typically up to 500kgs 	<ul style="list-style-type: none"> ▪ Intra-Europe
Exporters who need to ship full or part-load container(s) of goods for delivery by sea	Ocean Freight <i>(DHL Global Forwarding)</i>	<ul style="list-style-type: none"> ▪ Full-Container-Loads (FCL) ▪ Less-Than-Container-Load (LCL) ▪ Door-to-Door / Door-to-Port etc. ▪ Major shipping lines ▪ Customs clearance if required ▪ Cost efficient for heavy/bulky freight 	<ul style="list-style-type: none"> ▪ Unlimited 	<ul style="list-style-type: none"> ▪ Global

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- > Researching your market
 - > Insurance
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Welcome to the DHL Guide to trading internationally

Practical advice for exporters

As a small open economy Ireland has always been heavily reliant on international trade. And despite the economic difficulties we have experienced in recent years, there is still a strong demand for 'Brand Ireland'. So there has never been a better time to take your business international and look to new export markets to grow your business. So whether you are a company looking to export for the very first time, or an existing exporter seeking to expand into new markets, we have compiled a wealth of information and resources to help you on your way.

Though going international is easier than you may think, successfully navigating the process does require solid planning and research. This guide is designed to accompany you on every step of your export journey and help you make growing your business internationally a straightforward and rewarding experience.

How can we help?

- International Trade
- Research your market
- Getting started with DHL

www.dhlguide.ie

DHL GLOBAL FORWARDING



DHL WINE & SPIRITS LOGISTICS

We offer specialized transportation to a wide range of customers in the Wine & Spirits sector. Through our relationship with Giorgio Gori we have a network of staff and equipment, secure and optimized warehousing, advanced IT technology, and fast, secure and certified transport procedures to ensure a smooth flow from the bottling line to the consumer's table.



DHL PERISHABLE LOGISTICS

Full range of services to ensure the proper conditions and compliance of perishables such as flowers, fruits, vegetables, cheese, fresh meat and fish across the supply chain. Includes document preparation and customs formalities, prioritized space for perishable cargo on vessels and airplanes, as well as prioritized handling on ports of origin and destination. The control of temperature, quantity and damages, sanitary inspections and quality checks are standard features.



DHL FOODSERVICE

Uses **state-of-the-art automotive technology** for all national and European road transports. All vehicles are individually aligned to their specific types of load from refrigerated, deep-freeze and closed vehicles to partitioned trucks and temperature recordings.



THANK YOU

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