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Have  
a  
Cup o'  
Java!



Ask ten people what their favorite coffee is and chances are you will get five to ten answers --- dark-roasted, french vanilla, smooth, bitter or what have you. Did you know that your gateway to all the coffees of the world is a company called **ECOM Agroindustrial Corporation Ltd** ([www.ecomtrading.com](http://www.ecomtrading.com))?

With an annual turnover of more than 9 million bags, which represents over 8% of global coffee trade, ECOM is among the leading coffee merchants in the world. As coffee growers are scattered all over the globe, transport arrangements are varied and complex. With the goal of reducing supply chain costs, ECOM chose INTTRA to help increase its operational efficiency and to find a better way of connecting with its growers and transportation suppliers. ECOM has now successfully implemented INTTRA-LINK in Brazil and Mexico with plans for further expansion to more countries.

"ECOM selected INTTRA-LINK to improve the booking process, streamline operations, reduce errors, and cut costs," according to Hans Christian Jensen, INTTRA Regional Sales Director for South America. "Consignees, forwarders, and other logistics providers soon will use INTTRA-ACT to track and trace in-transit cargo."

With trading houses in Switzerland and New York, ECOM ships primarily to the United States, Europe, and Japan. Commenting on the business benefits, Chief Information Officer of ECOM Osvaldo de Lima said, "INTTRA-LINK integrates directly with the ECOM back-office system. This enables us to provide an integrated solution to our customers and carriers. The INTTRA solution delivers cost savings to ECOM operations and allows our supply chain partners to monitor all ocean-going cargo."

**INTTRA IN THE NEWS**



**Excerpt from World Trade Magazine**

"INTTRA Turns to the Web to Cut Supply Chain Costs." *'We have enjoyed improved accuracy, cycle time, and productivity in documentation and bookings.'*

--Terry Bunch, director of transportation and distribution, **Rayonier**.



Visit Carriers' Corner to see reprints of current articles about INTTRA appearing in various industry publications.



**The Journal of Commerce ONLINE**

**Excerpt from Journal of Commerce On-Line**

*'Web Portals Gain Ground'*. "When I first tried it (INTTRA-ACT) and spoke to the INTTRA people I felt a little uncomfortable with it because I could make a booking with the shipping company in five minutes over the phone and this seemed to take 15. But now I can do it in 3 minutes or less."

---Greg Nikiper, export logistics manager for the chemical products group at **FMC Corp.**

## INTTRA-LINK UP AND RUNNING IN CHINA

While China continues its unstoppable rise as the world's export powerhouse, aspects of the market continue to be mired in regulation, paperwork, and red tape. The Chinese export business remains one of the more closely regulated markets, and INTTRA is helping customers cut through the red tape.

Four leading cargo agents serving Shanghai---Mainland China's single busiest port---have gone live with INTTRA-LINK. The four agents, CTS International Transportation Co. Ltd, JHJ International Transportation Co. Ltd, Orient International Transportation Co. Ltd, and Bestway International Transportation Co. Ltd, are among the leading agents serving Shanghai and are estimated to be responsible for more than 150,000 teu annually.

Shanghai itself accounts for almost 10% of China's total exports of more than US\$360 billion in 2000.

(Source: Shanghai Foreign Investment Network Information Center. Note: latest year for which Chinese govt figures currently available).



**China Cargo Agents see e-commerce as a necessity and INTTRA as a key player.**

"Of the more than 300 cargo agents serving Shanghai who are licensed to make international shipment bookings, many are now actively seeking means to increase competitiveness with other players in China's supply chain," said



Paul Stephen, Managing Director, Asia Pacific for INTTRA. "They see e-commerce as a necessity, and INTTRA as a key player."

INTTRA worked closely with these cargo agents to understand current business processes so that

INTTRA-LINK could be used to support current systems. INTTRA also worked with the carriers to bring CTS, JHJ, OIT, and Bestway online in just one month, from initial delivery of implementation guides to the successful conclusion of pilot.

The implementation is significant for INTTRA and for the industry in China, according to Paul Stephen. "In providing a solution for CTS, JHJ, OIT, and Bestway, we have prototyped and deployed a unique solution that can now be rolled out other agents in Shanghai and the leading agents in other Chinese ports, such as Tianjin, Ningbo, Qingdao, Xiamen, Dalian, and Chengdu."

## INTTRA-LINK SHIPPING INSTRUCTIONS PILOT PROGRAM

Over the past few months, INTTRA has been working with carriers and key customers to electronically connect shipping instruction transactions between systems. Implementation guides have been distributed to four early adopters (shippers and forwarders) as well as INTTRA carriers. INTTRA is now testing transaction flows across its network and is scheduling first quarter implementations.

Feedback from early adopters is positive. This connectivity enables customers to transmit shipping instruction information for multiple carriers in a single transmission. INTTRA-LINK Shipping Instructions decreases the risk of errors and speeds the process, which is especially important with new U.S. Container Security Initiative in place.

**Stay tuned - we will keep you updated as these firms go live with INTTRA-LINK shipping instructions!**