



E-GUIDE

# Export checklist

Your guide to transport and logistics for export businesses



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## INTRO

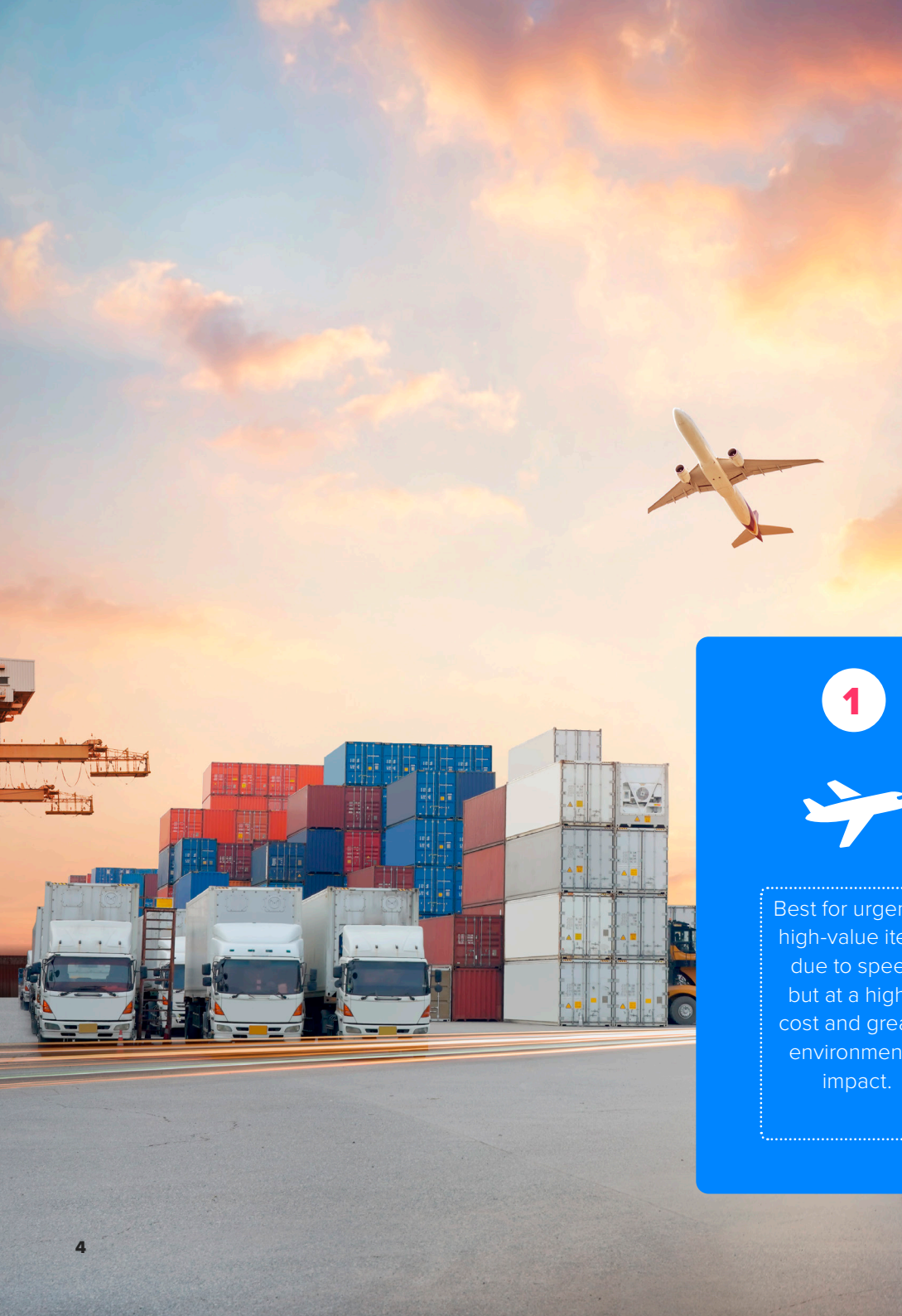
For export businesses, efficient and reliable transportation and logistics are crucial to ensure competitiveness in the global market.

Here are five key factors export businesses should consider:









# Transportation Costs

The costs of transporting goods can vary significantly depending on the transport mode, distance, and cargo size. Effective cost management and choosing the most economical mode of transport without compromising delivery times are vital to maintain competitiveness.

## Mode of transport

The choice of transportation mode depends on a balance of speed, cost, and environmental impact considerations, aligned with the specific needs of the shipment.

- 1. Air Transport
- 2. Sea Transport
- 3. Road
- 4. Rail

As an export company you must weigh these factors carefully to choose the most suitable, efficient, and sustainable transportation method for your needs.

<p>1</p> 	<p>2</p> 	<p>3</p> 	<p>4</p> 
<p>Best for urgent or high-value items due to speed, but at a higher cost and greater environmental impact.</p>	<p>More economical and the lowest environmental impact, ideal for less time-sensitive cargo and larger shipments.</p>	<p>Offer flexibility for land logistics, ideal for shorter distances and last-mile deliveries.</p>	<p>A greener alternative for long-distance transport, but with fixed and non-flexible routing.</p>



## Cost management

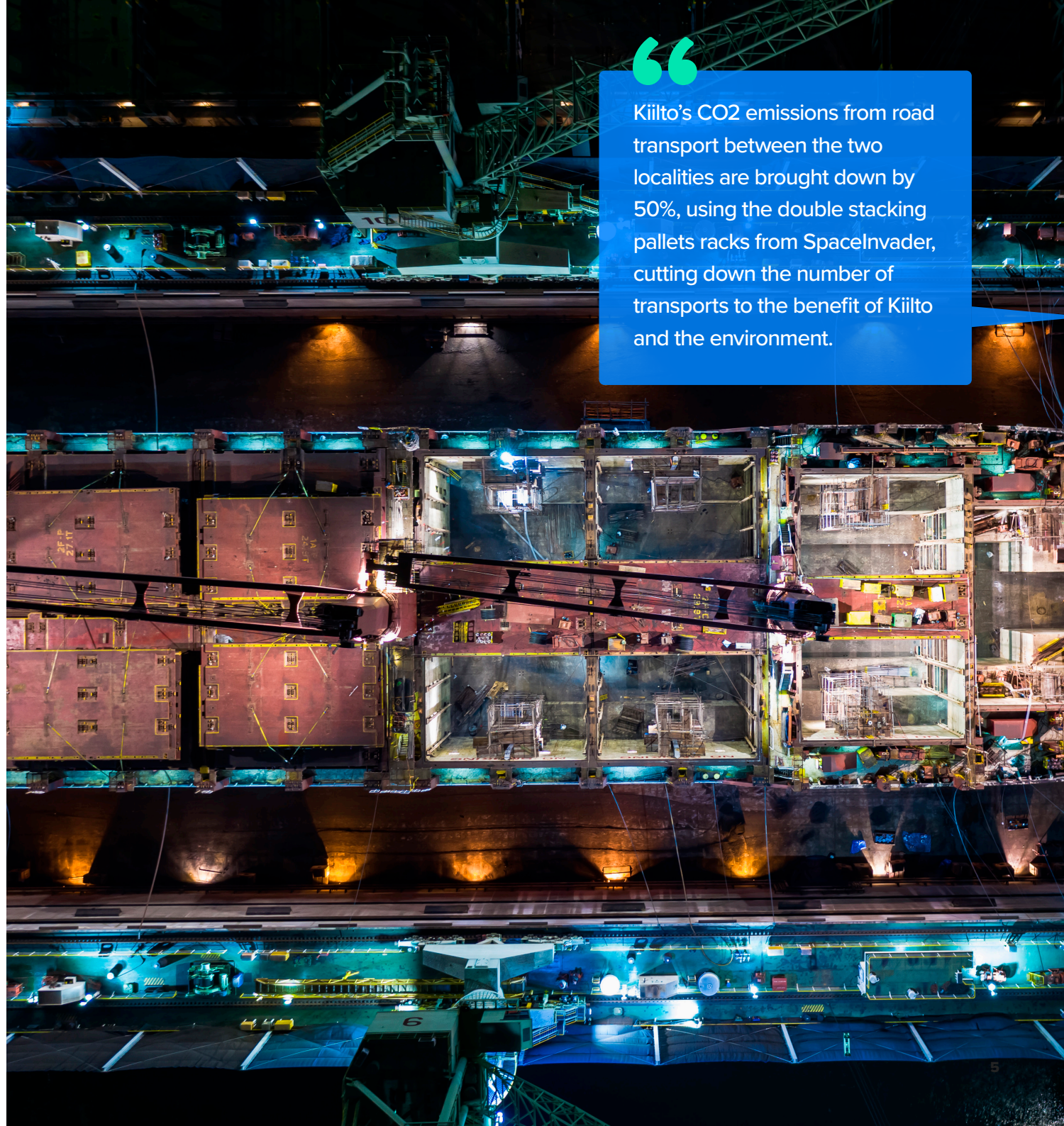
Minimising transportation costs is crucial for maintaining the competitiveness and profitability of export businesses.

There are ways to optimise, and you can consider the following strategies:

- › **Consolidate Shipments:** Regularly assess and combine smaller loads into larger ones to secure bulk rates, lowering per-unit costs and reducing shipment frequency.
- › **Negotiate Contracts:** Actively negotiate with carriers for better rates or terms, leveraging volume commitments or ongoing partnerships to reduce costs, enhance service levels or get priority treatment during peak times, depending on your business needs.

## Benefits

- › **Cost Efficiency:** Smart mode selection and strategic planning significantly cut transportation expenses.
- › **Environmental Responsibility:** Choosing greener options aligns with sustainability goals.
- › **Competitive Advantage:** Maintaining profitability through efficient logistics positions your business favorably in the market.



Kiilto's CO2 emissions from road transport between the two localities are brought down by 50%, using the double stacking pallets racks from SpaceInvader, cutting down the number of transports to the benefit of Kiilto and the environment.



# Customs and Import Regulations

Understanding and complying with the various customs and import regulations in both the exporting and importing countries is crucial. This includes everything from the correct classification of goods to compliance with local laws and standards. Mistakes in this process can lead to delays, fines, or even confiscation of goods.

There are mainly two things you can do to navigate customs regulations, classification, and documentation:

- > **Do research to understand the requirements** of both the exporting and importing countries' customs regulations, including tariffs, taxes, and specific documentation requirements. And stay updated, customs regulations and trade agreements frequently change.

Staying informed about these changes is crucial for compliance and can be facilitated by subscribing to updates from relevant customs and trade authorities.

- > **Engage with Professionals:** Customs brokers and legal experts in international trade can provide invaluable assistance. They can manage the paperwork, offer advice on compliance, and help resolve any issues with customs authorities.

**Contact your local Blue Water office if you need answers to customs and regulations related questions:**

[www.bws.net/contact](http://www.bws.net/contact)



## Customs

At Blue Water we have in-house customs brokers that takes care of all the paperwork and makes sure that all requirements and regulations are complied with.

[READ MORE](#)









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Did you know that many export companies choose the wrong Incoterm according to how the goods are actually handled?

# Incoterms 2020

Incoterms 2020 er Det Internationale Handelskammers regler om fortolkning af handelsklausuler. Denne planche illustrerer fordelingen af omkostninger og risiko mellem sælger og køber i henhold til Incoterms 2020.

**EXW**  
AB fabrik

**FCA**  
Frit fragtfører

**CPT**  
Fragtfrit

**CIP\***  
Fragtfrit inkl. forsikring

**DAP**  
Leveret på stedet

**DPU**  
Leveret på stedet, afviklet

**DDP**  
Leveret fuldstændt

**FAS**

**FOB**

**CFR**

**CFI**





# Classification and Documentation



## Correct Classification

Properly classifying goods using the Harmonized System (HS) codes is fundamental. Accurate classification affects tariffs, compliance with trade agreements, and overall customs clearance. Incorrect classification can lead to fines, delays, or seizure of goods.



## Essential Documentation

Smooth customs clearance requires a set of specific documents, typically including the commercial invoice, packing list, bill of lading, and certificates of origin. These documents must be accurate, complete, and properly filled out to meet the requirements of customs authorities.

Errors in documentation can cause significant delays and additional costs. Ensuring all information is correct, from the value of the goods to their description and classification, is critical for avoiding such issues.



## Proactive Communication

Effective communication with your logistics providers, customs brokers, and the customs authorities can help identify and resolve potential issues before they result in delays.

By choosing Blue Water as your partner, you only need to be in contact with your regular contact person. We take care of all communication and problem solving with customs brokers, authorities, etc. and inform you along the way. Read more at [bws.net](https://bws.net)





# Flexibility and Scalability

The ability of export businesses to quickly adapt to changed market conditions, unexpected demand surges, or supply chain disruptions is crucial. This requires a logistics system that is both flexible and scalable, along with strong relationships with carriers and agents.

There are four focus areas:

## 01 BUILDING A RESPONSIVE SUPPLY CHAIN

There are several strategies to build an adaptable supply chain. You can diversify your supplier base, invest in technology for enhanced visibility and implement agile inventory management. You can also rely on strong partnerships with trustworthy logistics providers, who knows your business and get you the best rates, continuously stays updated on new rules and regulation and customise solutions to your transport needs.

## 02 SCALABILITY SOLUTIONS

Scaling logistics operations efficiently with demand fluctuations involves strategic planning and operational flexibility to avoid excessive costs. Negotiate scalability into contracts with your logistics provider, to allow adjustments in service levels without significant penalties. Engage third-party logistics providers who can offer flexible warehousing and transportation services, scaling with your needs without requiring fixed investment.

## 03 PARTNERSHIP AND COLLABORATION

Building strong partnerships with logistics providers is important to enhance flexibility and scalability. Choosing a transport and logistics partner with global coverage and worldwide network can be essential for you to reach the world. By choosing a freight forwarder company as your partner, you get access to a wide range of carriers, favourable rates, all modes of transport and a partner that can customise the best solution based on your needs.

## 04 INTEGRATION

Integrating IT systems across your supply chain enhances visibility, efficiency, and collaboration. It streamlines operations, reduces errors, and speeds up decision-making. By providing real-time data, it ensures responsiveness to market changes, optimises inventory management, and improves customer satisfaction. By integrating your IT systems you foster a more agile, competitive, and resilient supply chain, being able to handle and monitor every single step of the transport.





# Sustainability

With increasing focus on environmental sustainability and new regulations making it mandatory to report on in some countries, it's important for export businesses to consider the environmental impact of their transport and logistics operations. This can include choosing more sustainable transport options, improving load efficiency, and reducing CO2 emissions. This is not only better for the planet but can also enhance your company's image and meet customers' demands for sustainability.

- › **Optimising transport solutions:** Explore options for reducing the environmental impact of transportation, such as insetting and offsetting. Carbon insetting is a technique for the active adoption of measures to decrease carbon emissions within the transport services provided.

The real carbon reductions attained through the utilisation of alternative fuels can be applied as carbon insets to

decarbonise transport requirements. Offsetting is where carbon credits are obtained from external projects, but the company's own CO2 emissions remain unchanged.

- › **Improving load efficiency:** With careful planning you might be able to consolidate your goods and optimise load efficiency by reducing the number of trips and consequently, the carbon footprint.
- › **Corporate Social Responsibility (CSR):** Adopting sustainable logistics practices, such as reducing emissions, optimising routes and loads, and using eco-friendly packaging, aligning with your Corporate Social Responsibility (CSR) objectives by minimising environmental impact. This commitment not only enhances brand reputation but also resonates with environmentally conscious consumers, driving loyalty and supporting long-term sustainability goals.

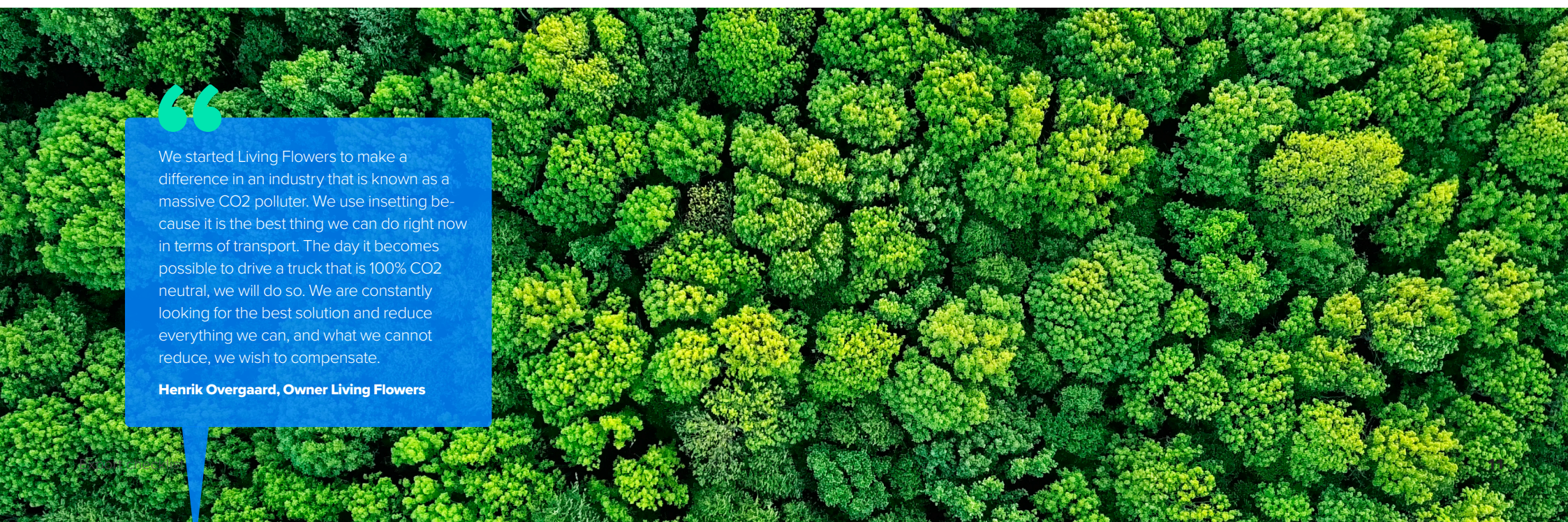
Staying up-to-date with the latest trends and innovations in transport and logistics can also provide export businesses with a competitive edge, leading to further efficiencies and cost savings.

**Reach out to our expert, Per Jakobsen who can help you optimise the environmental impact of your supply chain: [peja@bws.net](mailto:peja@bws.net)**



We started Living Flowers to make a difference in an industry that is known as a massive CO2 polluter. We use insetting because it is the best thing we can do right now in terms of transport. The day it becomes possible to drive a truck that is 100% CO2 neutral, we will do so. We are constantly looking for the best solution and reduce everything we can, and what we cannot reduce, we wish to compensate.

**Henrik Overgaard, Owner Living Flowers**







Blue Water Shipping A/S  
Trafikhavnskaj 9  
6700 Esbjerg  
Denmark

Tel: +45 7913 4144  
Mail: [esbjerg@bws.net](mailto:esbjerg@bws.net)