



# NEWSLETTER

TUESDAY

MARCH 15TH


2025

## We've Won! Umbrella Named Best Global Logistics Freight Network 2025

We are incredibly proud to announce that Umbrella Freight Network has been awarded “Best Global Logistics Freight Network 2025” by MEA Markets.

This award is a reflection of the strength, dedication, and professionalism of our members across the globe. It recognizes not only the growth of our network but also the high standard of service and collaboration that makes Umbrella truly stand out.

To every one of you—thank you. This achievement belongs to all of us.

 MEA Markets will officially publish the award announcement during the week commencing 23 June 2025.

★We look forward to celebrating together at the AGM in Bangkok later this year!





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## **Member Milestone: CADA Cargo Achieves National Security Accreditation in Colombia**

We're proud to share that CADA Cargo, our trusted member in Colombia, has been officially accredited as a member of the Business Security Front of the National Police of Colombia—a prestigious recognition that reinforces their commitment to secure, reliable freight operations.

This accreditation brings a host of benefits:

- Establishes a direct communication channel with the National Police, ensuring alignment with the highest security standards
- Enhances supply chain protection through the adoption of best practices in corporate security
- Aligns with global certification requirements, boosting compliance and client confidence
- Welcomes CADA Cargo into a select group of companies working closely with national authorities to promote a strong security culture

 A special congratulations to Diana and Cesar, the owners of CADA Cargo, for leading their team to this impressive achievement. Your dedication to excellence and safety continues to set a high standard for logistics in Colombia and beyond.





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## INDUSTRY NEWS!

### Air Freight News – April 2025

#### **Global Air Cargo Market Faces Tariff-Induced Volatility**

The global air cargo market is experiencing increased volatility due to new tariffs and capacity constraints. While the overall Baltic Air Freight Index (BAI00) dipped slightly by 1.07% from February to March, underlying factors such as tariff-driven urgency and regional disparities are reshaping the market dynamics.

#### **Asia-Pacific Airfreight Rates Surge Amid Tariff Concerns**

In the Asia-Pacific region, airfreight rates have seen a significant increase, with pricing jumping 4% week-over-week. The average spot rate out of the region rose by 5%, reaching \$3.94, as shippers expedite cargo ahead of impending U.S. tariffs.

#### **Operational Challenges in Europe and North America**

Air cargo operations from Europe to North America are facing disruptions due to new security measures and labor shortages. Major European hubs like Schiphol and Liege are expanding freighter capacity to manage peaks, while U.S. carriers contend with staffing challenges at key airports, leading to delays and rate volatility.





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 **MORE INDUSTRY NEWS!**

## Sea Freight News - April 2025

### **Blank Sailings Increase Amid Trade Uncertainty**

Container-shipping companies are increasingly canceling or delaying voyages from Asia to the U.S. and Europe, a trend known as "blank sailings." This move is in response to declining demand and the ongoing trade tensions, with 68 sailings globally expected to be canceled during April.

### **European Ports Face Congestion Due to Rerouted Shipments**

The escalating trade war between the U.S. and China has led to severe congestion at major European ports. Hundreds of ships are stranded due to canceled orders and rerouted shipments, as new tariffs disrupt global shipping operations.

### **Maersk Launches New Transpacific Service**

Maersk has introduced a new direct service from Turkey to the U.S. East Coast, aiming to enhance reliability and efficiency in its network. This move is part of Maersk's efforts to adapt to the changing trade landscape and provide consistent service amid global disruptions.







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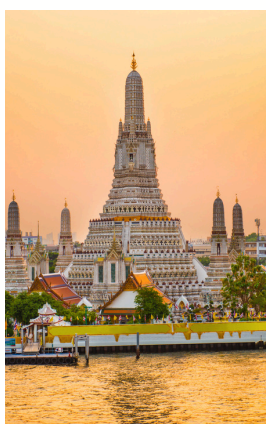
## Expanding the Umbrella Network

We are always looking to grow with the right partners! If you know a trusted agent in any of the following countries, we would greatly appreciate your recommendations:

 **Vietnam** |  **Papua New Guinea** |  **Bangladesh** |  **Kuwait** |  
 **Qatar** |  **Saudi Arabia** |  **Bahrain** |  **Greece** |  **Hungary** |  
 **Latvia** |  **Egypt** |  **Kenya**

If you have a strong, reliable freight partner in any of these countries, please let us know—we'd love to welcome them into our growing network!

Looking forward to seeing you all at the AGM and continuing to build a strong, trusted global freight community together.



### Reminders & Important Updates

- ✓ **Hotel Discount for AGM Attendees** – Special rates are available for 3 days before and 3 days after the AGM for those looking to extend their stay.
- ✓ **Looking for More Business?** – Engage with fellow members in the group chats and at our events to maximize your connections.
- ✓ **Exclusive Country Memberships Available** – If you know a trusted agent in a country where we don't yet have representation, invite them to apply!



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## **AGM in Bangkok – 35 Members Already Registered!**

Since announcing the AGM in Bangkok, hosted by IMEX Logistics, we're thrilled to share that 7 members have already secured their spots! They've taken advantage of the early bird discount, and we encourage everyone else to do the same before it expires at the end of February.

- ◆ **Date:** 31 October – 3 November 2025
- ◆ **Location:** Bangkok, Thailand
- ◆ **Why Attend?** Strengthen partnerships, expand business opportunities, and engage with fellow members in person!

**If you haven't registered yet, don't miss out—secure your spot today!**

## Sponsors:





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## FEATURED MEMBER: DENMARK



This month, we are proud to feature FREJA Transport & Logistics, a leading logistics provider representing Denmark within the Umbrella Freight Network. Established in 1985 and headquartered in Skive, FREJA has grown into one of the Nordic region's foremost transport and logistics companies, offering comprehensive solutions across road, sea, and air freight, as well as project forwarding, warehousing, and specialized services for the pharma and healthcare sectors .

Our main contact at FREJA is René Rasmussen, Director of Courier & Express Services. René brings extensive experience and a commitment to excellence that aligns seamlessly with Umbrella's values. We extend our gratitude to Andy from Cargo Marketing, Asaf from On Express, and Josh from TBGFS for recommending FREJA to our network.

FREJA's dedication to quality and innovation makes them a valuable partner in our global logistics community. We look forward to continued collaboration and shared success.



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## GETTING TO KNOW FREJA - DENMARK



### Can you start by introducing yourself and telling us a little about your company?:

51 years Young and been in the industry for more than 30 years by now - Lived and worked 2 years in the UK back in the mid 90's but other than that always been living and working in and from Denmark. Joined FREJA Transport & Logistics 2 years ago after spending 10 years with Blue Water Shipping. FREJA Transport is privately owned by USTC - United Shipping & Trading Co.: USTC have activities within oil & energy, shipping & logistics, ship owning, risk management, car activities, IT, and sustainable energy. This gives SDK FREJA access to knowledge, services, expertise and an international shipping and logistics network around the world, as USTC is present in 40 countries with more than 4,300 employees.

### When is your birthday?:

June 05th



### How long have you been in business?:

30 Years plus..

### How many employees do you have?:

Apprx. 1170 Employees in total





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## Company Overview



### What initially brought you into the freight and logistics industry?:

The excitement of not 2 days being the same - being challenged - finding solutions - being problem solver - winning business and new customers.



### What are the key services your company provides, and what makes your business unique?:

Our Key services are Road - Sea - Air - Logistics and courier services We serve Scandinavia with own offices and own dedicated staff and equipment.



### Can you share a success story or significant milestone your company has achieved recently?:

Being a traditionally Road-Forwarder the focus is more and more towards Sea-Air and courier and shortly a new company strategy coming up



### Who invited you to join Umbrella or how did you find out about Umbrella?:

I know quite a few of the members already from another network in the past which we all was a part of. Some members I have not met personally for more than 10 years why I really look forward to the upcoming AGM in Bangkok - Will be great to see the old friends again.



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## Experience with Umbrella Freight Network



### What motivated you to join the Umbrella Freight Network?:

The chance of being part of a network with (Mainly) one agent per country only and hopefully be able to build up new and regular business with my old friends and the new ones as well.



### How has being part of this network benefited your business so far?:

Being relatively new I don't think we have had done any business yet with other members than Cargo Marketing Germany, whom we have dealt with for many years already.



### Can you share a specific instance where being part of Umbrella made a positive impact on your company?:

See above...



### What do you value most about being part of a smaller, exclusive network like Umbrella Freight Network, compared to larger mega-networks?:

Dedication - one agent / one country speaks for itself.. You're in direct contact with the decision-makers and often the owners directly.



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## Fun & Personal



**Outside of work, what are some of your hobbies or interests that you'd like other members to know about?:**

Still playing football on a weekly basis and also now been playing padel tennis for a few years as well – As long as my old body is able to cope, I will play for sure !



**If you could describe your company's approach or philosophy in one sentence, what would it be?:**

Attitude is a small thing that makes a big difference When dealing with customers, colleagues and partners, we always remember the FREJA values: Flexibility Result-orientation Engagement Just in time Attention Network Innovation Trust



**What advice or insights would you share with new or prospective members of the Umbrella Freight Network?:**

Invest in the network and Your new partners worldwide – Don't sit back and wait for business will come by itself..