

# Global Logistics & Transportation

## SINCE 1919

Serra International, Inc. has been on the cutting edge of global logistics and transportation for 90 years. During this time Serra has accumulated a wealth of experience rivaled by none. Serra has carefully built a Global Network which enables it to offer Logistics, Customs Brokerage and Air or Ocean Transportation services to most areas of the world. A cohesive worldwide network combined with a wealth of hands-on experience enables Serra to provide both large and small companies with the most cost effective solutions and rates no matter what the needs are.

Experience extending beyond the routine handling of import and export shipments allows Serra to provide you with more than just documentation preparation services. Serra's Project Management division has been handling the co-ordination and transportation of small and large projects throughout its history. Need something shipped fast? Serra's On-Demand Transportation service can save the day. Whether one carton or 100 containers, every shipment benefits from the wide range of Serra's services and expertise.

Serra's experience and expertise is combined with state-of-the-art technology to provide you with many value added services ranging from 24/7 online shipment, purchase order and inventory tracking to event driven automatic emails, EDI, custom reports and downloadable documentation.

Call today to explore how Serra can lower your costs and free you from the confines of your supply chain.

- Freight Forwarding
- NVOCC
- Custom Brokers
- Project Cargo
- Logistics
- Shipment Tracking
- Export Licensing
- On-Demand Transportation
- Latest Technology



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# International Transportation

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Air and Ocean transportation is a key component of any Supply Chain. No matter how good any of the other services are, the whole point is to move your freight from origin to destination intact by the most economical and reliable means, within the required timeframe. International Transportation is a complex process demanding a full understanding of the language, regulatory and documentation requirements of many governmental agencies throughout the world. With an international staff and nine decades of experience in all transportation and regulatory matters, Serra will navigate the complexities of international transportation for you whether it be by air or ocean. Utilizing our 90 years of accumulated expertise and state-of-the-art IT systems which allow you to track your shipments and shipment details 24/7 via the internet, Serra will keep you informed every step of the way.

Serra's customers benefit from the experience of its Project Cargo, On-Demand Transportation and Logistics divisions, who will use their expertise and experience to ensure that you get the most reliable service at the most competitive price. Serra's Global Network, assembled from only the most reliable companies who have proven themselves during the last 90 years, enable Serra to service your needs in most areas of the world without worry.

It is no wonder that Serra was appointed as the official air and ocean Freight Forwarder by the Government of Jordan and is recommended even by competitors due to its specialized experience. Experience the difference and freedom from worry that Serra provides to all of its customers and see why Serra has been trusted to handle international shipments by thousands of customers for the last 90 years.

- Freight Forwarding
- NVOCC
- Door-to-Door
- Project Cargo
- IATA Air Agents
- Shipment Tracking
- Export Licensing
- Consolidators
- Full Containers
- LCL
- On-Demand Transportation



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# Logistics

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A new model of Logistics has evolved due to the advancement of technology and changing needs of the logistics industry. This model is called third party logistics (3PL). The old model of a single company providing all the services in the supply chain by utilizing its own assets does not work anymore due to the more complex nature of international logistics that exists today. No single company can provide the best quality and lowest cost services in all the links of a supply chain solely utilizing its own assets. Today's Logistics' companies offer a few key assets plus their accumulated experience and Technological resources. In this way the most cost effective and reliable service providers can be selected according to each customer's needs rather than fitting every customer, regardless of needs, into the same mold.

Unlike many 3PL providers whose company owned assets are based upon the domestic storage and delivery of goods, Serra's owned assets are focused on the international links in the



Supply Chain. We feel that the International area is where Hands-On experience and expertise is most critical due to the complex nature of international laws, regulations and exposure to severe fines and penalties. Serra combines its assets with its Global Network of service providers selected throughout its 90 year history

to provide you with all the links in the supply chain. Holding all these links together is accomplished by the wealth and depth of Serra's experience and technological tools such as 24/7 internet access and email notifications of all aspects of your shipments, custom reports, downloadable documents and more. Serra also manages your inventory, purchase orders and makes all of this information available to you 24/7 from wherever you have internet or email access. Serra Logistics truly frees you from being tied down to your desk by your supply chain. Even special needs can be met utilizing Serra's Project Management and On-Demand Transportation divisions.

- Worldwide Network
- 90 Years of experience
- Large & Small Projects
- Inventory Mgmt
- Purchase Order Mgmt
- Project Tracking
- Oversized Cargo
- Problem Resolution
- Internet Tracking
- Customs Reports



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# Custom House Broker

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On December 9, 1993 the Customs Modernization or "Mod" Act became effective. This Mod act introduced the concept of "Shared Responsibility". Simply put, this means that each importer is equally responsible for any mistakes made by their "agents" or "Brokers". Gone are the days when an Importer could avoid heavy fines and penalties by simply hiding behind the fact that they relied solely on the advice of an outside party. "Informed Compliance" and "Reasonable Care" are required from each Importer.



Serra realizes that importing is not the primary business of many companies engaged in import and yet they are expected to know all the import regulations and put systems in place to demonstrate "Reasonable Care" in the importation of their products. For this reason it is more important than ever to carefully select your Customs Broker based on experience, longevity and ability to communicate with you. When you select Serra as your Custom House Broker you will hear what you need to hear (and not just anything to get

your business) to ensure that your company complies with the requirements of the Mod Act. Serra will do it right and protect your interests and has been doing so since 1919.

Our C-TPAT certification will reduce the number of examinations that your shipments will be subject to if your company is also C-TPAT certified. This and other benefits will speed your shipments through the Customs process as fast as possible. If you are not C-TPAT certified, Serra is able to offer their consulting services to obtain C-TPAT certification for you and your suppliers.

State-of-the-art Customs compliance and documentation software ensure that all import documents are prepared accurately. Once prepared all documents are subject to numerous edit and compliance checks to ensure acceptance and speedy Customs release of all entries.

Pre-filing of Customs Entries as early as legally allowed will allow your goods to be ready to be delivered as soon as they land. Serra uses all the technology available to make sure that your goods are expedited efficiently and accurately within the confines of all applicable U.S. regulations. Try it the Serra way and import with confidence.

- Pre-clearance of Entries
- Licensed Brokers on site
- ABI for quick processing
- C-TPAT Certified
- Customs Surety Bonds
- Entry Filing at all Ports



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# Project Cargo

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Serra's Project Cargo division has experience in all types of project cargo from specialized machinery to whole plants and military equipment needed in the deserts of the Middle East. No job is too big or small for us. Experienced in obtaining the necessary permits, Export Licenses and equipment needed, Serra will get it there when others give up.

Let Serra handle all of the complexities of your next project whether it be getting the right heavy lift equipment to a site at the right time or figuring out how to move those large piece to the nearest port. Obtaining Permits, documentation, licenses, equipment, manpower and all the other elements that go into completing a successful project are routine for Serra. You learn a thing or two in 90

years.

Aside from Serra's Project Management expertise you get online real-time shipment tracking, Inventory and Purchase Order Management. This enables you to stay informed about the status of your project anytime from anywhere. Our time tested Global Network, will assure that your project is completed on time and within your budget.

All projects handled by Serra receive customized project plans tailored to each clients needs and budget plus benefit from the experience of Serra's other divisions to ensure a successful completion of you project.



- 90 years of experience
- Large & Small Projects
- Customized Project Plans
- Plans for every budget
- Purchase Order Mgmt
- Project Tracking
- Oversized Cargo
- Problem Resolution
- Internet Tracking
- Customs Reports
- Obtain all permits



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# On-Demand Transportation

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As part of its worldwide logistic services utilized by governments and the Aerospace Industry among others, Serra is a specialist in On-Demand Transportation. Simply put, On-Demand Transportation is the transportation of goods that require immediate delivery or special modes of transportation where getting the goods from point A to Point B, in a specific time frame, is the overriding concern rather than "lowest cost". Serra has extensive experience and expertise in expediting aircraft repair parts, military supplies and other goods which require fast or specialized handling. Whether it be "next flight out" or figuring out how to get 5 attack helicopters to a foreign Air Force in time for deployment, Serra has a wealth of Hands-On experience with On-Demand Transportation. Where others fail, Serra has come through by utilizing its accumulated decades of experience to find the best solution. Serra's On-Demand clients also take advantage of real time 24/7 internet tracking and email notification systems. Whether it be a group of field commanders scattered throughout the Mid East or an anxious maintenance manager waiting for a crucial part for an AOG (Airplane on Ground), up-to-date status information is available for their use over the internet; any time, any place.



- Next Flight Out
- Expedited Documentation
- Global Network
- Experienced Staff
- Online shipment tracking



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# Technology

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Since the advent of computerization in the transportation industry, Serra has always believed in the advantages of automating as many processes as possible to produce error free and compliant documentation in the shortest period of time. This not only reduces cost for its clients but also provides for the quickest approval of all shipment documentation by the various government agencies involved in the exporting and importing of goods to and from the United States. It also provides a central source of information for our customers.

Serra continues to invest heavily in technology with capabilities well beyond others of its size. The result of Serra's investment in technology is error free documentation and SerraTrac which provides 24/7 real time access to shipment information either online or via email. This keeps each customer



informed every step of the way no matter where they are. It frees you from the need to be at your desk to manage your supply chain. All documents, shipment information, status, inventory, and purchase order information are accessible on the internet from wherever you may be.

SerraTrac also supports all standard EDI formats for computer to computer

exchange of data to minimize human error. In addition, document folders, automatic event driven emails, custom reports and much more are available through SerraTrac. As a customer of Serra you receive all the benefits of all the state-of-the-art technology available to our industry; no matter what your size.

- SerraTrac
- EDI support
- 24/7 Access
- Real-time data
- Latest Technology used
- Custom reports
- Automatic emails
- Online access to documents

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