

## EDITORIAL



### NEW CHALLENGES

Words like transport or warehousing are long gone concepts, and today we seem to be surrounded by a complete new world of technical words associated with the logistics process. The commercial flow amongst territories is increasingly regulated by the Health and Tax authorities.

Our customers, too, have their suppliers and clients further a field. That's why they have opted for targeting their resources to their core business and outsourcing the rest of the services to specialised companies. Besides, the current economic situation worldwide has broken all rules and has put the vast majority of professional people in an unprecedented position.

In order to survive in such a complicated scenario, we cannot continue working as we have done until now – it's time for change.

Laying new strategies is a must these days, strategies that can enable us to use the new communication channels, to discover other groups of consumers and to identify new value proposals that can help us reach the level of "NEEDS" of our clients, which is no other than Improvement of our Competitiveness.

If we want to achieve different results, we need to do different things that can bring a new added value. It is the time to change our working methods and to adapt them to the new market conditions, find new grounds and above all, never loose sight of our competitors. We cannot continue anchored in a purely operative role, we must move forward towards a role that is closer to the business and more focused on results.

We must promote communication, experimentation with new services and speedy decisions.

We can all do something better than others, and this "something" flows from us naturally; however we must adopt new habits that may result in a greater impact than the old ones.

Passion is a favourable, very valuable factor which brings about commitment, and the passion must be in line with our common objective, "to compete in a global market which proves more and more demanding and specialised every day".

We must work better, faster and as cheaply as possible for the benefit of our clients.

The key to success for companies lays in the people working in them. So our objective at TRANSNATUR is to continue to be a good place to work in, where we can keep our culture and our values. However, many paradigms are changing and it is our responsibility to rise to the new challenges.

Mr Juan Carlos Menéndez

Branch Manager of Transnatur Valencia

## NEWS AGENTS

### Europa Worldwide Logistics

Transnatur's new agent for the United Kingdom was founded in 1966. A privately-owned Company, currently employs over 400 people in the UK. Its Headquarters are based in Erith (London) and they have nine other offices spread around the country.

Transnatur started to collaborate with EUROPA last July.

The signing of the collaboration contract ended in a banquet for all the Management team of both Companies.



Photo: TN Bcn



Photo: TN Bcn



Photo: Europa

### Airmar Mexico.

In the middle of April, Transnatur started an exclusive collaboration for Spain for sea&air-freight shipments with a new agent in Mexico. Airmar is a 100% Mexican company, founded in 1993, their headquarters are in Mexico City and they have six other offices spread around the country (Guadalajara, Leon, Monterrey and Veracruz).



Photo: Airmar



## WE HAVE VISITED

### **February 2012-SIFTE BERTI-Italy**

Eduardo Lopetegui and Maria Sameiro, Managing Directors of Transnatur Norte and SH Transnatur respectively, visited our agent Sifte Berti in Italy last February. The aim of the visit was to establish new commitments to boost the traffics from/to Portugal with/from Italy and improve the exchange of commercial information between them.



Photo: TN Iru

## WE HAVE BEEN VISITED

### **January 2012-MILITZER & MUNCH-Tunisia**

Mr Pereira, Dorel and Pazzini.

### **February 2012-ESSERS-Belgium**

Meeting with Transnatur Norte in Irún.



Photo: TN Iru

### **March 2012-MTI-Roncq (France)**

Mr Bruno Veié and Mr Marco Fusco.

### **March 2012-TOTEN TRANSPORT-Norway**

Mr Gomnaes, Paulsen and Nguyen.

### **March 2012-MILITZER & MUNCH-Morocco**

Mr Rouvin, Antoniotti, Grèze and Jugan.

### **April 2012-BEWESHIP-Finland**

Mr Hyvönen.

## NEWS

### **TN ZARAGOZA**

This year Transnatur Zaragoza increased their warehousing capacity with an extra 1100M2 targeted exclusively to the Logistics activity.



Photo: TN Zag

### **TN ALICANTE**

At the beginning of the year, Transnatur Alicante started a new service with Tangiers via the Port of Algeciras. The new service to this destination has resulted in an improvement in cost as well as in transit time.



Photo: TN Alc

### **TN VALENCIA**

Our colleagues from Transnatur Norte organised a meeting in Valencia to lay the foundations for the development of the import groupage co-loading (LCL) from China



Photo: TN Iru

### **May 2012-ZIEGLER-Paris**

Mr Chaillot, Cohen, Vleeschouwer y Scherrer.

### **May 2012-HANKYU HANSHIN EXPRESS-Taiwan**

Visit of the saleswoman Julia Yen to our offices in Madrid, Valencia and Barcelona.



Photo: TN Bcn

### **May 2012-MAINFREIGHT-United States**

Last 14 May, we were visited by Mr Tom Donahue in representation of the American firm Mainfreight. We went over the present situation of our collaboration and we fixed new operations and commercial strategies.



Photo: TN Bcn

### **May 2012-RABEN-Poland**

Mr Raben, Brzuska, Lubanski, Stanuch and Ms Maciejewska.



Photo: TN Mad

### **TN BARCELONA-MADRID**

Last March, Axel Leuret, head of the Exhibitions Dpt in Transnatur Barcelona travelled to Transnatur Madrid accompanied by our Managing Director, Mr Javier Pagés, where they held an internal meeting with the Exhibitions Dpt of other Offices (Alicante and Zaragoza) to develop together the new service within the Dpt, transport and logistics for Works of Art.

The basis for the collaboration in this new division within the Exhibitions Dpt at Transnatur were set in this meeting.

### **TN BARCELONA**

Last December, and on behalf the prestigious Company Matachana, TRANSNATUR took part in a solidarity shipment of hospital equipment for the Paris-Dakar Foundation. Mr Matachana, Dr Mir and some professional bike riders such as Nani Roma, Marc Coma, amongst others, took part in the event too. Nani Roma himself, champion of the last years Paris-Dakar edition, was the one to load the merchandise onto our truck operating a fork-lift.



Photo: TN Bcn

## VISITS FROM SHIPPING COMPANIES

### MSC

Visit from the people in charge of the importations at MSC in VLC, Carolina Lorente, and in BCN, Luca Lemba and Jordi Sió. The objective of this visit was to strengthen our relationship for the import traffics from the Far East and India to the Mediterranean and to establish the basis for our collaboration through 2012.



Photo: TN Bcn

### MAERSK COPENHAGEN

This visit took place because we wanted to reinforce the relationship between the Transnatur Group and MAERSK LINE Spain for our import traffics from the Far East.



Photo: TN Bcn

### CMA

Meeting with the people in charge of the import & export traffics from/to the Far East at CMA Valencia. In this meeting, which was also assisted by our colleagues of Transnatur Valencia, the basis for the development of our traffics from the Mediterranean to the United States were defined, and they came up with formulae to better our relationship with the import traffics from the Far East to Spain.



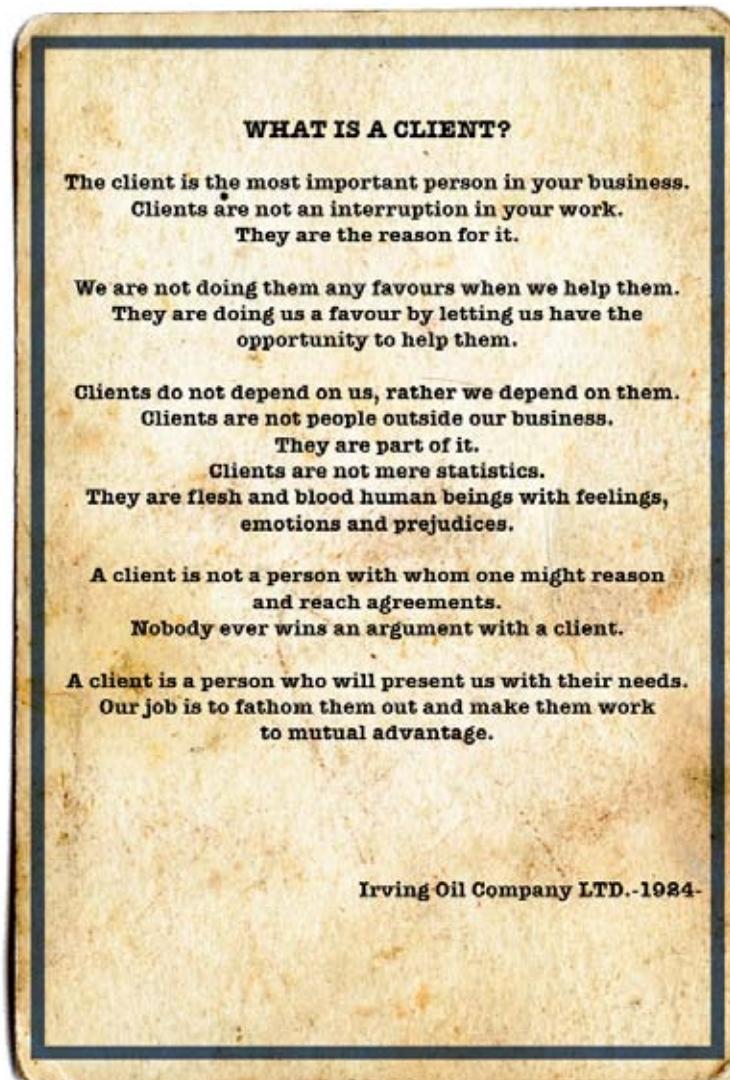
Photo: TN Vlc

### MSC BILBAO

Meeting with the General Manager at MSC Bilbao, Pilar Saracho, and the Head of the Far East line, Sergio Ruigomez. This visit was organised by our Bilbao office and was assisted by our Managing Director and Coordinator of Transnatur Norte, Eduardo Lopetegui and Agustín López, respectively. The objective was to boost the import traffics from Far East to the Ports of Bilbao, Gijon and Vigo.



Photo: TN Blb



## NEW RECRUITS

**In Barcelona:** Lamie Bouzid (Exhibitions Dpt)

## TRANSNATUR WITH THE SPORT

On 25.03.2012 Barcelona held a new edition of the Marathon with almost 20.000 participants, which makes it one of the most popular in Europe. Our colleagues Jaume Vila and Jordi Domingo did their bit and didn't miss their annual appointment. Their times in running the 42 kms 195 m.: 3:20:44 (Jaume Vila) and 2:56:08 (Jordi Domingo).



Photo: TN Bcn



Photo: TN Bcn

Our colleague Ana Moya from the Sales Dpt in Valencia is the Spanish Clay-pigeon shooting Champion.



Photo: TN Vlc

Transnatur Norte took part in the IVth women's football tournament "Ciudad de Irún".



Photo: TN Iru

Race for companies organised by ADEGI. This year Transnatur took part with five teams.



Photo: TN Iru

## ANNIVERSARIES 2012

**40 years:** Pedro Sánchez (Finance, BCN)

**30 years:** Toni Cortés (Road Traffic, BCN)

**20 years:** Javier Gaona (Road Traffic, VLC); Rafael Capdevila (Customs, BCN); Rosa Aranda (Sea-Freight, BCN); Fernando Muñoz (Customs, BCN); Miguel Mateu (Customs, BCN);

**15 years:** Eduard Bascuñán (Management, BCN); Alberto Echeverría (Administration, BCN); Jordi Domingo (Road Traffic, BCN)

**10 years:** Carlos Mansoa (IT Dpt, MAD); Carmen Garrido (Sea&Air-Freight, MAD); Jana García (Accountancy, BCN); Sergio Liñán (Road Traffic, BCN); Juan Manuel Flores (Road Traffic, BCN); Juan García (Customs, BCN);

## PHOTOGRAPHS

Dinner for the Managers of Transnatur after their annual meeting.



Photo: TN Iru



Photo: TN Iru

Our Bulgarian agent's truck with the signage ALOG-TRANSNATUR.



Photo: TN Bcn

### Hondarribia Lighthouse



Photo: TN Iru

### Port of Hondarribia



Photo: TN Iru



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