



# Exporters taking control

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**flexport.**

What can we do about this?

**Building successful carrier relationships.**

**Technology to make better decisions.**

# Successful Carrier Relationships.

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## 1 Who makes what decisions?

Better understand who decides what gets rolled and how those allocations are managed. Is it by port, by sales office?

## 2 Who has the authority?

A “no” isn’t always a “no.” Understand who can say “yes.”

## 3 Internal sponsors.

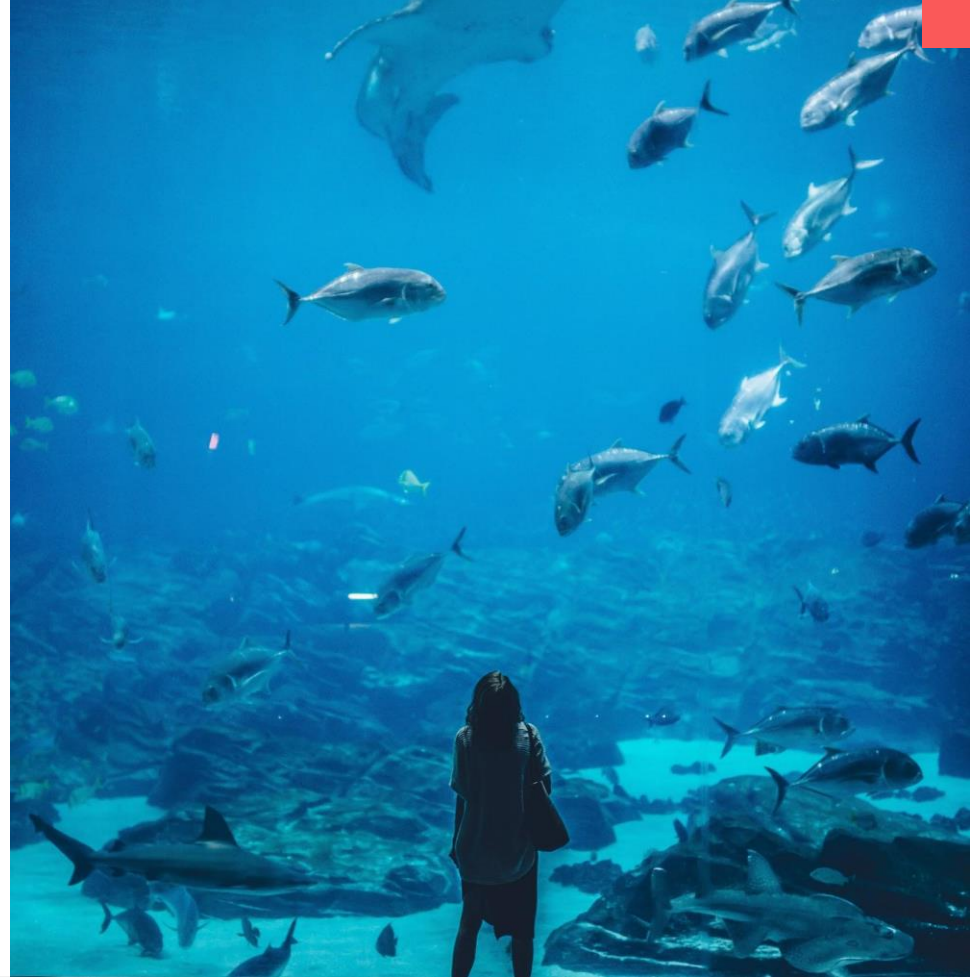
Your carrier sales rep must be your champion and sell your business more internally than externally.



Pain points.

## Exporters feel like a small fish in a big pond.

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- Importers = headhaul; exporters = backhaul
  - Most solutions are designed for importers
  - But: every importer has an exporter



Technology to make better decisions.  
**It's all about data.**

### 1 Improve quality and quantity.

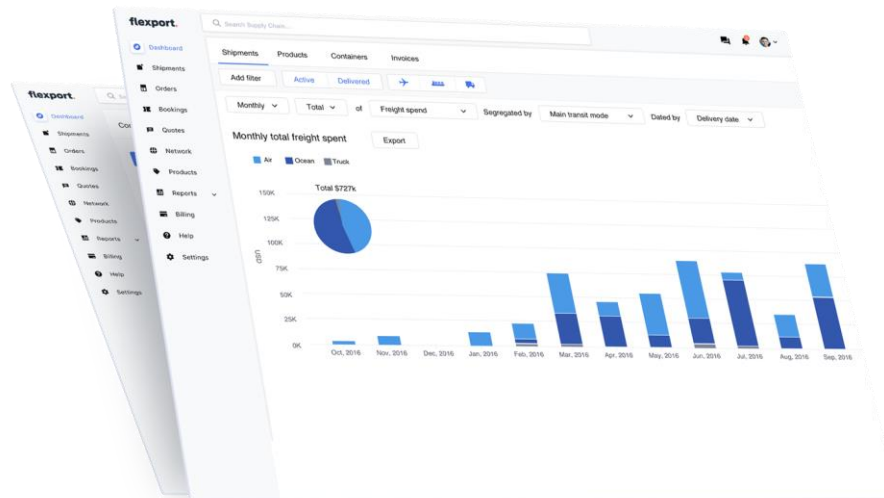
By increasing export business volumes, we'll be able to access and analyze larger sets of exporter data. This creates opportunities to provide more accurate, well-informed services and customized product offerings for export *and* import clients.

### 2 Prioritize solutions for exporters.

We make solutions for importers. Let's take that same mentality and provide it for exporters.

### 3 Imagine solving port congestion.

Just like Google Maps predicts traffic, data can help predict port congestion and cargo delays before it happens. Exporters can be preemptively redirected, saving time and money.



Looking ahead.

**The industry has focused on importers, but every importer also has an exporter. We need to apply the lessons we've learned from both parties to make progress.**

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We can't wait for carriers to solve our problems. If we do, we'll be waiting a long time. Let's push for our own solutions and use the mountains of data available to reward the carriers that do well, and **put pressure on those that do not.**





The industry has a  
massive opportunity.

Thank You.

