

Who Am I?

North American Regional Vice President of Fashion & Retail

Panalpina, Inc

Nadine has over 2 decades of experience in international logistics. When she began her career very few women held key management positions in the logistics industry. Her perseverance has led to her role today as one of the highest ranking female positions in Panalpina North America. Before assuming her leadership role, she has worked hard from the ground level operations (export, import, Customs) to managing processes of many well known fashion brands. She has traveled the globe extensively and continues to grow from each experience.

Nadine is a licensed Customs broker and the 1st (only) female board member of the Columbus Regional Air Cargo Association. Her past contributions to the Columbus logistics community include involvement in the Advance Logistics Council, CEFM (Battelle) project, and a Mentorship program with the emphasis on logistics within the high schools.

Panalpina is one of the world's leading providers of forwarding and logistics services, specializing in intercontinental air freight and ocean freight shipments and associated supply chain management solutions. The Panalpina Group operates a network of some 500 branches in 90 countries; in a further 60 countries, the group closely cooperates with selected partners. Panalpina employs more than 15 000 people worldwide.

Panalpina at a glance

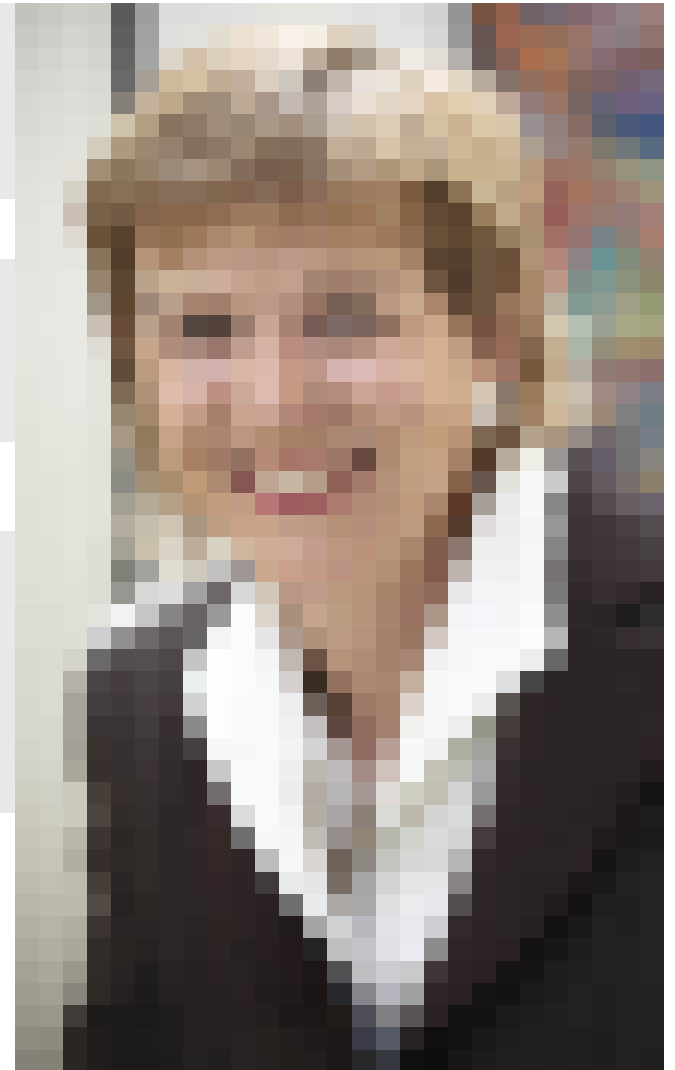
2

- **Worldwide No. 3 in air freight**
- **Worldwide No. 4 in ocean freight**

- **500 own offices in 90 countries**
- **More than 15 000 employees**

- **CHF 8,684 million net forwarding revenue**
- **CHF 361 million Ebitda**
- **CHF 211 million net earnings**

- **Listed at the SWX Swiss Exchange since 22 September 2005**



Monika Ribar, CEO

Global network

Europe / Africa / Middle East / CIS
8,000 Employees

North America
2,400 Employees

Asia / Pacific
3,000 Employees

Central and
South America
2,000 Employees

- Panalpina office
- Partner company / Agent

Today's Role

1. Internal Expert for a specific industry “Fashion & Retail”
2. Educate internal team (increase expertise & competency) –
 - Industry specific knowledge
 - Current market trends
 - Current market situations
3. Develop solutions geared towards client’s specific needs, unique to the industry
4. Global team collaboration to ensure key customers receive the same service and quality standards globally (keeping in mind local practices and preferences)
5. Ensure “Best Practices” are mandated
6. Boost efficiency of I.T. solutions specific to F&R industry



Core Services

- **Airfreight**
- **Oceanfreight**
- **Customs Brokerage**

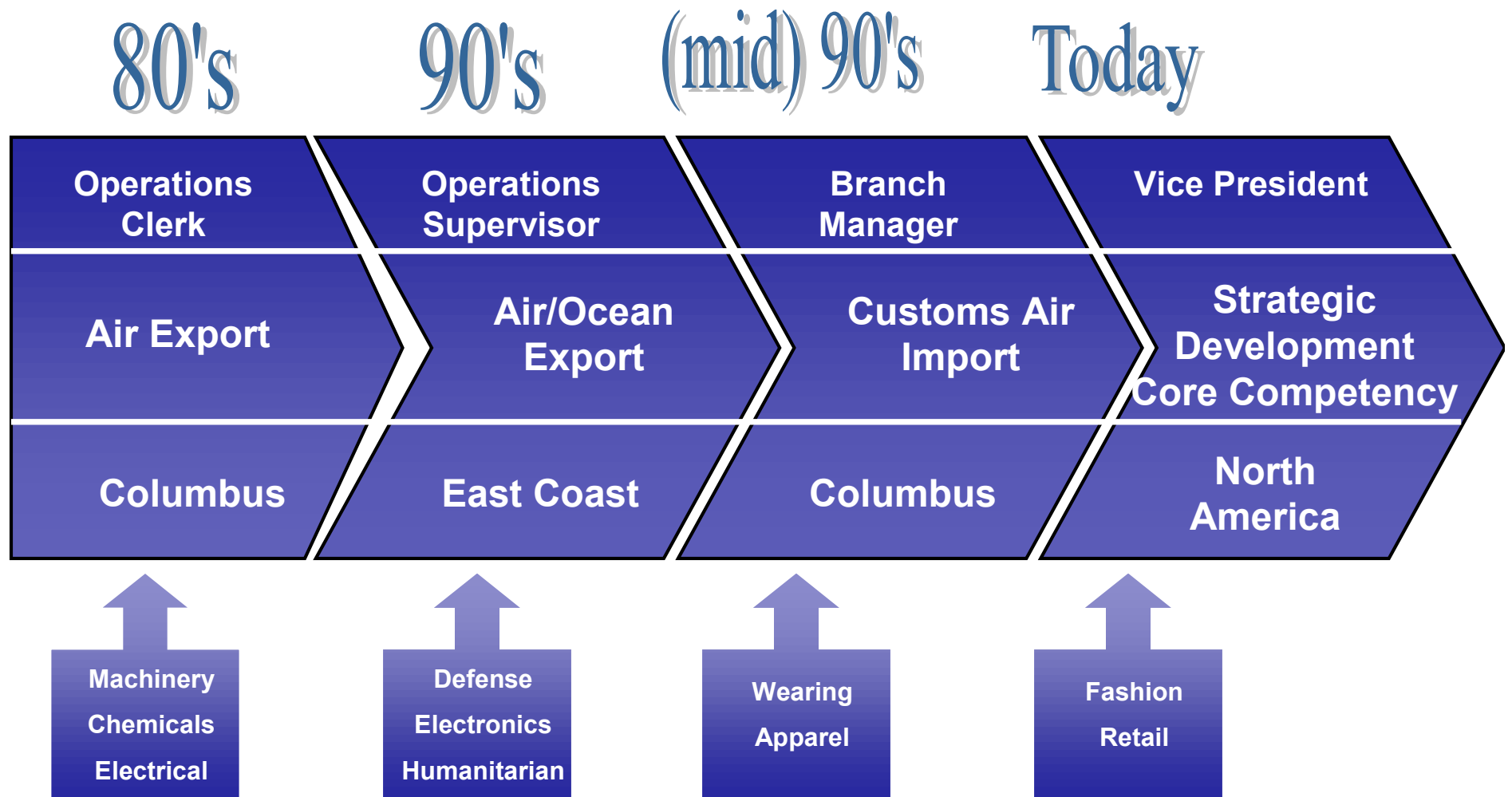
Customs

The impact of customs issues on any business that is involved in the international movement of tangible goods across borders can be considerable.

Customs issues can have implications on:

- **Whether goods can be traded**
- **Where the goods are bought (i.e. trade preference)**
- **The international structure of companies.**

Timeline



The 80's

Logistics

- **Logistics was termed “freight forwarding”**
- **Freight Forwarding was known as the “I know it when I see it” school.**
- **Learning was on-the-job (very little formal training)**
- **Common tools/resources were telex machines and typewriters**
- **Movement of cargo was more a negotiation than a logistics solution**

Customs

- **Enforcement – mentality of police officer**
- **Importers not fully accountable for knowing the rules/regs**
- **Fines/Penalties were a norm**

The 90's

Logistics

- **Freight Forwarders known as logistics providers**
- **Logistics providers became more important players in the buyer/seller process**
- **Customer relationship changed from lowest price to partnership strategies.**
- **Education in logistics broadly offered**

Customs

- **Mod ACT**
- **Accountability**
- **Partnership**
- **More Trade Programs**
- **Closer Scrutiny on specific industries (Wearing Apparel)**

Today

- Logistics vs Supply Chain Management (as businesses rationalize and “downsize”, SCM partnerships are growing)
- Companies need to work SMARTER and become more agile to become competitive in today’s economy
- Critical factors require detailed planning (even with unpredictable forecasts) and execution.
- Continuous learning is mandatory to not only understand current trends but create future solutions
- Today's practitioners require competencies and systems knowledge (i.e., statistics, systems analysis tools, and knowledge of processes)

US Apparel –Year in Review

- U.S. apparel imports from China continues to soar
- Vietnam became 2nd largest import country after China
- Imports from Cambodia continues to increase
- Threats of Anti-Dumping against China and Vietnam
- Changes to CBP Detention Policy/Scrutiny against Preference Programs

- 10+2 Implementation
- U.S. Economy
- Rising Fuel Costs
- Air Capacity changes due to removal of older airplanes
- Clean air Act

2008 Downsizing

Company	Number of Store Closings announced in 2008
A.C. Moore	7-10
Ann Taylor	117
Big Dollar	10
Cache	20-23
Charming Shoppes (Lane Bryant and Fashion Bug)	150
CompUSA	103
Dillards	6
Disney Stores	98
Eddie Bauer	27
Ethan Allen Interiors	12
Foot Locker	140
Fred's	60
Gap Inc	85
Geoffrey Beene	100
Home Depot	15
Kirkland's	30
Lane Bryant, Fashion Bug, Catherines	150
Macy's	9
Movie Gallery	160
Pacific Sunwear	153 Demo stores
Pep Boys	33
Zales, Piercing Pagoda	105
Sprint Nextel	125
Talbot's Kids, Mens	100
Urban Interiors & It's Gotta Go	closing its only two stores
Virgin Megastore	2
Wickes Furniture	38
Wilson's the Leather Experts	158

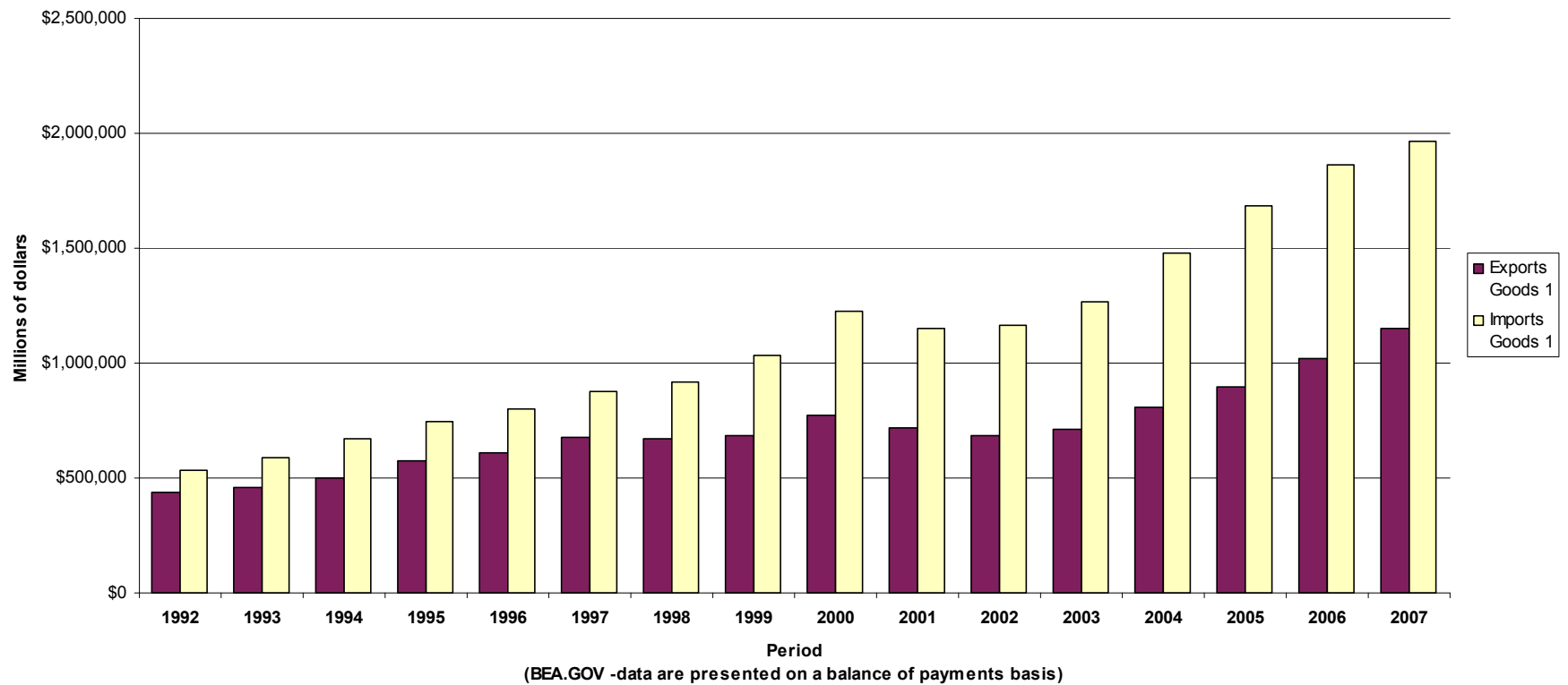


2008 Bankruptcy filings

Company	File Details
Barbeques Galore	Filed for Chapter 11 protection on August 15 th
Bombay Company	The company unveiled plans to close all 384 U.S.-based Bombay Company stores.
Boscov's	Filed for Chapter 11 protection on August 4 th
Dawahares	The Lexington-based private retailer filed for Chapter 11 bankruptcy protection and is closing 9 of its stores.
Friedman's Jeweler's	Currently going through bankruptcy proceedings, closing 120 stores
Goody's Family Clothing	The family apparel retailer filed voluntary chapter 11 bankruptcy and is closing 69 stores.
KB Toys	Posted a list of 356 stores that it is closing around the United States as part of its bankruptcy reorganization.
Levitz Furniture	The furniture retailer has liquidated its assets and closed all of its 76 stores.
Lillian Vernon	Online and catalog retailer filed for bankruptcy in February, attributes that rising shipping and inventory costs cut into profits
Linens `n Things	Filed for Chapter 11 protection on May 2, 2008, closing 120 stores
Mervyn's	Filed for Chapter 11 protection on July 29 th
Mrs. Fields	Filed for Chapter 11 protection on August 15 th
Sharper Image	Filed for Chapter 11 protection on February 19, 2008 and announced all remaining stores closed
Steve & Barry's	Filed for Chapter 11 protection on July 9 th
Whitehall Jewelers	Filed for Chapter 11 protection on June 23, 2008
Wickes	Going out o f business and closing all of its stores,

U.S. Trade Data

U.S. International Trade in Goods
(Import/Export)





Cultural

- **Our multi-cultural society, is especially evident in international trade and transportation**
- **Business is not conducted in an identical fashion from culture to culture.**
 - International requirements, various languages, multi-cultural communication, diverse people, organizations, and business practices make understanding and managing the process of globalization a difficult task.
- **Those of us who have grown up in English-speaking countries benefit from the fact that English has become the predominant language used in international trade and transportation**



Cultural –Keys to Success

- **Awareness**
 - Will help avoid costly business mistakes
- **Understanding**
 - Cultural differences and continually adjusting your behavior to each person and situation is an important professional skill.
- **Respect**
 - In order to win the friendship and loyalty of our internal/external customers we must at all times show respect and understanding of diverse cultural behaviors, expectations and taboos.

Communication Blunders

- **Chinese:** Kentucky Fried Chicken slogan, “finger licking good” translated to *“eat your fingers off”*
- **Spanish:** Coors slogan, “Turn it loose” translated to *“Suffer from diarrhea”*
- **Taiwanese:** , Pepsi slogan, “Come alive with the Pepsi Generation” translated to *“Pepsi will bring your ancestors back from the dead.”*
- **Chinese:** Coca Cola's first version of its Chinese name was different from the one it presently uses. Unfortunately, the Company found the people interpreted its first choice as “Bite the wax tadpole [蝌蚪啃蜡]” or “Female horse stuffed with wax”

Communication Blunders

- **An American airline offering service to Brazil advertised its “rendezvous lounges” in its business class section. They failed to realize that the word rendezvous in Portuguese refers to a room for illicit sexual encounters.**
- **The American Dairy Association’s successful ad “Got Milk?” was unfortunately translated in Mexico as “Are you lactating?”**
- **Parker Pen could not advertise its famous “Jotter” ballpoint pen in some languages as the translation sounded like “jockstrap” pen.**



Education/Awareness

The first step is to learn more about logistics in general---

→ the "body of knowledge" boundaries, categories of logistical functions and systems, etc.

Education/Awareness

It can be achieved through:

- Attendance in college extension courses
- Trade schools and colleges offer various vocational degrees
- University extension programs offer a variety of logistics "certificates," typically consisting of college level courses, and designed to meet specific occupational or industry needs

These courses are designed for working adults.

- Major universities offering bachelor business degrees with a logistics major, or master degrees in logistics.

These master degree programs are typically designed for working professionals, with either evening or weekend classes, or intensive short-duration resident schedules

Education/Awareness

While learning more about logistics, it important to not forget to.....

- Focus on what you have already learned.
- Learn from your gained success thus far in your career
- Use this as a foundation to expand upon
- Set your long-term career high, and then decide what you sub-goals you can reasonably achieve in the near term.