



PLATINUM
CARGO LOGISTICS

A Platinum Success

Trade Show

The Challenge

Move an interactive experiential marketing display and promotional items from San Francisco to a trade show in Malta and then on to one in Budapest before returning the display and any unused marketing items to San Francisco.

The Solution

Platinum Cargo Logistics arranged a carnet for the marketing display and export paperwork for the promotional marketing materials. They developed a close working relationship with an agent in Malta and Budapest to facilitate transfers and deliveries on trade show schedules.



The Result

The shipment moved through the European Union without difficulty before being returned to the United States. It was also held for a month in the agent's warehouse in Malta prior to transfer to Budapest to ensure that it would be delivered within the specific trade show window. At every point, Platinum Cargo Logistics ensured that the delivery schedules were kept, paperwork was filed, and the shipment returned successfully to San Francisco.

A long-time customer of Platinum Cargo Logistics was branching into a new market on their latest European trade show tour — Malta. The station involved did not have a working relationship with an agent in Malta...yet. To ensure their customer received the platinum service they were accustomed to and that the demands of trade show shipping were handled with the precision their customer, a large IT firm, expected, Platinum Cargo Logistics' local office established a new working relationship with an agent in Malta known to the wider company.

The cargo flew out of San Francisco and was picked up in Malta for delivery to the trade show venue. Following the show, all materials and the interactive exhibit were repacked and taken back to the agent's warehouse to be stored for a month.

The agent in Malta also facilitated the carnet clearance for the trade show exhibit, ensuring duty free transport into Malta and movement to Budapest for the next event on the European tour. While within the European Union, the freight could travel in free circulation.

When the Budapest show approached, our agent in Malta once again set the shipment in motion, this time by ferry from Malta to mainland Europe, and then by ground transportation to Budapest. The journey took approximately a week-and-a-half. Our agent in Budapest took control of the cargo for delivery to the next event and then pick-up of cargo from the venue and ensured that the carnet originally applied for transportation into Malta was processed and signed out of the E.U. for the freight's shipment back to San Francisco. Once arrived in San Francisco, the carnet was processed and cleared, and the shipment was returned to the client.



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