

# THE CARGO CHRONICLE

January 2025

CARGO, CONTAINERS & CRAZINESS



*Are you  
ready for  
the ride in 2025?*

**LET MILLENNIUM CARGO  
HELP CATAPULT YOUR BUSINESS  
TO NEW HEIGHTS!**



### **A Word From Chadd...**

Every year, when I sit down to write the first “Word from Chadd” of the year, I always feel I could open with “Wow, what a rollercoaster of a year 2024 was”. And it would probably be true. If my 35+ years in freight (and fifty-something years on this planet) have taught me anything, it’s that life is always a rollercoaster filled with ups and downs. And 2024, well, that’s been no different.

*... continued on page 2*

## A Word From Chadd .... continued from Cover

In the UK here, we had a new government elected, the first Labour government since 2010. There were a lot of happy faces - and just as many totally dismayed. I guess time will tell whether they were the right choice (let's hope this latest budget isn't a sign of what's to come!)

But when it comes to politics of 2024, the USA, of course, stole the show with Trump not only getting back into office, but putting together what seems to be one of the most unusual governments the world has ever seen. It's definitely interesting times ahead for Americans, and the rest of the world too.

The freight industry has had its fair few challenges this year, with the Houthi and Red Sea crisis continuing to cause havoc with shipping routes. The Baltimore bridge collapse shocked the world, Hurricane Helene stole lives and wiped entire towns off the map and political instability around the world caused havoc with the exchange rates.

But it's not all been doom and gloom. There's been some positives too. The demand for freight has stayed pretty stable, technology continues to develop at an exciting rate with an automated trucking pilot launched earlier this year in Germany, and the world saw some of the good in humanity as every day people stepped up to help those devastated by Hurricane Helene.

Truckers detoured to bring aid, ranchers used their horses to trek medical supplies and food to those who were unreachable by road, private pilots choppered in insulin, drone pilots dropped supply packages... it really was heartwarming to watch and a great reminder that no matter how bad things get, there's always people who want to help.

On a more personal level, 2024 has been a mixed bag. I've had some amazing trips around the world, I've travelled around Europe supporting my beloved football team, Aston Villa, and celebrated when they qualified for the Champions League for the first time in over 40 years! But I've also had some tough health issues to deal with and some big bumps in the road with new staff and fast business growth.

But you know me, I like to look on the positive side, and as we move forward in 2025, we've got some exciting things planned. We're moving into a bigger office space, expanding the team and we're considering opening up regional and global offices too. We've also got some positive changes ahead, as Keeley and Connor start to take more responsibility in the business. But don't worry! I'm not going anywhere just yet! I'll still be at the helm of the Millennium ship!

So here's to another crazy year, and let's hope for many more to come!

## CASE STUDY | 1

### A Landrover and a G500 Cross Oceans to Singapore

Moving one iconic car is a challenge; moving two is a passion project. We recently transported a 1949 classic Land Rover and a 1999 Mercedes G500 from the UK to Singapore, with support from our partners at Rotterdam World Freight Logistics.

These vehicles, loved by collectors and car enthusiasts alike, were handled with expert care throughout the process. From initial receipt to careful handling and loading, every detail was checked and rechecked to ensure they'd reach Singapore in pristine condition.

Whether it's a rugged classic or a modern supercar, we have the expertise and partnerships to handle even the most cherished vehicles.



### A huge welcome to the newest member of the Millennium Team

We are delighted to welcome **Sarah** our new Multi Modal Freight and Sales Administrator to Millennium Cargo, we look forward to working with Sarah for many years to come.



**Sarah Ferryman**

MULTI MODAL FREIGHT  
& SALES ADMINISTRATOR

# Breakdancing...

## I could do that, right?

We've all had that moment of bravado where we think we can do anything. From the time when you're a kid and you decide you can definitely jump off that really high climbing frame, to the more recent time when you may have had one too many beers, and you thought you'd definitely still be able to do a front flip (even though you hadn't done one in 20 years).

Sometimes unfounded bravado can be helpful, especially in business. It can help you take that leap, push your business forward or make that scary decision that can change the course of your future. But sometimes, it can land you in some pretty embarrassing situations too.

You've probably heard of Olympic breakdancer, Raygun? She went crazy-viral this past week after her rather baffling breakdancing performance that scored her a grand total of zero points. If you haven't seen it, I suggest you take a look. It'll give you a good giggle if nothing else. This rather bizarre performance looks a lot like she woke up one morning with no breakdance experience and thought to herself, "Breakdancing at the Olympics? I could do that..." From hopping like a kangaroo to flopping around on the floor like a fish, her performance leaves you slightly baffled and wondering how on earth she got into the Olympics?

Now, I'm not one to make fun of people. I hugely admire anyone who takes a shot at their goal. And that's what this email is about. Being brave and taking your shot. Now, Raygun could have thought to herself, "Hmm I'd love to



go to the Olympics, but I don't have enough experience. I'm not good enough. I'll fail and it'll be embarrassing so I will just stay home" But she didn't. She took her shot. Sure, she missed the target. She scored zero points and came last. But she also became incredibly internet-famous – at least for a little while. No doubt she will be inundated with journalist requests, offers of paid interviews and media appearances, endorsement opportunities... Not to mention the royalties from any viral videos.

And that's the critical point here. She may have missed her goal of an Olympic medal, but she's won in other ways. Opportunities opened up that would never have been possible if she hadn't been brave and taken that ridiculous punt.

So here's your homework for this week... Go watch Raygun's video and then take that shot that you've been avoiding because you're afraid you'll fail. You never know what might happen...

## We are Recruiting....

Millennium Cargo Services Ltd are looking for a young and enthusiastic

### Business Development Manager

capable of developing our import and export services via sea, air and road and located at our Sutton Coldfield, Birmingham office.

Millennium Cargo Services Ltd are looking for experienced

### Import and Export Co-Ordinators

for our sea, air and road freight departments located at our Sutton Coldfield, Birmingham office.

If interested, please send your CV and salary expectations to [info@millenniumcargo.com](mailto:info@millenniumcargo.com)



Millennium  
Cargo

## FUN FACTS 1

The average shipping container has a lifespan of around 25 years. Many retired containers are transformed into homes, offices, and even swimming pools!

## JOKE

Why did the logistics manager go on a diet?

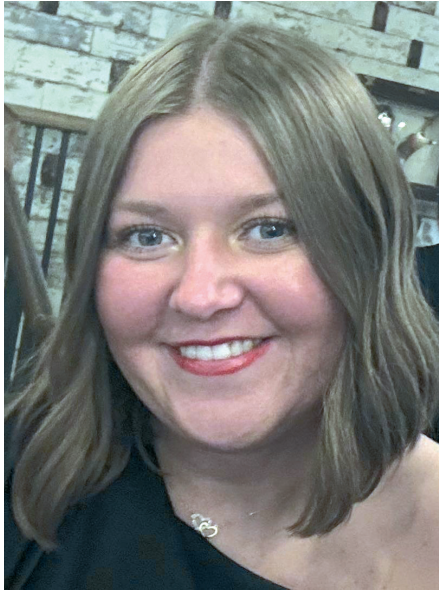
He wanted to reduce his freight!



## FUN FACTS 2

The heaviest single cargo item ever flown was a 375-ton generator, transported by Antonov An-225 from Prague to Uzbekistan.

# Five minutes with ... Keeley Blunt



## What is your role at the company, and what do you enjoy most about it?

Finance and admin controller, I enjoy the variety of my job. Not every day is the same so that is good, so I don't get bored.

## What inspired or led you to work in the freight forwarding industry?

My father Chadd, If it wasn't for him I wouldn't be doing what I am doing and be in this industry.

## What aspect of your job do you find most challenging, and how do you overcome it?

Working with family, as I work with both my dad and brother it is sometimes hard to ensure home and work is separated and balanced out which can be tricky but somehow we make it work.

## What do you think sets our company apart from others in the industry?

Everyone is friendly and always happy to help, and everyone always gets answered whether it is via phone, email or even whatsapp.

## Can you share a memorable or rewarding experience you've had while working at Millennium Cargo?

I feel rewarded everyday by being trusted with all our supplier accounts and bank accounts and many other things.

## Outside of work, what are your hobbies or interests?

Shopping, going to all the Aston Villa home games and going out for nice food and drinks.

## What motivates you to perform your best at work every day?

Knowing it is a family business you always want to strive for the best to support your family and to not let anybody down.

## What is a valuable lesson you've learned from your time working in this industry?

Prioritising my tasks, knowing which ones are the urgent things to do first. This helps avoid the stress of having too many things to do and rushing them all and making mistakes.

## How do you stay updated and informed about the latest trends or developments in freight forwarding?

From looking at linked in or talking with everyone in the office.

## If you could give one piece of advice to clients or colleagues in the industry, what would it be?

Always be willing to help and polite with everyone you deal with.

## If you could have a superpower, what would it be and why?

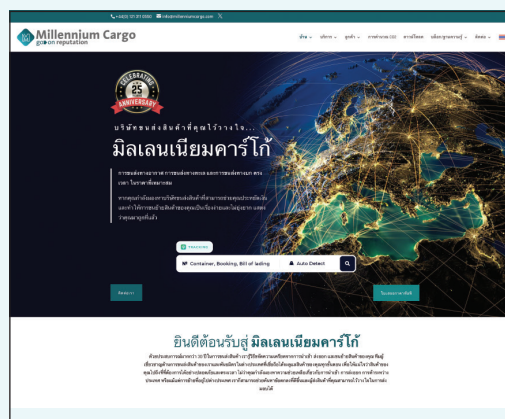
To heal quickly, who likes being ill or injured for a long period of time, no one. So, it would be nice to heal yourself within seconds and be back to normal.

## What's your favourite travel destination or dream vacation spot?

Dream vacation would be the Maldives, just to be able to fully turn off from work and the world and just properly relax and look out at the beautiful turquoise ocean.

## Explore our Multilingual Website

We are excited to share that our website, [www.millenniumcargo.com](http://www.millenniumcargo.com), can now be translated into a variety of languages. Whether you prefer Portuguese, Arabic, Chinese, or any other language, we can make it happen at the push of a button. If you need a specific language, just let us know, and we'll be happy to accommodate your request.



## JOKE

Why did the pallets break up?

They just didn't stack up!



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## Buried in Paperwork?

*... then call Millennium for help!!*

With over 20 years experience, our friendly highly trained staff have a wealth of knowledge in all aspects of International cargo shipping from the UK.

You can rely on us for a complete door to door service with both import and export shipping, and consider us a 'one stop shop' for all your international cargo needs.



**Millennium  
Cargo**

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e: [info@millenniumcargo.com](mailto:info@millenniumcargo.com)

go on reputation  
[www.millenniumcargo.com](http://www.millenniumcargo.com)



## Don't be shy ... we're here to help!

**Our philosophy is simple ...  
you are our client, so our priority is YOU.**

We offer expert help and advice at every stage of the shipping process, we will always go that extra mile to look after you and your goods. We won't confuse or bamboozle you with "logistics lingo".

We'll tell you how it is and always be honest and transparent.

CALL OUR FREIGHT GEEKS ON:-

**0121 311 0550**  
[info@millenniumcargo.com](mailto:info@millenniumcargo.com)



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## CASE STUDY | 2

### A 1929 Rools Royce takes the road to Turkey

When it comes to moving precious cargo, it doesn't get more iconic than a classic 1929 Rolls Royce. Tasked with transporting this automotive masterpiece from the UK to Turkey, Millennium partnered with Genel Transport to ensure every step of the journey was handled with complete care and precision.

From meticulous inspection upon receipt to expert loading and secure transportation, our team treated this vintage beauty like the piece of history it is. With careful planning and seamless coordination, the Rolls Royce arrived safely in Turkey, ready to turn heads once again.

For all the Top Gear enthusiasts out there, rest assured - whether it's vintage elegance or modern performance, your dream car is in the best hands with us.



## Please Update Your Records

### *It Is Time For A Change!*

We Are Moving Office!!! As of the 14th January. Please update your records to show the below address.

**Millennium Cargo Services Ltd**

Unit 3A & 3B Mitre Court, 38 Lichfield Road,  
Sutton Coldfield, Birmingham, United Kingdom, B74 2LZ

# CHANGE



# This used to always surprise me ....

## I've travelled a lot, it's a big part of my role here at Millennium.

Every year, I travel to different countries all over the world, visiting our clients, team members and forwarding partners. I love traveling. Meeting new people, experiencing different cultures and exploring new places. And I love how no two countries are the same. But there's one thing that used to always surprise me. No matter where I went, from China and Singapore to Qatar, The Netherlands or Belgium. Every single one had a Starbucks. Now, I'm not a big coffee drinker – I prefer a beer in the local pub while I'm watching the footie. But this worldwide domination caught my attention. How did Starbucks manage to take something as commoditised and basic as coffee, and build it into such a strong worldwide brand?

Starbucks started out as a small coffee company with a couple of cafes in Seattle, USA. But Howard Schultz thought it could be so much more. After spending time in Italy, he noticed how coffee shops were not just places to buy a quick coffee, but instead a social hub. People came for the experience, not just the coffee. He shared his ideas with the owners of Starbucks, but they weren't sold. A few years passed, Howard founded his own coffee shops, Il Giornale, before coming back to Starbucks in 1987 and buying the brand for \$3.8 million dollars. Over the coming years, Howard worked hard to build the Starbucks that many of us know and love today. By focusing on the customer experience, rather than just the product, he was able to create a place where people came to enjoy more than just good coffee, but good people, comfort and a community. This experience-focused approach not only attracted more people to the stores, but allowed Howard to charge a premium price for something that was otherwise a commodity – I mean, who would have thought you could charge over 5 quid for a cup of coffee?

This is one of our favourite social media posts ..... in case you missed it!



Fast forward a few decades, and Starbucks is not only a household name, but it has cafes in 86 countries around the world and an almost cult-like following. Why am I telling you this? Well in freight, and for many of you reading this who are in other industries, our service is also a little commoditised. Everyone wants the cheapest option when it comes to moving their goods around the world. But at Millennium, we've built our brand a little like Starbucks – on customer service and experience. Yes, we will find you the cheapest freight rates and the best routes. But we'll also give you a good customer experience, a personalised service and build a relationship with you that ensures you always get the best solutions for your unique needs. We might not be as big as Starbucks, but this experience-focused approach has allowed us to compete against the big boys in a fiercely competitive market. You could learn from Starbucks (and Millennium!) too.

Are you fighting for attention in a commoditised market? Are you always competing on price? How could you change your offering to create a more experience-focused offering? Give it some thought and let me know... I'd love to hear your ideas...



## FUN FACTS

### What is one of the most Transported Products?

Bananas .... That's right! Bananas are one example of a fruit that is most commonly transported and distributed by cargo ships. Thanks to globalisation and technological advances, it is now possible to enjoy seasonal fruit and vegetables from anywhere in the world, all year round.

## JOKE

Why did the cargo ship get promoted?

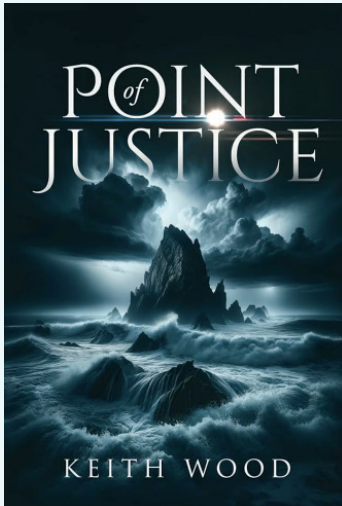
Because it was always on board with the plan!



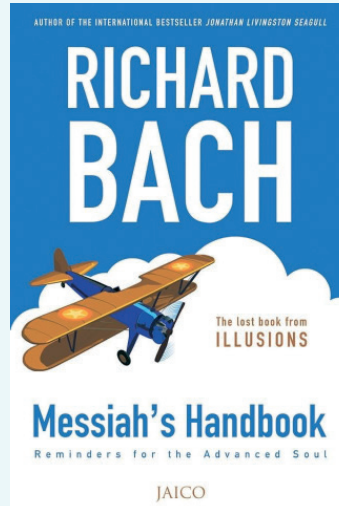
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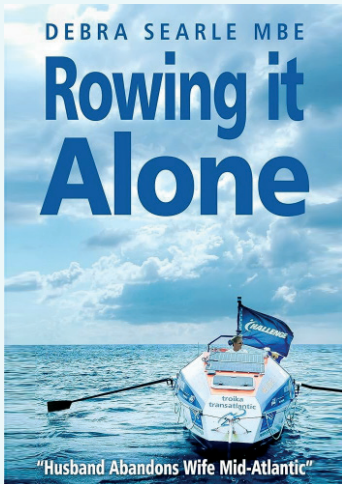
## Chadd's Suggestions to read ...



Point of Justice is a book by Keith Wood about a detective named Jim Box who is faced with a child murder case and a new rookie partner. The case tests Jim's resolve, and he and his partner uncover a trail of secrets that lead them to a malevolent conspiracy.



In Illusions: The Adventures of a Reluctant Messiah, Richard Bach met Donald Shimoda, a fellow pilot with the keys to the universe who barnstormed the Midwest in a Travel Air biplane. Part of Shimoda's secret was a small book, bound in what looked like suede: Messiah's Handbook, Reminders for the Advanced Soul...



On 7 October 2001, husband-and-wife team Debra and Andrew Veal set off from Tenerife in a rowing boat called Troika Transatlantic. They were the only mixed pair taking part in the Ward Evans Transatlantic Rowing Challenge. After only two weeks, Andrew, a 6' 5" experienced rower, abandoned ship having realised that he was terrified in the open seas. He left Debra, who was enjoying herself immensely, thinking that she would continue for a little while and then join him on the shore. She did, but not until she had rowed the Atlantic single-handed! This is Debra's account of over three months alone at sea - the gruelling work, loneliness, tranquility, beauty of nature, and support from hundreds of well wishers. Debra also shares her reflections and the insights into her relationship with her husband, as well as describing how she discovered unknown strengths and aspects of her self. A fascinating account of an inner and outer journey.

## Ahoy there Shipmates!!

### **The high seas are full of surprises!**

some exciting, others downright catastrophic. Container fires, rogue waves and even the odd pirate (no, I'm not joking) can cause chaos on the seas and cost you your cargo... unless you're properly insured.

**Here's the thing: most businesses think they're covered... until they're not.**

Don't let gaps in your Marine Insurance leave you losing money. Our Marine Insurance policies are tailored to protect your cargo (and livelihood!) from the unexpected - and ensure you have the right cover when it matters most.

**Call 0121 311 0550 today to review your policy and make sure you're protected.**



# The Chronicle Crossword!!

**Alright all you keen-eyed wordsmiths out there, get your brain into overdrive and pens poised, here we go!!**

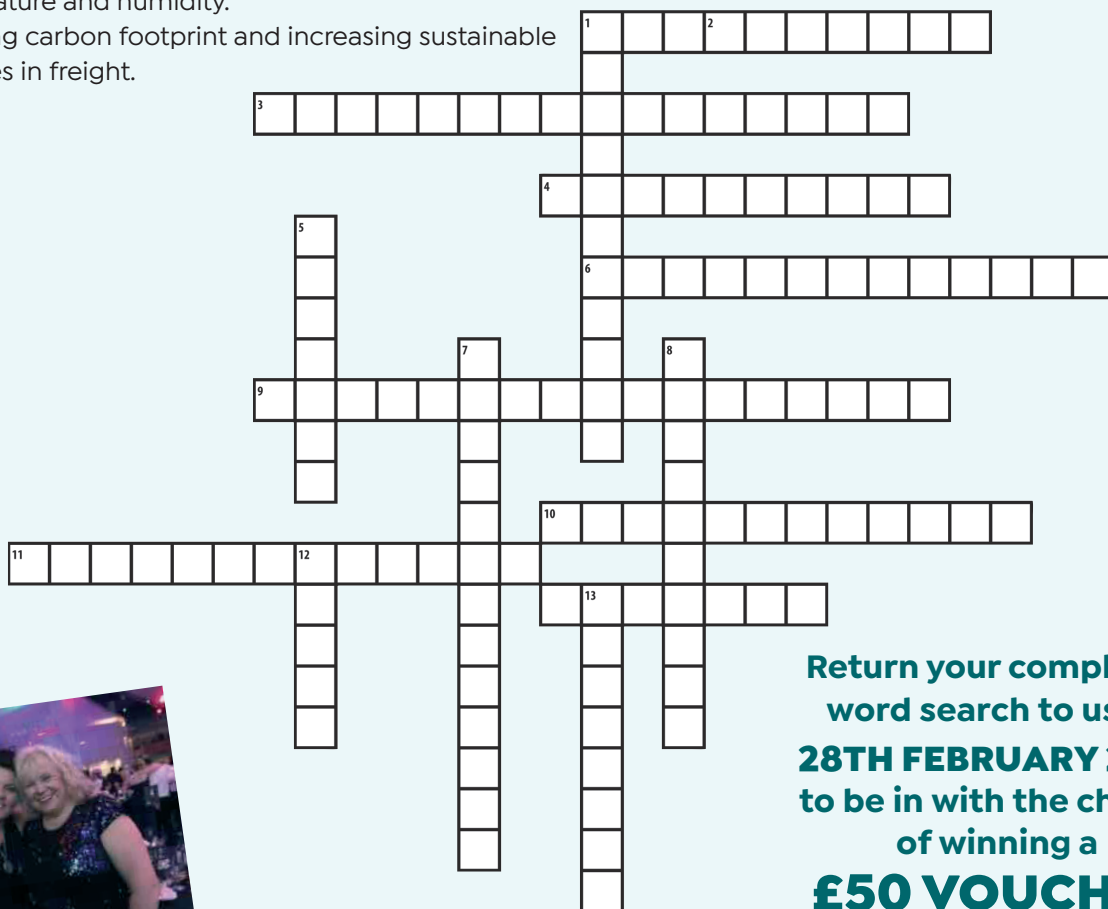


## ACROSS

1. A cost-effective but slower method of transporting large shipments.
2. General term for goods transported by land, sea, or air.
3. International collaborations for expanding global logistics networks.
4. Technology used to improve transparency and reduce fraud in logistics.
6. Combining smaller shipments into a larger one to reduce costs.
9. AI-driven strategy to minimize travel time and fuel consumption.
10. IoT technology to monitor cargo conditions like temperature and humidity.
11. Reducing carbon footprint and increasing sustainable practices in freight.

## DOWN

1. The complete process of producing and delivering a product from start to finish.
5. Governmental process that controls goods entering a country, crucial in international shipping.
7. Tool used to monitor and reduce emissions from shipments.
8. Fast but often pricier option for shipping, used for time-sensitive goods.
12. Another term for goods being transported.
13. Automation in warehouses to enhance speed and accuracy of operations.



**Return your completed word search to us by 28TH FEBRUARY 2025 to be in with the chance of winning a £50 VOUCHER**



## Last Issue's Wordsearch Winner: A Generous Twist

Congratulations to Jane Weaver, our lucky winner of last issue's word search competition! Jane snagged the £50 prize, but in a heartwarming twist, she asked us to donate her winnings to the fantastic charity Help Harry Help Others.

This incredible organisation supports those affected by cancer, offering everything from emotional and financial help to housing solutions and therapy services - a well-worthy cause!

Thank you, Jane, for turning your win into something meaningful. If you'd like to learn more about the amazing work done by Help Harry Help Others, visit [hhho.org.uk](http://hhho.org.uk).

(P.S. Feeling inspired? Keep an eye out for this issue's puzzle - you could be our next winner!)