

NO.CLE-HO/POL/CIRCULAR/2021

Dec. 1, 2021

Members of the Council

Sub : FIEO's Ease of Logistics Portal

Dear Member

Your kind attention is invited to the Council's earlier circular dated Aug. 12, 2021 on the above subject, wherein we had informed that FIEO has conceptualized and developed a portal www.easeoflogistics.com to bring service seekers and providers on a single platform without disturbing their prevailing practices, so as to facilitate the process of container demand fulfilment in a systematic manner.

We have subsequently received a communication from FIEO stating the following.

- ★ The Hon'ble Commerce & Industry Minister Shri Piyush Goyal ji recently inaugurated FIEO's Ease of Logistics Portal www.easeoflogistics.com. The portal offers value proposition to all stakeholders. On one hand, exporters shall be able to post their container demands which shall be visible to service providers on pan India basis. This will enable exporters to get multiple offers and better price discovery besides increasing their container fulfillment probability.
- ★ A lot of Logistics players (Shipping lines/Forwarders) have onboarded the portal with the support of Container Shipping Line Association (CSLA), Freight Forwarders Association of India (FFFAI) and Association of Multi Modal Transport Operators of India (AMTOI). To ensure that our exporter members get connected with credible Logistics players, a check has been put in place and Logistics companies who either have DG Shipping Registration OR CHA license are only allowed to onboard besides Shipping Lines.
- ★ During the various meetings held by the Shipping & Commerce Ministry in connection with container shortage, Shipping Lines have been insisting that maximum exporters should be encouraged to place their demands on the portal so that they have an advance visibility of requirements and can plan the empty equipment accordingly. Therefore, we solicit your co-operation in following ways:

Members may hence use the above FIEO portal.

For any kind of clarification/information, please feel free to contact Mr Prashant Seth, Director, FIEO at prashantseth@fieo.org or 9871144225.

Thanks & regards,

R.Selvam I.A.S
Executive Director
Council for Leather Exports