



Welcome to 2024 . The world enters into the New year on the back of a turbulent 2023. The year 2023 began with a positive outlook as the threat of Covid was waning and a year of global recovery in every sense was on the horizon. It was predictably considered to be a slow recovery . It was then that tragedy struck and the Russia Ukraine war put a dent on the global economic scenario. The war has been long drawn and in the midst of it, the Israel Palestine war meant any hope of a recovery of global scenario needed to take another blow.

The Israel Palestine war has now turned into a global economic problem as the ships using the Suez canal have been under attack leading to most shipping lines deciding to avoid the canal, a passageway for more than 20,000 ships a year, which account for 12% of global trade, 9% of oil demand, 6% of LNG imports and 30% of container shipments. More than 300 ships have taken a detour of 6,000 nautical miles around the Cape of Good Hope. This means longer transit and costlier movements.

All these aside there have been lot more happening globally and some great news also. All in all a tough 2022 made way for a hope filled 2023 and now we look forward to 2024 to be that great recovery phase. Human kind survives on hope and the global population surely would be looking forward to this year as it unfolds.

Here is wishing all of us a very Peaceful, Happy and Prosperous New Year 2024

LIGHT MOMENTS

Emma gifted her husband a coffin for his 70th birthday . When he turned 71, he asked his wife,” On my 70th birthday you gifted me an unusual gift. What are you gifting me this year?”

Emma replied,” But you haven’t used the gift I gave you last year.”

It was Grandpa Jones 100th Birthday and he was still in perfect health. At his birthday party he was asked how he managed to live so long and stay so fit. He explained “ I put my long life down to spending so much time outdoors . I have been in the open air , day after day, rain or shine, for the last 75 years.” He was asked how he managed to keep up such a rigorous fitness regime.

“It is simple” he said. “ When I married my wife 75 years ago, we both made a solemn pledge on our wedding night .We agreed that whenever we ever had a fight, whoever was proved wrong would go outside and take a long walk” .

News from Sevensseas – Sevensseas Mumbai attends IICS 2023



The India International Cargo Show (IICS) 2023 was organized at the Jio world convention centre in Mumbai from the 13th to 15th Dec 2023 with participants from cargo and logistics fraternity including air, ocean, road, logistics, warehousing, ground handling, supply chain, technology, etc. under one roof. There were 200 brands showcasing their products and services, the IICS Show is the perfect platform for logisticians. to network with key players in the industry. Sevensseas also was a part of the show putting up a booth. The show had panel discussions by eminent trade and government representatives. With Logistics service providers , shipping lines , Airlines and customers the show had over 12,000 trade visitors over the 3 days . Few snapshots of the Sevensseas booth , the team and activities at the exhibition.

Christmas Celebrations at Sevensseas Bangalore – Fun, food & photos



Food Trail - Christmas delicacy - Chiles en nogada – Mexico



Chiles en nogada is a Mexican dish which is really delicious and is made with stuffed meat, fire roasted peppers covered in a creamy walnut sauce and is garnished with pomegranate seeds. To be precise it is made of poblano chiles stuffed with picadillo (a mixture usually containing shredded meat, aromatics, fruits and spices) topped with a walnut-based cream sauce called nogada, pomegranate seeds and parsley, and it is typically served at room temperature.

India Trade News

Red Sea shipping pause: Industry sees 30% rise in costs, 2-week delay.



Industry is bracing for a 30% rise in freight and insurance costs, and delays of around 15 days for consignments to reach Europe, with global shipping majors avoiding the Red Sea and Suez Canal. Sector watchers said that the alternate route between Europe and Asia through the Cape of Good Hope will take two-three weeks more, depending on where the consignment is to be delivered. This is likely to result in containers being held up in transit for longer and freight prices firming up. The Red Sea and Suez Canal are on a crucial shipping route for India as goods between Europe and Asia move through them. The decision to avoid the

Red Sea route was announced by AP Moller-Maersk, MSC, CMA CGM, and Hapag-Lloyd in the last few days.

This was an outcome of attacks on commercial ships by Iran-backed Houthi militants in Yemen. It is estimated that roughly 12% of global trade through 30% of all containers in the world move through the Suez Canal. "A call on whether to reroute ships through South Africa has not yet been taken. For now, the decision is to just hold the position of vessels at the nearest safe harbour," a representative at one of the four shipping companies told sources, adding that the situation is dynamic. The decision could have a significant impact on sea shipments. Indian Export authorities said that "It may lead to a rise in freight also since the alternative is to sail around the Cape of Good Hope, which adds up to 10 days sailing time for ships from Asia to North Europe and East Mediterranean,". They further said that overall, there could be a 30-40% rise in costs. This situation has already started putting pressure on exports from India.

Off Beat News - Unusual Christmas tradition in Japan



Across the globe one associates Christmas tradition with decorating the tree, lights all around, Gifts , food traditions, church, singing etc. But what is interesting is some of the weird but wonderful traditions that are followed in countries globally, one different from the other . To quote a few, throwing around shoes, hiding cleaning equipment, decorating trees with spider's webs or goats, and dining out on KFC are some of them. Let us talk of the last mentioned, visit to KFC. Yes this is a tradition followed in Japan. Christmas isn't a national holiday

in Japan but that doesn't stop a large number of people celebrating the festival. Father Christmas, or Santa Kurohsu, is said to have eyes in the back of his head to keep an eye on naughty children, while Japanese Christmas cake is usually made up of sponge, whipped cream, and strawberries. In a further spin on Christmas food, many Japanese people head to branches of KFC on or around Christmas Day, with the week leading up to 25 December reportedly being the chain's most profitable week of the year in Japan. Every Christmas, an estimated 3.6 million Japanese families get their holiday meal from none other than Kentucky Fried Chicken. Somehow this tradition is one of the most sacred and one that really embodies the Japanese Christmas spirit.

Thought for the month....

In business competition is extreme, as is said customer is the king and how well we connect and take care of them ensures they keep us in mind and support us. As can be rightly said



**It is not your customers job to remember you,
it is your obligation and responsibility to make sure they
don't have the chance to forget you**