



# TRADE OBSERVER

*The official Customs Bridge monthly update*  
*February 2021*

**15**

TAKE-OFF !!



**GLOBAL TRANSPORTS  
ARE CONGESTED**

**AI AT THE HEART OF A NEW  
FLOW MANAGEMENT SYSTEM**

**CUSTOMS BRIDGE  
GETS A NEW LOOK!**

**OUR LATEST EVOLUTIONS**



## Global transports are congested

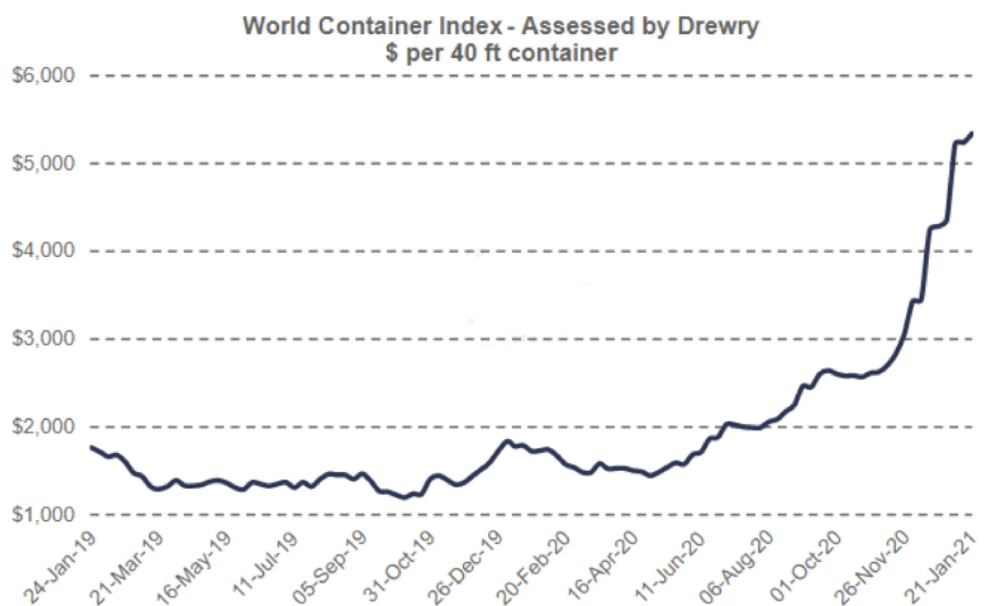
We have already mentioned the container shortage in our 12th edition of Trade Observer, but there are now many other factors that came to disrupt global transports.

The long-awaited global recovery is being jeopardized by value chains reorganisations and skyrocketing freight rates. As freight can sometimes represent up to 80% of the price of goods, some shippers have stopped selling their products because they cannot afford the financial burden. That phenomenon can affect consumer prices and even cause products shortages.

This situation was brought by many factors :

- A 30% decrease of the world fleet's capacity due, among other things, to the application of IMO rules on fuel desulfurization.
- A quick resumption of production in China has created choke points due to the heavy western demand thus, delaying imports as well as making them more expensive.
- The rapid restart of Chinese factories compared to those in other countries has absorbed container capacity, but this is still insufficient to move goods to the rest of the world. Indeed, many containers have remained stuck in other countries due to sanitary restrictions to combat the Covid-19 pandemic.

In short : the economic recovery struggles against the lack of containers and ships



infographic source: [drewry.co.uk](https://drewry.co.uk)

### Impact on companies

Companies have sent out alarm signals, having their finances under an extreme stress because of various charges. The lack of space onboard leads to forced storage expenses and naval tariff surcharges can sometimes exceed that of the freight. Several companies require more control of freight rates. Shared containers can be a good option to review for small and medium-sized exporters, or first time exporters etc. Short supply circuits and "Made in France" products are more than ever in vogue.



# AI becomes the heart of a new flow management system

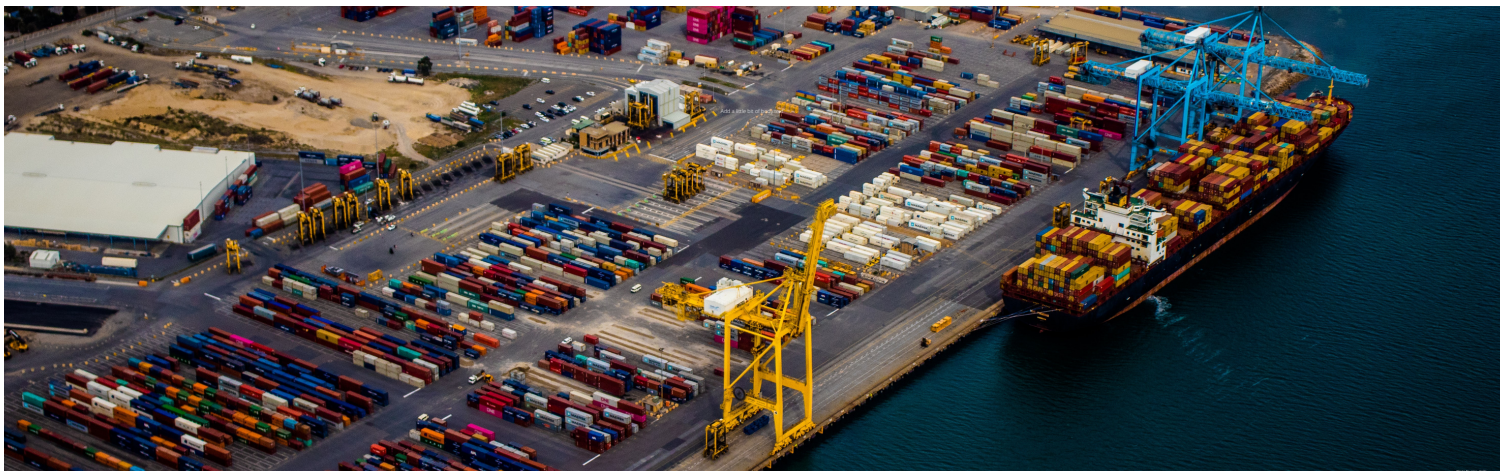
One of the major issues for companies and authorities in goods supply is the traffic fluidity within the ports.

Authorities are constantly trying to innovate and improve it such as the smart border system mentioned in our issue 13 of Trade Observer and installed after Brexit to facilitate the movement of goods and the flow of trucks.

The port of Ancona has adopted a system called Smart C to cope with a 5% annual increase in port traffic.

This system is based on artificial intelligence to facilitate the circulation of heavy goods vehicles. Its purpose is to improve the quality of ferry transport services, boarding and disembarking, security controls and customs clearance procedures and the deployment of a solution that meets the need, taking into account environmental sustainability.

This solution can thus control and manage vehicle flows without using on-board units. This is made possible thanks to new technologies based on the coordination and fusion of simultaneous information from several sensors placed in a 3D space to control and manage vehicle flows along the road.



In this "virtual tunnel", OCR (Optical Character Recognition) cameras ensure the identification and recognition of containers and plates. In case of a deviation from the lane assigned to the trucks, the customs police are instantly informed without the need of direct and constant staff monitoring.

Smart C therefore avoids stopping trucks at disembarking, ensures the implementation of automation, tracking and classification procedures, and speeds up operations in the port area and the security of goods without vehicles being stopped at disembarking.

How does it work? The automation process is used to manage the identification of plates within the determined "controlled area" and to authorize transit or not according to the level of authorization. Smart C therefore allows the virtual environment to be reproduced with a 3D avatar in correspondence with each vehicle framed by the ROC, reflecting the built situation in real time.

These innovations deliver positive impacts on the environment, safety, but also operational efficiency and compatibility with third-party systems, thanks to the digitization of information flows.

## Customs Bridge gets a new look!

Customs Bridge gets a brand new website!

Since March 1st the new Customs Bridge website is online.

To celebrate this launch, we offer you the possibility to get free access to our classification solution.

Get your login details by clicking on "free trial" using the following link:  
<https://customsbridge.ai/>



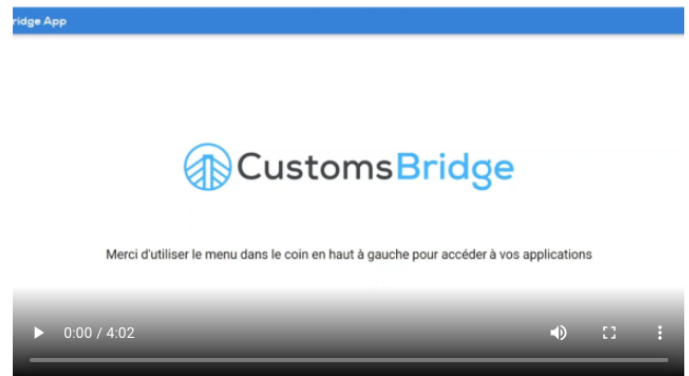
To guide you throughout the use of the tool, you will find a nice demo video on the website, click on the following link to visualize it: <https://customsbridge.fr/classification-by-cb/> (soon available in english)



Our solutions automates massive data processing and all repetitive and secondary tasks thanks to Artificial Intelligence.



C by CB enables humans to focus on decision making and mostly to employ 90 % of their time for customs expertise.



## Our latest evolutions

February was a month full of new features, here are some of them:

- Chat system integration in our application to ensure support and easily exchange with our users.
- A principle of augmented nomenclature that allows to display the tree summary of the code to which a position is referring.
- The possibility to adjust the windows to better visualize the information.
- Collection of 150,000 new samples for the IA motor drive.

Get your free access to the application on our website and try out these features yourself. We are looking forward to your feedback: <https://customsbridge.ai>