



VALUE TALK

A MONTHLY NEWSLETTER BY ADD VALUE CONSULTANTS

Add Value Consultants is a leading Management Consulting Firm serving Indian Industries. This Newsletter is an endeavor to provide updates, understanding and sharing of global practices to the Business Owners, Managers, Academicians and Executives.

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Editorial Note

Dear Readers,

As Add Value Consultants celebrates 14 successful years of growth and excellence, it reflects on the rapidly evolving global business environment. The international trade and logistics sector is currently facing major changes due to geopolitical tensions, rising freight costs, cargo congestion, and disruptions across key maritime routes like the Red Sea and Strait of Hormuz.

With nearly 80% of global trade dependent on maritime transportation, businesses are increasingly focusing on resilience, adaptability, and strategic planning to navigate today's uncertain trade landscape.

Add Value Consultants sincerely thanks its clients, associates, and well-wishers for being a valued part of this successful journey.

Have a Great Time...!!!

Regards,
Chetan Bhojani

HOW GLOBAL CONFLICTS ARE RESHAPING INTERNATIONAL LOGISTICS

- In today's interconnected world, geopolitical conflicts are no longer limited to political discussions - they directly impact global trade and logistics operations. Over the past few years, international supply chains have faced continuous disruptions due to wars, regional tensions, and trade uncertainties across major global routes.
- As professionals working closely with exporters and logistics operations, we are increasingly witnessing shipment planning becoming more unpredictable than before. From delayed vessel schedules to sudden freight hikes, these challenges are now becoming part of day-to-day logistics operations.
- One of the biggest challenges currently faced by the logistics industry is the shortage of cargo space. Shipping lines and airlines are experiencing heavy congestion, resulting in limited vessel and air freight availability. As a result, exporters and importers are struggling to secure timely bookings for their shipments.
- Freight costs have also increased significantly. Route diversions, rising fuel prices, security concerns, and operational delays have pushed transportation costs upward. In many cases, containers and
- Strategic trade routes such as the Strait of Hormuz and the Red Sea region have become highly sensitive due to ongoing geopolitical tensions. Since a
- operational delays have pushed transportation costs upward. In many cases, containers and cargo are getting stuck at ports and airports for extended periods due to congestion, customs delays, or sudden route changes. Similarly, air cargo is witnessing severe space constraints and rate fluctuations, especially during peak trade periods.

significant portion of global oil and cargo movement passes through these routes, even minor disruptions create ripple effects across international logistics. Shipping companies are facing operational uncertainty, increased insurance costs, route diversions, and delays in cargo movement, ultimately impacting freight rates and delivery timelines worldwide.

- These disruptions are not only affecting large multinational companies but also small and medium exporters who rely on predictable transit schedules and stable freight rates. In today's environment, resilience, adaptability, and proactive supply chain planning have

become essential for businesses involved in global trade.

- Global logistics has evolved far beyond transportation alone - it has become a critical pillar of international trade and business continuity. In an uncertain global environment, flexibility and preparedness are now the true strengths of modern supply chains.

About the Author



Ms. Pooja Sant

She is an experienced EXIM and logistics professional with 10+ years of expertise in freight forwarding and international trade operations. She currently works as Manager – Inside Sales at Logibeats Freight Services Pvt. Ltd. while also conducting EXIM training and industry workshops across India.

Add Value Consultants proudly celebrates 14 years of trust, growth and excellence.

A heartfelt thank you to everyone who has been part of this remarkable journey.

