



The world is still under the clutches of the pandemic, Everyday news focus is on the highs and lows of the spread . So let us move away from that and highlight the huge sporting activity globally across sports disciplines .

The month of June has been a sporting month with action across varied fields. For football lovers the Euro 2020 played among the European nation and a prestigious event is almost on the verge of finding winners and the action has been exciting with some predictable results and some surprises . All in all an entertaining fair served . Little away the S. American football tournament Copa America has been parallelly being played and again getting close to find a winner . The likes of Messi , Suarez, Neymar in action.

In F1 racing Max Verstappen of Red bull has been on winning ways taking the lead over champion Lewis Hamilton by winning the last two races . Surely an exiting time to watch the competition . In Cricket the first World test championship was won by New zealand defeating India in a rain marred match .

And in Tennis the grass court Grand slam Wimbledon got underway very eventfully with Serena williams bowing out retired due to injury and Federer almost saved due to injury of his opponent . Similarly Golf, athletics and other actions on ...

Hoping for good health and peace to all

Light Moments

After being married for 40 years, the husband looked at his wife one day and sarcastically said, "forty years ago we had a cheap house, a junk car, slept on a sofa bed and watched a 10-inch black and white TV, but I had a beautiful 23-year-old girl as wife. Now ... I have a \$500,000.00 home, a \$35,000.00 car, a nice big bed and a large screen TV, but I'm living with a 63-year-old woman."

The smart wife responded. She told him "Don't worry darling you can go out and find a 23-year-old girl and divorce me. I shall file a case and ensure that you would once again be living in a cheap house, driving a junk car, sleeping on a sofa bed and watching a 10-inch black and white TV."

The Husband was speechless

Towards the end of a wedding, the bride's father approached the groom and said, "Son, I received your last minute WhatsApp message asking me for your wedding gift. I found your request a bit strange, but I have to fulfil your wish regardless. Here's the packet of Four Underwear you asked for."

The groom was startled, then looked at his message again... In a rage, he smashed his Phone on the floor... "Bloody Autocorrect! It was supposed to be 'Ford Endeavour'!!"

News From Sevensseas

Sevensseas Coimbatore handles FR



Team Sevensseas Coimbatore executed a shipment of Crusher machinery on a factory stuffing basis, The consignment was a total of 2 x 40 Flat rack & 3 x 40 open top. In addition there was also a 40 ft modified container in 40 FB. The cargo for the six containers was transported to Chennai by road (a distance of approx. 500 KM), customs cleared and shipped .

The total weight of the cargo : 160 metric tons

Total 6 Container : 2 x 40' Flat Rack ,3 X 40' Open Top & 1 X 40 FB (40 ft modified container)

With increased fuel prices the availability of transport in India is a challenge and more tougher finding equipment and schedules . Both these criteria were managed and the shipment executed without much hassle . A few snapshots of the movement enclosed ...



Indonesian Food – Nasi Goreng (fried rice)



One of the most famous foods of Indonesia is fried rice, known better as nasi goreng. Although just wok fried rice with a host of salty seasonings, this simple hot and fresh cooked single plate meal is a popular street food throughout Indonesia. When you find an Indonesian street food cart that sells nasi goreng, they can usually make it with whatever ingredients you see in their cabinet – vegetables, chicken, egg, and stink beans



Trade News India

300% increase in freight costs plague SMEs



The shipping and logistics crisis plaguing the industry since the onset of Covid with freight costs having skyrocketed to 300% , worsening the situation for Indian SMEs who are navigating their business amidst the global pandemic, says a new report. This competitive environment severely affected the SME exporters who were burdened by these high costs. In a statement, a CEO of an export company said , “The lack of containers doesn’t just increase logistics costs, but also affects the SMEs’ capabilities to fulfill orders and delays payment cycles while stressing their margins. If the issue continues, consumer-led economies are likely to scout for alternative markets with shorter trade routes to cut losses. This could severely harm SMEs who are already battling with the pandemic-led economic crisis.”

The global shipping crisis, results from the uneven post-Covid economic recoveries of the world’s largest importing and exporting countries. “The primary pillars of the crisis are significant fall in the availability of containers, reduced workforce, fewer shipping vessels operating, and erratic movements in demand for various commodities. Delays in shipments mean the products would barely have a few months on the shelf of the buyers, who now run the risk of not selling the products. New orders will not be placed if the buyer suffers a loss. As a result, my strategy for the coming year until the container shortage issue persists is to only export on shorter and close-by trade routes. To avoid spoiling my trade relations, for the rest of 2021, I will not be servicing long-distance clients,” said another exporter in a statement.

The buyers are understanding the gravity of the issue and are willing to share the ocean freight costs. They are also willing to renegotiate the product rates. There is cooperation by everyone in the shipping industry in these pressing times. But, if the transport cost keeps increasing, there might come a time when local distributors start doing a cost-benefit analysis. They might evaluate whether they should keep importing or source locally..

Picturesque places - Milford Sound, New Zealand



Milford Sound is a fiord in the southwest of New Zealand’s South Island. It’s known for towering Mitre Peak, plus rainforests and waterfalls. Some parts of the famous movie “The Lord of the Rings” was filmed here.

The famed movie worked wonders in popularising this destination leading to more than 50,000 tourists annually. What’s great is that this area is accessible on foot, by helicopter or even bus.

The fiord is home to fur seal colonies, penguins and dolphins. Milford Discovery Centre and Underwater Observatory offers views of rare black coral and other marine life. Boat tours are a popular way to explore.

A village prospers during the pandemic - Krasnaya Polyana, Russia



Residents of a picturesque Russian village have seen the price of their land double as people from Moscow and other cities snap up properties as a refuge from COVID-19 where they can work remotely. Krasnaya Polyana (Red Meadow) is a beautiful village of five streets in the mountains near the Black Sea. Flanked by mountains, it has good quality tap water, fresh air and big blue skies - things that can prove elusive in Moscow. The village has 5,000 residents, which is typical for Russia. What is atypical is that there are 20 cafes, restaurants, a pub and a bar, along with fast Wifi.

Some of the restaurants existed before the pandemic to cater for skiers who use nearby resorts built for the 2014 Winter Olympics. But the locals decided to open year-round once they got over fears that visitors from Moscow would bring COVID-19. Demand for second homes has fuelled a housing boom. Russian land prices are assessed in 100 square metre units, or sotki. The price of one sotka in Krasnaya Polyana has risen to 5 million roubles (\$68,000) from 2 million before the pandemic, a local sales agent, told Reuters. It is likely to hit 7 million by the end of 2021, he said, due to strong demand when overseas travel options are limited.

Demand comes mainly from wealthy businessmen from big cities as prices are beyond ordinary Russians. Rents have also risen, driven by demand from people who work remotely and see Krasnaya Polyana as an escape from the city. The airport is a 40-minute drive and hiking trails start directly from the village. "I enjoy hiking the mountain trails and being able to find pleasant company in local places in the evenings," said a data analyst from Moscow. People have already noticed the advantages: the same time zone as Moscow, a 2-hour flight to Moscow, skiing in the winter, the sea in summer and cool infrastructure left behind by the Olympics.

Thought for the month

Most businesses have seen difficult times. It calls for planned measures not desperate measures. It is not the time to use the commonly used sales jargon of "Convince if not confuse". Let us not follow the famously quoted adage

***If you can't dazzle them with brilliance,
baffle them with bullshit***

Team Sevenseas - India