



CASE STUDY - ELECTRIC PRODUCTS

How Asiaction **Saved** a Chinese Electric Bike **Import?**

INTRODUCTION

Importing products from China represents a tremendous opportunity for many companies, but it is never a simple process.

Behind the promise of a competitive market and mass production lie complex challenges: difficult communication with suppliers, cultural differences, unclear quality standards, delays, and logistical blockages. The smallest mistake or misunderstanding can turn a strategic project into a costly and frustrating experience.

This was the situation faced by a company wishing to expand its range by importing a new collection of electric bikes from China. This diversification was a key project for the company, but it quickly ran into the realities of international importing.



In this case study, we will show how we saved this company's electric bike import from China.

WHY DID THE COMPANY TURN TO ASI ACTION?

The company contacted us to handle a critical logistical issue.

Their supplier, despite agreeing to deliver to the customer's warehouse, failed to meet the agreed terms and left the electric bike container stranded in a transit country, an unexpected stop. This situation quickly created complications: the goods were immobilized at the port, exposed to **storage fees** and the risk of deterioration if the blockage continued.

The lack of clear communication from both the supplier and the initial freight forwarder made it extremely difficult for the company to manage the situation, as they had no on-the-ground representative to resolve the issue. Ultimately, this delay impacted the company's distribution schedule and **jeopardized** their commercial commitments.

Let's take a look at the solutions we implemented to guide and support them.



SOLUTIONS IMPLEMENTED BY ASI ACTION

EXPEDITION MANAGEMENT

Asiaction had to manage this major logistical issue by playing the role of mediator between the client, the supplier, and the initial freight forwarder to identify the source of the blockage and find a quick solution.

After analysis, it became clear that the logistics partners chosen by the supplier were unreliable. Asiaction took the initiative to completely reorganize the transport, selecting a new freight forwarder, identifying all import conditions, and retrieving the necessary documents.

Thanks to this complete and rapid intervention, the client was able to receive their order, minimizing material and financial losses.

This experience highlights the importance of securing every step of an international import and being able to rely on a partner who can react to unforeseen events.



THE LOGISTICAL PROBLEM'S IMPACT AND ASIACTION'S VALUE ADDED

The consequences of this logistical problem were significant. The immobilization of the goods generated €4,200 in costs, equivalent to €100 per day of storage. Completing the delivery required a new freight forwarder, adding an additional €16,000 to the invoice.

Moreover, customs duties amounted to €7,448, and anti-dumping taxes were €30,043, costs the company would not have had to bear if the delivery had been in DDP.

In total, €57,691 in additional charges were added to the original order, raising the total amount from €142,144 to €199,835.

The logistical delay also pushed the delivery schedule from 7 to 13 weeks, disrupting the receipt of the goods. This delay affected the commercial launch and the relationship with partners.

By collaborating with Asiaction, the company could have avoided these complications. We select reliable freight forwarders, verify documents and containers, and ensure continuous transport tracking to prevent delays and respond quickly to problems.

With this level of support, our clients benefit from secure imports with no unexpected costs or major delays, allowing them to focus on growing their business.



CONCLUSION

As shown in this case, our intervention allowed the client to resolve a critical logistical situation, through effective mediation and the complete reorganization of transport until final delivery.

This experience illustrates how international imports require rigorous supervision. Delays, blockages, and additional costs often result from a lack of local oversight or unreliable logistics partners. Without on-the-ground expertise, these incidents can quickly lead to significant financial losses and jeopardize strategic projects.



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At Asiaction, we assist our clients at every step of their purchasing process from China to provide a smooth, reliable, and trouble-free import experience. Our mission is to secure your supplies and help you grow your business with confidence.

REQUEST YOUR
IMPORT SOLUTION

