

WEBINARS

GATEWAY TO ASIA – TRANSHIPMENTS IN SINGAPORE AND HONG KONG

Wednesday, Mar 18, 2026 | 10:00 AM - 11:00 AM
Registration: Thursday, Jan 15 - Wednesday, Mar 18, 2026
Riverside | United States of America

https://www.wusata.org/e/50QX5XM

EVENT DETAILS

This seminar is designed for Western U.S. exporters who are looking to build a practical foundation in how transshipments work and why they play a critical role in accessing Asian and global markets. The presentation will walk through the basics of transshipment, Asia's central position in global supply chains, and the shipping dynamics that make Singapore and Hong Kong two of the world's most important logistics gateways. By grounding the discussion in shipping trends, trade flows, and geography, the session will help exporters better understand how goods move through these hubs and how transshipment decisions influence cost, speed, and market reach.

The seminar will also touch on exporter-relevant risks and opportunities tied to transshipment strategies. Participants will learn how transshipment can affect reported trade data, what compliance and rules-of-origin issues to watch for, and how emerging policy and market trends may shape future routing decisions. A case study will translate these concepts into a real-world scenario, providing exporters with a better understanding on when and how to use Singapore or Hong Kong as part of a compliant, resilient, and competitive export strategy.

Detailed Webinar Overview:

1. Welcome & Objectives

- Introduction to session goals: understanding transshipments and how they influence trade
- Why Singapore and Hong Kong are key gateways to Asia and beyond

2. The Basics of Transshipments

- What transshipment is and how it works
- Why companies use transshipment hubs
- Role in modern supply chains

3. Asia's Role in Global Supply Chains

- Asia's importance in manufacturing and consumption
- Major East-West and intra-Asia trade flows
- Growing demand for flexible logistics

4. Singapore as a Transshipment Gateway

- Shipping trends and data
- Strategic location along Strait of Malacca
- Key strengths and typical use cases

5. Hong Kong as a Transshipment Gateway

- Shipping trends and data
- Role as a gateway to China
- Key strengths and typical use cases

6. Risks, Compliance, and Emerging Trends

- Transshipment's impact on reported trade data

- Transshipment compliance and rules of origin
- Trends and policy shaping the future of transshipment

7. Case Study & Market Insights

- Real-world insights from working in Hong Kong and Singapore
- How transshipment impacts trade in and around these hubs
- Key Lessons learned for U.S. exporters

8. Q&A

- Interactive discussion with participants

Participants will be able to:

1. Understand how transshipment through hubs like Singapore and Hong Kong enhances market access, flexibility, and connectivity for exporters into Asia.

2. Differentiate the strategic roles of Singapore and Hong Kong as transshipment gateways.

3. Recognize Asia's role in global supply chains and how shifting trade flows influence export routing decisions.

4. Identify key compliance considerations related to transshipment, including impacts on trade data, documentation, and rules of origin.

5. Apply shipping trends and policy insights to make transshipment decisions.

6. Leverage case study lessons to anticipate challenges and opportunities in the transshipment space.

****The meeting link will be sent to registered companies before the meeting via email****

Presented by Bryant Christie Inc.,