



**Immediate release  
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## **Silvia on track to win world final of Young International Freight Forwarder of the Year**



A 28 year old employee of Dublin based company Hawthorn Logistics has been named as the European winner and one of four finalists in the search to find the world's Young International Freight Forwarder of the

Silvia Valles Barrera will now represent Europe and Ireland in the final round of the competition travelling to Cairo, Egypt this October to compete against the winners from the Africa and Middle East, Americas,

Ms. Barrera, who is a native of Spain, has been employed by Hawthorn Logistics since September 2010 and is responsible for managing its clients' needs to transport goods and products around the world.

Hawthorn Logistics is one of Ireland's youngest but fastest growing freight forwarding companies providing global shipping to exporters and importers along with warehousing facilities and expertise for distributing product by courier, air, sea and road.

The awards competition, run by the International Freight Forwarders Association (FIATA), is open to candidates representing the countries and national freight associations in the four geographical regions into which it is divided.

Ms. Barrera was chosen to represent the Irish International Freight Association (IIFA) after she achieved distinction level in the FIATA Diploma in Freight Forwarding. The internationally recognized diploma course is validated by FIATA and delivered by the IIFA.

Each participant in the regional finals of the Young International Freight Forwarder of the Year 2011 awards had to prepare a thesis focusing on one key import and export commodity or cargo in their country.

The thesis was obliged to consider the complexity of the issues of importing and exporting including bulk cargo, time sensitive delivery, hazardous goods, multimodal moves as well as cross-border issues, regulatory issues and risk management.

Ms. Barrera's thesis titled 'The Medical and Pharmaceutical Industry in Ireland and its Challenges for the Freight Forwarder' saw her qualify as a regional finalist at the FIATA World Congress in Cairo alongside competitors from the United Arab Emirates, Mexico and Hong Kong.

“Our members are delighted with Silvia’s success. Flexibility is the key to successful freight forwarding. That flexibility is only possible if you possess a thorough knowledge of all transport modal options and Silvia has proven that her skills and expertise are among the best in the business,” said Colm Walsh, CEO, of the Irish International Freight Association (IIFA).

“We have every confidence that she will do Europe and Ireland proud at the FIATA World Congress in October and look forward to the prospect of welcoming her home as the overall Young Freight Forwarder of the Year 2011,” he added.

**ENDS**

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**[About the IIFA](#)**

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The IIFA is the sole representative body and official voice of the freight forwarding sector in Ireland. Established in 1962, it currently has 100 members who collectively employ more than 3,000 people and handle more than 90% of Ireland’s €148 billion international merchandise trade.

Through its membership of the Customs Consultative Committee (CCC) and Trade Facilitation Ireland (TFI) the association participates in discussions on local issues affecting international trade. Representation at international level is conducted through IIFA’s membership of FIATA.

The association’s overall aim is to ensure that the concerns of members and their clients are heard and acted upon, thus ensuring that the flow of physical trade between Ireland and the rest of the world is as efficient and cost-effective as possible.

For more information please see [www.iifa.ie](http://www.iifa.ie)