

## Supply Chain Success Story!

# Charter Under Pressure: Delivering Critical Cargo from Brazil to Ethiopia

## THE STORY

When a major Brazilian customer required an urgent air charter from Brasília (BSB) to Addis Ababa (ADD), [Logistics Plus Brazil](#) and [LP AERO](#) secured the project despite strong competition from local brokers and global forwarders. However, shortly after the initial charter plan was confirmed, a sudden outbreak of armed conflict in the Middle East disrupted global aviation operations. The originally selected carrier withdrew its aircraft and crew, making the direct flight impossible and putting the entire shipment at risk.

With time and budget constraints tightening, the Logistics Plus team quickly engineered an alternative solution—reconfiguring the move into a two-leg charter via Liège, Belgium. Despite additional setbacks, including a last-minute cancellation of the connecting flight, the LP team successfully negotiated with carriers, restored the schedule, and ensured the cargo was delivered on time as promised.

## THE HIGHLIGHTS

- **Winning Against Strong Competition:** Logistics Plus Brazil and LP AERO secured the project in a highly competitive tender against Brazilian charter brokers and international forwarders.
- **Rapid Problem Solving Under Disruption:** When the original charter was cancelled due to geopolitical events, the team quickly developed a non-standard routing solution within strict budget and time constraints.
- **Creative Multi-Leg Air Charter Solution:** The shipment was restructured into a BSB–Liège (B747F) + Liège–Addis Ababa (B777F) combination, leveraging multiple carriers to maintain delivery timelines.
- **Seamless International Coordination:** LP Brazil managed cargo preparation and domestic coordination, while LP AERO handled flight execution, documentation, and transshipment at Liège Airport.
- **Overcoming Last-Minute Challenges:** When the connecting LGG–ADD flight was unexpectedly cancelled, the team successfully negotiated with the airline to reinstate the flight on the original schedule.
- **On-Time Delivery, Mission Accomplished:** Despite multiple disruptions, the cargo was delivered to Ethiopia in full and on schedule, reinforcing Logistics Plus’ ability to execute complex, time-critical air charters.

*Built For What’s Next.*



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