

Move Together

Euromovers

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MAY 2026



ABOUT EUROMOVERS



Euromovers is an international alliance of independent moving and relocation companies. It operates as a global network of professional movers and relocation specialists, headquartered in Cologne, Germany, under the legal entity EUROMOVERS Worldwide Alliance SCE mbH. The network brings together leading removal partners to offer seamless international moving, storage, relocation, and specialized transport services. Euromovers itself does not directly contract with customers but connects clients with the nearest partner company in its network, each of which is responsible for delivering services under local terms and conditions.

Mission

To provide high-quality, consistent, and reliable global relocation solutions by connecting and empowering our network of trusted companies. Through collaboration and shared standards, we ensure every move - corporate, household, or specialized - is handled professionally, efficiently, and with care. Our motto, "Let's move together!," embodies our commitment to supporting people and businesses through every relocation journey.

Vision

To make every move a seamless and positive experience, combining integrated global reach with locally rooted expertise, so that individuals and businesses can transition confidently and smoothly across borders.

Alliance Values

Euromovers values are centered around:

COOPERATION & PARTNERSHIP

Building strong links among member companies so that knowledge, resources, and best practices are shared.

QUALITY & STANDARDS

Every partner undergoes annual audits and quality management systems to ensure consistent service excellence.

CLIENT-CENTRIC SERVICE

Focusing on individual and corporate client needs through personalized relocation support.

GLOBAL COLLABORATION

Member companies work together under a common umbrella to provide broad geographic coverage.

Global Presence

Euromovers comprises more than +70 experienced member companies across Europe, North America, Australia, Asia, and beyond. Its members are located in countries such as Germany, France, the United States, China, and Indonesia, among others. This wide network enables Euromovers to handle international door-to-door removals, corporate relocations, storage solutions, and specialized transport for clients moving anywhere in the world.

In essence, Euromovers is not just a relocation provider - it is a global alliance built on quality, cooperation, and customer-focused moving solutions that support smooth transitions for individuals and businesses alike.

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EDITORIAL NOTE – MAY 2026

RESPONDING TO A SHIFTING GLOBAL REALITY

May opens against a backdrop of continued global uncertainty, where rapid changes in economic conditions, regional instability, and evolving trade dynamics are reshaping the way international relocation operates. Rather than isolated disruptions, we are now seeing a pattern of ongoing volatility that requires constant vigilance and a more strategic, forward-looking approach from all industry players.

In this environment, planning cycles have shortened, and decision-making has become more dynamic. Clients are seeking greater transparency, faster responses, and tailored solutions to navigate unpredictable timelines. This shift is redefining expectations across the relocation journey, placing increased emphasis on communication, coordination, and trust.

For the Euromovers network, this moment highlights the importance of unity and shared expertise.

The diversity of our global footprint allows us to respond intelligently to regional challenges, drawing on local knowledge while maintaining consistent international standards. Collaboration across partners has become a critical advantage, enabling smoother transitions even when external conditions remain unstable.

Operationally, the focus is increasingly on resilience through diversification. Alternative routing strategies, closer coordination with suppliers, and the integration of real-time tracking technologies are helping to mitigate risk and improve visibility. At the same time, continued investment in digital tools is enabling more agile workflows and better client engagement, even under pressure.

Another notable shift is the growing importance of advisory capabilities. Beyond execution, clients are relying on our members for guidance—whether navigating regulatory changes, managing cost fluctuations, or adapting relocation strategies to new realities. This evolution positions Euromovers not only as a service provider, but as a trusted partner in times of complexity. Looking forward, maintaining momentum will depend on our ability to stay informed, connected, and proactive. Strengthening internal communication channels and sharing timely insights across the network will be essential in responding effectively to whatever challenges lie ahead.

The decision to hold the Annual Conference later in the year reflects this pragmatic mindset—ensuring that when we come together, it will be with clarity, purpose, and the ability to fully engage. As we continue through 2026, the path forward may be less predictable, but it also presents an opportunity to redefine standards, strengthen partnerships, and lead with confidence in an evolving global landscape.

STEPHAN STRAUSS
Executive Board



EUROMOVERS INDUSTRY INTELLIGENCE

REPORT

GLOBAL RELOCATION ENTERS PERMANENT VOLATILITY CYCLE

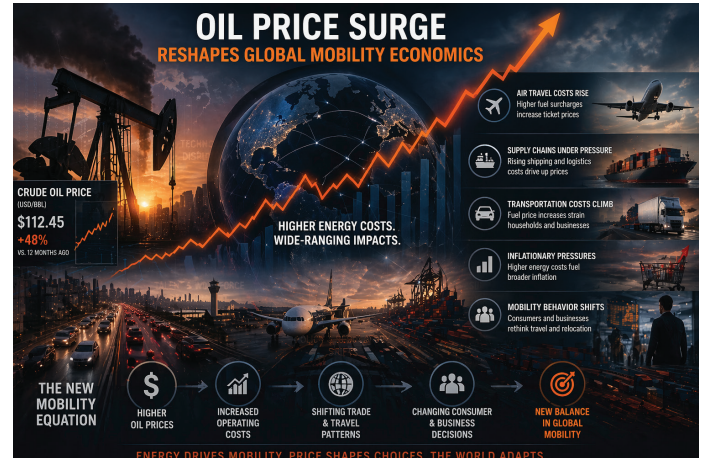


The global relocation industry has entered a structural phase now defined as a “Permanent Volatility Cycle.” Unlike earlier disruptions that were episodic—pandemics, wars, or economic shocks—the 2026 environment is characterized by continuous instability across geopolitical, economic, and supply chain dimensions. Corporates are no longer planning mobility on annual cycles. Instead, relocation decisions are made within 30–60 day rolling windows, forcing providers to operate in a state of constant adaptability.

Fixed capacity planning has been replaced by flexible staffing models, dynamic vendor ecosystems, and real-time routing decisions. While demand remains broadly stable, it is highly fragmented due to the decline of long-term expatriate assignments and the rise of short-term, project-based mobility.

Pricing models now embed volatility as a permanent feature through fuel surcharges, risk premiums, and dynamic pricing mechanisms. The industry is no longer trying to eliminate volatility—it is learning to operate within it. Relocation companies are evolving into agile logistics orchestrators, where adaptability and execution speed define competitiveness.

OIL PRICE SURGE RESHAPES GLOBAL MOBILITY ECONOMICS



Oil prices above \$100 per barrel have created a systemic cost shock across relocation networks. Fuel remains a core cost driver across air, sea, and road transport, making the impact unavoidable.

Fuel surcharges are now embedded in base pricing structures, with dynamic adjustments linked to global energy markets. Sea freight between Asia, Europe, and the Middle East has seen significant surcharge increases. Air freight costs have escalated further due to aviation fuel dependency and capacity constraints. Even last-mile delivery networks face margin pressure due to diesel volatility.

Corporates are responding with consolidation of shipments, reduced non-essential moves, and increased use of lump-sum allowances. This shifts cost responsibility to employees while controlling corporate exposure. Geopolitical instability in energy-producing regions continues to sustain a long-term risk premium in logistics pricing. Relocation providers are increasingly acting as cost and risk managers, not just logistics operators.

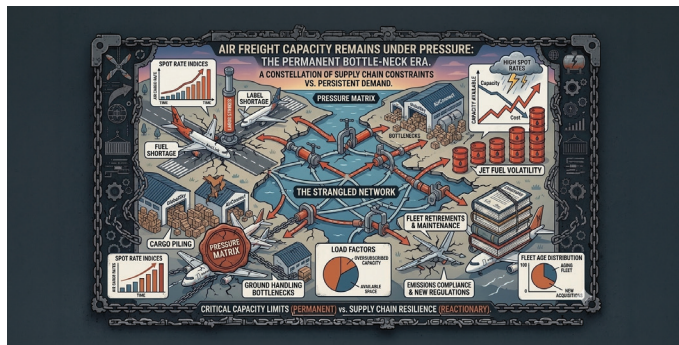
MIDDLE EAST CRISIS CONTINUES TO DISRUPT SHIPPING ROUTES



Ongoing geopolitical instability in the Middle East continues to disrupt global maritime trade, particularly through chokepoints such as the Strait of Hormuz. Shipping lines are rerouting vessels to avoid high-risk zones, increasing transit times and fuel consumption across Asia–Europe–Africa corridors. Insurance premiums have risen sharply, and underwriters are imposing stricter liability conditions for shipments passing through affected waters. Air freight demand has increased as an alternative, but this has added pressure to already constrained global air cargo networks.

Relocation companies are responding with multimodal routing strategies, diversified port usage, and stronger risk monitoring systems. The Middle East remains both a critical logistics hub and a persistent volatility zone.

AIR FREIGHT CAPACITY REMAINS UNDER PRESSURE



Air freight continues to face structural capacity shortages. Demand has increased due to disrupted sea routes, but supply has not expanded. Airlines prioritize higher-margin cargo, limiting availability for household goods. Fuel volatility further increases costs. Relocation companies rely on hybrid models combining air and sea freight. Air freight is now a strategic rather than routine component of relocation logistics.

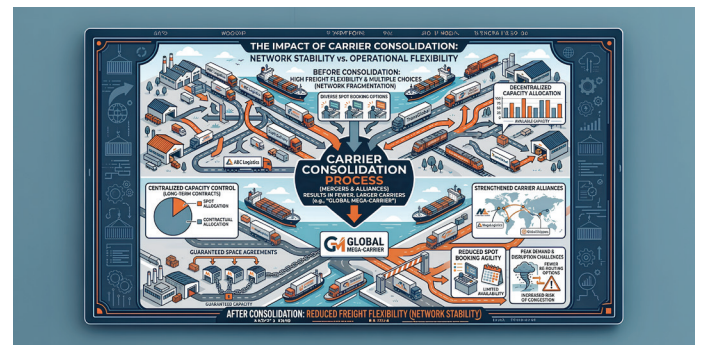
ETIHAD RAIL TRANSFORMS UAE LOGISTICS BACKBONE



The expansion of Etihad Rail is reshaping UAE logistics infrastructure by introducing a high-capacity inland freight system. Rail can move volumes equivalent to hundreds of trucks per train, reducing road congestion and inter-emirate transport costs. For relocation companies, rail is becoming the backbone for bulk consolidation between ports, warehouses, and delivery hubs.

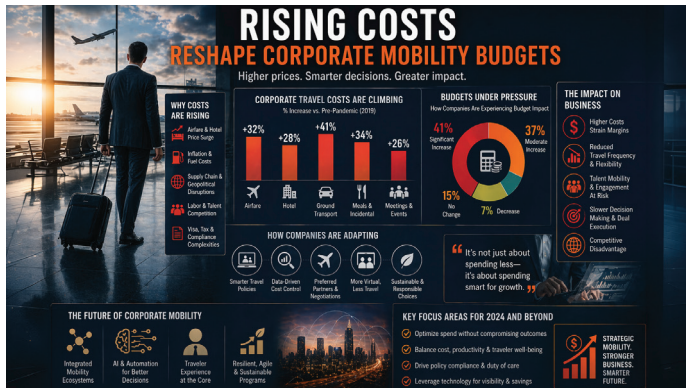
While last-mile delivery remains road-based, rail is now central to inland logistics planning. It improves predictability, reduces fuel exposure, and supports sustainability objectives through lower emissions. Etihad Rail marks a structural shift toward multimodal logistics in the UAE.

CARRIER CONSOLIDATION REDUCES FREIGHT FLEXIBILITY



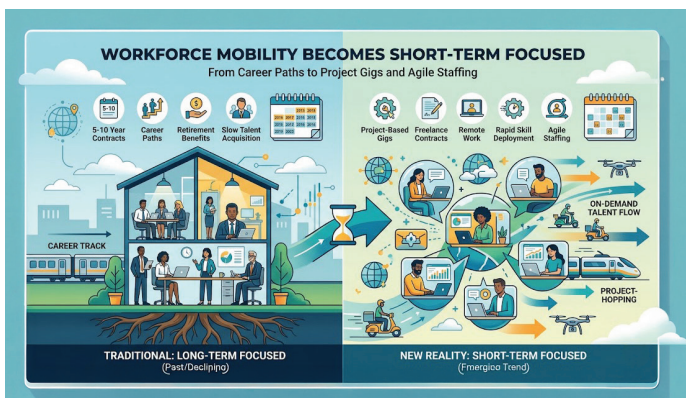
Global shipping consolidation has reduced the number of major carriers controlling key trade lanes. While network stability has improved, flexibility for spot bookings has declined. Capacity allocation is increasingly controlled through long-term contracts and strategic partnerships. This reduces agility during peak demand or disruption periods. Relocation companies are securing guaranteed space agreements and strengthening carrier alliances. The freight ecosystem is now more structured but less flexible.

RISING COSTS RESHAPE CORPORATE MOBILITY BUDGETS



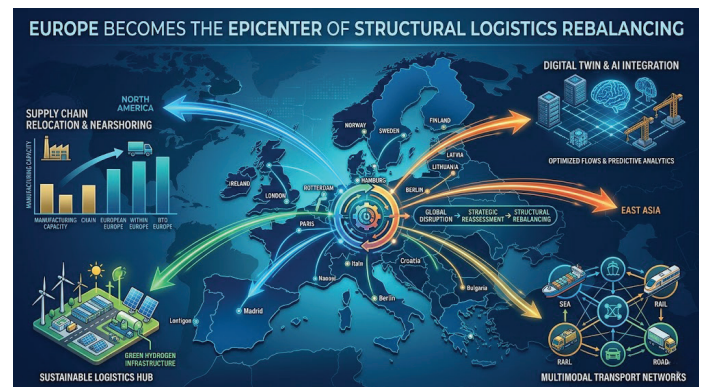
Relocation budgets are undergoing structural tightening due to inflation across transport, housing, and labor costs. Corporates are reducing discretionary relocations and shifting toward short-term assignments and localized hiring. Lump-sum relocation allowances are becoming common, transferring financial responsibility to employees. Providers are adopting modular service models: transport-only, destination-only, or hybrid packages. Clients now demand predictive pricing tools, real-time dashboards, and scenario-based cost modeling. Mobility is increasingly treated as a financial planning decision rather than an HR benefit.

WORKFORCE MOBILITY BECOMES SHORT-TERM FOCUSED



Corporate mobility is shifting from long-term expatriates to short-term assignments of 3–12 months. This reduces shipment size but increases frequency. Relocation services must become faster, simpler, and more modular. Employees expect rapid onboarding and integrated housing support. Mobility is now more dynamic but less predictable.

EUROPE BECOMES THE EPICENTER OF STRUCTURAL LOGISTICS REBALANCING



Europe is emerging as one of the most structurally constrained logistics regions in 2026. Logistics real estate availability is at historic lows in several key markets, driven by limited land, planning delays, and power infrastructure constraints. This has turned warehouse space into a strategic capacity asset rather than a commercial commodity. At the same time, Europe is accelerating nearshoring and “Europe-for-Europe” supply chain models, increasing intra-regional logistics intensity. Freight networks are experiencing continued volatility, with rate fluctuations and capacity imbalances across major routes. Cross-border movement within Europe is also becoming more complex due to regulatory fragmentation and infrastructure limitations.

- Higher complexity in intra-Europe household goods movement
- Increased dependency on regional consolidation hubs
- Greater reliance on multimodal (rail-road-sea) integration
- Need for early booking and fixed-capacity freight agreements

Europe is no longer a frictionless mobility zone—it is a multi-layered logistics ecosystem defined by capacity constraints, regulation, and infrastructure bottlenecks. Relocation providers must now operate as network orchestrators rather than service executors.

EUROMOVERS WEBSITE LAUNCH – A MAJOR DIGITAL MILESTONE FOR MEMBERS (APRIL 2026)

The launch of the new Euromovers website in April 2026 marks a significant milestone in the network's evolution. Over the past 20 years, this is the first time such a comprehensive and technically driven transformation has been undertaken—built not only to enhance the brand, but to deliver direct, measurable benefits to all members.

The overall approach and positioning of the website have shifted from a primarily informational, network-focused platform to a more customer-centric and engagement-driven interface. The new platform is specifically designed to support enquiries and drive business generation across the network.

A complete redesign has been implemented, introducing a modern, clean layout with improved navigation and stronger visual hierarchy. This ensures ease of use and presents a more professional digital image aligned with current market standards. Supporting this, clear and strategically placed calls-to-action such as “Get a Quote” and “Contact” are now integrated throughout the website to guide users effectively and improve conversion potential.

Service presentation has been significantly enhanced, with offerings now clearly categorized and supported by improved descriptions. This makes services more relevant and easier to understand, while reflecting Euromovers' comprehensive, end-to-end relocation solutions. A key advancement is the platform's lead generation capability. With integrated enquiry and quotation forms, the website now enables direct lead capture—representing a major shift from the previous static format to a more commercially focused model.

Content structure and flow have also been carefully reorganized into well-defined sections, including services, process, and benefits.



This improves readability, user engagement, and the logical flow of information throughout the site.

The website is fully optimized for mobile and tablet devices, ensuring accessibility and a consistent user experience across all platforms. In parallel, the customer journey has been significantly improved, allowing visitors to move seamlessly from initial landing through to enquiry, enhancing overall usability and interaction. From an operational perspective, all opportunities generated through the website will be sent directly to Stephan via email and WhatsApp. This ensures efficient opportunity management while maintaining member privacy, as individual contact details are not publicly displayed, yet enquiry visibility is preserved.

Additionally, social media engagement has already been activated, with regular posts scheduled every alternate day. This ongoing activity is designed to strengthen brand visibility and drive traffic to the new platform. Overall, this launch represents a major step forward in strengthening Euromovers digital presence, creating a robust technical foundation, and unlocking new opportunities for member growth and collaboration in the years ahead.

AI IN RELOCATION & LOGISTICS: MANAGING OPPORTUNITY WITH RESPONSIBILITY BY *HOLGER THOMAS JUCHUM*

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Management Systems



Artificial Intelligence (AI) is increasingly shaping the relocation and logistics industry, offering tangible benefits such as improved efficiency, streamlined documentation, and enhanced communication. Yet, the true challenge is not the technology itself—but how it is applied in daily operations.

In our industry, routine interactions with AI tools—such as entering shipment data, customer details, or internal information—can unintentionally introduce risks. These include data protection concerns, confidentiality breaches, and compliance gaps that may only become visible during audits or regulatory reviews. Given the sensitive nature of our work—handling personal data, shipment inventories, immigration documentation, and contractual information—these risks must be taken seriously. AI does not operate in isolation. Its use intersects directly with data protection requirements, information security standards, and compliance frameworks. Without clear governance, organizations risk inconsistent or informal usage that can undermine both operational integrity and regulatory compliance.

To address this, organizations should begin by asking a few essential questions: Which AI tools are approved? What type of data can be entered? Are there clear restrictions on sensitive information? How are AI-generated outputs reviewed? And is usage documented where necessary? These considerations often form the foundation of audit readiness and reveal whether AI is being used responsibly or informally. Equally important is building AI competence within the organization.

Employees must be equipped to understand AI-generated outputs, assess their accuracy, and question results when needed. AI should support human expertise—not replace it. In a service-driven sector like relocation, sound judgment and accountability remain critical.

The good news is that effective AI governance does not require complex systems. Simple measures can have a strong impact: use only approved tools, avoid entering confidential data, verify outputs consistently, and establish clear internal guidelines. When applied consistently, these steps significantly reduce risk. Beyond AI, organizations are also navigating increasing demands in management systems, compliance, and operational transparency. Here, practical, experience-based support becomes invaluable.

Having worked within the Euromovers network for many years, I understand these challenges from a practical perspective. Today, I support members as a consultant, focusing on strengthening existing systems rather than conducting traditional audits. This includes developing integrated management systems, preparing for audits, conducting internal assessments, supporting risk evaluations, improving information security practices, and enhancing internal communication structures.

The objective is clear: management systems must function effectively in everyday operations—not just on paper. In an environment shaped by evolving standards, customer expectations, and emerging technologies like AI, combining structured systems with practical experience provides a decisive advantage.

KEY TAKEAWAY: The risk is not AI itself, but how it is used. With clear policies, informed teams, and responsible practices, AI can support innovation while maintaining trust, compliance, and operational excellence.



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