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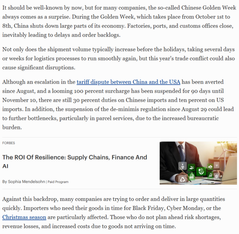
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Chinese Golden Week 2025: When Tariffs Suddenly Take Center Stage

By Sin To, Brand Contributor.
For SAP, BRANDVOICE | Paid Program

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Zhangyang Bridge at night, Beijing, China
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It should be well-known by now, but for many companies, the so-called Chinese Golden Week always comes as a surprise. During the Golden Week, which takes place from October 1st to 8th, China shuts down large parts of its economy. Factories, ports, and customs offices close, inevitably leading to delays and order backlogs.

Not only does the shipment volume typically increase before the holidays, taking several days or weeks for logistics processes to run smoothly again, but this year's trade conflict could also cause significant disruptions.

Although an escalation in the tariff dispute between China and the USA has been averted since August, and a looming 100 percent surcharge has been suspended for 90 days until November 10, there are still 30 percent duties on Chinese imports and ten percent on US imports. In addition, the suspension of the de-minimis regulation since August 29 could lead to further bottlenecks, particularly in parcel services, due to the increased bureaucratic burden.

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Against this backdrop, many companies are trying to order and deliver in large quantities quickly. Importers who need their goods in time for Black Friday, Cyber Monday, or the Christmas season are particularly affected. Those who do not plan ahead risk shortages, revenue losses, and increased costs due to goods not arriving on time.

"As supply chains in Asia Pacific remain the backbone of global commerce, resilience and agility are no longer optional – they are business-critical," said Simon Davies, President for SAP Asia Pacific. "With AI embedded in enterprise applications in the cloud, SAP enables companies to unlock data-driven insights, adapt faster, and build supply chains fit for the highly unpredictable future."

Supply Chains in the Pre-Holiday Rush

From August and especially in September, the Asia-Pacific sea and air freight sector is in high season. Port congestion in Shanghai, blank sailings by carriers, and weather-related typhoon impacts exacerbate the already high market uncertainty.

Added to this is the customs uncertainty, which increases the pressure on companies to ship their goods as quickly as possible within the window of favorable tariff conditions. As a result, the already seasonally higher demand for sea and air freight continues to rise, with consequences. Prices increase, and there are more frequent "rollovers" to alternative container ships and other modes of transport.

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However, those who assume that normality will immediately return after the Golden Week are mistaken. Even afterward, demand often remains high due to the backlog, which directly impacts supply chains, such as extended delivery times.

Companies are therefore well-advised to plan early. This ensures that goods are produced and delivered on time and are available for the upcoming major sales events and the Christmas season.

Nothing Works Without Advance Planning

To ensure that ordered goods arrive as smoothly as possible during and after the Golden Week, thorough advance planning is essential. While millions of people travel in China, everything comes to a standstill in factories and ports, inevitably affecting supply chains worldwide. Companies that do not react in time risk their goods getting stuck in container congestion or order backlogs.

Proper Timing as a Mandatory Program

The most important measure is proactive coordination with production partners and logistics service providers because timing is everything. Those who initiate production and transportation shortly before the Golden Week risk not only shortages but also missing out on delivery during a period with favorable tariff conditions. Therefore, it is better to go into detail weeks in advance than to seek expensive ad-hoc solutions later.

Securing Transport Capacities

Even in transport, first come, first served applies

Shipping companies and airlines are quickly booked up around the Golden Week. Companies should secure logistics and transport capacities early, planning three to four weeks in advance for sea freight and at least one week for air freight. Anything less is more wishful thinking than strategy. Real-time data also helps to predict arrival times more accurately and realistically assess supply and demand.

Managing Inventory Smartly

With the upcoming shopping highlights like Black Friday or Cyber Monday in mind, it is crucial to strategically position inventory. In particular, the abolition of de-minimis regulations may lead many companies to try to increase their inventories in preparation for higher customs costs. This means having the right goods in the right place and not tons of bestsellers in the wrong warehouse. Flexible warehousing and inventory management strategies are needed to respond quickly to demand peaks.

Digitization and AI

From Crystal Ball to Data Basis Instead of groping in the dark, more and more companies are relying on artificial intelligence. AI systems analyse vast amounts of data in real-time and predict potential bottlenecks or disruptions that can occur during the Golden Week. This allows timely measures to be taken before things get critical. Reading tea leaves was yesterday; data-based planning is today.

The Golden Week as a stress test and opportunity As challenging as the situation for supply chains is, it forces companies to rethink their structures, become more flexible, and drive innovation. In other words, those who survive the Golden Week are well-prepared for the turbulent high season.

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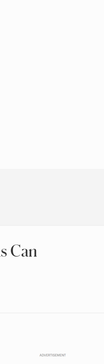
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INNOVATION

World Food Day: How Global Supply Chains Can Nourish A Fair Future

By Zoriana Zaborodnia, Brand Contributor.
For SAP, BRANDVOICE | Paid Program

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World Food Day is a global call-to-action focused on one of the most fundamental challenges facing humanity: how to create an equitable, secure, and sustainable food system that works for everyone.
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World Food Day falls on October 16th, with this year's theme "Hand in Hand for Better Foods and a Better Future." It is a global call-to-action focused on one of the most fundamental challenges facing humanity: how to create an equitable, secure, and sustainable food system that works for everyone.

It also serves as a reminder that there are still parts of the world where food shortages and starvation are still all too frequent, with an estimated 673 million people living in hunger, and the important role of businesses and supply chains has to address these challenges.

The Core Challenges: Climate, Conflict, and Complexity

World Food Day's central mission is to highlight and address the complex interlocking causes of food insecurity.

Geopolitical conflicts, extreme weather events, and economic shocks are increasingly impacting the global supply chains, intensifying operational pressures and elevating levels of uncertainty.

Food supply chains serve as critical infrastructure worldwide, where even minor disruptions can trigger significant ripple effects across markets and communities. To navigate this evolving landscape, supply chain leaders must leverage advanced tools that drive agility, resilience, and sustainability.

> *Learn more here about how businesses can reimagine logistics operations for a future-proof supply chain.*

The successful integration of innovative and collaborative digital solutions ensures that food supply chains not only withstand emerging challenges but also deliver long-term value through enhanced operational performance and stronger stakeholder partnerships.

Supply Chain Resilience and Adaptability

Food supply chains are subject to stringent requirements where critical variables such as time, temperature, and location must be precisely managed. In the face of growing pressures from global events and rapidly shifting climate patterns, organizations must elevate their forecasting capabilities and proactively address potential constraints within the supply chain.

Leveraging advanced tools enables businesses to build resilient supply chains through flexible contingency planning, accurate demand forecasting, and strategic supply optimization. These solutions empower companies to adapt swiftly to disruptions, minimize operational losses, and maintain uninterrupted business operations. Furthermore, AI-driven solutions deliver real-time insights, allowing supply chain leaders to confidently orchestrate demand and supply decisions based on data-driven analytics, rather than reacting to unforeseen challenges.

Global Collaboration in Food Supply Chains

Food supply chains aren't a business you can manage alone. A delay or mistake by tier 1 and tier 2 suppliers can have serious consequences—jeopardizing the quality, freshness, and delivery timing of food. That's why visibility across all suppliers is so important. Being part of a Business Network enables seamless collaboration and communication among global supply chain partners. It digitizes interactions, cuts down on inefficiencies of manual processes, and provides visibility into Tier 1 and Tier 2 suppliers. This is exactly what helps operate more efficiently and build a stronger supply chain by responding more quickly to changing circumstances through tighter collaboration with trading partners. Additionally, business AI helps proactively identify risks, ensure responsible sourcing and fair trade, and improve supply chain resilience.

Role of Logistics

Timing is a critical factor in logistics, particularly within food supply chains, where real-time visibility ensures timely delivery, product freshness, and accurate placement. Integrating tools that connect geographically distributed warehouses, transportation fleets, and retail locations is essential to maintaining this visibility.

Such interconnected systems enable organizations to swiftly respond to logistics challenges—such as traffic congestion or inventory shortages—while concurrently minimizing waste. Moreover, distributed network models reduce reliance on long-haul transportation, lowering fuel consumption and packaging requirements. This approach not only accelerates supply chain responsiveness but also advances sustainability objectives by reducing environmental impacts (also worth checking out: Why Reimagined Logistics Is The Future Every Business Should Know).

Sustainability and Environmental Impact

Sustainability is not an afterthought when it comes to future-proofing supply chains because it mitigates risks associated with environmental regulations, resource scarcity, and shifting consumer expectations. By integrating climate-friendly agriculture, energy-efficient processing, and circular economy initiatives, businesses can lessen the environmental footprint of the food system while maintaining profitability. Sustainable supply chains enhance resilience by maximizing resource efficiency, reducing waste, and minimizing environmental impact, which supports long-term operational stability and cost savings.

Turning to technology platforms that monitor real-time ESG (Environmental, Social, and Governance) metrics and measure, monitor, and reduce carbon emissions across scopes 1, 2. That helps to improve sustainability goals, track progress toward net-zero goals, and be more transparent with consumers, thus building trust and showing that eco-friendly isn't just a buzzword – it is an action.

Learn more here about how businesses can reimagine logistics operations for a future-proof supply chain.

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