



CARBON FOOTPRINT CERTIFICATION

ISSUE August 2025



Early adoption of carbon footprint certification is a strategic move for companies to navigate global carbon regulations and strengthen green competitiveness. Below are the detailed recommendations informed by the latest policy developments and market practices:

I. Core Value of Carbon Footprint Certification

● Regulatory Compliance & Risk Mitigation

The EU's Carbon Border Adjustment Mechanism (CBAM) already covers products such as steel and aluminum, and will be fully enforced in 2026. Companies without certification will face additional tariffs.

China's Product Carbon Labeling Certification System has launched its first pilot directory, covering 17 categories including lithium batteries, photovoltaics, and steel, with more industries to follow.

II. Implementation Pathway for Enterprises

● Choose the Right Certification Standard

ISO 14067: International product carbon footprint accounting
ISO 14083: Carbon emissions from logistics and transportation
China's Pilot Directory: First batch of 17 products including steel and photovoltaics

● Phased Implementation Strategy

1. **Short-term (within 6 months):**
Conduct baseline carbon data assessment (e.g., energy use, supply chain emissions)
Register with local carbon inclusion platforms
2. **Mid-term (1 year):**
Select certification bodies (e.g., TÜV SÜD, SGS) for verification
Apply for carbon labels (e.g., products listed in China's pilot directory)
3. **Long-term (2-3 years):**
Pursue international mutual recognition (e.g., EU EPD, U.S. EPEAT)

● Key Measures for Cost Reduction & Efficiency

1. **Green Power Substitution:** Using wind and solar energy to reduce carbon emissions
2. **Logistics Optimization:** Work with qualified logistics suppliers to optimize transport routes

III. Risk Alerts

- **Post-2026:** Companies may be directly excluded from markets due to policies such as the EU CBAM.
- **Customer Loss:** International brands restructuring their supply chains will drop non-certified suppliers first.
- **Financing Challenges:** Banks are tightening lending to high-carbon assets (e.g., HSBC has already ceased financing coal-related logistics).
- **Policy Uncertainty:** Monitor EU CBAM expansion, which may soon include textiles and plastics.

Why should we plan for Carbon Footprint Certification in advance?

IV. Policy Pressure: Global Carbon Tariffs Accelerating, Non-Certified Firms Face Rising Costs

● EU CBAM (Carbon Border Adjustment Mechanism)

1. To be fully implemented in 2026, covering steel, aluminum, cement, electricity, hydrogen, and more. Logistics-related carbon emissions will also be included in the calculation.
2. Non-certified companies may face 20%-35% additional tariffs (based on EU ETS carbon pricing).

● China Domestic Policies

1. The Product Carbon Labeling Certification System has launched its first pilot (17 categories including steel, photovoltaics, and lithium batteries), with plans to expand to the logistics sector.
2. Local government requirements: Cities like Shenzhen and Shanghai already mandate key enterprises to submit carbon footprint reports.

V. Market Demand: International Clients and Consumers Recognize Only the "Green Supply Chain"

● Strict Requirements from Global Brands

Companies like Apple, Tesla, and IKEA require suppliers to provide carbon footprint data, or risk being removed from their procurement lists.

● E-commerce Platforms Favor Green Products

Amazon and JD.com have introduced "low-carbon preferred" labels, boosting certified product visibility by 30%+.

● Consumer Preference

Surveys show that 67% of European consumers are willing to pay a 5%-10% premium for low-carbon products.

VI. Business Benefits: Triple Dividends of Cost Savings, Financing, and Competitiveness

● Lower Long-Term Compliance Costs

Early certification helps companies avoid future high carbon tariffs and penalties (e.g., EU CBAM).

● Access to Green Financing

1. Green Bonds: Certified companies can issue low-carbon bonds with interest rates 1%-2% lower.
2. ESG Investments: Institutions like Goldman Sachs and Blackstone prioritize investment in carbon-transparent companies.

● First-Mover Market Advantage

Government Orders: The green procurement lists of China and the EU are only open to certified companies.

From a Blank Page to Increasing Value

Celebrating 21 Years of Growth,
Challenges, and Dedication



AEL-Berkman Forwarding
Shiny Liu
Procurement Supervisor

The morning sun was gentle on May 10, 2004, but my palms were icy with nerves as I stood outside the doors of AEL-Berkman, resume in hand.

I was a soon-to-be graduate with no clear map for the future—just a hope that this documentation position might be my first step.

What I didn't know then was that this doorway would lead me into a 21-year journey of growth, challenges, and pride.

LEADING STAFF

In those early days, I was learning everything from scratch—double-checking documents, memorizing processes, and leaning on the patient guidance of colleagues and leaders. By my second year, I had stepped into operations, managing the Greece route. The pace was faster, the responsibilities were heavier, but I thrived. My dedication soon led to a promotion to Operations Supervisor, a role that broadened my horizons: handling Australia LCL shipments, import cargo, special containers, and even freehand business to Mexico and North Africa. I also began training newcomers, remembering well how it felt to be in their shoes. Those years taught me one truth that still guides me today: no matter how skilled one person is, teamwork is what makes success possible.

Then came 2009, and with it, a turning point. A company restructuring placed me in the role of Procurement Supervisor—an entirely new challenge. Once again, I started from zero, learning to compare multiple quotations, search for the most competitive rates, and maximize both profit and client satisfaction. It wasn't just about numbers on a page—it was about trust, relationships, and finding solutions. There were moments of triumph, like securing the shipment of flat rack equipment carrying auto parts from Italy to Guangzhou. And there were moments of pride, like staying late to help operations colleagues handle special containers, ensuring every delivery arrived without a hitch.

One memory still stands out: the day Hyundai Motor's Guangzhou branch commended our service. In that moment, all the late nights, all the comparisons, all the calls and emails—it all felt worth it. Client recognition, I realized, is the most powerful motivation of all.

Now, twenty-one years have passed. The nervous graduate at the door has become a cornerstone of the company, and the company itself has grown stronger and wider-reaching. As I look ahead, I carry the same commitment that's guided me all along: to serve clients and create value. The journey isn't over—it's simply moving into its next chapter, and I'm ready to walk it, side by side with AEL-Berkman, into the next decade and beyond.