

# G7 NEWS

[www.g7networks.com](http://www.g7networks.com)

2020/Q1

**NEW MEMBERS**

**PREPARING  
YOUR SUPPLY CHAIN  
IN TIMES OF CRISIS**

**TIPS TO  
MAKE YOUR  
MEMBERSHIP  
WORTH IT**



**BENEFITS OF  
HAVING A STRONG  
BUSINESS NETWORK**

**HOW IS  
TECHNOLOGY  
IMPACTING  
THE LOGISTICS AND  
SUPPLY CHAIN INDUSTRY?**

# MURRAY'S MESSAGE

**Murray Backhouse**  
General Manager



Dear G7 members

Read all about it!

This issue is being released on our unsuspecting membership just after Easter Day and at the start of the Thai New Year, or Songkran which is also known as The Thai Water Festival which features locals and tourists hosing each other down with gallons of water.

Unfortunately, the government has suspended the festival this year due to the Covid 19 outbreak, but it will be held at a later date once the Covid 19 threat has left our shores. Let's hope it is sooner rather than later. Our new look Newsletter will give you something to occupy yourselves should you have the odd moment of boredom during your lockdown or stay at home sentence.

Possibly somewhere in the publication you may see a photo of yourself or a mention of a worthy job your company has successfully done.

If you don't see anything, then tell us your story together with high resolution photographs and grab your moment of glory in G7 history.

If you don't have that moment of boredom, then you're hopefully busy moving freight and making money and we are more than happy for you.

Our Newsletter is covering many items of interest including tips on staying at home and keeping yourself fit there, jobs well done by members, sporting and charity stuff, and an interesting editorial on how to get the best out of your membership.

We intend to have more frequent newsletters and are always looking for interesting editorial as well as member achievements.

As the world continues to struggle with the tsunami type pandemic which exploded uninvited into our

lives, our network members have managed to raise themselves to a higher level, continuing to work partly from home, partly from the office and have succeeded in keeping the all-important supply chains moving and through a helping hand from the other members managed to find new business.

Some of our talented members have pulled off some challenging projects, some of which are featured in this publication.

If you too have done a 'special' recently, please let us know about it as we would like to feature it in our Newsletter.

If you would like to offer editorial on one of your favourite topics or pet hates, then feel free to submit your article to David Mills at [david@g7networks.com](mailto:david@g7networks.com). Send us a mug shot of yourself and any images of the project in question.

David looks forward to receiving your literary masterpieces shortly.

This recent time has revealed the benefit of being part of our network as it has provided business opportunities which may not have occurred otherwise.

As far as we are concerned at G7, we will continue to serve you professionally and with a commitment that surpasses the levels of our competitors as we take our relationship seriously.

Your support as always is greatly appreciated and we are happy to be partnering with you as an integral part of your business.

In the meantime, stay safe, keep your distance and always have your mask on if you venture outside.

Take care.

Murray Backhouse

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# BENEFITS OF HAVING A STRONG BUSINESS NETWORK

Business Networking is a really valuable way to expand your knowledge, learn from the success of others, attain new clients and tell others about your business.

It's important to have a strong business network as it's a way to gain new clients and to build a sustainable business. Here are the top 5 benefits of having a strong business network:

## 1. Generation of Referrals

Business owners or leaders should join networking groups and participate in networking activities as they will bring you referrals. These events gathering all your target agents & potential partners. Therefore, the best thing is these referrals you get are mostly pre-qualified for you.

## 2. Connections

In the business world, if you want your business to thrive, you need to have enough of reliable connections. Anytime you need something, you can reach out to them and easily get some help when needed.

Through networking, you would be able to connect with highly influential people who you wouldn't be able to connect with effortlessly without the networking.

## 3. Opportunities

Opportunities here including partnership, client leads, speaking or brand building and many more.

A group of business owners who are highly motivated and confident also gets them enough of open opportunities. By networking with different people, you would always come across with new opportunities.

## 4. Personal Brand

Another great benefit of networking is getting noticed and being visible in your industry. The more

you attend to social events and business events, the more well-known you become.

This will bring you great reputation for yourself as a supportive, reliable and knowledgeable person. When personal brand built up, you will earn enough respect amongst everyone and get referrals much more easily.

## 5. Long-lasting personal relationships

Of course, the point of networking is to develop and nurture professional relationships, but some of the strongest and most long-standing friendships are borne from work connections. Your networking contacts are probably like-minded people with similar goals as your own, so it's not unlikely that your professional support network will spill over into your personal friendships.

There are countless more benefits of business networking. It is important to stay in regular contact with your connections in order to attain the maximum advantages for you and for your business.



# Preparing Your Supply Chain in Times of Crisis

During these times of global instability, as an organization, it's always good to have a Plan B to work on and develop; giving the chance to see the risks as an opportunity to face challenges establishing the right plan to combat them. Your company can encourage growth by reducing costs, increasing volume and improving efficiency.

The epidemic we are facing nowadays is affecting hundreds of thousands of people worldwide, with significant economic impact to remain for months. As a fact, nearly 75 percent of U.S. businesses have experienced supply chain disruption because of COVID-19.

Nowadays different countries are taking their own and strong measurements to prevent the further spread of the virus, which include travel restrictions and quarantines; all this is disrupting international supply chains, suspending business operations and shrinking revenues

The impact on supply chain is dual. First, companies must closely monitor short-term and long-term demand and inventory to accommodate production loss in the wake of factory closures and economic slowdown. Second, retailers are faced with inventory reduction as consumers stock up in preparation for potential quarantine or extended stays at home.

- Contingency plans: The current crisis is a reminder that disruptions will happen, and companies must be prepared with flexible contingency plans. You can start with scenario-planning strategies for different demand environments.
  - Reduce the supply shock: Set some efforts to work closely with existing suppliers while diversifying the supply base.
  - Control the flickering demand: Make your supply chain agile enough to manage new stages of a crisis and be able to handle the panic buying situations while taking on a responsible retailer role.
  - Real-time collaboration and communication: Communication and connectivity are essential, keep it active by using apps to manage time, availability and safety. Protective gear for supply-chain workers is crucial for the well-being of the team.
- Many companies around the World are facing particular risks and they should develop plans for

both optimistic and conservative situations. In the case of COVID-19, this is defined as:

- Optimistic scenario: COVID-19 is contained by April or May, with normalcy returning to global operations through the end of Q2.
- Conservative scenario: COVID-19 remains prevalent, with continued impacts lasting into Q4.

In the short-term, companies should work with their existing suppliers to create a business continuity plan. In the meanwhile, businesses should identify suppliers in different regions to diversify supply chain and safeguard against shortages, especially for products with longer supply cycles.

In the short term, stopping promotions, prioritizing products, and creating inventory reserves are other strategies to help manage demand when supply is limited. The "panic buying" scenarios – where certain items spike in demand – can also lead to price gouging both in-store and online as supplies become more limited.

Technology like internal third-party logistics and employee applications can also be used to monitor staff availability and shipment options. To hire new staff and train them to be ready for further developments in your company, who can assist with innovative ideas.

Don't forget to always look ahead

As the COVID-19 pandemic is inevitably affecting every business, we can see a slow recovery of daily activities in countries like China, South Korea and Japan (where the first cases of infection were registered) Don't take this too confident, as the state of emergency in several countries as well as lockdowns remain as well as shipments and customs restrictions. We can't predict when will this crisis be ending, we just have to remain positive and strong by setting a plan that will help your organization to stand and get up from the stumbles encountered on the way always understanding the supply chain risks and how they can impact your company.

Source: [www.publicissapient.com](http://www.publicissapient.com)


# Members News

## e2e Supply Chain Management visited Atlas Line in Bangkok

Always nice to see our G7N members sitting together for open meetups and discussions. Kindly share with you a nice moment between our G7N members, e2e Supply Chain Management's Manager Operations, Saqib Shams, who visited Bangkok for a nice catching up with Wuthichai Sachdev, Managing Director of Atlas Line Co., Ltd. just before Christmas time.





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## Welldex Logistics perfectly shipped an AS355 Eurocopter

Nicely share some photos captured a great project of Welldex Logistics, one of our G7N active members, who just perfectly shipped an AS355 Eurocopter. The whole loading process took 7 hours to complete all dismantling parts of the helicopter and its stuffs. The project's POL and POD are Barcelona and Brisbane, respectively. Well done, team!



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## Atlas Line Co., Ltd had the honor to be a shipping and custom clearing agent for Thailand Crime Suspension Police Department

Our G7N member, Atlas Line Co., Ltd just had the honor to be a shipping and custom clearing agent for Thailand Crime Suspension Police Department to import their uniforms and apparels from overseas to Thailand. Atlas Line Co., Ltd, a nice team based in Bangkok, Thailand, with their 24/7 customer services, providing one stop service with reliable timing to help customers and agents around the world.



Atlas Line Co., Ltd  
Bangkok, Thailand  
Email: [info@atlas-line.com](mailto:info@atlas-line.com)  
Website: [www.atlas-line.com](http://www.atlas-line.com)



## 2HM Logistics d.o.o got more opportunities in aerospace industry worldwide



Great to see our G7N member, 2HM Logistics d.o.o. sharing their great news about more opportunities in aerospace industry worldwide that they are having now based on quality and flexibility of their work. Great work, team.



2hm Logistics  
Koper, Slovenia  
Email: [info@2hm.si](mailto:info@2hm.si)  
Website: [www.2hm.si](http://www.2hm.si)

## Ian Antonio, Managing Director of LILA International Logistics Ltd nominated as "Young Entrepreneur of the Year"

Congratulations Ian Antonio, Managing Director of LILA International Logistics Ltd, our G7N member for being nominated as "Young Entrepreneur of the Year" for the South East Region. The winners will be announced in May 2020 and we are looking forward to hearing great news from you. Great job, friend!

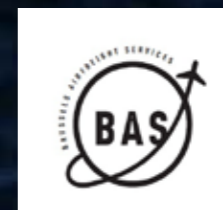


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Website: [www.lilalogistics.co.uk](http://www.lilalogistics.co.uk)



## Brussels Airfreight's new project of a B7G7 Engine.

Very nice to update you a nice photo from our G7N member, BRUSSELS AIRFREIGHT SERVICES (BAS) who just perfectly completed their new project of a B747 engine. Well done, team!



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## Another great meet up of SFS Cargo Express, Inc. and Logística Amsel Argentina S.A

A nice photo shared by our G7N members, SFS Cargo Express, Inc. and Logística Amsel Argentina S.A capturing their great time together last week. At G7N, we are more than just business partners, we are friends!




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Website: [www.amsel.com.ar](http://www.amsel.com.ar)

## Shinhan Logistics finished a shipment from Denmark to Korea

New updated photos captured recent project of our G7N Member, Shinhan Logistics. This project was shipped from Denmark and Korea to serve The Royal Danish Orchestra Korea Tour. Well done, Shinhan team!



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Website: [www.shinhan2000.co.kr](http://www.shinhan2000.co.kr)




## Nice meetup between Milestone Logistics and SFS Cargo Express in Miami

Very nice photos captured a meetup between our G7N members Milestone Logistics and SFS Cargo Express, Inc last week in Miami. They both are our active members who would like to build up long-term cooperation and relationships with other members.



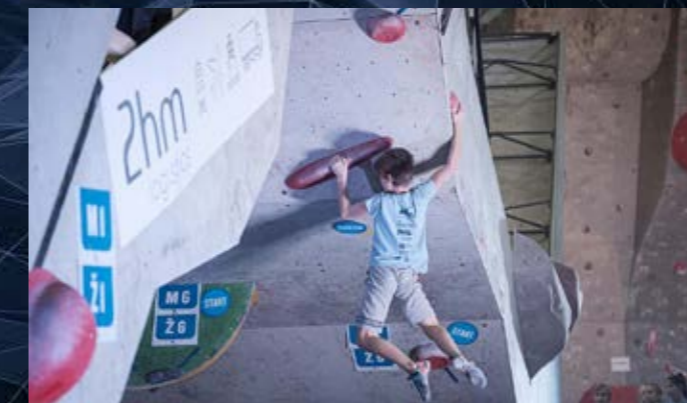


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## 2HM Logistics - official sponsor of National Championship in Sport Climbing 2019

So nice to know our G7 member 2HM Logistics d.o.o. is an official sponsor of National Championship in Sport Climbing 2019, taking place in Kranj, Slovenia. 2hm team as always, trying to support kids and providing them a safe place to train and enjoy the sports they love. Very kind, team!

2hm Logistics  
Koper, Slovenia  
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## G7 team visited members at Asia Cold Chain Show (ACCS) 2019




Check out these nice photos of our G7 team, Stuart Cobban Backhouse & Joao Fernandes at Asia Cold Chain Show (ACCS) last week. The Asia Cold Chain Show 2019, an annual event as a platform for cold storage infrastructure, refrigeration, reefer transport and temperature control was held in Bangkok, Thailand in 3 days from 2nd to 4th December with nice organization.



## Director of Esteem Logistics elected as an official member of DCBA's Managing Committee






**Esteem Logistics**  
New Delhi, India  
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Website: [www.esteemlogistics.com](http://www.esteemlogistics.com)

A huge wonderful news updated from Esteem Logistics - India, our G7N member that Rohit Kapoor, Director of Esteem Logistics team proudly elected as an official member of new Managing Committee of Delhi Customs Brokers' Association (DCBA). Very proud of you and warmest congratulations on your success!

## Havener's CHA division received Dubai customs facilitation for Top Agents in Jebel Ali Port

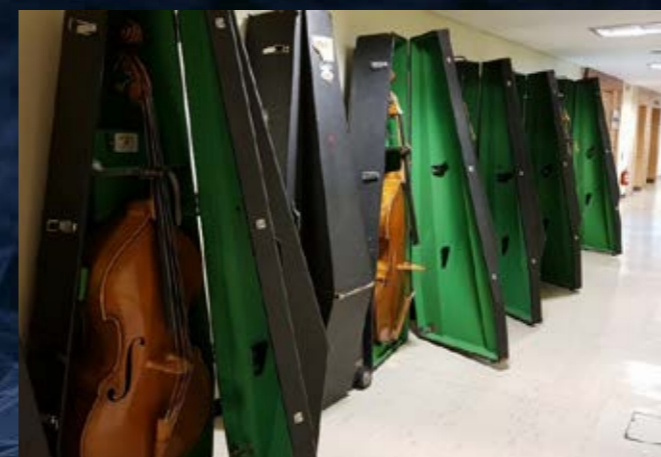


Huge congratulations Havener Shipping Services LLC, our G7N member whose CHA division just received Dubai customs facilitation for Top Agents in Jebel Ali Port. The team also perfectly handled an OOG Project cargo overland transportation from Jebel Ali, UAE to Duqm Port, Oman last month. Very nice team to connect with!

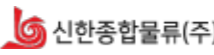


**Havener Shipping Services LLC**  
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Website: [www.havenerlogistics.com](http://www.havenerlogistics.com)

## Shinhan Logistics completed a new project of Jana Czech Orchestra




Congratulations our G7N member, Shinhan Logistics, one of our active members based in Korea, just completed a new project of 60 packages of Jana Czech Orchestra. Well done, Shinhan team!



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## Transorient International Forwarding Inc got the great achievement as “Best managed company” in Turkey

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G7N member, Transorient International Forwarding Inc just got the great achievement as “Best managed company” in Turkey. The “Best managed companies” program, which was run by Deloitte Private, following a meticulous evaluation over four main criteria [strategy, competence and innovation, culture and commitment and governance and financials]. You really deserve it, team!

## Great cooperation of Cargo Movers and Future Logistics

Nothing nicer than seeing our G7N members working with each other. Great updates from our G7N members, Cargo Movers and Future Logistics Pvt Ltd with their recent shipments. Both of them are really nice and supportive, who always would love to bring the best benefits for their clients. Let's connect with them for your future cooperation.




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Website: [www.futurelogistics.lk](http://www.futurelogistics.lk)

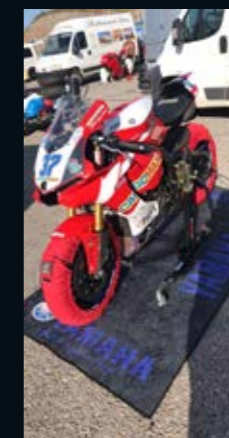


## 2HM Logistics sponsored the Canevon Cup 2019





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Our G7 member, 2HM Logistics d.o.o. proudly sponsored the Canevon Cup 2019. Really great to see our member's logo being displayed loud and proud everywhere. Great one, team!



## Hyun-Tae Kim, President & CEO of UFC Logistics visited G7N office in Bangkok



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We are pleased to welcome Mr. Hyun-Tae Kim, President & CEO of UFC Logistics Co., Ltd., one of our G7N members to our office for a quick interesting catch up. UFC Logistics Co., LTD is a general logistics company under the Korea Universal Logistics Group, with approximately 39 years' experience in various fields including chartering business, freight forwarding, project & logistics, shipping agency and G.S.A. & Cargo Sales Agent of airlines.

# GET NOTICED

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## Welldex Logistics introduced as strategically logistics partner at the annual meeting of Sernauto



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 Website: [www.welldex-global.com](http://www.welldex-global.com)

Our G7N member Welldex Logistics, a company with more than 95 years of experience in Logistics, was proudly introduced at the annual meeting of Sernauto, where gathering Gestamp, Bosch Siemens, Continental..., as a strategically logistics partner for the automotive Industry in Spain last week.

## Avance Freight Services proved their flexibility when dealing with an urgent case



Our G7N member Avance Freight Services, the dynamic team based in New Zealand just proved their flexibility when dealing with an urgent case. Mr. Zhenya Dryden – Managing Director of the company decided to have a personal pick up and deliver from their bond store to their client. Well done, team!

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## 2HM's project covered the front page of Port of Koper's monthly newspaper

The warmest congratulations to our G7N member 2HM Logistics d.o.o., whose recent project just covered the front page of Port of Koper's monthly newspaper. 2hm Logistics d.o.o., a young & dynamic company based in close proximity to the Koper seaport in Slovenia, always strike to provide best possible services to their customers, deserved this spotlight. Proud of you!

**2hm logistics**  
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## Alien Logistics and their great news in a unique regional accelerator program



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Our well-loved Malaysian partner in the G7N Network, Alien Logistics, has some great news! Gavin Trapshah, MD for Alien Logistics Sdn Bhd says: "A unique regional accelerator program which kicked off its Malaysian leg in June 2019, attracted close to 900 applicants to win a place as a pioneer to undergo a digital business makeover. After a rigorous selection process, only 16 SMEs were selected, with Alien Logistics being the sole logistics service provider of the batch. The program helped us discover key areas we can improve on in order to be better, stronger partners to our friends in the G7N Network".

## Sobel Network Shipping sponsored the fighter Ivan "The Terrible" Galaz

G7 members are everywhere, even in the ring! G7 member Sobel Network Shipping Co., Inc. proudly sponsored the fighter Ivan "The Terrible" Galaz. Great to see our member's logo being displayed loud and proud. Great to see these photos.




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## Transcausse participated in a fund-raising sporting activity

Our G7 Member, Transcausse, a company based in France with 40 years' experience in the industry. Their team just participated in a fund-raising sporting activity to support the association named Action Against Hunger. It's a big pleasure to have members who are not only offering great performances to customers but also making efforts to give back.

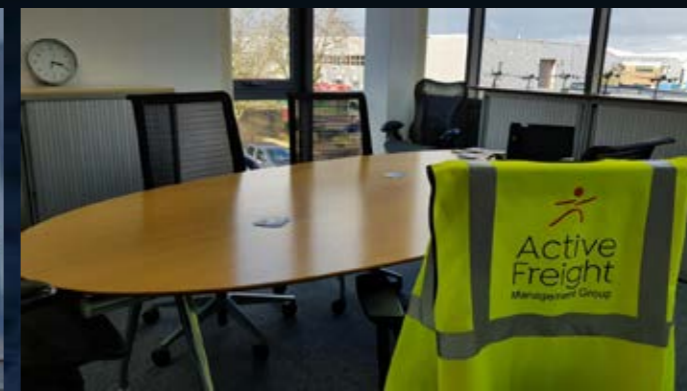
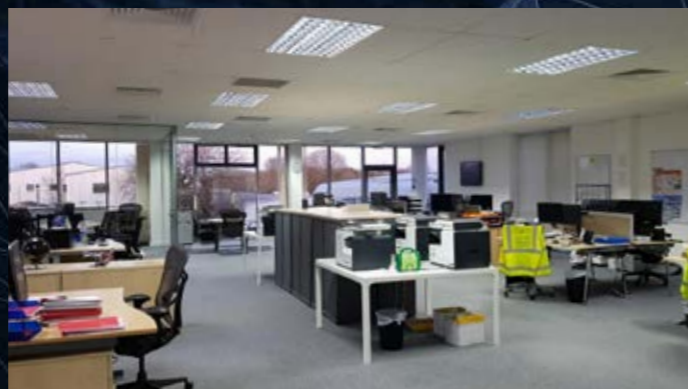




Transcausse  
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Email: [c.balandreau@transcausse.com](mailto:c.balandreau@transcausse.com)  
Website: [www.transcausse.com](http://www.transcausse.com)

## Active Freight Management's new office in Egham

Great to see our G7N member, Active Freight Management Ltd just shared some nice photos that capture their new office in Egham. We hope this nice new office will bring them best luck and more projects. Congratulations, team!

Active Freight Management Group provides airfreight services and solutions to clients of all sizes, requirements and demands. The team also provide aircraft charters for both commercial and military customers.

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# Tips to Make Your Membership Worth it

By Shawn Stephen



Whether you are the owner or an employee in a freight forwarding company, the first thing that comes to your mind is to look for the best logistics network to join. There are many reasons for a freight forwarder to join a logistics network. Some may want to develop business internationally, some may consider on the size of the network, and so on but what matters in the end is the return of investment (ROI).

G7N Logistics Networks is quite different from other networks and that difference is the personal touch our Membership Services offer our members.

When you pay for membership and you want to make every penny worth it, the answer is very simple, maximize and utilize all the benefits you get with the G7N Membership.

Here are a few tips that will help you:

**Login:** Most common mistake here is you not being active on the website, not logging into the website regularly, not being updated to date with the network, and not making any effort to find or contact agents. You will not gain any business by being idle, you have to take action by finding a member and give them business, then you will start seeing the reciprocal effect.

**FPS:** Take advantage of the financial protection system, it's part of the membership fees, you paid for it. Make use of it by following the instruction and protect every single invoice. Many automatically assume that by being part of the network means you're automatically protected, it doesn't work like that. We will help and protect your invoice if you follow our basic procedure. This should have been explained to you by the Membership Service Team as soon as you

are announced to the network. Contact us if you are not sure how to use the FPS, we will be happy to assist you.

**Free PR:** This is free, we are more than happy to share your accomplishments, pictures of successful shipments, or any achievement done by your company. All you have to do is submit to us your recent shipment photos which have been successful & our Media team will prepare an article and publish this news on our website and social media which will give maximum exposure for your company. This gives you more opportunities to develop more business and let the member know who you are.

**24 / 7 Customer Services** - G7N Team is available around the clock, if you ever encounter a problem with the website,

or with a member, or need any sort of assistance, G7N Membership Service team is available to assist you. Just shoot an email or reach out on WhatsApp. Call us anytime for any kind of problems, don't hesitate, Membership Service is here to help you.

**Conference** - This is one of the most important things in your membership, attending the conference will enable you to meet so many new friends and create new business opportunities. There is a major difference not being presented at the conference, you will not feel as much connected with them and not create enough new business.

Let's follow the basic 5 points I have mentioned above to make your membership worth it. Best luck!

# How is technology impacting the Logistics and Supply Chain industry?

Technology is developing at an incredible fast pace and I am sure this is not shocking news to anyone. No industry, company or single person is immune to such development and there's only two ways all of the mentioned parties can go about it: "let's embrace it and evolve with it" or "I miss the good old days when we didn't depend so much on computers". Well I really hope your thoughts are not related with the second statement.

Don't take it from me, just look around you and give me one company, from any industry which you would consider successful and has not embraced technology?! (For the sake of such comparison let's consider a successful business one that is widely known around the globe and is a public company.) Looking forward to have this one answered.

Well with that said I would like to narrow it down and focus on the Logistics and Supply Chain industry and how different technologies are affecting its players. As someone who is currently working in this industry and is passionate about new technologies I figured this would be an interesting project to take on. I plan to separate this article into different pieces and post them periodically, where each

article will target a certain technology and its impact on the industry. Obviously, there is plenty of technology out there that could impact the sector of Supply chain and Logistics but I will mainly focus on topics where I have a considerable knowledge to write about which are:

- Artificial and Augmented Intelligence
- Blockchain
- Self-Driving vehicles
- Digital Twins
- Data and advanced analytics

I have a few more topics in mind but I will start with the ones mentioned as I believe these don't need a future to cause disruption since they are already doing it as we speak! If there's a specific point you would like to see added to the list I will be more than happy to research and analyze it.

I hope you have as much fun reading the articles as I surely will have writing them and on a final note, don't be scared of evolution, embrace it, evolve with it and most important keep learning!

See you on my next post,  
Joao Fernandes.



# 7 Tips Working from Home

Who would have thought we'd already be looking back on 2019 as such simpler times, but here we are...

In the midst of the current COVID-19 situation it's been made very clear from health professionals and authorities that self-isolation and social distancing are vital in "flattening the curve", protecting those most vulnerable and generally helping the world overcome an un-precedented time of crisis.

However if your life in isolation so far is revolving around bingeing TV shows and drinking wine, it might be time to try a new approach. Getting

immersed in a new hobby can be really good for mental health and reducing stress, and with most of us spending our days cooped up inside, it's never been more important to prioritise wellbeing.

While musicians are playing to others from their balconies, singers are forming stay-at-home choirs together, and performers around the world are offering live-streamed concerts to classical music fans.

We hope to add some further light and support with our suggestions below...

- **Open Communication**

Working from home is a great opportunity to make team communications even stronger. Whether its email, video calls or collaborative management, frequent transparent communication is key.

- **Keep Up Routine**

Establishing and keeping a routine is one of the most important things during this time. Whether it be walking your dog or making a healthy breakfast, set a morning routine to get you ready for the day ahead.

- **Stay Active**

Staying healthy and active has never been more important. With less moving around the office throughout the day.



Make sure to keep active with at least 30 minutes of moderate exercise each day.

- **Have a Little Fun**

It's not the end of the world, so make sure to have a little fun every now and then. It could be as easy as scheduling a quick 15 minutes with your team for an online game, or sharing a funny video for a good laugh.

- **Learn a New Skill**

Staying at home is a great opportunity for self-improvement. Now is an excellent time to learn a new skill that could benefit your team with 1000s of courses online, it's never been easier to learn remotely.

- **Self-Care**

For many, these uncertain times can bring a lot of anxiety. Take time to take care of your mental and physical health, whether it be journaling, speaking to friends and family or even online yoga.

- **Set Workspace**

Working from home can sometimes be challenging. Invest time in setting up your space, blocking out working time from your family, or finding a quiet are in your house to get properly set up.





# 5 Digital Trends Transforming the Logistics Industry 2020

The logistics industry is at the forefront in embracing new technologies to improve efficiencies and transparency. According to the Logistics, Supply Chain and Transportation 2023 report by Forbes Insights, nearly two-thirds of logistics executives say they expect technology to deliver significant productivity gains. They are looking at blockchain allied to IoT and telematics to enable greater visibility while 53 percent of respondents say they expect technology to enhance the whole of the customer experience, with solutions like artificial intelligence and machine learning at the heart of that.

Here is our rundown of the five technologies that will have the greatest impact on logistics and transport in the coming years.

## 1. Artificial intelligence and machine learning

The potential for AI and ML in logistics is huge: a supply chain is a veritable goldmine of structured and unstructured data, and by harnessing and analyzing it, identifying patterns and generating insight into every link of the supply chain, logistics companies can dramatically transform operations.

ML can help companies uncover patterns in supply chain data using algorithms that pinpoint the main factors influencing their supply network's success, while learning continuously and simultaneously. These patterns can relate to inventory levels, supplier quality, forecasting demand, production planning, transportation management and more, and give companies the knowledge and

insights to reduce freight costs, improve supplier performance and minimize supplier risk.

Many examples of how AI is improving business are already in place: natural language processing (NLP) can help logistics companies detect financial anomalies by extracting critical information from invoices; predictive network management can identify potential shipping delays and help companies plan freight more efficiently; and predictive risk management means using NLP tools to monitor online news and conversations related to supply chain factors and take proactive corrective action.

According to Infoholic Research, the artificial intelligence market in logistics is set to grow at a CAGR of 43 percent to 2023 to reach a market value of \$6.5 billion.

## 2. IoT track and trace

Assets can be tracked between manufacturing facility and vendor premises, deliveries and materials can be tracked around your own manufacturing facility, and analysis of the data created by tracking and tracing these assets again lets companies identify patterns, predict consumer preferences and identify potential breakdowns in the supply chain. This means reduced costs, enhanced customer service and increased delivery visibility for customers.

Fleet management will also benefit, with sensors on vehicles helping enhance corporate social responsibility (CSR) and employee safety. Data collected from IoT devices gives fleet management companies valuable insights into driver and vehicle behavior, any possible acts of law breaking by the driver, breaking speed limits and more.

IoT tracking and tracing tools make companies more profitable – according to Frost & Sullivan, using IoT solutions in the trucking industry to improve traceability and control of freight leads to an increase in profits of 10-15 percent annually.



### 3. Blockchain

Blockchain could improve transparency for customers by enabling them to see the whole journey a product takes before it arrives with them. It can make audits more transparent and also improve security by making spotting attempted fraud quicker and easier.

Craig Fuller, Managing Director of the Blockchain in Transport Alliance (BiTA), says, "Blockchain is a technology that's ideally suited to the transportation industry and one we believe – insist really – will prove transformational in its impact. Fundamentally, it's a technology that allows people and companies who often don't really know or trust one another naturally to engage in commerce." BiTA was founded by technology, transportation and supply chain executives to help build blockchain standards in the freight industry, and the organization already has the world's leading technology and logistics companies applying for membership, a sign of the expected potential for blockchain. Orange is a member of BiTA.

Orange Silicon Valley and Orange Labs has recently

been working on a solution that securely publishes shipment data on blockchain so it can be received in real time by other authorized parties. It is also developing other blockchain solutions that make logistics processes more effective, save companies time, and deliver an enhanced customer experience overall.

Blockchain can help supply chain companies establish greater trust and enable smart contracts, and make digital payments safer. According to IDC, worldwide spending on blockchain will grow to \$11 billion by 2022 at a CAGR of 73 percent.

### 4. Autonomous vehicles and platooning

Autonomous forklifts are already quite commonplace in modern warehouses, airports, ports and other supply chain locations. And we will soon see autonomous trucks on the roads, delivering goods to be unloaded by autonomous forklifts and put in warehouses by automated conveyor belts and robotic arms.



Vehicle-to-vehicle communications will allow autonomous trucks to platoon, whereby multiple trucks drive bumper to bumper to reduce costs. The improved drag and reduced concertina from slowing down and accelerating means less fuel is used, which makes up 30 percent of the total operating costs of a truck.

### 5. The outsourcing landscape

Third-party logistics (3PL) remains in good health as companies continue to seek cost controls to reduce overheads and to benefit from external suppliers' expertise. According to the 2018 22nd Annual 3PL study, two key trends emerging in the 3PL sector are increasingly close relationships

between shippers and 3PL providers and the inevitable impact of digital technologies on the space, including automation and blockchain.

According to Technavio, 3PL will grow steadily in the coming years, as logistics companies continue to demand customized on-demand transportation, warehousing, distribution and freight services. Technavio's Global Third-party Logistics Market report predicts the 3PL market to grow at a CAGR of 5.77 percent from 2018 to 2022, and according to Forbes Insights, going forward 61 percent of companies will be relying significantly more on external providers for supply chain and transportation needs.

In the digital economy, time and speed are crucial, forcing the transport industry to transform to retain its competitive edge. But there is still much confusion on where to start the digital journey and the logical steps required. Discover your next steps in this digital supply chain whitepaper.



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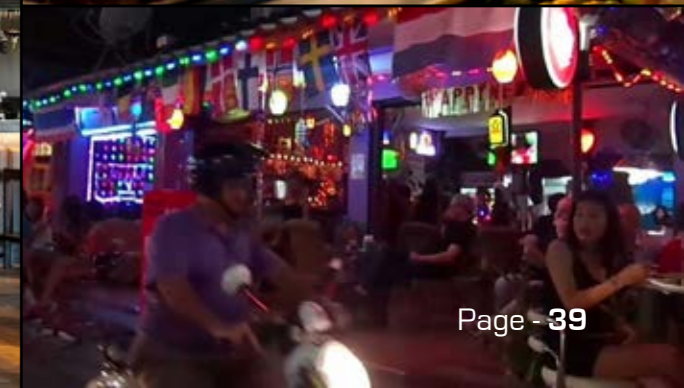
# AVANI Hua Hin



Make a dash for sun-filled days of tropical bliss at AVANI Hua Hin Resort & Villas. Choose from pool access suites so you can hop right into the water, to Jacuzzi hideouts, to a prime-position beachfront pool villa.



And when not in 1-1 Meetings... Run on long stretches of silky sand. Take a night out on the town, snacking on street eats as you go. Recharge surfing the waves or just chilling in the sea breeze with a mojito in hand at this beachfront hotel.



# CARGO WEEKEND

A networking event like nothing seen before. An educational playground for logistics professionals to remove the suit and tie and go on a journey of discovery with other like minded industry leaders. Cargo Weekend is a feast for the senses, showcasing top brands, workshops, interactive experiences, music, art, and lifestyle. Under the umbrella of the organising X2 Group, Cargo Weekenderers are promised something that they have never experienced, taking them out of their comfort zones, with a clear directive of enabling them in business in a totally new way.

## LIVE

LISTEN

LEARN

LAUGH

## LOVE

CREATE

TASTE

RELAX

## LOGISTICS

CONNECTIONS

NETWORKING

DISCUSSIONS

[www.cargowekend.com](http://www.cargowekend.com)



# 10 things to do in Hua Hin



The best things to do in Hua Hin are tailor made for family fun by the seaside. It is true that most Thais envisage Hua Hin as a romantic and elegant gateway holiday destination, a notion started off about 100 years ago when the Royal Family members and the well-to-do would spend their summers here. As a result, Hua Hin now has countless lovely seaside houses, villas and a few attractive vintage summer palaces. These are all popular Hua Hin attractions, but the newer, purpose-built shopping and sightseeing villages mean there is something for all generations. Hua Hin is usually full of people taking a break from Bangkok at weekends and as it's just a short drive away its popularity has remained. Much of Hua Hin's attraction lies in the town's charming old-world feel, best illustrated in Hua Hin Railway Station and the Maruekhathaiyawan Palace.

## 1. Maruekhathaiyawan Palace



Like so much in Hua Hin, this summer seaside palace was built in the early 1920s during the reign of King Rama VI. It was designed by an Italian architect and features lots of verandas, latticework and covered boardwalks using golden teak from the demolished Hat Chao Samran Palace. The beautiful passage from them leading to the sea is one of the many charming features of the complex.

**Opening Hours:** 08:00-16:00  
**Location:** 9km south of Cha-Am at the Camp Rama VI military compound  
**Tel:** +66 (0) 32 508 039

## 2. Hua Hin Railway Station



Built during the reign of King Rama VI, and only a short distance from the centre of town, Hua Hin's railway station and adjacent royal waiting room are undeniably attractive. The brightly painted wooden buildings that are Thai in concept and design somehow manage to have a 'Victorian' feel to them. Even if you don't arrive at the resort by train, go and have a look. It's charming, quirky and photogenic.

**Opening Hours:** 07:00-23:00  
**Location:** Western end of Damnernkasem Road  
**Tel:** +66 (0)32 511 073

## 3. Cicada Market



Cicada Market is all about art, handmade crafts and good times. With an open-air market concept, it brings together Hua Hin's artistic talents and those who wear 'freedom of expression' on their sleeves. Besides the crafts market, you'll also find an art gallery, beer garden and live music.

**Opening Hours:** 16:00-23:00(Fri-Sat), 16:00-22:00(Sun)  
**Location:** Suan Sri, Khao Takiab (on Phetkasem Road)  
**Tel:** +66 (0) 32-536606

## 4. Hua Hin Night Market



Situated in the centre of town between Petchkasem Road and the railway line, the market encompasses one street and comes to life from 18:30 onwards, when traders line the street with their stalls selling various merchandise – generally what you might expect from a Thai market. A superb selection of seafood restaurants that line the road that hosts the Night Market draws a lot of attention from visitors.

**Opening Hours:** Best time to go after 19:00

## 5. Plearn Wan Shopping Village



Plearn Wan is a themed shopping complex located not far from Klai Kang Won Palace. The unique brown wooden building features many shops as well as a cafe and some guestrooms all decorated in 1960s Thai style. Open daily for shopping and dining from around 10:00, Plearn Wan is famous for its 'nang klang plaeng' (open-air movies), live music and temple fair festival which runs every evening from Friday – Sunday.

**Opening Hours:** 10:00-22:00 (Mon-Thurs), 10:00-midnight(Fri), 09:00-midnight(Sat), 09:00-22:00 (Sun)  
**Location:** Phetkasem Road (between Hua Hin Sois 33 and 40), close to Klai Kang Won Palace  
**Tel:** +66 (0)32 520 311-2

**6.Black Mountain Water Park**



Black Mountain Water Park offers a fun-filled day for families and anyone needing a big splash. The park features nine different water slides, a wave pool, lazy river, beach pool, kids' pool, and more – all set on a vast mountain-hugged landscape fronting a main-made lake just 10km north of Hua Hin. Owned and managed by the same people behind the Black Mountain Golf Course, the water park is the latest attraction in the group's portfolio. It's located opposite the golf course, on a local road that passes through Wat Huay Mongkol and Baan Silapin.

**Opening Hours:** 10:00 - 17:00

**Location:** About 10km from Hua Hin. From Hua Hin Soi 56, take the road that winds around the back of the Hua Hin Railway Station and follow the signs.

**Tel:** +66 (0)90 446 6129

**7.Khao Takiab**



One of the biggest attractions in Prachuab Kirikhan province, Khao Takiab translates as 'Chopstick Mountain' although you may hear it being referred to

as Monkey Mountain due to the monkeys that live on it. The mountain is also home to a hilltop temple with sensational views of Hua Hin. The start of the hike up to the temple is marked by a large bell and a flight of stairs up to the main shrine, a pagoda-like structure.

**8.Phraya Nakhon Cave**



The magnificent Phraya Nakhon Cave is one of the most mystical and mysterious landmarks of Thailand but only a few travellers get a chance to take a picture of it. The reason is simple: this gold and green pavilion is hidden inside a hard to reach cave and only a handful of dedicated visitors will do the effort to visit it. Those who do are rewarded with a stunning vision that looks like it's straight out of an Indiana Jones movie. Phraya Nakhon Cave is located in the Khao Sam Roi Yot National Park in Prachuap Khiri Khan province, a 45 minutes drive south of Hua Hin. First step to

reach the cave is to drive to the small village of Bang Pu located by the beach, and from there decide if you'd rather rent a boat to take you around the cape to Laem Sala beach, or walk a 30 minutes trek above the hill leading to the same Laem Sala beach.

**Location:** 60km south of Hua Hin, in Guiburi, Prachaub Kirikhand

**9.Santorini Park Cha-Am**



Santorini Park brings a slice of the picture-perfect Greek island to Cha-Am. It's got all the details right, from classic whitewashed buildings, colourfully painted windows, down to stone-paved paths and domed towers. An impressive lineup of shops, restaurants and an amusement park promise good times for everyone.

**Opening Hours:** 10:00-21:00 (Mon-Thurs), 10:00-22:00 (Fri, Sat, Sun and national holidays)

**Location:** Phetkasem Road (198 km. post)

**10.The Venezia Hua Hin**



The Venezia is the newest theme shopping and attraction village in Hua Hin, following the growing popularity and undeniable success of other similar weekend destinations in Thailand. Palio in Kao Yai was probably one of the triggers for such epidemic frenzy for pretty villages, followed by the beautiful Santorini Park in Hua Hin and the now famous Asiatique in Bangkok.

**Opening Hours:** Mon - Sun 10:00 - 23:3

**Location:** 1899 Petch Kasem Rd. (Sai Tai), Cha Am, Petchburi 76120

**Tel:** +66 (0) 3244 2823-5, +66 (0) 2930 5191-5 Ext 113, 114, 117

**Source:**

<http://www.bangkok.com/huahin/attractions/top-ten.htm>

[Click here to visit the site](#)





# How

# IMPORTANT

# Social Media is to Logistics Companies?



There are approximately 2.5 billion social media users around the world. Social media reformed the way businesses interact with customers.

It closed the gap between not only customers, but also businesses. And now as the transportation and logistics sector grows, social media frenzy has started to find its way into logistics and supply chain management. It is essential to work strategically to leverage technology and media to drive efficiencies and connect with core audiences, partners, and clients.

Social media is simply another form of marketing — a tool that should be used not only as an extension of your plan to support your goals and objectives, should be one of your core platforms to engage with your audience. Logistics has always been a driver of new technology for operational excellence, and with social media, there is an opportunity to drive technology for marketing and communication excellence.

In the logistics and transportation industry, social media is used as a tool for business only. There aren't any interactions with customers. Companies are unaware of the parameter of social media comments about services or even the system. These tools might pose helpful information for the carrier, logistics manager and their management. The challenge lies how companies handle the reviews and collect the information together to provide valuable data. Below are some of the advantages that social media may add to logistics companies:



- ▶ **Shipment schedules can be updates faster; there is an increase in the tracking and visibility of your supply chain.**
- ▶ **Getting information about accidents, traffic jams from social media to re-route the deliveries.**
- ▶ **Be informed about weather conditions and other natural aspects that might affect your shipment or deliveries.**
- ▶ **Learn more about the latest trends and other valuable insights from customers and leaders of industry.**
- ▶ **Share or obtain data for risk identification, and reveal the dangers in your supply chain.**
- ▶ **Search and collect innovative ideas from different points of view to further improve your business offers.**
- ▶ **Reach out to new employees, customers, business partners and opportunities.**
- ▶ **Increase your relationship with your business partners and your customers. Social media provides your company reviews and feedback from customers to improving your service.**
- ▶ **Be informed about weather conditions and other natural aspects that might affect your shipment or deliveries.**
- ▶ **Learn more about the latest trends and other valuable insights from customers and leaders of industry.**

Each business's goal is to make a profit. From the supply chain perspective this goal can be achieved through increased efficiency, improved customer satisfaction and minimize operational costs. Social media can contribute to this. Getting important information about accidents, road closures from social media about freight transportation to re-route the deliveries. First and most important, online platforms can definitely improve the communication between the supplier and the customer. The supplier can get direct feedback regarding its services and the customers' demands. This will result with an improved customer service. Social media networks are a great way to become more visible on digital media, helping promote your business worldwide. It also helps reach potential suppliers in same or different markets. More and more logistics companies use social media to build relationships among their logistics partners - hey, it's time to increase the usage of social media, logistics companies are making efforts to leverage this medium to reinforce customer engagement, increase customer service and to reduce costs. The truth is, for now, current logistics companies' social media focus has been localized only making a presence in the platform but with increasing customer demands and active use of social media for networking and collaboration, companies might increase customer loyalty, lower risks, improve efficiency and productivity, and deliver potential business opportunities.





# A case study of implementing video content marketing tool in Logistics Industry

Founded in 1997, Cerasis is amongst the top-notch North American 3rd-party logistics company that offers many solutions focusing mainly on LTL management. For 15 years, the company utilized traditional marketing and relying heavily on referrals, which was an effective strategy to that time. They were able to acquire new customers, as well as retained current ones.

## The challenge

However, they were not obtaining leads or gaining sales from larger and more sophisticated groups - those who would have a significant impact on the company's revenue. Additionally, the company recognized that it was not seen as a thought leader within the industry. To exceed the status quo, Cerasis made a decision to shift from their traditional approach to a more modern content marketing strategy - and video content was implemented on it. Cerasis recognized to catch the attention of the company's preferred customers, to increase brand awareness, and to be perceived as a leader within the industry, they needed to make



innovative changes to its marketing strategy. The company decided to implement a video marketing tool inclusive of participation in social media with modern content creation, curation, and distribution.

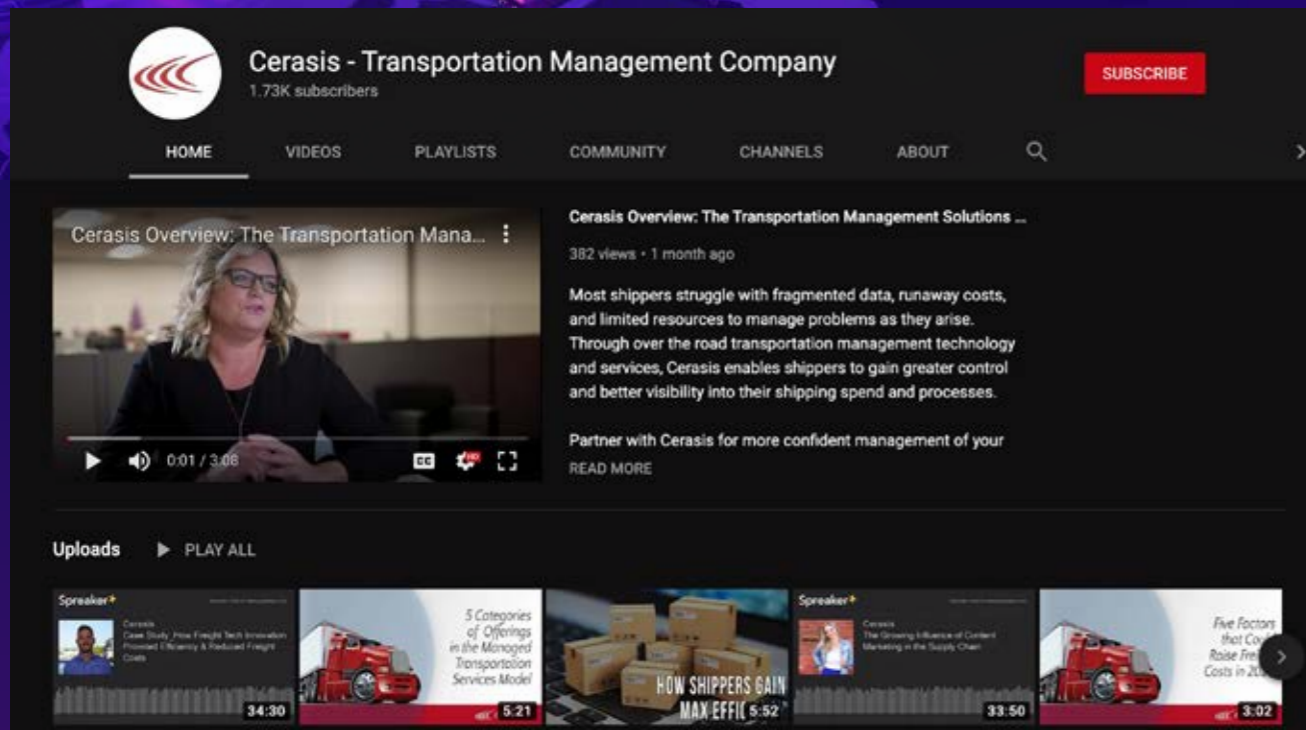
## The solution

Taking a research-based approach to strategy development, Cerasis studied internal company data, trends, and metrics and conducted market research. Using this information, Cerasis determined the type of messaging it wanted to share, identified the target audience (buyer persona), and identified the platforms it felt would be the most effective. Then, they delivered the message with the most attractive form of media - moving pictures.



The production of a video to introduce about their business was essential to kick-off the plan. Following, an interactive series of sharing tips and knowledge about the industry was established to gain more traffics to their channel.

The production of a video to introduce about their business was essential to kick-off the plan. Following, an interactive series of sharing tips and knowledge about the industry was established to gain more traffics to their channel.



Implementing video content with other marketing methods to develop a precise content marketing strategy, Cerasis moved forward with implementation. The company took a measured approach: "Once we had a strategy in place we needed to execute it. We started simply - we posted one piece of content each day.", Director of marketing at Cerasis Adam Robinson shared.

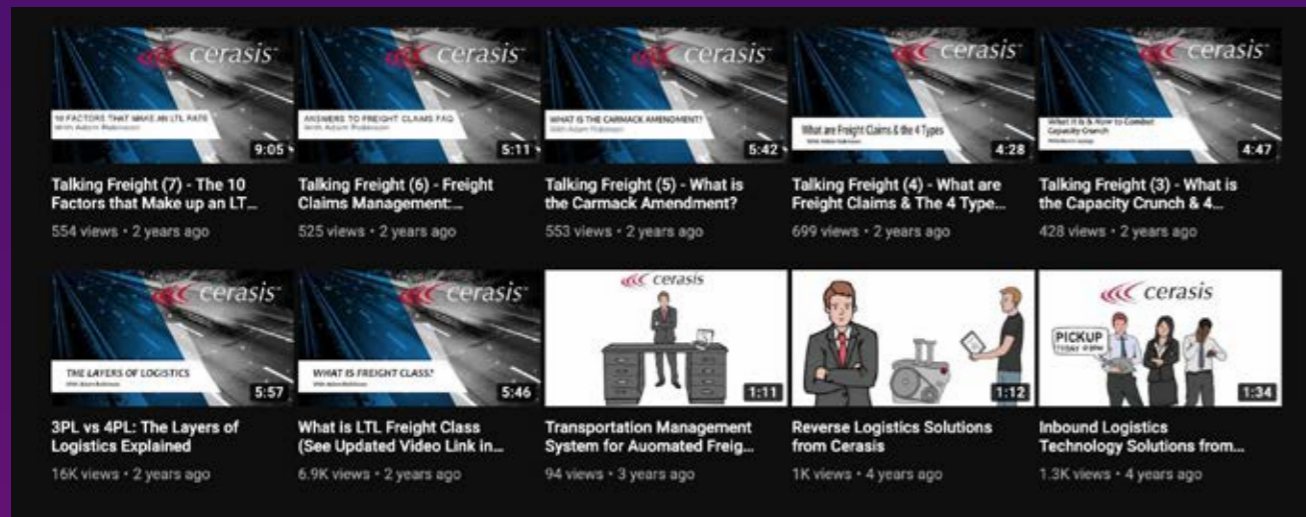
As a result of overall campaign,

- Visits to the company website increased by 1,141%,
- Visits to the company blog increased from 0 to 46,404.
- Organic traffic increased by 4,066%.
- Traffic driven by social media increased by 376%.
- 715 leads from content marketing

- 14% of leads converted to customers
- 98 new customers
- 14% increase in sales revenue

The success of overall campaign can also be linked to the company's new content marketing program, which has increased brand awareness and positioned the company as a leader within the industry.

Contact our team now at [contact@x2globalmedia.com](mailto:contact@x2globalmedia.com) for your video marketing free consultation



# INTELLIGENT MANAGEMENT

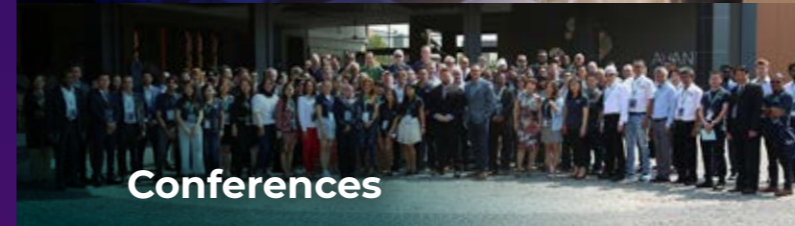
We effectively manage on your behalf so you can relax and focus on your life.



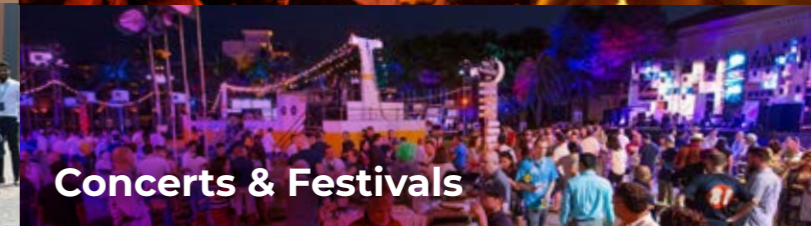
Network Management



Grand Balls



Conferences



Concerts & Festivals



General Meetings



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# Most common mistakes of logistics companies' websites.

Well planned, budgeted and designed website can have a huge impact on marketing - that is clear. But when it comes to experts, that's where we come in.

X2 Global Media is a creative digital agency with focus in the logistics industry. We looked at the 9 most common mistakes that many logistics companies are still not aware of.

## Treating a website just as an online brochure

These days, many logistics businesses still think that a website is just an online brochure, a digital business card - it is not! It's an issue that concerns approach. That mindset leads to neglecting business opportunities in the digital world. A website is a sales tool, a lead generation platform. It is a formidable and tireless sales/marketing machine that works for you 24/7.

## Lack of Branding

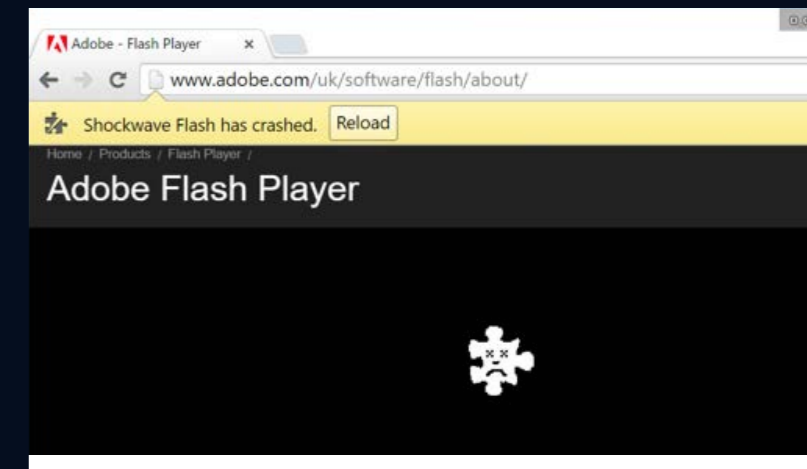
Branding is not just a logo... It is the development of your business's look in combination with your business's purpose. The visual aspects of your company include your logo, color selection, fonts, patterns and the graphic style.



This seems to be the first thing when you think of branding, but there is more! The less obvious, but extremely important part of branding, includes a strong mission statement and slogan.

## Flash Banners & Outdated Plugins

Firstly, Flash technology is abandoned because it has very big security issues. Flash banners slow down websites and waste bandwidth. Having Flash banner or any other outdated plugin



warning message on the brand website these days is like ignoring the reality, it simply shows that the owner doesn't care about his website. Sometimes it can play back big because now more and more clients are looking for the care, finding solutions through innovative approach.

## Need a Clear Call to Action

Users have found your website, good, but the battle is far from over. What do you want them to do now? Whether it's a quote request, a lead, or a subscription, you need to clearly nudge them in the direction of the next step, you need to add a progression to the next level of interaction by including a decisive call to action button – a simple and straightforward next step for your relationship with the user. Without it the visitor feels not welcomed, forced to look for the way to be serviced – bad user experience.



## Not responsive website for Mobile Traffic

Your website needs to be responsive to smart-phone-based web browsers, meaning it needs to be configured to load quickly and display quickly on a screen of any size. If your page cannot be adequately navigated using a smartphone, then you are missing out on a significant amount of traffic and conversions.



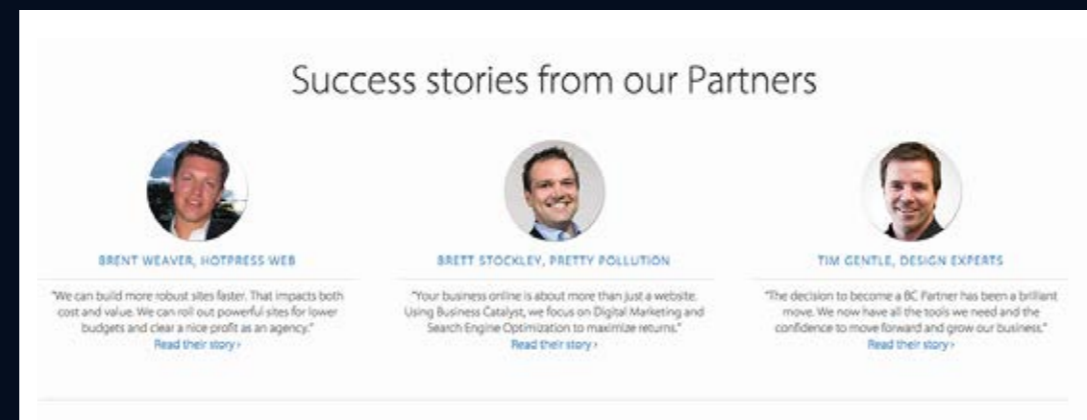
## No will to invest in site's Blog

Your website's blog is an integral part of your overall success it's where you can personalise your site, and therefore, differentiate your logistics services from your competitors. It's where you can add fresh and interesting content that engages with your potential conversions in the way that a straightforward ecommerce platform cannot. With the help of SEO strategies blog posts become a powerful tool for gaining visibility.

Your blog should have regular scheduled updates, with content that is well-written and relevant to global logistics. If you're incapable of producing an interesting blog, then you should certainly consider farming the task out to a professional writer - one you can always find at X2 Global Media. A good writer should be in the logistics industry, be able to create engaging written article utilising SEO, make it personable and yet promotional.

## Lack of social proof & trust signals

Not providing testimonials, logistics partners and industry awards or a portfolio will decrease the amount of trust the viewer has in the website and the business. Obviously, trust is a key, and an important factor in freight process that is taken into account by potential client in the decision-making process. Take action to demonstrate trustworthiness.



## Lack of Corporate Video

Needless to say, visibility matters a lot in today's freight industry. It is the age of fighting for prominence amidst tough competitors. But you can stand out in the strife if you are unique. To become one-of-a-kind you need to establish a strong brand personality. Adding video to the homepage describes your character to your target audience. It's a great way of displaying your company culture in a more appealing and modern way. Viewers can easily relate to what you are trying to convey and build a long-lasting emotional connection with you. If you don't show your corporate video you are missing out these main benefits:



- ▶ Video Entertains and Engages Potential Customers
- ▶ Homepage Videos Boost SEO
- ▶ Widens Your Reach and Increases Your Visibility
- ▶ Increases Credibility and Trustworthiness of the Brand
- ▶ Homepage Videos Double Lead Conversion

If some of these mistakes are present on your website, remember - that's why X2 Global Media - the experts in logistics companies web development is there to help!

### G7 New Members Q4 2019

Fonte Group Logistics		Istanbul, Turkey	
Direct Freight Limited		Aldershot, UK	
Transcausse		Marseille, France	
Vial Cargo Logistics S.A.C.		Lima, Peru	
Nagarkot Forwarders Pvt. Ltd.		Mumbai, India	
MMI Logistics		Sydney, Australia	
Global Logistics Group Ltda		Iquique, Chile	
Beluga Logistix Inc		Brampton, Canada	
Dexlo Solutions Sdn Bhd		Kuala Lumpur, Malaysia	
Balanced Logistics Oy		Vantaa, Finland	
Havener Shipping Services LLC		Dubai, UAE	

### G7 New Members Q1 2020

Havener Shipping Services LLC		N'Djamena, Chad	
JAG-UFS Logistics, Inc.		Los Angeles, USA	
Get-Win International Logistics		Shanghai, China	
Kelner Cargo Israel (KCI) Ltd		Tel Aviv, Israel	
Brussels Airfreight Services		Machelen, Belgium	
Forwarding African Transport Services Pty Ltd		Durban, South Africa	
Good Freight And Transports Co.,Ltd		Chonburi, Thailand	
Marinair Cargo Services Ltd		Piraeus, Greece	
MTN Express Cargo		Varginha, Brazil	
Unique Freight Lines Pvt. Ltd		Chennai, Tuticorin, India	
VSG Shipping & Logistics Pvt. Ltd		New Delhi, India	



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