

G7

NEWS

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2020/3

FRESH **THREAT** TO **US** FOOD EXPORTS:
CHINA COVID INSPECTIONS

HOW **AI** IS KEEPING
TIME-CRITICAL **SHIPMENTS**
ON **TRACK**
DURING
PANDEMIC

BRAND **YOURSELF**
ON **SOCIAL** MEDIA

THE IMPORTANCE
OF **CARRIER**
RELATIONSHIPS

FACEBOOK
POSITIVE EFFECT
IT **BRINGS** TO BUSINESS

HOW **ROBOTICS** PROTECT
HUMAN **WORKERS** FROM
FREEZING IN WAREHOUSES

MEMBERS
NEWS

RICHARD'S MESSAGE

Richard Overton
CEO of G7 Logistics Network



Dear G7 Colleagues,

Welcome back to our 2nd Qtr 2020 edition newsletter ...designed for you our members to showcase your business, services and highlight to fellow network members your great shipments and project movements from all over the world.

As we have mentioned to our members many times, our aim is to ensure that all members work together and we assist and support you when you do so. But all of this would never happen if the members do not have the same goals and attitude. 2020 is proving to be a difficult time but is a time for all of us to come together as the strongest group and drive it together as one.

The team works hard striving to ensure you are served well in a professional manner, responding promptly to your requests for information and providing a network for daily communication between members which has contributed towards creating an ever-increasing community within the network.

Something which has further strengthened the bonds between us all is the battle we are all fighting against the Covid-19 virus which initially knocked everybody sideways.

Many businesses are seeing something of a downturn in volume, but we are determined to work hard to make up for these losses by bringing in new members and growing the interaction between members creating new business opportunities globally.

Our industry never ceases to be challenging, sometimes tough, but always interesting, bringing

companies together and growing business relationships.

To assist you all better with our internal resources we are restructuring the team and their functions to better support you with a dedicated network manager that we hope will enhance your experience and with better focus on your specific network needs

As I have said before, the Newsletter is provided as a value added extra to your membership and its main purpose is to keep membership up to date with what is happening in the network, the world outside and we want you to play a big part in its production.

As I have already asked you, we would appreciate receiving contributions written by you, the members, and we would like to hear from you submitting articles of interest.

Please send all editorial to Patarason Jommawum patty@g7networks.com

Please do keep the exchanges of information and friendly messages going on WhatsApp Chat. They make for great reading and we enjoy the banter and fun seen between all members of the group.

I would like to finish off by reiterating my belief in G7 and its members by reminding you all once again that "G7 I not just a network.... it's not just a platform..... it is a community built for developing business within the group with professional likeminded members"

I would like to close by hoping that you, your colleagues, families and loved ones remain safe.

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Free Service



Instant Transactions



Eliminate Bank Fees

How having a **G7 Pay** account helps you...

Benefits



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Boost Profit Margins



Eliminate Bank Fees



Eliminate Fraudulent Payment Requests



Preferred Payment Method



Instant Payment Transactions

www.g7payonline.com

How to be Financially Protected by G7 Network?



We provide Financial Protection for every G7 member
In order to be financially protected, you have to upload the invoice
in G7 member FPS system.

Follow these 3 easy steps:

1. Login to your dashboard on G7 Network website
2. From the member menu click the Financial Protection System
3. Click "Enter Invoice" button and fill out the form

After submitting - your shipment will be financially protected!



0 Paid Invoices

0 Outstanding Invoices

0 Overdue Invoices

My Invoices

Owed Invoices

Guidelines

Enter Invoice

Invoice No.

Invoice Issued to

*Please be aware you are only allowed to upload your invoice in the system within 5 days of its issuance.

Issue Date * yyyy-mm-dd

Due Date * yyyy-mm-dd

Currency

Amount Due

Note

The Importance of Carrier Relationships

Maintaining active, regular relationships with ocean carriers on an ongoing basis is a best approach and best practice to ensure supply chain performance and integrity.

Importers and exporters do not want to wait until disruption clouds gather to develop carrier relationships; by that time it is too late.

Even during good times, strong ocean carrier relationships are vital in managing supply chain risks, costs and performance. But, they become even more important when disruptions like the Coronavirus (COVID-19) pandemic begin to develop.

The disruptions caused by COVID-19 have forced many businesses across the maritime industry to evaluate how they build and maintain relationships throughout the supply chain.

The importance of good forecasting and frequent and open communication with ocean carriers is key. Carriers make decisions based on bookings and projected cargo volumes, and the more

information they have, the better decisions they can make around planning, such as communicating blank sailings if carriers deem them necessary. Good forecasting assists the ocean carriers with the repositioning of equipment, thus ensuring the availability of specialized refrigerated equipment. Throughout these unprecedented times, this is even more important, as a supporting link in the supply chain may be disrupted by the Coronavirus. Normal equipment flows cannot be expected or taken for granted due to rationalized approaches to vessel and ocean carrier fleet management.

Maintaining active, regular relationships with ocean carriers on an ongoing basis is a best approach and best practice to ensure supply chain performance and integrity.

Importers and exporters do not want to wait until disruption clouds gather to develop carrier relationships; by that time it is too late. Solid working relationships with carriers around forecasting and performance should be a normal part of conducting business. Having strong carrier and supply chain partner relationships also allows for better contingency planning and modeling. With the cold food supply chain, the importance of relationships is magnified given the cargo sensitivity, the multiple partners and stakeholders involved and the transportation requirements.

A ports' perspective

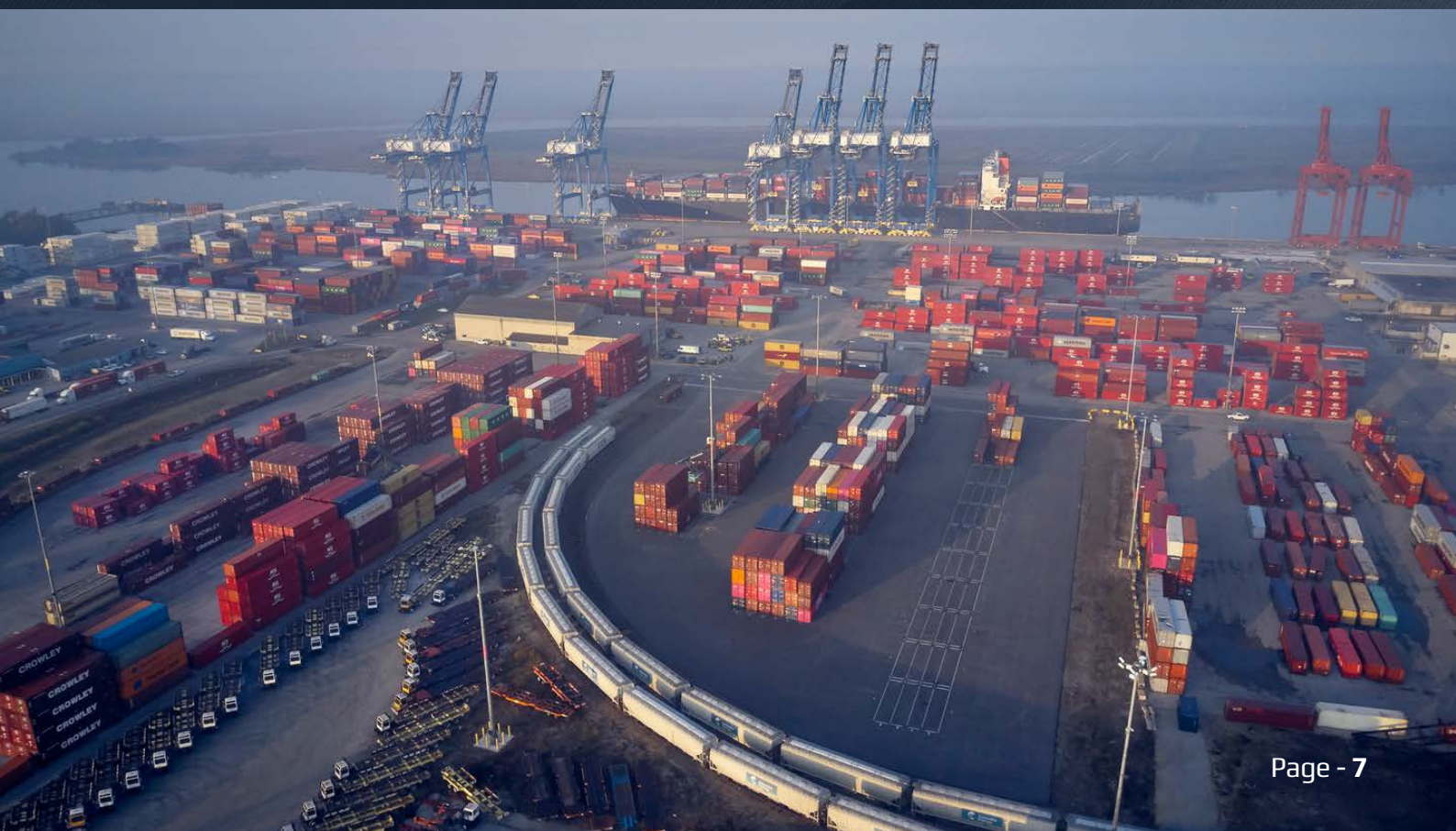
The ability to have those intimate discussions with beneficial cargo owners (BCOs), ocean carriers and truckers regarding planning and visibility is critical, especially during a pandemic. These partnerships allow ports to adapt and support the BCO supply chains as well as their transportation partners in an ever-changing environment.

Great relationships with carriers, cargo owners and their transportation partners have helped North Carolina Ports, for instance, manage through a variety of disruptions, including hurricanes

and COVID-19, where schedule and capacity irregularities presented potential challenges for cold chain customers. With proper advanced planning, North Carolina Ports has been able to help customers consider their best options and maximize Wilmington, N.C.'s gateway potential while navigating a dynamic supply chain landscape.

Another key component of maintaining and building relationships is visibility. The importance of technology and connectivity to provide near-real-time visibilities with all parties in the supply chain cannot be understated. This allows for adjustment as needed to ensure communication and delivery are seamless to an end customer. The port is a small part of an overall supply chain, but many times, a port is the missing link regarding increased visibility.

Maintaining active, regular relationships with ocean carriers on an ongoing basis is a best approach and best practice to ensure supply chain performance and integrity. Disruptions will continue to be a part of international trade. Hopefully, recovery from COVID-19 is not far off, but in the meantime, planning for the next disruption and strengthening carrier relationships along the way should be business as usual.



Fresh threat to US food exports: China COVID inspections

Reefer containers now piling up at Chinese ports

February's coronavirus shutdown in Wuhan, China hit American food exports hard. Shippers transport perishable food in refrigerated containers called "reefers." When unloaded, they must connect to electric power via "reefer plugs." Reefer plugs at China ports filled up after the Wuhan outbreak.

Now, it's happening again

Reefer-plug capacity maxed out in February because China severely restricted trucking in the wake of the outbreak as ships continued to arrive and unload new reefers.

Today, the logjam stems from the COVID outbreak at a Beijing food market, first disclosed

on June 11. China believes food may have been the source of infections.

Food-import inspections have surged, causing delays in getting reefers out of ports for inland delivery. Ergo, reefer plugs are filling up fast.

"I believe China customs responded in a kneejerk fashion to the outbreak of COVID in a huge food market in Beijing," said Peter Friedmann, executive director of the Agriculture Transportation Coalition (AgTC).

"The number of reefer plugs is not the fundamental problem," he said. "The problem now is the velocity by which reefer capacity is being processed."



It advised shippers to book directly to nearby ports such as Nansha or Chiwan. If a shipper must book to Yantian, Maersk said it will offer no guarantees on delivery time and will charge a \$1,000 per container surcharge.

Mediterranean Shipping Co (MSC) warned customers on July 8 that Yantian had no more reefer plugs available.

To guarantee or not to guarantee

Chinese customs officials are asking for guarantees from food exporters that cargo is COVID-free. AgTC has drafted language that instead declares the food safe, in general.

“To demand a guarantee that there’s no COVID on a food product — that’s almost impossible for a U.S. or a Brazilian or an Australian exporter to make,” argued Friedmann.



AgTC Executive Director Peter Friedmann (Photo: AgTC)

“They don’t have complete control over the export product all the way through to the customers. Maybe it was COVID-free when it was packed. But how is the container opened? How is China customs handling the product? We don’t know. Once that container is opened, we don’t have control over the content. That’s the challenge here.

“But exporters are very willing to guarantee that all safety protocols have been applied — that is what the AgTC statement guarantees,” said Friedmann. ▶

Ocean carriers warn shippers

On Friday, Hapag-Lloyd warned customers: “Chinese customs increased the inspection of import reefer containers. Import container pick-up activities have been severely impacted. As a result, reefer plugs are highly utilized, especially at the ports of Yantian and Ningbo.”

Hapag-Lloyd said that reefers may be discharged at an alternate port and held there until plugs are available. Cargo owners are on the hook to pay for additional storage and other costs.

The day before, Maersk told customers that reefer plug availability in Yantian “has reached critical levels” and that it was already diverting boxes.



Is China accepting AgTC statement?

According to Friedmann, “We are seeing mixed results as to whether the AgTC statement is accepted or not. We are also seeing mixed results as to whether the Chinese customs form guarantee is accepted or not.

“This should be no surprise. Whenever China issues an import restriction, it can be unevenly applied. So, it may be that some Chinese ports will accept the AgTC statement while other ports will not. It may be that some ports may not even accept the China customs declaration.

“This is not unlike the situation in the U.S., where there is also uneven enforcement. Importers know that some ports are less likely to require examination of cargo than others so you want to avoid certain ports. We should not expect China to be any different.”

Is geopolitics driving China customs action?

China’s concerns over COVID contamination of food imports coincide with escalating geopolitical tensions between China and the U.S.

Asked about a potential connection — i.e., whether shipping delays were implicit Chinese retaliation.

“I myself raised this issue at the onset. The question was: Is China up to its periodic practices of using sanitary concerns as a trade weapon?” he said.

“I believe, however, that this is not the case. They’re applying this not just to the U.S., but to other countries. I think they’re legitimately concerned about the spread of coronavirus, even though I think they’re overreacting,” said Friedmann.

“I think they’re not doing what they should be doing. But I think they’re doing it sincerely.”



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How AI is Keeping Time-Critical Shipments on Track During Pandemic

Consumers are seeing and feeling the impact of COVID-19 supply chain interruptions and delays in their everyday lives, from shortages of paper goods and cleaning supplies in grocery stores, to rising prices for beef and poultry.

For specialized industries such as health care and aerospace, however, the stakes of supply chain interruptions and service failures have perhaps never been higher. So far the traditional hub-and-spoke time-critical logistics industry has largely struggled to adapt, while newer technology-enabled models in the industry are showing significant promise to perform in a crisis.

Artificial intelligence (AI) platforms in particular have shown remarkable resilience during the COVID-19 crisis and the ability to quickly pivot shipments with minimal delays and service failures. California-based Airspace Technologies was one of the first logistics providers in the time-critical space to implement a breakthrough AI-powered platform that they say has enabled them to swiftly adjust operations without interruptions to their 24/7, 365-days-a-year services.

“Airspace was built with moments like these in mind. It was designed to perform in a crisis when time is of the essence and lives and entire industries are quite literally on the line,” said Airspace Technologies CEO and co-founder Nick Bulcao.

With years of experience specializing in urgent medical deliveries, such as organs for transplant, as well as aerospace parts for downed aircraft, Airspace says they have noticed a significant impact on their business as elective surgeries are delayed and less aircraft are flying. But the automated, AI-driven software that is the heartbeat of their operations has made adjusting to the new realities of the industry immensely more manageable.

With lives on the line, Airspace moved quickly to set up new shipment networks and routes each day to begin transporting urgently needed COVID-19 test kits, blood and plasma units, and vital organs for transplant to get where they need to go. Their

fully transparent, automated software platform also allows minute-by-minute real-time tracking of deliveries, so hospitals and labs know exactly where kits or urgent supplies are and when they will arrive.

Airspace is currently making between 250 and 300 health care-related deliveries each day, and has transported as many as 30 organs in just one week.

The company's aerospace parts delivery business has had its own heroic moments during the COVID-19 crisis. An independent delivery driver for Airspace in the Bay Area recounted a harrowing incident last month in which he was asked to make a critical aerospace part delivery not to an airport, but to Stanford University Medical Center instead. Sensing the urgency of the moment, the driver immediately retrieved the part and made his way to the hospital.

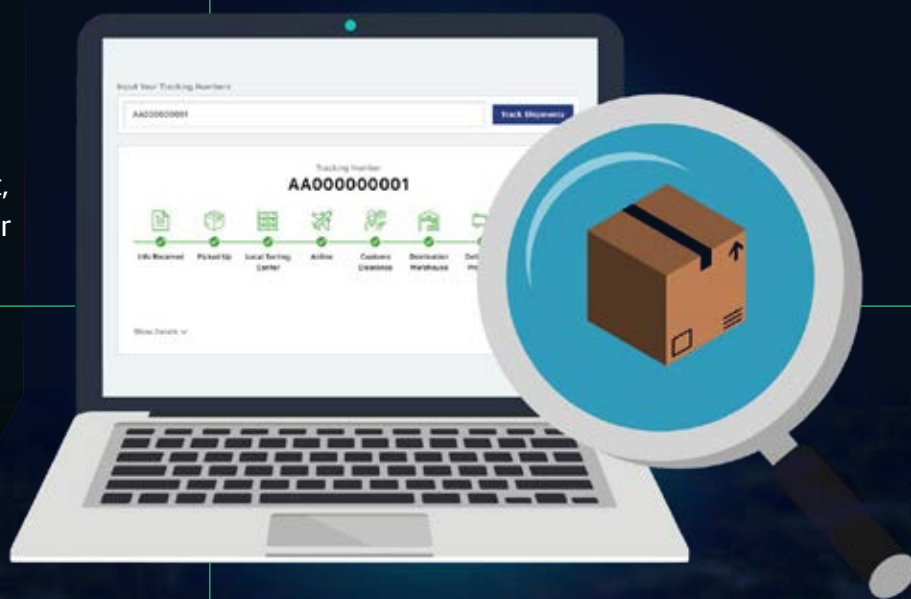
"Arriving two hours earlier than expected, I called my point of contact, who was still over an hour away. After some coordination with the engineer and hospital staff, I handed over the critical part for the medevac helicopter stranded on the hospital roof to a nurse instead — helping get the lifesaving equipment back in the air ahead of schedule," said Bryan Sperry, 61, the driver.

Airspace says software also allowed them to protect workers by rapidly transitioning their team to fully remote operations across the United States.

"The key was doing so with zero disruption to our round-the-clock operations and with full capabilities still in place," said Ryan Rusnak, Airspace co-founder and chief technology officer. "After some planning, it took the team less than 36 hours to make a complete transition. They're now remotely continuing to provide the seamless, end-to-end experience our customers expect."

The transition and dramatic decline in passenger flights has not been without its challenges, though. Fewer passenger flights means fewer routing options, often accompanied by delays that can be costly for customers. That is where the power of the AI platform can often make the biggest difference, Airspace says.

One of the key features of their AI software is an automated delay declaration, which allows the operations team to quickly pivot to the next optimal routing if an order experiences a flight delay — even in the middle of a trip. For example, on one day in March this year, amid more than 100 flight cancellations at the Las Vegas airport, Airspace's technology allowed the company to



reduce disruption to critical deliveries to less than 38-minute average delays, while over 60% of orders there experienced no delays at all.

The rapidly changing dynamics as a result of the COVID-19 pandemic have created enormous challenges across industries and supply chains, but the power of AI to keep industry and lifesaving goods and services moving in a crisis has shown a positive path toward maintaining affordability, speed, reliability and transparency in urgent logistics.

Members News

Sobel Network Shipping opens new offices in Chicago and Miami & launched new web

Our member in USA - Sobel Network Shipping opened new offices in Chicago and Miami during the pandemic.

They also launched new website and released new corporate video.

Visit their website: www.sobelnet.com


See their G7N member profile:

<https://g7networks.com/memberprofile?id=11129>

Watch the video:

<https://www.youtube.com/watch?v=FBOxWCUdBJY>



	<p>Sobel Network Shipping Co., Inc. United States Email: info@sobelnet.com Website: www.sobelnet.com</p>
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Vessels in Motion

This well made video was sent to us by our G7 member Transcausse SAS, a major player in Marseilles.

The video shows a unique coming together of 4 of the Ponant fleet.

When 3 yachts from Sisterships Series of the Ponant fleet, cross the Strait of Gibraltar side by side and cross the path of the newest vessel in the fleet, Commander Charcot, as it set sail for Norway. A really striking and rare moment, highlighting the beauty of the PONANT fleet.

When these vessels sailed into Marseilles during the Covid 19 restrictions, Transcausse was contracted



to organize the delivery of container loads of much needed supplies to these vessels.

<https://youtu.be/HZDtBkwb9E8>

Thanks to Christine Balandreu of Transcausse for sending this great video to us.

Knot Global opens Branch in Narita, Japan



Our member in Japan, Knot Global Holdings just published their branch opening in Narita, Japan!

Please see below their announcement:

We are very happy to see their company's expansion; this is one of the results of the hard work that Takamitsu Matsuzawa and the Knot Global Team have been doing through the years. Congratulations Kazuhiro Iwakiri, who is now managing the branch and to all the staff in the new office! All the best to Knot Global Holdings!

"We are pleased to announce that the Narita Branch will be opened on Monday, July 6th and will begin all operations.

We will make further efforts in providing even better service.

Thank you for your continued support.

See the new office details below:

Address: **286-0033**

**818-1 Hanazaki-cho, Narita-shi, Chiba
Hotel Welco Narita New Building 1st floor**

Phone No / Fax No : 0476-20-2117 / 0476-20-2118

Email: narita@knotglobal-hd.com

Thank you for your understanding and cooperation.

Sincerely yours,
Holdings Co., Ltd.

C.E.O,
Takamitsu Matsuzawa

Narita Branch Manager,
Kazuhiro Iwakiri"

See Original Announcement here:

https://www.knotglobal-hd.com/assets/pdf/20200701_topics_en.pdf

Visit their G7 profile:

<https://g7networks.com/memberprofile?id=11060>



Knot Global Holdings Co., Ltd.
Japan
Email: g7@knotglobal-hd.com
Website: www.knotglobal-hd.com

EUSU helps NHS saving lives in UK (Video)

We are again featuring this project handled by EUSU Thailand, one of our G7 Network members which displays an ingenious use of the passenger cabin space.

Last time we ran the story we didn't have the video available but now we do, so sit back and enjoy seeing a job well done.

The cargo hold was already fully reserved on the Airbus 380, and as the consignment of nitrile gloves was urgently needed by the NHS in the UK, EUSU proposed the option to Emirates to load the cargo in the passenger cabin.

After a short discussion, it was agreed to deploy airport ground staff to load the cargo and put the cartons in the luggage bins and on the seats, netting was deployed to safely secure the cartons, and the flight took off arriving in London Heathrow as scheduled where they were offloaded and dispatched to the relevant hospitals adding some safety for the nurses and doctors on the COVID 19 front line.



Thanks to everyone involved in successfully completing this very important project.

https://www.youtube.com/watch?v=59_5KkZ52UA

	EUSU Logistics (Thailand) Co.,Ltd.
	Thailand
	Email:
	Website:

Sobel Transports Sun Flower Oil from New York to Bangkok

Sobel Network Shipping Co., Inc. recently shipped 32 drums @ 15,000 pounds of Sun Flower Oil from New York to Bangkok.

Exclusive dry-van trucking service was provided that included strapping and banding of cargo, as well as screening and same day delivery to airline.

Further, Sobel Network coordinated with the airline that ensured all cargo departed on one flight without being split or off-loaded.



Shipment was routed out JFK to BKK on board an AIRBUS A350-900 aircraft.

	Sobel Network Shipping Co., Inc.
	United States
	Email: info@sobelnet.com
	Website: www.sobelnet.com

First Sneak Peak of the One of a Kind Project in Auckland!

Avance Freight Services, our member in New Zealand is recently handling the first of its kind building project for a high-rise building currently under construction in downtown Auckland where 490 pre-fabricated procurement for bathroom pods and glass facade are done offshore for - ready to install - delivery to site. The team has been involved since the beginning and import the facade Ex China, devan the containers, warehouse the stillages with glass and finally deliver to site via Flat Deck Trucks for craning onto each floor. They have been receiving these glass shipments via FCL on a weekly basis.


Avance Freight team has been managing everything from overseas co-ordination, international shipping, local 3PL warehousing and sequenced delivery to site from Level 1 to Level 40. This is a project which will follow over the next 12 months!!



This is just the first photo we will be sharing of the entire project, which shows their first delivery to site, escorted by Avance team themselves.

Wishing Avance Freight Team all the success in the upcoming months until this project gets completed!!

Stay tuned for the next updates and progress on this exciting project!

	<p>Avance Freight Services New Zealand Email: contact@avancefreight.co.nz Website: www.avancefreight.co.nz</p>
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Havener Shipping Services LLC recently shipped 16 pieces of metal structure


Our member in Dubai, Havener Shipping Services LLC, Dubai office has recently shipped 16 pieces of structure / 2x40'fr from Sqar Port, Ras Al khaimah, UAE to Nhava Sheva, India.

They have done the loading, lashing, transportation and returned the laden to the port in same day! Process followed smoothly achieving great results!

Visit their G7 Member profile:

<https://g7networks.com/memberprofile?id=11222>



	<p>Havener Shipping Services LLC United Arab Emirates Email: sales@havenerlogistics.com Website: havenerlogistics.com</p>
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GET NOTICED

Want to make it
into the next

G7 NEWS

contact the team and submit
your content!

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How to be Financially Protected by G7 Network?

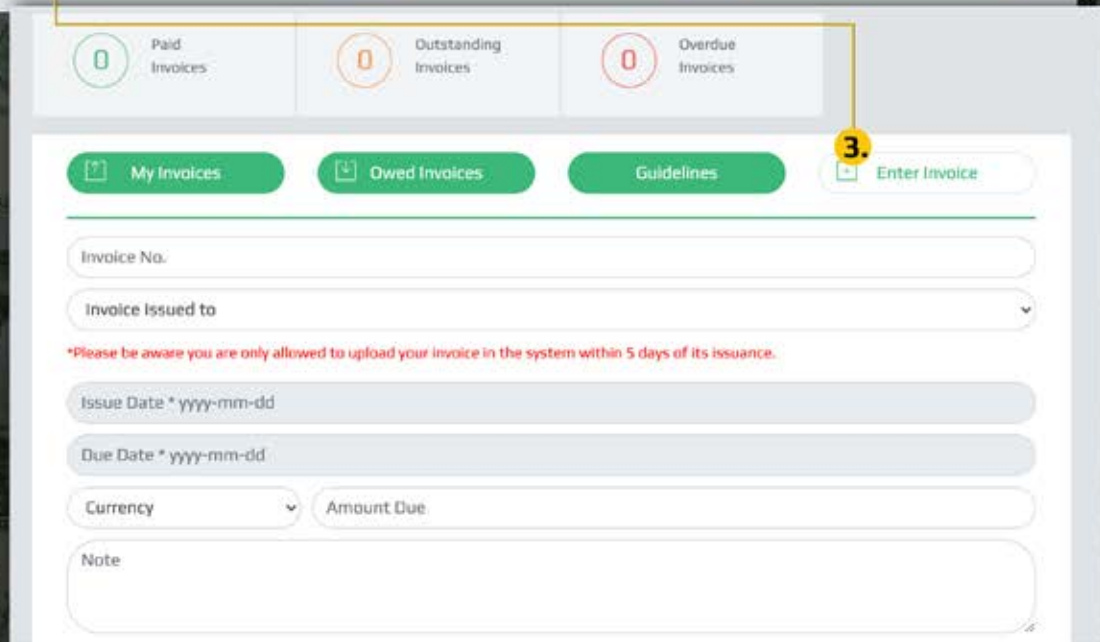


We provide Financial Protection for every G7 member
In order to be financially protected, you have to upload the invoice
in G7 member FPS system.

Follow these 3 easy steps:

1. Login to your dashboard on G7 Network website
2. From the member menu click the Financial Protection System
3. Click "Enter Invoice" button and fill out the form

After submitting - your shipment will be financially protected!



Sobel opens new office in Chicago extending operations throughout US Midwest

CHICAGO, July 21, 2020

G7N member in US, Sobel Network Shipping Co., Inc., has opened a new office in Chicago, Il. In doing so, Sobel has expanded its network of optimized supply chain services to and throughout the Midwest.

Sobel's expertise and years of experience in international shipping and logistics has allowed them to provide an unparalleled level of customer service and compliance regulation for their clients. Through this new office, Sobel will have the opportunity to distribute its turnkey freight forwarding and logistics solutions to untapped markets throughout the rest of the country.

By opening an office in Chicago, Sobel will leverage its reputation as a premier freight forwarder to provide services for new midwestern clients and companies who endeavor to navigate the complex processes involved in logistics and freight forwarding.

"We are excited to open our services to companies throughout the rest of the country," said President and CEO Brian Willis. "By opening a Sobel office in the Midwest, we are opening ourselves up to a new world of business opportunities that we simply wouldn't have with just our office in New York City."

This new Midwest expansion comes after a recent expansion into the Miami market, focusing their services on cruise line and hospitality logistics.

"The logistics industry is all about building relationships. As a fast-growing freight forwarder, we look forward to simplifying the logistics process for a diverse portfolio of new customers. Sobel is committed to building these relationships with our continued standard of service and care."

With new offices in Chicago and Miami, Sobel is quickly extending its reach across the country to



help businesses compete in a global market. Sobel offers a variety of supply chain and logistics services across a diverse network of industries that includes apparel, chemicals, footwear, food, wine and spirits, and general merchandise. In an industry known for its complexity and constantly changing compliance regulations, Sobel is committed to being a trailblazer by providing industry-leading, turnkey logistics solutions.

About Sobel Network Shipping Co., Inc.

Sobel Network Shipping Co., Inc. specializes in international shipping and logistics, making it the premier freight forwarding partner for any businesses that are trying to compete on a global level. Founded in New York City in 1949, Sobel continues to provide the best very possible service and regulatory compliance to its clients. With a consultative approach and commitment to customer satisfaction, Sobel customizes logistics solutions to specifically meet the needs of each customer.



Sobel Network Shipping Co., Inc.
United States
Email: info@sobelnet.com
Website: www.sobelnet.com

Total Care on Pharma Logistics

Pharma Logistics at it's best!

Total Care Logistics are collecting pharma shipments from all over Europe to their cold warehouse in AMS.


Total Care are fully equipped with loggers, blankets and cold passive boxes.

The pictures are demonstrating Total Care ability of the shipment which was collected in Italy.

See Total Care Logistics profile:

<https://www.g7networks.com/memberprofile?id=11101>



	<p>Total Care Logistics Ltd Israel Email: info@tclog.co.il Website: tclog.co.il</p>
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TFS FRANCE arrange the storage and distribution of water

We are pleased to announce that our G7 member TFS FRANCE arrange the storage and distribution 480 pallets of water plus 54 pallets of give aways for this year's Tour de France, an annual men's multiple stage bicycle race which consist more than 20 days long.

Visit their G7N profile here:

<https://www.g7networks.com/memberprofile?id=11142>



	<p>Total Freight Solutions (TFS) France Email: management@tfsfrance.com Website: www.go2tfs.com</p>
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JET8 (Thailand) Co., Ltd, successful in supporting pharma industry

JET8 (Thailand) Co., Ltd, our member specialized in Cold Chain, capable of delivering chilled and frozen shipment of pharmaceutical products, food and other highly sensitive products; recently, has been entrusted to deliver MRNA refrigerated products from famous universities, such as Massachusetts Institute of Technology (MIT) in the USA to Thailand.

MRNA vaccine is currently considered as a candidate to combat the covid-19.

Amazing big contract on this bio shipment Jet8 has from one of the biggest vaccine companies! Glad to see one of G7 members is active in the pharma industry, supporting the nowadays challenges the World is facing.

Stay connected with Maneeya and Jet8 Team.

g7networks.com/memberprofile?id=11056



JET8 (Thailand) Co.,Ltd
Thailand
Email: thailand@jet8cargo.com
www.jet8cargoth.com

Inicio Transitarios LDA is moving big projects

We got very glad to receive one of the recent projects of our member in Portugal, Inicio Transitarios LDA. It consists of a shipment including Conveyer Belts; Shafts; Bearings; Stone Separators; etc. The period it took to finish it was over 2 months.

Origin place was in Portugal, destination to Abidjan, in Cote d'Ivoire.

Inicio Transitarios, which is a reliable partner in the network, specializes in sea, air and road transport with all types of equipment - dry, reefer and special containers - FCL / LCL, but also ro-ro and conventional cargo.

Get in touch with Andreia Marques and team!



Visit their G7N Members Profile:
g7networks.com/memberprofile?id=11151



Inicio Transitarios, Lda.
Portugal
Email: geral@iniciotransitarios.com
www.iniciotransitarios.com

ATLAS LINE released their first corporate video

ATLAS LINE CO.,LTD., our trustful G7 member in Thailand, released their first corporate video.

Enjoy the video and learn more about ATLAS LINE and services they provide.

<https://youtu.be/zEqLPWXw6d8>

Feel free to contact them!

Visit their G7 members profile:

g7networks.com/memberprofile?id=10998



Atlas Line Co., Ltd
Thailand
Email: info@atlas-line.com
www.atlas-line.com

Cargo Movers chartered 201 pallets of pharmaceuticals to Libya

Double shot! Cargo Movers Germany organized 2x A300F full charter flights with a total load of 201 pallets / 78t of pharmaceuticals to Libya within 24hours. A very short pre notice and no suitable aircraft was the huge task of this successful operation. Thanks to David from Cargo Movers!

Contact them via G7N profile:

g7networks.com/memberprofile?id=11003



Cargo Movers GmbH
Germany
Email: info@cargomovers.de
www.cargomovers.de


G7N Members Collaborations Never Stop!

Avance Freight Services and Antwerp Cargo Movers

Our New Zealand member Avance Freight Services handled another exciting project with the team of Antwerp Cargo Movers in Belgium. The cargo of this project is for a Timber Treatment Plant in New Zealand.

Despite the challenges, the efforts of both teams met the right times and the desired results! In the Network, members' collaborations make us so proud!



	<p>Avance Freight Services New Zealand Email: contact@avancefreight.co.nz Website: www.avancefreight.co.nz</p>
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Cargo Moverz in India shares their Warehousing Facility!

Our Indian active Member: Cargo Moverz, shares with us their Mundra CFS and warehousing facility which is spread across 24 acres of land. In this video you can see that their fleet size is more than 200 trailers and more than 65 pieces of equipment for handling.


From customs clearance to Ex works and DDU shipments accepted worldwide, CIS DESTINATION door to door and more, Cargo Moverz is ready to support you anytime.

<https://youtu.be/gJeorn0cvfs>

Contact the team via their members profile!

g7networks.com/memberprofile?id=11159



	<p>Cargo Moverz India Email: raj@cargomoverz.com Website: www.cargomoverz.com</p>
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Member Testimonials



“G7 is a great opportunity to get new contacts of different logistics companies around the world and to develop business with them. Partners provide us the competitive prices which allow us to reduce our expenses and to provide the best price for our final customers.”

Ekaterina Nesterenko,
Procurement Specialist,
SO Logistics



“G7 has been a valuable tool for our company of the last 12 months, our business not only does general freight but a lot of “just in time” cargo and new partnerships we have gained through G7 have helped us as a business grow. The quality of agents we have worked with has been excellent and a credit to the whole “network” ethos...”

Tony Simpson,
Director,
Seacon UK



“Being apart of the network has allowed us to build trusting relationships with flawless coverage for our clients. We get to work with amazing agents that have the same quality of service that our clients expect, no matter how big or small the shipment may be. Normally, that’s the hardest part, but G7N allows us to be apart of an ever growing family, ready to tackle whatever comes our way!”

Victoria Dedes,
Business Development Manager,
Transatlantic North America Inc.



“It was a great experience meeting selected agents across the world, knowing their way and style of working, the way arrangements were done and with the hospitality of the G7 team, we are glad that we are part of G7 network and wish to make the best of the network we are proud member of.”

Munjal Shah,
General Manager,
Star Freight PVT



Guidance on Vaccine Transportation Expected to be Completed by the End of 2020

TIACA and Pharma.Aero have teamed up to deliver guidance for the air cargo industry on the transportation of Covid-19 vaccines

Developed in four packages through a joint working group, the guidance will ensure feedback from all stakeholders in the supply chain of air cargo and pharmaceuticals.

The working group will consist of members from both organisations — TIACA and Pharma.Aero — as well as various other international organisations.

The results will be shared with the industry through white papers and webinars in later stages of the programme, which is expected to be completed by the end of 2020.

“The aim of this programme is to provide the air cargo industry with more clarity of the demands, expectations and quality supply chain requirements, including but not restricted to critical trade lanes, air cargo capacity, handling and storage, track and trace requirements, for the transportation of the vaccines,” TIACA said in a statement.

“At the same time, shippers will gain more understanding about the capabilities of the various logistics players. This will ensure that


once the vaccine is available in the market, the air cargo industry will be ready to respond to the needs of the shippers and transport vaccines in optimal conditions to all corners of the globe.”

Neel Jones Shah, TIACA board member and global head of airfreight at Flexport, commented: “Covid-19 vaccine delivery will be one of the biggest logistical challenges in modern history. No one company can own the end-to-end vaccine supply chain.

“I’m proud to be a member of the TIACA and Pharma.Aero working group, which is doing the critical work of connecting all vaccine supply chain stakeholders to foster effective communication and collaboration. We need to start working together now to ensure the industry is prepared when the time comes.”

Nathan De Valck, chairman of Pharma.Aero, added: “Setting up reliable end-to-end air transportation for pharma shippers is part of the vision and mission of Pharma.Aero. Amongst our members i.e. life sciences and pharmaceutical shippers, certified airport communities and air cargo operators, we have a track record of project-based collaboration.

“As a result, Pharma.Aero is well-positioned to make a valuable contribution in preparing the air cargo industry for this immense challenge.”



How Robotics Protect Human Workers from Freezing Temperatures in Warehouses

As robotics becomes more sophisticated, new age equipment like wearable robotics can help protect workers.

Humans and robotics can work together for a more efficient warehouse

Labor shortages, a pandemic, cold temperatures and energy concerns are just a few of the current pitfalls that come with the operation of a cold warehouse today. Work in the cold chain offers steady income since the transportation of food is always needed, but the strenuous temperatures sometimes deters potential employees. However, modern cold warehouses offer a more comfortable environment than those of the past since technology has streamlined many job functions to provide greater comfort.

Robotics has existed as a part of the assembly line and warehouses for decades, but today's robots look quite different than their ancestors. Armed with artificial intelligence, sensors and

endless data, warehouses use cutting-edge robotics to close gaps in the supply chain as well as streamline operations and job functions. While the threat of robots taking human workers' jobs is often debated, robotics' usefulness in the cold chain warehouse cannot be denied, especially during the Coronavirus disease (COVID-19) outbreak.

New grip technology allows robots to better grab products

"Before COVID-19, the cold chain market experienced consistent growth year-over-year, with market value growing from \$188.42 billion in 2017 to an estimated \$269.61 billion by 2024," says Kristi Martindale, chief customer officer and executive vice president, product strategy for



Sarcos Robotics. “As a direct result of COVID-19, U.S. consumers increasingly purchase their groceries online for either D2C delivery or BOPIS (buy online/pick up in-store). Because of this surge in overall grocery e-commerce, the cold storage market, along with the food industry at large, is facing significant disruption, growth opportunity and unique challenges.

“The most obvious challenge that cold storage owners and third-party logistics providers (3PL) face are adequate temperature-efficient cold storage facilities and processes to ensure product quality and productivity. After energy-related concerns, labor-related issues are the second-greatest pain point for 3PLs, as 70% of overall costs for 3PLs are attributed to labor,” Martindale adds.

Many experts cite robotics’ ability to close the gap caused by the shortage of workers, or for tasks that are more difficult or undesirable for humans.

“Prior to COVID-19, there was a global shortage of workers. Retaining workers in a cold warehouse can be even more challenging due to the undesirable working conditions,” says Lisa Donnelly, vice president of marketing at Soft Robotics. “At Soft Robotics, we are asked all the time if robots will take away jobs from people. Our position is, robots should replace the jobs that people don’t want to do. Cold warehousing is a prime example. Meat processing, seafood handling etc. are cold, wet environments [that] are uncomfortable and pose worker safety concerns due to wet slippery floors, etc. Robotics automation in these types of work settings is a very good option. Robots don’t call in sick, slip and fall or develop repetitive use injuries.”

Before COVID-19 even hit the United States, International Data Corporation predicted that worldwide spending on robotics systems and drones will hit \$128.7 billion by the end of this year, an increase of 17.1% over 2019. Following the impact of the pandemic, it is likely even more warehouses will look to robotics than previously predicted.

A robot’s job in the warehouse

Robotics optimizes the hard-freeze process by improving speed, consistency and waste reduction, while automated storage and retrieval systems (AS/RS) enable higher storage density within cold storage warehouses to mitigate the surge in demand, according to Martindale. And, robots that load and unload pallets installed inside refrigerated rooms help companies reduce the time employees spend loading pallets in severe temperatures while maintaining a steady workflow.

But soon, the use of wearable robotics will bridge the gap between robots and humans even further and push out greater efficiency.

“At Sarcos Robotics, our goal is to provide robotic systems that help maximize the warehouse industry’s workforce potential through increased safety and efficiency,” Martindale says. “Our Guardian XO full-body-powered exoskeleton

is a wearable robotic suit that amplifies the operator's strength without restricting freedom of movement. By enabling workers to lift and transport goods up to 200 pounds, the Guardian XO helps boost productivity for last-mile, manual goods handling and non-conveyable or less-than-pallet-load type logistics – all while dramatically reducing heavy lift-related injuries. "Wearable robotics can help human employees lift much heavier weight.



The hardware in robotic systems increases mobility and agility to optimize warehouse operations, but in addition, the software becomes more sophisticated to handle these complicated tasks. Many robotics providers create software solutions that fit any need a warehouse has, as flexibility is key. Each warehouse is different in layout, operation and management, which means robotic solutions must be able to fit to multiple environments.

For example, Soft Robotics released its coDrive solution, a modular system that brings the mGrip soft gripper technology to collaborative robots without the requirement for tethered pressurized air. Wearable robotics can help human employees lift much heavier weight.

Freezing out functionality

Beyond usefulness, robotic manufacturers also need to keep in mind the cold warehouse environment to ensure longevity in equipment lifespan. Cold and industrial environments impact robotics equipment in unique ways.

"As with any equipment, designing and maintaining the robotic system to withstand the element it will be subjected to is a key factor," says Donnelly. "It is important to work with a robot manufacturer or one of their affiliated system integrators [that] specializes in cold environments and can design, install and provide the appropriate maintenance directions for success."

Cold warehouses can impact battery power as

well as overall battery life. An intuitive design for workers wearing gloves is also imperative, as human employees dress in special clothing to protect against the elements. For these workers, the environment is just as dangerous as it is uncomfortable without the correct equipment. The more difficult robotics systems are to interact with while wearing heavy clothing

such as gloves, the more frustrating the process becomes.

"Freezing temperatures sap power from electric batteries," says Martindale. "For example, when operating in cold storage facilities, the forklift's average battery life can decline between 20-50% faster than it would in a standard warehouse environment. Forklifts rated to last eight hours in a typical climate would only last approximately 4-6 hours in a refrigerated or frozen one. Electronic devices designed for such environments may have higher voltage batteries rated for extended hours, so that a full eight-hour shift can be achieved. The Guardian XO robot uses three hot-swappable batteries to address such variabilities and enable near-continuous operations.

"Electronic devices' battery life is also affected by the cold," she continues. "Consideration like special seals that can withstand frequent temperature changes as they move between temperature zones will be necessary.

"People who work in cold storage facilities need to bundle up to keep warm; thick gloves are standard-issued personal protective equipment. Any operator interface (i.e., grips, tools or touchscreen displays) needs to be designed to work with and respond to a glove's touch vs. a naked finger," says Martindale.

As robots find their place in the cold warehouse and employees learn how to work in tandem with them, the future of the cold chain will see optimization unseen in the past. The more advanced these systems become, the more sophistication can be had in cold work environments.



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4 steps to Brand Yourself on Social Media

If you're running a business and doing it professionally, there's no avoiding to brand your social media.

Social media is the place to be as a brand. Pretty much everyone (including your mom and your grandma) spends half of their waking hours checking their various social media platforms. And since the golden rule of marketing is "get people where they already are," social media provides you with an A+ opportunity to connect with your audience, deliver your messaging and convert that audience into customers.

But you can't just throw up a few social media profiles and expect business to start rolling in (if only it were that easy!). Just like you need a solid branding strategy for your business, if you want to be a social media success story, you need to brand yourself there, too.

Social media branding allows you to break through the clutter (and there's a lot) so you'll be easily recognizable to your target audience and ultimately drive more business, leads and sales. But how, exactly, do you do that?

1. Keep your branding consistent across platforms

The most important element of social media branding? Consistency, consistency, consistency.

If your website has one brand style (specific colors, fonts, and product images), but your Facebook has a completely different look and feel... Which is totally different from your LinkedIn... And your Twitter too...

Well, you get the idea.

Inconsistent branding is confusing. Your audience expects to experience your brand in the same way, no matter where they're experiencing it. Having an all-over-the-place brand on social media hurts your overall branding, your brand recognition, your engagement... And in the end, it hurts your sales.

When you're creating your social media profiles, your brand DNA needs to be infused on each one. Got a brand color palette? Perfect. Use those colors on your profile. Have a hero image that people associate with your brand? Great. Use it as a Facebook or Twitter cover photo. Got a logo? Sweet (and if not, it's time to get one designed!). Use it as your profile picture so you're instantly recognizable to your audience.

2. Create share-worthy content

A big part of success in social media is spreading the word about your brand to new people. And the way to do that? Create share-worthy content. Content is the foundation of social media. In fact, there's a whole industry built around it: content marketing.

When it comes to social media branding, you want to establish yourself as a go-to resource for awesome content in whatever your industry you're in. Your content is the foundation of your social media success, and it must inspire people to click, engage and share. Visualmodo has put together a nice article explaining different ways to integrate your content marketing into your social media.

The key to successful, recognizable social media is to create content that will inspire your audience to share and engage. Figure out what content is going to connect best with your particular audience, publish it on the regular and watch those shares come pouring in.

Whether you decide to focus on producing video content or memes, GIFs or written posts, you need to make sure you're branding yourself as a company who creates killer content.

3. Add ah-mazing images

Speaking of content, you can't talk about social media branding without talking about images. In fact, some platforms—like Instagram and Pinterest—are based entirely around pictures.



Images boost engagement like crazy. Facebook posts with images get 2.3x more engagement, and tweets with images receive 150% more retweets than tweets without. If your images aren't a priority in your social media branding strategy, you're going to fall flat. When creating brand imagery for social media, be true to your self, grab your audience's attention and look fantastic.

Now, keep in mind, your images don't have to just be based around your product, your service or yourself (if you're a personal brand). As long as you're on-brand, they're a go.

Bottom line: social media is an image-heavy place, and so in order to be successful in social media branding, you'll need killer images. Figure out what killer images means to your brand, and then deliver on image-centric platforms.

4. Be social

Our last tip is this: it's called social media for a reason. If you want to find success with social media branding, you need to actually be social. When one of your followers tweets at you, tweet back! When someone leaves a question on your Facebook page, answer it! If someone comments on your LinkedIn post, comment right back!

Social media is a conversation, so it needs to go both ways. Build your brand on social media around being social and engaging with your fans. The more you engage, the more engaged they'll be! Get out there and get branding!

Well friends, now you know everything you need to win the social media branding game and the hard part you can always trust to X2 Global Media - your best partner for building your brand!



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Your Facebook business page & positive effect it brings



Whether you're in the logistics industry or online retail we all have one thing in common - we all want to reach out to as many new clients as possible.



We want to drive traffic to our websites, we want to improve our relationships with our clients, we want to create new leads – we want to improve our customer services and establish ourselves as industry experts. It sounds like a tall order, but did you know that you have the potential to do all of these things, probably in the palm of your hand?

When we think of Facebook, it's difficult to separate overshares and images of highly polished influencers with a successful business. But believe it or not, this social media platform can have a positive impact on your business and can help you achieve all of your company goals.

It's a cost-effective marketing solution

Think of marketing and you'd be right to picture TV and radio ads, ads in your local paper, direct mail marketing and even cold calling practices. All of these have the likelihood of being successful, however, they're hugely expensive and there's no guarantee that you're even targeting the correct market.

When you use Facebook as a marketing tool you're getting a tailor-made marketing solution that's not only cost-effective but it's a lead generator that works!

You can get to grips with analytics

In addition to the point above, when you use Facebook as a marketing tool and take full advantage of their targeted ad campaigns. You also get to delve into the stats and analytics of your campaigns. Facebook Insights is ideal for those of us who aren't necessarily tech-savvy,



and as a business owner, the kind of data you can find out about your company is priceless. From page engagement to page likes, visits and the reach of your posts. All of this is wholly valuable information.

You can boost your brand

These days, the first thing many consumers do before they make a purchase is to search through the social media pages of the business in question. If your Facebook page is poorly run, with questions and comments left unanswered or it's been inactive for quite some time, it could be enough to turn off any potential client. When your Facebook page is engaging with clients and inquiries, replying to comments on posts, regularly posting varied content such as videos, photos, polls, and competitions, it builds a sense of trust and helps you create a stronger looking brand.

It will create traffic to your website

Simply put, the more website visits you get, the more positive signals are sent to search engines who ultimately influence your positioning on their results. When you post on your Facebook page, it's important to include links to your website – it doesn't always matter how many likes or shares you get on your posts, its website clicks you want!

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