

# G7

# NEWS

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

2020/2

## COVID-19 AND THE FREIGHT INDUSTRY HOW WILL IT REBOUND

## MEMBERS NEWS

THE BEGINNING  
OF THE END FOR  
THE PAPER BILL  
OF LADING

CARGO WEEKEND 2021



TECHNOLOGY  
TRENDS ROLE IN  
THE LOGISTICS FUTURE

THE IMPORTANCE OF BRANDING:  
WHY BRANDING MATTERS

6 TIPS FOR  
BUILDING STRONG  
BRAND AWARENESS

# 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](mailto: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.

And just one more thing! Don't ever lose your sense of humour! We all need to maintain it in order to keep our sanity!

Take care everyone and #G7strongertogether

Sincerely  
Richard

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# COVID-19 and the Freight Industry How Will it Rebound

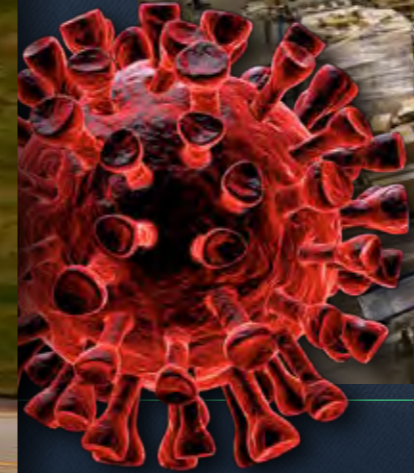
By George Lane, Network Sales and Communication Manager

The COVID-19 pandemic has affected almost every industry globally. Among the industries that have been greatly affected is the logistics/freight forwarding industry.

The lockdowns that have been enforced in various countries as a result of the pandemic have had a significant impact in this industry, since the movement of goods is now not as easy as it previously was, and in some rare cases, it was near impossible. The pandemic has also continued the disruption of the movement of goods. The main concerns for the industry are mainly the delays that arise and the potential deterioration of cargo. This article focuses mainly on how this pandemic has affected the logistics/freight forwarding industry and how the operators can mitigate these potential risks.

Many of the processes involved in this industry often involve people coming together and interacting. Despite the technological improvements that have brought digitization in the industry, there are still numerous processes that require human interactions.

The customer revenue is significantly affected by a reduction of the goods that are shipped. Additionally, there is a risk that customers might expect the forwarders to provide expensive workarounds without a contractual obligation of doing so. A lot of offices have been closed, and this might disrupt the business travels that are



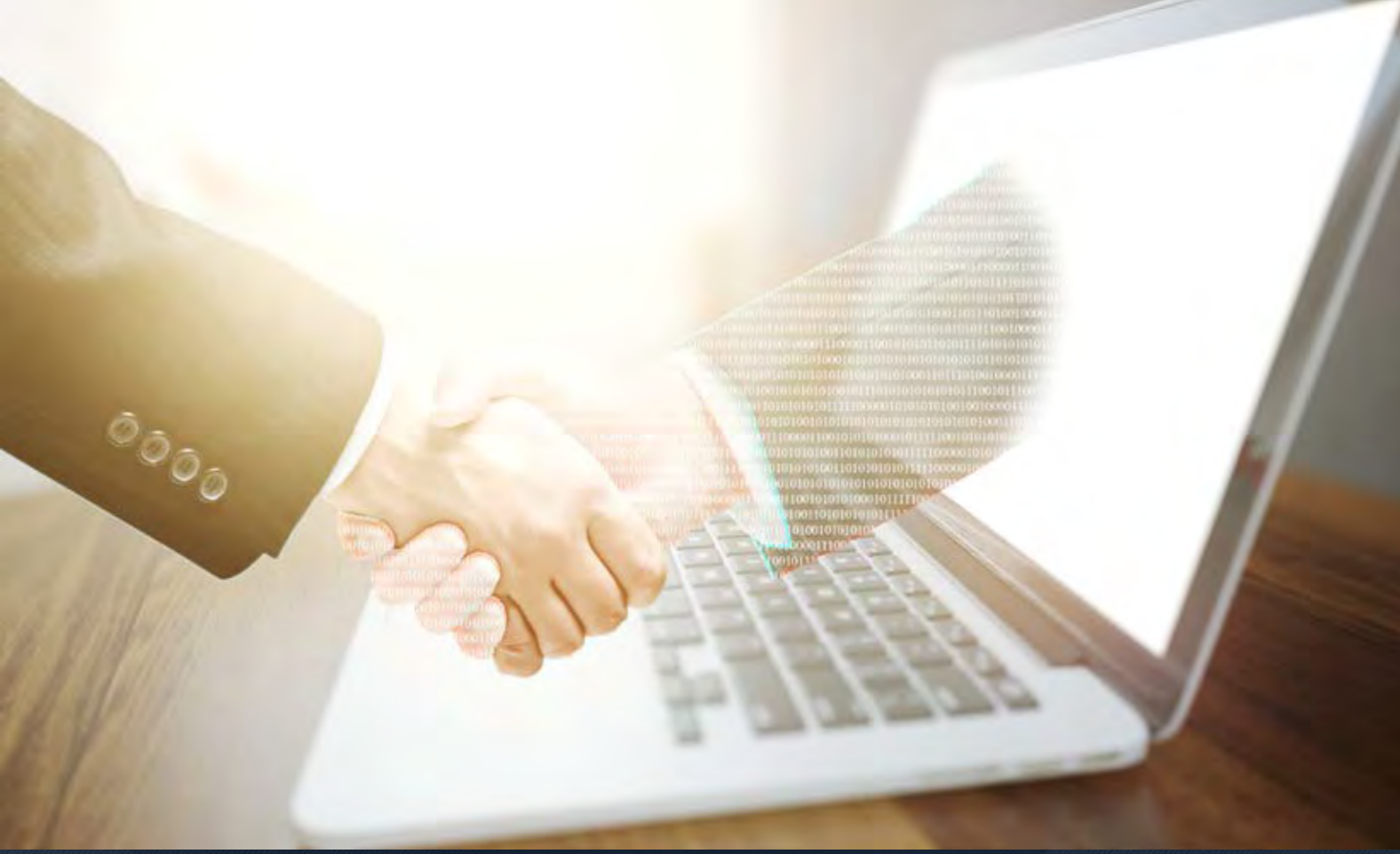
related to continuing servicing relationships and securing shipments. This problem can be countered by enforcing and maintaining open and clear communications through remote conferencing technologies.



Most of the forwarding industry does not use specially negotiated contracts and relies on the incorporation of the conditions of standard trading. In such cases, a forwarder might have a freight or supply chain agreement with key clients. Here, all specific customer contracts must be carefully reviewed to know the responsibility of the



supplier in contexts such as a pandemic. Additionally, the forwarders must identify any "force majeure" clauses and notify customers about the challenges. Sending force majeure notices is prudent when an operator is trading on industry standard terms. ▶



Also, the precise situation commencement date might be open to argument. Therefore, one might be required to go through detailed scrutiny and perhaps even particular legal advice before taking on a new transaction.

The freight suppliers should communicate to their customers and keep them considering the challenges that the other stakeholders in the supply chains are going through, such as lines, vendors, terminals, agents, and haulers. Reliance on a force majeure clause or a discharge from an obligation requires the operator to have evidence that the losses experienced by the customer and any failure in performing were as a result of matters reasonably and genuinely outside its control. The suppliers will be contractually required to put into consideration as well as implement any 'workarounds' if there are any modest additional costs involved.

Lastly, a paper trail must be maintained to reduce the risks of claims and as evidence that everything reasonable was done to make sure the customer's losses are avoided. Written records of communication should be maintained, and the contractual obligations should be sent to the concerned party.

How does the industry change & diversify to stay abreast with the changes & challenges faced from the modern-day forwarder? Relationships are key with potential uncertainty still up in the air having strong partner relationships across the globe has never been more important from a protection & support aspect we can grow but we must grow together as a collective industry supporting each other for the future.

**The future is bright, but also an ever-changing landscape only you can choose to move with the wind.**



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# The Beginning of the End for the Paper Bill of Lading

Many things have changed in the last 30 years in shipping and freight...  
Many positive new developments have taken place  
with things from the vintage days of shipping either obsolete  
to almost obsolete now.

The shipping and freight industry in the next decade will be told that 2020 was the year that saw the beginning of the end for the paper "Bill of Lading" and the year in which the switch to "Electronic Bill of Lading" (eBL) began in earnest.

Due to the restrictions in human and transport mobility that COVID-19 has brought on, many containers are stuck at various ports, terminals, depots and warehouses around the world due to the receiver not receiving the original paper bill of lading required for the release of goods at destination.

The trade is already losing millions of dollars due to lockdowns, slow productivity at ports, port congestion, overpriced trucking costs, reduction in carrier's TEU capacities etc.. Delays in receiving this paper documentation and the resultant delays in cargo delivery is creating further losses and stretching the budgets of the traders. ▶

Although shipping lines have assisted with releasing the goods against LOI without insisting on the original bill of lading, this is one lesson that no one is going to forget and there is no going back. Whatever doubts or hesitation that the trade had, whatever concerns they had on the issue of safety, security and acceptability relating to the transmission and receipt of electronic bill of lading, whatever concerns in terms of readiness of the carrier and country to handle an electronic bill of lading – it is all on its way out..

### The electronic bill of lading is quickly becoming a thing of NOW

The eBL is about to make a strong entry into the container shipping industry and the sooner everyone welcomes, adopts and accepts it, the better for all. There are still a lot of doubts about the efficacy of the eBL, especially among small to medium business.

The setting of standards for the handling and transmission of the eBL will greatly enable interoperability and acceptability among everyone involved in the documentary chain including BCOs, Banks and regulatory authorities and make the eBL a viable replacement for the paper bill of lading.

# 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!

The screenshot shows the G7 Network website dashboard. At the top, there is a navigation menu with links for HOME, ABOUT US, JOIN US, NEWS & MEDIA, CONFERENCE, CSR, and CONTACT US. Below the navigation menu, there are several buttons for different services: Member Expiry, News Submission, Downloads, Hall of Shame, Financial Protection System, Overdue Invoice Ranking, Temporarily Removed from FPS, and Resolution Center. The Financial Protection System button is highlighted with a yellow circle and a '2.' label. Below the navigation menu, there are three circular icons representing Paid Invoices, Outstanding Invoices, and Overdue Invoices. The 'Enter Invoice' button is highlighted with a yellow circle and a '3.' label. The 'Enter Invoice' form includes fields for Invoice No., Invoice issued to, Issue Date, Due Date, Currency, Amount Due, and a Note field. A red warning message states: '\*Please be aware you are only allowed to upload your invoice in the system within 5 days of its issuance.'

# Members News

## Atlas Line Co., Ltd (Thailand) Delivers Container of Thermometers

Early morning unloading and delivery. Our G7 member - Atlas Line Co., Ltd (Thailand) has successfully handled 1x20' container of thermometers from China to Bangkok by sea.

They were delivering the thermometers as essential items at a distribution center. They got the permit ready within the timeframe of arrival. Well done!




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

## Avance Freight Services Supports Healthcare

It's nice to see our G7 Member, Avance Freight Services posting their recent project on social media a few days ago. Their nice team has been continuing to work around the clock, support essential Healthcare Supply Chains from every facet of the world during these times. The photo was when their Operations Manager Deanne performing a hand delivery off the airport to

ensure continuity of critical Covid testing, whilst the remainder of the cargo arrived via Truck. That's nice, team!




Avance Freight Services  
New Zealand  
Email: [contact@avancefreight.co.nz](mailto:contact@avancefreight.co.nz)  
Website: [www.avancefreight.co.nz](http://www.avancefreight.co.nz)

## MMI Logistics Keeping Australia's Mining and Construction Industry Moving

Our Australia G7 Member, MMI Logistics has been working in conjunction with one of Australia's largest suppliers of used construction and mining equipment. This recent shipment of used machines

has travelled from the USA to Australia. Importing and exporting used machinery requires specialist attention as there is significant biohazard and quarantine risks. They worked with qualified suppliers to ensure equipment is DAWE standard cleaned, transported and delivered without delay. Well done MMI Logistics!



Keep updating us your news, we will convey them through our social media sites.



MMI Logistics  
Australia  
Email: [sales@mmllogistics.com.au](mailto:sales@mmllogistics.com.au)  
Website: [www.mmllogistics.com.au](http://www.mmllogistics.com.au)

## A New Look for AAS FREIGHT

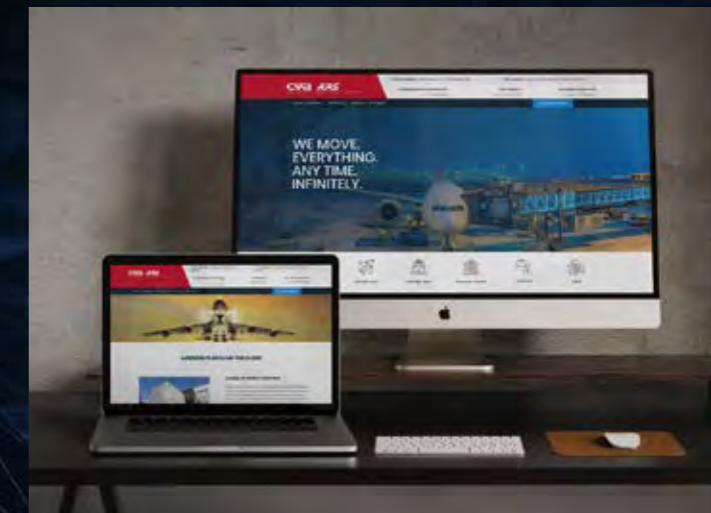

Our G7 member AAS Freight has created a new look for themselves on the web with a website that looks great with impressive images and a message which AAS have always sent to the world.

**'WE MOVE.  
EVERYTHING.  
ANY TIME.  
INFINITELY.'**

The site is easy to use and covers detailed information on all of the AAS Freight's portfolio of services.

Congratulations on the new site guys.

See it for yourself at [www.aasfreight.com](http://www.aasfreight.com) & tell them we sent you!

AAS Freight AG  
Switzerland  
Email: [mail@aasfreight.com](mailto:mail@aasfreight.com)  
Website: [www.aasfreight.com](http://www.aasfreight.com)


## Dexo Solutions (Malaysia) Successfully Delivers a Project Just Before Lockdown

G7N Member Dexlo Solutions Sdn Bhd based In Kuala Lumpur, Malaysia. successfully met the timeline to deliver a project piece 29 meters length from KL to South Korea before the lockdown there avoiding delivery delays and substantial demurrage costs.

Dexo offers a portfolio of services world-wide, including industrial projects, air freight, sea freight, and warehousing.

They also offer express cross border trucking services to and from Singapore and Thailand. West and East Malaysia are also covered by Dexlo with air and sea services.

We are pleased to report yet another job well done by one of our members.





**Dexo Solutions Sdn Bhd**  
 Malaysia  
 Email: [sales@dexo.com.my](mailto:sales@dexo.com.my)  
 Website: [www.dexo.com.my](http://www.dexo.com.my)

## Transatlantic North America Helping to Keep Chicagoans Safe

Great to see Transatlantic North America Inc., our G7 member, focusing on the fight against Covid 19 by importing a total of 500,000 three ply facemasks from China. These masks will go to help keep the Chicagoland essential workers safe. We agree with Transatlantic's message which is: 'We hope everyone stays home and stays safe while we continue to fight on the front lines'

Well said and a great effort you guys are making to help keep others safe.

**Transatlantic North America Inc.**  
 United States  
 Email: [info@transatl.com](mailto:info@transatl.com)  
 Website: [www.transatl.com](http://www.transatl.com)

## Smart Move by EUSU Logistics to Overcome a Space Problem and Get the Job Done

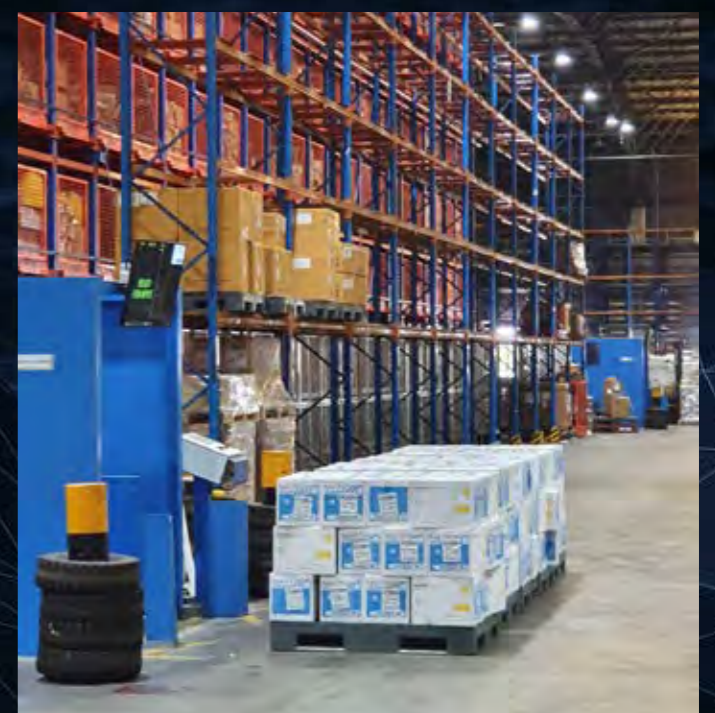
We are featuring this project handled by EUSU Thailand, one of our G7 Network members which displays and ingenious use of the passenger cabin space.

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.




**EUSU Logistics (Thailand) Co.,Ltd.**  
 Thailand  
 Email: [BKKLBC@esus-logistics.com](mailto:BKKLBC@esus-logistics.com)  
 Website: [www.esus-logistics.com](http://www.esus-logistics.com)





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G7 Cargo Cover helps your businesses  
to **PROACTIVELY** offer cargo insurance  
as part of your logistics offerings.

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## Life of a Forwarder & Enjoying Success In The Pandemic by Milestone Logistics


March 2020 will be a month that we will not easily nor quickly forget. Despite all the measures that the Dutch government took, The Netherlands also was getting infected by this horrible virus.

First, the number of diagnosed patients started slowly but this changed rapidly and in no time, we went from 10 patients to 500 patients and it became clear that we were facing a new era.

On March 12, the government announced the Lock-Down. Also-called Intelligent Lock-Down. And from this point, as all over the world, the economic situation in our country changed. Many sectors were affected by this virus. Milestone was already affected by several lockdowns in Asia meaning that volumes from there decreased from February figures. After Chinese New Year, the volume never recovered back to normal.

However, February to May is also a big peak-season for Milestone Fresh for fresh melons and mangoes from Costa Rica to Rotterdam. Also, our flower airfreight export was a sector hit extremely hard...

Read the full Article here:  
<https://lnkd.in/gCtsNuT>

**Milestone Logistics**  
 Netherlands  
 Email: [info@milestonelogistics.com](mailto:info@milestonelogistics.com)  
 Website: [milestonelogistics.com](http://milestonelogistics.com)


## Sobel - New Offices in Chicago and Miami & Launched New Website

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](http://www.sobelnet.com)

Whatch their corporate video:  
<https://youtu.be/FBOxWCUdBJY>

**Sobel Network Shipping Co., Inc.**  
 United States  
 Email: [info@sobelnet.com](mailto:info@sobelnet.com)  
 Website: [www.sobelnet.com](http://www.sobelnet.com)

## JAG UFS Delivers 180 Million Face Masks & PPE for NHS




JAG UFS is proud to be working in collaboration with Continuum delivering life-saving PPE for NHS Wales and NHS Scotland. JAG UFS is transporting a total of 180 million face masks and critical PPE supplies for the UK's National Health Service across the UK during this Coronavirus crisis.

"JAG UFS is proud to be supporting NHS Wales alongside NHS Scotland at this critical time. Getting PPE to our frontline healthcare workers is of paramount importance as they fight the battle against this virus. Reliable supply chain management of PPE is key to protecting our brave heroes and we are honoured to be in a position to support the NHS".  
 JAG UFS CEO, Gary Wilcox

No matter what your business, JAG UFS believe that they will be the best partner especially during this Coronavirus crisis.

Contact JAG UFS at +44 (0) 208 844 2388 or email: [onlineenquiries@jagufs.com](mailto:onlineenquiries@jagufs.com)



**JAG-UFS (Int'l) Ltd**  
 United Kingdom  
 Email: [gary.wilcox@jagufs.com](mailto:gary.wilcox@jagufs.com)  
 Website: [www.jagufs.com](http://www.jagufs.com)



## 2HM Logistics open in Bratislava

We are pleased to announce the opening of H2M Logistics new office in Bratislava. Marian Meszaros and Jana Cerna, are now based in Bratislava running operations there.


Bratislava is known to the world as the capital city of Slovakia, and with its unique location, can, within a time of between 1-3 hours, reach Vienna (Austria), Budapest (Hungary) and Prague (Czech Republic) and other Central European cities.

2HL has a complete portfolio of services and is specialized in serving the following destinations.

- Trieste (Italy),
- Koper (Slovenia),
- Rijeka (Croatia),
- Bremerhaven and Hamburg (Germany),
- Gdansk (Poland),
- Piraeus (Greece) and rail silk road to various destinations to China.

We would like to congratulate 2HM on their achievement and wish them good fortune in building their business in Bratislava and trust that the G7Network members can help achieve this.

For more information please contact:  
[slovakia@2hm.si](mailto:slovakia@2hm.si)  
or see their website at  
<http://www.2hm.si>



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



## Sobel - A Cut Above The Rest

Our valued G7 Networks member, Sobel Network Shipping Co., Inc. recently shipped an oversized and over-weight air freight shipment of sawmill pins at 25,000 pounds from JFKL airport to Malpensa Airport in Milan, Italy. The aircraft used was a 747 400 Freighter.

The Sobel team facilitated a crane loaded exclusive flatbed trucking service that included strapping and banding, as well as a TSA-approved flatbed screening and escort service for airline delivery. Additionally, Sobel coordinated with the airline for a VIP check-in and unloaded the cargo with no wait time for their client.



**Sobel Network Shipping Co., Inc.**  
United States  
Email: [info@sobelnet.com](mailto:info@sobelnet.com)  
Website: [www.sobelnet.com](http://www.sobelnet.com)



The whole project was completed without a hitch, scoring another success on the board for Sobel.

Nice job Sobel team.  
Let's see some more big ones from you!

Get a free quote today for your next freight forwarding project: <https://lnkd.in/d/WaCtN5>

## Future Logistics Handles Protective Equipment from China to Colombo




**Future Logistics Pvt Ltd**  
Sri Lanka  
Email: [info@futurelogistics.lk](mailto:info@futurelogistics.lk)  
Website: [www.futurelogistics.lk](http://www.futurelogistics.lk)

Future Logistics, our member in Sri Lanka handled A330 Charter Aircraft on 21st June 2020 Carrying Personal Protective Equipment of 27 M Tons/ 190 CBM from Chengdu to Colombo with collaboration of their partner in China.



## Best-Time from Shenzhen Celebrates their 6th Year and Move to New Office

We congratulate our member in China - Best-Time International Logistics Co., Ltd with their 6th birthday!

They moved to new office and changed a new logo!

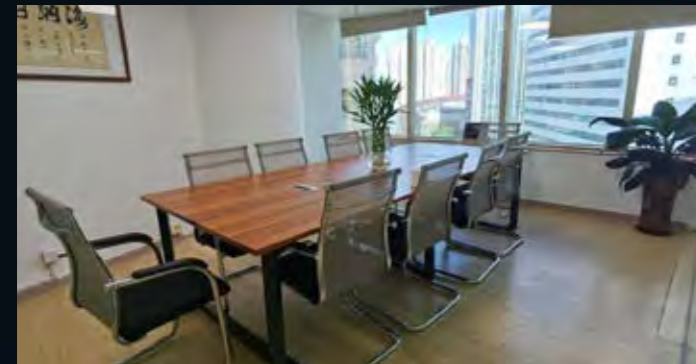
Best wishes to Best-Time, have a good future!

For more information please contact:

[info@best-time.cn](mailto:info@best-time.cn)

or see their website at

<http://best-time.cn>



**BEST-TIME**

Best-Time International Logistics Co., Ltd  
China  
Email: [info@best-time.cn](mailto:info@best-time.cn)  
Website: <http://best-time.cn>

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[members@g7networks.com](mailto:members@g7networks.com)

## New Members Q2 2020

### Nord Ovest

Tailored Advanced Logistics



### Nord Ovest Spa

Cuneo, Turin, Italy

[www.nord-ovest.it](http://www.nord-ovest.it)

[info@nord-ovest.it](mailto:info@nord-ovest.it)



### 3S Division Logistica S. de R.L. de C.V.

Coahuila, Mexico

[www.logistics3s.com](http://www.logistics3s.com)

[contacto@logistics3s.com](mailto:contacto@logistics3s.com)

### New Office:

### 2hm

logistics



### 2HM Logistics d.o.o.

Bratislava, Slovakia

[www.2hm.si](http://www.2hm.si)

[slovakia@2hm.si](mailto:slovakia@2hm.si)

# 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**



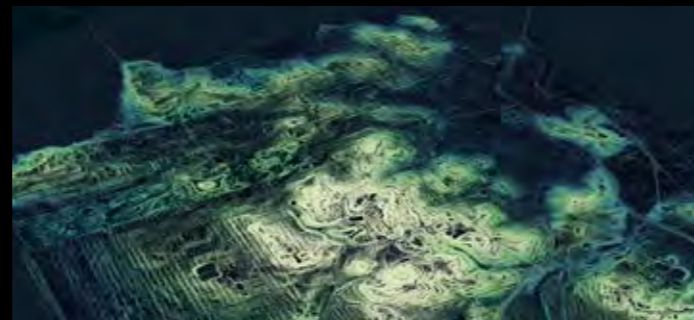
# Technology Trends Role in the Logistics Future

The Coronavirus pandemic has brought to us many changes in our everyday life and how we handle the business; in the logistics industry, things have been changing fast even before the crisis

As the economy reopens following what many hope is the worst of the pandemic, technology growth in the industry is continuing fast. Here are the top trends changing the future of inventory transportation.

## Blockchain Technologies

Corporations are already beginning to use blockchain technology for decentralized logistics and smart contracts for supply chain management. As more providers and customers realize the potential of blockchain technology, the logistics sector will see an increasing implementation of blockchain technology.



## Predictive Analytics

Corporations are using predictive analytics in many ways including forecasting route operations and analyzing fuel expenditures. Shipping companies using predictive analytics can increase the efficiency of their operations, discover cost-saving opportunities, maximize human resources, and uncover new customer offerings they might not have otherwise considered.

## Autonomous Vehicles

Autonomous vehicles will have a major impact on the future of the logistics industry. While brands like Uber and Google are currently receiving the lion's share of press attention for their foray into autonomous vehicles, they are by no means the only entrant in the space.

## Voice-Enabled Technology

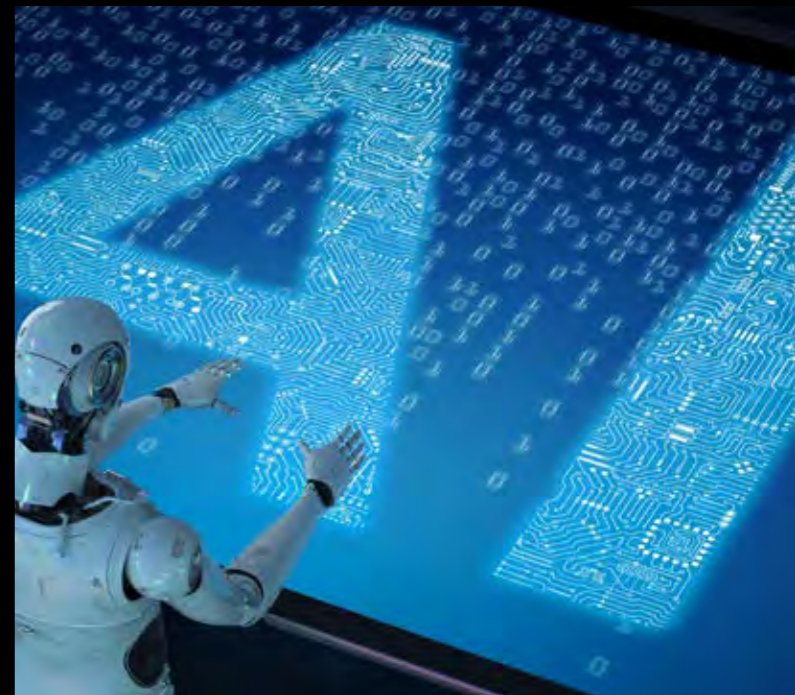
There has been an increase on creating voice-activated skills so business owners can interact with their logistics provider; the future of logistics is definitely voice-enabled. Public transportation providers and fueling stations for electric vehicles are already providing real-time information via voice-activated technology.

## Artificial Intelligence (AI)

From route optimization to package analysis and customer support, artificial intelligence is having a big impact on the logistics sector. Businesspeople who want to optimize the future of their supply chain would be well advised to investigate the influence AI is having on the transportation industry and determine ways to put their new-found knowledge to work for their business.

## The Internet of Things (IoT)

Internet of Things (IoT) technology within the logistics industry helps providers with multiple functions, including load management and fleet monitoring. Internet-connected sensors in shipping containers and semi-trucks allow logistics providers to understand exactly where a load is, when a shipment is moving, and even how many hours a driver has been on the road. IoT technology can be used via data tags on products, warehouse equipment, and even on safety gear like hardhats employees wear.





**Real-Time Shipment Tracking**

Real-time shipment tracking is another hot trend in the logistics sector. The ability to know exactly where your shipments are in the distribution chain, allows you to plan your marketing, inventory rotations, and even your staff scheduling.

**Robotics**

Companies within the logistics and transportation sectors are using robotics for everything from employee monitoring and autonomous transportation to drone investigations and warehouse management. In the post-pandemic world, businesses will see increasing usage of robotics as more logistics and supply chain providers realize the significant cost savings (and worker safety) of robot technology.

**Biotechnology**

The need to monitor and analyze the well-being of employees as they transport goods via land, sea, or air is a crucial component of safe and speedy logistics management. From eye-tracking to blood testing for drugs and alcohol, there will be increasing demand for biotechnology for the transportation industry.

The future of the logistics sector will be impacted by these hot trends which we can currently see growing their presence in the industry. The future of logistics and transportation will constantly be disrupted by technology. These are only few innovations that are about to come, be prepared for them!



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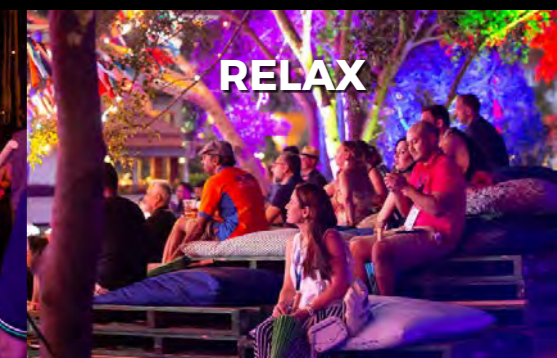
## **CARGO WEEKEND**

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.

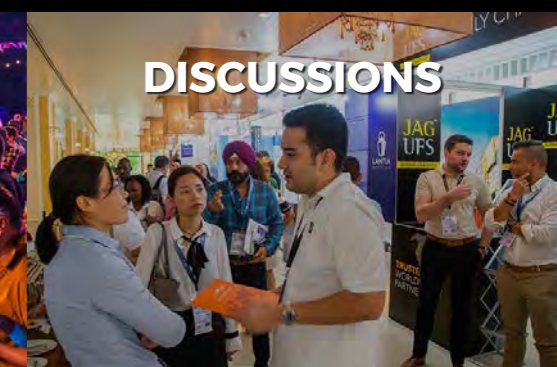
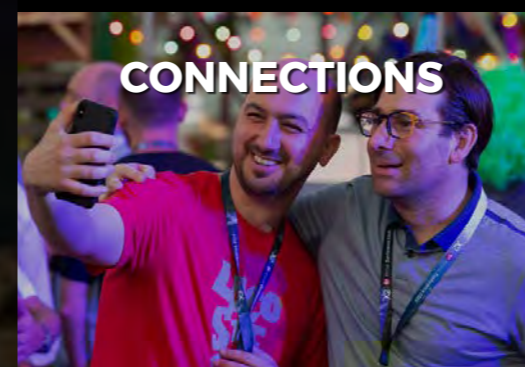
### **LIVE**



### **LOVE**



### **LOGISTICS**







# The Importance of Branding: Why Branding Matters

## Why is branding important?

Branding is the nuanced art of actively shaping your brand. With creativity, skill and strategy, a brand can establish an identity that sets itself apart from the competition and sparks a connection with its audience.

Branding is what gives you a reputation and, ultimately, a future. Because of the importance of branding, businesses and organizations should build a strong brand right from the start so they can consistently maintain it as they grow. Branding is everything. Here are the main reasons why branding matters.

### 1. Great branding shows customers what makes you, you

Imagine that an audience is being introduced to your brand for the first time. Well-executed branding has a lot to say.

#### Branding tells your story in an instant

Who are you as a brand, exactly? If you don't know, then neither will your audience. Build your identity by establishing brand-defining keywords and using these words to shape the company voice, tone and aesthetic.

#### Branding builds an emotional connection

By establishing yourself as a brand, you can deeply connect with customers, employees and the general public. This connection is a gradual process which happens with time, but it starts by establishing a good reputation, letting your audience get to know you and ultimately finding memorable ways to communicate.



#### Branding builds confidence

Great branding takes guts, strategy, intelligence — and sometimes — risk. To tell your customers what makes you “you,” confidence is essential.

Think of it this way: some of the most successful brands in the world got to where they are because of a sense of confidence, not because they were offering a particularly unique product or experience.



### 2. Great branding gives you purpose and direction

Whatever your brand may be, make sure there are goals and meaning behind it. Great branding is more than just your logo, font and colors.

#### Branding connects your values to a like-minded audience

Highly successful businesses have well-established missions, visions and values. But it's not just for big companies and do-gooder nonprofits. Smaller brands can take a more casual approach while still developing a core set of brand principles. Your beliefs play a large role upholding your brand identity and communicating it with others. But how you do this is up to you.

#### Branding leads to new directions, too

Sometimes even the greatest brands can be greater. Rebranding happens in many ways, and a common approach is a logo refresh.



### 3. Great branding delivers results

At the end of the day, your brand is a business, and it deserves a great future. Part of the importance of branding is that a strong brand is essential to delivering the results you need.

#### Branding generates growth

When you're good, you're good. That's why well-established brands create sizable revenue.

#### Branding creates a positive employee morale

With great branding comes great company culture, and employee morale goes right along with it.

When employees love the brand and live the brand, this happiness reflects positively on customers and the company as a whole.

#### Never underestimate the importance of branding

We've said it before and we'll say it again: branding is everything. So be good to your brand and take the time to carefully curate your brand identity.

Reach out to our designers at X2 Global Media who will be there for your brand every step of the creative way.



# 6 Tips for Building Strong Brand Awareness TO COPE SALES AND MARKETING

## 1. Identify What Makes You Different

Brand awareness is awareness of something. What's your something? The first step of building a brand identity is identifying a trait (or traits) that sets you apart from your competition — your Unique Selling Proposition (USP). So study your competition. How do they define their brands? And just as importantly, how don't they define their brands? Look for characteristics that you can call your own.

## 2. Be Consistent with Branding

Chances to engage with potential customers are precious. If your brand strategy is different on different channels, people won't be able to decode what your brand is all about. Brand awareness requires consistent messaging. And crafting a consistent message requires keeping your channels harmonized. That means your website, sure, but also Facebook, Linked-In, email, and more. For example, if you build an identity around how professional your services are, then that lightheartedness should carry over to all

## 3. Showcase Positivity in Your Brand Strategy

Brand awareness means different things to different brands. For some, it hinges on being modern and professional. For others, brand awareness is friendly and fun.

channels. That way, your brand is optimized for both of these scenarios: Someone bumps into the messaging on one of your channels — any channel — and sees that your brand is. Through a combination of strategy and luck, someone is exposed to your messaging on multiple channels. And because the brand messaging on those channels is synced, they combine to create a quasi drip campaign that reinforces your brand.

Whilst giving a consistent message is key to building customer trust, too much repetition in your branding will only bore your customer and turn them off your brand. Be creative — find different ways of relaying the same message rather than repeating the same slogan or tag line everywhere.

One thing you won't see with successful brand strategies? Negativity. There is so much negativity in the world, especially online. The last thing clients want is negativity while they're searching. This doesn't mean that your brand strategy needs to contain poems, inspirational quotes, and a bunch of heart-eye emojis. What it does mean, though, is that your brand strategy shouldn't bring people down. People want to feel good.

## 4. Have an "Our Story" Page

The bios you write for Facebook and Linked-In accounts might be limited when it comes to brand awareness. There simply isn't much space to let your brand strategy shine through. If you want to further develop your brand strategy, consider executing an "Our Story" page. You can call this page "About Us," or something along those lines. Lots of your brand awareness efforts will in one way or another lead to your website, and the About Us page is one of the focal points of your website. Or at least it should be. Explain why your store is different, why people should feel good about shopping with you.

## 5. Use Your Name, Logo, and URL to Strengthen Brand Identity

Remember earlier when we talked about how your website, social media channels, and newsletter should all deliver the same message? Well, the same goes for your URL, logo, and the oh-so-important business name.

First things first: You don't want a name that's already an Facebook handle for someone else, or that has a URL that's already taken. It's hard to generate enough brand awareness that people seek out your brand. So when they do, we need to make sure they see your own content, not something from a LinkedIn handle that hasn't posted in three years.

No doubt, your logo, business name, and URL are massive brand awareness opportunities.



## Conclusion

There's a reason people talk about "building" a brand instead of "making" a brand.

A proper brand strategy takes time, patience, and lots of work to execute.

Your dedicated branding specialists for logistics are here, one click away!

With X2 Global Media you'll be able to your brand awareness over time and most importantly - save your dollar.

## 6. Know Your Audience

This is super important as if you don't know who your audience is, you cannot know how to build brand awareness that turns the right heads. Define your target audience before you create your brand so that you will attract the right people and not have a mismatch between your company and your customer.

You can even take it a step further and talk to your biggest customers during your rebrand. Ask them what they like about your logo, tagline, and other important identifiers of your brand. Make sure these things remain after the rebrand so that customers can still identify with your brand. These common characteristics will ensure that brand awareness will be seamlessly.

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A G E N D A

2 MAR

09:00 - 18:00 Registration  
09:00 - 12:00 Convoy  
19:00 - 21:00 Cocktail Reception  
19:30 Richard's Welcome Speech

3 MAR

10:00 - 11:00 Plenary Session  
11:00 - 11:30 Group Photo  
12:00 - 13:00 Lunch  
13:00 - 17:00 1:1 Meetings

4 MAR

09:00 - 12:00 1:1 Meetings  
10:30 - 11:00 Coffee Break  
12:00 - 13:00 Lunch  
13:00 - 17:00 1:1 Meetings  
15:00 - 15:30 Coffee Break  
19:00 - 22:00 Gala Dinner

5 MAR

09:00 - 12:00 1:1 Meetings  
10:30 - 11:00 Coffee Break  
12:00 - 13:00 Lunch  
13:00 - 17:00 1:1 Meetings  
15:00 - 15:30 Coffee Break  
17:00 Conference Close

6 MAR

18:00 - 23:00 Cargo Weekend

7 MAR

18:00 - 23:00 Cargo Weekend

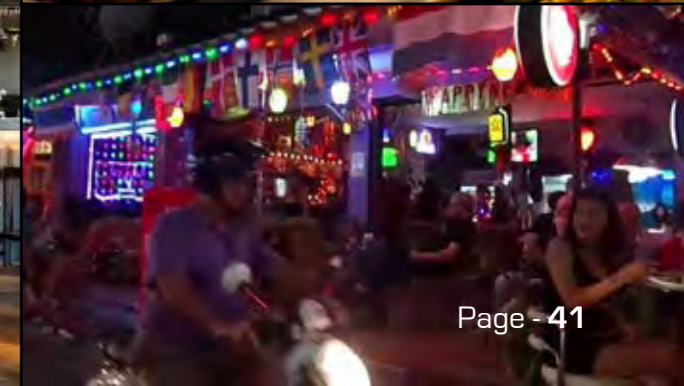
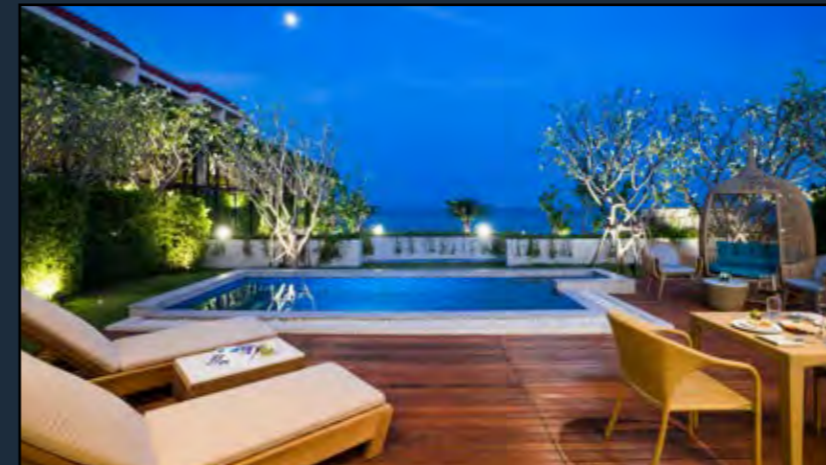
# AVANI Hua Hin



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.



# 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 café 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 38 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. 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>

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