

X2
LOGISTICS NETWORKS

QUARTERLY NEWSLETTER Q3/2016

2017



ANNUAL CONFERENCE UPDATES!

ARE FREIGHT FORWARDERS BEING LEFT BEHIND?

PLUS NETWORK MOVES AND NEWS

- COLDCHAIN
- PROJECTS
- MOVERS
- CRITICAL
- ELITE

FIVE REASONS TO HAVE A SOCIAL MEDIA STRATEGY



BREAKING NEWS: NEW MELBOURNE FACILITY OPENED AUGUST 2016



WAREHOUSE & DISTRIBUTION SERVICES

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- ORDER PROCESSING
- STORAGE
- PICK & PACK
- LABELING
- FAST DESPATCH
- DELIVERIES AUSTRALIA WIDE

ICAL's new location provides a refurbished office space and substantial warehousing, featuring ample pallet racking, bulk storage and a recessed loading dock. This is exciting times for ICAL as the move enables us to facilitate the expansion of our service offerings in third party logistics (3PL).

ICAL offers a wide and vast range of warehousing services designed to accommodate ever evolving requirements and tailor made solutions, with flexibility to accommodate client growth and changing business needs. Whether it be warehousing, pick and pack, order fulfilment, domestic distribution or inventory management ICAL can meet your needs.



We would like to invite all our clients interested in 3PL services to please contact us to see how we could assist with optimising your supply chain operations.

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WHAT We DO

BRANDING DESIGN
WEB DESIGN
MOBILE APPS
MARKETING
STRATEGY
PHOTO/VIDEO



X2MEDIA

CREATIVE DIGITAL MEDIA AGENCY

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MESSAGE FROM
**RICHARD
OVERTON**

Dear X2 Colleagues,

As we enter the 4th Quarter of 2016 and begin ramping up for the final sprint of the year ...I hope you are all well and on track to achieving the targets set out at the beginning of 2016!!

Welcome to our latest X2 Quarterly Newsletter... this 3rd edition of 2016 highlights yet again more member news as well as some useful tips and insights from the X2 team.

2016 has been quite a year for all of us at X2... and as we entered into the 4th Quarter of the year we have seen through many developments, in sometimes less than favorable circumstances. But we've also achieved a huge amount in... many ways. Within the development of the network I feel we have made good progress when compared to other networks in the sense that we have tried very hard to implement new ideas ...ideas that other networks are not willing to consider. We are now finalizing our roadmap for 2017 and identifying potential new strategies that can add further value to the members of X2. Bringing value to our members of X2 has always been a priority for me and this will not change.

Of course, there's still a lot of work ahead... especially with the development of business between members and the

important shift change of mindsets of our members is urgently required if we are going to make X2 a network that can garner greater results than other networks moving forward. In 2016 we have worked hard to try and create a culture within the network... a culture of reciprocation and professionalism. We implemented a framework... new rules and even some new tools... but sadly not all members collectively embraced them. Moving into the final Quarter of 2016 will see us continue to create ways that will assist members and how they do business.

Let's continue to make X2 the most professional global logistics network in the world. On behalf of my team and everyone here at the X2 office ...we thank you for your continued network support and we want you to know we are working on continuous improvement for the group and we really do care about what we do. I look forward to communicating with you all during the next few weeks and I wish you all a prosperous final quarter of 2016!

Enjoy the read... X2 let's go!

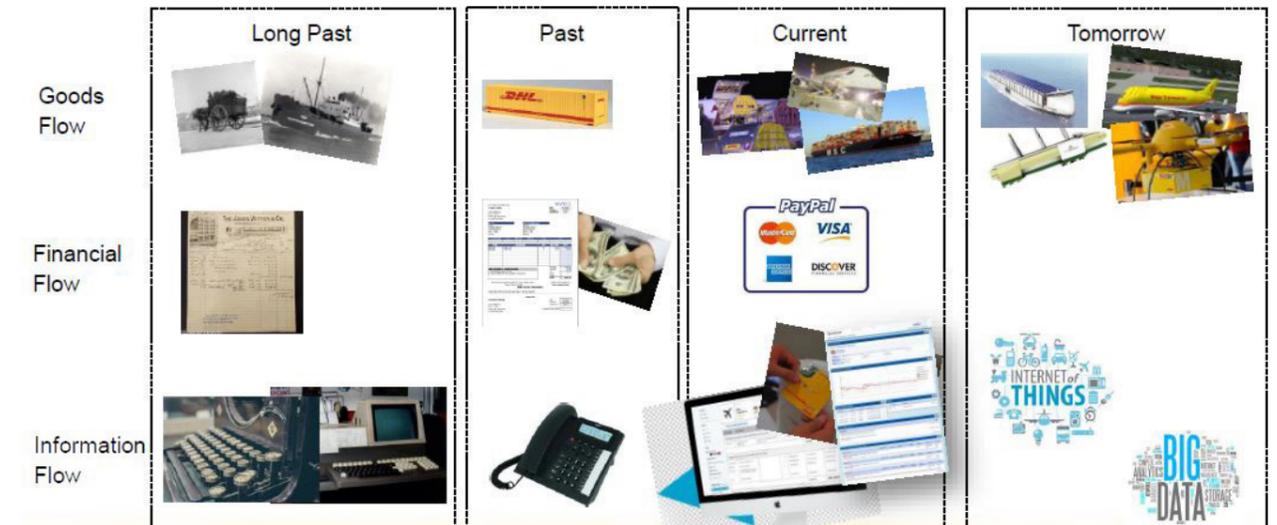
Richard Overton
CEO of X2 Logistics Networks

If the Future is Not Upon Us Then It Is Not Too Far Away...

By **Mike Sephton-Poultney**, X2 Network Coordinator

As someone who was brought up in an era dominated by the influence of technology, I am very intrigued by the role that technology has to play within the logistics industry. How has technology impacted this field and what lies ahead as a result of the rapid technological advancements that face us in today's society? Technological development is all very exciting and the rate at which we progress is nothing short of amazing, but is all that lies ahead positive and something to look forward to? Is there a future for small and medium sized freight forwarders as it may be fair to say that many are fighting an uphill battle for survival due to an ever growing trend of consolidators, acquisitions and the impact of technology?

In many respects the idea of an international freight forwarder has changed very little over the past few decades. "A freight forwarder's general role is to facilitate the movement of goods around the world, acting on behalf of importers and exporters". This process will remain a constant going forward but what will change are three primary fundamentals that create that process. These are Goods Flow, Financial Flow and Information Flow. We have already experienced much change in this regard over the years which have led to us to present market environment. Freight Forwarders' are in constant search of the quickest and most economical solution. This competitive reality is something which creates this desire for the rise of technology.



“IN THE FUTURE, HIGHLY FUNCTIONAL SYSTEMS OPERATING AS A SINGLE APPLICATION – COVERING EVERY ASPECT OF OPERATIONS FROM PRICING, ORDER MANAGEMENT, SHIPPING, WAREHOUSING AND TRANSPORTATION MANAGEMENT – WILL EMERGE” – KEN LYON.

If the future is not upon us, then it is not too far away. Where does all this instability lead to? The anticipation of the unknown due to such a volatile industry. Is there reason for concern or is the freight forwarder being opened up to an endless opportunity as a crucial part of the supply chain? The constant changes in the present market predict a future that will require successful freight forwarders to adapt to technology and automation across many different areas.



Mike Sephton-Poultney,
X2 Network Coordinator

About the Author:

Mike learnt much from his days growing up in South Africa. After many years he eventually attained a degree in psychology as well as a growing passion for philosophy. He decided to leave South Africa in need of travel and to experience the vast array of cultures that the world has to offer. Today he is happily settled in the crazy chaos of what Bangkok has to offer. He provides valuable insight to prospective members via X2 Logistics Network. Email mike@x2logisticsnetworks.com

X2 CONFERENCE 2017



by **Murray Backhouse**, Membership Manager

Do yourself a favor and go ask anyone from a politician, your boss or a successful sales person, what has played the biggest part in assisting him to excel to the position they are currently in with regards to their career. The answer for the majority will be one simple word and that is NETWORKING.

With more and more networks appearing every month, I can only imagine the amount you are all constantly bombarded with by advertisements, emails, special offers and networks telling you how they are the best. With networking at the X2 Conference we guarantee that you will create personal relationships, that will be a connection for life as well as building and maintaining mutually beneficial relationships. All of these personal relationships that you will take away from the X2 Conference will enable you and your company to stand out, rise above the noise and remain on top.

IT'S NOT ABOUT WHO YOU KNOW... BUT WHO KNOWS YOU!!!

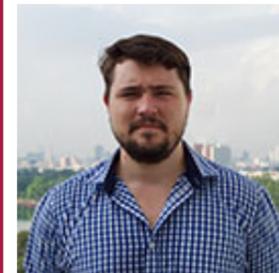
In saying all of this, you are probably asking yourself, how is the X2 Conference different from any other networks conference? How can he provide the tools to ensure you and your company rise above and remain on top? Well, the answer is simple. Yes the 1:1 meetings are important and you get to create business through these but how many of you actually create relationships outside of the office space? At the X2 Conference we allow for this with 3 sporting activities for everyone to get involved.

Last year we saw the launch of the much successful X2 World Cup, this was the first of its kind in Logistic Networks Meetings. The event saw just over 120 delegates spread over 12 teams compete for the coveted X2 World Cup. What made the 12 teams special was that members had to pick their own team but could not see who else was in their team. We were able to create 12 teams of absolute strangers and this ultimately lead to plenty of laughs and friendships that would never have been made sitting opposite each other in a suit in your office.

This year we will be adding two more events. We will be launching our X2 Grand Prix. This will be held on the 18th of February and participants will be split into 10 teams. The X2 Grand Prix will be run in an endurance format, similar to the way Le Mans 24 performs but only ours will be 3 hours long. The third event will be the X2 Farewell Golf Day. This will be held on the 23rd of February and will be played at the Muang Kaew Golf Course in Bangkok. The Golf Day will be a great conclusion to what is set to be one of the best conferences the industry has seen.

On top of all of these amazing opportunities to enable you and your company's name to stand out we will also host an X2 World Cup Cocktail evening, the official Welcome Cocktail Evening and The Masquerade Ball. All of this on top of the day events we have is why we are different from any other network. At X2 we go the extra mile to make sure you improve your business.

**WE LOOK FORWARD
TO SEEING YOU IN
BANGKOK
IN FEBRUARY
2017** 
CONFERENCE



Murray Backhouse

Member Communications & Engagement Manager at X2.
He can be reached via e-mail at murray@x2logisticsnetworks.com

Five Reasons to Have a Social Media Strategy

by **Ram Kumar**, Social Media Manager

A Social Media Strategy is basically how an organization uses social media to achieve its various goals and the tools it will use towards it.

Did you know that Social Media Marketing has a 100% higher lead-to-close rate than outbound marketing? And that nearly 90% of B2B Marketers use social media in some way or the other.

These stats do not come as a surprise as we are BANG in the middle of the digital age, where everything is digital and moves just as fast.

If the downfall of companies like Blockbuster and Kodak teach us anything, it is that you need to constantly keep adapting and updating to stay ahead of your competition.

Here are five main reasons why you need a social media strategy

1 **Let's You Keep in Constant Contact with Your Customers**

Every business wants to provide "A Class" Customer Service. The basic nature of Social Media is that it provides updates in real time. So when one of your customers/clients or even your followers start talking about you, you will immediately know about it. And this gives you a great opportunity to open dialogue with them or take part in conversations with other followers.

Here is a great example of a company that took advantage of this:



While waiting for take-off in Tampa, Florida, Peter Shankman jokingly asked Morton's Steakhouse to deliver a porterhouse steak when he landed at Newark airport.

When you think of the logistics of pulling this off, it becomes even more impressive. The Community Manager needed to get approval and place the order. It needed to be prepared and then driven by the server to the airport, to the correct location and at the right time. All in less than three hours.



2 **A Strong Social Media Presence Builds Brand Loyalty.**

A recent study showed that companies that had an active social media presence had a much higher number of loyal customers. This is pretty straightforward, because when a company posts

engages with customers regularly rather than just tossing various posts in the web hoping for it to pick up traction, they seem much less like a big corporation and seem more like what they really are A group of unified individuals with the same visions and goals.



3. It is Cheap! Social Media Marketing is incredibly cost-effective, and most of the social media networks provide a wide array of tools to justify the cost and they let you measure your insights among other things. Take Facebook for example, it is the largest social media platform in the world, if Facebook was a country it would be the largest country in the world with 1.4

billion active monthly users. Now each of these users have their own interests, likes & dislikes. Why let such a large potential customer base go to waste. Which is why running Ad-Campaigns on Facebook could prove very fruitful.

Let us take for example Billboard advertising Hoardings running Ad-Campaigns on Facebook.



For many years a Billboard was one of the best forms of advertising, where if placed in the right location it would generate large impressions & brand awareness. Now what would you say if there was a way you could have similar reach

without the expense of hiring a billboard (Which is VERY EXPENSIVE!!) and your ad would only reach people who would most likely be interested in your product/service. Enter Social Media Marketing.

4. Proven to Generate More Sales 70% of B2C marketers have acquired customers through Facebook & that 84% of CEO's and VP's use Social Media to help with purchasing decisions.

When you stay in front of your customer base they are more likely to buy from / use the products/ services you are willing to provide. Social Media Marketing lets

you get ahead of your customers and gives you ample opportunity to constantly give them incentives to buy.

A good method to find out which social network works best for you would be to provide your various followers with Coupon codes varying with each social network.

Then analyse which code is being used the most and Voila!

5. Social Media Helps Get You Noticed at Events and Provides Social Media Coverage

No matter what your event be it a Fundraiser or a Massive Expo, Social Media provides the best way to leverage you presence on a massive scale.

With various tools that can be used in this aspect, like using one Unified Hashtag throughout the event, for example for the upcoming X2 Conference the Hashtag to be used among all the platforms would be **#X2CONF2017**



These are only five of the many reasons why you need to have an active social media presence. If you don't have time to maintain an active social media presence, contact X2 Global Media today to get started.



Ram Kumar is Social Media Manager at X2. He can be reached via e-mail at **ram@x2globalmedia.com**

THE KEYS TO EFFECTIVE NETWORKING

by **Birgitte Haxholm**, X2 Event & Project Media Manager

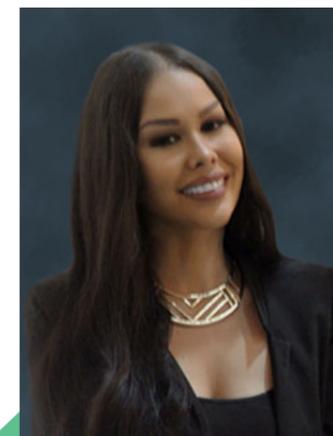
Besides working as an Event Manager lots of people know me as a networker. I have been to plenty of networking events and I've also arranged many of them all around Asia. It's well-known that people have a love-hate relationship with business networking: It takes time and effort, but in return if correctly done it pays off with great rewards. Effective business networking allows you to win new sales leads as other businesses starts to refer your business to their customers and also allows you to establish relationships that could be helpful when particular services cannot be provided by your own company.



THE NUMBER ONE KEY TO BE A SUCCESSFUL NETWORKER

is to be communicative, approachable, open-minded and be able to give a memorable approach. Business networking can be defined as a marketing tool or as a marketing method to help you create new opportunities, gain knowledge and find new ideas through like-minded business people.

With the year's business networks and business marketing has changed rapidly. Internet has become our best friend and our worst enemy at the same time. Even though you leave a good impression most people will afterwards look you up on the net. To have updated social media (Facebook, Twitter, LinkedIn etc.), a modern website and an eye catching logo is part of the deal nowadays. The new era of marketing is no longer an advert in the newspaper or a logo on a bus. Part of the key of becoming a successful networker is also to create it as a lifestyle and hand pick the events you're attending. Depending on what you want to achieve from networking it's really important to attend the right ones. Members are handpicked to increase the possibility for all members around the world to create new opportunities. We try our best to give each company a personal map on how to get the most out of the yearly conferences.



Birgitte Haxholm is Events & Media Project Manager at X2. She can be reached via e-mail at [Birgitte@x2globalmedia.com](mailto:birgitte@x2globalmedia.com)

If you're not the outgoing networker that feels comfortable with presenting yourself there are other opportunities such as buying a Private Booth or a Sponsorship Package. By buying them you are inviting people to approach you first and it also gives you the opportunity to set a second meeting without feeling too aggressive. At our conferences we also have 1-1 meetings available for you to handpick who you would like to meet and greet. But if you prefer a more informal environment, I suggest you to join the World Cup Tournament, Grand Prix or the Farewell Golf.

A LITTLE SOMETHING FOR EVERYONE, AND REMEMBER; ALWAYS ADD FUN INTO YOUR NETWORKING AND DARE TO BE CREATIVE!

CONEXO

Assessoria em Comércio Exterior and First Logistics Mexico Partner on Shipment

X2 Elite Member

It was 9 x 40' open top containers with cargo of machines, from RIO GRANDE PORT/BRAZIL to VERA CRUZ PORT/MEXICO. This was an excellent job from First Logistics and CONEXO.

The two companies are now "changing" clients and business for a long partnership.



Globus Transitos Private Limited

X2 Elite Member

Transports Tile Polishing Factory Line

The objective for Globus Transitos was to safely transport in freight from Factory Door to Mundra Port, India. The Tile Polishing Factory Line has a weight of 34 M tons.

No major problem was encountered in moving the very expensive piece of cargo.



Remarks:

Partial shipment for the total tile polishing factory being imported from Foshan, China to Mundra, India.

Terms: Port to Port.

Petrasco Energy Logistics

X2 Projects Member

Heavy lift BOPs from Louisiana to the Caspian Region

The challenge for Petrasco was to provide a solution which would include the inland load out and transport via the US waterways from Berwick, Louisiana to the load port of New Orleans before being loaded to a vessel which would take them on the next stage of their journey.

The shipment included two heavy lifts of 236,214 Kilos and 137,610 Kilos from an inland location which required consideration of each trans-shipment point in order to ensure the safe handling and transportation. A plan was put in place to ensure a barge could be sourced for the loading point and the BOPS were moved by river to new Orleans where they came alongside the deep sea vessel before a ship to ship trans-shipment was completed.



Once safely loaded, lashed, secured and surveyed the vessel sailed for Constanta, Romania where the cargo would be trans-shipped once again for onward shipment via the Volga-Don Canal system to final destination in the Caspian Sea on time and on budget.

Learn more at: <http://www.petrasco-energy.com/>

Rollit CARGO

Provides **Safe and Secure Handling** for **Nacelle Unit**

X2 Projects Member Rollit CARGO has the equipment and the know-how to set your projects in motion. The company specializes in handling WTG's.



X2 Projects Member



Recently they completed a project of onshore WTG's Benelux. The objective was to provide safe and secure handling for the 80 Tonne unit. And the job was complicated by the problem of narrowstowage.

Rollit CARGO completed the project successfully and professionally.

Learn more at:
www.rollitcargo.com

Cargo Movers

Delivers Tripoli Aid

Due to the war in Libya it is a very difficult location for shipments. But Cargo Movers GmbH, an X2 Cold Chain Member was able to arrange a full charter of medicals up to Mitiga Airport in Tripoli, Libya including ground handling.

The cargo included 217 pallets of medicine, medicals and related materials and the total weight was 90.833 kg.



X2 Cold Chain Member



"It was a very big deal and very difficult but was handled successfully" said Marcel Macke, Key Account Manager for Cargo Movers GmbH.

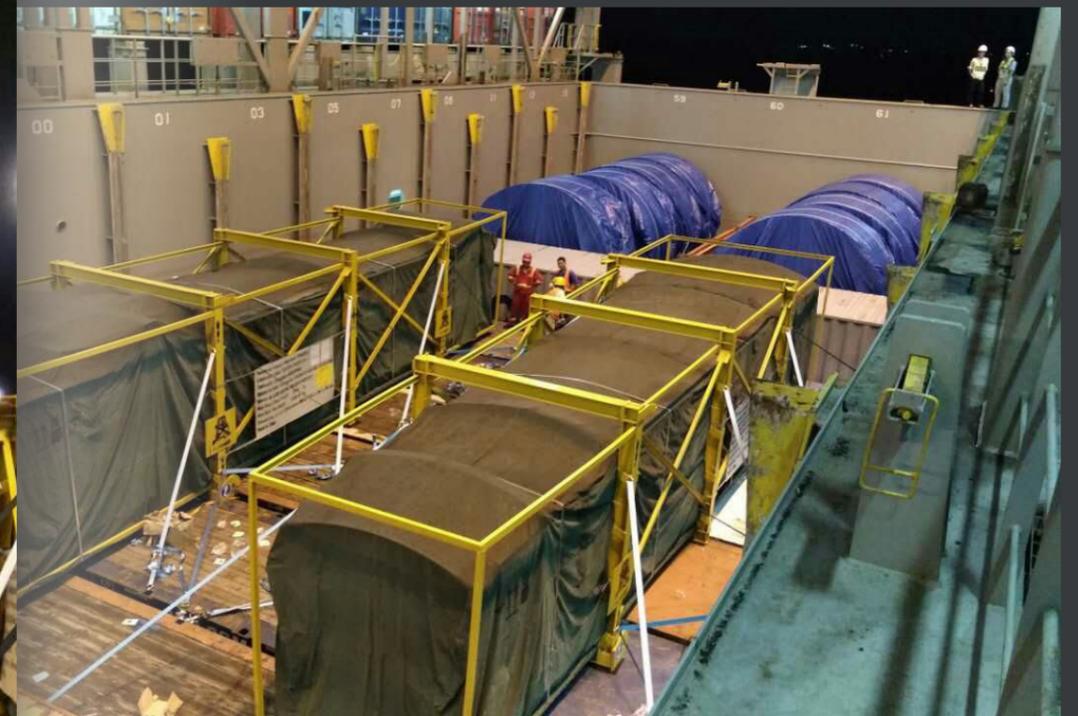
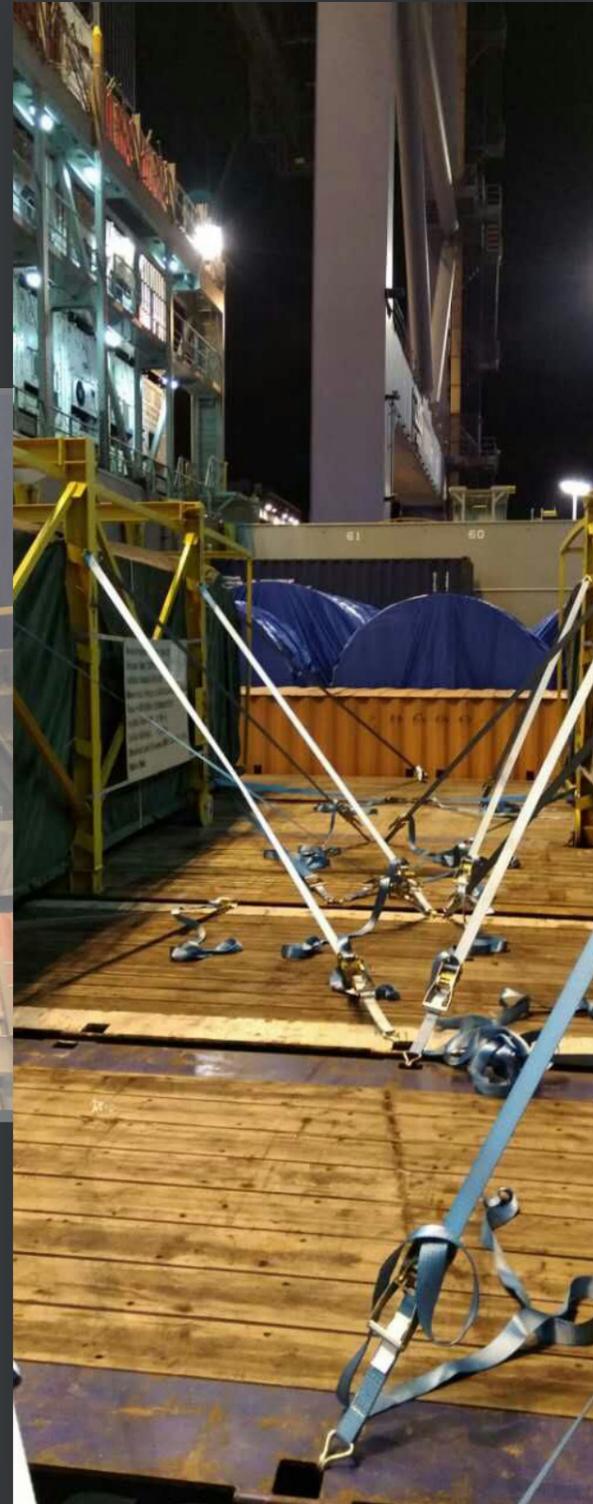


Moves 3 Items of Construction Machinery Aid



Sun- Cargo provided one-stop service from cargo pick-up, lashing, bonded delivery and ocean freight.

The Port of Loading was Shenzhen and the Port of Discharge was Buenos Aires. The Commodity was 3-items of construction machinery (over 12m).



Since items were over 12m, standard flat rack container is not able to accommodate because lifting holes of flat rack container were covered by the cargo.

As such we coordinated with shipping line by using BBK method. That means carriers lifted up the flat rack equipment on the vessel first. Then the cargoes were lifted up separately and put on the pre-set flat rack containers. Then labour did the lashing on board.

Galaxy Freight and JET8

Go Multimodal to Reduce Costs



One of our Galaxy Freight customers wanted to move a vehicle from Bangkok to Mumbai.



X2 Critical Member

The vehicle being odd dimensions there was only Singapore Airways that could accept the vehicle. We connected with fellow X2 Member JET8 in Bangkok.

Since Singapore was the only option, we decided to move the vehicle to Delhi on Singapore Freighter, custom clear it in Delhi and truck the vehicle to Mumbai on our own.

In the process we did the shipment at half the price that was quoted by Singapore airways, A Total of 6 days was taken to complete the activity including custom clearance and less carbon footprints.



Waiver Logistics

Plays **Key Role** in **Rolling Stones Olé Tour**

X2 Critical Member Waiver Logistics played a key role in the logistics for the Rolling Stones América Latina Olé Tour.



X2 Critical Member

Waiver was responsible for the procurement of road transport carried out by Contisul companies, Transhow, Caprimar and Pellenz.

The temporary admission into Jaguarão border of **199,372.91 kg** in costumes, materials production, set design, musical instruments and equipment that arrived in Brazil in **20 chests trailers**



from Montevideo to Rio de Janeiro was held by **Waiver**

Why X2 Movers?

Even for those **in the know,** **relocation** has its **challenges**

The Rowan family moved to Houston 11 years ago from Manchester, England. Their first order of business was to decide whether to sell or lease their home in Katy. In the end, they decided to sell.



“There were **three key things** that made us decide to sell.

First, we didn't know how we would feel about coming back to our house after somebody else had lived in it.

The second thing was that our daughter said that she wanted to go to a different high school than the one we were zoned to, so we would have to move to a different house anyway.

The third thing was really just the unpredictability of the market,” said Rowan”.



Zealous Movers

Zealous Movers Transports Grand Piano

Based in Singapore, X2 Member Zealous Movers has developed strong client relationships. They say "We are in the business of serving not just your practical moving needs but more importantly your emotional needs."

For more than ten years they have provided one-stop service for a full range of moving needs. These include needs assessment, packing and transportation, storage and disposal, and all other interim needs.



X2 Movers Member



While relocation can be a major disruption to many, it need not be the case. From grand pianos to corporate art work the focus is truly listening to customers and shaping the services to exactly meet the unique needs of each client.



ARE FREIGHT FORWARDERS BEING LEFT BEHIND?

by **Shane Hebzynski**



This is a question that is being asked with increased frequency. The answer? Yes, some freight forwarders are being left behind. Well, perhaps “left behind” is not quite the correct term. It would be more accurate to state that some freight forwarders are lagging behind technologically.

The world is advancing at a rapidly increasing pace in almost every area of technology. Even the wheel is being reinvented by Goodyear with a system that can move in a way that virtually eliminates the need for any parallel parking skills

The march of technology has already influenced the industry and inevitably the freight forwarding industry will see disruption in the likes of Uber, Amazon, and other freight directed startups. A lot, probably most freight forwarders see new media and other newly developed tools as a hindrance. In reality, technology offers increasingly powerful tools for business expansion.

This is a subject that has been taken on by X2 over the past year, was present in the most recent White Paper that I authored, and can only be emphasized more as it grows more imperative for existing businesses to adapt to new developments and prepare for a tech startup or established tech firm in Silicon Valley to disrupt the industry in a massive way.

All companies are essentially becoming tech companies. Whether you're a freight forwarder, button manufacturer, or online boutique. Technology must be at the center of your business.

There are a few basics that any company can take to at least enter into the technological arena. Remember, it's just not for show. It can help your company identify customers to grow your business as well as help your company win bigger contracts. No large company will enter into a new relationship with a SME partner who fails to at least be modern.

Here is what you can do to get started. If you need help, X2 Global Media will be happy to support our members modernize and use technology to an advantage.

The Basics

Website:

This is the most basic item that every company needs in today's world. Yes, there are always some companies who remain adamant that they don't need a website and word-of-mouth is sufficient. Sorry, but you're living a lie. People might talk to a friend, but they're still going to go to Google and search for your business right after being told of the recommendation. It's just safer that way.

There's also the "we have a website" crew. If your website is older than 5 years old, it's safe to say a lot of traffic hitting your site, probably assumes you're out of business. Or that you won't offer the same service as that other new site they just saw. Oh yeah, and it's on their phone so your website better be mobile friendly.



Social Media:

It's not just for looking at cute cats and seeing what the Kardashians' are doing today. Social media can be a powerful selling and marketing tool. Instant access to clients through chat, more locations for your branding and a platform to project your brand image. Remember, invite clients to like or follow your page and provide interesting and engaging content for your audience. Update frequently and don't go silent for more than a few days to maintain your reach.

Email Marketing:

I don't mean spamming every person you know by sending rate information. I mean a well thought out and well-designed email with appealing graphics. Grow your subscriber list and reach out to the people who want to receive your messages. This will help you grow your client base as emails are forwarded plus it'll establish another layer of connection between your company and your clients. There are pain free services that offer excellent utilities such as MailChimp, so you can easily get started communicating.

That's It?

There certainly is more that can be done but I thought I'd just share a few of the most basic things that can be done to take a few steps on the ever improving technological road.

Remember that almost any media is a potential marketing tool and many companies today don't want to deal with the hassle of technologically lagging companies. Businesses and consumers want their service now and not to wait for a fax.

Large tech companies are forcing other industries to become tech-centric. Logistics, and especially, freight forwarding are industries that are ripe for disruption by companies with chump change to spend on a new app to make freight faster and easier. Will you be able to respond? Or, will you find that after waiting three days, you lost a possible key client account to Uber or Amazon?



Shane Hebzynski is Network Development Manager at X2. He can be reached via e-mail at shane@x2logisticsnetworks.com

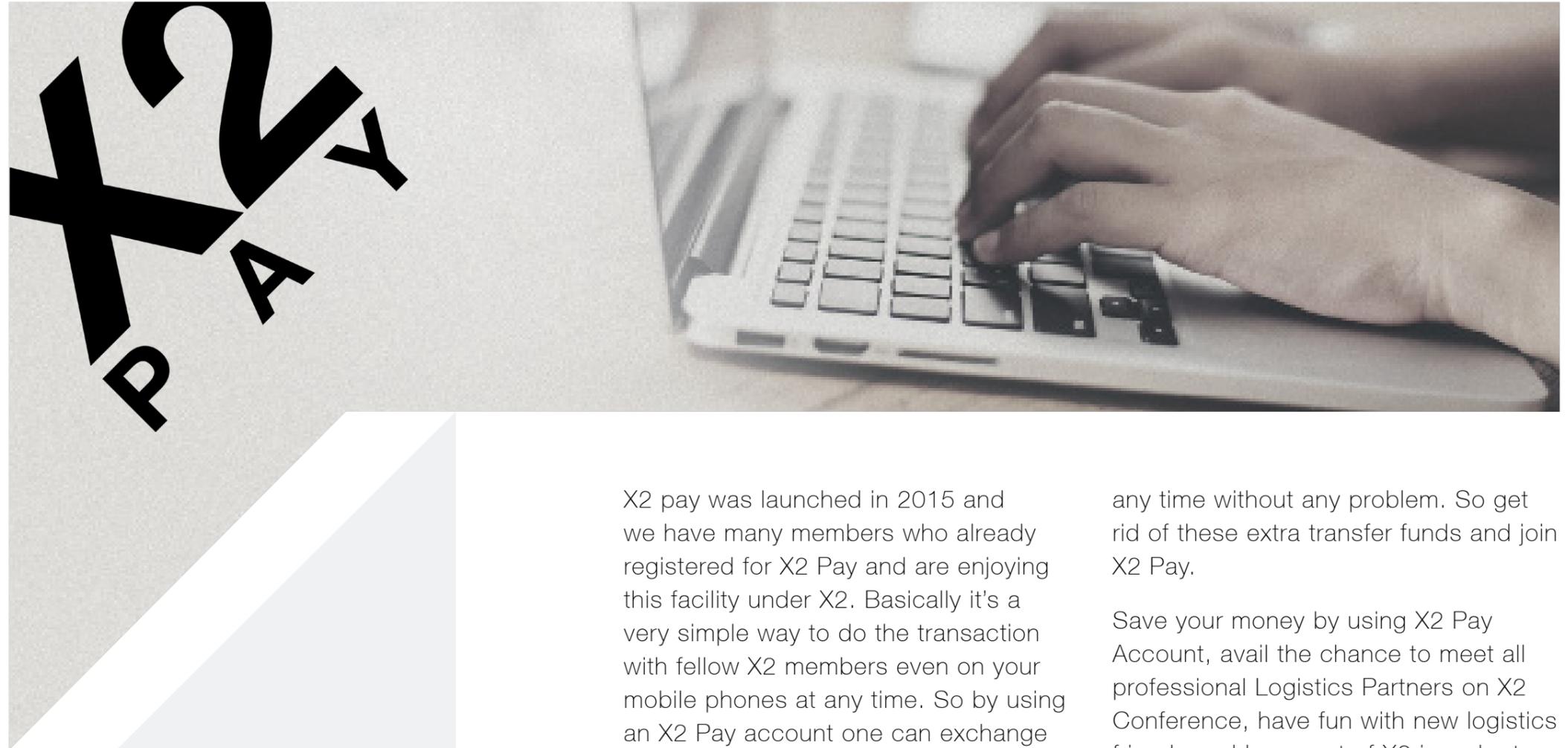
GROW YOUR BUSINESS UNDER X2 AND SAVE MONEY

By **Saba Bilal**

As we all know that there are many Logistics Networks in the world and they are offering many facilities to their members but what makes X2 unique and the world's most professional logistics network? Here you will come to know some additional and beneficial aspects of X2.

Since 2012 X2 Logistics Networks is offering various advantages to members including Financial Protection - Limited Membership per Market - Free PR/ Marketing Opportunities. No doubt there are a few Networks who provide Financial Protection but there are some minor things that no other Network cares or even not bother to think about. One of them is the handling fee.

Let's talk about an average handling fee of \$50 which is small amount for all the Freight Forwarders like a pinch of salt but think on the bigger scale and see the benefits. Let's suppose if you are handling 100 shipments on average per year then you need to pay about



\$5,000 in total, which is a huge amount anyway and what if someone has more than 100 shipments?

So X2 has introduced X2 Pay System to eliminate these transfer costs. X2 Pay is the greatest solution for saving bank charges and it allows member to cover their renewal with the savings during the course of 12-months. As I discussed above if you will have \$5000 by beating your transfer funds on 100 shipments you could not only pay for the membership renewal but also can attend the conference, can bear your accommodation expenses and still have some dollars in your pocket.

X2 pay was launched in 2015 and we have many members who already registered for X2 Pay and are enjoying this facility under X2. Basically it's a very simple way to do the transaction with fellow X2 members even on your mobile phones at any time. So by using an X2 Pay account one can exchange payments instantly and save thousands of dollars on bank charges.

X2 Pay System is open for all X2 members to register without any joining fee. One who is interested to register for X2 Pay, needs to deposit only \$1000 and withdraw their money at

any time without any problem. So get rid of these extra transfer funds and join X2 Pay.

Save your money by using X2 Pay Account, avail the chance to meet all professional Logistics Partners on X2 Conference, have fun with new logistics friends and be a part of X2 in order to grow your business.

So now that you have all the explanation about X2 Pay, here's what you should do next for the Registration of X2 Pay Account: Email us at cs@x2payonline.com



Saba Bilal is Membership Services at X2. She can be reached via e-mail at saba@x2logisticsnetwork.com

INCREASE MEMBER ENGAGEMENT LEADS TO MAXIMUM BENEFITS

By **Shawn Stephen**

Member Engagement is the most important factor in a logistics network. The purpose of joining a logistic network is to unite and build a stronger relationship with other members. This is also to improve business and help members who are having trouble with shipments. A strong member engagement will ensure that networks will grow bigger and become more powerful. To maintain a stable Member Engagement, Membership Services team makes sure all office and contact details are up to date. When members contact each other, they should get an immediate response, this is what makes a great network. Our team responds immediately to a members request and we assist them as soon as possible.

Since the last X2 Conference in February 2016, Member Engagement has improved drastically. The conference was an immense success with all the members engaging with other members in a fun and relaxing atmosphere. The success of the Conference played a role in the member engagement. Thus, it keeps members closer to one other, resulting in regular business communication. Membership Services team has met all the delegates who attended the Conference and the bond is stronger than in the past.

Our new website has launched in April 2016. The website was created to be more user friendly and attractive. We wanted to make it easy for all members, so we have given out a login to all members. This assures that any agent can search for desired company with all the necessary information. With just one click, any member can find an email address or Skype ID that will instantly connect them together. With the launch of our new website there are also additional features such as Resolution Center and News Submission which makes communication hassle free.



After studying and understanding the communication process with members, we decided to be active in all modes of communication. Every member has their own way of communication and we wanted to be sure that they can reach the Membership Service team with ease. We have recently created a Membership Services account on Skype which is one of the quickest and easiest way to communicate with members. Members mostly request for an agent of a country and the team provides the contact details of needed agent. We also offer connection through Membership Service email. Since we have expanded our mode of communication, members are much more engaging with the X2 Team and the network. Especially X2 Whatsapp group, members are always engaged by requesting or providing quotes and helping out others 24/7.



Overall, we have seen the communication between X2 and our members improve. The bond we have created with members is much stronger and faster than in the past. Members are very engaged with the network, working on improving their Tier level and updating their profile through different modes of communication. The benefits of connecting through all modes of communication will make life in the logistics network easier. And of course Members of our network can count on our help.

If you have an inquiry, please email us at memberships@x2logisticsnetworks.com



Don't have time to send us an email, no problem, we are available on Skype, add us: **x2membershipservices**



Want to be involved with the members 24/7? No problem, provide us your Whatsapp number and we will add you to the official X2 group.



Shawn Stephen is Membership Services at X2. He can be reached via e-mail at shawn@x2logisticsnetwork.com

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