

X2
LOGISTICS NETWORKS

QUARTERLY NEWSLETTER Q4/2016

2017



**CONFERENCE
PREVIEW
IN PICTURES!**

**10
SOCIAL MEDIA
MISTAKES
BUSINESSES
MAKE**

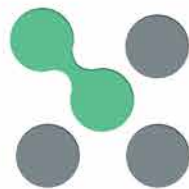
**THE
UNCONVENTIONAL
GUIDE TO
SOCIAL MEDIA**

**PLUS
NETWORK
MOVES AND NEWS**

- **COLDCHAIN**
- **PROJECTS**
- **MOVERS**
- **CRITICAL**
- **ELITE**

WHAT We DO

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WEB DESIGN
MOBILE APPS
MARKETING
STRATEGY
PHOTO/ VIDEO



X2/MEDIA

CREATIVE DIGITAL MEDIA AGENCY

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MESSAGE FROM
**RICHARD
OVERTON**

Hello to all X2 colleagues, I hope you all enjoyed a happy holiday season with family and friends!

Throughout 2016 we have continued striving to build a professional membership unlike any other. We maintained our focus on professionalism and did our best to measure the business volumes within the group as well as finding new ways to boost member-member inquiries and grow member to member business wherever possible.

As we head into 2017 and look at new ways to develop the network's capability I would like you all to know that everything we do at X2 is done with care and with sincerity for all members and for the well being of the group. Sometimes we make the wrong decisions and make mistakes... and as we enter the New Year I will be utilizing this time to look back and reflect on myself and the mistakes I have made and will be doing my best to improve myself where I feel I may have failed.

I would like to take this opportunity to apologize to any of you that may have felt let down or offended by the behavior or decisions made by X2 over the past 12 months. Everything we have done in 2016 has been done with a strong passion for making the network the best it can be and sometimes that strong passion for success may reflect wrongly in communication. Again, this is an area that can be improved in 2017. I

personally apologize to anyone who may have been offended in anyway.

I am really excited and looking forward to our 4th Annual Conference to be held 18-23 February 2017 in Bangkok as we now have over 310 delegates booked and confirmed. We are set for another great solid conference experience with great people and great fun. We are aiming to deliver an even better conference experience in February and we have new activities and even more meeting time than ever before. I look forward to launching the new X2 Premier group along with being the first network in the world to issue X2 Platinum credit cards to all conference attendees! I can't wait to meet, greet and catch up with all members in February. Looking forward to seeing old and new faces joining together and spending quality time together!

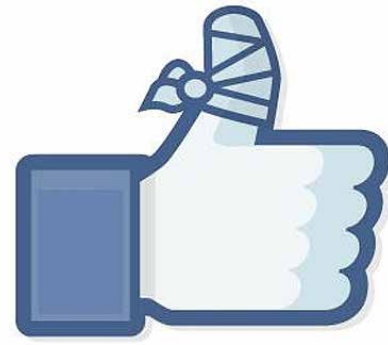
On behalf of everyone at X2 I would like to thank all of our X2 members and friends for your most valued support during the last 12 months. I look forward to seeing you all in February to get the X2 year of business between members started.

2017 X2 let's go!



Richard Overton
CEO of X2 Logistics Networks

10 Social Media Mistakes Businesses Make



by Shane Hebzinski,

Everyone has been confused about social media at some point and many reading this might still be. There are so many platforms and new features being added to these platforms all the time. Plus, wherever you look there are people selling trainings and seminars about maximizing every platform out there it only adds to the confusion.

Here's a short list of 10 common social media mistakes seen with business accounts.

By the way, there are definitely more than 10 but 10 is a good starting point.



1. Lack of Long-Term Commitment

Businesses get excited when they're creating their new Facebook page or Instagram account and enthusiasm quickly fades out. Usually you can see that waning enthusiasm in the profile's timeline.

A couple posts a day becomes one post a day, then that diminishes to a post a week or just once or twice a month.

How To Fix It: Place social media activity into your daily routine and learn to embrace it. Like a marriage, it won't always be exciting but does have its own rewards. Just spend 10-20 minutes per day on your account and build up your presence from there.

2. I Have A Profile, People Will See It and Like It

Your page looks perfect! Epic hero image! Perfect profile photo! Management apps are connected! You're done, right?

You're just getting started, young social media padawan.

How To Fix It: Make regular updates, change the profile picture and hero image, engage with your audience. Whatever you do, don't let your page die or become stagnant.

3. Automate Wisely

Facebook pages with Twitter posts and Twitter posts with Facebook references. Or, an automation app posts 50 things on

your behalf in 15 minutes. You're bound to lose followers and engagement will take a hit.



How To Fix It: Instead of automating your posts, instead schedule your original posts. You'll have more control and have much more control over your messaging. Don't let the automation app take control.

4. Post Overload!

This has been touched on in #3 but we should look at this more in depth. There are some general guidelines about posting but not any hard rules on the subject. Generally the guidelines are for maximizing your audience reach because your post isn't alone in their feed and every new entry pushes your post down and out of immediate visibility.

But! Too often and you'll annoy your fans and they'll likely unfollow or hide your posts from their feed.



How To Fix It: Spread out your posting times and determine when is the best time for your particular audience. It'll take some experimentation so don't worry when you see highs and lows in your analytics. For most social media at least 3 times a day is good for reaching your audience. Twitter can be more, even up to 10-15 times per day if it fits your audience.

Pro-tip: Twitter let's you cheat a little, you can re-post the same tweet from earlier in the day. Let people really know how much you enjoyed your pancakes this morning.

5. Ghost Town

#4 was about too much, well, if you skipped the title, you'll be surprised to find out #5 is when you post too little.

Your activity is looking pretty much like nothing.



So, that leads me to three quick questions; Have you ever seen a page like this? How did you feel? And does your company's social media page look eerily similar in its emptiness?

How To Fix It: 2 words: Content strategy. Plan for one post a day and you can avoid this trap. Extremely and not enough time to sit down and post daily? No problem! Use a post planner app on Monday and schedule your posts for the rest of the

week. If adventurous you can try a while month. If you aren't posting, no one will learn about your business through social media.

6. Fake People

Ever seen someone answer the phone and pretend to be someone else because they're avoiding an uncomfortable question? Yes you have, we all have. Some people have done that with social media.



How To Fix It: Just DON'T DO IT! Respond to every comment and message honestly. It's ok if your response takes until the next day, but a late response is better than no response. If you don't have an answer, be appreciative and say that you'll get back to them or look it up. Engage and make your followers feel valuable. If they feel appreciated they're less likely to complain on Twitter.

7. Lead Generation Strategy?

Internet marketing is a different list. But, you need to drive traffic to your website. Likes and follows are great, but if they aren't going to your site how will they commit to use your services?



How To Fix It: Create posts that drive traffic to your website and likewise use your website to connect traffic to your social media pages. Lead your audience to opt-in and signup pages so you can establish contact with them beyond the means of social media.

8. Inconsistent Branding

Ever been to a company's social media pages and nothing matches? Different logos or different color schemes and nothing appears to be uniform. You might think no one notices but you. Well, most people do notice.

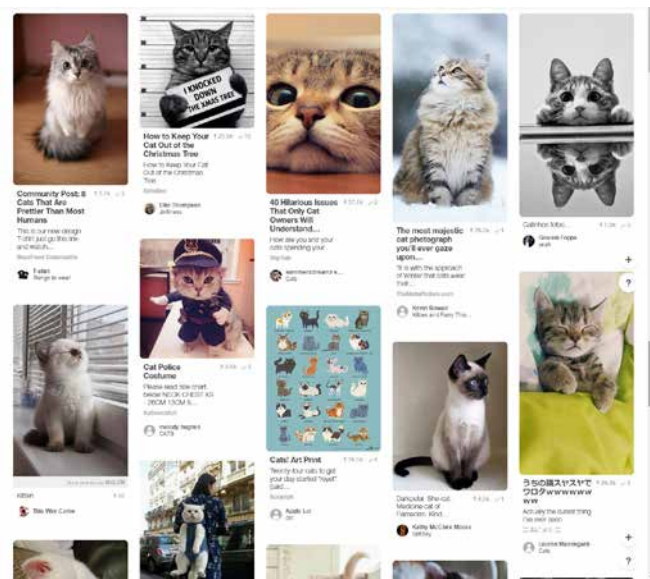


How To Fix It: This is fairly simple and straight forward. Make sure everything matches across all of your social media platforms. Yes, images sizes will differ

for different platforms, but the basic appearance of images should not have drastic changes.

9. It's More Than Cats

A few years ago it seemed everyone and anyone was posting pictures of kittens and various memes on their business pages. Luckily the “interwebs” has outgrown that phase and we’re (most of us) adults and use our business pages responsibly.



How To Fix It: If you have been doing that, cut it off! If you want to do it, Once in a long while it's ok. It does get people's attention and that's good. However, if it's all the time you're getting attention but only for the moment and unlikely to gain any real customers out of the posts.

Publish engaging and valuable comment that will help your audience recognize the value your business offers and not just make them chuckle.

10. So Many Choices...

Facebook, Tivtter, Instagram, Pinterest, FourSquare, Myspace, Google+, YouTube, Flickr, 500px, Snapchat and LinkedIn! There are so many options out there it can be overwhelming.



How To Fix It: Start off with one platform and use that single platform until you know it well and won't be overwhelmed with a new platform. Too many platforms and some will be neglected and it's better to just not have a page than a neglected page.

Determine which platform is the best for the audience you want to reach. For some Facebook might be best but for others Instagram is more suitable. Each business has their own unique social media needs.

I hope this helped and if you need any social media consulting or social media management services, we're here to help at X2 Global Media. We also offer a free social media audit.

Richwell Global

X2 Elite Member Richwell Global **Helps Pigs Fly**

Who says pigs can't fly? Not Richwell Global. The X2 Elite Member completed an interesting cargo shipment from Singapore to Hong Kong -- they flew live pigs.



The pigs were bred in Singapore and sold to a client in Hong Kong for lab testing purposes. Richwell Global which is headquartered in Singapore arranged a direct airline AWB for the consignee.

X2 Elite Member



Based on the successful transport and happy client, we are expecting more pigs to fly out to Hong Kong within the next few months.



Transatlantic North America

X2 Elite Transatlantic North America **Moves the License to Kill**

X2 Elite Member, Transatlantic North America recently handled an airfreight shipment out of the ordinary. Wax figures of ALL SIX James Bonds, were picked up from Madame Tussauds in Las Vegas and delivered to Madame Tussauds in Berlin.

X2 Elite Member



The line-up of Sean Connery, George Lazenby, Roger Moore, Timothy Dalton, Pierce Brosnan and Daniel Craig went in 5 crates with 455 KGS as airfreight from Los Angeles to Berlin. [MORE].



Global Shipping Services

Global Shipping Services Transports 13 Cobra Helicopters

Global Shipping Services was appointed to move 13 Cobras domestically in the USA. In addition to the dismantled attack helicopters the shipment included 1000 CBM of loose cargo and crates.

The Cobra armored gunship opened a new era in warfare. It was a step forward from the previous transport helicopters that carried only defensive weapons.



X2 Projects Member

For Global Shipping Services the assignment included the mobilization of staff and lifting equipment at origin. The project also required operating in a very tight environment where lift boom cranes were used with only 6 inches to clear the door opening. The company was on site for ten days and the very tight delivery schedule was met. Learn more by clicking [HERE](#)





ALTIUS

ALTIUS Ships Large Fractionator to Turkey

X2 Projects Member ALTIUS shipped a large fractionator, from Korea to Turkey. With a gross weight of 585 and a total length of 64.60 meters and 10.50 meters in diameter.

The shipment from the country of origin where the fractionator was made, was carried out on board a heavy-lift vessel.



X2 Projects Member



Cargo operations on board the ship took place in the Korean port of Ulsan .

At the port of Derince, in Turkey, the fractionator was discharged from ship to dock on SPMT's, and then placed on a barge to be transported to the job site, close to the refinery in Tüpras, where it was discharged from the barge and finally hoisted onto the foundation jetty to be installed.

Learn more by [CLICKING HERE](#)



Milestone Fresh

X2 Cold Chain Member Milestone Fresh **Opens New Warehouse**

The new Milestone Fresh Warehouse is located at Amsterdam Schiphol Airport and will be used for Cold Stores and General Cargo.

This X2 Member is committed to freight management and the provision of worldwide total supply chain solutions.



X2 Cold Chain Member

The focus is on insuring the best conditions for transport and handling of perishables (fresh and frozen) across all major global routes and countries. An important principle of success in all walks of life and in all occupations is a willingness to “Go The Extra Mile “; which means the rendering of more and better service than that for which one is paid, and giving it in a positive mental attitude.

Milestone Fresh works to achieve this goal by establishing a real partnership with their agents and customers. [\[LEARN MORE\]](#)





ITS LOGISTICS **X2 Cold Chain**

ITS Logistics, X2 Cold Chain Member **in Hungary Opens New Warehouse in Jebel Ali Free Zone**

This warehouse is a 5000 SQ MTR covered warehouse without racks. "It is also ideal to store odd size and project cargo" said ITS General Manager Solvin Bhaskaran.

Pictured is a back view of the warehouse located within Jebel Ali Free Zone. [\[READ MORE\]](#)



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**JAGTM
UFS**

GLOBAL LOGISTICS





JAG-UFS

X2 Critical Member JAG-UFS **Ships** **Airplane Engine**



JAG-UFS International Ltd. recently shipped a Boeing 737 engine (2.3x5 x 2.9m) weighing a massive 5860 kgs from the Guangzhou airport to London Heathrow airport.

This X2 Critical Member has vast experience expediting goods ranging from aircraft spares, perishables and as diverse as live insects. JAG-UFS takes great pride in being able to consistently offer the highest level of service to customers. [\[LEARN MORE\]](#)

X2 Critical Member



AGX Logistics

Another **crucial shipment “AOG”** for AGX Logistics

AGX Logistics completed a bang on chartered an Airbus A330 Freighter with Malaysia Airlines Cargo to move the CFM56 Aircraft Engine from Kuala Lumpur, Malaysia (KUL) to Surabaya, Indonesia (SUB). Onboard the engine and AGX KLIA Export team to oversee the loading and unloading at Juanda International Airport with a ground time of just two hours due to slot constrains.



X2 Critical Member

It was really exciting that the AGX export team also had another very hot, time critical cargo on board. They were carrying a super delicious Malaysian local breakfast for their client to have breakfast together, who was anxiously waiting for their aircraft engine in SUB.

KUL to SUB ETD 0700 ETA 0930HRS SUB to KUL 2 Hours In Between 1200 ETA 1430HRS Job Done. Another happy client and another thrilling experience for the AGX KLIA Team.
[LEARN MORE]





Move One Logistics

X2 Member Move One Logistics Handles Humanitarian Aid

For nearly 15 years, Move One's Bagram (Afghanistan) airport team has been a critical link for government, military, diplomatic and humanitarian partners shipping critical supplies into Afghanistan. The team works around the clock to processing a large influx of humanitarian aid.



X2 Movers Member

With full aircraft capabilities Move One Afghanistan has handled thousands of air charters and hundreds of thousands of tons of cargo. The shipments range from perishable food, medicine to construction equipment and military equipment. Their knowledge and experience in emerging markets confirms that Move One Logistics knows what it takes to successfully manage extraordinary logistics projects. [\[LEARN MORE\]](#)





Eagle Relocations

X2 Member Eagle Relocations **Imports Lamborghini**

X2 Movers Member Eagle Relocations recently imported a beautiful matte black finish Lamborghini Gallardo from Dubai. It is made completely out of carbon fiber and weighs a light 1340 kgs. The dimensions of the Gallardo and its performance goals lend it a compact sense of athleticism. With a V10 engine this beauty can accelerate from 0 to 100 km/h (kph) in less than 4 seconds.

As Eagle Relocations states they “have the experience, expertise and personal touch to ensure your move is completed to the highest quality, locally and to destinations all over the world”.

[[LEARN MORE](#)]

X2 Movers Member



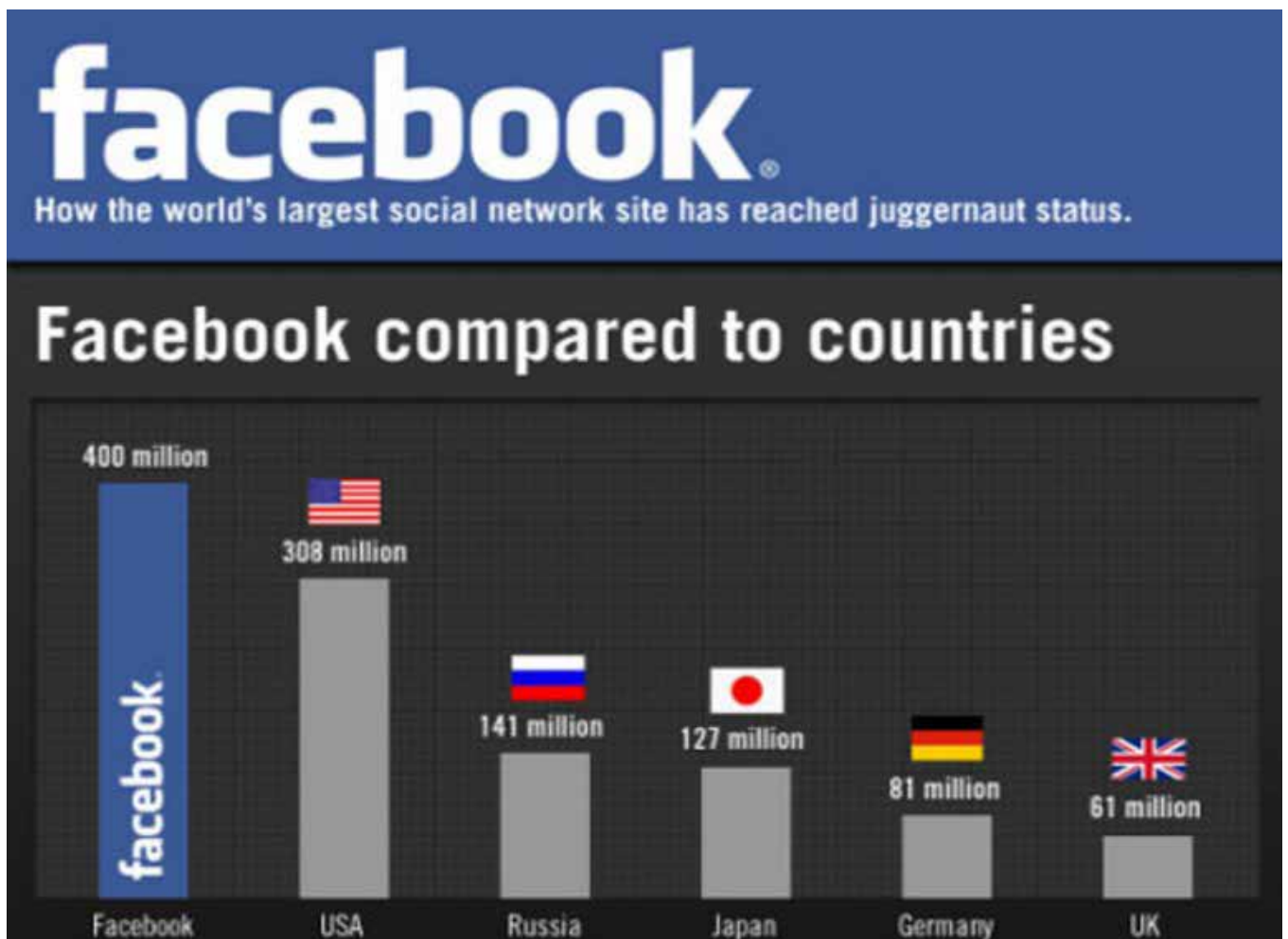
THE UNCONVENTIONAL GUIDE TO SOCIAL MEDIA

by **Ram Kumar**

Q. Why do I need Social Media?

Social Media is one Train that you need to be on Board. The number of people on Social Media has been growing exponentially. Take Facebook for example,

it was started in 2004 and in 2009 they boasted of 400 Million active monthly users, this at the time was an incredible achievement. To put this in perspective, here is an infographic from 11 years ago:



And as of today Facebook has become bigger than the largest country in the World. Facebook now boasts of over 1.55 Billion active monthly users. If someone had predicted this would be the case, even Mark Zuckerberg would've scoffed at it.

But this is only one social network. There are a dozen more Networks that Millions of people are active on, on a daily basis. Glance at the infographic below for a more clear picture:

Q. Social Media is great, but I don't see how it will work in the Freight Forwarding Industry?

Social Media has its advantages in literally every industry. The Freight Forwarding Industry has been dubbed as the "Un-Sexiest Industry". Be that as it may, Maersk only saw this as an opportunity. They came up with a Strong Social Media Strategy. The Maersk Line Facebook page has over 1.1 million likes. The Maersk Line Twitter page has over 120,000 followers.



The Maersk Line LinkedIn Page has 150,000 followers. Maersk Line have had some great success with social media – using Facebook to engage with followers in a very visual and conversational manner, Twitter as a news outlet, and LinkedIn as a B2C platform in terms of Company page and groups usage. The company can boast one of the best social media presences for a B2B company and serves as an example for many organisations struggling to get their head around social.

On board yet? Great. This article will provide you with hints & tips & basic Walkthroughs to help you get up and Running. Pretty soon you will be in Par with Maersk.

THE GUIDE:

We are going to try and keep this as short & simple as possible:

SMO (SOCIAL MEDIA OPTIMIZATION)

Got your page setup? Great!

1. The First thing you do after you setup your page is to “beautify” yourself. It is always best to use the Logo of your company as the profile picture & to have a very catchy, vibrant cover image.

Follow the below Image dimensions for best results:



Facebook has since changed its layout a little bit, and the profile picture does not take up any space of the cover picture.

2. Next, you would have to fill out all the information of your company. Before you fill this out you should find out what your most relevant Keywords are. This can be done using various tools like

- a. Google AdWords
- b. The Keyword Tool

Once that is done, use the Keywords that matter to you most so the people who are searching for your business or Services you offer will find you on top of the list.

SOCIAL MEDIA BEST PRACTICES

A common mistake that many people make as they're diving into social engagement is to limit their content to promotional updates. This is reflective of the traditional marketing world in which all outbound push messaging is just that, but things have changed; now we build our marketing efforts on trust, engagement, and community.



So it is best practise not to just drown your Fans with promotional content. The good Folks at X2 have broken this down mainly for Freight-Forwarders.

Would be best to follow the Golden Ratio for Social Media Marketing

30/ 60/ 10

30 – Owned

60 – Curated

10 – Promotional

30% of what you post should be content that you created.

60% of what you post should be content that you curated

10% of what's left is self-promotional content

30% Owned:

This can include your blogs, Images,

videos, your slides. This could be content that is hosted on your domain (Website) or elsewhere.

60% Curated:

This includes content that other people created that is relevant to your business/ industry. Be aware that it cannot just be a link to an article, it has to be in your voice & P.O.V.

10% Promotional:

This includes your C.T.A (call to action) e.g. 30% off on all purchases.

TOOLS YOU NEED

A good way to find content that might interest your followers is to use some 3rd party tools that will help even the most time constraint individual.

For News & Interesting blogs:

It is time consuming to google and search for news relevant to your industry, a more time efficient way to counter this issue is by using content finding applications like

- a. Digg
- b. Stumble Upon
- c. Flip Board

Once you register to these websites, you will have to enter your relevant keywords on the website, so for X2 the relevant keywords would be Logistics, Freight forwarding, Supply Chain. You will get daily notifications on what articles are trending in your industry.

For Designing:

Not a Graphic Designer? Cannot afford to hire a Graphic Designer. You can use some 3rd party tools that will help you make some basic designs like Blog headers / Cover images. The best tool for this is

- a. Canva

Or do you need to make a Brochure? X2 GLOBAL MEDIA will do that for you, FOR FREE!!

For Publishing:

Don't have the time to log-into each of your social media accounts and publish content individually? There are 100's of 3rd party publishing apps that will help you publish content in various different platforms all at the same time. Some of the best tools for this are:

- a. Hootsuite
- b. Buffer
- c. Agora Pulse

These are a bit expensive if you have more than 10 profiles. But if you have the basic 1 profile for FB, LinkedIn & Twitter. You can use these apps for free with the basic functions.





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Where to find us

Simply send us an email or fill up our appointment form and we will inform you of our travel schedules and upcoming events. We also have a special price for freight forwarders.

NEXT EVENT: X2 Conference
2016 FEB - Bangkok, Thailand

Get Stitched and be Dandy

www.stitchdandy.com

CONFERENCE PREVIEW IN PICTURES

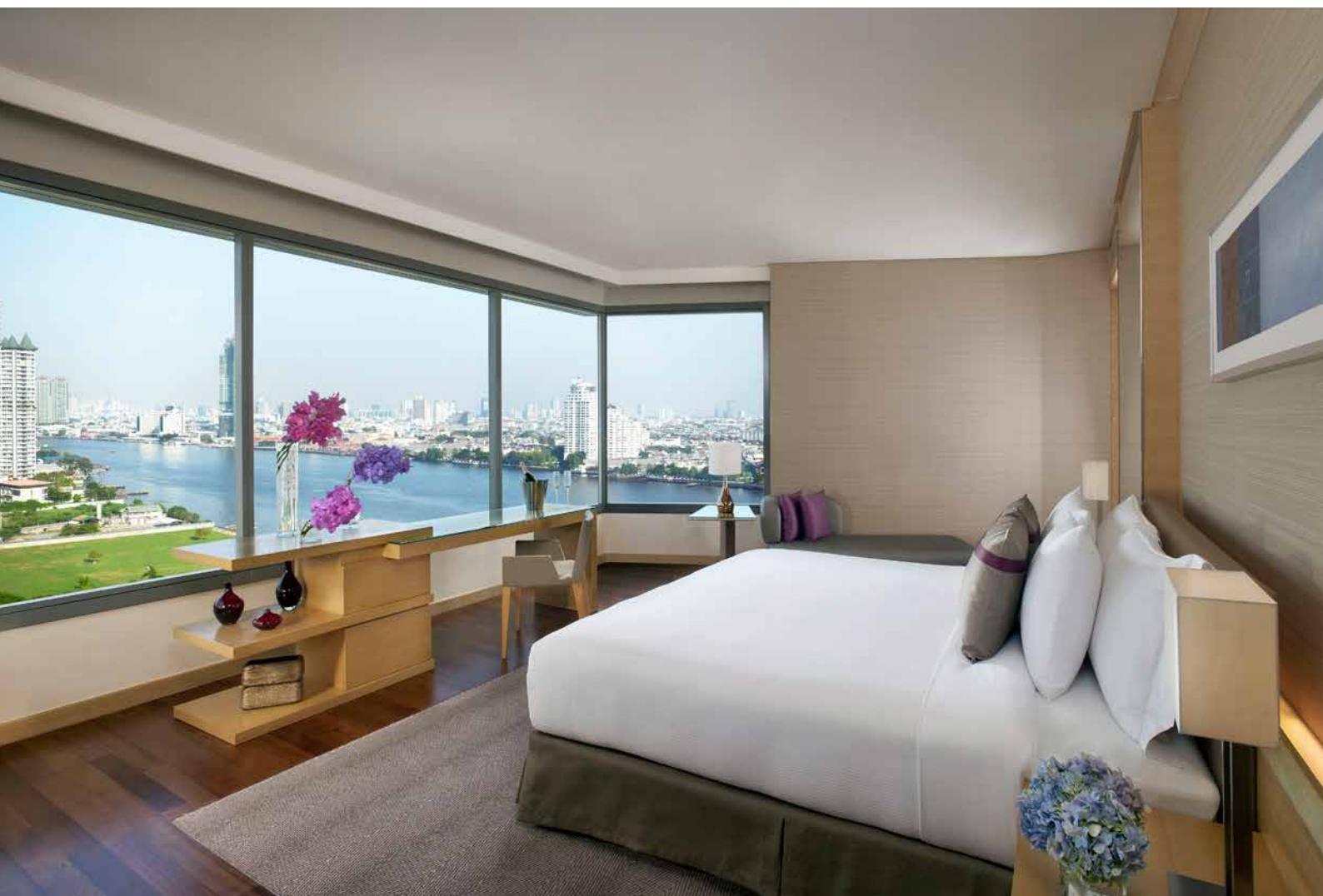
X2 Grand Prix

Newly introduced this year, the X2 Grand Prix is perfect for early arrivals. Members can engage each other on the track to bump, rub and draft for the fastest lap times. Does your racing style reflect your business style?



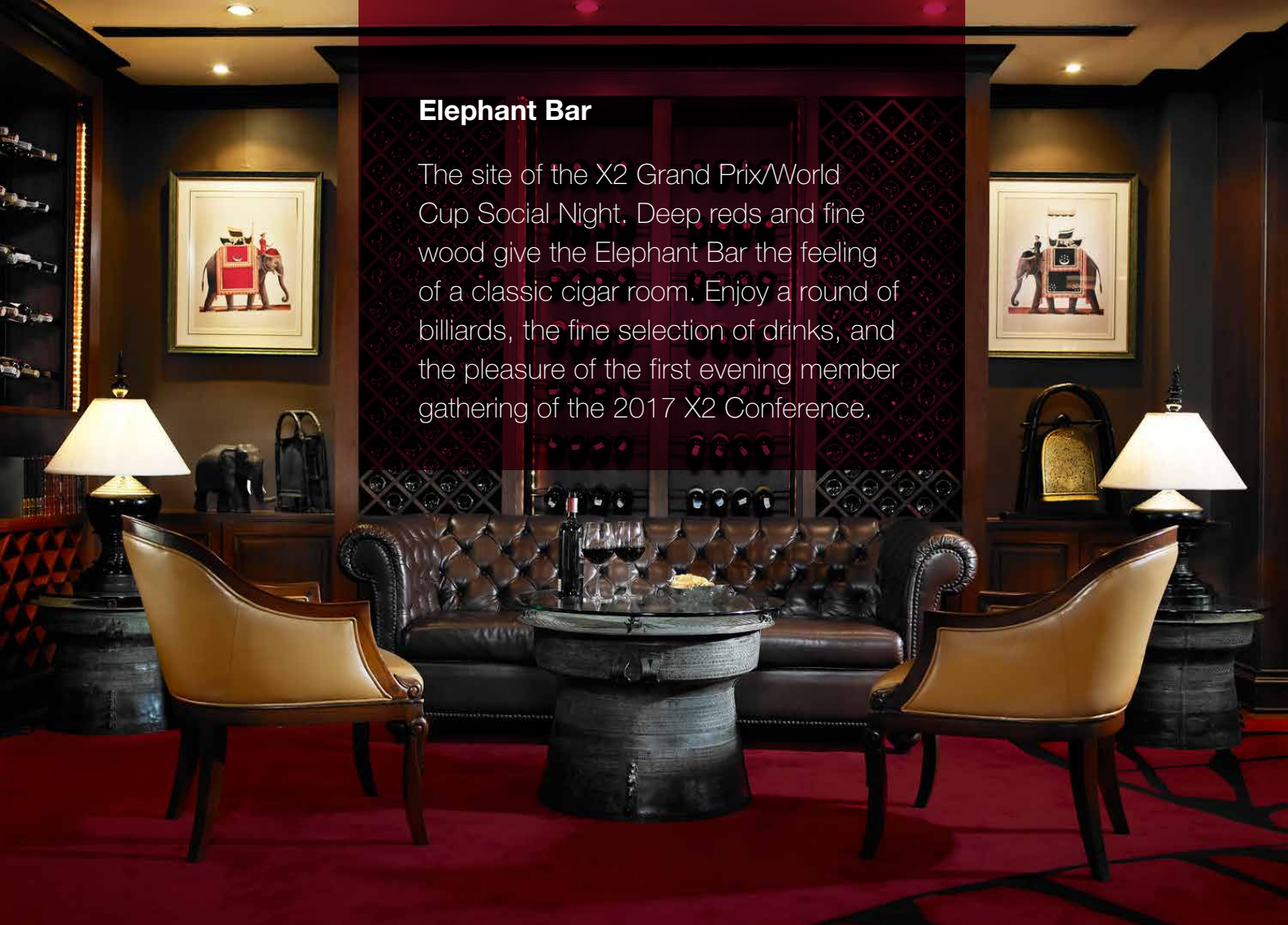
Anantara Bangkok Riverside Resort & Spa

A beautiful and secluded spa and resort that is surprisingly situated in Bangkok, Thailand. The green environment and river view provides a feeling of separation from the city. The location has hosted multiple X2 Conferences and has been a favorite of conference attendees.



Elephant Bar

The site of the X2 Grand Prix/World Cup Social Night. Deep reds and fine wood give the Elephant Bar the feeling of a classic cigar room. Enjoy a round of billiards, the fine selection of drinks, and the pleasure of the first evening member gathering of the 2017 X2 Conference.





X2 World Cup

Returning again this year is a member favorite from last year, the X2 World Cup. Besides the fun of the game, members were pleased by the opportunity to meet and talk with people they normally wouldn't have expected to discuss business with during the conference.





Avani Riverside

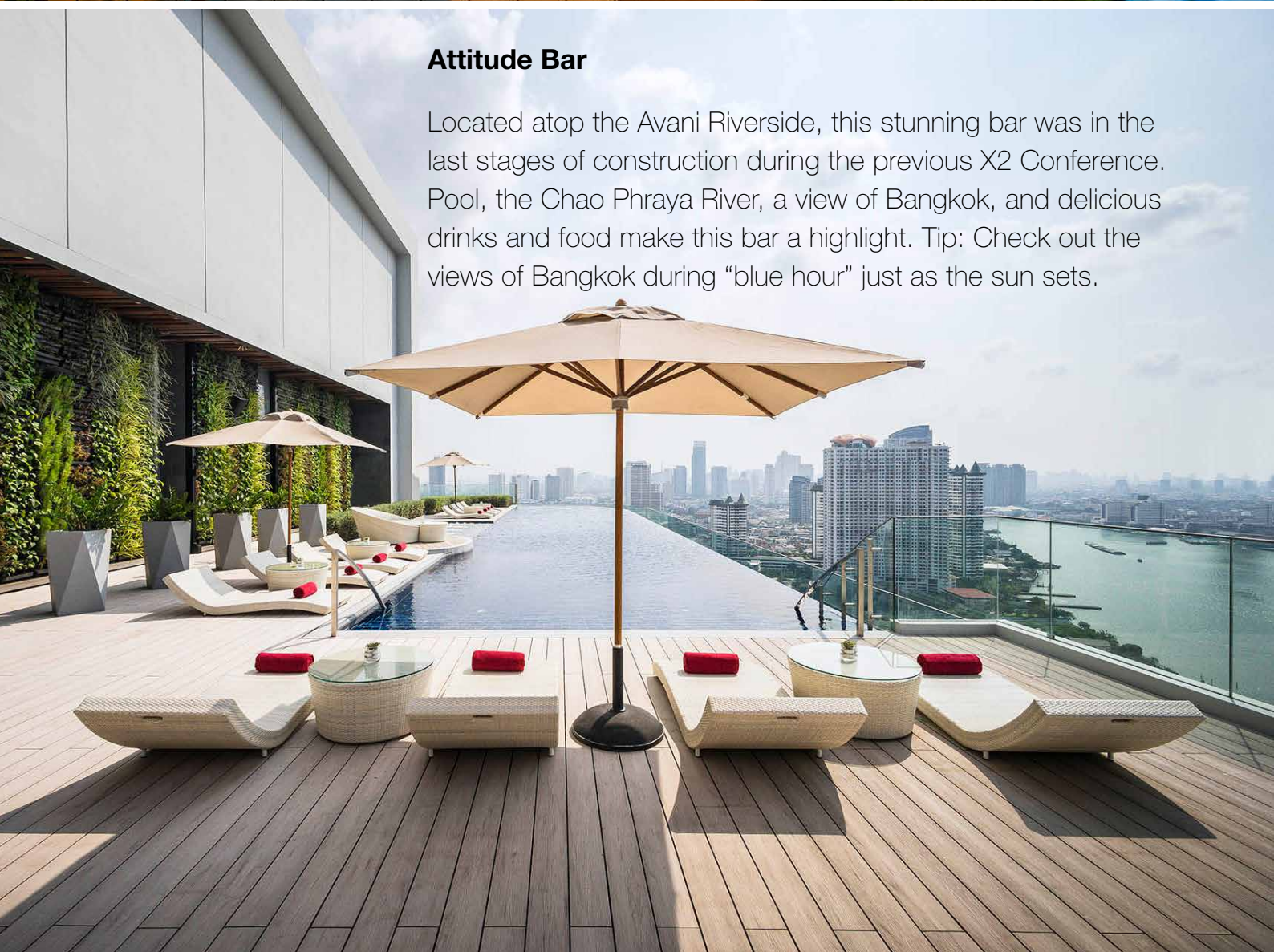
Newly constructed and X2 is proud to have been the first event to be held at the hotel. In 2016 there were still some unfinished floors, but now the building is fully complete and has even more to offer guests.





Attitude Bar

Located atop the Avani Riverside, this stunning bar was in the last stages of construction during the previous X2 Conference. Pool, the Chao Phraya River, a view of Bangkok, and delicious drinks and food make this bar a highlight. Tip: Check out the views of Bangkok during “blue hour” just as the sun sets.





Muang Kaew Golf Course

Golfers attending the 2017 X2 Conference are welcome to partake in the X2 Golf Day at Muang Kaew Golf Course, conveniently located in Bangkok. Tee off and relax over the course of 18 holes to wind up your 2017 X2 Conference experience.



X2 *Best Mask* 2017

★
Stand a chance
to win 2 Free Nights
at the Avani Riverside
Hotel in Thailand
for Two.



**Use your creative juices
& create your very own
Masquerade Mask**

1. Upload the image on Instagram/Facebook/Twitter using the Hashtag **#X2CONF2017**
2. Share With Friends & Colleagues to vote

X2 SHIPMENT OF THE YEAR PHOTO CONTEST



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