

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

THE BEGINNING  
OF THE END FOR  
THE PAPER BILL  
OF LADING



**NETWORK  
MOVES & NEWS**

**TECHNOLOGY  
TRENDS** ROLE IN  
THE LOGISTICS FUTURE



**Richard Overton**  
CEO of X2 Logistics Networks

A MESSAGE FROM RICHARD

Dear X2 Colleagues,

Xtra Xtra Xtra!

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.

## Keep in touch...

✉ [richard@x2group.com](mailto:richard@x2group.com)

in [linkedin.com/in/richard-overton](https://www.linkedin.com/in/richard-overton)

Please send all editorial to Patarason Jommawum [patty@x2logisticsnetworks.com](mailto:patty@x2logisticsnetworks.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 X2 and its members by reminding you all once again that "X2 isn't just any network... it's not just a platform... it is a community ...it is a culture." One that we have developed together globally. One that cannot be replicated.

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  
#X2strongertogether

Sincerely

Richard

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2020



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# How to be Financially Protected by X2 Network!



We provide Financial Protection for every X2 member. In order to be financially protected, you have to upload the invoice in our FPS system.

Follow these 3 easy steps:

1. Login to your dashboard on your X2 Network website
2. From the left menubar open the Financial Protection System
3. Click "Enter Invoice" button and fill out the form

Now your shipment is financially protected!

For any assistance on invoices that have been paid and still reflect as unpaid, please contact [membersupport@x2logistics.com](mailto:membersupport@x2logistics.com). If you would like to edit an invoice please click on the invoice number, update and then save changes.

0 Paid Invoices    0 Outstanding Invoices    0 Overdue Invoices    Paid Invoice    Delete Invoice

My Invoices    Owed Invoices    Guidelines    Enter Invoice

Invoice No.

Invoice Issued to

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

Issue Date \* 2020-01-31

Due Date \* 2020-01-31

Currency     Amount Due



Welcome

John Doe

Dashboard

Company Profile

Member Search

Member Expiry

Documents

Financial Protection System

Overdue Invoice Rankings

Temporarily Removed from FPS

Resolution Center

Hall of Shame

Departed Members

Announcements

News Submission

X2 Pay

X2 PAY



# FIGHT FRAUD WITH X2 PAY

## Smart Freight Forwarders Working Together Under One Financial Umbrella



If you are not looking for a way to eradicate the risk of fraud from your business and save money at the same time, then we suggest you stop reading this now...

### For all those intrigued logistics professionals, we give you X2 Pay!

A simple member to member payment system that has never heard of a bank fee, does not discriminate between nationalities, has no hidden charges, and offers immediate payment in real time. ...And did we mention it mitigates all risk of fraudulent email attack against your business.



The future is safer and cheaper  
The future is X2 Pay

X2 PAY



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

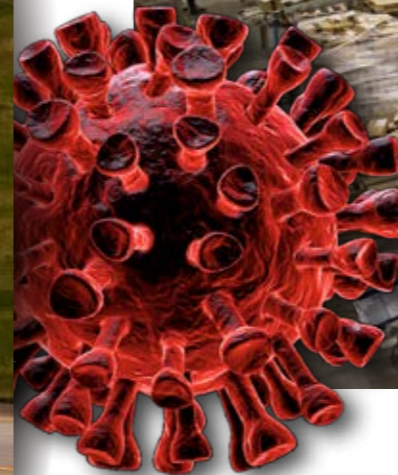
By **George Lane**, Network Sales and Communication Manager

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. ▶



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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.



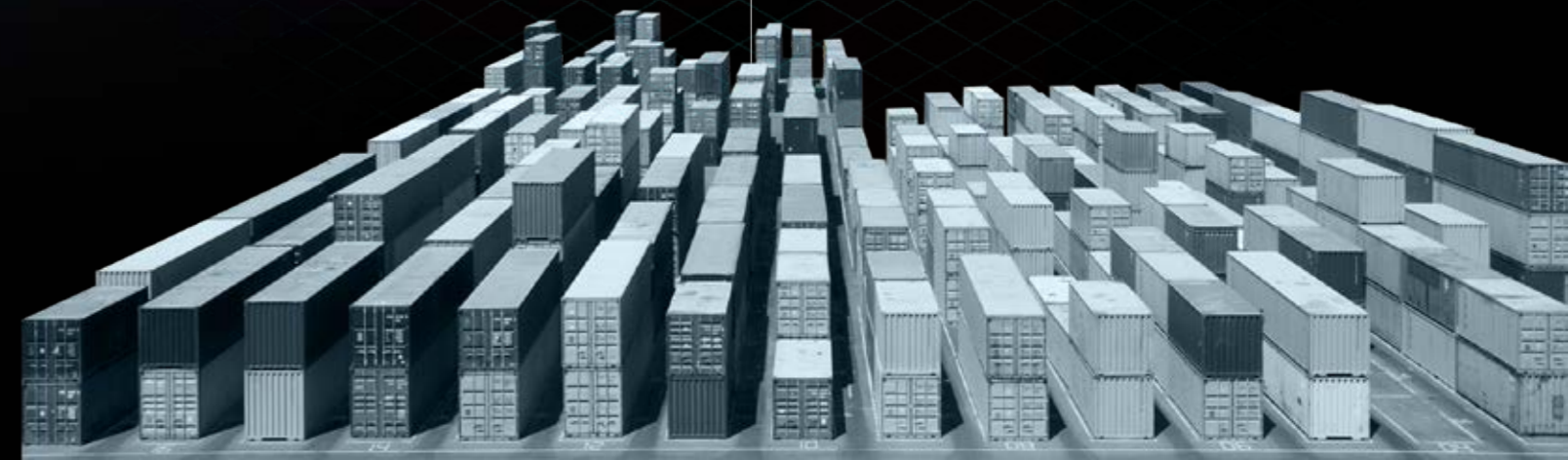
# The Beginning of the End for the Paper Bill of Lading

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.

**Only the one who will change  
Will be the one who survives**





# X2021

7<sup>th</sup> Annual Conference  
5-10 MAR HUA HIN THAILAND



[www.x2conference.com](http://www.x2conference.com)

# X2021

Specialty Networks  
6-7 MAR HUA HIN THAILAND



X2 Specialty Network 1:1 Meetings / Workshops  
Saturday: 13:00 - 17:00 | Sunday: 13:00 - 17:00



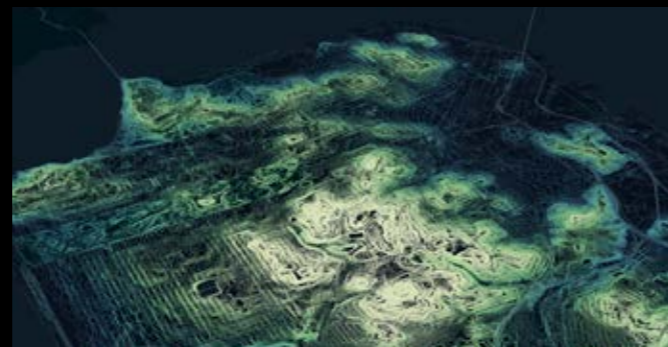
# Technology Trends Role in the Logistics Future

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 faster even before the crisis happened. As the economy reopens following what many hope is the worst of the pandemic, technology growth in the industry is continuing fast. For business owners and logistics professionals who want to understand the future of logistics in the post-pandemic world, 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.



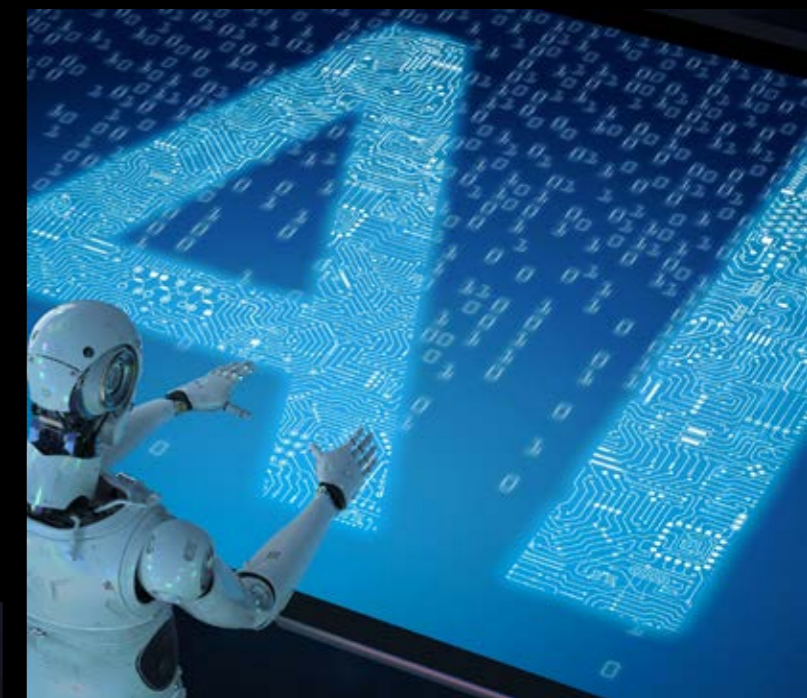
## | Autonomous Vehicles

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!



# What are the limitations?

Even when some policies use the term “all-risks” it does not mean that it will provide complete protection.

Certain types of cargo can be excluded, as well as some destinations (or restricted), or coverage is relegated to a specific service (for example, transport must be carried out with special temperature recordings).

It's also very important that the shipper precisely document the cargo value in case of incident (loss or damage). For these reasons it's important to examine the details when taking out an insurance policy for a shipment.

## + All Risk Coverage

Such coverage provides extensive protection against damage or loss due to external factors. At the difference of a more limited coverage, it will for example, protect the shipper against:



Pilferage



Heavy weather



Leakage



Breakage

Although the above perils are covered under some “All Risks” policies, there are exclusions under all risk coverage which may apply, in particular:



Improper packing



Rejection of goods by customs



Inherent vice

## M&M International Freight Forwarding celebrating their 140th Anniversary

Founded in Hof, Germany M&M is celebrating its 140 anniversary. M&M China, our X2 Asia Global member has been over 25 years operating in China as one of the first foreign forwarding companies entering the Chinese market. In line with their pioneering spirit it has been one of the very first foreign logistics companies to offer rail freight from China to Europe as well as providing aviation spare parts services to Chinese airlines importing parts for their Airbus planes from various locations in Europe. M&M China also opened very early on an office in Urumqi, Xinjiang Province (was founded in 1996) to offer trucking and rail services for its customers to and from Central Asia and Russia long before the Belt and Road Initiative was proclaimed in 2013.



Of course the new frontiers today are less of geographic but technological nature. E-commerce, customer centric tracking solutions and seamless data exchange are the new frontiers, which M&M China has to deliver to its customers. Nevertheless, it is able to stay flexible in its logistics and transportation solutions due to its experienced and customer oriented teams in its seven branches in China and having maintained its pioneering spirit through the years constantly seeking new solutions and providing new services to its customers.

Huge congratulations from X2 team.

## MTV Logistics Vietnam completed the shipment of 2600 Cattle

Our X2 Projects member MTV Logistics Vietnam completed this shipment of 2600 Cattle.

Origin: Darwin port, Australia

Destination: Thi Vai General, Vietnam

Few important points they need in proceeding this kind of cargo:

- Permit to import livestock (important).
- Certificate of health to accompany animal or animal reproductive material.
- Fast in clearance custom (Vessel give 24h free from berth time but MTV did it within 1-2 hours)
- Quarantine certification which only can be arranged once cargo at destination

Quarantine certification when importing must be combine with other docs to arrange customs clearance but most of time it take more time to arrange this type of certification. However the MTV were quick to at and finished clearance without immediately certification.

MTV Logistics offers a wide range of services to meet the varying needs of its clients.

Whether it's importing, exporting, customs brokerage, warehouse, project cargo or all other services as client's demands. We can provide expert attention to each and every shipment. We strive to provide our customers with a complete freight and customs package tailor-made to satisfy the unique needs of our clientele in an ever-changing market place.

## Shout out to National Cargo Spain for their support during the global crisis



Shout out to National Cargo Spain for their support during the novel our world is facing these days: "Every time one of our aircraft make it back to the U.S. with a full payload, it brings us great pride in knowing those supplies are being use to potentially save another life being affected by Covid-19. Many thanks to one of our great loadmasters, Wes, for the super-fast midnight uploading of

13.5 million medical exam gloves into the Queen of the Sky at the Pudong Airport in Shanghai, China. - Captain V. All of our National Airlines B-747s have

been working around the clock flying. We continue to work closely with our network of our partners around the world to deliver to you the world. Every time one of our aircraft make it back to the U.S. with a full payload, it brings us great pride in knowing those supplies are being use to potentially save another life being affected by Covid-19. Working with President Trump's Administration,

Project Airbridge has been a collaborative effort to ensure that our First Responders around the Nation have the right equipment to be able to save lives. Last night our "Queen of the Skies" landed at Rickenbacker International Airport with hundreds of infrared thermometers, thousands of blood pressure monitors and hundreds of thousands of medical masks. These supplies are now be rush shipped to medical facilities around the nation. As our crew blocked in for parking at Columbus, Ohio, an American Flag was waived in honor of all those who have been affected by this crisis. One nation, united we stand. Working with President Trump's Administration, Project Airbridge has been a collaborative effort to ensure that our First Responders around the Nation have the right equipment to be able to save lives."



## Shenzhen Anda Shun Keeping It Up Throughout April

Shenzhen Anda Shun International Logistics Co.,Ltd., our X2 Elite member has been very active on different shipments through the month of April! With their 19 offices enrolled to X2, from China, their daily activity goes to the fullest speed! Some of their projects go as follow:

- \* CGO-JFK/ B747/ 7 of April was sold up in 1 day
- \* CAN-JNB/B747-400F/ 17 of April was sold up in 1 hour, over 30 charters has been handled by the Shenzhen Anda Shun team during April.



A huge congrats to the team, their partners, their customers, their front-line teams... Thanks for this strong collaboration, countless medical supplies and personal protective equipment were safely packed and delivered to global countries in urgent need. GREAT WORK Shenzhen Anda Shun International Logistics. Never lose the team spirit and positive efforts! Together we will overcome COVID-19 !

## Shenzhen Focus Completed Multiple Projects Of Machinery!



Our X2 Projects member, Shenzhen Focus Global Logistics Corporation Ltd just completed these great projects of Machinery from Shanghai to Mundra including:

- Pipe Straightening Machine
- Steel Pipe Blaster machine
- Electro-Hydraulic Servo Universal Machine
- Strip detection alignment machine Well done, team!



## MVT On The Move



Our X2 critical member MVT Group have just moved their offices to a brand new, great looking 6000M2 warehouse and logistics facility in Timisoara, Romania, near the Hungarian border.

A great deal of MVT business dealing is with the automotive industry which is predominant in Timisoara. MVT, a member since 2017, has a complete portfolio of services, including Emergency logistics, Critical and express deliveries, Airfreight including charters, Sea freight, Warehousing, Customs clearance, and Cross border trucking throughout Europe.

They provide a great team of experienced, onboard



couriers available 365 days a year 24/7 with visas for almost all over the world. We would like to congratulate MVT on their move to their new business home and wish them good luck and success with it.

## Specialist Cargo Handling by Agence Maritime Mohab

Agence Maritime Mohab, Tunisia, a valued member of the X2 Elite network recently handled a shipment consisting of coiled tube reel cargo to be shipped in a 20' open-top container.

Loading into the container was completed using a 50-ton mobile crane positioned at their client's factory. The shipment was held at Mohab's bonded warehouse prior to the final delivery to the consignee.

Such a shipment required special handling and this was achieved without any problems.





## Protranser International Logistics Delivered 300 Tons of Tomato Paste

We are glad to share the latest transportation handled by our X2 Asia Global member.

Protranser International Logistics Co., Ltd. has delivered 300 tons of Tomato paste from Xinjiang province to Japan.

The team proudly shared the successful job they have done which has traveled over 3000 kilometers. Brilliant team!



Keep us updated with your great news, the X2 team will help to convey these messages through our social media sites.



## X2 Projects Member NMT Delivers Once Again

X2 Projects member NMT Logistics based in Istanbul Turkey recently shared with our team this shipment of 4 out of gauge piece each weighing in at 95 tons per unit!

This shipment was loaded in Shanghai China and was shipped to Izmit port where the NMT team collected and made sure the 4 out of gauge units were safely delivered to their final destination in Duzce.

This was a very smooth operation for the NMT team as no problems were encountered during this project.



Founded in the year 2012 NMT Lojistik A.S. (Formerly known as NMT Cape Horn Logistics) is an R2 certified, UTIKAD, and Chamber of Shipping (DTO) member company operating in the field of supply chain management and international transportation. The Istanbul based company has as its vision to be your business and logistics solution partner and becoming the pioneer and leading firm in this sector.



## Mission Impossible? Not For PK Interfreight

PK Interfreight was entrusted with the movement of 2 x 40ft Flat Racks and 4 x 40ft High Cube containers from Laem Chabang port to Khammouane, Laos. The goods, dispatched from Rotterdam port arrived for clearance at Laem Chabang.

The main challenge for this job was managing to deliver to goods from the border crossing at Nakorn Phanom - Thakhek border and return back to Thailand before the curfew allowance expired. If they could not do in time, then it meant that the drivers and trucks would have to be quarantined for 14 days to comply with COVID-19 restrictions.

Looked like a difficult job, but rising to the occasion once more, the PK Interfreight team got the job done and no truck or driver needed to be quarantined.

A job well done by the operations team and the PK drivers.



## Protranser International Logistics Co. Ltd Does It Again!



We would like to share another excellent job performed by Protranser International Logistics Co. LTD, who handled a 1\*20'GP container import (Fuel assembly deformation measuring equipment) to Hongkong by air. They dealt with customs clearance for the container in Shenzhen and delivered it to Guangdong by truck.



Congratulations to the team for another successful job and keep up the good work. Best wishes from X2 Team, stay safe and together we will go through this, Safer & Stronger Together!



## A New PEKAES terminal in Lublin, Blonie, 27 April 2020

PEKAES, a leading logistics service provider, has just opened a state-of-the-art terminal in Lublin as part of a series of investments aimed at the expansion of its distribution network. The ergonomic class-A distribution terminal, which also has its own office space, will offer a wide range of amenities for employees and drivers.

The new facility has been outfitted in accordance with the best industry specifications in order to support the efficient handling of groupage freights for the PEKAES Clients in the region.

This advanced terminal of PEKAES will provide even greater operating capabilities for domestic and international groupage. Other benefits of the new facility include its excellent location. The terminal is located at ul. Melgiewska 25, at the Panattoni logistics park, right next to provincial road No. 822, near an intersection with the Lublin bypass (Lublin Zadębie interchange) and S12 and S17 expressways.

The times are very challenging, but I believe that, by

proceeding with our investments, we will be able to prepare the Company for continued dynamic growth once the epidemic is over. That is why we will keep to our plans in accordance with the adopted strategy of the Company – says Maciej Bachman, President of the Management Board of PEKAES. The previous PEKAES Branch in Lublin has also been transferred to the new location.

– Thanks to the new terminal in Lublin, we will ensure the even faster transfer of shipments in the direction of Warsaw, Białystok, Przemyśl, or Zamość. I am convinced that the number of groupage shipments in the network will be gradually increasing in the upcoming months. We have to be fully prepared for this – adds Maciej Bachman.

PEKAES keeps investing in groupage services, and its distribution network is quickly growing denser. At the beginning of this year, the operator opened its 20th Branch on the map of PEKAES terminals, in Mińsk Mazowiecki.

The PEKAES Group is a top logistics group formed by the following companies: PEKAES Sp. z o.o., Chemikals Sp. z o.o. and Spedycja Polska SPED-CONT Sp. z o.o.

PEKAES Sp. z o.o. is one of the largest companies in the TFL (Transport, Forwarding, Logistics) sector. PEKAES provides wide-ranging service to Clients in all parts of the supply chain – it offers a full range of warehouse logistics services, domestic and international distribution of LTL and freight forwarding services: domestic and international full truckload forwarding, sea, air and rail freight forwarding, logistics services for bulk goods and intermodal services.

PEKAES has one of the most efficient domestic networks of distribution terminals, container and handling rail terminals in Poland, and a network

of several dozen international partners in the key European countries. The company employs over 1200 people. In 20 Polish branches, 3 rail terminals, and 6 logistics warehouses, PEKAES invests in the latest IT solutions and keeps improving its logistics operations to ensure the highest service quality. For more information about the PEKAES Group, go to:

[pekaes.pl](http://pekaes.pl)

[spedcont.pl](http://spedcont.pl)

[chemikals.pl](http://chemikals.pl)

[www.linkedin.com/company/pekaes](http://www.linkedin.com/company/pekaes)

Our congratulations go to PEKAES on the opening of their state of the art warehouse.

Our compliments also for their great website design.

## Sino Connections A Decade of Success



“During the past decade, we have successfully reached our target milestone, we came from a Company that offered only one service to an all-round logistics service provider. Now, our new target is to expand our service coverage and optimize our operations with innovative technologies. Mr. Nanmanus Witthayasakpant ” Managing Director of Sino Connections Logistics (Thailand)

Back in 2010, Sino Connections Logistics (Thailand) was established and driven by only 8 people including the executives and staff. Now, the company employs over 65 personnel and is one of Thailand’s fastest-growing logistics service providers, with office expansions in other countries in the Southeast



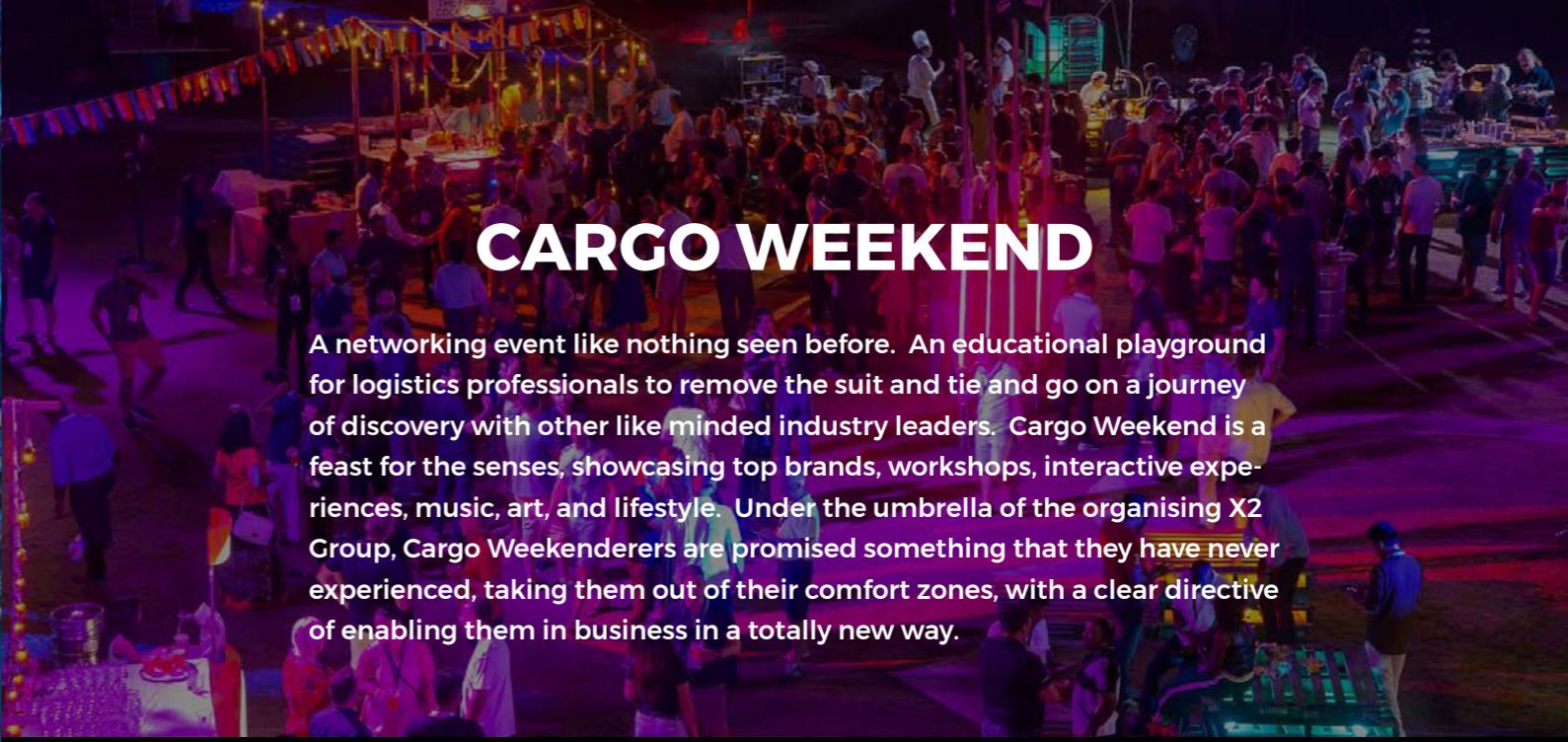
Asia region including Vietnam, Malaysia, Indonesia, and Cambodia.

We are proud to have Sino Connections apart of our ever-growing X2 Projects members, here is to another decade of Great business!



**HUA HIN, THAILAND**  
6 - 7 MARCH

LIVE THE EXPERIENCE. LOVE LOGISTICS



## **CARGO WEEKEND**

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

### **LIVE**



#### **LISTEN**



#### **LEARN**



#### **LAUGH**

### **LOVE**



#### **CREATE**

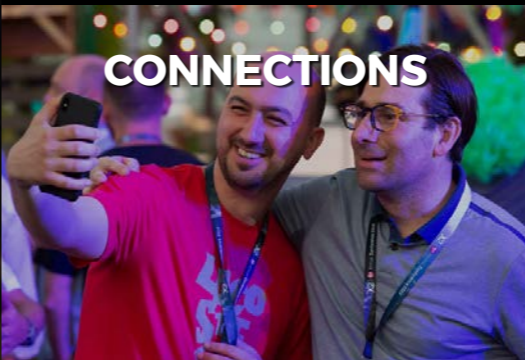


#### **TASTE**



#### **RELAX**

### **LOGISTICS**



#### **CONNECTIONS**



#### **NETWORKING**



#### **DISCUSSIONS**





## Arrow Express Delivers 2 Specials On Time Avoiding Corona-virus Lock down

Two recent 'specials' were recently completed by our X2 Network member Arrow Express in Jordan.

The first was 5 special diplomatic portacabins loaded in the port of Jebel Ali, Dubai, and unloaded in Aqaba.

The portacabins were loaded to a fleet of flatbed trailers with prime movers and were offloaded at the delivery point for the US Embassy in Aqaba by a mobile crane which accompanied the convoy to destination.

The second shipment was for a total of 4 special armored ambulance cars ordered by the Lybian government to help with support in dealing with the Coronavirus outbreak.

The units were loaded and secured on the vessel at Aqaba port by the Arrow Express team and were offloaded in Benghazi safe and sound for an express clearance through customs and final delivery to the authorities.

Due to focus on speed, but with safety still a priority, these shipments were delivered on time, avoiding the virus lockdown, largely due to a professional approach and carefully planned operations.

Thanks to Arrow Express for enhancing their good name and that of our network of professionals.



## X2 Critical Members Premium Cargo Did 2 Charter PAX Flights With B777

First shipment should have 206 m3 and everything was arranged with handling agent and SU representative at PVG regarding loading on seats and on pallets, everything seemed ok but then issues start to arise!

As per agreement with their client, the cargo should have been ready for carriage one day before at PVG Handling W/H, but same day Chinese customs decided to start monitoring export of masks and starts controlling exporters. Some of the shipments were stopped by customs for examination, and it



was 70% of cargo, so then started the cancellation process and it was very tough. Their Client then decided to go anyway and if cargo is released it will fly if not, it will stay there, finally they got info that cargo is cleared and it can fly, but there was line of trucks waiting to enter PVG terminal, so with big help from SU side and Handler we managed to postpone flight for 5 hours and 197 m3 where on board to BEG and one shipment stayed at China.

Second shipment was nightmare for client since they had similar situation and out of CCA 200 m3, 120 m3 was stopped by customs and it was released few hours after plane departed, but client managed to consolidate few smaller shipments and finally 120 m3 arrived at BEG.



## Successful Multi Modal Project By M&M China

We are proud to share the excellent job performed by our Asia Global member M&M China during these times. The business has been hit hard globally

but we must remain positive and pro-active. This is a great example of what can be done using sea and rail multi-modal services connecting East and South East

Asia with destinations in Central Asia:

"M&M China delivered successfully 12 vehicles from Busan, South Korea to Lianyungang, China via ocean freight and from there via rail freight to Bishkek, Kyrgyzstan. "

For more information about M&M feel free to contact them, you can find their contacts on "member profile" on the X2 page.



## Altius, S.A. obtains the verification ISO 14064-1:2006

Altius, S.A. obtains the "Carbon Footprint" verification ISO 14064-1:2006, which quantifies greenhouse gas emissions per year, in CO2 tons, in order to establish an annual target plan to reduce them. This verification joins the other certificates already held by Altius, S.A.: ISO 9001-2015 regarding Quality, ISO 14001-2015 regarding the Environment and AEO (Authorized Economic Operator). Altius, S.A. is one of the first companies in the sector to obtain this verification.

## German Tells The Story On The Logistics Side



Stefan Schwarzenberg in his office in Hong Kong on Friday. Courtesy of Schwarzenberg

Many sectors have been hit by the COVID-19 and so has the logistics industry but in a different way. Thirty-two-year-old Stefan Schwarzenberg from Germany, managing director of the Hong Kong and Shenzhen-based international logistics company General Cargo Asia, shares his experience with Shenzhen Daily. Born into the supply chain miracle of China, the German company that Schwarzenberg works for offers global air, sea, rail, warehouse, and distribution services, with 70 percent of its business focusing on shipping between Europe (mainly Germany) and Asia.

“This pandemic was and is one of the biggest challenges for me and the company. For the organization as a whole, we kept working the entire time although our Shenzhen office had to close for a period,” Schwarzenberg told Shenzhen Daily. Now that everything is getting back to normal, he feels more than grateful to his staff for their support and impressive, deep-rooted can-do spirit during this difficult time.

Schwarzenberg said that lockdowns in major markets such as Europe and America have crimped the demand for goods and threatened to disrupt global supply chains. As a result, the company has seen a decline in freight demand for industrial commodities, while at the same time experienced a huge demand for protective equipment and medical relief goods.

With the borders of most countries closed and the collapse of global travel demand, the company has seen difficulties, especially in the air freight industry, which witnessed a tremendous imbalance between supply and demand.

“For example, previously, most freight was transported in the belly of scheduled passenger aircraft, but with commercial air traffic basically coming to a halt, we were left with no option but freighter aircraft. At the same time the demand for export of goods has reached peak levels because the most medical protective gear is manufactured in China,” said Schwarzenberg.

As a result, freight rates have reached record levels and available cargo capacity has become a rare encounter. “Air freight is heavily impacted by this capacity shortage leading to tremendous cost increases, while sea and rail freight has become increasingly interesting options for cost-sensitive commodities,” said Schwarzenberg.

According to Schwarzenberg, regular industrial exports such as machinery parts and automotive components to Europe have declined because many companies there have to shut down temporarily, while the logistical demand for e-commerce and medical equipment has increased. So far, the company can offset declines in some sectors with increases in others.

“It is a difficult situation for everybody, but certainly nothing to give up on,” the managing director said, adding that they will keep flying urgently needed goods together with their airline partners even if it means they need to charter dedicated freighter service.

Regardless of the current difficulties, he and the company are optimistic for the mid- and long-term future and believe there will be an increase in demand for their services here at the heart of Asia. “With every difficulty also comes an opportunity,” he said.

“But the first priority, though, shall be to fight that virus together and recognize the situation for what it really is: a global event that can only be solved by a strong and united global response,” Schwarzenberg added.



## EHS Africa Logistics Beats The Clock and the Lockdown

Our X2 Elite member EHS Africa Logistics has entrusted a shipment of urgently required communications equipment for a UN Branch in Entebbe, Uganda.

Flown from the Netherlands, the shipment of 10 pallets weighing 1,150 kilos was cleared through customs and delivered to the UN office within 2 days after arrival at Entebbe despite the COVID 19 restrictions in place.

EHS Africa has been a valued member of X2 Elite, since 2013. It is also a member of X2Asia Global and X2 Cold Chain. Established in 2001, EHS has extensive knowledge of West and Central Africa and has been instrumental in helping our members develop business in those areas.

For more on EHS why not visit their website at [www.ehsafricalogistics.com](http://www.ehsafricalogistics.com) to see their wide range of services and presence in the African continent.



## Origin Logistics Handled 3 Project Cargoes

Origin Logistics, your reliable partner in Turkey, continues to perform handling their regular project cargoes and also the multimodal projects.

This time, our Izmir office sent three fire trucks for the Vietnamese Fire Station, also one boat to Cebu port, Philippines.



Each special truck and the boat loaded to flat racks and secured smoothly.

Boat placed to cradle and fasten securely. Tarpaulin and Lashing straps have been used by our experienced team as well for protection and securing.

Another multimodal project operated by our Konya Office;

150 tons of axles loaded to trucks at the factory and transferred to Railyard. Cargoes moved by railways to the receiver.

Here you can see some images, shows how our team handled the entire operations.



## 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/gJgqbhh>



## Exclusive Agreement between Ocean Bright Logistics and Boluda Lines Spain!



We are very pleased to announce that our X2 Elite member, Ocean Bright Logistics Limited which has extensive experience in multimodal transport services and a wide range of other services including e-commerce to road & trains transportation, have a new business development.

They have signed an exclusive agency agreement in China signed with Boluda Line Spain!

Boluda Line Spain is a maritime corporation specializing in the integral transport of goods and leaders in port logistic services.

As a result of this, Ocean Bright can offer to our X2 member's competitive rates and freight solutions that can benefit them especially during the challenging times we have been facing.

Please do visit Ocean Bright Logistics Limited X2 members profile: [https://www.x2elite.com/member\\_profile?id=10906](https://www.x2elite.com/member_profile?id=10906) for more details.

Congratulations to the Ocean Bright Team on sealing this deal!

## New X2 Projects Member TSM Doing Great Work

We are proud to report the news of a special project being moved by our New X2 Projects member, TSM Germany.

The goods are 90-ton dryers shipped from Hamburg to Shanghai and the first of 3 more units has already been moved.

TSM took control of the Pre Carriage from Factory to Port, Port Handling in Bremerhaven & Ocean Freight from Bremerhaven to Shanghai with RO/RO Vessel.



Founded in 2004 TSM are specialists in services to and from Eastern European Countries as well as having a full portfolio of all forwarding skills managed by their experienced, multilingual staff.

We are very pleased to have TSM join our network which will give added strength and professional skills to our membership.

## Back To Work Safely By Global Logistics India



As we know many of you are now returning to their offices, so, we would like to share the safe practices put in place by Global Logistics, India.

A big thank you to Naveen for sharing this video. We wish everyone to have a safe and responsible return to their office if it's allowed in your region. If not, please stay safe at home until final authorization is given by the authorities.

Best wishes from X2 team, stay safe, and together we will go through this, Safer & Stronger Together!



## 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 impor-

tance as they fight the battle against this virus. Reliable supply chain management of PPE is key to protecting our brave heroes and we are honored to be in a position to support the NHS" JAG UFS CEO, Gary Wilcox  
No matter what your business, JAG UFS believes 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)



## Life Saving PPE Delivered to UK from KL by X2 Network Members

We are proud to announce that two members of our network, AGX Logistics (Malaysia) Sdn. Bhd. and JAG-UFS (Intl) Ltd., UK were entrusted the handling of a VIP shipment of PPE supplied from Kuala Lumpur to the UK, destined to the UK's NHS (National Health Service).

The shipment size was 300 tonnes and was shipped on 3 Airbus 340-600 series aircraft.

Speed was of the essence for this critical cargo and thanks to the liaison between AGX, Malaysia Airlines, the Aero Darat team, and JAG in the UK the cargo was delivered safe and sound to the UK.



We would like to thank everyone involved in this 'special' which was dealt with a hands-on approach including CEO's, office, and operational staff.

This cargo will supply the UK front line nurses, doctors, paramedics, and other hospital and emergency personnel with much-needed safety equipment that will undoubtedly help save their lives.

A big thank you to all those involved.

This example confirms that we are undoubtedly Stronger Together.

## The Leader in Shipping Yacht & Boat in UAE



Our X2 Elite founding member in UAE, Fleet Line Shipping is the market leader in shipping Yacht and boat movements. Their latest movement of a sport fishing boat new model 2020 with dimension 960 x 250 x 370, 3 Tons weight from Jebel Ali Port to Male Port, Maldives by the sea can be found in the video here:

<https://www.youtube.com/watch?v=MyyYvtPBj0>

We are very pleased to have Fleet Line Shipping as the founding member in the network which will give added strength, positive and professional skills to our membership.



## The Logistics Efficiency Has Its Own Name: Miremar

Being an international company, Miremar has achieved high standards in efficiency working Worldwide thanks to a wide and big global network that allows clients from the firm to reach the entire World.

What does having a Certification on the National Customs Assembly on Qualified Economic Operator implies?

It implies responsibility and distinction in which we have to be consequent. Our vision of the future is one of a Safer World, this means assuming risks that our governments or companies can't take. Our country has compromised its resources in implementing solutions that may work with a low margin of error. The Uruguayan companies have to enlighten the World with an image of efficiency and safety that can attract investors and potential businesses. Companies such as ours have the adequate structure to assume the risks, take challenges and the flexibility to put themselves in action.

[Click here to read more](#) ►

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# INTELLIGENT MANAGEMENT

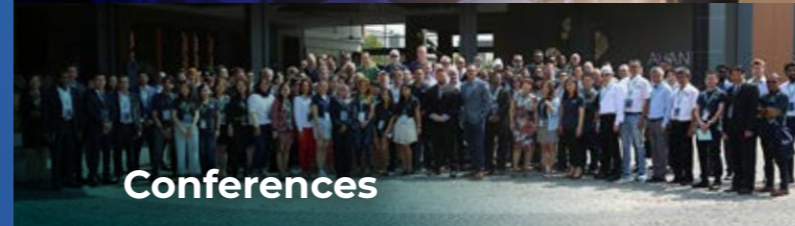
We effectively manage on your behalf so you can relax and focus on your life.



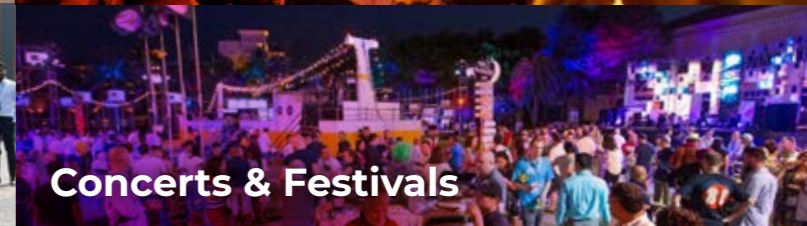
**Network Management**



**Grand Balls**



**Conferences**



**Concerts & Festivals**



**General Meetings**



When an operation is working efficiently it is more productive and is producing greater benefits for all stakeholders.

With every One Monocle project we strive to provide our clients with the best returns, tangible and intangible.

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



## Boom Lift Shipped To Vietnam!

Our X2 Critical member, Gulf Agency Co. (Qatar) successfully shipped a boom lift from Doha, Qatar to Haiphong, Vietnam. The unit was dismantled in 2 containers, 4 steel bars were put in Container no. HLBU8008846 and the other 3 steel bars were put in Container no. HLBU565102. Received and unloaded by our X2 Project member SM Logistics Co., Ltd. (Vietnam).

Congratulations to the 2 teams!

Gulf Agency Co. (Qatar)

Established in 1979 and a leading shipping and logistics services provider in Qatar.

Emphasizing world-class performance, a long-term approach, innovation, ethics, and a strong human touch, GAC delivers a flexible and value-adding portfolio to help you achieve business growth.



GAC's brand promise "Delivering your strategy." pledges to put our customers' ambitions and strategic targets at the heart of everything we do.

SM Logistics Co., Ltd. (Vietnam)

A reliable and prestigious joint-venture company of international freight forwarding business in Vietnam. SM Logistics has started its operation as a master sea and air freight forwarder with service from Vietnam to all the world. With their office in Hanoi, they are a strong agency network broadly equipped with professional management model, experienced and enthusiastic staff, shall definitely bring customers the fastest, safest, and the most satisfying service.



## EAS Move Life Saving PPE to France

Such shipments are always needed urgently because the sooner they arrive for use in hospitals, the more lives will be saved.

The forwarding industry including many of our members have performed a great service to the combatting of COVID 19 and we are grateful to them.

EAS International has offices in France and Morocco and they have been great supporters of our X2 Critical Network since 2016.

Herve Ben Said, Managing Director of EAS International Morocco, advised they have moved 20 tons of urgent medical supplies for use in hospitals in France.



## EPES handled 4 million masks from Shanghai to Texas

We would like to share another successful job during the pandemic handled by EPES, our X2 Elite & Asia Global member. The Shipment of 4 million masks from PVG airport, Shanghai to LAX airport, USA and transported via Trucks to El Paso, Texas.



Congratulations to the team for another successful job and keep up the good work!

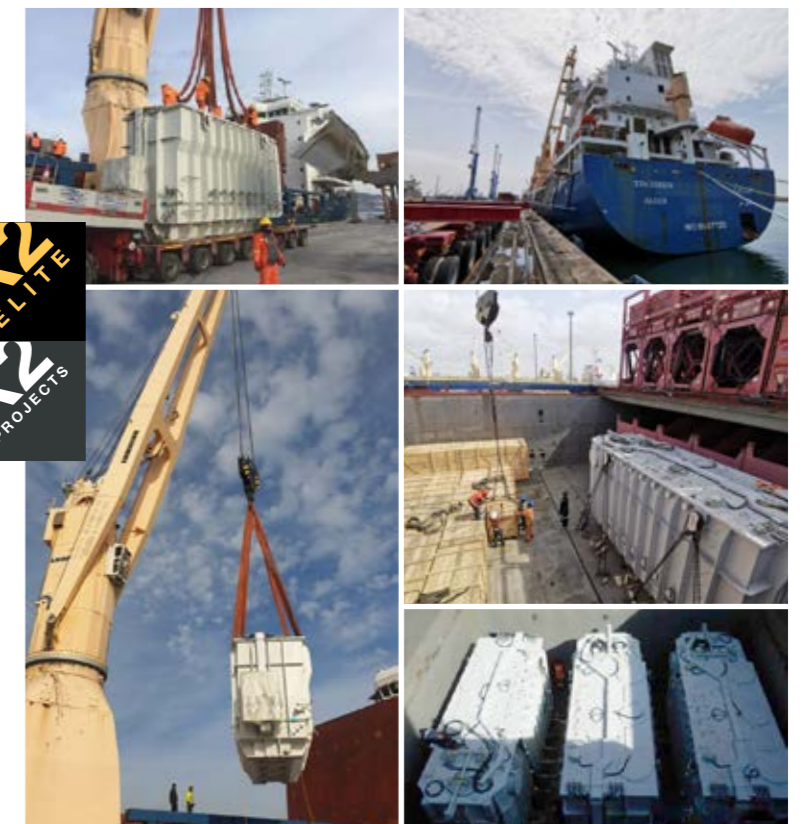
Best wishes from X2 team, stay safe and together we will go through this, Safer & Stronger Together!

## Transport of an important oversized cargo from Belgium to Chile by Altius S.A.

Altius S.A. has transported this important oversized cargo from Antwerp, Belgium to mine site in Mantos Blancos, Chile, with zero incidents.

Shipment included 2 pieces of FLS integrated Caps and Trunions, with 7.7 meters in diameter and 80.5 tons each, for the Debottlenecking Project OHL Industrial is executing at Mantos Blancos Ball Mill.

Care & professionalism gets the job done. Congratulations Altius!!!





## Back Loads Available in the UK from Woodland

Sean Kirby, Managing Director of Woodland Logistics in Chelmsford, UK, advises that Woodland is looking for backloads from South Wales, the West Country, and the South Coast, of the UK.

Woodland is fortunate enough to include a number of clients supplying products to both the NHS and the retail and wholesale food industries.



Like other operators in the transport industry, they have the good fortune to have 70% of their fleet operational, which is fantastic given the current economic climate.

The Woodland fleet consists of curtain side A class trailers with an internal height of 3metres and they are available on a daily basis to take on backloads from the areas mentioned above.

Curtain siders of course offer the opportunity for quick load and unload at a competitive price.

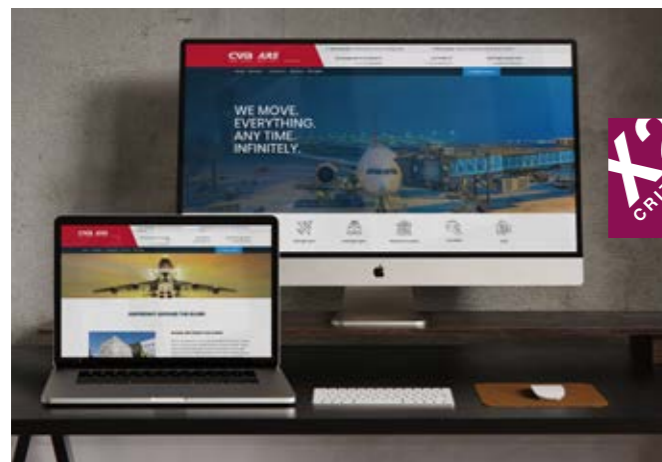
If you can help in any way to fill these trucks from these areas, Kevin Brady is keen to hear from you. His email is [kevin.brady@woodlandgroup.com](mailto:kevin.brady@woodlandgroup.com)

And his mobile number is +353 18 111 500

Woodland has been highly valued X2 Elite members since 2014 and runs a well-organized fleet in the UK.

Keep up the good work guys, keeping the NHS and food industries well supplied.

## A New Look for AAS Freight



Our X2 Critical 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 has 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!



## Yeditepe Transport is offering disinfection of cargo

Our valued X2 Elite member Yeditepe Transport in Turkey is pioneering a new way to help reduce the risk of transfer of Corona Virus on air freight shipments.

It is offering a fumigation/ disinfection of cargo and documents with a solution which is effective against virus, bacteria and mold for a period of 30 days.

Yeditepe provides a certificate of disinfection which accompanies the goods.

A loyal member of X2 Elite since 2016, its head office is in Ankara and has a branch in Istanbul.

Our compliments to Yeditepe for their innovation and vision in providing this valuable service to clients.



## NMT Does it Again

We'd like to report another finely executed movement of cargo from NMT.

On this occasion, the cargo in question was a total of 4 transformers from Balikesir to Kabul, Afghanistan.

Keep them coming lads!



## The Arrival of the First Giant

Some great movement happening from one of our X2 members at Portonave terminal / Navegantes. Where the BRITJ, Itajai terminal, and the other side, BRNVT Portonave Navegantes are divided by the Itajai river.

The giant, 306-meter vessel, holding capacity of 8,452 TEU'S, sailed into the port making the departure turning maneuver at the beginning of June 2020.

We hear our X2 member even had the privilege of watching the entrance maneuver from his apartment nearby.

Absolutely brilliant video coverage on the sheer maneuver of what was required upon entering and exiting the port.

What a fantastic achievement from one of our X2 members ConLine Serviços de Logística Internacional. Keep great work going!

<https://youtu.be/S2iAFEIG7ic>  
<https://youtu.be/t8riAlcQ4h>



## Trailer Availability To And From Bulgaria

Unimasters, our X2 Elite, and X2 Project members have announced good full trailer loads availability to and from Germany and Benelux.

They are looking for outbound and inbound loads to Bulgaria.

On a weekly basis, they can load approximately 8-10 trucks in both directions. They are operating with standard tilt/curtain sider trucks and can also provide Mega trailers as well by demand.

For the Italian market, they are looking mainly for exports from Bulgaria.

On a weekly basis, they can load about 10 standard tilt/curtain sider trucks.

For Poland and the Czech Republic, they are seeking outbound and inbound loads to Bulgaria.

On a weekly basis, they can supply about 10 standard tilt / curta insider trucks in both directions.

For Slovakia, there is availability for 5 trucks weekly on an inbound basis only from the Trnava / Bratislava area.

For Romania, they have regular inbound and outbound availability of ten standard tilt trucks daily.

For Greece, there is the daily availability of 5 standard tilt trucks inbound and outbound.

In addition, ADR compliant trucks can be provided by arrangement and part loads are also accepted.

If you are interested in taking advantage of this reliable service at competitive rates, please contact:

Svetoslav Marinov  
 Head, International Road freight & Procurement  
 m: +359 888 218 493 | t: +359 2 446 3658

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



CONSOLFREIGHT

## Revealed: 4 Simple steps to convert your website into a 24/7 sales-person, in less than 5 days.

Imagine what would it be like to double your sales in the next few months, while cutting out costs and enhancing operational efficiencies.

Do you find yourself struggling with excel sheets and piles of papers when trying to create a quote for your client?

Are your clients becoming more demanding?

- Step 1.** Digitize your contracts and customize rates for each client.
- Step 2.** Enhance your digital presence.
- Step 3.** Automate your sales process.
- Step 4.** Manage and Process Bookings coming from your website in a dashboard.

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[Offer Exclusive for X2 Members]:

How to transform your website into a business generator in 5 days.

➔ [messages@consolfreight.com](mailto:messages@consolfreight.com)





## The Life of a Forwarder and a Brand New Beautiful Truck

Milestone Logistics, a member of X2 Cold Chain has unveiled the latest addition to its fleet.

It's a Scania P250 series cab with a 9-liter engine and an 8.6-meter body.

This is no ordinary body as it is the most versatile body in the market. The six bi-fold doors on both sides of the

truck allow easy and fast loading and unloading and the insulated panels on the doors and roof means that frozen and fresh cargo may be carried as well as general cargo thanks also to the cooler unit controlled from the cab.

The truck certainly enhances the Milestone image and the investment made for this unit confirms its commitment to maintaining best in class service to its clients.

The combination of Scania's reliability and safety features, and the versatile body, will for sure be a great asset to Milestone and its clients.

Nicely done lads!

<https://youtu.be/eZxlAB50ntM>



## Globelink Unimar Logistics offers Electronic Trade Customs Declaration

Our X2 Asia Global member in Turkey, Globelink Unimar Logistics shared with us their recent innovations in their company's business scope. They have a great vision for e-commerce business and are aware of the potential and impact it has on the way business is handled.

They announced on having an ECCD which is an electronic commerce customs declaration which is a structure that is used in the process of customs clearance of

goods sent or received by airline, seaway, highway or fast cargo, and in which the entire bureaucracy is carried out in the digital environment in order to speed up the process.

Globelink Unimar can support by using the ECCD Transactions following this process:

Based on the form from the customs company they have contracted is forwarded to them, filled by their operation team, and then it is sent back to their customer.

The customs company with which they have an agreement makes the declaration of the transaction electronically.

After the declaration, Globelink Unimar will transmit the ECCD information to their customer via e-mail. Then, their customer will apply for a VAT refund with ECCD information and a physical copy of the declaration.

Don't forget to visit Globelink Unimar's Members Profile and get in touch with Gizem and the team, they can support you with efficient and up to date services:

[https://www.x2asiaglobal.com/member\\_profile?id=11395](https://www.x2asiaglobal.com/member_profile?id=11395)



## Expert Air Race Against Cancer

We are proud to share that Expert Air has recently sponsored The Champions Race for Cancer Trials Maiden Hurdle at Naas racecourse in aid of the aforementioned charity.



Presenting the prize on behalf of Expert Air to Eddie O'Leary of Gigginstown are Anthony Wasylocha & Sabrina Kavanagh.

At X2 we couldn't be happier to have our members participating in such events. Definitely a memorable day to all participants and we hope to see more initiatives like this.

Best wishes from the X2 team, Stronger Together!

## Supply Chain Logistics Services Offered by VTL in India



Our member Vasantham Trans & Logistix Pvt Limited has the most effective Supply Chain Logistics Services from start to finish. Their solutions can support every aspect of a customer's Supply Chain Management Process; from Planning, Sourcing, Processing & Stocking, Deliver, and Return:

1. Supply Chain Design (PLAN)
2. Order Management (SOURCE)
3. Inbound to Manufacturing (MAKE)
4. Transport Management (DELIVERY)
5. Reverse Logistics (RETURN)



Don't hesitate to contact them as, like every X2 member, they are willing to support and assist you in any way. Visit their member's profile and get in touch with the team:

[https://www.x2coldchain.com/member\\_profile?id=11203](https://www.x2coldchain.com/member_profile?id=11203)



## Project by Shenzhen Focus Global Logistics Corporation Ltd

Excellent job performed by our X2 Projects member, Shenzhen Focus Global Logistics Corporation Ltd  
Cryogenic liquid/carbon dioxide storage tank weighing 66 tons, volume 357 CBM moved from Shenzhen, China to Hojimin city, Vietnam by Carrier OOCL with EXW Terms volume 5\*4FR.



The operation with professionalism in detail by the team since maintaining the balance of the center of gravity of the storage tank. The wooden boards support the bottom part to avoid the displacement of the goods. The cooperation with Shipper on the lifting. They coordinate with the vehicle fleet for the cost-saving on rental period at the port. Even there has the cable at the factory door cut off at the end of the installation but the team had fixed and it returned smoothly.

All process finally is done with professional and care by Shenzhen Focus Global Logistics Corporation Ltd  
Best wishes from the X2 team, Stronger Together!



## Successful Shipment from South Korea to Japan and Germany by V.Alexander



Our X2 Elite member V. Alexander Transport Systems GmbH recently transported 2 ruddle blades, each weight 19,5 tons and 2 boxes with accompanying parts. The shipment was from Busan, South Korea to

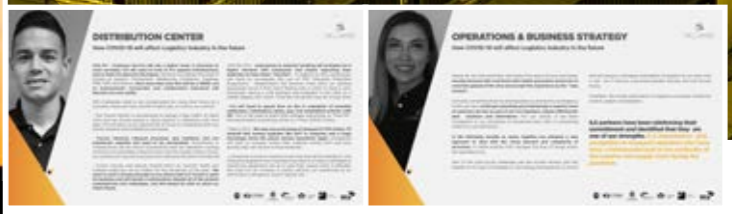


Nagasaki, Japan where it was received by X2 Elite member Shippio Inc and successfully delivered to client by V. Alexander in Hamburg, Germany.



## The ILS Company shares their view about Logistics after COVID-19

With the recent difficulties in the world of logistics and economic impacts being faced, we have to be attentive to market trends and guide our efforts into activities we can control.



The ILS Company, our Elite member with the office registered in Mexico, shared with us the thoughts of Managers of the different areas of the company about the Covid-19 situation and how are the impacts on the logistics industry in the near future.  
Follow the link to read more about different opinions. Do you share some of them?  
<https://www.linkedin.com/posts/the-ils-company-how-covid-19-will-affect-logistics-industry-activity-6671129946179608576-RyLy>

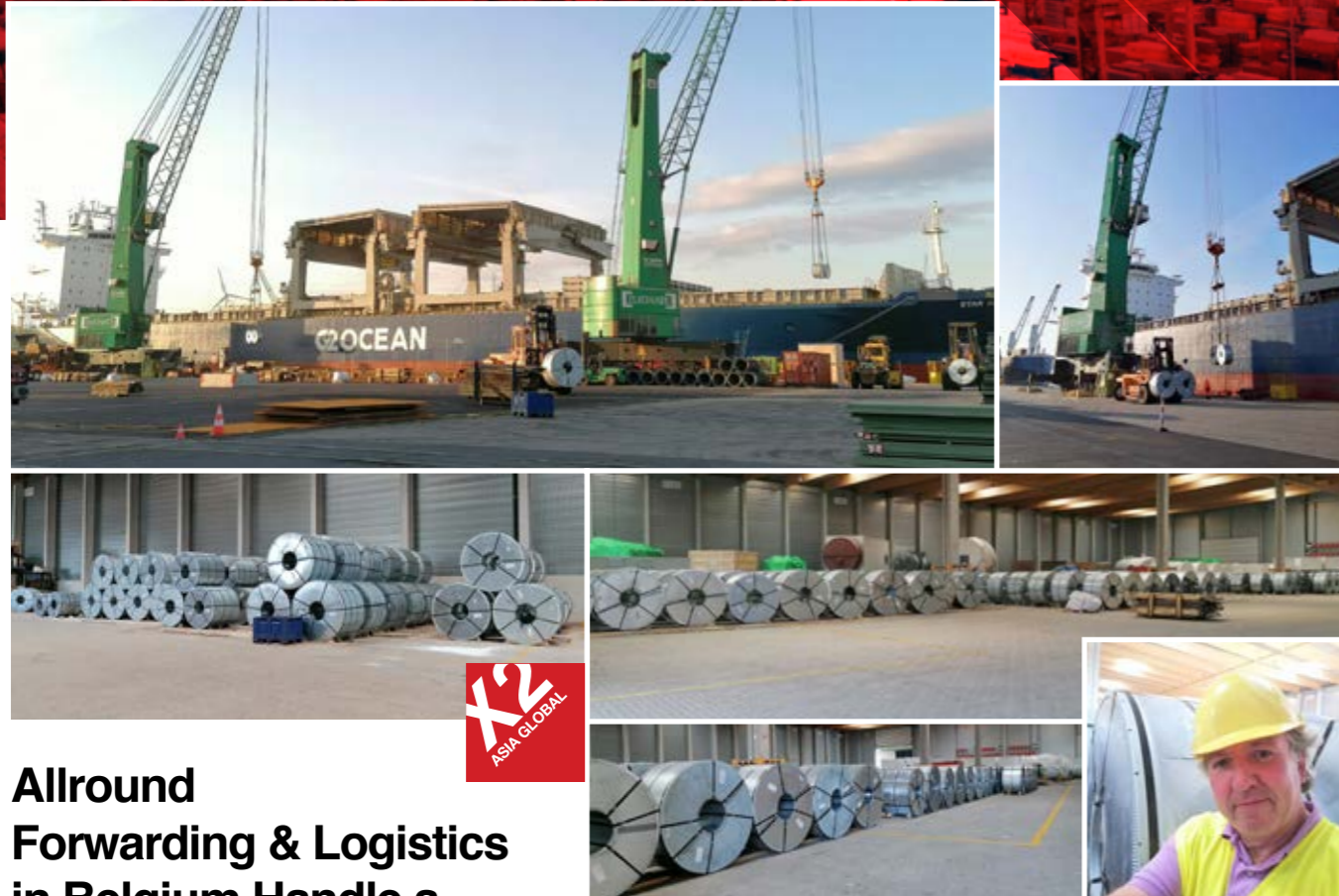
## Shanghai Beetle successful multiple shipments from China to UAE



From the beginning to the end of June, Shanghai Beetle Supply Chain Management Co. Ltd. successfully handled a project shipment. They arranged the loading and lashing and took care of sea transportation. To make sure a smooth boarding CLI (Container Loading Inspection) was requested, and issued report for a proper, acceptable and suitable lashing on the intended board for sea transportation.

Shipment Origins: **Dalian/ Shenzhen/ Tianjin, China**  
Port of Discharge: **Jebel Ali, UAE**  
Containers: Dalian-Jebel Ali: 6x40'FR+2x20'FR+2x40'O T+5x40'HQ  
Shenzhen-Jebel Ali: 2x40'FR+3x20'FR  
Tianjin-Jebel Ali: 2x40'FR+1x20'FR+13x40'HQ  
Commodity: Transformer & Injection machine  
If you need any OOG/BB/RORO shipments, please contact them:  
[https://www.x2projects.com/member\\_profile?id=10735](https://www.x2projects.com/member_profile?id=10735)





## Allround Forwarding & Logistics in Belgium Handle a BB Vessel of Steel Coils from Shanghai

May 25th, AFL X2 Asia Global Members based in the port of Antwerp were instructed to handle a breakbulk vessel called Star Istind at Belgium Based Port for the unloading of almost 20000 Mt of steel coils coming from Shanghai Port.

Here is what Michael Traute had to say "The unloading operations started at 06.00 am but we already sent our first project updates at 05.50 am to our principals to inform that operations were almost ready to start. During daytime we followed all operations and damages surveyed on board were immediately sent to our principals in order to hold the carrier responsible. Finally, at 6 pm evening we finished the complete unloading of the vessel and all cargo was stored inside our bonded warehouses, stored per BSL and unit weights as instructed by our principals. After customs clearances and final release, we shall continue with the project & bring in

July 2020 the coils to France and Germany by coil trucks and coil waggons. All these coils are destined for the German and the French automotive industry using our AFL services and the port of Antwerp as their hub"

A little information on Antwerp Port, located in the heart of Europe, Belgium. Antwerp Port with a surface of more than 12000 hectares, offers a quay length of 169 kilometres, 40 docks and 86 terminals. 144.183 people are working directly and indirectly for the port. Antwerp Port is a cluster for the petrochemical industry, steel and project port number 1 in Europe, offering worldwide liner breakbulk and container services. In 2022 Antwerp Port will foresee a yearly total capacity to handle 22 million containers. All round Forwarding and Logistics are specialised in the field of steels, projects, heavy lifts and general cargoes. Besides we offer CFS activities for normal DV containers and special equipment. Steel Mills, steel traders and industries as such are our main customers relying on our knowledge to handle these kinds of cargoes and appreciate our personal service and personal approach.



## SATT Big Move KL to Colombo

Our X2 Asia Global member SATT Shipping and Logistics recently completed a big move of construction equipment from Port Klang to Colombo Sri Lanka on the vessel BBC Cape.

As you can see from the images, this was no small shipment, the total being 662 CBM and 297 tons.

Great work SATT.

## ConLine visited by the Giant

This is M/V APL Paris, the largest vessel to call at Navegantes/Itajai Port Complex, with over 347 meters!

That was a very special day to our local shipping industry!

<https://youtu.be/vQs4dnVIFYo>

[https://youtu.be/t-j2ATcd\\_tw](https://youtu.be/t-j2ATcd_tw)

Learn more about ConLine Servicos de Logistica Internacional visit their x2 Member profile:

[https://www.x2elite.com/member\\_profile?id=11001](https://www.x2elite.com/member_profile?id=11001)



## New Members

### GNW Logistics

♦ Istanbul, Turkey  
[www.gnwlogistics.com](http://www.gnwlogistics.com)



### Janssen Air & Ocean Vietnam Company Ltd

♦ Ho Chi Minh City, Vietnam  
[www.jao1877.com](http://www.jao1877.com)



### TRANSINTER / Groupe CNM

♦ Le Havre, France  
[www.cnm-groupe.com](http://www.cnm-groupe.com)



### Samer Global Logistics d.o.o.

♦ Koper, Slovenia  
[www.samer.com](http://www.samer.com)



## New Members

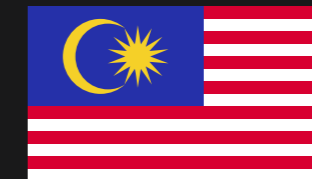
### SILA Global Pty Ltd

♦ Brisbane, Australia  
[www.sila.net.au](http://www.sila.net.au)



### Aroona Solutions Sdn Bhd

♦ Selangor, Malaysia  
[www.aaronasolutions.com](http://www.aaronasolutions.com)



### Samer Global Logistics d.o.o.

♦ Koper, Slovenia  
[www.samer.com](http://www.samer.com)





## New Members

### PWL Worldwide Logistics GmbH & Co. KG

📍 Bremen, Germany  
[www.pwl.de](http://www.pwl.de)



### Samer Global Logistics d.o.o.

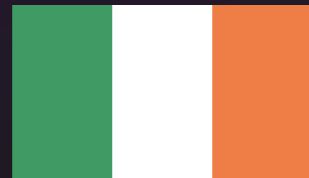
📍 Koper, Slovenia  
[www.samer.com](http://www.samer.com)



## New Members

### AQUA-TRANS International Ltd

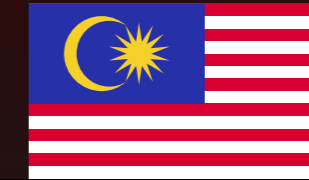
📍 Limerick, Ireland  
[www.aquatrans.ie](http://www.aquatrans.ie)



## New Members

### SATT Shipping & Logistics Sdn Bhd

📍 Selangor, Malaysia  
[www.sattgroup.com](http://www.sattgroup.com)



### Fendale Logistics Ltd

📍 London, United Kingdom  
[www.fendale-logistics.com](http://www.fendale-logistics.com)



### Mapcargo International Ltd

📍 London, United Kingdom  
[www.mapcargo.co.uk](http://www.mapcargo.co.uk)



# Stay in touch with the X2 Team,



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 Founder & CEO  
 X2 Group

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**George Lane**  
 Sales & Communications Manager  
 X2 Logistics Networks

[Connect](#)



**David Mills**  
 Membership Service Technical  
 Director X2 Logistics Networks

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**Jennifer Llanes**  
 Commercial and Accounting  
 Manger X2 Group

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**Patarasorn Jommawun**  
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**Shawn Stephen**  
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**Martins Degis**  
 Lead Graphic Designer  
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**Daniela Gonzalez**  
 Membership Services Executive  
 X2 Logistics Networks

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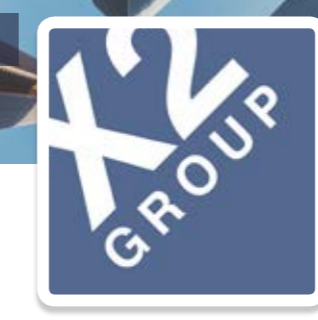
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# Why You Need to Integrate Social Media

into

## Your Marketing Plan?

If you own a business, then you probably already are present on social media. If not, you should really think about doing it.

You don't need to be a skilled online marketer to understand that social media is really popular among customers and will definitely help you increase the visibility of your company and connect in a positive way with your customers. Social media statistics from 2019 show that there are 3.2 billion social media users worldwide.

Facebook, LinkedIn, Instagram and a lot of other social channels! You have a large choice and it's up to you to figure out which of these channels will highlight you the most.

### Social media is very useful for your companies visibility.

Social networks will allow you to connect with your customers, prospects and partners. You will therefore

create a good relationship with them by answering their questions, thanking them, keeping them informed with your news and updates. You will humanize the customer relationship and thereby improve the image of the company.

The more active you are on social networks, the more you will gain visibility and the more you will be known to your prospects and your targets.

### Increase the number of prospects, build customer loyalty.

Facebook and Twitter are often used to announce the release of a new service or product. The information will be quickly relayed between the members of the network so that the "buzz" generated will attract new prospects.

Moreover, the use of the Web is more and more interactive, people do not hesitate to give their opinion on such product or company. These feedbacks will be a great opportunity for you to correct the situation and adapt quickly to the demands and requirements of your customers.

Listening to customers' needs, interacting with them and answering their questions in real time is a real added value for both parties.

### Social media will help improve your SEO

Social media will allow you to generate additional traffic and increase the number of pages viewed.

All of this will contribute favorably to your ranking in the Google search results. It tends to reassure the user on the seriousness and quality of the company. Also, by engaging your community on social medias, you will therefore generate traffic to your website.



# 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 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 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 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 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

### 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.

should carry over to all 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 reenforces 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 (have you seen Facebook?). The last thing consumers want is negativity while they're shopping.

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 Linked-In handle that hasn't posted in three years.

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

## 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.



## 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.

X2 that's what we do!



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