

FREIGHTlink

THE PANGEA GROUP MAGAZINE

SALES REPORTS FOR
FREIGHT FORWARDERS

NETWORK MEMBERS
FURTHER THEIR
COOPERATION



OOG Shipment for an off-shore Oil industry in Northern Norway



Cooperation to move a Grinding Mill from Germany to Indonesia



Time critical delivery for the Oil/Gas industry

CONTENT



10 **BLUE FREIGHT SERVICE**
Germany

10 **PT. ASIA GROW LOGISTICS**
Indonesia

NETWORK UPDATES

04 **SARAH BIDMEAD'S COLUMN**
5 Sales reports every freight forwarder should analyse

06 **GLOBAL MEETING FREIGHT-CAMP 2018**
The PANGEA 2018 Global Meeting will take place in Berlin, Germany from 17 to 19 October.



12 **MP HOLLAND**
Netherlands

13 **ALPHA LOGISTICS**
Bangladesh

14 **IN TIME**
United Kingdom

15 **JUSTLOG**
Portugal

PARTNER'S STORIES

08 **NORWEGIAN FORWARDING**
Norway

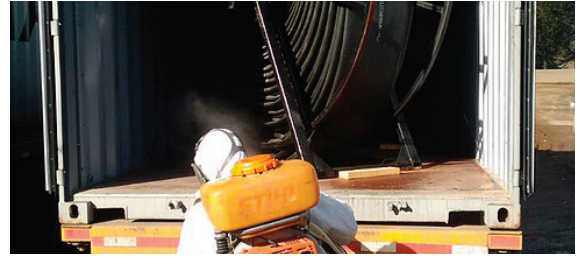
08 **AIF GLOBAL LOGISTICS**
China



16 **KORMAN GROUP**
Hongkong

17 **UNITEX LOGISTICS**
China

18 **ORIGIN LOGISTICS**
Turkey



20 **PEKAES**
Poland

22 **TRANSALTIC**
Argentina



Sarah Bidmead's Column

5 Sales reports every freight forwarder should analyse

How often do you analyse the sales reports of your company? Any freight forwarder, big or small, should measure several commercial parameters to know how their sales are performing. If we do not measure our results we are going blindly and it will be more difficult to improve and to plan based strategies.

Here are 5 types of sales analysis a freight forwarding business should conduct regularly.

1 Offers issued and offers accepted

This parameter gives us a general overview of our sales process, we can compare from month to month, from season to season or from year to year how many quotations we are issuing. As well as, see if certain circumstances are influencing the quoting requests we receive or our quoting capacity, such as a sales campaign, participation in a networking event, a new commercial team, etc. The % of offers accepted vs offers

issued should remain stable, significant changes in these numbers should be analysed for further consideration. If there is an increase in the % of offers accepted this could be a good sign that our sales team is well trained and better understanding customers' needs and that our rates remain competitive. On the contrary if we see a sudden drop in the % of offers accepted we will have to make adjustments in our sales management and continue monitoring until we again reach an acceptable %.

2 Top origins/ destinations requested

It is important to have deep knowledge of the most requested locations, ports, airports of origin and destination for import and export freight services. This will allow the freight forwarder to concentrate its efforts in obtaining the most competitive suppliers' rates for those lines. Further, alternative transport methods could be studied and offer customers cost saving solutions to their transportation requirements.

3 Individualized Clients Activity

To conduct sales analysis of individual clients' activity can help us immensely in understanding customers' needs and focus our sales strategy. Several ratios can be measured with this objective, for example for identifying growing customers, customers demanding new services, customers that often request for quotes but hardly contract us, customers that we are losing, etc. By monitoring clients' activity, a freight forwarder can take advantage of arising opportunities and anticipate weakness handling.

4 New Clients/ Agents

We should pay special attention to new clients and partners to detect their potential and gain loyalty as relationships are at an early and fragile stage. It could be worth knowing where a new customer has heard of our business, from our website, a referral, a fair or meeting, so we can identify valued sources of new contacts.

Secondary to this, you can complete a sales analysis of the services requests for each new client, keeping a detailed database of their leads, inquiries and contracted services. We can obtain useful information that can serve us to approach the new customers with tailor made solutions for engaging them to our business.

5 Sales campaigns success.

Sales analysis will also allow you to see if a commercial or marketing campaign has been successful. You can track leads, valued requests, effective contracts and customer feedback. This will allow you to make any

necessary adjustments and improvements in your overall sales strategy.

For more information on how to get automated reports for your sales and freight quoting process, please visit Freightalia.

PANGEA has partnered with Freightalia to give Pangea members access to the most powerful online quoting and rate management system for freight forwarders.

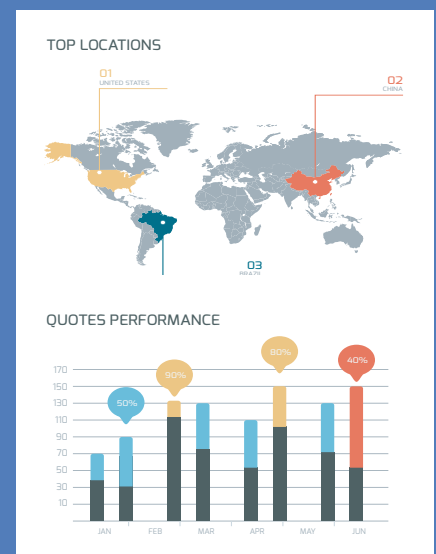
Freightalia is a white label system that allows Freight Forwarders to instantly quote importers and exporters automatically and online. Pangea freight forwarders can engage Exporters, Importers and Agents by sending reliable freight estimates instantly and professionally.

Learn more on how to:

- >> Create and send professional quotes in real time
- >> Organise and integrate all your suppliers' rates on a same platform
- >> Take full control of your application and branded quoting portal

- >> Get sales reports with real data to help you perform and sell more
- >> Reach, impress and engage your customers

As it is conceived as a White Label system, you will dispose of your own customized site, retaining complete control over your quotes. Choose your template, add your logo, and even adjust colors and buttons to make sure your quoting portal maintains your branding.



Please contact us for more information or to request a demo

PRESS CONTACT

SARAH BIDMEAD
Network Manager
PANGEA GROUP
s.bidmead@pangea-network.com
+44 (0) 1277 800 047

2018 GLOBAL MEETING



The PANGEA 2018 Global Meeting will take place in Berlin, Germany from 17 to 19 October.

The PANGEA 2018 Global Meeting will take place in Berlin, Germany from 17 to 19 October. Visit the 2018 Global Meeting webpage, www.freightcamp.com, for full details, including venue, pre-agenda, fees, visa requirements, registration, etc. Registration is now open, benefit from the Early Bird discount.

Reasons to attend

- >> Make more contacts in one single event
- >> Reacquaint with colleagues and meet new partners
- >> Your participation will encourage other members to invite you to take part in their shipments
- >> Participate in face to face meetings to exchange business synergies and discover new opportunities
- >> You will leave the meeting with commercial leads ready to develop
- >> Enjoy a world-class hotel and facilities

CONFERENCE HOTEL

Berlin Marriott Hotel

Conveniently located in the heart of Berlin, Berlin Marriott hotel offers a distinctive address from which to explore the city center and beyond. Its conference center at Postdamer Platz, is just steps from entertainment, shopping and fine dining.



BERLIN

More than 775 years old city that has it all

Berlin is more than 775 years old and over the decades, all generations have left their monuments and landmarks in town. Berlin has it all – sights, attractions, memorials, museums, parks, gardens and UNESCO World Heritage Sites.

MEETING PROGRAM

1:1 Meetings

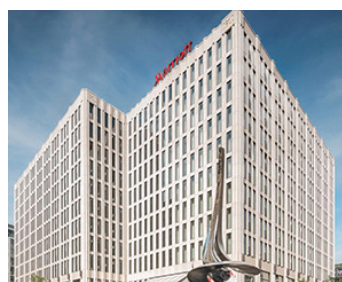
3 Days of Official Meeting program, including the Meeting opening and awards ceremony, group photograph and over 1500 one to one business meetings. Discuss personally with the partners of you interest on your present and future business and make the most of your mutual synergies.



SOCIAL NETWORKING

Build Partnership

Group social activities are organised all along the event helping us to meet everyone, make contacts and build relationships from the very first moment. Including team building, social welcome reception, evening tour and group dinner, business lunches and coffee breaks.



PANGEA
Global Meeting



2018
FREIGHTCAMP



CONNECTA
Global Meeting



Berlin, Germany

Marriott Berlin Hotel
17-19 October



YOUR PARTNERS

NORWEGIAN FORWARDING NORWAY & AIF GLOBAL LOGISTICS CHINA

Pangea Members cooperate in a OOG Shipment for an off-shore Oil Industry in Northern Norway

NORWEGIAN FORWARDING, your Pangea partner based in Norway and AIF GLOBAL LOGISTICS, based in China, join forces to deliver a heavy weight out-of-gauge (OOG) project shipment from Shanghai (China) to Fredrikstad (Norway).

As there is no direct service, the cargo had to be transshipped via Rotterdam Port, from where the heaviest 40'FR was rolled out 2 times due to heavy congestion at the Port. With an enormous deadline pressure, NORWEGIAN FORWARDING had to find an alternative solution to deliver the cargo on time. They managed

to release the cargo during the transshipment in Rotterdam and stripped the drums using special cranes, then they barged them from Rotterdam to Eemshaven. From there, the cargo was loaded onboard a feeder coaster vessel type as breakbulk cargo for transportation up to final destination at Harstad.

The shipment consisted of submarine optical fiber cable drums that had a combined weight of 50 tons including tare and divided in 2 units measuring 3.9m X 3.9m X 2.6m (39.546 CBM / 34 tons) on a 40' Flat Rack and 2.6m X 2.6m X 2.2m (14.872 CBM / 8.5 tons) on a 20' Flat Rack. The cable will be used off-shore in the Oil Sector in the Northern part of Norway.

At origin, AIF GLOBAL LOGISTICS handled the booking, arranged the customs and port formalities and secured an ATA carnet as per the cargo plan.



NER STORIES

The other 20'FR unit arrived in Norway as per the initial schedule and was railed to its destination.

“ *The current situation of space on vessels being heavily saturated has been a real challenge for moving this shipment. From the start, we were able to offer our customer the best freight solution over larger forwarders, thanks to our Chinese partners who did an excellent job organizing and handling the first leg. Despite, the blocking in Rotterdam, our team fought in the midst of the Chinese New Year and weekends to deliver this critical shipment as per our customers' requirements*”, remarks Axel Andreas Jespersen, General Manager at NORWEGIAN FORWARDING.



GERMANY

BLUE FREIGHT SERVICE

PT. ASIA GROW LOGISTICS

INDONESIA

Blue Freight Service, your Pangea partner in Germany, and Pt. Asia Grow Logistics, your Pangea partner in Indonesia, have shipped the main part of a Grinding Mill from Bremerhaven (Germany) to Semarang (Indonesia), with an excellent coordination since the quotation stage of this project as they had to evaluate various shipping options in order to

identify a suitable solution for the customer.

The grinder elements were packed in a crate that measured 320 cm long, 303 cm wide and 160 cm high, and that weighed 13,4 Tn. Because of the crate's extra width, Blue Freight Service had to obtain a governmental permission to get this cargo moved on German roads. This kind of pre-carriage permission can take around 4-6

weeks, however by adjusting the travel plan via Bremerhaven instead of Antwerp, Blue Freight Service managed to get the approval within 2 weeks.

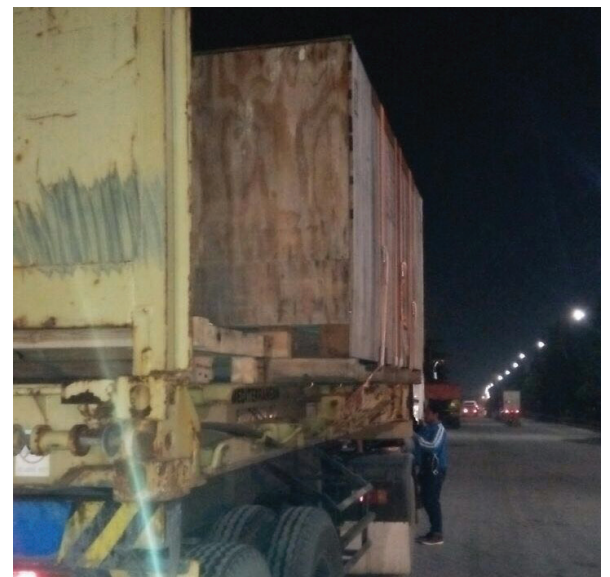
Blue Freight Service, your Pangea partner in Germany, and Pt. Asia Grow Logistics, your Pangea partner in Indonesia, have shipped the main part of a Grinding Mill from Bremerhaven (Germany) to Semarang (Indonesia), with



Network partners cooperating to move a Grinding Mill from Germany to Indonesia



“ The main objective in this project was to meet customer’s tight schedule as this part of the grinding mill is critical for the operation of the whole machinery. We, and our colleagues at Asia Grow, therefore had to help customer avoiding a line down scenario at destination”, indicated Stefan Koch, Ocean Export Manager at Blue Freight Service in charge of the operation.



an excellent coordination since the quotation stage of this project as they had to evaluate various shipping options in order to identify a suitable solution for the customer.

The grinder elements were packed in a crate that measured 320 cm long, 303 cm wide and 160 cm high, and that weighed 13,4 Tn. Because of the crate’s extra width, Blue Freight Service had to obtain a governmental permission to get this cargo moved on German roads. This kind of pre-carriage permission can take around 4-6 weeks, however by adjusting the travel plan via Bremerhaven instead of Antwerp, Blue Freight Service managed to get the approval within 2 weeks.

MP HOLLAND NETHERLANDS IN TIME

UK

PANGEA Members successfully handle a time critical delivery for the Oil & Gas Industry



MP HOLLAND, your Pangea Partner in the Netherlands, has assigned his network counterpart in UK, IN TIME WHOLESale EXPRESS to arrange an Out-Of-Gauge airfreight shipment of parts for

the Oil and Gas Industry to be sent from London to Bahrain.

The shipment comprised 3 pieces, two of them were 821cm long and the third was 791cm long. MP HOLLAND arranged the coordination with the customer, providing them with all relevant

details, while IN TIME, despite the time pressure, secured the space and achieved the earliest possible uplift.

Here are some pictures of the freight whilst it was loaded on the truck that collected and then delivered to the airline.

SAUDI ARABIA YA9200121Z
100767922

SAUDI ARABIA YA9200120Z
100767922

29877

29676



Alpha Logistics, your Connecta partner in Bangladesh, celebrated on 2nd February their annual Day-long picnic in a natural resort in Gazipur, located about 40 km north of the metropolitan Dhaka city.

A part from enjoying the touch of green and natural serenity, it was a great team outing for facilitating bonds between team members, reducing employees stress, and giving them the chance to get to know more each another outside of the office.





IN TIME UK

IN TIME (UK) celebrates 15 Years of Excellence in Logistics

We want to extend our warmest congratulations to the IN TIME (UK) Team as they celebrate a remarkable 15th Anniversary serving the freight forwarding industry.

We wish you continued success as you celebrate this important milestone!!

In those 15 years, IN TIME has delivered well over 300,000 consignments, weighing more than 4,000 tons, to 177 countries

around the world! They specialise in finding the right freight solution, whether consignment is out-of-gauge or overweight, destination is unusual or hard to access, or transit requirement way beyond the norm.

As an indication of their service and professionalism, IN TIME has been granted membership into the British International Freight Association (BIFA), the leading body representing the UK International Freight Services Industry.





JUSTLOG PORTUGAL

Justlog (Portugal) Distinguished As Sme Excellence 17

JUSTLOG, your Connecta Partner in Portugal, has recently been awarded for the SME Excellence 17 issued by the Portuguese Ministry of Economy through IAPMEI (The Public Agency for SME and Innovation).

The attribution of the SME Excellence 2017 status aims to distinguish and give notoriety to companies that show the best financial performances and management indicators marking the competitive capacity of the country.

Jorge Emanuel Ramalho and Paula Soares received this honorable distinction representing JUSLOG, in the annual ceremony that was held at Multiusos de Gondomar.

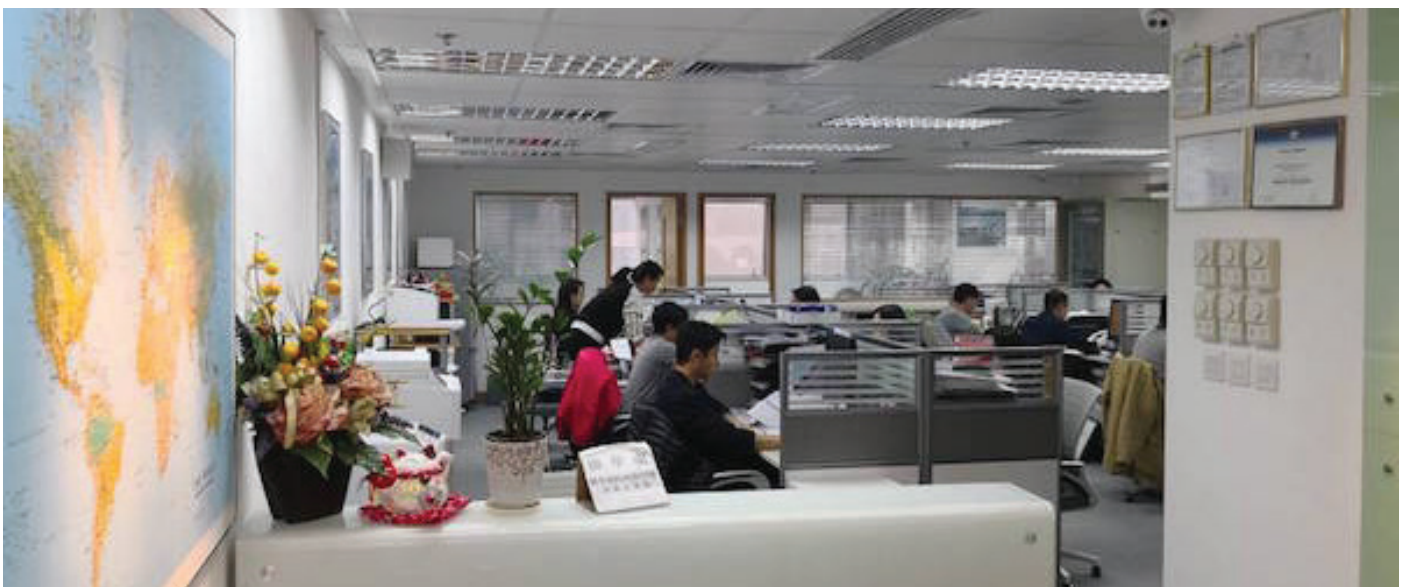
KORMAN GROUP HONGKONG

Korman Group (Hong Kong) Moves To A New Office

Korman Group, your Connecta partner in Hong Kong, has recently moved to their new office located in the neighbourhood of Lai Chi Kok, in Kowloon. Their new address has been updated in the members directory, telephone/fax numbers and emails remain unchanged.

They are fully settled and operative from their new space, with a renovated layout that better matches their growing team needs.

Also, this month Korman Group Hong Kong held their Annual Dinner and had a wonderful time to celebrate together everything they have achieved this year and to look forward to the upcoming year with ambition and optimism.



UNITEX LOGISTICS CHINA

UNITEX LOGISTICS (China) delivers 8862 e-commerce parcels during IWD

Unitex Logistics, your Pangea Partner in China and Hong Kong, has been involved in e-Commerce Logistics since about 4 years, through its e-Commerce department, U-Speed.

On 8th March, International Women's Day, they have achieved a new record, delivering 8862 parcels. Their warehouse team worked over 24 hours to pack and deliver all parcels in one day. This follows their precedent accomplishment of 17,470 Parcels on Single's Day and positions their e-commerce and express logistics capabilities on the highest level.

The e-Commerce Logistics grows very fast in the entire globe, and is particularly noticeable the purchasing power of the Chinese market. Every year, major online stores break new sales records on the calendar for Christmas, Thanksgiving, Singles Day, Black Friday, Prime Days, etc.

Unitex Group provides both B2B & B2C logistics solutions to their customers. They serve customers with convenient, efficient, safe and reliable cross-border e-commerce

door to door express service by providing "direct mail service" and "bonded warehouse delivery service".

8th March, 2018

WOMEN'S DAY

8862 Parcels


UNITEX
 汇利达


U-SPEED
 Your courier partner in China

www.u-speedex.com.hk

The infographic features a central red banner with the text '8862 Parcels' and 'WOMEN'S DAY' above it. The date '8th March, 2018' is in the top right. The bottom section contains the logos for UNITEX (汇利达) and U-SPEED (Your courier partner in China), along with the website URL 'www.u-speedex.com.hk'. The entire graphic is surrounded by various icons representing logistics operations: forklifts, warehouse buildings, pallets, trucks, and boxes.

ORIGIN LOGISTICS TURKEY

ORIGIN LOGISTICS (Turkey) moves 1334 Tons of Pressure lines & Accessories



ORIGIN LOGISTICS, your Pangea partner from Turkey, has shipped 1134 Tons of Pressure lines and Accessories originated from two different suppliers in

Busan (Korea) and Shenzhen (China). A total of 24 pieces with below weights were combined together in a single bulk vessel:

2 pieces 136 tons each
3 pieces 127 tons each
3 pieces 96 tons each
2 pieces 50 tons each
3 pieces 42 tons each





The cargo was unloaded at Izmir and Gemlik Ports and door-delivered to four different buyers, located in separated industrial areas of Turkey.

ORIGIN LOGISTICS was in charge of all the operations involved, including the secure unloading, lashing and unlash-

ing of the freight. Their authorised surveyors observed on the field all steps and operations during the delivery and unloading.

PEKAES POLAND

Moving an oversized load across Europe

PEKAES, your Pangea partner in Poland and leading logistics operator, transported a non-standard oversized load from Spain to Poland. The 54 tonne load travelled almost 2.5 thousand km with the participation of Spanish, French, German, and Polish escort services.

The transport of oversized loads always constitutes a significant logistical challenge related to the preparation of the transport set, the fulfilment of the specified legal requirements, and the involvement of the appropriate services. This time, the non-standard order for PEKAES involved the transport of

industrial pressure equipment for the agricultural sector worth almost PLN 2.5 million. The transport of the load from Barcelona to Poland took 8 days and was carried out with a special escort.

The service of transporting oversized loads was introduced by PEKAES with Clients that wish to transport loads with non-standard dimensions or large weights such as steel structures, industrial, construction, and agricultural machinery and equipment, as well as other oversized loads such as yachts and rail vehicles in mind. Thanks to the use of different means of transport, oversized loads can be transported to almost anywhere in the world.

“The transport of a 54-tonne machine across Europe can be considered a so-called “special task” due to its weight and non-standard dimensions. More than a dozen persons were involved in the operation, including the forwarders supervising the transport, the escort services from the individual countries along the route, as well as entities that organise special permits for the transport of oversized loads and bridge assessments. Thanks to close cooperation between all parties, the load arrived in Poland as planned”, said Maciej Bachman, the CEO of PEKAES.

Of course, these types of operations require special planning. Such a transport set needed to be selected so, that the total weight and the pressure per axle would allow for the minimisation of the number of bridge assessments in the case of the realisation of such heavy transports. Thanks to the optimum selection of a multiple axis trailer, it was only necessary to check the strength of just two bridges, which was appreciated by the Client due to the reduction of the costs of bringing the equipment to Poland”, adds Robert Alot, Oversized Transport Department Manager, PEKAES.



Opening of a new terminal in Zielona Góra

PEKAES opened a modern class A distribution terminal in Zielona Góra. It has a column-free structure which allows better use of space and smooth handling of a larger number of domestic and international cargoes. After additional storage space in Pass has been offered to Customers recently, this is another stage of the company's investment in the domestic network infrastructure.

The PEKAES Group opened a new distribution terminal within the territory of a modern logistic park, Panattoni Park Zielona Góra in Nowe Kisielino. The facility is equipped with all necessary technical equipment supporting smooth flow of LCL cargo in the sorting process. Besides the distribution zone, which is perfectly

adapted for the needs of PEKAES, and the modern office space, user-friendly rest zone in the open air has been designed in the terminal.

Thanks to the excellent road infrastructure and the S3 route, as well as close vicinity of Germany, the Lubuskie Province, including Zielona Góra, has huge investment potential – not only from the PEKAES Group's point of view, but also for other Polish and foreign companies.

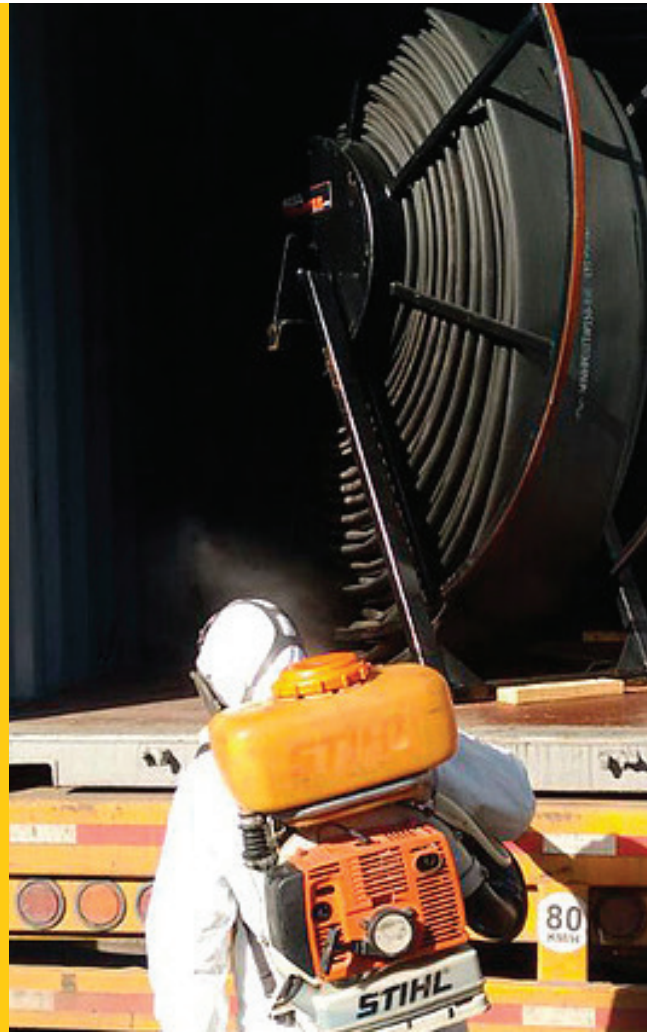
The new terminal is located near main routes to Poznań and Wrocław, which guarantees quick and convenient access to the largest cities of Western Poland and creates favourable conditions for the purpose of cargo distribution.

“ *Such location creates extremely convenient conditions for our terminal operations. We may currently increase our distribution capacity and significantly reduce the lead times, and which is important – accept a huge volume of additional cargo. The opening of the Zielona Góra terminal is another step towards further expansion of the PEKAES distribution network,”* claims **Maciej Bachman, the CEO of the PEKAES Group.**



TRANSALTIC ARGENTINA

TRANSALTIC (Argentina) provides flexible services to the requirements of each logistics solution



TRANSALTIC, your new Pangea partner in Argentina, is an export/import transportation company that offers a variety of competitive services since 1999. From their offices in Bella Vista and Buenos Aires they adapt logistics solutions to the specific requirements of each customer and their needs. TRANSALTIC provides a complete service for the development of commercial activities at national and international level. Its mission is to provide timely and efficient solutions appropriate to each product or business.



TRANSALTIC shares certain tips that conform its essential work style:

- >> Professional Capacity. They offer competitive prices according to the requirements of the International Market
- >> Motivation. Their highly motivated and qualified personnel provides top level attention
- >> Professionalism. Directed by professionals with extensive experience in the

- company, TRANSALTIC is a highly profitable business which works based on strict requirements
- >> Reliability. In order to have a long lasting relationship you can rely on TRANSALTIC. They offer a complete and secure service
- >> Innovation. Their philosophy is to improve in a permanent way. According to their experience they have vision and creativity.





**TO ALL MEMBERS
FOR YOUR CONTRIBUTIONS**

THANKS

We encourage you to share with all of us your Company news, stories and announcements. We want the FREIGHTlink to be useful to you, and we