



COMBINED LOGISTICS
NETWORKS

GLOBAL FORWARDERS NETWORK NEWS

7TH EDITION



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MESSAGE FROM THE DIRECTOR

Dear CLN members and friends,

"Take rest; a field that has rested gives a bountiful crop." Ovid

After months of hard work, the CLN Manila Office Team headed to Batangas for some relaxation and fun. This summer outing is a reward to the team for their constant hard work and to develop the working relationship within the group. You will find the CLN team's Summer Sun, Summer Fun bonding in this edition.

We are also sharing with you in this print the success stories of our members through the years. Our members are comprised of the BEST in their business with proven track records for many years already.

With the CLN continuous efforts to increase global coverage, we are welcoming another 17 new CLN partners in the network for the second quarter of 2014. While the CLN is rapidly growing, we make it a point to remain a small, focused, and quality oriented network so that we can continue to forge lasting business relationships.

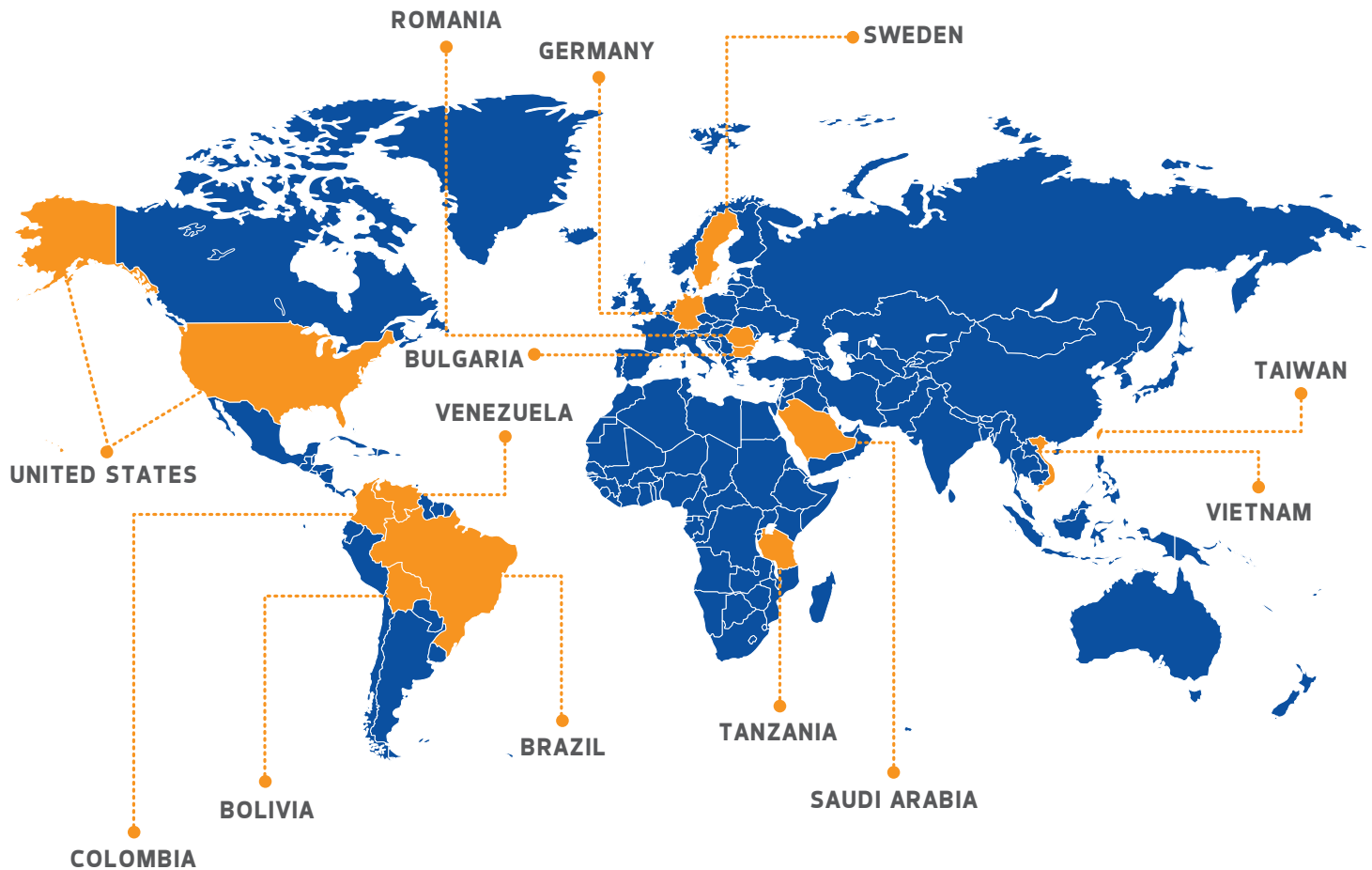
Happy reading!

Nils Walle

Director and Co-Founder
Combined Logistics Networks
Hong Kong

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CLN NEW MEMBER FOR 2ND QUARTER 2014



17 New Members joined our network from April 2014 to June 2014!

COMPANY	COUNTRY	COMPANY	COUNTRY
1. Global Freight Solutions AB	Sweden	10. MCA Logistica Internacional Ltda.	Brazil
2. Lavinstar Logistics Inc.	United States	11. Totalviac C.A.	Venezuela
3. Carga Internacional P Logistics S.A.S. - CIPELOG S.A.S.	Colombia	12. East Africa Consolidators	Tanzania
4. Global Cargo Soluciones & Logistica GCSL	Venezuela	13. Smart Logistics LTDA	Colombia
5. Perimeter Global Logistics	United States	14. ASG Wind Transport SRL	Romania
6. NAQEL	Saudi Arabia	15. ASG Wind Transport Bulgaria	Bulgaria
7. LSP Bolivia S.R.L.	Bolivia	16. United Asian Logistics Company	Taiwan
8. Fenix Global Cargo SAS	Colombia	17. Teleo-Logistics GmbH	Germany
9. American Star Transport Co. Ltd.	Vietnam		

CLN MEMBER HONORED AS BUSINESS SUPERBRANDS IN HUNGARY

In April 2014, Ghibli Forwarding Ltd, a CLN member since July 2013, has been identified and awarded as Business Superbrands in 2014. Superbrands is an independent arbiter on branding to identify brands that perform above and beyond other brands with their respective market as voted by marketing experts, business professionals and thousands of consumers. Ghibli Forwarding Ltd is listed among Hungary's strongest B2B brands.

Ghibli Forwarding Ltd, since its establishment in 1996, is continuously developing and improving their logistics services activity, therefore they are able to satisfy their clients' needs more effectively and in a more professional level.

Visit www.ghibli.hu to see their full service offering globally or contact Páll Tamás at Tamas.Pall@ghibli.hu



YOUR CARGO PARTNER IN TUNISIA

M & R Shipping was established in 2005 and joined the Combined Logistics Networks in 2008 which enables the company to offer globally competitive services with their clients. M & R Shipping is now tagged as the leading company in freight forwarding and consolidation traffics to and from Tunisia.

Since its first operation, M & R Shipping maintains their clients and continuously deals with them throughout the years. This proves the in willingness and ability to gratify all kinds of inquiries and ensure transport operation in all its steps on professional and smooth way. M & R SHIPPING is more than a forwarding company, they do not only assist your cargo, they also make business solution easy. If you are looking to take your brand to the next level, M & R SHIPPING is your partner. Visit www.mrshipping.com.tn to see their full service offering globally or contact Mehdi Mouelhi at manager@mrshipping.com.tn



CONNECTING THE WORLD THROUGH SOCIAL MEDIA

As social media developed in the past couple of years, we got more and more persuaded that the power of social media is salient especially in times of crisis. The world of social media offers endless possibilities; as a result, more B2B companies embraced social media and now being part of their robust digital marketing plan.

Companies who engaged in social media seek to increase exposure and increase their traffic. According to the 2014 Social Media Marketing Industry Report, a significant 92% of all marketers indicated that their social media efforts have generated more exposure for their businesses and 80% reporting positive results that their business increase traffic.

Social media marketing can clearly deliver results – as long as you create a strategic way to connect your business around the world. According to Tim Cawsey, an expert of Digital Marketing Communications, the following five steps can be applied to creating a B2B social media strategy:

1. Take time to create a strategy

Think before you speak. While it's a good idea to lock down your key social properties, don't start spurting out random stuff.

2. Map your audiences' online media habits and identify your influencers

Spend some time to find out who and where your influencers are and engage with them both online and real world.

3. Share social media responsibility and train internally.

Share the load. Train people, support them and then train again. You've heard it many times before but social media cannot be "owned" by one department.

4. Focus on the right social networks for you.

Be flexible but not too flexible. You need to be able to jump quickly on to the next Twitter or Google+ bandwagon when it comes along but don't forget the strategy and the fact that by sticking to it over time will deliver better returns.

5. Plan campaigns but don't forget to be reactive.

Having a good social media presence might be expensive in monetary term, but costly in time, so therefore it is best to plan campaigns around a theme with multiple types of supporting contents.

Next time you doubt whether social media is right for B2B companies, think about what B2B strategy is all about – it is about the relationships and partnerships you build with your colleagues and there's no better way to do this today than through social media.

References:

1. <http://socialmediatoday.com/steve-minks/2408356/how-social-media-can-help-your-b2b-marketing>
2. <https://econsultancy.com/blog/8574-creating-a-social-media-strategy-for-b2b-organisations-5#i.1pyvb5hp91dbev>
3. 2014 Social Media Marketing Industry Report, Michael A. Stelzner



TRANSORIENT TURKEY CELEBRATES ITS 53 YEARS IN THE INDUSTRY

Transorient International Forwarding Ltd. started their journey in 1961 with the mission "To be a Bridge between West and East". Over the years, Transorient has stretched their boundaries and gained expertise in air, ocean and intermodal transportation. In celebration of their 53 years in the industry, Transorient is now taking the stage with its two new departments; Bio-pharmaceutical and Intermodal/ Multimodal Solutions.

Bio-pharmaceutical is a range of service dedicated solely to cold-chain logistics, both temperature & highly time sensitive pharmaceuticals and movement of blood & plasma and biological substance samples between hospitals and laboratories in Turkey and also several central laboratories around the world. As of Today, Transorient is identified as a "premium carrier" in this niche market and handles the majority of Bio-pharmaceutical shipments.

In 2012, Transorient set up a "modal shift" program to shift traditional road freight cargo movement into more sustainable and environment friendly Intermodal / Multimodal solutions. Through this program, Transorient is reducing carbon dioxide (CO2) emissions by 70% on each trip and customers are saving 30% to 40% on freight charges compared to road while still enjoying short transit times similar to road freight. For more information about their full range of supply chain solutions please visit www.transorient.com.tr or contact **Arif Ozer Ozsan** at aoszan@transorient.com.tr / info@transorient.com.tr



ENFORCEMENT OF JAPAN'S ADVANCE FILING RULE, JP24 BEGINS

The Japan Advance Filing Rule (AFR), or the JP24, was already enforced last March 2014. The Advance Filing Rule requires a vessel operator or a NVOCC to electronically submit to Japan Customs information on maritime container, Cargoes to be loaded on a vessel intended to entry into a port in Japan, no later than 24 hours before departure of the vessel from a port of loading.

For further information about JP24, please visit www.naccscenter.com/afr or contact our members in Japan to help shipping in Japan a whole lot easier!



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Summer Sun, SUMMER FUN

LIVE AND WORK BUT DO NOT FORGET TO PLAY, TO HAVE FUN IN LIFE AND REALLY ENJOY IT - EILEEN CADDY

The CLN Manila office team unwinds under the sun during the company's monthly social activity at CMDC, San Juan, Batangas last July 5 to 6, 2014. Our monthly social activity not only offers us the chance to spend time together in a non-corporate setting and enjoy the summer season, it also gives management the opportunity to further shape our company culture.

When we work at CLN, we pull on our oars like galley slave on adrenaline highs but we know how to play and lift our hands like a carefree little kid. [#CLNsummerfun2014](#)



TAP CARGO COMMENDS CLN MEMBER

TAP Cargo recommended and awarded its best cargo agents in Portugal with the award of the 2013 TOP TAP Cargo trophies. Portir Transitarios Lda, a CLN member since 2005, was distinguished for topping the sales and rankings, as well as picking up the Productivity Award for 2013 TOP TAP Cargo Award. For three consecutive years, Portir Transitarios has been awarded by TAP Cargo which reflects the great job that all Portir team has been performing over the years.

Day and night, the Portir team works with the common goal of satisfying their clients, who have been the reason for the awards and recognitions they received. Portir Transitarios Lda is equipped to carry any type of cargo, even the most fragile and complex. Visit www.portir.pt to see their full service offering globally or contact José Moura at josemoura@portir.pt



PORTIR
TRANSITÁRIOS, LDA.

TAP Cargo

CALENBERG GERMANY CELEBRATES 15TH YEAR ANNIVERSARY

Calenberg Oversea Logistics celebrates its 15th year anniversary as a leader in independent, flexible logistics solution. Since 1999, Calenberg Oversea Logistics has grown into a trusted specialist in international freight forwarding, supply chain management and bonded warehouse solutions that make business more accurate, efficient and connected. Co-founder Gordon Bohnen and his team celebrate the major milestone and expect interesting developments in the near future.

Calenberg Oversea Logistics provides a full range of flexible supply chain management services which can be tailored to meet individual client needs. In an increasing competitive world, Calenberg delivers highly efficient "end to end" services to their clients, which minimize cost whilst maintaining a high level of quality personal service. For further information please visit www.cologistics.com or contact Gordon Bohnen at bohnem@cologistics.com



"Open to all Forwarders & Networks"

WE'RE GOING BACK TO BANGKOK! CLN joins TFS 2014 in Shangri-La Hotel, Bangkok

Things to look forward at the Global Freight Forwarders Meeting in BKK

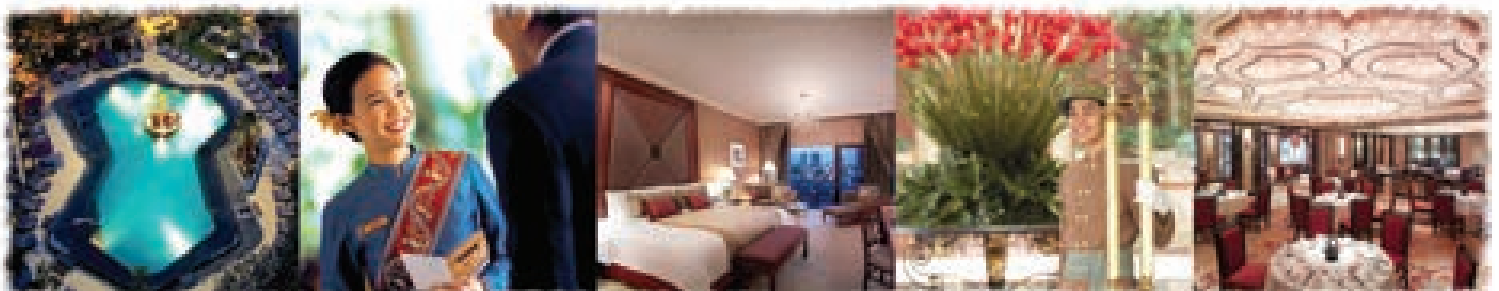
- Maximize business opportunities and sales leads
- Meet Hundreds of freight forwarding CEOs and decision makers
- Open networking conference of reliable forwarders
- Professionally pre-scheduled face to face meetings



THE FREIGHT SUMMIT
THE HOME OF INDEPENDENT FORWARDING

OCTOBER 9-11, 2014

Shangri-La Hotel, Bangkok, Thailand



A WORLD OF LOCAL EXPERTISE

Inchcape Shipping Services (ISS) is one of the world's leading maritime services providers with a great fame in the shipping industry. Inchcape started its shipping adventure in Turkey in the year 1985 by acquiring a local company named Dabkovich Maritime Agencies SA. Dabkovich was one of the oldest shipping companies in Turkey which was established in 1855. Dabkovich left a reputable background, wherein Inchcape Shipping Services decided to keep the company name and be their legal entity in Turkey.

Through the years, ISS Turkey has a wide range of experience in cargo handling to and from Turkey. Inchcape Shipping Services export volumes give them a competitive edge, as they have a bargaining power against all shipping lines. Inchcape Shipping Services is the proud partner of Maersk Line and OOCL, as they handle all the vessels during their operations to any Turkish ports.

When asked about their core competitiveness, Burak Atalay, Business Development Manager of Inchcape Shipping Services Turkey, shares "Our core competitiveness is innovation. We prefer to innovate all logistics services that will help our clients to improve their market share and reduce their costs accordingly. Out of the box thinking is our motto." For further information about ISS Turkey please visit www.iss-shipping.com or email Burak Atalay at burak.atalay@iss-shipping.com



NEW SOFTWARE FOR FASTER SERVICE

In a world that moves faster than ever, flexibility, reliability, speed, security and value are critical elements to consider choosing a logistics provider. PLG Pela-Logistics Germany takes pride to provide all of these elements to their happy and loyal customers.

PLG Pela-Logistics Germany constantly thinks on how to improve their services to provide their clients; as a result, they recently bought a license for Cargo Office Air, a great online global airfreight management platform. This service shows them the most complete overview of all available airfreight rates from Germany. It makes sure you find the best rates possible in matter of seconds. Cargo Office Air is easy to use, simple, secure and very efficient.

According to Petra von Lapp Director of PLG Pela-Logistics Germany "I use Cargo Office Air on daily basis, it saves me lots of time, my quotes are done quickly and I know I'll have the best rates to serve my clients." For further information about their services, visit www.pela-logistics.com or email Petra von Lapp at p.lapp@pela-logistics.com



SHENZHEN BRIGHTWAY CONNECTS YOU TO THE WORLD

Operating in an ever-changing and oftentimes unpredictable business, Shenzhen Brightway International Logistics Co Ltd, since its establishment in 2007, always focuses on further significant growth in China and the region through ongoing review of their customer intimacy strategy and continuing development of their people, skill and professionalism.

Shenzhen Brightway aspires to be the world's famous logistics brand, thus this is one of the many reasons of joining a global network. "This is the second year that we joined CLN, being a member of CLN, we met a lot of nice partners and established cooperation with them. CLN provides a very good platform to facilitate members' mutual cooperation, Brightway's service is recognized by most of cooperated partners too. We hope we can establish more nice cooperation with more members of this big family, we will keep follow and support CLN, Well done CLN!" told by Anna Wang General Manager of Shenzhen Brightway International Logistics when asked about their decision to join the CLN. To know more about their full global service offering visit www.brightwaylg.com or email Anna Wang at anna@brightwaylog.com



WHAT'S INSIDE CLN WHITEPAPER 8TH EDITION?

Sixty percent of senior executives see the global economy improving and sixty five percent of them have confidence in the outlook for corporate earnings.

These are the key findings from the March 2014 Capital Confidence Barometer survey conducted by the Economist Intelligence Unit that polls more than 1,600 executives from large companies in order to gauge corporate confidence in the economic outlook.

Whilst cost reduction remains a primary focus, North America is well on the road to recovery, albeit a long and arduous journey, with low-growth being the new-normal of economic outlook for the developed economies in the western world, whilst 'Trade Facilitation' continues to increase in priority on the strategic agenda.

Where to find CLN Whitepaper 8th Edition: www.combinedlogisticsnetworks.com/studies.php



“WE ARE GLOBAL”



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