

2017



# MEMBERSHIP Benefits



**CARGO**  
Connections

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# MEMBERSHIP BENEFITS

“Each company is required to be an active Member, prepared to reciprocate business and attend our Annual Assembly in order to develop business within the spirit of Cargo Connections. Our aim is to have only professional and pro-active agents in Cargo Connections.”



## ACCESS TO MEMBERS AREA

The password-protected Members Area provides easy navigation to a large database of information, including a webpage dedicated to each Member, containing full contact details and a company profile.

For most countries, we will only accept a **maximum of 3 Members** and we do not charge a fee for applying or joining, our Members simply pay an Annual Fee of **GB £1000**



Invitation to Annual Assembly

Marketing Websites & World Maps

Smartphone Service

Inclusion in World Maps

Access to Members Area

Interactive News Feed

Money Monitor

Digital Newsletter

Access to Internal Mailing List

Automated Quote Systems

Full-time Administration Support

Annual Quality Control

Based in the UK, Cargo Connections was formed in the summer of 2014 by Rachel Humphrey and her strong team who collectively have over 35 years experience in managing and developing freight forwarder networks.

Cargo Connections is a general cargo network, offering Restricted Representation and was established to provide independent forwarders access to a trusted, worldwide network of agents who can handle their shipments, whilst working professionally and safely under a strict Code of Conduct.

Members are selected due to their excellent reputations, within the industry, and their accreditation by international authorities. They will also have passed our strict entry procedure. An annual Quality Control Survey and Money Monitor ensure continued high performance levels. Each company is required to be an active Member, prepared to reciprocate business and attend our Annual Assembly in order to develop business within the spirit of Cargo Connections.

With regards to communication, Cargo Connections has developed several email systems, which unite our worldwide offices, to ensure seamless operations.

Cargo Connections offers innovative membership benefits, including customised Marketing Websites for each new Member, based on a company specific URL. The Marketing Websites showcase the capacity that Cargo Connections and its Members have, for supplying complete logistics solutions. The sites are designed so that they scale automatically on smartphone/mobile devices.

Our 2nd Annual Assembly will take place from 12-14 March 2017 in Danang, Vietnam. The event will be held at the Hyatt Regency Danang Resort & Spa situated on a tranquil stretch of white-sand beach, between the Marble Mountains yet just 15 minutes from Danang International Airport.

Representatives from all major world markets are expected at our gathering which will consist of a Gala Dinner with Traditional Band, 1-2-1 Business Meetings, a Dinner Excursion plus an optional visit to the UNESCO World Heritage site, My Son Sanctuary.

With over 15 years' experience in organising international freight conferences, Cargo Connections management are aware that face-to-face meetings are integral in developing and maintaining business. Our online Meeting Manager system enables each delegate to schedule their own 1-2-1 individual business meetings before they arrive.

### REGISTER

The Registration Fee is US \$800 per delegate - please see our website for more details and to book.



### SCHEDULE OF EVENTS

**Sunday 12 March 2017**

18:00-19:00 Welcome Reception

19:00-22:00 Gala Dinner

**Monday 13 March 2017**

09:00-17:00 Official Meeting

19:00-22:30 Dinner Excursion

**Tuesday 14 March 2017**

09:00-17:00 Official Meeting

**Wednesday 15 March 2017**

08:00-13:00 My Son Sanctuary Tour



# ANNUAL ASSEMBLY

12-15 MARCH 2017 VIETNAM



#### GALA DINNER

On Sunday 12 March at 18:00 we will gather to collect name badges, meet fellow delegates and enjoy a welcome drink. We will then enjoy a Gala Dinner and be entertained by a Traditional Band with 5 musicians including drums, flute, monochord, zither and erhu. We aim to include as much in our Registration Fee as possible in order to keep each delegate's expenses to a minimum so we have arranged for beer (Tiger), red wine (Lindemans Shiraz Cabernet), white wine (Lindemans Semillon Chardonnay), soft drinks and mineral water to be included from 18:00-22:00.

#### 1-2-1 MEETINGS

All registered delegates gain access to our online Meeting Manager program, developed especially for Cargo Connection so that 20-minute business meetings can be arranged prior to arrival. During these important sessions, delegates were able to introduce their company and highlight their specialist areas, discuss cross trade and potential collaborations as well as providing information regarding their country's regulations and requirements. These crucial meetings also provided an opportunity to share key import and export trade information.

#### DINNER EXCURSION

On Monday 13 March, our dinner excursion will be a chance to unwind with new and old friends after a busy day in the meeting room. We will travel together by coach to a waterfront restaurant and enjoy a 3-course dinner of delicious Vietnamese dishes before returning back to our hotel. Located by the Han River, the restaurant designers have created an interior that is fresh and modern, yet balanced with an Asian ambience. The drinks included are Classic Mojito and Cosmopolitan Cocktails, Peroni Beer (Italy), Cabernet Sauvignon (France), Brut Reserve Sparkling (Australia), Sauvignon Blanc (France) as well as soft drinks and juices.

#### MY SON SANCTUARY (OPTIONAL)

On Wednesday 15 March, you have the option to relax with fellow delegates and visit the UNESCO World Heritage, My Son Sanctuary, the unique and beautiful site of the ancient Chẵm religion. It is one of the foremost Hindu temple sites in South East Asia and the remaining structures conjure images of the majesty of the Champa Kingdom. For the Cham civilization that ruled Central Vietnam from the 2nd to the 13th century, My Son was an important religious site and place of worship. We will leave our hotel at 08:00 for an hour's drive to the My Son Holy Land. On arrival we will be guided around the complex of 20 monuments in a valley surrounded by mountains and overlooked by the impressive Cat Tooth Mountain. We will learn about Cham culture, architecture and civilization and enjoy a Champa musical performance. We will then have lunch with local food before returning back to our hotel at 13:00.

# QUALITY CONTROL

We continually monitor the quality of service of our Members, to ensure that we have recruited the right companies, who perform in a conscientious, diligent and professional manner. Our Quality Control Survey asks for our Members' opinion on the level of service, that their fellow overseas offices are providing. Poor performance will not be tolerated within the network.

Our goal is to have only professional and pro-active agents in Cargo Connections. We expect all Members to work "within the spirit of Cargo Connections":

- Respond to emails within 24 hours
- Pay invoices on time
- Communicate if things go wrong
- Give fellow Members the opportunity to quote on new business
- Attend our Annual Assembly

This policy will make for a valuable and profitable future for the whole Cargo Connections network.

We want our Members to have a good experience with our website whether on a large PC screen or on their mobile devices. Therefore, we recently launched v3.0 of our Smartphone Service, where the contact details of Cargo Connections partners can be found quickly and easily by typing in a keyword or by searching in alphabetical order by country. The News Feed feature our latest articles and not only provides excellent promotion but also enables users to keep up-to-date with their overseas partners. The micro site [m.cargconnections.net](http://m.cargconnections.net) is for use by Cargo Connections Members only and the password is provided upon joining.

## SMARTPHONE SERVICE



## AUTOMATED QUOTE SYSTEM

Our website contains an online Quote system for visitors to obtain rates. All rate requests are forwarded directly to the relevant Member(s). Our targeted advertising campaign, with Google, drives large numbers of visitors to our website and our Members are regularly quoting importers and exporters for their transportation requirements. Additionally, each customised Marketing Website has a quote form, which is received directly by the relevant Member.

# DIGITAL NEWSLETTER

Cargo Connections distribute a regular newsletter, with each issue featuring articles on Member's projects, new staff, changes in customs procedures, the latest companies to join, reminders of membership tools, official updates, etc. Combined with the Latest News section of our website, we offer our Members up-to-date information.



## FULL-TIME NETWORK SUPPORT

Cargo Connections offer full time pro-active management, from a team that has combined experience of 35+ years, in managing and developing freight forwarder networks. Our main aims are to increase inter-trade, recruit excellent companies, to continually monitor the quality of our membership and to raise the profile of Cargo Connections within the industry. We regularly form collaborations and have a presence at many of the world's top industry exhibitions.

## ACCESS TO INTERNAL MAILING LIST

Upon joining, you will have the opportunity to distribute your company press releases and news via our protected Mailing List. The system is fully monitored and chosen in order to provide Members with a safe and secure system of communicating, without outside interference or advertising.

# MARKETING WEBSITES

Cargo Connections has created many tangible marketing tools including our brochure websites, customised for each Member and based on a company specific URL. The idea is to show the huge potential that your company and the Cargo Connections network

have for supplying complete logistics solutions.

We have created the sites in a collapsing responsive design so that it scales on smartphone/mobile devices automatically. An exciting feature is the ability for Members to post their company news to the sites.

We also provide a Marketing Brochure, provided with each Member's contact details and emailed in PDF format ready for printing.



# NEWS SERVICE



As our network is predominantly about acquiring, building and maintaining business relationships, we offer our Members a comprehensive news service. We prepare an online article which is then published in our Latest News section. This

service provides Members with the opportunity to promote their company and enables everyone to keep up-to-date with news from their overseas partners. Each article appears automatically on both our website and Smartphone Service and also published on

LinkedIn in order to reach a wider global audience. News articles related to each company are also available on their individual company page in our Members Area and the Company News page of your CC marketing website.

Healthy cash flow within our network is essential. Cargo Connections management consulted both specialist lawyers and insurance companies, to investigate the best options in which to financially protect our Members, including bond systems and group liability insurance programs. The outcome is that they can in fact be highly illegal, have complicated tax implications but more importantly, be open to fraud. Therefore, we provide Members with our Money Monitor. The system sends out a 'Statement of Accounts' every 2 weeks, with the details of any outstanding invoices due to fellow Members, so that prompt payments are made.



# MONEY MONITOR



## WORLD MAPS

The Cargo Connections World Map is customised with each Member's company name and country and can be enlarged to view on screen or print to a large size. We also provide a Location Map for Members to take to sales meetings to show customers where their fellow overseas partners are located.

## EMAIL COMMUNICATION SERVICE

All Members are allocated a Cargo Connections Email Address to encourage faster communication and to help develop a common identity. All email, sent to the designated address, is automatically forwarded to all Cargo Connections Members in that given country, to answer. The advantage of this system is that you will obtain rates from several overseas offices, allowing you to select the most well-matched and compatible company to work with, for each individual shipment.



# HOW TO APPLY

Please complete all questions on the Application Form, available on our website, and supply contact details for 2 trade references. The Cargo Connections Head Office will then review all information and obtain references. If your application is successful, you will be invoiced your first year's Annual Membership Fee (GB £1000). Upon receipt of the fee, you will receive a Welcome Guide containing your passwords.

Please only apply for Membership if you intend to become a fully active Member. Attending our Annual Assembly, contacting fellow offices and being visible is essential - the saying "out of sight out of mind" holds very true when it comes to freight networking organisations.

It is essential that each Member makes every effort to do business with their fellow Cargo Connections partners. Hence our rule that requests when new business comes into the office, it must be offered for quoting to the Cargo Connection Member(s) in the relevant country.



Upon joining, you will receive a free listing on the online directory Freightbook. Over 1200 freight forwarders from more than 140 countries use Freightbook to promote their company services on a global scale. You would receive your own profile page and be included in the FB Index, sent monthly to all advertisers.



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