



XTRA

THE X2 NEWSLETTER

JAN 2025

- + Conference **Update**
- + Members **Nomination**
- + New Network **Members**
- + Member **News**
- + X2 Leaderboard **Top Performers**

NETWORK NEWS & UPDATES:
NEWSLETTER TOPIC

**The Power of Storytelling in
Freight Forwarding**



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X2 Director

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Industry Topic
The Power of Storytelling in Freight Forwarding

Director's Message



Nils Walle

Director & CEO

Hello X2 Members,

Happy New Year!

As we step into 2025, I want to take a moment to reflect on the incredible journey we've had over the past year. Under new management, we've made significant strides in fostering growth, strengthening collaboration, and driving progress across the network.

One of the highlights of 2024 was our unforgettable 9th Annual Conference in Phuket, where we celebrated our achievements, exchanged ideas, and forged stronger connections. It was a true testament to the power of collaboration and the vibrant spirit of our community.

Looking ahead, 2025 promises to be an extraordinary year as we prepare for the 10th Annual X2 Conference in Pattaya. Scheduled for May 7–11, 2025, at the luxurious Centara Grand Mirage, this milestone event will bring together global leaders and members for unparalleled networking and collaboration.

In this edition, we're excited to kick off the year by introducing a fresh industry topic, sharing member updates, and celebrating the new members who've joined us. Stay tuned for insights and stories that will inspire and guide us as we continue to grow and thrive together.

Thank you for your unwavering support and trust. We look forward to another year filled with opportunities, innovation, and success.

Wishing you a prosperous and fulfilling year ahead!

Sincerely,
Nils Walle
Director & CEO



X2025 **10th Annual Conference**



07-11 May, 2025



**Centara Grand Mirage
Beach Resort
Pattaya, Thailand**



**CENTARA GRAND
MIRAGE**
BEACH RESORT PATTAYA



REGISTER NOW!

www.x2conference.com/register





X2025

10th Annual Conference
07-11 MAY **PATTAYA**, THAILAND

Thank you for

600

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Event Calendar

Annual Partnership Event 2025



X2 10th Annual Partnership Event

 May 7-11, 2025

 Centara Grand Mirage, Beach Resort Pattaya, Thailand

 Expecting 550+ Forwarders

[Register Now](#)

X2 Expos

Opportunity: Join X2 Booth Pavilion As Co-Exhibitor



Intermodal Brazil

São Paulo, Brazil
April 21-24, 2025



Transport Logistic

Munich, Germany
June 2-5, 2025



The Freight Summit

Istanbul, Türkiye
Sept 28 - Oct 1, 2025



Wiffa Expo

Ningbo, China
Nov 8-9, 2025



India International Cargo Show

Mumbai, India
Dec 10-12, 2025

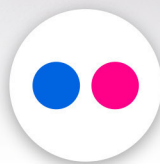
You have the opportunity to join the X2 Booth at these networking events as a co-exhibitor. If you're interested in co-exhibiting with us, please contact our **Community Manager - Bhavna Singh:** bhavna@x2logisticsnetworks.com, +66 063 589 6690 (WhatsApp)

[Contact Us](#)



Let's keep
in touch

FOLLOW US



X2 Logistics Networks

Member News



November 28 2024

Challenge Logistics Group Celebrating a Decade of Excellence

With the dawn of November, our X2 Elite member – Challenge Logistics Group - CLG marked a truly remarkable milestone: their 10th year of C.L.G. “My heart overflows with gratitude and appreciation as I reflect on the journey that always brings us to achievements and success.” - Haytham Lotfy To their esteemed & steadfast partners and clients, also their dedicated team; the managing director would like to thank you all. Your trust, loyalty and support have been the bedrock of our success. Starting from their beginning as a Freight Forwarder to the moment we became one of the best & trusted AOG partners in EGY, your unwavering support and commitment enables them to transfer challenges into opportunities and dreams into realities.

Looking back, he is deeply moved by all that they have achieved together; Every milestone reached, every hurdle overcome, and every success celebrated stands as a testament to the collective effort, shared values, and hard work of this incredible community. Each of you has left an indelible mark on their story, and for that, he is profoundly thankful. As we look to the future, they believe that C.L.G will continue to honor its legacy by developing its growth, embracing innovation, and striving for business excellence and logistics excellence. Together, we will expand the boundaries of what is possible and ensure that their shared business journey remains one of remarkable achievements and lasting success. C.L.G stands proud as a leader in Freight Forwarding, driven by a commitment to transforming the impossible into the possible. Thank you for being an invaluable part of their story. Here's to the next chapter, and many more years of shared dreams, progress, and accomplishments.

Happy 10th Anniversary Haytham Lotfy and team!



Member News



December 3 2024

AGX Logistics (Malaysia) Inks Service Agreement With Capital A

AGX Group Berhad announced that its subsidiary, AGX Logistics (Malaysia), has signed a two-year service agreement with Asia Digital Engineering Sdn Bhd (a Capital A Berhad subsidiary). Under the agreement, AGX Malaysia will provide 24/7 freight forwarding and customs brokerage services for ADE's "Aircraft on Ground" (AOG) shipments.

Dato' Ponnudorai A/L Periasamy, AGX's Group CEO, highlighted the company's nearly 20 years of expertise in aerospace logistics, emphasizing its ability to handle critical AOG situations efficiently. He also noted that the partnership aligns with ADE's expansion and reinforces AGX's position as a leading aerospace logistics provider in the region.

Congratulations to Dato' Dorai and the AGX team on this milestone!



Member News



December 12 2024

Sobel Network Shipping Launch Dallas Branch

DALLAS, December 2024 – We are excited to welcome the newest addition to the Sobel Network Shipping team – our X2 Elite and X2 Asia Global members. They are thrilled to have such a seasoned professional – Richie Casarez join the Sobel Network Shipping Co., Inc. team and lead the opening of their Dallas, Texas branch, continuing to provide unparalleled service and expertise.

Born in El Paso, TX, and raised in Dallas/Fort Worth, Richie Casarez has spent the last 30 years in the DFW area. From 2002-2004, Richie played semi-professional indoor soccer with the DFW Tornados, showing his dedication and drive from a young age.

Richie Casarez from Sobel Network Shipping holds a bachelor's degree in Logistics and Supply Chain from the University of North Texas and brings over 15 years of experience in transportation and logistics. With a specialization in time-critical products, particularly in the automotive and aviation sectors, Richie has extensive expertise in handling both international and domestic air shipments, including imports and exports.

Richie will be spearheading our AOG (Aircraft on Ground) department and will now oversee all AOG business nationwide alongside his dedicated team. His leadership and expertise in managing time-sensitive shipments make him an invaluable asset to their organization.

Keep on expanding Brian Wills and team!



Member News



January 15 2025

United Nations Funded Shipping Project by Taymarine Shipping & Multimodal

Taymarine Shipping & Multimodal, an X2 Elite member, is proud to announce its role in a key United Nations (UN) project. A special shipment of 10 custom-made containers from Turkey has commenced its journey to Bangladesh.

Key Project Details:

- **Containers:** 10 custom containers
- **Shipping:** Loaded on 12 x 40" Flatrack containers in an overflow format, securely lashed for safe transit
- **Route:** Izmit, DP World, Turkey (POL) to Chattogram, Bangladesh (POD)

These containers will support critical global humanitarian and development efforts. Taymarine Shipping & Multimodal remains dedicated to delivering efficient logistics solutions for impactful projects.

Congratulations to Taylan Tonbul and the team!



Member News



January 16 2025

Vector Global Logistics: U.S. Chamber Foundation Citizen Award Winner and State of Freight Panel 2025

Vector Global Logistics, a B Corp Certified™ logistics leader, has been named a winner of the U.S. Chamber of Commerce Foundation's 25th Annual Citizen Awards in the Best Corporate Steward—Small and Middle Market Business category. The award honors Vector's Logistics With Purpose®: Changing the World Through Supply Chain initiative, recognized for its philanthropic efforts, including donations per shipment, aid for Ukraine, and an unlimited employee volunteering policy.

Co-Founder Enrique Alvarez expressed pride in the recognition, calling it a testament to their mission of leveraging logistics for positive global impact. Fellow Co-Founder Brian Oxley acknowledged the team's hard work and shared excitement about discussing the "State of Freight 2025" on a Supply Chain Now panel on January 24.

The award was announced at the Business Solves Conference on October 29, 2024, in Washington D.C. Congratulations to Vector Global Logistics on this remarkable achievement!

Member News



NETWORK NEWS

X2 ELITE

 **Al-Ebdaa Al-Aali For General Trading & Transportation & Commercial Agencies.**

 **Zainab Rubaie**
General & Finance Manager

www.x2logisticsnetworks.com

Exciting Milestones in Our Transportation Services

January 17 2025

Al-Ebdaa Al-Aali Exciting Milestones in Our Transportation Services

Al-Ebdaa Al-Aali – X2 Elite members are proud to share several recent achievements that highlight their commitment to providing reliable and efficient transportation solutions. On a daily basis, their dedicated team handles domestic transportation for LC Waikiki, ensuring every shipment is managed with care and precision to support their operations seamlessly.

Additionally, they're thrilled to announce the successful delivery of a truck to Karbala Hotel, further strengthening their partnership with their team. They are honored to play a part in supporting their operational needs with their trusted transportation services.

They reached another significant milestone with the delivery of 10 trucks to World of Heart Hotel, traveling from Turkey to Baghdad via the IBK Border. This delivery is a testament to their unwavering commitment to quality and service, ensuring that our clients' logistics needs are met efficiently and reliably. Well done to Zainab Rubaie and team!



Member Nomination

MEMBER NOMINATION

Thank you!

Nominated by
BK FREIGHT SERVICES
Qatar

Lejish Jojin Cherian
Operations Manager
BK FREIGHT SERVICES

Nominated to
KASHIN SHIPPING

Mandy Soon
Yi Wei
General Manager

x2logisticsnetworks.com

November 26 2024

MEMBER NOMINATION: BK Freight Service Partnership with Kashin Shipping Pte Ltd for Critical DG Shipment

Singapore — BK Freight Services nominated Kashin Shipping Pte Ltd, both X2 Elite members for a significant international shipment involving dangerous goods (DG). The shipment, which is set to be transported from Singapore to Doha, Qatar, underscores the importance of global collaboration in handling hazardous materials with precision and compliance.

Shipment Details: Cargo Type: Dangerous Goods (DG) Cargo Breakdown: (85 x 41 x 18 cm x 2 units) (30 x 25 x 17 cm x 1) unit Total Gross Weight: 49.0 kg Total Chargeable Weight: 300.0 kg

The shipment will originate at the Port of Loading (POL) in Singapore, and is scheduled to arrive at the Port of Discharge (POD) in Doha, Qatar. The coordination of the complex logistics and safety protocols for dangerous goods is critical, and Kashin Shipping's expertise in handling such shipments will ensure adherence to international standards and safety measures.

The collaboration highlights the growing relationship between shipping service providers in Asia and the Middle East, facilitating smoother, safer global trade for sensitive cargo.



Member Nomination



January 17 2025

MEMBER NOMINATION: Smash Logistics Partnership with Nexum Projects

Dubai, UAE – Smash Logistics, an X2 Asia Global member, successfully partnered with Nexum Projects, a Denmark-based logistics provider, for an air import shipment from Copenhagen to Dubai. The shipment, consisting of 544 kg of enclosure parts on a single pallet, was transported from Copenhagen Airport to Dubai Airport, arriving on time and within budget.

Jakob Ostermann of Nexum Projects was praised for his prompt responses and seamless coordination, ensuring smooth operations. Sameer Mahamood of Smash Logistics highlighted the success of this first collaboration under the Asia Global network, showcasing their commitment to efficient and timely client solutions.

Congratulations to Sameer Mahamood and Jakob Ostermann on this successful partnership!

A large, tiered conference hall filled with people, mostly wearing blue shirts, raising their hands in a gesture of participation or applause. The hall has a modern design with wood-paneled walls and a large screen at the front.

213

**NEW
MEMBERS**

JAN 2024 - JAN 2025

Added Regional Locations

Africa

14

Central America
& Caribbean islands

6

Asia

111

North America

23

Australia
& Oceania

7

South America

9

Europe

43



New Members



HANS INFOMATIC

X2 Elite

Hans Infomatic Pvt. Ltd. (X2 Vendor)



X2 Elite

Afnet Air (Pty) Ltd



X2 Elite

WA-Glocal Logistics S.A



X2 Elite

Doroob Logistics & Marine Services International LLC



X2 Elite

Tazmanian Freight Systems, Inc.



X2 Elite

Transatlantic North America Inc



New Members



X2 Elite

**Overseas Container Shipping Line
(Qingdao) Co. Ltd.**



X2 Elite

**Xiamen Overseas Container Shipping
Line Co. Ltd.**



X2 Elite

Grandflying Logistics (Nanjing) Co. Ltd



X2 Elite

Lodestar Sea & Air Co., Ltd.



X2 Elite

Haiko Logistics India Private Limited



X2 Elite

Pioneer Express Pvt Ltd



New Members



X2 Elite

Rafco Worldwide Logistics Service Co.



X2 Elite

DgR Global Hava, Deniz ve Kara Taşımacılığı A.Ş.

PROALOG

X2 Asia Global

Proalog Servicios De Comercio Exterior Ltda



X2 Asia Global

Hans Infomatic Pvt. Ltd. (X2 Vendor)



X2 Asia Global

MP Air Sea Lojistik Tic. Ltd.Sti



X2 Asia Global

ESS Shipping & Project Forwarding



New Members



X2 Asia Global

Tasaco Co.



X2 Asia Global

Vavien Logistics



X2 Asia Global

CCA Logistics Group



X2 Critical

Hans Infomatic Pvt. Ltd. (X2 Vendor)



X2 Critical

SIFA Logistics Aerospace



X2 Critical

Aramex (Thailand) Co., Ltd



New Members



HANS INFOMATIC

X2 Projects

Hans Infomatic Pvt. Ltd. (X2 Vendor)



ESS SHIPPING &
PROJECT FORWARDING
STRIVE FOR EXCELLENCE

X2 Projects

ESS Shipping & Project Forwarding



AEROSPACE

X2 Projects

SIFA Logistics Aerospace



BREMERLLOYD

X2 Projects

Bremer Lloyd India Pvt Ltd.



Global
Logistics

X2 Projects

**DgR Global Hava, Deniz ve Kara
Taşımacılığı A.Ş.**



HANS INFOMATIC

X2 Cold Chain

Hans Infomatic Pvt. Ltd. (X2 Vendor)



New Members



HANS INFOMATIC

X2 Consolidators

Hans Infomatic Pvt. Ltd. (X2 Vendor)



X2 Consolidators

Doroob Logistics & Marine Services International LLC



X2 Consolidators

Combi Line International Spa



X2 Consolidators

Worldlink Cargo Services Sdn Bhd



Your Cargo,
Our Solutions

X2 Consolidators

Cargo Consolidators India Pvt. Ltd.



HANS INFOMATIC

X2 Movers

Hans Infomatic Pvt. Ltd. (X2 Vendor)



LEADERBOARD

OF NOV 2024

INQUIRIES

MOST ACTIVE BUSINESS DEVELOPER



Ibobo Ekene
Beta Cargo Logistics
Worldwide Limited



Rajeev R Menon
Whitehall Freight
& Logistix



Dilip Sugadan
Logistica
Enkay Express



MOST INDEMAND AGENTS



Mike Painter
Omni Logistics



Frank D'Ambra
NTG Air & Ocean



Jovial Le
CIMC Anda Shun International
Logistics Co.,Ltd.



MOST ACTIVE COUNTRIES

1st



INDIA

2nd



UAE

3rd



NIGERIA

MOST INDEMAND COUNTRIES

1st



USA

2nd



CHINA

3rd



INDIA



LEADERBOARD

OF NOV 2024

INVOICES

TOP NOMINATORS



GOLD

Thomas Schrotter
Hellmann Worldwide
Logistics Kft.



Hungary



SILVER

Alejandro Espejo
Herport Logistics
Iberica S.A.



Spain



BRONZE

Luis Moreno
Moreno International
Logistics Inc



Canada

TOP HANDLING AGENT



GOLD

Lily Li
Agile Logistics



China



SILVER

Jakub Ligeza
Anchor Express Inc.



USA



BRONZE

Danielle Chen
AOF Cargo
Logistics Co., Ltd.



China

TOP HANDLING COUNTRIES

1st



CHINA

2nd



USA

3rd



TAIWAN

TOP NOMINATING COUNTRIES

1st



HUNGARY

2nd



SPAIN

3rd



EGYPT



LEADERBOARD

OF NOV 2024

LOGS

MOST ACTIVE DASHBOARD USERS



GOLD

Jakub Ligeza
Anchor Express Inc.



USA



SILVER

Asheeq Morris
PT. Militzer And
Muench Indonesia



Indonesia



BRONZE

Vally Dsouza
Leyton Shipping LLC



UAE

MOST ACTIVE DASHBOARD COUNTRIES

1st



USA

2nd



UAE

3rd



INDIA





LEADERBOARD

OF DEC 2024

INQUIRIES

MOST ACTIVE BUSINESS DEVELOPER



Fouad Dar
Profound Logistics



Pakistan



Dilip Sugadan
Logistica Enkay
Express



UAE



**Jonathan
Zaldumbide**
LAD EC Ladealogistics S.A.



Ecuador

MOST INDEMAND AGENTS



Jovial Le
CIMC Anda Shun International
Logistics Co.,Ltd.



China



Mike Painter
Omni Logistics



UK



Frank D'Ambra
NTG Air & Ocean



USA

MOST ACTIVE COUNTRIES

1st



PAKISTAN

2nd



UAE

3rd



INDIA

MOST INDEMAND COUNTRIES

1st



CHINA

2nd



USA

3rd



INDIA



LEADERBOARD

OF DEC 2024

INVOICES

TOP NOMINATORS



Lily Li
Agile Logistics



China



Jakub Ligeza
Anchor Express Inc.



USA



Danielle Chen
AOF Cargo
Logistics Co., Ltd.



China

TOP HANDLING AGENT



Thomas Schrotter
Hellmann Worldwide
Logistics Kft.



Hungary



Jakub Ligeza
Anchor Express Inc.



USA



Hugo Reich
Blue Lift



Mexico

TOP HANDLING COUNTRIES

1st



CHINA

2nd



USA

3rd



TAIWAN

TOP NOMINATING COUNTRIES

1st



HUNGARY

2nd



USA

3rd



MEXICO



LEADERBOARD

OF DEC 2024

LOGS

MOST ACTIVE DASHBOARD USERS



GOLD

Jakub Ligeza
Anchor Express Inc.



USA



SILVER

Asheeq Morris
PT. Militzer And
Muench Indonesia



Indonesia



BRONZE

Vally Dsouza
Leyton Shipping LLC



UAE

MOST ACTIVE DASHBOARD COUNTRIES

1st



USA

2nd



INDIA

3rd



UAE



Member Visits



Dec 10, 2024
Mumbai, India

We're in Mumbai! A huge thank you to Fardeen Malbarwala for hosting us at your annual gala dinner. It was fantastic catching up with our amazing team members: Marcel Macke, Nisarg Thakkar, Marc Owens , Mohamed Adel, Nicolas Rump, Canan Ergun, Barkat Hussain, Brian C. Wills, Sunil Pulate and Pratik Dharia with our community manager Bhavna Singh and director Melvin Xavier.

Member Visits



Dec 11, 2024
Mumbai, India

Here's a glimpse of some of the exciting happenings at our booth at IICS. Catch our CEO/Director Nils Walle, Directors Christian Raeuber and Melvin Xavier together with Tanya Ageeva and Bhavna Singh.

Member Visits



Dec 13, 2024
Mumbai, India

On the final day of the IICS Expo India International Cargo Show, our CEO Nils Walle and Directors Christian Raeuber and Melvin Xavier had a pleasure of meeting our X2 Elite members – Barkat Hussain and Sitesh Ahuja of @gfplindia , Ambrish Kumar of @zipaworld Innovation Pvt Ltd and Titan Sea and Air Services Pvt., Ltd. – who also showcase their presence with booths at the event. It was a great opportunity to connect and strengthen partnerships!

Member Visits



Dec 18, 2024
Tokyo, Japan

Andrea Herediafu, our network development manager, recently visited our X2 Elite and X2 Critical members, Iwashima Shohta and team, at Sanyo Logistics office in Tokyo, Japan. A fantastic opportunity to strengthen our collaboration and support to drive continuous success together!

Member Visits



Jan 15, 2025
Mumbai, India

Reflecting on our incredible IICS Expo! Who would have thought it would turn out to be such a HUGE success? From amazing networking, the energy and enthusiasm from everyone truly made it unforgettable.

X2 was on a mission in building our community into something truly special. While digital platforms connected thousands of professionals, we knew that real community building wasn't just virtual interactions— it was about creating deep, meaningful connections in the real world.

From lively roundtable discussions to spontaneous chats in between, the expo became a platform building deeper connections. Attendees weren't just coming by to pick up brochures. They were engaging in substantive real challenges in logistics. United by shared vision continues to push the boundaries of what's possible in logistics—together.



**NEWSLETTER
INDUSTRY TOPIC**

THE POWER OF

**STORY
TELLING**

**IN FREIGHT
FORWARDING**

www.x2logisticsnetworks.com



Industry Topic



The Power of Storytelling in Freight Forwarding

Freight forwarders often find themselves stuck in the rut of simply listing out what they do. In a networking meeting, you'll hear it a thousand times: "I do airfreight, sea freight, warehousing, and customs clearance." It's as if you're reading from a Wikipedia entry. Now think about a social event—what do you talk about? Chances are, you share a story or an experience. That's because, at a social event, storytelling flows naturally. And it's why social events can often be more productive than formal meetings. When we tell stories, they stick with people. They're memorable.

In the world of freight forwarding, being remembered is valuable. Why? Because people tend to trust those they remember. And many times, it's not because someone told them a list of services, but because they connected with a story. That story created a bond. Whether it was about overcoming a tough logistics challenge or helping a client beat a tight deadline, stories create that connection. That's why storytelling isn't just for book editors or parents reading bedtime stories—it's for freight forwarders, too.

So why is storytelling such an effective tool? Let's explore how you can use it in your business to grow your client base and strengthen relationships.



Why Facts Aren't Enough

Facts and figures are important, but they don't have the staying power of a good story. While data can inform decisions, it's the story behind the numbers that makes an impact. Think about it: when's the last time you remembered a chart or spreadsheet from a business meeting? It's easy for numbers to get lost in the shuffle. But a well-crafted narrative has a way of sticking in people's minds. When you tell a story, you breathe life into the facts, giving them context and meaning that people can relate to.

For businesses, especially freight forwarders, storytelling is a way to differentiate yourself from the crowd. Instead of just listing services, share an example that highlights the real-world value you bring. Show your audience how you've helped clients overcome obstacles or achieve success. This approach makes your message much more relatable and memorable.

Industry Topic



Storytelling in Action: Use Cases at Work and Daily Life

Storytelling isn't just for personal interactions—it can be incredibly effective in business too. Whether you're pitching a new service, highlighting your unique selling point (USP), or raising capital, a compelling story can make all the difference.

For example, when you're introducing your services to a potential client, you don't need to rattle off a list of services like "airfreight, sea freight, warehousing, and customs clearance." Instead, tell a story about how your company helped a client navigate the challenges of international shipping or solved a problem that other companies couldn't. This story immediately adds depth and personality to your business, showing that you're more than just a list of services.

At work, when you're presenting a project brief, it doesn't have to be a dry summary of tasks and timelines. Instead, tell the story of how the project began, the problem you're solving, and the impact it will have. A well-told story turns an otherwise boring presentation into a compelling narrative that's much more likely to capture attention and engage your audience.

The Professional Approach to Storytelling: Relatability, Structure, and Simplicity

While storytelling is an art, there is a professional approach that ensures your stories are clear, compelling, and effective. Here are the three key elements of a successful business story:

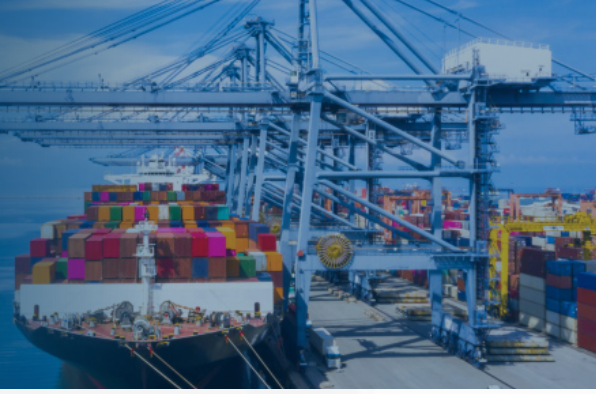
Relatability: A great story should resonate with your audience. It should speak to their experiences, challenges, or desires. For freight forwarders, a story about overcoming logistical challenges, finding reliable partners, or solving a shipment issue that seemed impossible to tackle will be relatable to anyone in the industry.

Structure: A good story is structured in a way that makes it easy to follow. It has a clear beginning, middle, and end. It sets up the problem, presents the solution, and finishes with a resolution. When you structure your story well, you ensure that your message is communicated effectively.

Simplicity: Avoid jargon and keep your story simple and easy to understand. Even in complex industries like freight forwarding, your story should be accessible to anyone. Keep the language clear, so your audience can easily follow and connect with the message.



Industry Topic



How to Structure Your Story: Hook, Problem, Solution, Call to Action, and Closing

A well-structured story isn't just engaging—it's also effective. Here's how to structure your business story for maximum impact:

The Hook: Start with an attention-grabber. Your hook should create curiosity or excitement about what's coming next. For example, "Imagine you could get your goods shipped across the world in half the time, at no extra cost. Sound too good to be true?" This draws people in and makes them want to know more.

The Problem: Once you've caught their attention, introduce the problem. For example, "When we first started working with this client, they were facing constant delays and skyrocketing costs with their international shipments." This sets the stage and shows that you understand the challenges your audience faces.



The Solution: Here's where you tell your audience how you helped solve the problem. "By optimizing the shipping routes and partnering with the right agents, we were able to cut their shipping time in half and save them 20% on costs." This positions your company as the solution to the problem and highlights your expertise.

Call to Action: After presenting the problem and solution, tell your audience what to do next. Whether it's scheduling a call, visiting your website, or requesting a quote, make sure the next step is clear and actionable. "Ready to streamline your shipping? Get in touch with us for a free consultation today."

Closing: Your closing should tie everything together and answer the hook. "Just like we did for this client, we can help you improve your logistics and save money. Let's make it happen." This reinforces your value and leaves a lasting impression.

Industry Topic



Storytelling in the Age of Social Media and Video

In today's digital landscape, storytelling is more important than ever. With the rise of social media and video platforms, businesses have a unique opportunity to reach and engage with their audience in real time. Short, engaging stories are perfect for platforms like LinkedIn, Facebook, and Instagram.

A 100-word story is about the length of a one-minute video. This makes storytelling an ideal format for social media, where concise content is key. But how do you create these short stories quickly and efficiently? Tools like ChatGPT can help. By providing a prompt like "Create a story about a freight forwarder solving a shipping issue for a client," you can get a wellwritten, engaging story in seconds.

You can also customize the tone of the story. Want it to be friendly and approachable? Or more formal and professional? ChatGPT can adjust to match the style you need. And to maintain consistency, you can even provide samples of your previous posts, and ChatGPT will use those as a guide to match your writing style.



Conclusion: Using Storytelling to Grow Your Business

Storytelling isn't just a way to entertain—it's a powerful business tool. When you tell a story, you make your message memorable and relatable. This helps build trust and connections with your clients and partners, which is key to growing your business. So, the next time you're preparing to introduce your services or share your company's story, think about how you can tell it through a narrative.

Whether you're at a networking event or sharing a post on social media, storytelling is the key to being remembered—and that's the First step toward building lasting relationships and growing your business.



1004

MEMBERS

140

COUNTRIES

408

CITIES

1250

OFFICES



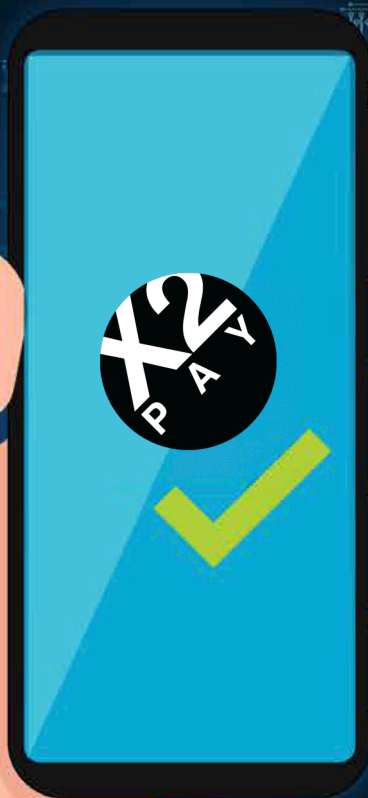
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NO FEES





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



XTRA

THE X2 NEWSLETTER

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