



JAN 2025

NEWSLETTER

g7logisticsnetworks.com

**G7N 7TH ANNUAL
CONFERENCE
UPDATE**

**MEMBER
NEWS**

**NEW NETWORK
MEMBERS**

**G7N
LEADERBOARD**

A photograph showing a group of people at a conference. In the foreground, two men are shaking hands across a table. Other people are seated at tables in the background, some looking towards the camera. The scene is dimly lit with blue and green ambient lighting.

NETWORK NEWS & UPDATES
Newsletter Topic
**The Power of Storytelling in
Freight Forwarding**

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G7N Director

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NewsletterTopic:
The Power of Storytelling in Freight Forwarding





DIRECTOR'S MESSAGE



Nils Walle

Director & CEO
G7N Logistics Network

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Hello G7N 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 6th 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 7th Annual G7N Conference in Bangkok. Scheduled for May 2–5, 2025, at the luxurious Shangri-la, Bangkok, 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!

Regards,
Nils Walle



**7th ANNUAL
CONFERENCE
02-05 MAY 2025
BANGKOK, THAILAND**



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BANGKOK**



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2-5 MAY 2025 BANGKOK, THAILAND



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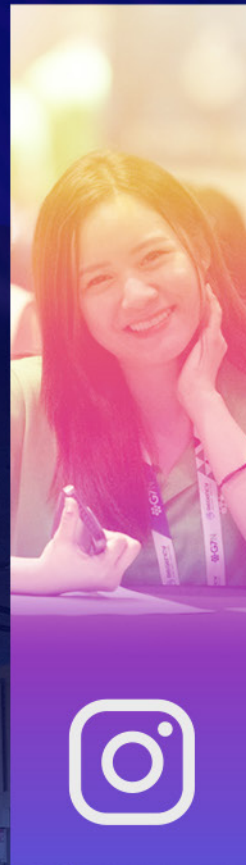
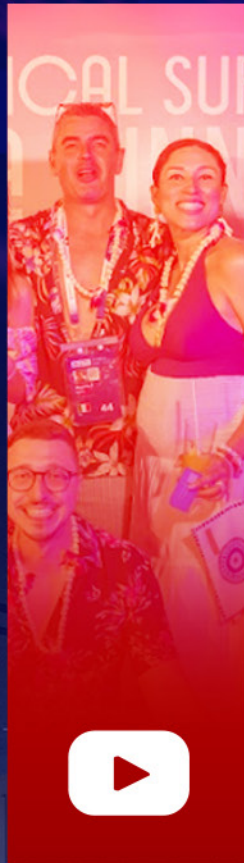


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NETWORK
NEWS



Imex Shipping &
Logistics LLC

Biju Nair
General Manager



Seamless Shipment of Heavy Machinery

www.g7logisticsnetworks.com

Imex Shipping & Logistics LLC: Seamless Shipment of Heavy Machinery

In a recent shipment of IMEX Shipping & Logistics LLC – our G7N member from Jebel Ali Port to Cameroon, a 40FT flat rack was successfully loaded with critical construction equipment, including a CAT 336 GCHYDRULIC EX, a Winch Machine, and a Rock Breaker. The operation was executed seamlessly, with no challenges encountered throughout the process, thanks to the skilled and experienced staff and crew overseeing the logistics.

The scope of work involved cross-loading, which was completed without issue. The loading and lashing of the heavy machinery were carried out by the expert team, ensuring secure transportation to the destination. With careful coordination and precise handling, the shipment reached its destination on time, highlighting the efficiency and professionalism of the logistics team involved.

Overall, the operation was a success, exemplifying the company's commitment to smooth, reliable, and hassle-free shipping solutions for its clients.

Fantastic work, Biju Nair and team!



NETWORK NEWS



Regency Freight Services Ltd

Marc Owens
Managing Director



Successful Snooker Table Delivery

www.g7logisticsnetworks.com

Regency Freight Successful Snooker Table Delivery

Regency Freight — our G7N Critical member is proud to recognize their dedicated team for their exceptional work in delivering and installing a snooker table for a valued client. The team utilized Regency’s renowned White Glove service to ensure that every step of the process—from careful handling to precise setup—was executed with the highest level of professionalism and care.

The White Glove service, known for its meticulous attention to detail, ensures that each item is treated with the utmost respect and delivered seamlessly to the client’s satisfaction. Regency Freight’s team went above and beyond to guarantee a smooth and hassle-free experience, all while maintaining a friendly and positive attitude throughout the process.

“We’re thrilled to have successfully completed this project, and it’s a testament to the hard work and dedication of our team,” said a spokesperson for Regency Freight. “At Regency, we take pride in delivering more than just logistics solutions—we provide a top-tier service experience that our clients can trust, every time.” - Marc Owens

With this successful delivery, Regency Freight continues to build its reputation for providing reliable, customer-focused solutions with a personal touch.

Excellent work Marc Owens and team!




NETWORK NEWS



 **Jeena and Co.**
Estd 1900
Delivering Service Excellence

Hector Patel
Director & Chief Marketing Officer 

Efficient Management of Break Bulk Cargo at Nhava Sheva Port

www.g7logisticsnetworks.com

Jeena and Co. Efficient Management of Break Bulk Cargo at Nhava Sheva Port

Efficient Management of Break Bulk Cargo at Nhava Sheva Port Project Overview by Jeena and Co., our G7N and G7N Critical members, they successfully managed to transport six units of Diesel Generator sets from Nhava Sheva Port, India to Melbourne, Australia. Despite challenges Jeena & Company demonstrated adaptability, professionalism, and technical expertise to ensure the shipment was completed on time.

Project Objective

To ensure the secure and timely transportation of 6 units of bulk cargo from India to Australia while meeting strict cutoffs and addressing unforeseen logistical challenges.

Key Challenges and Strategic Solutions

1. Time Constraints and Cargo Readiness Delays

Challenge: The cargo's delayed readiness left limited time for loading and port formalities, heightening the need for expedited handling.

Solution: Jeena swiftly deployed a specialized team to handle the loading at the factory and ensure the vehicles were safely escorted to the port, minimizing risk and delay.

2. Securing Booking and Meeting Vessel Cutoffs

Challenge: The initial difficulty in securing space on the scheduled vessel for October 24 was a critical factor.

Solution: Jeena's operations team managed to confirm the booking on October 24, adhering to cutoffs with precise loading plans for October 17-18.

3. Technical and Weather-Related Setbacks

Loading Delays: On October 17, upon arrival at the factory, two of the 6 units were undergoing technical repairs. Jeena managed to load two units on that day but faced further delays on October 18 due to crane damage.
Solution: Repairs to the crane were completed by late evening, allowing the team to resume loading the remaining 4 units. Loading was completed by 11:30 pm on October 18.

4. Weather Challenges and Route Management

Challenge: Heavy rainfall post-loading delayed the movement of loaded vehicles, as low-hanging wires in rural areas posed additional risk.

Solution: The team waited until the rain ceased and departed at 2 am, navigating the route with caution to ensure safe transit.

5. Real-Time Monitoring and Documentation

Solution: Jeena's back-office team efficiently managed the documentation process, completing all formalities ahead of schedule to avoid delays. Each phase, from factory loading to vessel departure, was monitored in real-time, and updates were shared with the client for complete transparency.

Execution Process

Factory Loading and Escorting: Jeena's team oversaw loading on October 17-18, with escort vehicles arranged for each three-unit load. This minimized risk during transit to Nhava Sheva Port.

Pre-Survey and Customs Clearance: On October 21, Jeena submitted the pre-survey to the shipping line and completed customs clearance, ensuring compliance with all regulatory requirements.

Final Transit and Loading at Port: The vehicles arrived at the Speedy Container Freight Station (CFS) by the evening of October 20. By the morning of October 23, all units had entered the port, and the loading process was completed, securing departure on the scheduled vessel.

Project Result

Through strategic planning, proactive problem-solving, and meticulous documentation, Jeena & Company successfully managed the shipment, ensuring that all 6 units of break bulk cargo were transported without delay. The client, Sterling Green Power Solutions Pvt. Ltd., benefited from Jeena's real-time communication and hands-on management, achieving timely delivery and customer satisfaction.

Key Takeaways

Expertise and Adaptability: Jeena's technical team demonstrated the flexibility needed to manage last-minute repairs, logistical hurdles, and weather challenges, upholding project timelines.

Comprehensive Risk Mitigation: Escort vehicles and on-ground technicians ensured that any technical issues were addressed en route, reinforcing safe transit.

Client-Centric Communication: Continuous updates and on-ground representation reassured the client of Jeena's commitment to transparency and high service standards.

Conclusion

Jeena & Company's successful handling of this bulk cargo underscores their expertise in managing complex logistics with precision, showcasing their ability to adapt to and overcome unexpected challenges in high-stakes situations.

Excellent work Jeena and team!




NETWORK NEWS




Sobel Network Shipping Co., Inc.
Richie Casarez 
Branch Manager

**Sobel Network Shipping
Launch Dallas Branch**

www.g7logisticsnetworks.com

Sobel Network Shipping Launch Dallas Branch

DALLAS, December 2024 – We are excited to welcome the newest addition to the Sobel Network Shipping team – our G7N and G7N Critical 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!



Leaderboard NOVEMBER 2024

Most Active Business Developer

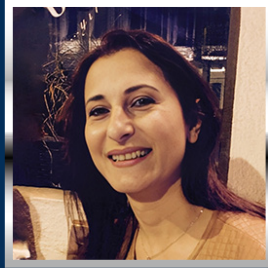
GOLD



Sea Master Lines
Maldives
Karthick Chandradas
General Manager



SILVER



Al Amal Lines for Shipping
Services
Areej A. Hijazi
Overseas Managing Director



BRONZE



Hiyana World Logistics
Pvt Ltd. (HWLPL)
Nisarg Thakkar
CEO



Most Indemand Agents

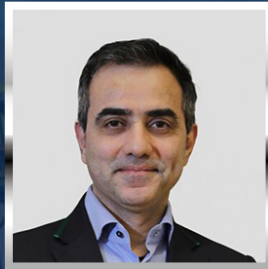
GOLD



CSC Transport
Limited
Scarlett Rao
Managing Director



SILVER



Jeena and Co.
Hector Patel
Director & Chief Marketing Officer



BRONZE



Shanghai Windows
Logistics Co. Ltd
Marcel Grätz
CEO





Leaderboard

NOVEMBER 2024

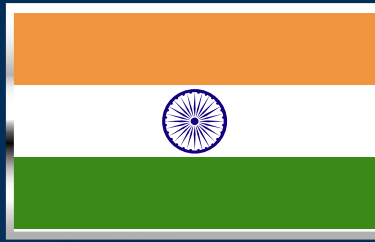
Most Active Countries

GOLD



Maldives

SILVER



India

BRONZE



Palestine

Most Indemand Countries

GOLD



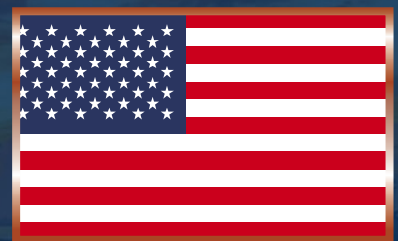
China

SILVER



India

BRONZE



United States of
America



Leaderboard NOVEMBER 2024

Top Handling Agent

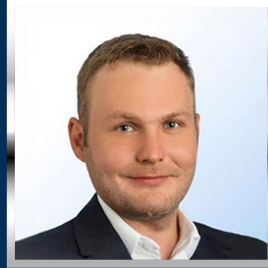
GOLD



Spherical Logistics (Pty) Ltd
David Gordon
Director



SILVER



Shanghai Windows Logistics Co. Ltd
Marcel Grätz
CEO



BRONZE



TEC Cargo Italia S.R.L.
Michael Cagnoni
Co-Owner and General Manager



Top Nominators

GOLD



Omida Sea & Air S.A.
Marcin Madry
Overseas Market Development Specialist



SILVER



TEC Cargo Italia S.R.L.
Michael Cagnoni
Co-Owner and General Manager



BRONZE



Freight World Corporation Pty. Ltd.
Michael Muratore
Founder & Managing Director





Leaderboard NOVEMBER 2024

Most Active Dashboard Users

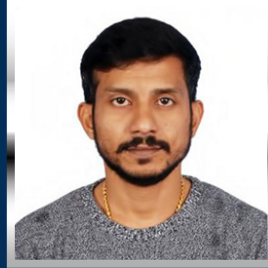
GOLD



**Big Solution
Platform Inc.**
Jason Lin
Sales Director



SILVER



**K Square Global Logistics
Pvt Ltd**
K.Sathish Kumar
Director



BRONZE



Jeena and Co.
Hector Patel
Director & Chief Marketing Officer



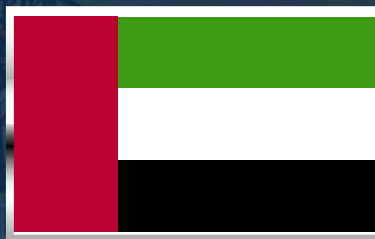
Most Active Countries

GOLD



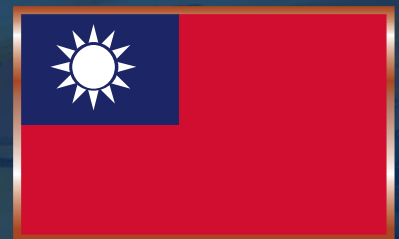
India

SILVER



**United Arab
Emirates**

BRONZE



Taiwan



Leaderboard DECEMBER 2024

Most Active Business Developer

GOLD



Sea Master Lines
Maldives
Karthcik Chandradas
General Manager



SILVER



Jeena and Co.
Hector Patel
Director & Chief Marketing Officer



BRONZE



Hiyana World Logistics
Pvt Ltd. (HWLPL)
Nisarg Thakkar
CEO



Most Indemand Agents

GOLD



CSC Transport
Limited
Scarlett Rao
Managing Director



SILVER



Sobel Network
Shipping Co., Inc.
Brian C. Wills
President



BRONZE



Superlink Logistics
Sabrina Liang
General Manager





Leaderboard

DECEMBER 2024

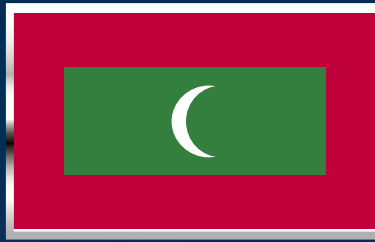
Most In Demand Countries

GOLD



India

SILVER



Maldives

BRONZE



Palestine

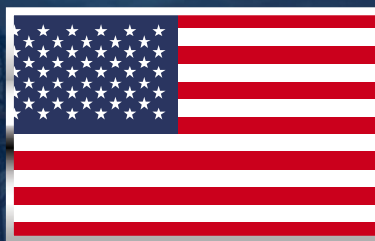
Most Active Countries

GOLD



China

SILVER



United States of
America

BRONZE



United Arab
Emirates



Leaderboard DECEMBER 2024

Top Nominators

GOLD



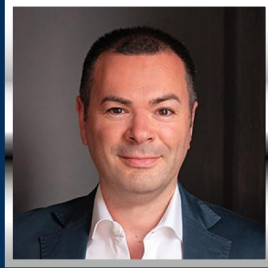
MSCS Gulf Shipping LLC

Antony Shalat

AGM - General Freight



SILVER



**Freight World Corporation
Pty. Ltd.**

Michael Muratore

Founder & Managing Director



BRONZE



Omida Sea & Air S.A.

Marcin Madry

Overseas Market Development Specialist



Top Handling Agents

GOLD



**Nungufreight
International Pty Ltd**

Deliena Wyngaard

Director



SILVER



TEC Cargo Italia S.R.L.

Michael Cagnoni

Co-Owner and General Manager



BRONZE



**Richwell Global
Forwarding Pte Ltd**

Stephen Yeo

Managing Director





Leaderboard DECEMBER 2024

Most Active Dashboard Users

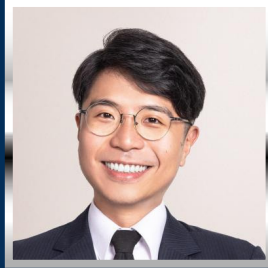
GOLD



K Square Global Logistics
Pvt Ltd
K.Sathish Kumar
Director



SILVER



Big Solution Platform Inc.
Jason Lin
Sales Director



BRONZE



Jeena and Co.
Sabrina Liang
Director & Chief Marketing Officer



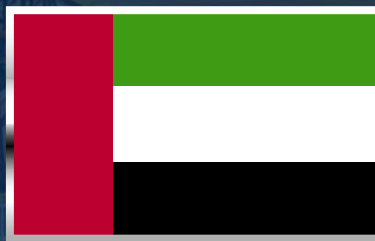
Most Active Dashboard Countries

GOLD



India

SILVER



United Arab
Emirates

BRONZE



Italy



NEW MEMBERS



Capeline Shipping LLC



Grifapp Srl.



Logik Freight International Limited



SIFA Logistics Aerospace



NEW MEMBERS



Trans-Ship Logistics Services Limited



WA-Glocal Logistics S.A



54

**NEW
MEMBERS**

**JAN 2024 TO
JAN 2025**

Added Regional Locations

4

Africa

11

Europe

18

Asia

6

North America

7

Australia & Oceania

6

South America

2

**Central America &
Caribbean Islands**

g7logisticsnetworks.com



MEMBER VISITS

Dec 10, 2024

G7N in Mumbai! A big thank you to @fali15 for hosting the incredible annual gala dinner. It was great reconnecting with the amazing team: @marcowens1982 , @dhariapratik , @macke_90, and Brian Wills with our director Melvin Xavier. Looking forward to the action-packed days ahead!





MEMBER VISITS

Dec 13, 2024

On the final day of the IICS Indian International Cargo Show, our CEO Nils Walle and Directors Christian Raeuber and Melvin Xavier had a pleasure of meeting our G7N and G7N Critical members – Barkat Hussain and Sitesh Ahuja of @gfplindia and G7N member Ambrish Kumar of @zipaworld Innovation Pvt Ltd – who also showcase their presence with booths at the event. It was a great opportunity to connect and strengthen partnerships!





MEMBER VISITS

Jan 15, 2025

@andrea.herediafu , our Network Development Manager recently had an amazing opportunity to visit our valued member @2007kghd in their office in Japan! It was an incredible trip filled with insightful conversations, innovative ideas and strengthening our partnership.

We are thankful to @takamitsumatsuzawa and team for the warm hospitality. We're thrilled to continue collaborating and driving forward new opportunities together!





G7N

NEWSLETTER TOPIC

The **POWER** of **STORYTELLING** in **FREIGHT FORWARDING**



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

acts 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.

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.

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.

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 well-written, 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.



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Smart Freight Forwarders Growing their Business

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Active
Members

154

Operating
Countries

224

Located
Cities

229

Offices
Worldwide





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Bangkok 10110

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