



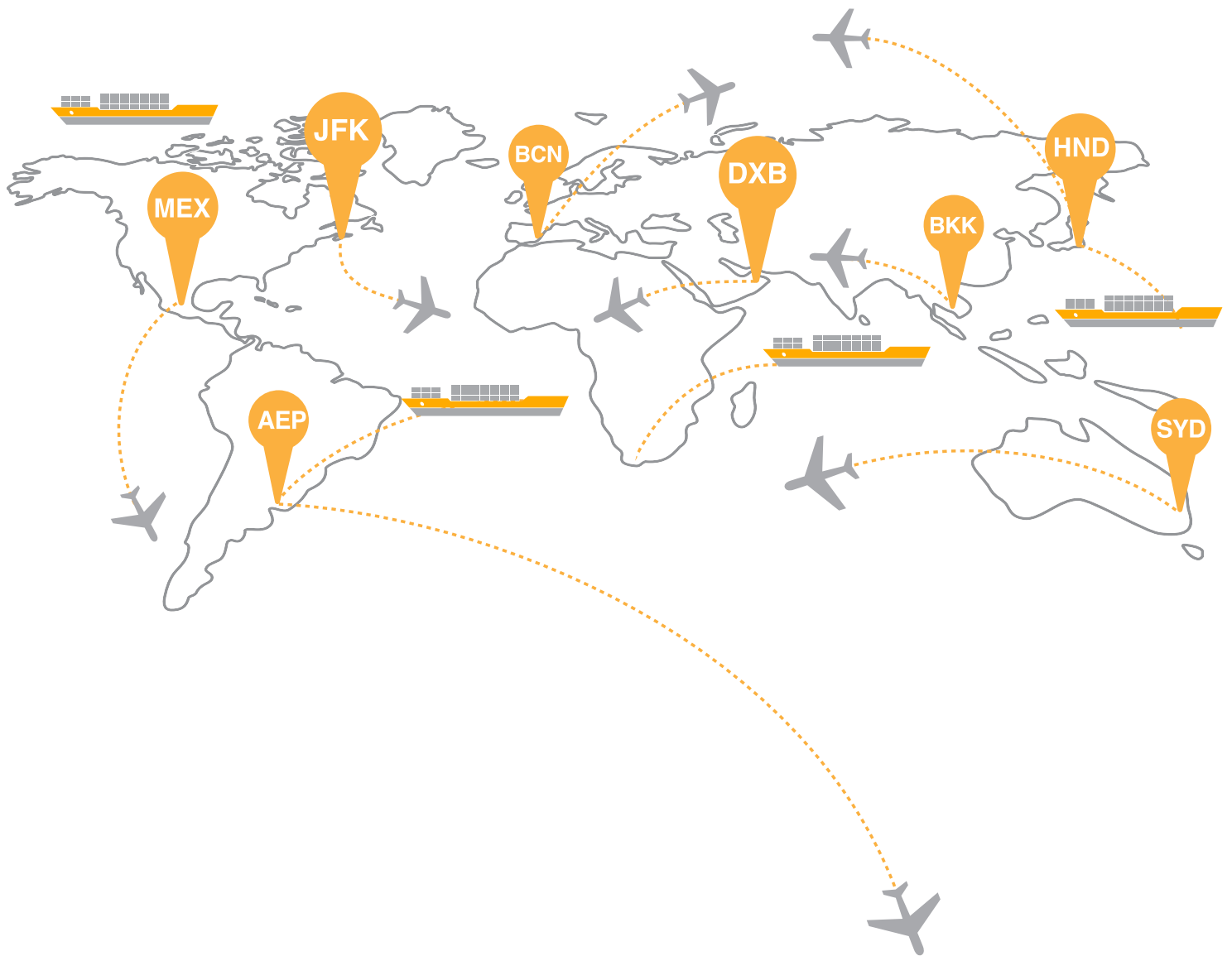
**CONNECTA**  
by **panco**

*International Network  
of first class independent  
freight forwarders*

[connecta-network.com](http://connecta-network.com)







**Connect and cooperate  
with qualified freight  
specialists worldwide**





## ***Contents***

<b>A</b>	Opportunities at a time of changes	02
<b>B</b>	What is Connecta Network?	04
<b>C</b>	What does Connecta offer?	05
<b>D</b>	The value of specialization	06
<b>E</b>	Enter the circle of collaboration	08
<b>F</b>	How do we get new clients for you?	09
<b>G</b>	Do business with guarantees	10
<b>H</b>	Membership Services	11
<b>I</b>	Marketing Resources	12
<b>J</b>	Networking with Connecta Members	14
<b>K</b>	Connecta Annual Meeting	15
<b>L</b>	The next step. Become a Member	16



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## *Opportunities at a time of changes*

The independent freight forwarders have started regaining ground against the multinationals: after more than 20 years the groups that lead the freight forwarder industry lost market share to the independent freight forwarders.

Does this change in trend mean that your company can now breathe freely? Unfortunately no: We have all witnessed how global political and economic instability affects our business.

There are many threats that an independent freight forwarder faces, market volatility, pressure from shipping companies and airlines, new competitors, technological and environmental challenges, etc.

What can your company do? Cooperation is key to survive in this increasingly competitive market. But one of the biggest challenges for small and medium sized forwarders is to find trustworthy and competitive partners around the globe...



Let us show how Connecta  
freight Network can  
help you







# ***What is Connecta Network?***

In today's market, collaboration is key to surviving in our industry. Connecta freight Network is a global network of independent air, sea, road and multimodal freight forwarders that brings together the leading companies in each area

Our goal is to extend the international reach of our members by partnering with other leading forwarding firms around the globe. We are creating a global network of small and medium freight forwarders to help you compete with the multinationals that have their own branch offices almost everywhere.

We join forces to compete against them, share resources and attract clients. But the best part is that each and every member maintains its independence and exclusivity.



## **Benefits from joining us**

Business opportunities all over the world

Active collaboration between members

Useful tools and functions on our website

Support for the development of your activity

Powerful marketing for your company to be known

No barriers for your business

Competitive annual quota with minimum obligations



# What does Connecta offer?

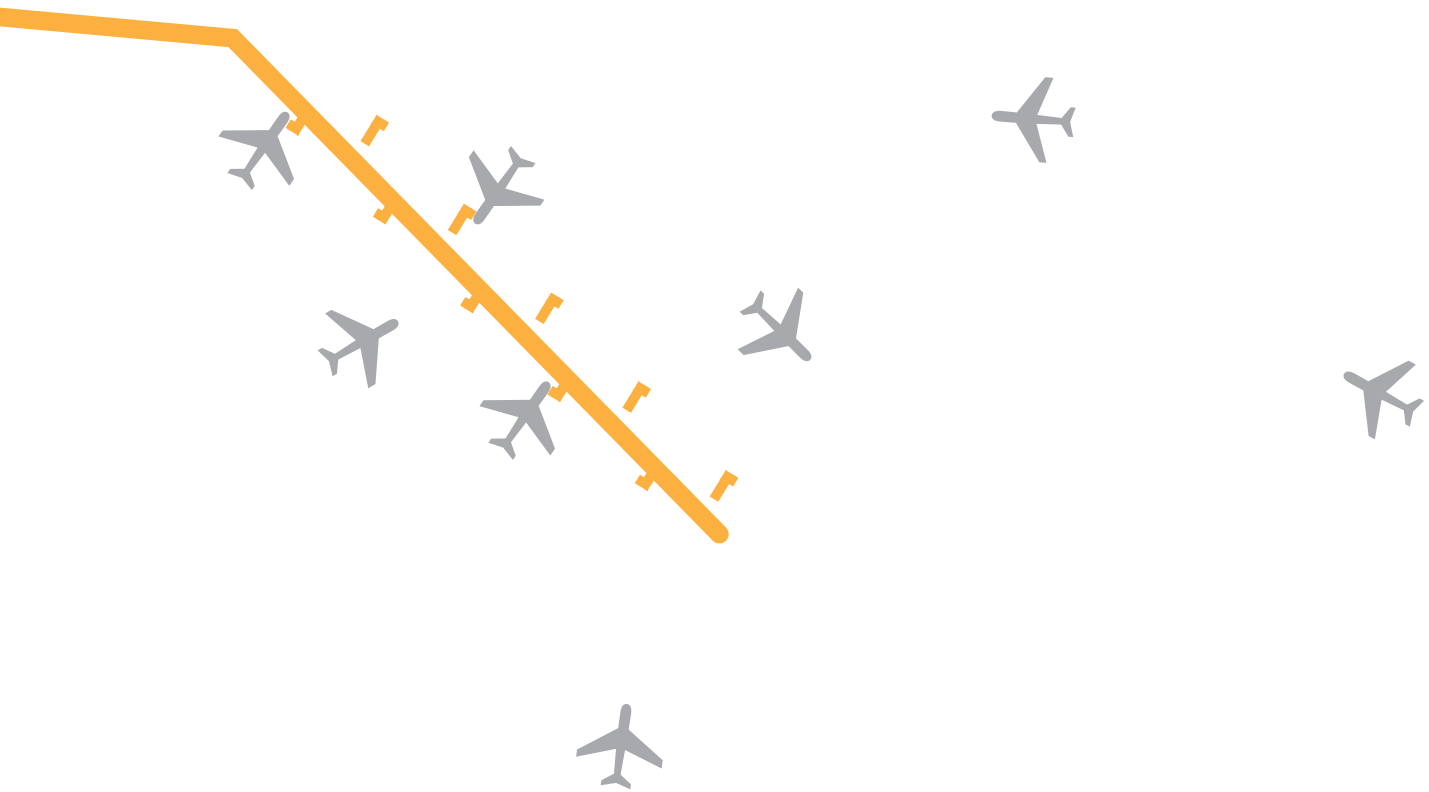
We don't need to tell you how difficult it is nowadays for small or medium sized freight forwarding companies to compete for clients with the large multinational groups: you know it well from your everyday experience

However, maybe you're not aware that there exists another way to compete without losing your independence and one that gives you all the benefits of a large group without any of the sacrifices: Connecta Freight Network.

Join as an associate member and access these exclusive features:

- >> Cooperate with **reliable** agents all over the world
- >> Possibility to offer a real **door to door service**
- >> **Potential customers** captured through the network
- >> **Share customers** with other members of the network
- >> **Professional marketing resources with global reach**
- >> **More visibility in Internet** thanks to our campaigns
- >> **Get digitally ready** for more opportunities
- >> Follow-up system for the **control of shipments and payments**
- >> Powerful **technological platform** for managing your operations
- >> Limited number of members per country **to protect exclusivity**
- >> The prestige of belonging to a **leading international network** of forwarders





## **D** *The value of specialization*

Customers demand full services providers able to offer logistics solutions for whatever means of transport, but more and more adapted to their particular sector. The traditional division of services by transport mode (air, sea, road, rail), seems to have less relevance, while a more detailed portfolio of specialisation brings added value.

Markets and business evolve and ours is no exception. In a time that many describe as a new revolution, we can actually see relevant changes in our industry and companies.

In the recent years we have seen how many freight forwarders are increasing their scope of services, acquiring their own fleet, warehousing space, and widening their services portfolio. For example, we have also witness how many have added e-commerce solutions to their profile.

But not only this, agents are also specializing in diverse segments depending on their customers

background, including pharma logistics, cold chain, time critical, exhibition logistics, military equipment, etc.

In Connecta you will clearly see the profile and specializations that really define the fields where each partner is focusing and have strong experience.

**Discover the benefits from joining the Network. Take off now!**





**We believe in the need  
for freight forwarders  
to associate with equals**

Our specialization policy provides the following advantages:



## **Specialization policy**

Increase your purchasing power with airlines, shipping lines and other suppliers

Form part of a Freight community with comun interests and needs

We only accept companies with a proven track record on freight and logistics

All members must be certified by recognized industry entities (global or local) to join the network

There is still the chance to choose several options in each country





# *Enter the circle of collaboration*

It is easy: offer shipments to other members of the network and they will invite you to enter theirs.



## **“Route and Get Route” circle**

We encourage you to actively cooperate with other members, they will also consider you. Everybody wins!



## **Collaboration made easy**

We promote members to collaborate and we offer all the tools needed for doing so: communications, tracking applications, online payment platform, etc.



## **100% guaranteed cooperation**

Develop relationships and business with only Freight Certified agents. It is easier to do business with trusted partners.



## **Freight professionals**

Only premier freight members in each port, airport and location can join Connecta Network. Move before your competitors and hit first!





# *How do we get new clients for you?*

Connecta Freight Network has access to customers and business opportunities worldwide. Then we redirect these “hot leads” to the appropriate member in each area so that you monetize your membership

In Connecta Freight Network, we understand that any member expects direct repayment for the investment that joining our network supposes.

This repayment arrives not only by means of the interexchange of customers with other members, but also through business opportunities that we look for globally.

We channel the lead towards the member that can attend the request and who then takes charge of directly managing the offers and orders. In addition, we carry out an active task of promoting the network as an international transport group with industrial customers, exporters, importers, etc.

This task comprises:

- >> **Brand promotion** activities
- >> **Web positioning**
- >> Presence in **forums of the sector**
- >> Analysis of **market tendencies**



## **How does Connecta attract customers for its members?**

High traffic corporate website:  
thousands of visits a year

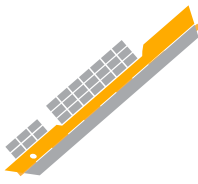
Presence in the first positions of main search engines

Positioning campaigns on search engines  
(50.000\$ per campaign)

Direct contact with exporters / importers worldwide

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## ***Do business with guarantees***

Trust is a key element for long-term business relations between members of our freight network. For this reason we have a number of measures in place that ensure cooperation among members is fully covered

### **Membership selection**

All members must pass a strict selection process in which we examine the company's track record, market reputation, references, credit risk assessment, etc. Furthermore, we only choose companies with a strong foothold in their market.

### **Best practices payments**

All the transactions between members are based on a series of best practices payments that are inspired on the most extended international trading criteria and rules (i.e. payments at maximum 30 days, observance of risk maps, cash payment depending on country, operation, etc.)

### **Shipment tracking platform**

As a network member you would have access to a practical online tool that handles all the operations carried out between members in order to minimise financial exposure and ensure the fulfilment of the agreements between the participants.

### **Payment incidents management**

The account management system includes programmable alerts to detect any possible delays and defaults early on. In the event that this occurs, you can send payment notices and reminders to the members and resolve any conflict amicably.

### **Upgraded Payment cover**

To cover bankruptcy, insolvency and bad debts for registered shipments/invoices, you can upgrade for an additional annual protection at a competitive optional fee.

### **Connecta control and arbitration**

Connecta permanently supervises the transactions made on our platform in order to detect any possible infraction of the existing safety measures and if necessary suspend the account of the member that does not fulfill them.



# Membership services

Connecta offers a wide range of exclusive services to our members  
Below you can see the services that are currently available

## Shipment tracking platform

Track your shipments worldwide with just one click from our website. Our service allows you to search by tracking number, shipping data, container number, etc.

## Digitalise your quoting process

Save time and money when making international payments. With our system backed by a prestigious financial institution, you can carry out transactions 24/7 from your computer or mobile phone. We have the best rates and there are no fees.

## Marketing collaterals

Use the marketing materials that show you're a member of our network: the certificate of membership, catalogues and business cards all include the "Connecta Member" logo. You can customise and use them in your campaigns and website.

## Message Center

Exclusive communication system between members to perform fluid and safe communication within the network for better doing business together. Facilitates work communications between agents when exchanging business opportunities, requesting estimates, quoting, managing shipments, etc

## Account management platform

Check all your activity on Connecta with just one click, monitor your transactions with other members, control payments and receipts, analyse your financial exposure, check insurance cover, share or print documents and even set up alerts.

## Added value services

Use the latest IT tools developed for the freight forwarding processes to optimize your operations and engage your customers. CONNECTA helps Members to evolve with the present times and needs.

Along with these services, you must add the Connecta useful networking tools, communication channels, the strong protective measures for our members and the other exclusive benefits that bring even more added value to your membership.





# Marketing Resources

The real difference when it comes to attracting clients is marketing. As a Connecta member, you would have access to the marketing resources you need to leverage your membership and compete with the multinationals

## Internet positioning

Thanks to the important resources that we invest in order to have a presence that stands out in Internet, customers and also other network members will easily find you when they are looking for freight transport services suppliers in your zone.

## Contact with exporters/importers

Connecta's website is highly visible online and this regularly prompts potential clients to get in touch with us, especially export and import companies who are searching for transport and logistics services providers. We then refer these contacts to the network member who is located closest to the client offices.

## Support for your proposals

When negotiating with clients, you will have the full backing and support of a global network of freight forwarders, meaning that in terms of coverage, services and rates you will be fully able to compete with any other multinational group.

## Worldwide door-to-door coverage

By counting on 400 agents in over 95 countries you will be able to offer your customers a real door to door transport service to any destination in the world. Furthermore, we reward you with 25 dollars credit for each shipment made through the network.



## Marketing collaterals

Certificate of membership that you can display in your office

Logos available in several sizes and formats to use for print and web

Business cards predesigned for members: just add your details and print

Brochure: customise the PDF brochure with your details and print it out

Others: optional collaterals for your events, gifts for clients, etc







**Take your marketing to a new level. Start right now!**





# ***Networking with Connecta members***

In Connecta everything is geared towards promoting cooperation among our members to create business opportunities and monetize your membership. The following services allow you to efficiently collaborate with members



## **Member's directory**

Get in touch with other Connecta members around the world to set up business relationships, participate in proposals, etc. Only members can access the directory, which includes all contact details such as telephone numbers, email addresses, etc.



## **Online collaboration platform**

A quick, easy, and confidential way to communicate in real-time with other members, exchange information about clients, discuss conditions, prepare quotes, etc. Skype integration allows to chat, share documents and have video conferences.



## **Internal newsletter**

Connecta regularly sends its members an internal newsletter with information about the network, our members, industry news, changes to legislation, etc. This information is compiled by specialists from our network and allows you to stay up-to-date with the latest news from our association and the freight industry.



## **Advanced IT Tools**

As a member of Connecta, you will benefit of advanced technological solutions to improve the efficiency of your networking experience, as well as your internal processes (sales, operations, tracking, invoicing, etc.).



## **Annual Meeting**

Each year the Connecta members get together to strengthen ties, share information and discuss the challenges and opportunities in the sector. Attendance is strongly recommended to optimize your membership by participating in the group activities and private meetings that we can arrange with any member.



# *Connecta annual meeting*

The Connecta Annual Meeting is an unique and not to miss event, where you can promote your company, make valuable contacts, and explore business opportunities

The Connecta Annual Meeting is the best and unique chance to strengthen your network relationships and meet new contacts avoiding extra representation costs. It is a time to meet up with friends from afar and to get to know and welcome new ones. In the early years for the new Connecta Network, come to the Annual Meeting to make business with and enjoy the company of fellow partners from around the world.

We strongly recommend attending: from our experience, we know that it is in the first edition of these meetings when the most valuable relations are established between the members of the network.

What attending the Annual Meeting offers you?

- >> To participate in a **high-level global summit** in the freight forwarding sector
- >> To enjoy a **parallel program** of leisure and team building activities
- >> To have **one to one meetings with members** of special interest to you
- >> To strengthen ties, explore synergies, and access **business opportunities**
- >> To feel part and experience the **unique atmosphere of the meetings**
- >> To discover an **exclusive destination** that is carefully chosen for each edition



**Connecta Annual Meeting:  
the event you can't  
afford to miss**





# ***The next step. Become a member***

The procedure for joining Connecta Freight Network is easy

## **1 Fill in the inscription**

Fill in the inscription form that can be found on [www.connecta-network.com](http://www.connecta-network.com) or ask for it by telephone to +44(0)1277.800.047 or on [info@connecta-network.com](mailto:info@connecta-network.com)

## **2 Evaluate your candidature**

Once we receive your application, we proceed to evaluate your candidature, to do so we could ask you for more information or references about your company.

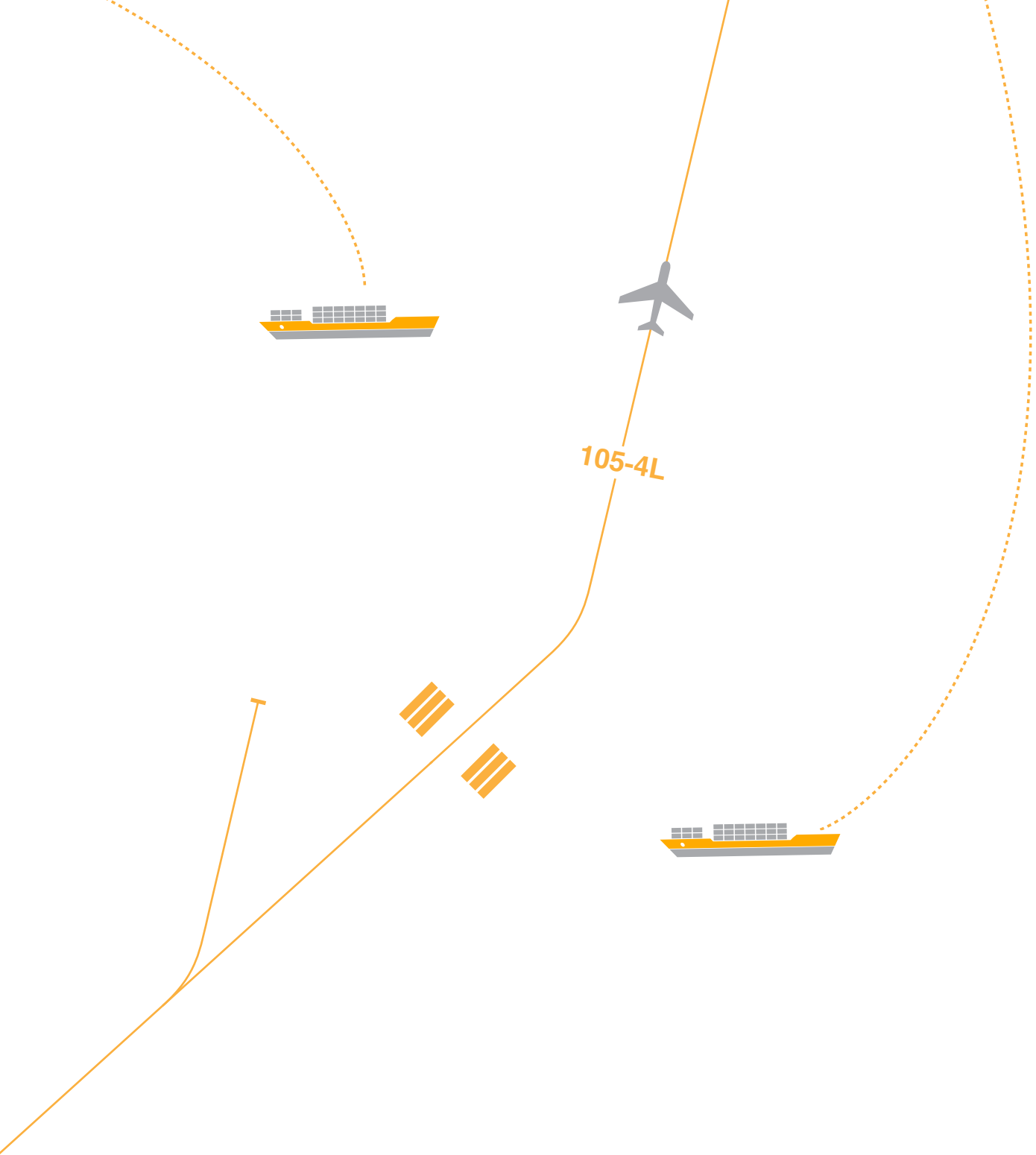
## **3 Accepted application**

If your application is accepted, you only have to pay an annual fee and you will become part of our network for one year. There are no other hidden costs.

## **4 Receive your documentation**

You will receive documentation as a member of the network, including the unique user name and password for accessing the Members Area of our website.





**Exclusieve network for the  
best freight specialists**





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**CONNECTA**  
by **panco** 

Connecta Freight Network  
29a Crown Street, Brentwood, Essex, CM14 4BA (UK)  
Tel: +44 (0) 1277.800.047 Fax: +44 (0) 1277.88.048  
[www.connecta-network.com](http://www.connecta-network.com)