Cooperating to Succeed!

The Cooperative
logistics network

Cooperating to Succeed!
1. WHO WE ARE

2. BENEFITS

- AN IMPRESSIVE GLOBAL PRESENCE
- LEADING LOCAL FORWARDERS
- CAPPED NUMBER OF MEMBERS
- WIN NEW BUSINESS
- FASTER QUOTE RESPONSE TIME
- PAYMENT PROTECTION PLAN
- OPPORTUNITY TO TENDER FOR THE LARGEST CONTRACTS
- LOWER RATES FROM CARRIERS AND INSURERS
- COMPLETE MEMBER INFORMATION
- STANDARD PROTOCOLS AND FORMS
- ANNUAL MEETING
- ONLINE TOOLS
- INTERNATIONAL BRAND: PR AND MARKETING
- FULL-TIME HEAD OFFICE TEAM

3. ARE YOU QUALIFIED
WHO WE ARE

The Cooperative Logistics Network (The Coop) is a capped non-exclusive alliance of hand-picked freight forwarders in each major air/seaport who co-operate in a financially secure environment to reduce costs and risks and grow their businesses by actively working together to compete against the largest multinationals.

What does the freight forwarding industry look like today?

On one side are the 10 largest multinationals holding a 44% monopoly of the market and conveniently gaining another 1% each year. Their well-known brands and global appeal ensure that they win the biggest contracts and get the best rates from carriers.

On the other side are independent freight forwarders who lack a global brand and a network of reliable agents, resulting in an inability to bid for the largest contracts and receive better rates from carriers. They are faced with the prospect of working with unknown agents who rarely send business their way and occasionally break promises. The result of which is dissatisfied customers and some unpaid invoices.

But as a member of The Coop, members immediately gain a global brand, a directory of reliable, financially secure agents who actively work together to bid for the biggest contracts and negotiate lower rates from carriers and insurers.
HOW YOU BENEFIT

The Coop does not believe in claiming a membership fee and not offering its members benefits in return. As a member of The Coop you can expect to receive the following benefits:

- AN IMPRESSIVE GLOBAL PRESENCE
- LEADING LOCAL FORWARDERS
- CAPPED NUMBER OF MEMBERS
- WIN NEW BUSINESS
- FASTER QUOTE RESPONSE TIME
- PAYMENT PROTECTION
- OPPORTUNITY TO TENDER FOR THE LARGEST CONTRACTS
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- ANNUAL MEETING
- ONLINE TOOLS
- AN INTERNATIONAL BRAND
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How you benefit

An impressive global presence

Our members are able to work co-operatively to serve clients globally, wherever in the world they need to send a shipment. Our aggregated figures show that The Coop has superior resources in terms of size and reach than some of the largest multinationals.

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worldwide coverage

240 Agents / 100 Countries / 10,500+ employees

Robert Rich III
Roar Logistics Inc.
Buffalo, U.S.A.

The COOP provides a great network of forwarders you can trust who deliver a high quality service"
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How you benefit ›

**Leading local forwarders**

An international freight network is only as strong as its weakest link. The Coop’s strict selection process aims to ensure that there are no weak links across the group and that the standard of all our members is universally high.

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**How you benefit ›**

**Capped number of Members**

We limit the number of agents per sea/airport to 3 with the exception of extremely busy territories, Shanghai, New York, London, etc. where the maximum is 5 members.

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Marisa Moreno
Illice Universal Logistics

Valencia, Spain

*We decided to join The COOP because all the members have gone through an exhaustive selection meaning I feel sure about the quality of the agents.*
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How you benefit ▶

Win new business

There is simply no better generator of new business than the power of co-operation, so as a member of the network you are in a strong position to secure new business by exchanging shipments with other members in different locations.

How you benefit ▶

Faster quote response time

All members of The Coop can post their current local charges for normal departure/arrival of air/sea shipments (Air, FCL, LCL) on our password-protected intranet, so any member can view the rates online and make quotations without having to contact the other member. This will also diminish the chance of any unpleasant surprises. Members also commit to answering all enquiries in a timely manner.

How you benefit ▶

Payment Protection Plan

The Coop has many procedures in place to protect its members against bad debts from other agents within the network.

This begins with our strict membership requirements which only the most solvent, reputable and creditworthy agents pass. Once a company is accepted as a member, their performance is monitored closely to ensure prompt detection of any problems such as the late payment of another member’s invoice. Under Rule 9.8 all members of The Coop must inform head office when they face a late payment situation from another member.

**The Coop's mandatory Payment Protection Plan (PPP) protects all members against any losses incurred due to of bankruptcy and insolvency.** It does not cover disputed invoices, which are provided for under Rule 9 (Payments) and Rule 10 (Dispute Resolution Service) specified in Rules and Procedures. The annual contribution is now 350 EUR per member and subject to review each year.
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How you benefit ➔

Opportunity to tender for the Largest Contracts

You will no longer face the disappointment of being unable to tender for the largest contracts, as you will be backed by a global brand and a network of quality partners, giving you the confidence that you will be able to fulfil your commitments.

How you benefit ➔

Lower Rates from Carriers and Insurers

As the network starts to reach a critical number of members, their cumulative volume will be used to negotiate lower rates from airlines, shipping lines and insurers.

How you benefit ➔

Complete Member Information

The Coop believes that members should be as well informed about each other as possible, which is why we ask for a substantial amount of information that will be displayed on all member profiles.

How you benefit ➔

Standard Protocols and Forms

Protocols and forms cover The Coop’s intra-network Communications, Sales Leads, Response Times, Requests for Quotations, Profit Sharing, Payments, and the Disputes Resolution Service.
How you benefit >

Annual Meeting

The Coop’s annual meetings are, without doubt, the biggest benefit you can take advantage of as a member, which is why attendance at the meeting is mandatory. It is the time when you can promote your business on an international platform, do deals and forge lasting relationships.

3rd annual meeting
Bangkok 2017

It’s important to attend the meetings to meet and greet and get to know your partners.”

Jonathan Marx
Express Air Freight Unltd. Inc.
New York, U.S.A.

It’s a great opportunity to meet together with the majority of members and we hope that this way we will develop great communication between us and other companies”

Mikolaj Ksiazek
Cargo Services
Warsaw, Poland

Developing a strong worldwide network of agents can, if not carefully thought out, require vast expenditure both in time and money travelling the world to meet and consolidate relationships with partners. The solution is one annual meeting where every member of The Coop comes together in one place at one time, thus saving substantial absences from the office as well as considerable travel expenses.
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How you benefit › Online Tools › Cargo Tracking System

We have developed unique software for our website which connects with the websites of 114 shipping lines and 183 airlines, collating all the information in one place, without the need to visit each carrier’s sites.

How you benefit › Online Tools › Stuffing Calculator

This tool is here to help you optimize the space inside trucks and containers. It is quick and simple to use! Just follow the step by step process entering the cargo type, dimensions in millimetres and weight in kilograms. In just seconds, what appears is a 3D simulation of how best to load the truck or container, alongside a description.
How you benefit › Online Tools ›

**Carrier Schedules**

The Coop website links you and the world to the Sailing Schedules of 125 shipping lines in real-time.

What you get is real-time information of upcoming sailing dates with the vessel’s name, transit time and ETA at the destination.

Online tools available at
www.thecooperativelogisticsnetwork.com
How you benefit ➔ An International Brand ➔ PR and Marketing

Membership of The Coop allows you to promote your firm with The Coop logo, customizable brochures and marketing materials that will help you to overcome client perceptions that independent forwarders are not equipped to provide a truly worldwide service.

How you benefit ➔ PR and Marketing ➔ Friday News

We invite all members to send us their news; whether that is an oversize shipment, the opening of a new office or a new member of staff.

One agent’s story is featured every Friday and sent to members, uploaded to the website and social networking sites and included in the subsequent newsletter.

Whatever the news, we believe that the more visible you are, the more business opportunities will come your way!
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How you benefit > PR and Marketing > The Coop Quarterly Newsletter

The Coop Quarterly Newsletter provides a summary of member news from the previous quarter and informs members of any network news, such as announcing the location of the next annual meeting.

How you benefit > PR and Marketing > Press Releases

In addition to keeping members informed about each other and the network, we also aim to keep the wider freight forwarding community up to date with what’s going on as well.

Whether that’s the success of our annual meeting or accreditations we have received.
How you benefit → PR and Marketing →

Press Releases PR and Marketing Service for Members

We are pleased to inform you of The Coop’s new, free of charge PR and Marketing packages for members.

MEMBER BROCHURE

This is a brochure about your company which you can give to current and prospective clients.

Elements to personalise:
- Company logo*
- Company motto/slogan*
- Name of company CEO/Director
- Company addresses, emails etc.
- Certificates the company has e.g.: AEO*
- Year the company was founded

✓ We will send you the personalised brochure in a pdf format ready for printing

VIDEO PRESENTATION

A video which you can place on your website that you can show to customers and partners, highlighting your company’s key skills.

Elements to personalise:
- Company logo*
- Company motto/slogan*

✓ We will send you a file with the ready-made video
Welcome Guide - The Cooperative Logistics Network

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WEBSITE
A modern and easy to navigate website which will give you that key online presence which is so vital in the current market.

Elements to personalise:
• Company logo*
• Company motto/slogan*
• Names of staff and their roles
• Key facts: Year founded, turnover, total no. shipments etc.
• Company addresses, emails etc.
• Photos of offices and staff*
• Quotations from satisfied customers
• Links to your social network pages

 ✓ We will send you a file with the ready-made personalised website

POWERPOINT PRESENTATION
This is a presentation which you can use in sales meetings; we have even included a script in the notes section for the presenter.

Elements to personalise:
• Company logo*
• Company motto/slogan*
• Names of staff and their roles
• Photos of offices and staff*
• Key facts: Year founded, turnover, total no. shipments etc.
• Company addresses, emails etc.
• Quotations from satisfied customers
• Links to your social network pages

 ✓ We will send you a file with the ready-made personalised power-point presentation

TO HAVE ANY OF THESE MADE UP FOR YOUR COMPANY, PLEASE:

1. Prepare all the personalised elements. Logos and/or photos must be in high quality (1MB minimum) or vector files (.eps, .ai...)

2. Send all these elements to, Anna Barton, PR and Event Coordinator, on abarton@thecooperativelogisticsnetwork.com
How you benefit > Full-time head office team

Antonio Torres - Founder and Managing Director - atorres@thecooperativelogisticsnetwork.com

Antonio Torres has 2 decades of experience in freight forwarding companies and networks. With a well-established network already under his belt, the world’s only truly exclusive network, Conqueror, Antonio believed that there was a place in the market for a non-exclusive network where members are as rigorously checked as they are in non-exclusive networks.

Of starting The Coop, Antonio says, “It has always been the case that exclusive networks check agents rigorously before allowing them to join but the same can’t be said for non-exclusive networks. I wanted a network which would provide the same standard of agents as an exclusive network, whilst at the same time offering members the freedom to choose who they work with.”

Before The Coop: Prior to starting The Coop, Antonio successfully founded the world’s only truly sea/airport exclusive network, Conqueror Freight Network. Before entering the world of networking, he held various positions in the industry including; Seafreight Manager at Exel Logistics, Line Manager at the shipping line Hyundai Merchant Marine and Key Account Manager at Geodis. Most notably, Antonio was Executive Manager of the Spanish branch of the French Forwarder Logfret. Under his guidance, Logfret went from a small business entity in 2004 to one of the leading firms in 2010.

Virginia Molpeceres - Accounting Manager - vsmanz@thecooperativelogisticsnetwork.com

Virginia manages the team based in our Spanish office and is responsible for all invoicing and accounting matters

Of working at The Coop, Virginia says, “Despite, sometimes, challenging tasks, the professionalism and dedication of the team ensures that work is completed in as timely and accurate a manner as possible.”

Before The Coop: Virginia was employed by various companies to assist in the development and implementation of procedures which would boost the workflow of their sales departments. She has also travelled widely to attend different international and national conferences and trade fairs.

Eduardo Knowles - Agent Coordinator - eknowles@thecooperativelogisticsnetwork.com

Eduardo is one of the main points of contact for members of The Cooperative, dealing with any questions or queries they may have.

Of working at The Coop Eduardo says, “It is a real pleasure to support our members and my colleagues daily in whatever way I can.”

Before The Coop: Eduardo spent six years working at various companies across Germany, Belgium and Spain and gained a real insight into international business. Whilst in those roles, he was responsible for coordinating teams for different projects and ensuring they met the desired quality and deadlines.

Inmaculada Hernando - Agent Coordinator - ihernando@thecooperativelogisticsnetwork.com

Inmaculada is also a main point of contact for members of The Cooperative, dealing with any questions or queries they may have.

Of working at The Coop Inmaculada says, “I’m very happy to be part of this team and to have the opportunity to help our network grow and its members become stronger together.”

Before The Coop: Inmaculada has more than fifteen years of experience working in different fields but always within international companies and handling customer service and quality assurance tasks. In that time she honed her coordination and communication skills and has gained a multicultural awareness that will be put to good use with us. She also has experience in education.

Francisco Pérez - Membership Development Manager - fpeirez@thecooperativelogisticsnetwork.com

Francisco is responsible for increasing The Coop’s worldwide coverage by seeking out and recruiting only the best companies for membership.

Of working at The Coop, Francisco says, “It is a pleasure for me to work with our potential agents on a daily basis, watching the network grow and consolidate its rightful place as a key network in the industry.”

Before The Coop: Francisco spent six years working for BNP in the bank recovery and communication department, where he gained experience in coordination, team responsibility, human resource management and results orientation, and above all of the importance of communication in a large company.

Richard Curtin - Business Development Coordinator - rcurtin@thecooperativelogisticsnetwork.com

Richard also has responsibility for sourcing and qualifying the best and most reputable agents to join The Cooperative Logistics Network. His focus is on achieving maximum global coverage for the network.

Of working at The Coop, Richard says, “I enjoy developing strong relationships with great agents who want to grow their businesses and increase business contacts. It’s great to hear about the different approaches throughout the globe.”

Before The Coop: Richard has a wealth of experience in business, marketing and customer service. He has worked in all the departments that contribute to business success. His entrepreneurial skills equip him to assist and guide all the agents he communicates with in the network.

Anna Barton - PR and Event Co-ordinator - abarton@thecooperativelogisticsnetwork.com

Anna is responsible for organizing The Cooperative’s annual meeting as well as the network’s communications. This includes writing individual articles for our members and press releases announcing significant network news to the wider logistics world.

Of working at The Coop, Anna says, “Working for a company which has its sole aim assisting independent companies as opposed to the big multinationals is a pleasure. I feel privileged that these companies allow me to assist them in their promotion.”

Before The Coop: Anna worked for 5 years as an English teacher both overseas and in the UK. She has a great understanding of the formation of language and how to best exploit it.
Are you qualified?

Size does not always equate to quality which is why The Coop is not looking for the largest forwarders in each sea/airport. We are looking for the most reputable, well managed and solvent companies which also have a considerable business volume and a good credit history with their partners.

Application requirements:

1. Provide detailed information about your business and its operations.
2. A written commitment to the network’s rules and practices regarding cooperation with other members.

Interested? Complete our online application form today!

If you think you can agree to these terms, then please complete the online application form.

Apply now!