

Communication is the key

One of the main tasks and goals of ALN Management is to grant visibility to all members through planned marketing and communication activities (advertising campaigns, targeted newsletter, social media, co-marketing initiatives, advertising banners, sponsorships, etc.).

This is why we decided to start by setting up an internet portal showcasing all members and their contact information, logo, company presentations as well as news on the forwarders and their major shipments posted by our members. The portal can be accessed only using the relevant credentials. ALN will be readily active on the main social networks and we will publish a monthly newsletter and send it to both our members and several other forwarders in the world.



In order to implement our plans, we are attempting to establish cooperations with dedicated magazines in our industry and from Africa.

Our press office is available for all Network's members to assess new opportunities and business initiatives aimed at growing our group.

Dedicated to Africa

Interview with Marcello Saponaro, ALN and ALNA Chairman



It's been 7 years now since your Father Mr. Alessandro has created the one the biggest logistics network around the world and you replaced him 2019 at the head, what assessment can be made today?

My father retired but he is still the Honorary Chairman and still working every other day! We did ALN together starting from his old idea of a network focused on Africa linking the best small and medium African Freight Forwarders with the rest of the World in an environment of highly professional companies. I believe I can say we did it. **After several years of networking, what innovations can be expected from members to improve ALN?**

Our members have a clear vision of the future and they know that being in a

network of "Africa specialists" makes a difference compared to our competitors. All most wise SMEs understood Africa is one of the big niches and only big niches, flexibility and professionalism can differ us from the Shipping lines and the "Majors of logistics".

You are going to the 08th annual meeting of ALN in Oman, what is the particularity of this one and why Oman?

There's only one particularity in our hearts: no more on line meetings! Pandemia spread widely also new technologies to communicate and we organized our annual conference with software like Zoom and Mojo for one-to-one meetings on 2020 and 2021. Always for free for our members! But they claim and need to restart with in person contacts. We are a family, not only a data base to exchange business. Why Oman? Because it's a human scale Middle East Country. Exactly what we need now.

Africa Logistics Network is dedicated to Africa as its name indicates, so what do you tell to other people who think that your network is not doing enough for logistics in Africa?

Oh man! We are doing a lot for logistics in Africa. ALN is a community with a strong friendship between our members but ALN is also a recruiter of

highly skilled companies in the World. We know the trust lies behind any business. This is what we do.

And now the question we cannot avoid. We are having two and more very tough years. How pandemic and now the war is changing your business?

I think the second is going to emphasize the changes started with the first. The World supply chain is shortening but the World will continue to develop, especially in Africa. Africa has a big role in my opinion and African Countries must avoid to be squeezed again between East and West in the new cold war. Only if African free trade area, infrastructural development and technology transfer will continue, we can expect a future of development for the whole World.

There are many logistic networks in the world, so what is the position of ALN in Africa and outside?

There's room for everyone. The important thing is always looking for the quality. One more network just to bill a membership fee is not what the World need.

interview by Thierno Abdoulaye Diallo
 From the Magazine "Africa Supply Chain"
www.africasupplychainmag.com

Born in Italy, growing in Africa

235 members in the world, 89 in Africa

ALN was founded in May 2015 by the Italian Freight Forwarder Logimar srl and myself. We started by putting our stakes for the future on the African continent. We launched the Network with 31 companies and we ended the year 2015 with over 70 members, owing also to the first annual meeting we held in Italy, which enabled us, thanks to Logimar srl's support, to promote this concept.

The year 2016 was exciting and full of developments, experiences and crowned by the unexpected success of the second annual meeting in Morocco. We have stepped into 2020 with over 235 members-Freight Forwarders covering over 120 countries worldwide. In Africa we are currently serving 49

countries, we are proud of our African members, who can provide support, and assistance, including countries where we are not present yet.

Africa Logistics Network (ALN) is the first network headquartered in Italy which aims to completely cover the African territory by selecting members in each country. This goal will continue to be among our priorities, together with fostering a group that is limited in size but very united.

We would like to grant small and medium size African enterprises the possibility to find their place in the global arena. The same applies to Freight Forwarders in other countries of the world: we want to grow together with them.



Great meetings made a great family

Annual meetings are probably one of the best benefits for the Network's members. The meetings' value lies in the opportunity to meet, know and discuss about the current issues with new potential partners from all over the world in a short span of time. They also contribute to establish solid relationships within the Network. Annual meetings allow to avoid expensive trips in the world and to save time, a resource that has become increasingly valuable these days. This is also an opportunity to meet those managing the Africa Logistics Network and become familiar with our goals. To this end, we are supporting participation to meetings at best by offering assistance with any requests (visa, flight planning, information on the meeting hosting country, etc.). Differently from other similar organizations, we provide our guests with a complete service package

Mayor of Bergamo Mr. Giorgio Gori. The second annual meeting was extraordinarily successful. The meeting was held in Morocco in a year that witness several unpleasant events in the world. Nonetheless we were able to gather almost **100 participants** representing 74 international forwarders. As usual the hosting company welcomed us at best and gave us the opportunity to know something about the culture and life in Africa by tasting food, enjoying music and entertainment. The third Annual Conference was held in the beautiful Lisbon, Portugal, where we enjoyed together with the participation of **120 managers from 90 freight forwarding companies**. The 4th Annual General Meeting of Africa Logistics Network was held in Dakar, Senegal from October 8th to 11th. It was the 1st meeting in Black Africa and the highest presence of attendees ever!

It was great from all points of view: **business, relationship** between Members, new **friendship**, relax... even if facing Black Africa was not an easy challenge, this helped ALN and its members to understand better this

continent, in which we decided to invest resources. The 5th meeting was in Istanbul the city between Europe and Asia. The big success welcomed 150 attendees... and now see you in Oman!



4th annual meeting - Dakar, 2018

combining business activities and a final day of relax. The participant's only concern will be their flight tickets. The organization of the meetings is detailed and thorough, starting from breakfasts, lunches, coffee breaks, pre-dinner cocktails and dinners, because we want to have a united group and we know very well that the best relationships are build over relaxing and social moments, which we organize in carefully selected facilities providing all required and continuous assistance to our guests. We decided to organize a meeting every year, one time in Africa and one time in another country of the world.

As first location for the annual meeting we opted for our home town, Bergamo (Italy), so that members could know us better and we could show that, together with the Logimar Group, we are a dedicated and strong team operating on the Italian market. In addition, the participation of **39 African countries** in the concurrent EXPO in Milan enabled us to focus on the African continent and make it the focus of the event, as underlined by the Minister of Agriculture and EXPO Mr. Maurizio Martina attending the meeting together with the

AN EXTRAORDINARY SUCCESS

– numbers are speaking:
85 Worldwide companies represented by 125 managers of which 35 were African companies represented by 52 managers.

Benefits for all 24/7 365 days per year

ALN is an excellent tool for a continuous business development as the membership offers plenty of benefits:

- Protection of the credits between ALN members – included in the fees – NO EXTRA to be paid;
- Verified and high-quality members – all applicants have to meet strict entry criteria;
- Members specialized in Project Cargo, IATA licensed agents, specialists in Dangerous good shipments;a
- Limited number of members per country;
- 100% Coverage of the African Continent with trustworthy and professional freight forwarding companies;
- Network Management full support on gaining new business – you only have to send your brochure and we will highlight your skills;
- Marketing tools always at your disposal – helps to save time and make targeted sales;
- Dedicated department for social networks – our team will spread your company name inside and outside ALN through our vast database on LinkedIn,

Facebook, Twitter, Instagram;

- Exclusive partnership with Airfreight Logistics Network for Africa – full access to the members at no additional charge – no need to join all networks;
- Project activities, awards, celebration are publicized on our website and newsletter – an excellent tool for further visibility inside and outside ALN;
- Full organized Annual Meeting – full packages, cost-effective, no further thoughts than focus on extending your business opportunities;
- Monthly newsletters;
- New Members have ALN Management full assistance on approaching the fellows one, offering comments regarding history, specialization, activity since joining – sending an email to our team you'll get all the needful information about a fellow member;
- 24/7, 365 days ALN Management support by email or WhatsApp – just drop a message and we will assist immediately for any of your need;
- WhatsApp Members Group – fast communication and fast replies, only used for business purpose;

