



WHY JOIN FAQs?



UFO

“ Before joining UFO, we had almost resigned ourselves to always subcontracting our shipments to the big ‘you know who’s’ of this industry. In the process, we not only got short-changed on commissions but were also rewarded with a sometimes very shoddy service! Then we got wind of UFO and suddenly a **new and exciting way of doing business began for us.** ”

VISION FREIGHT,
ZIMBABWE



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FREQUENTLY ASKED QUESTIONS



HOW LONG HAS THE NETWORK BEEN RUNNING?

UFO was founded in January 2000 by Rachel Humphrey, who has been involved in the development and management of international freight forwarder networks since 1998.

Read more.

CAN I SEE A CURRENT LIST OF MEMBERS?

Yes, a full list of our Members can be found **through our website.**



WHERE IS YOUR HEAD OFFICE BASED?

Universal Freight Organisation is a Limited company (Reg # 3966794) based in the UK. The company is VAT registered (175463684) and has the following certifications: ISO 9001 Reg No 202250 and ISO 14001 Reg No 205242.

HOW DO YOU SELECT YOUR MEMBERS?

Members are selected due to their excellent reputations within the industry, their accreditation by international authorities and have passed a strict entry procedure. Recommendations from existing Members are preferred due to the valuable prior trading experience. However, we also search for suitable companies in vacant locations. Our Recruitment Team bring a huge amount of experience in how to select the right companies who will become active and valuable Members of our organisation.

“ UFO has helped our company develop a network of agents and friends in the world and it has resulted in hundreds of thousands of dollars of revenue to us, as well as helped us build up our company whereby we now have over 10 offices. There is no doubt in my mind that our success and achievements would not have been possible without UFO membership and the dedication and professionalism that the management team put into it! ”

EXPRESS AIR FREIGHT,
USA

HOW MANY MEMBERS DO YOU ALLOW IN EACH COUNTRY?

Just 1 per country! UFO is one of the only remaining freight forwarder networks that has maintained its 'one company per country' exclusive policy (with the exception of USA and China). Our Annual Meetings are a unique opportunity for our Members to be the only representative from their country in the room.

WHERE WILL YOUR NEXT MEETING BE HELD?

Full details of upcoming meetings can be found **through our website**. This year we are in Vietnam...



SCHEDULE OF EVENTS

Sunday 13 May 2018

18:00-19:00 Welcome Reception
19:00-22:00 Gala Dinner

Monday 14 May 2018

09:00-17:00 Official Meeting
19:00-22:30 Dinner Excursion

Tuesday 15 May 2018

09:00-17:00 Official Meeting

Wednesday 16 May 2018

08:00-13:00 My Son Sanctuary Tour

Our 17th Annual Network Meeting will take place from 13-15 May 2018 (plus optional excursion to UNESCO World Heritage site, My Son Sanctuary on 16 May) in Danang, Vietnam. The event will be held at the Hyatt Regency Danang Resort & Spa situated on a tranquil stretch of white-sand beach, between the Marble Mountains yet just 15 minutes from Danang International Airport.

Representatives from all major world markets are expected at our gathering which will consist of a Gala Dinner with Traditional Band, 1-2-1 Business Meetings, a Dinner Excursion plus an optional visit to the UNESCO World Heritage site, My Son Sanctuary.

With over 15 years' experience in organising international freight conferences, UFO management are aware that face-to-face meetings are integral in developing and maintaining business. Our online Meeting Manager system enables each delegate to schedule their own 1-2-1 individual business meetings before they arrive.

GALA DINNER

On Sunday 13 May at 18:00 we will gather to collect name badges, meet fellow delegates and enjoy a welcome drink. We will then enjoy a Gala Dinner and be entertained by a Traditional Band with 5 musicians including drums, flute, monochord, zither and erhu. We aim to include as much in our Registration Fee as possible in order to keep each delegate's expenses to a minimum so we have arranged for beer (Tiger), red wine (Lindemans Shiraz Cabernet), white wine (Lindemans Semillon Chardonnay), soft drinks and mineral water to be included from 18:00-22:00.

1-2-1 MEETINGS

All registered delegates gain access to our online Meeting Manager program, developed especially for UFO so that 20-minute business meetings can be arranged prior to arrival. During these important sessions, delegates were able to introduce their company and highlight their specialist areas, discuss cross trade and potential collaborations as well as providing information regarding their country's regulations and requirements. These crucial meetings also provided an opportunity to share key import and export trade information.

DINNER EXCURSION

On Monday 14 May, our dinner excursion will be a chance to unwind with new and old friends after a busy day in the meeting room. We will travel together by coach to a waterfront restaurant and enjoy a 3-course dinner of delicious Vietnamese dishes before returning back to our hotel. Located by the Han River, the restaurant designers have created an interior that is fresh and modern, yet balanced with an Asian ambience. The drinks included are Classic Mojito and Cosmopolitan Cocktails, Peroni Beer (Italy), Cabernet Sauvignon (France), Brut Reserve Sparkling (Australia), Sauvignon Blanc (France) as well as soft drinks and juices.



MY SON SANCTUARY TOUR (OPTIONAL)

On Wednesday Wednesday 16 May, you have the option to relax with fellow delegates and visit the UNESCO World Heritage, My Son Sanctuary, the unique and beautiful site of the ancient Châm religion. It is one of the foremost Hindu temple sites in South East Asia and the remaining structures conjure images of the majesty of the Champa Kingdom. For the Cham civilization that ruled Central Vietnam from the 2nd to the 13th century, My Son was an important religious site and place of worship. We will leave our hotel at 08:00 for an hour's drive to the My Son Holy Land. On arrival we will be guided around the complex of 20 monuments in a valley surrounded by mountains and overlooked by the impressive Cat Tooth Mountain. We will learn about Cham culture, architecture and civilization and enjoy a Champa musical performance. We will then have lunch with local food before returning back to our hotel at 13:00.



HOW DO YOU ENSURE A HIGH STANDARD OF MEMBERS?

We continually monitor the quality of service of our Members to ensure that we have recruited the right companies who perform in a conscientious, diligent and professional manner. Our Quality Control Survey asks for our Members' opinion on the level of service that their fellow overseas partners are providing. Poor performance will not be tolerated within the network.

DO YOU PASS ON QUOTE REQUESTS?

Due to our continued efforts with search engine optimisation and advertising, we aim to drive new business to our Members. Our website is not only visited by forwarders looking for fellow agents, but also for customers looking for quotes. All leads received from our **Quote Request** facility are forwarded directly to our Members.

DO YOU OFFER PAYMENT PROTECTION AND/OR INSURANCE?

Unfortunately, we are unable to offer Member-to-Member payment protection and/or insurance. Our Members are privately owned, independent companies that are more than capable of using their own normal commercial caution and practices to reduce risks.

DO YOU HAVE A SMARTPHONE SITE?

Yes, we acknowledge the growth in mobile devices but connection speeds can sometimes be slow so navigating through websites to get to the required page can be frustrating! We want UFO Members to have a great experience with our website, whether on a large PC screen or on their mobile device. Therefore, we provide a password protected Smartphone Service (m.ufofreight.com), which enables the contact details of fellow partners to be found quickly on mobile devices.

DO YOU HAVE A COMPANY VIDEO?

Yes, [click here](#) to view our online video.

DO YOU OFFER ANY **TRAINING PROGRAMMES** FOR YOUR MEMBERS?

Yes. One of the main challenges in our industry is the lack of training and staff development, especially with new and young staff members. During 2017, we launched a bespoke **eLearning Platform**, incorporating a comprehensive 5 module online training program. Each registered user receives a personal log-in so that they can train at their own pace. When the training is completed, the user will understand the practical, operational and engineering aspects the specific topic and will be able to ask pertinent questions at the relevant time and understand the industry terminology.



“ Meeting every UFO partner in person has become a special tool. We can tell our customers more about them, even though they may be in a distant country. Our customers recognise **our closeness, friendship and our strong business relationships** and this **gives them confidence and security.** ”

CARIBBEAN INTERNATIONAL,
DOMINICAN REPUBLIC



DO YOU PUBLISH A **NEWSLETTER**?

Yes, UFO issues a **Digital Newsletter** every 3 months, provided free of charge and no payment is made for any articles. Each issue includes articles on Member's shipments, staff changes, the latest companies to join, reminders of membership tools, official updates, features etc.





CAN I PROMOTE OFFICES IN OTHER COUNTRIES?

Rule #6 of our **Membership Rules** states "Members may not promote within the UFO (an) office(s), either as a member or not, either wholly or partly owned or not, in any area where a UFO member already exists.". This rule is strictly enforced so that Member's representations are protected and to avoid any hostility within our friendly group.

CAN I LIST MORE THAN ONE OFFICE IN A COUNTRY?

Yes, the profile pages in our Members Area enable companies to list as many branch offices and staff within same country as they wish at no extra charge.

“

Since joining UFO, our business has grown in the international market as well as at a national level. We are able to offer total logistics with worldwide coverage and we can guarantee to the customer that we have partner offices in 120+ countries. The importance of UFO Membership is one Member per country (the other networks do not offer this) and UFO is an ISO certified network.

”

GREEN CHANNEL,
INDIA

DO YOU OFFER MARKETING & NEWS SERVICES?

Yes, as our network is predominantly about acquiring, building and maintaining business relationships, we offer our Members a news service. We prepare an online article which is then published in our **Latest News** section. This service provides Members with the opportunity to promote their company and enables everyone to keep up-to-date with news from their overseas partners. Each article appears automatically on both our website and Smartphone Service and are also published on **LinkedIn** in order to reach a wider global audience. News articles related to each company are also available on their individual company page in our Members Area and on their dedicated brochure website.





DO YOU PROVIDE SALES AND MARKETING MATERIAL?

Yes, UFO provides **brochure websites**, customised for each of our Members and based on a company specific URL. The brochure websites showcase online the huge potential that UFO and its Member have for supplying complete logistics solutions. We have created the sites in a collapsing responsive design so that it scales on smartphone/mobile devices automatically. An exciting feature is the ability for Members to post their company news to the sites. Members may also request a copy of our Marketing Brochure, which will be edited with their company details and emailed in PDF format ready for printing.

HOW MUCH BUSINESS WILL I RECEIVE?

It is difficult for us to determine how much business joining UFO would bring to your company. Also, we prefer not to ask our Members this question as we want to avoid recruiting companies that are solely looking for increased incoming business. We want new Members to become active participants in our network and to promote their company and services in order to increase inter-trade.

DO YOU HAVE ANY MEMBERSHIP RULES?

Abidance of our **Membership Rules** is essential for the professional and efficient operation of UFO and its Members. Any official complaints are reviewed by UFO Management in accordance with our ISO 9001 and ISO 14001 approved procedures and all final decisions are reached fairly and consistently, without bias or prejudice, in representing the interests of UFO and its Members.

WHAT ARE THE APPLICATION REQUIREMENTS?

Full completion of our **Application Form** together with 2 references from forwarders who have acted as agents within the past year. Each applicant is also required to provide a recent case study (including photos) of an interesting shipment they have handled.

WHAT IS THE COST OF MEMBERSHIP?

We do not charge a fee for applying or joining, our Members simply pay an Annual Fee dependent on your location. Plus, our current campaign offers two years' membership for the cost of one.

CAN I HAVE A FREE TRIAL?

Unfortunately, we are unable to offer free trial memberships.

DO YOU HAVE AN INVOICE SYSTEM?

Our bespoke Payment Monitoring System has been developed to ensure smooth cash flow between UFO Members and to prevent late payments. Once logged in, each Member can add, view and edit details of outstanding invoices within our network. The system sends a 'Statement of Accounts' to each Member every 2 weeks highlighting due dates. We are proud to say that we have an excellent payment record within UFO. Our Members understand that paying on time and operating in a professional manner results in repeat business and excellent relations with their overseas partners.

WILL I HAVE TO TERMINATE CURRENT RELATIONS WITH AGENTS?

Our Members are not required to annul established agency relationships. We simply ask that all new business is first offered to fellow UFO Members for quoting, it is then up to them to provide excellent rates and services to win the business.

“The annual meeting is a special occasion to put a face to a name, to know better who we are working with throughout the year. When we come back from a UFO meeting, we have Members in our head and **we think directly of them when we get an inquiry!**”

ISYS LOGISTIQUE,
FRANCE





COME AND
JOIN US



UFO

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REGISTERED IN THE UK. COMPANY NO 3966794. VAT REG NO 175 4636 84. ISO 9001:2008 REG NO 202250 & ISO 14001 REG NO 205242