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No. 1,025 | 1 April 2019

## Industry embraces CEIV Pharma

Pages 8-9

# Grand total

#NexGenLeaders challenge has brought together over 1000 participants of more than 50 different nationalities

**T**he future of airfreight is bright, the future of airfreight is the #NexGenLeaders challenge. That is the message of Adrien Thominet (pictured), CEO of ECS Group which launched the global competition in January, 2019.

In just three months before the closing date of the challenge on 3 March, over 1000 participants of more than 50 different nationalities submitted "innovative solutions" to regenerate the freight industry, said Thominet.

"This challenge has been more successful than we could ever have hoped and we're so excited about it! Our industry is always on the lookout for innovation.

"By opening its doors, we've made it even more appealing, and we're extremely proud of our contribution to the sector's development," he said.



"This is an excellent opportunity for all these talented people to be given expert advice that will help them make their projects into reality and

best meet the needs of the industry."

After the initial deadline, the submitted projects underwent an initial selection process in which 50 innovative solutions were chosen. This was made up of 24 teams of students, 16 teams of startups and 10 teams of employees. They were chosen to receive a month-and-a-half of coaching from VIP mentors. These were made up of industry experts as well as ECS group managing directors.

The coaching will take place until the final selection stage in early May. This will filter down the number of projects to ten who will remain in the running.

A Grand Jury will then choose the three best teams and reveal its choice at the renowned **Air Cargo Week** World Air Cargo Awards gala awards ceremony at air cargo Europe in Munich on 5 June.

### The mentors

**Maaike van der Windt** (head of aviation marketing, cargo and customer experience, Schiphol)

**Camilo Garcia** (director of sales, marketing and product, IAG Cargo)

**Stavros Evangelakakis** (chairman, Cool Chain Association)

**Reji John** (editor, STAT Media Group)

**Svilen Rangelov** (co-Founder and CEO, DRONAMICS)

**Emir Pineda** (manager, aviation trade and logistics, Miami-Dade Aviation Dept)

**Patrick Jasper Fehring** (Aero Business, International Airport Rio de Janeiro)

**Franco Nanna** (director global logistics services, Cargolux Airlines)

### The #NexGenLeaders Grand Jury

Ingrid Raj (vice president aviation, DHL Express – AP); Adriana G. Diener-Veinott (managing director - global freight and logistic, ACCENTURE); Carlos Herrera (head of cargo, Aeromexico); Valérie Marchand Battard (head of corporate communication, WFS); Lucas Kuehner (global head of air freight, Panalpina); Eric Wilson (managing director, global cargo sales, Delta Air Lines); Guillaume Halleux (chief officer cargo, Qatar Airways); Sebastiaan Scholte (chairman of TIACA); Steven Polmans (head of cargo and logistics – Brussels Airport Company); Norman Bamford (director, Azura International); Adrien Thominet (CEO, ECS Group); Cédric Millet (chief strategy and digital officer, ECS Group); and, Audrey Serdjebi (head of marketing and communication, ECS Group)

### Scholte to step down

SEBASTIAAN Scholte is to step down as chairman of The International Air Cargo Association (TIACA) following his departure as chief executive officer (CEO) of Jan de Rijk Logistics on 1 July 2019.

Scholte has headed up the TIACA Board since 2017, taking over after two and a half years as vice chairman.



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### CHARTERS TO REMEMBER

## 19: ARCTIC AOG

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# Old News

## ABSA pilot leads the way

10 April 2006

**B**razil's ABSA Cargo Airline, which offers an expansive route network across the US, Latin America, Central America, Europe, Asia and the Oceania region, is now the proud employer of Latin America's first female captain of a wide-body aircraft.

Eveline Borges landed her maiden B767-300 freighter flight at Miami International Airport recently after flying from Campinas in Brazil.

The flight included stop-overs in Maiquetia, Venezuela; and Bogota and Medellin in Colombia, where the aircraft faced foggy weather during its touchdown.

Borges began her career as a pilot at the age of 17 and has since accumulated substantial experience specialising as a B767 co-pilot on international routes.

In 2005, with a fleet of two 51-tonne capacity B767-300 Freighters, ABSA claimed a 21 percent (sic) market share of the total air cargo market available at the Brazilian airports, including imports and export.

ABSA also offers cargo-related aviation services to other companies, including the representational services of a general sales agent, cargo operations, documents handling and aircraft maintenance.

## Gary: mayor advises concentrate on cargo

**N**ewly installed as mayor of the north-west Indiana city of Gary, Rudy Clay immediately said that the regional Gary/Chicago airport needs to change its focus and go after air cargo as its primary business.

According to Clay, PanAm, Southeast Airlines and Hooters Air all had short lifespans at the gateway and had absorbed too much of the airport's cash. "Hooters lost half a million," said Clay.

## Quote of the week

"It was it like listening to an adolescent and a retiree at the same time."



Journalist Michael Mackey gives his verdict on many of the arguments he heard at the World Cargo Symposium in Singapore

# AirBridgeCargo strengthens Asian footprint

**A**irBridgeCargo Airlines (ABC) has strengthened its Asian footprint with extra flights to online destinations in China, Japan and Vietnam.

As of the end of March, ABC's schedule now includes six flights a week to Shenzhen, eight to Tokyo Narita, and two to Ho Chi Minh City to facilitate imports and exports.

All the destinations are well-established in ABC's international network, with Shenzhen the latest addition to the airline's Asia Pacific stations.

It was launched at the end of 2018 and has been supported by stable customer demand, prompting the increase to six frequencies per week to accommodate various types of cargo, including those requiring special handling.

Shenzhen is ranked in Asia's top 5 cities for economic size and is the centre of the Special Economic Zone.

Alexey Zotov, commercial director for ABC says: "With the airport's plan for further cargo infrastructure expansion and construction of a third runway, we feel supported and confident that our flights will be operated smoothly and seamlessly, ensuring we can guarantee the level of quality our customers expect from us."



## Helicopters fly down under and back with Volga-Dnepr

VOLGA-DNEPR Airlines has worked with Panalpina to help Babcock move helicopters between the UK and Australia.

The objective of the move was straightforward but required precise planning and consistent coordination between all the global teams involved in the delivery of two Augusta Westland AW139 helicopters from the UK to their new home in Melbourne, Australia and the transfer of two Sikorsky S-92 in the opposite direction from Darwin, Australia to Aberdeen in Scotland.

Working in partnership with Panalpina, Volga-Dnepr proposed using one of its Antonov AN-124-100s for the flights.

Glasgow Prestwick was chosen as the UK



departure point for the AW139s as well as the arrival for the S-92.

In the first stage of the project, two 5.5-tonne 16.7-metre long AW139s were delivered by road from Aberdeen to Prest-

wick where they were loaded into the AN-124 using the aircraft's ramp.

After unloading in Melbourne, the AN-124 departed to Darwin where the two seven-tonne S-92 helicopters were ready for loading ahead of their journey to join up with Babcock's business unit in Aberdeen.

The second flight was performed at the lower altitude of 8,000 metres to maintain the cargo hold pressure level requested by the customer.

Rinat Akhmetov, commercial executive of Volga-Dnepr Airlines says: "We were delighted to be able to support Panalpina and Babcock in their mission and to achieve all their objectives."

## Pfaff to move to Asia Pacific

J. FLORIAN PFAFF will take up a new role at Lufthansa Cargo, succeeding Frank Naeve as vice president Asia Pacific from 1 June.

A successor is being sought for the vice president Germany. Pfaff will be based in Singapore, while Naeve is moving to New York to taking over as Lufthansa Group vice president airline sales for The Americas.

Pfaff will continue to report directly to Dorothea von Boxberg, member of the executive board and chief commercial officer.

He joined Lufthansa Cargo in 1989, and as vice president of Germany since May 2011, Pfaff has headed the entire sales and handling activities in Germany.



## Jettainer gears up for a new approach to business

OUTSOURCED ULD manager Jettainer, is gearing up operations with a new approach to business allowing customers to pick and mix the services they want on top of basic steerage. It has also signed up two new customers.

The services customers can choose from, rather than buy an all-in package, are airline and forwarder demurrage, repair flow management, ULD steering, asset takeover and management, dedicated ULD fleet, damage prevention programmes, GHSA, station audits and reporting services.

The new approach helps airlines to focus on their core competence and Carsten Hernig, managing director of Jettainer told Air Cargo Week during the World Cargo Symposium in Singapore.

"I think we made our product more attractive," Hernig told ACW. "Airlines needs are different so we customize it to the best possible solution to the customer."

Jettainer hope the new services will position them well not just to the growing market of new customers but what they view as the renewing market.

ULD management as a sector is maturing and many existing companies and relationships will be up for grabs as the market evolves and subcontractors are re or de-selected in the first round of tender renewal, or not, the market has seen. "That is something new," said Hernig.

Ambitious though Jettainer is in this the company also has a

harder to quantify goal of being not so much way ahead by market share alone but an innovation leader. "We want to be the first one to try new things," said Hernig.

One part of this is its partnership with a local company both in Frankfurt and at the WCS exhibition where it shared a stand with trilattec who are pioneering a way to use squAIR-timber to build pallets.

This registered product, one fifth the weight of wood, but because of a technical process where the cardboard it is made of is compressed, has as much strength as more often used wood.

In turn this gives it a weight saving of between 100 and 120 kg per pallet and lessens the time spent building it by fifteen minutes, trilattec's managing director and owner Andreas Langemann told Air Cargo Week at the symposium.

Also new for Jettainer are the two contracts signed for container management and maintenance for Spain's WAMOS Air and Cool Management for American Airlines.

The WAMOS contract has a five-year term and covers the Madrid-based carrier's fleet of seven Airbus A330-200 and five Boeing 747-400 aircraft, WAMOS specialize in charter and ad hoc flights. It is Jettainer's second contract in Spain.

The "Cool Management" service includes the leasing, managing and positioning as well as process-related monitoring and builds on an existing alliance between the two.

Michael Mackey reports from the World Cargo Symposium. Read his report on Pages 4 & 5



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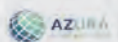
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## Raya Airways picks Hactl

MALAYSIAN freighter airline, Raya Airways has appointed Hong Kong Air Cargo Terminals (Hactl) as its ground handler in Hong Kong.

The airline operates five flights a week between Hong Kong and its home base of Sultan Abdul Aziz Shah Airport in Subang using a Boeing 767 Freighter.

The capacity is provided for integrator traffic, supplemented with general cargo outbound and perishables inbound.

Hactl will provide Raya Airways with a one-stop service including ramp handling, terminal handling and documentation.

Francis Antony, commercial director of Raya Airways: "We are delighted to entrust our entire Hong Kong cargo handling operation to Hactl. Their renowned efficiency and comprehensive capabilities will provide strong support in our drive to offer the very best possible customer experience."

Vivien Lau, executive director of Hactl says: "We warmly welcome Raya Airways to the Hactl family. Their direct services to Subang are a valuable addition to our portfolio, providing interesting new interline opportunities, and enabling Hong Kong's forwarder community to reach yet another global destination direct via Hactl."



## 25 years of success in Budapest

CARGO-PARTNER will celebrate its 25th anniversary of operations in Hungary by becoming one of the first tenants of BUD Cargo City.

Hungary was one of the company's first foreign branches and has developed into one of the most important pillars of cargo-partner's network. With over 140 employees in three offices, cargo-partner will move its airport subsidiary to the newly constructed logistics centre BUD Cargo City at the end of 2019.

The logistics centre will provide a 7,500m2 warehouse with an office mezzanine as well as a three-storey office building, all designed to provide ideal conditions for airfreight forwarders.

By relocating to BUD Cargo City, the company will expand warehouse space to 1,200m2 and office space to 400m2.

cargo-partner has been represented at Budapest Airport since its foundation and has a special focus on the automotive and spare parts, pharmaceutical and healthcare, aircraft components, and electronics sectors.

The BUD Cargo City project is part of the BUD 2020 airport development programme, where Budapest Airport will invest €160-180 million in upgrades.

## Emirates plays all the right notes with First Fleet Piano

IN January 1788, a square piano made by Frederick Beck become the first keyboard instrument to land in Australia, now it has returned to London thanks to Emirates SkyCargo.

The 'First Fleet Piano' landed in Sydney on board the HMS Sirius, one of 11 First Fleet ships that sailed on an eight month voyage from Portsmouth to Rio de Janeiro then to Cape Town before arriving in Sydney.

231 years later and the piano, now in the collection of Edith Cowan University, Perth has returned to the UK. This time, the journey lasted 21 hours from Perth to London through Dubai courtesy of Emirates SkyCargo. The First Fleet Piano was joined by five other musical instruments, three of which are rare pieces produced in the 18th and 19th centuries.

The instruments were packed in specially crafted insulated flight cases with sensors to track temperature and movement.

The cases were loaded into the cargo hold of an A380 flight from Perth to Dubai, then transferred to the connecting flight to London.

Once in London, the instruments will be showcased in a bespoke salon performance at Australia House on 26 March.

The First Fleet Piano will then undergo extensive restoration work before returning to Edith Cowan University's Western Aus-

## Secret Heathrow third runway cargo plans revealed



A secret UK government plan to utilise the planned third runway at London Heathrow Airport exclusively for freight has been seen by Air Cargo Week. The document bears the signature of Rick Platz, Heathrow Airport head of cargo.

Platz says: "I can confirm what Air Cargo Week has seen. This was supposed to be a state secret. I am consulting our lawyers. You will hear from me."

Reactions to the news have been mixed. Freight industry professionals have welcomed the move to segregate maindeck and bellyhold cargo from passenger operations at Heathrow Airport while passenger managers were in dismay at what they feared would be a squeeze on passenger aircraft capacity at the gateway on the two legacy runways.

"I am not happy about how freight gets the sole use of this massive infrastructure project," said an unnamed passenger airline spokesperson.

Local residents have reacted angrily to the plan to use the third runway exclusively for freight, claiming that this will ultimately lead to 24/7 flights at the airport.

### Next step

Formal requests have been made to Chris Grayling, UK Secretary of State for transport, by airport authorities for the planned exclusive freight operations. Sources confirm he is determined to make as much a success of the third runway as he did of the railway timetable changes in 2018 and the choice of a cross-Channel ferry company earlier this year.

Opponents of the scheme are determined to derail the plan and are planning major protests at LHR's cargo village and the picketing of Platz's office.

"Overwhelming opposition from locals can still overturn this madness," said lead eco-opponent Leaf Mould.

Lawyers from leading London law firm Sue, Grabbit and Runne for Air Cargo Week has been appointed as editor James Graham is reported to have gone into hiding over the fall-out from the story. He is due to return by lunchtime today.



tralian Academy of Performing Arts.

Ravishankar Mirle, vice president cargo commercial – Far East and Australasia at Emirates says: "With the transport of these historic pianos from Edith Cowan University's collection of rare musical instruments, we have also played a role in a cultural project that connects two nations through music and heritage. Our modern aircraft and facilities combined with our expertise in handling precious cargo ensured that the pianos travelled safely from their origin to destination."

## ACWBITES

**AMERICAN Airlines Cargo has picked Tim Isik for the role of director cargo sales – Europe, Middle East and Africa. He joins from the passenger channel sales team, where he led the leisure sales business across the UK, Ireland and Iceland. Prior to his work in leisure sales, he worked in corporate sales, managing some of American Airlines' most important strategic accounts as their local point of contact in the UK and Ireland. Before joining American Airlines, Isik worked for a marketing agency where he oversaw major product launches for global brands at the 2012 Olympics.**

ANDREW Clarke stood down from the role of chief financial officer at C.H. Robinson on 31 March. The company says it is searching for a successor, reviewing internal and external candidates.

**FINNAIR Cargo started the summer season on 31 March with three flights a week to Los Angeles, operating on Tuesdays, Thursdays and Sundays. The Los Angeles route will be operated using an Airbus A350 with almost 20 tonnes of cargo capacity. Flight AY1 departs Helsinki at 16.40, arriving in Los Angeles at 17.40 and the return flight, AY2 leaves Los Angeles at 19.50 and lands in Helsinki at 16.05 the next day. During the summer of 2019, Finnair will fly to California seven days a week with a fourth weekly flight to San Francisco in May. Daily flights to Chicago O'Hare will also return.**

AIRBUS and China Aviation Supplies Holding Company (CAS) signed a General Terms Agreement (GTA) covering the purchase of 300 aircraft by Chinese airlines. The GTA was signed by Guillaume Fauray, president of Airbus Commercial Aircraft and Jia Baojun, chairman of CAS in the presence of Chinese president Xi Jinping and French president Emmanuel Macron. The agreement covers 290 A320 family and 10 A350 family aircraft. As of January 2019, Chinese operators were using 1,730 Airbus aircraft, including 1,455 A320 family and 17 A350s.

**AIR cargo management group Aero Africa has opened an office in Shanghai to provide a centralised customer service and solutions centre for its partners and clients. The new office will be responsible to sign local and independent CSAs in the Asian region, as well as to assist them in promoting its African final mile logistics solutions and gateway cargo services. The new office is managed by Eric Dong who has extensive experience in the Chinese airfreight market.**

QATAR Airways welcomed the 250th aircraft to its fleet on Wednesday 20 March, an Airbus A350-900, which it picked up in Toulouse, France. His Excellency Akbar Al Baker, chief executive of Qatar Airways Group says he is "extremely proud" of the historic landmark. He says: "The delivery of our newest Airbus A350-900 is a mark of the outstanding growth we have seen over the last two decades, and to our commitment to flying only the newest and most technologically advanced aircraft in the world."

**AIRFREIGHT throughput at Changi Airport fell 8.3% to 137,000 tonnes in February with a slow-down in world trade hitting exports, imports and transshipments. For the first two months of the year, airfreight was down 5.2% to 310,000 tonnes having also declined 2.4% to 171,000 tonnes in January.**

AMERICAN Airlines has joined the Latin American and Caribbean Air Transport Association (ALTA) as an associate member. Luis Felipe de Oliveira, executive director of ALTA says the association is "very proud" that American Airlines has joined the group and will strengthen work to achieve better conditions for air transport in the region.

# Cargo's mood music so

• IATA's 13th World Cargo Symposium caught the industry at a fascinating point



**T**he sector has the double problem of growing pains, usually to do with e-commerce sector and more usual concerns such as the lack of trade facilitation and other supportive measures. (It was like listening to an adolescent and a retiree at the same time.)

What is also remarkable is the paradigm shift this represents with Asian companies. What's more, new types of Asian companies are very much at the fore and the more traditional companies, which could be a coded way of saying either American or integrators – you choose – were there but quietly.

One of the most quietly revealing phrases was 'super giants' used by McKinsey partner Dr Ludwig Hausmann, when he

referred to the three companies (Alibaba, JD and Amazon) who have 41% of the e-commerce market. Behind them are smaller giants such as Flipkart and some specialised sites.

## Asia goes global

No-one needs an atlas to realise with one exception those companies are Asian. Less realised is those companies, especially Amazon, are more and more becoming their own integrators. Those Asian, well Chinese, giants are looking set to go global.

"We are working with our partners to create a global logistics network," Xiong Wei, Cainiao's chief of staff, head of strategy and business development wing told the Symposium. (Cainiao is Alibaba's logistics wing.)

"We are looking forward to ideas and collaboration with people around the world to build (them)," Wei told **Air Cargo Week**. "We don't have an exact number in our own mind and we don't say."

(It has to be said Wei didn't get much opportunity to say much beyond that. If WCS had a star it was China and Wei who was more or less mobbed when he left the stage. No selfies were taken but give it time.)

A more considered response came from Singapore Airlines whose strategy is based on the new verticals, basically long industry lines such as pharma, perishables, live animals. This is a follow up to its recent pharma product THRU COOL, Chin Yau Seng, SIA's senior vice president cargo, said.

"We have been building up our capacity to support the verticals" Chin told **Air Cargo Week**. "For us it's the value of speed, utmost care and handling pharmaceuticals (in) temperature controlled areas which is very important."

That can't just be plonked on other sectors. Other supply lines have to be understood in detail so clients can be offered what they want. "We get in touch with manufacturers and shippers to identify (needs)," Chin added.

Singapore might be one of the new (re)-emerging stars of the air cargo sector.

In infrastructure terms it is pushing on enthusiastically with Changi East Industrial Village which will see it increase capacity to 5.4 million tonnes (from the current three million tonnes) for the early 2030s and attract and facilitate new logistics business, Jaisey Yip, Changi Airport's associate GM for cargo and logistics development told a session. "It's time to rethink and redefine," said Yip. When a company with the foresight Changi has shown says something like that, it is.

Against this though are some problems. One retread specifically mentioned was customs clearance. "That has been a tremendous problem," McKinsey's Hausmann, told the Symposium. (Like all conferences WCS had a fair bit of stating the obvious.) "The logistics industry has to solve that problem," he added.

## 'Click to door'

Customs matter now and will matter more so in the future because e-commerce means more individual packages moving through the system. Nor is that the only big upcoming and complicating change as consumer behavior evolves with it sometimes ahead of what the industry can give.

Cainiao's Wei mentioned increasing pickiness about delivery with consumers demanding more delivery spots other than the doorstep with goods to go to lockers and other pickup stations.

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# ounds out in Singapore

## • singapore might be one of the new (re)-emerging stars of air cargo

One of the other phrases which floated up in this context, again comes from McKinsey's Hausmann was "click to door." It has the feel of something that will become an industry staple because it captures exactly what consumers want and need.

Cainiao has already solved its Customs problem by automating. This reduced it to five seconds rather than five minutes. It is also working on the other problem of ever increasing consumer demand by going tech and digital. Robots are extensively used at its logistics facility as are Smart Voice Assistants (chatbots) in helping with last mile delivery processes. "We want to digitise the logistics infrastructure," said Wei.

On the Customs side, one Symposium session quickly agreed for reforms to be effective there had to be a lot more trust and information up and down the line. One part of the session was tellingly taglined "from supply chain to supply community" and looked at the benefits of apps.

"One challenge has been trying to get the information much sooner in the supply chain," acknowledged Pashupati N Pandey technical officer for the World Customs Organization (WCO). The WCO was "looking at opportunities", added Pandey.

This might be a slow process as other issues were forcing their way onto the Customs agenda.

One example he gave was returns which is "becoming a big challenge." This was complicated by the existing challenge Customs has of trying to levy small amounts of tax on lots of small parcels.

There is though industry support for this with TIACA urging everyone "to work closely with customs and aviation security. We need to continue this," said Vladimir Zhukov, TIACA secretary general.

China is also doing its bit which could be very important given the centrality of China to e-commerce and increasingly air cargo.

"China Customs is thinking about the amendment of the Customs Law," said Prof. Zhu Qinyuan of Shanghai Customs College. Prof Zhu also said by 2020 China would be paperless – just some of the many challenges air cargo will face if it is to make the most of the e-commerce driver in the coming years.

That China was doing it was not lost on IATA who organise and host the Symposium. Praising the British and EU governments for agreeing on how to keep airlines moving post-Brexit, Alexandre



*De Juniac: It is critical that governments support air cargo*

de Juniac, IATA director general then urged them to go further.

"Now we need to convince the governments to extend that concern to customs facilitation," he warned in his speech.

More broadly he stressed this was just one of several things governments must do as he urged them to support air cargo by ensuring global standards were consistently implemented and enforced when necessary and universally ratified.

This, he said was "critical" for three international agreements: The World Trade Organization's Trade Facilitation Agreement, The Montreal Convention 1999 (MC99) and Revisions to the Kyoto Convention of the World Customs Organization. (You can't get away from them.)

"Together, they make trade simpler, cheaper and faster. And we

***IATA, the WCS and the industry has a complicated almost fragmented workload ahead of it but long term prospects are good***

encourage all governments to adopt them because we all prosper in a more efficient trading regime," de Juniac said.

To underscore this one example he gave was the highly topical transport of lithium batteries. (Another one of those topics from which there is no escape.)

Properly labelled and packaged, these essential devices can be shipped safely as global standards are stipulated in the ICAO Technical standards and codified in the IATA Dangerous Goods Regulations (DGR).

Further IATA's DG AutoCheck product even enables checking to facilitate compliance between what is in the Shippers Declaration for Dangerous goods with the DGR.

"The problem is that the global standards are being ignored by rogue shippers. And governments are not enforcing the rules," he said before criticising obliquely more effort being put into stopping production of counterfeit Louis Vuitton bags. "Both need attention. But lithium batteries are a safety risk. And we need governments to do better at enforcement."

### Airfreight's digital future

Not that it is only governments which have their work cut out. The industry itself has four areas where it needs to apply itself to digitise fully – IATA's other great goal.

First is global implementation of the e-Air Waybill (e-AWB) – currently at 61% penetration. "Critical mass" said de Juniac adding "We are now amending resolutions and recommended practices to make e-AWB the default on enabled trade lanes."

Second is universal adoption of a common language—the Cargo XML standards. Like the e-AWB adoption is increasing "but there is more work to be done."

Thirdly and further back down the line is ONE Record program allowing all stakeholders in the supply chain to directly access shipment data using modern web standards. There is cause to be optimistic, according to the Director General as "the first standards for end-to-end supply chain data connectivity were agreed" in early March.

The fourth the Cargo iQ programme, which uses performance data to drive improvements and identify value-adding service adjustments was mentioned but no update given on its progress.

## Why cargo needs pain relief

**P**ain points need to be dealt with, and boldly, as the air cargo industry faces new challenges, a leading consultant told a WCS session.

"There are a lot of pain points that aren't solved today," said Dr Ludwig Hausmann, a partner with McKinsey.

One specifically mentioned was customs clearance – although there are others as the industry grows fast and responds to even faster evolving consumer behaviour. "The logistics industry has to solve this problem," Hausmann said.

### Click to door

This leads into the bigger issue currently overshadowing the entire industry: digital consumers who want faster service. "Click to door that's what the consumer wants and needs" said Hausmann.

However, that is not the only thing they want, according to Xiong Wei, chief of staff, head of strategy and business development for Cainiao, the logistics wing of Alibaba.

Increasingly consumers are demanding delivery locations other than the doorstep. They want goods to go to lockers and other pickup stations, including some revolutionary plans that goods can be delivered into people's homes and cars.

Cainiao has already solved the Customs problem. Wei reported it has done this by automating that part of process, reducing it to five seconds rather than five minutes.

There was support for Hausmann's concerns although the session agreed for reforms to be effective there had to be a lot more trust and information up and down the line.



**A**ir cargo should not be left out of China's Belt and Road Initiative (BRI), a senior industry official told the WCS. China plans the mammoth programme of road, rail and port building to link it closer with its trade partners all over the world and aviation needs to join up quickly or risk being losing out, Vladimir Zubkov, secretary general of industry trade body TIACA told a session.

"We should not be passive in this adventure. We need to make it clear we will have our share," Zubkov said.

His argument is the growth of infrastructure connecting China to Europe means more intermodality is available which will erode the time advantage air cargo usually has and make other modes of transport more competitive at its expense. This is an issue the industry should take up he said outlining a plan of action.

In this he was cheered by plans for the Italian Prime Minister, Giuseppe Conte, to meet China's President Xi Jin Ping to discuss Italy joining the BRI but with air cargo part of the agenda, Zubkov told **Air Cargo Week**.

"They were not silent," he said of Italian air cargo.

## Let the bad times roll

**A**ir cargo's recent boom is over, Brian Pearce, IATA's chief economist, told the symposium, although no crash is imminent.

Pointing out all growth in the industry has happened by January 2018, Pearce said shrinkage was widespread, although Asia had shown particular weakness. Using export order statistics he said volumes are "expected to shrink for a little bit further."

IATA has recently downgraded its forecast to 2% growth this year against an original expectation of 3.7% to reflect this.

"Our expectation is we do face a bit of a difficult year," Pearce told the opening plenary. This is caused by two problems, both of which were confirmed by industry figures attending the meeting. One is the end of restocking cycles which distorted the sector throughout 2017 and the second is changing world trade.

"We are facing a problem with world trade. The issue is that cross border trade is weakening sharply," said Pearce although he added this was unlikely to cause a recession.

Hard though it is for the industry to perform well when a tightening world trade regime is working against it, said Pearce balancing these worries is a generally solid economy. China and India lead the way with developed economies such as the EU contributing but with Japan slower still.

If this situation did not worsen, structural changes such as the ongoing rise of e-commerce would support industry and possibly allow it to grow faster than world trade overall. This would need a continuing push on reforms. Among the issues raised in this context was the need to digitise and to lobby both for the principal and practice of cross-border trade.

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# FedEx Express and UEFA Foundation for Children focus on 'Football for Employability'

**F**edEx Express, and the UEFA Foundation for Children have co-funded a community project that will use football as a tool to attract and engage young adults in employability programs.

A charitable grant, awarded under community investment platform FedEx Cares and matched by UEFA Foundation for Children, will build the capacity of local sports organisations to structure and deliver football-based employability programs in their communities.

The project will be overseen by global non-profit streetfootballworld and delivered on

the ground by network member organisations in four locations - Policy Centre for Roma and Minorities, Romania; Oltaom Sport Association, Hungary; Sport Against Racism, Ireland; and Sport 4 Life, UK.

"Due to its universal popularity, football gives community organisations a wide reach and provides a common platform to engage with young people who face challenging circumstances," said Dr Vladimir Borkovic, director, streetfootballworld.

"This programme will equip sports organisations with the tools to guide young people

who are furthest from the job market into education, training and, ultimately, sustainable employment."

The programme includes personal development workshops to promote self-confidence and job-seeking skills and training that offer an overview of the local job market.

Finally, the programmes will provide access to training opportunities, formal qualifications, and job placements that present an opportunity to secure sustainable employment.

"FedEx Express is eager to make the most of the possibilities we have, as a sponsor, to deliver positive impact in communities touched by professional tournaments," said Brenda McWilliams-Piatek, vice president, marketing operations, FedEx Express Europe.

"We've worked with the UEFA Foundation for Children to shape a football-based employability programme that we hope will deliver a tangible benefit in communities where employability of young adults is a pressing challenge."

"This new phase in our collaboration perfectly balances our own focus area of children's rights - the right to an education, the right to play - and combines this with FedEx Express' interest in employability," said Urs Kluser, UEFA Foundation for Children. "We're excited to see how football can be used in the context of employability, opening up opportunities for those who may not see an obvious path to employment."

## PAYCARGO ON THE MONEY WITH IATA

PAYCARGO, which operates a patented web-based payment platform, has announced an agreement with the International Air Transport Association (IATA) to jointly offer an advanced and efficient payment and settlement system: The IATA-PayCargo System.

This partnership marks the global expansion of an agreement from 2017 when Cargo Network Services (CNS) a US-based subsidiary of IATA, and PayCargo, LLC (USA) agreed to offer the PayCargo-CNS System to customers in the US.

The latest announcement allows customers worldwide to benefit from the ability to make

fast, online payments as well as have immediate access to settlement data.

Eduardo Del Riego, CEO of PayCargo said: "Having experienced the success of the CNS-PayCargo System in the United States, it only made sense to allow all our global customers to benefit from the strength of such a partnership.

"IATA is continually striving for innovation and efficiency for its members.

"The PayCargo system, which already has 20,000 users worldwide has proven to be highly efficient and allows members to reduce costs significantly."

## Opening the door to Africa - Catching up with Salim Quouninich

THERE is no law in the airfreight industry that an airline's cargo general manager must have years working in a cargo shed or climbing the corporate ladder to get to where he or she has achieved. It just happens most do. Yet Royal Air Maroc took a risk a year ago when it appointed Salim Quouninich as cargo manager.

Uniquely, his background is with the carrier's engineering department where he spent 15 years in maintenance.

His contact with airfreight came from just-in-time aircraft parts delivery or Aircraft On Ground situations. Quouninich said: "I am very happy in this role. It is a good job to have."

The Casablanca-based carrier handles around 80,000 tonnes of cargo a year though Quouninich hopes the airline's five-year relationship with Paris-based GSSA ECS Group will produce a 100,000-tonne business.

Typical cargo moved from Morocco by the carrier includes perishable traffic and automotive products such as engine parts. Main trade routes are to Europe and North America and are supported by a 22,000 sq m cargo facility with typical facilities such as cold-rooms.

The airline has a number of satellite facilities throughout the country served by road feeder services. This intensive network predates Quouninich's presence in the cargo hot-seat and has been developed on the back of significant government investment and development in the country's road and highway infrastructure.

Quouninich said: "There are now some 1,800 km of metalled highway roads in Morocco. Twenty years ago there was just 70 km of road that connected Rabat and Casablanca."

The airline operates a B767 freighter which offers a 50-tonne payload. It is a

passenger-to-freighter conversion. There are plans to expand this capacity.

He concluded: "Cargo is a choice for Royal Air Maroc. Our ambition is to become the door for Africa to the world and for the world to Africa."



## ACW WEEK IN NUMBERS

# 1

June, the date that J. Florian Pfaff will take up a new role at Lufthansa Cargo, succeeding Frank Naeve as vice president Asia Pacific.

# 4

countries in which FedEx and UEFA will bring football skills for employability to disadvantaged youngsters.

# 8.5

percentage increase in seafood shipments at Halifax Stanfield in 2018 over 2017's tonnage, the fifth consecutive year of growth.

# 16

extra flights to online destinations in China, Japan and Vietnam launched by AirBridge-Cargo Airlines (ABC) to strengthen its Asian footprint.

# 21

hours required by Australia's first keyboard instrument to fly from Perth to London through Dubai courtesy of Emirates Sky-Cargo for repair.

# 25

years cargo-partner has operated in Hungary since opening at BUD Cargo City.

# 1788

year the first keyboard instrument to land in Australia arrived.

# 2,525

distance in kilometres between Hong Kong and Subang airport, the base of Raya Airways that has appointed HACTL as its ground handler in Hong Kong.

# 8,000

metres altitude flown by Volga-Dnepr to maintain the cargo hold pressure level requested by the customer on a flight to Australia.

## Have you voted yet?

**V**oting is open for the ACW World Air Cargo Awards 2019. Voting is secure, confidential and restricted to readers of Air Cargo Week and ACWDigital, plus other bona fide members of the worldwide air logistics community.

All votes must be cast online using the official voting form on the website.

Categories are - Airfreight Forwarder of the Year 2019; Air Cargo Handling Agent of the

Year 2019; Air Cargo Charter Broker of the Year 2019; Airport of the Year 2019; Air Cargo GSA of the Year 2019; Air Cargo Industry Customer Care Award 2019; Air Cargo Industry Achievement Award 2019; IT for the Air Cargo Industry Award 2019; Air Cargo Industry Marketing & Promotional Campaign Award 2019; Cargo Airline of the Year 2019.

Voting closes on Tuesday 30 April, 2019

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# 91



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# Membership quadruples in just three years



**F**ollowing the launch of Pharma Gateway Amsterdam three years ago, the number of members has almost quadrupled while resulting in better and clearer processes.

The programme was launched at the IATA World Cargo Symposium 2016 in Berlin, Germany to support a certified track from the shipper to the consignee. Members come from across the supply chain, representing forwarders, handlers, airlines and hauliers. Having started with six members, it has grown to 23 with almost all of them CEIV-certified. The last two are in the final stages of the certification

process.

Certifying the supply chain in this way ensures that all companies operate according to the same standardised procedures, reducing the risk of temperature deviations for pharmaceutical shipments.

## Modal shift

Something that has been noticeable is the modal shift from airfreight. Ferry van der Ent, director business development at Amsterdam Airport Schiphol says: "One thing we have noticed is that mid-value pharma shipments

are slowly shifting to other modalities, but there is still an increase in overall volume using airfreight. However, it is becoming more difficult to present accurate data."

He adds that the evolution of passive packaging is influencing the use of active containers, and also impacting the number of pharma shipments booked with a special handling code.

Undergoing CEIV Pharma is no easy feat, but it is a good way to show customers that you are serious about handling their shipments with care. Some customers will never be completely happy but even the fussiest shipper must acknowledge that investments in cooling stor-

ages and facilities and operational processes have resulted in improvements.

Van der Ent stresses that CEIV is "not a goal itself, it is a means to achieving a goal"

He says: "It is a tool to ensure that parties between the shipper and the consignee are on the same level (or better) of awareness, staff training, and operating procedures. Not only in Amsterdam, but also in the connecting origins and destinations."

"The more stakeholders that are CEIV certified, the stronger the standard will become. It gives shippers the opportunity in order to set out request to limited suppliers" van der Ent adds.

Van der Ent believes that all this work has given Schiphol a competitive advantage over airports who are not certified, saying: "The IATA CEIV audit is not a walk in the park. All certified companies made an effort, and at Schiphol there have been a number of side-effects. For example, it became a driver for collaboration between the PGA members, for increasing efficiency and innovation, and for doing business together."

Standards are not slipping, Air France KLM Martinair Cargo has recently undergone re-certification, something that makes van der Ent happy. He says: "We have a lot of confidence in

our stakeholders, and we know they will not be letting standards slip. But it is good to learn that IATA came to the same conclusion by performing an independent audit."



van der Ent

## IATA proud that industry embraces unified global approach

HAVING called for a unified global approach for pharmaceutical handling, IATA is very happy with the way the air cargo industry has embraced the CEIV Pharma programme.

Despite the growth in the global pharmaceutical industry, air cargo's share of global transport suffered a decline from 17% to 11%, with a lack of compliance, standardisation, accountability and transparency across the supply chain being blamed. Over 50% of temperature excursions were occurring in the hands of airlines and airports resulting in billions of dollars of produce being damaged. The air cargo industry had to do something so CEIV Pharma was born.

The programme combines industry standards set by IATA's Temperature Controlled Regulations with EU and WHO GDP principles to provide a rigorous and consistent assessment of pharmaceutical handling.

IATA says: "It is important to note that the programme goes beyond simply considering regulations, best practices, infrastructure and procedures. It also places a strong focus on education for programme participants across all levels of their respective organisations, from the operators to upper management."

### Positive reaction

The air cargo industry has reacted positively to the CEIV Pharma programme, with 235 certified stations and another 40 undergoing the assessment at the time of writing.

IATA says that once participants realise the



benefits of the programme, they are eager to spread the word, encouraging other players to get involved.

IATA says: "Having partners (both upstream and downstream) "speak the same language" in terms of workforce knowledge, industry best practice, SOPs and minimum infrastructure can only lead to less points of conflict and overall improvement in a company's daily work."

Not only that, but pharmaceutical customers are happy knowing that their temperature-sen-

sitive and often live-saving cargo is being handled properly throughout the supply chain.

Improvements cannot be made by companies acting in isolation, so airport communities such as Brussels, Amsterdam, Singapore and Dallas Fort Worth to name just a few, have worked together to certify the supply chain.

### Communication

IATA says one of the biggest values of the

community approach is communication and dialogue, saying: "The kinship forged while undertaking the CEIV Pharma certification process together is long-lasting thus leading to overall understanding and acceptance when stakeholders work together not only on cold chain endeavours but other projects as well. The resulting community openness almost always results in positive development for participating airport communities."

### Engagement with shippers

The industry has supported the measures, with letters of support from pharma shippers. IATA says it constantly strives to involve local authorities when engaging in new projects.

IATA adds: "Our CEIV Pharma team actively participates in engaging more and more shippers at various international and local conferences worldwide. Afterall, ensuring time- and temperature-sensitive vaccines and medications reach the end-user safely is a communal responsibility."

The CEIV Pharma programme continues to evolve; IATA has adjusted parameters such as timelines, reporting and assessment procedures, duration of certification validity and other issues.

It will continue to be improved, with IATA saying: "We take stakeholder feedback very seriously and are constantly striving to integrate the latest regulations, best practices and technology in the educational and auditing components of the programme."

# Changi aims to be the premier pharma hub

**A**s a leading biomedical manufacturing hub in Asia Pacific, airfreight is very important to the industry in Singapore, who are benefitting from Changi Airport's ambition of becoming the premier pharmaceutical air cargo hub in the region.

Lim Ching Kiat, managing director for air hub development at Changi Airport Group says that eight of the top 10 global pharmaceutical companies have established facilities in Singapore, and due to the time-critical and high value nature of the shipments, strong and reliable airfreight services are essential.

Changi Airport became the first airport community in Asia Pacific to attain IATA CEIV Pharma certification and has the largest number of certified companies in the region.

Kiat says: "We see the value to embark on the IATA CEIV Pharma certification via a community approach, where at least one company in each node of the air cargo supply chain (in Singapore) adheres to the stringent requirements of the IATA CEIV Pharma standards. This is to ensure a secured and reliable air cargo supply chain through Singapore."

After Changi formed the CEIV Pharma community, the Pharma@Changi initiative was launched in October 2017 where members can discuss best practices, assess new and emerging pharmaceutical logistics trends and technologies, as well as imple-



Kiat



ment pilot projects.

Kiat says: "Over a year into the formation of Pharma@Changi, our members have collaborated on several joint-marketing activities, held several dialogues on best practices and discussed feedback from our two editions of the annual Pharma Shipper Forums – which are specially organised by Changi Airport to solicit the inputs from pharmaceutical shippers."

In addition to working with the local community, Changi is also working with other like-minded airport communities through Pharma.Aero, which has helped Changi deepen knowledge of pharmaceutical shippers' global supply chain needs and concerns. Pharma.Aero's digitisation project is a response to ship-

pers demanding greater visibility and real-time information on their shipments to ensure product integrity and minimise product losses.

Kiat says: "As part of the first phase of the digitisation project (also known as Digi 1.0), members of the project team have been at the forefront of developing a proof of concept model to consolidate various data on a near real-time basis from various supply chain players."

Shippers will be able to collect relevant data, enhance visibility of pharma products along the supply chain and receive timely alerts to prevent temperature excursions, and visualise and perform analytics on a specific trade lane. A White Paper on the first phase will be published in the coming weeks.

The next phase, Digi 2.0, will involve Changi Airport and Brussels Airport, DHL Global Forwarding and carriers such as Singapore Airlines building a prototype using real data for selected trade lanes such as Brussels-Singapore-Sydney.

Following the success of CEIV Pharma, Kiat says Changi welcomes the programme being extended, saying: "On the recently launched IATA CEIV Live Animals and CEIV Fresh, we welcome such initiatives by IATA as they further raise the standard for air cargo transportation of specialised cargo. These new CEIV standards would ensure the supply chain partners have the right infrastructure and training to handle these cargo segments and ultimately reduce losses during air transportation."

## DFW comes together to create pharma community

PHARMACEUTICALS and life sciences are one of the fastest growing verticals for air cargo, so Dallas Fort Worth International Airport viewed the development of a CEIV Pharma Community as a necessary step for the future, John Ackerman tells *Air Cargo Week*.

As the airport, Dallas Fort Worth acted as a facilitator to create a pharma community, which picked up the coveted IATA CEIV Pharma certificate at this year's IATA World Cargo Symposium in Singapore.

Ackerman, the airport's executive vice president of global strategy and development says that an economic impact study was commissioned four years ago. It found opportunities in the cold supply chain and the airport made the decision to become a pharma gateway.

Ackerman (pictured second right with IATA and DFW representatives at the IATA World Cargo Symposium in Singapore) says: "We viewed the development of a CEIV Pharma Community at DFW as a necessary step toward becoming a central US pharma hub for both exports and imports, with the long-term vision of attracting pharma distribution and manufacturing activities to the DFW area."

### Consistent service

The community approach means consistent, high level, specialised services and capabilities for a range of pharma/life science products across the supply chain. Ackerman says that to maintain the cool chain, all stakeholders must be committed to high quality of service.

He says: "The collective efforts of our partners to earn the CEIV Community certification demonstrates DFW's level of commit-



ment to a world-class pharmaceutical handling operation that provides pharma manufacturers and shippers with confidence that their high-value products will be handled with quality, care and efficiency."

Ackerman adds: "The pharma community also brings DFW one step closer to establishing a pharma gateway where manufacturers, shippers, and other stakeholders can send their premium shipments and be assured that our processes will maintain product integrity."

It was a challenging process to be validated, but Ackerman

says: "we were pleasantly surprised with the level of commitment and diligence from all our CEIV partners, which resulted in one of the fastest CEIV validations for an airport community."

The level of detail demanded from the independent validators was something that intrigued management at DFW, wanting to know the contents of candidates' manuals of temperature mapping requirements.

### Rigorous training

The training and validation was "rigorous", with Ackerman commenting: "The level of dedication from each of our partners proved to be very valuable and mitigated unanticipated circumstances throughout the validation process."

Dallas Fort Worth has also been working with other airport communities, having signed an agreement with Aeroports de Paris last year to expand growth opportunities in key industries including pharmaceuticals. There are also plans to work with other airports across Europe, India and Asia to develop pharma lanes and connections through a cloud-based platform.

Ackerman says: "We also plan to join industry associations such as Pharma.aero, which will help the community members keep up to date and informed on the most current industry developments and enable effective sharing of best practices with other CEIV Community airports."

Pharma customers have been "extremely supportive" of all the hard work at Dallas Fort Worth. Ackerman says: "We are currently in discussions with pharma shippers and forwarders to initiate some trial shipments to test our facilities and handling capabilities. It is still very early, but all signs point to positive experiences for these customers."

## Brunel launches charter and OBC services

**B**runel Air Charter has been formed by London Heathrow-based freight forwarder Brunel Air Cargo to provide aircraft charter brokerage for cargo and onboard courier (OBC) services for the freight forwarding community in the UK and Europe.

"With over 10+ years experience in aviation and freight forwarding, we decided to join the niche market of aircraft charter as we felt there was a gap in the market for a smaller more dynamic broker, one that has worked with airlines, cargo handling agents and global freight forwarding organisations with untold experience to provide the best possible advice and solutions to our clients requirements," said Mark Scanlon, director of Brunel Air Cargo.

"Our team operating close to London Heathrow airport provide 24/7 account management and are always available to service your requirements, should that be a small Cessna or an AN-225 we will listen to your requirements and provide a rapid response with initial price quote with carefully selected operators and routings within 30 minutes of your initial request," he said.

Scanlon



## B&H expands into central Europe with office opening



B&H Worldwide has officially opened its first central European branch office in Prague in the Czech Republic. At the same time it has appointed Jakub Ptacnik as Business Development Manager to head up the office.

Central and Eastern Europe is a particular area of growth for the company and Ptacnik's extensive experience in the distribution of aerospace and aviation consumables will be essential as he drives the B&H expansion programme across the region. The Prague office is part of a wider expansion programme to extend the company's footprint across the continent in order to mitigate any potential Brexit disruption for its customers.

"Over the last year B&H has seen significant growth across Europe and we have reorganised the region to ensure we can stay on this upwards trajectory," says Seth Profit, group sales director. "This business expansion will also support our newly initiated Customer First programme which will give us more customer facing resources within the business in order that we can meet our growth targets and maintain the Best-in-Class quality of our services and solutions."

# UK freight forwarders remain ahead of the curve despite ongoing Brexit uncertainty

**T**he UK government keeps working, pushing and grinding on to try again to make the case for its Brexit compromise, and MPs carry on hunting, and arguing for alternatives that could take the place of that compromise if it ultimately fails. The British International Freight Association (BIFA) is advising its members to continue preparing for a no-deal departure on March 29, until further clarity is obtained.

Robert Keen, director general of BIFA, said that that this has been the advice of the trade association for freight forwarders' for several weeks.

Keen says: "Confusion reigns and with less than a fortnight to go before Brexit, no proposal is off the table and some suggest that a 'no deal' exit can happen because last week's vote was advisory.

A no-deal departure would be very disruptive and damaging for the UK economy as a whole, but freight forwarders – many of whom are Authorised Economic Operator (AEO) accredited – would play a key role in tidying up the mess left by the politicians by ensuring UK importers and exporters can continue trading with the rest of Europe as best as possible after

Keen



March 29.

"I am pleased to report that BIFA members are ahead of the curve and planning for every eventuality, with their trade association trying to make sure it gets relevant information to its members following the release of that information from the various UK government departments.

"BIFA's executive management has engaged with various government departments over the

last two years regarding the issues that affect the movement of visible trade post March 29th, in order to provide our members with advice on those discussions whenever procedures are finalised.

"Our members have also been discussing the possible impacts with their clients.

"Large and small, BIFA members have taken actions to review all options to overcome the disorder that a no-deal Brexit could bring to international trade in order to define sustainable solutions as the set of Brexit conditions becomes clearer.

"One thing is certain, our members are ready, willing and able to clear up any mess regarding the movement of freight into and from the UK, created by politicians."

## Stop Press!

SINCE this article was written, EU leaders agreed on a plan to delay the Article 50 process, postponing Brexit beyond 29 March. The UK has been offered a delay until 22 May, if MPs approve the withdrawal deal negotiated with the EU or April 12 if no deal is agreed.

## U-Freight launches logistics product designed for e-commerce start-ups

**A**s the global e-commerce market develops apace, a significant increase in the number of small business start-ups is being seen.

Often they have limited resources and are looking for cost-effective behind-the-scenes assistance with order fulfilment, plus associated logistics and administration operations.

In response, the U-Freight Group has launched e+ Solutions, a new product to assist such small businesses with their logistics needs.

U-Freight Group chief executive officer, Simon Wong says: "We are seeing a growth in the number of online channels and platforms dedicated to e-commerce, which small entrepreneurs are using to sell their own designs and products."

"Competition in logistics is fierce. Finding and capitalising on niche sectors of the business is key to success.

"That has been a fundamental characteristic of the U-Freight Group during our 50-year history.

"e+ Solutions is another example of how we are utilising technology and infrastructure to help deliver bespoke logistics solutions."

The company has also created a new website for its e+ Solutions product, which can be seen at [www.eplusss.com](http://www.eplusss.com).



Wong

The new e+ Solutions service, which will initially be offered from U-Freight's e-commerce fulfilment centre (EFC) in Hong Kong, offers a comprehensive e-commerce logistics package: from dedicated storage space for the entrepreneurs' products, to order processing and fulfilment services, including final delivery to customers.

But most importantly, it offers the owners of these small start-up e-commerce businesses the constant support of a workforce that already has significant experience in fulfilling e-commerce orders on an international level, says U-Freight.

U-Freight's wholly owned e-commerce fulfilment center (EFC) already has the necessary hardware for storing and order processing, plus the associated software that is required for system integration and end-to-end data transparency. A wide range of value-added or customised services are also available.

By using e+ Solutions, these small entrepreneurs have more time to better concentrate on adding value to their products and optimising their marketing and sales development initiatives.

They will benefit from complete data transparency, with real-time inventory updates, plus web and mobile app access for immediate management and status updates of order instructions, plus subsequent live reporting of delivery tracking.

The customers of these small start-up e-commerce entrepreneurs will receive push notifications on order status, and the service will be backed by a 'live chat' facility enabling instant customer services follow up.

Small business start-ups who have regular orders and want to expand their business to overseas markets, can take confidence from the fact that the U-Freight group has been successfully providing international freight forwarding services for the last 50 years, notes Wong.



UK-BASED Europa Air & Sea has unveiled its biggest marketing investment, a new corporate video using animation to tell the story of the business. This is part of its ambitious growth plans. Europa Air & Sea is a division of logistics provider, Europa Worldwide Group.

The launch marks another major step for the Air & Sea team, headed up by Angus Hind, Eu-

ropa Air & Sea director. The stand-alone division was only launched in 2015 and last year celebrated a turnover of £35million.

It has also been four years since Europa centralised its air services in Heathrow.

Hind comments: "This is our biggest investment in marketing for our division and demonstrates our commitment to air services."

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## World Air Cargo Awards



ACW World Air Cargo Awards 2019  
5th June - The Westin Grand Hotel,  
Munich, Germany

Have You Voted  
For Your Favourite  
Yet?

Industry Achievement Award	Industry Customer Care Award	IT for the Air Cargo Industry Award	Forwarder of the Year	Cargo Airline of the Year
Industry Marketing & Promotional Campaign Award	Handling Agent of the Year	Charter Broker of the Year	Airport of the Year	General Sales Agent of the Year

To cast your vote visit: [www.aircargoweek.com/voting-awards](http://www.aircargoweek.com/voting-awards)

**Final closing date : 30th April**

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HE PRETENDS TO KNOW WHAT HE'S TALKING ABOUT



# As seen in Singapore

**T**he official photographers working for IATA certainly wore out the shoe leather to capture the sights and atmosphere of the World Cargo Symposium.

The lenses of those tasked with mingling among the attendees caught many contacts being made and not a few business deals being made.

They feverishly beavered to snap the great and the good, the curious and the business-like. Just as they will do at the next event, in Istanbul in 2020. Say cheese!



Michael Mackey (left) puts down his Singapore Sling to ask the questions that matter for Air Cargo Week readers at the WCS

## Have you voted yet?

**V**oting is open for the ACW World Air Cargo Awards 2019. Voting is secure, confidential and restricted to readers of Air Cargo Week and ACWDigital, plus other bona fide members of the worldwide air logistics community.

All votes must be cast online using the official voting form on the website.

**Voting closes on Tuesday 30 April, 2019**

[www.aircargoweek.com/awards-voting/](http://www.aircargoweek.com/awards-voting/)

## From the cockpit to the hold

LOADMASTER Rashed Saeed Alsafran Alhajeri was the first to be profiled in a video for the 'Heroes of Etihad' campaign. His career path in aviation is far from typical. He initially set out to become a pilot - but life got in the way.

Never taking no for an answer, he was committed to pursuing his dream of working in aviation. The choices he made in his career eventually led Alhajeri from the cockpit to the cargo hold of Etihad's freighter aircraft.

After an intense training programme that took him from Abu Dhabi across Etihad's global network of destinations, Alhajeri successfully qualified as a cargo loadmaster. He is now Etihad's first-ever UAE national loadmaster.

He takes on the complex task of planning the distribution of cargo

within Etihad's aircraft, calculating where the aircraft's centre of gravity will be based on the weight distribution, and how much weight each compartment can safely hold.

Along with ensuring the safety of Etihad's aircraft and flight crew, loadmasters like Alhajeri also make sure cargo is packed as efficiently as possible so that the space is optimised.

The video forms part of the aviation group's 'Heroes of Etihad' series. This promotional series showcases many members of the Etihad aviation family who make the choice to go above and beyond every day for their cargo customers.

The campaign also serves to give an inside look into Etihad's culture, while highlighting lesser-known opportunities in Abu Dhabi's thriving aviation sector.

Part of Etihad Aviation Group, Etihad Cargo has a full range of air freight products and services.



**ACW World Air Cargo Awards 2019**

5th June - The Westin Grand Hotel, Munich, Germany

## Have You Voted For Your Favourite Yet?



To cast your vote visit: [www.aircargoweek.com/awards-voting](http://www.aircargoweek.com/awards-voting)

Final closing date: 30th April

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