



Editorial

The market for electronic airfreight communication is highly competitive.

Quality, service, flexibility and a capacity for innovation are key factors for

success. This is particularly true of the demanding European market which expects continual peak performance. That's why we at TRAXON Europe are proud to be a market leader. I'm especially pleased that we managed to strengthen our leadership position last year. An array of new customers put their confidence in TRAXON Europe, including renowned names like Leisure Cargo. Profiting from the advantages of paperless communication in airfreight is not a question of size. Just take a look at our varied customers. Our strength is a diversified product portfolio for a diverse market. That's why Europe is choosing TRAXON.

Felix Keck
Managing Director TRAXON Europe

New developments in European customs regulations



TRAXON is ready. New customs regulations in the European Union

Customs regulations around the world are constantly changing. In the U.S., Canada and India, regulations on advance cargo information took effect several years ago. In Europe, too, they are bound to play an important role.

A "security amendment" to the Union's customs code has been issued in the form of EU regulation 648/2005. With this reform, the European Union has introduced a series of measures to increase the security of cross-border commodity exchanges. There are three essential changes:

- Traders will be obligated to inform customs authorities in advance about intended imports to and exports from the European Union.
- The so-called "authorized economic operators" will be able to take advantage of streamlined customs processes.
- Mechanisms will be put in place for uniform, computer-aided risk analysis in the area of customs controls.

Instructions for implementing the regulations were subsequently issued, providing detailed information about customs procedures and timeframes. Thus, as of July 1, 2009, it will be mandatory to provide electronic information in advance to customs authorities for goods imported into or exported from the European Community customs area. The new regulation supplements existing customs processes.

An automated import-export system ensuring the exchange of electronic messages with customs authorities has a positive impact on the e-freight project. TRAXON Europe has established a special task group to support the customs initiative developments. Our aim is to support our customers with customs solutions, helping them adapt to the new regulations.

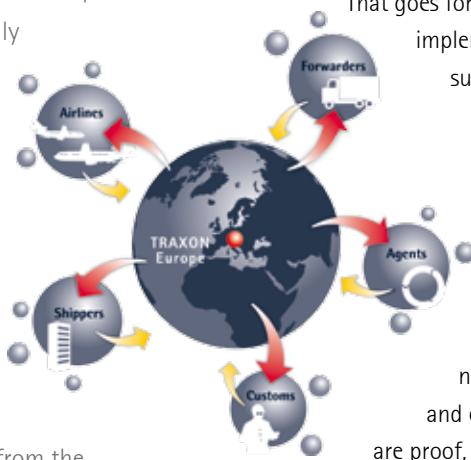
Is this topic of interest to you?
We'd be happy to give you more details.



Seen it yet?

**Fresh and modern.
The new corporate design of
TRAXON Europe**

TRAXON Europe keeps up with the times, not only in developing new products, but also in terms of its image. Our previous corporate design was developed in the 1990's and only minimally changed since then. It was, therefore, time for an update to demonstrate TRAXON Europe's focus on quality as market leader, including its market image. Customers also benefit from the upgraded image since TRAXON Europe



At TRAXON Europe there's a system to dependability

TRAXON Europe – The proven system for effective airfreight communication

TRAXON Europe offers one of the most well-engineered range of EDI products on the market for communications solutions.

That goes for connectivity and implementation as well as for support and messaging.

TRAXON Europe benefits from its years of experience in handling EDI traffic according to agreements between forwarders and airlines. TRAXON's numerous connections and customer-applications are proof, but also the development of software applications such as TRAXON Line. Regardless of which standard message types or user-defined EDI information TRAXON Europe receives, all of them are formatted and sent according to customer requirements. This includes reformatting data in different IATA Cargo IMP versions, direct conversion of flat files to the IATA Cargo IMP format, and XML conversion.

Depending on the amount of messages or on security requirements,

the TRAXON system offers two basic connection options:

- Public Internet-Connection
- SITA ATeX-Secure Connection

In both cases, TRAXON Europe enables messaging with a wide range of protocols and architects, such as X.25, Mail/SMTP, FTP, SOAP, MQ Series, SITA TypeB and X.400.

Regardless of the IT configuration or system used, TRAXON Europe always offers its customers the right form of data transmission with an array of successful products from TRAXON Line and TRAXON Web, to TRAXON Update and TRAXON EDI. The TRAXON portfolio is rounded off by Customs Integration, Quality Optimization, Data Warehousing und Consulting options. That the TRAXON system offers maximum dependability goes without saying. According to a recent survey, more than 90% of our clients are satisfied with our customer service. A whopping 99.9% system availability speaks for itself.



now presents its products and services with more transparency and information. This is especially evident on our new website. It, too, was given a new design, offering informative services and optimized functionalities. See for yourself at www.traxon.com.



Data quality is the prerequisite for successful e-freight processes

Quality has priority. MIP reports by TRAXON Europe



Data quality is of utmost importance for paperless freight communication. It is also a key factor for the success of the IATA e-freight initiative. The Message Improvement Program (MIP) was created by the IATA e-freight initiative in cooperation with the airfreight industry. Its goal is to ensure that 100% of electronic messages are transmitted completely and accurately, giving e-freight participants sufficient confidence in the security of paperless freight communication. Participation in the MIP program is a prerequisite to being accepted in the IATA e-freight program.

As a worldwide leader in innovative, value-added e-Communication Services, TRAXON Europe was among the first to offer monthly MIP reports. TRAXON's MIP reports fully comply with IATA requirements and guarantee that the data provided is clear and effective. The advantages are plain to see. More thorough and regular data monitoring means that errors can be detected and remedied more quickly. This translates into better processes and, ultimately, lower costs. The result is an increase in quality, which is the basis for the complete implementation of e-freight. But TRAXON offers more. Additional data quality analyses are provided upon request. Thus, customers like Martinair Cargo are now receiving individualized MIP reports.

TRAXON Europe knows that airlines and forwarders alone are not responsible for the data quality and hence the success of MIP's. Providers of cargo community systems like TRAXON Europe also need to face the challenge. As an active member of the e-freight Vendor Action Group and the e-freight Central Technical Working Group, we will continue to meet future responsibilities for the successful implementation of e-freight.

Innovative and customer-oriented TRAXON strengthens its commitment to e-freight

TRAXON Europe has worked with IATA as a strategic partner from the beginning of the e-freight project. Now it is an official partner in the pilot country Spain.

In addition to supporting standard message exchange via EDI, TRAXON is currently working on a shipment-based central document and message management system providing archiving tools in compliance with each country's national regulations. The system will help do away with master air waybills in paper form by enabling the modified FWB to be viewed at any time and printed only upon request.

At the same time, TRAXON is working on options for scanning freight documents and implementing global IATA standards for commercial invoices, packing lists and certificates of origin.



Two new special handling codes were introduced last year to differentiate electronically between e-freight shipments and "normal" freight. TRAXON Europe already supports them, and is able, for example, to provide corresponding evaluations in MIP reports.

PEOPLE AT TRAXON

For Wolfgang Michler, Head of Competence Centers at TRAXON Europe, international understanding has a very human component.

"When it matters, personal commitment is what really counts."



Wolfgang Michler is an experienced airfreight expert. But when it really matters, what counts is personal commitment and to be upfront – both on and off the job.

Previously employed at Lufthansa and Lufthansa Cargo, Wolfgang Michler has been "Head of Competence Centers" at TRAXON Europe since 2006. He is responsible for the planning, execution and control of all important strategic projects – a job that constantly offers new challenges and whose international dimension Wolfgang Michler can particularly appreciate. Yet for the passionate tennis player and wine lover, being international has another, wholly different meaning. As much as the multicultural character of his work appeals to him – "Where else do you have contact with people from more than a dozen nations on a given workday like you do at TRAXON?" – he also seeks challenges of a different sort. For instance, promoting cross-cultural understanding. For a number of years now, Wolfgang Michler and his wife have been committed to a school project in South Africa. The beginning was unspectacular. Wolfgang Michler is a

genuine South Africa fan. On one of his trips there, he happened to meet the well-known South African filmmaker Jans Rautenbach, an individual strongly committed to social projects. Wolfgang Michler and his wife decided to sponsor the high-school education of a young South African girl. Then, together with friends back in Germany they started a society to promote the school project. One thing is certain to both of them: "When it really matters, personal commitment is what really counts."

Together with other charitable foundations in Europe, the "Karoo Projekt e.V." society is now supporting the construction and operation of a school in Little Karoo, one of the poorest regions in South Africa. The aim of the project, in the long term, is to help others help themselves. To date, one school building has been built and furnished, a regular schedule of classes and school lunches has been introduced, and a number of school sponsorships have been initiated.

Social competence for Wolfgang Michler is not just part of his job, but something more. That's a commitment that TRAXON Europe supports. Thus, last Christmas, TRAXON Europe presented Jans Rautenbach with a check to support the project.



If you would like to know more about the Karoo Projekt, or would like to support it, please go to: www.karoo-projekt.de

The latest from TRAXON Europe in brief

TRAXON Europe
Global Sales Meeting
October 16–17, 2008



TRAXON's global Sales & Marketing team met in Rüdesheim am Rhein to agree on a strategic plan for the years ahead. The focus was on changes in customer requirements and on marketing activities scheduled for current TRAXON products such as TRAXON Line, TRAXON CDMP and customs solutions. Team spirit and motivation also played a major role, as reflected in the pleasant atmosphere and positive feedback from all participants.

TRAXON Europe organizes customer workshop with Logwin



TRAXON's customer workshops have a long tradition. Logwin Air + Ocean International, one of the largest international logistics partners and a long-time customer of TRAXON Europe, has taken advantage of the chance to work together closely with TRAXON. The workshop, which took place in early summer, dealt with current opportunities and developments in merging Logwin's internal Tracking System "BOTS" with TRAXON.

In addition, the possibilities for a customized CDMP (Cargo Data Management Portal) solution tailored to meet Logwin's needs to fulfill Cargo 2000 specifications was discussed.



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