

# TRAXON Tracker

Magazine for TRAXON Europe Business Partners

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## Editorial

"Think global, act local"

– many claim to do so, yet often fall short on their promises. TRAXON Europe, however, does

act accordingly, as proven

with their commitments in the emerging markets in the Middle East and Morocco. We offer tailor-made, on-site solutions, not just "virtually" but by opening local regional offices in Morocco and Bahrain. TRAXON Europe is more than a global player, it's a successful local actor as well, offering just the right solution for every market, regardless of size. TRAXON Europe's advantage is not only technological, such as the success of TRAXON LINE has shown, but is also due to the diversity of our staff. After all, TRAXON Europe is an international team representing more than 17 nationalities. No wonder, then, that we are always receptive to regional differences.

Felix Keck  
Managing Director TRAXON Europe

A market with brilliant perspectives for modern airfreight communications



Morocco has always been a pioneer in Africa. This is true in the airfreight industry as well, especially when it comes to introducing modern and cost-saving e-freight solutions. TRAXON is also a pioneer in this field, its products e-booking and TRAXON LINE being the first e-freight applications to be implemented in the Moroccan market.

The Moroccan success story began in 2001. Up to that point, freight communication in Morocco took place through traditional channels: AWBs were written on typewriters, fax machines were used for bookings, and telephones were needed for status tracking. All things considered, a huge amount of time and money were spent. Yet all of this changed with TRAXON, when TRAXON opted for Morocco as a pilot market and positioned itself with an office in Casablanca. Intensive customer care and a market-driven portfolio were the basis of rapidly growing success. Every player was involved in the process:

forwarders, airlines as well as IATA Morocco. And since Moroccan forwarders had no previous system of their own, TRAXON quickly established itself as the market leader. It is nowadays the preferred partner in the industry, particularly with TRAXON LINE. This can be seen in market coverage, with 95% of all IATA-linked forwarders in Morocco being connected to the TRAXON system. The increase in FWB transmissions alone was 37% last year.

One of TRAXON's most important partners on the Moroccan market is Royal Air Maroc, the market leader in airfreight. Royal Air Maroc has spurred development with the help of TRAXON, and is just as happy about the results. "Our work would not have been nearly as fruitful without the enthusiasm and commitment of TRAXON," confirmed Hassan Benbrahim, Business Development Manager of Royal Air Maroc.



e-booking and TRAXON LINE in Morocco

Growth market Turkey

## MNG Airlines opts for TRAXON Europe

MNG Airlines, a key player for airfreight in Turkey, has opted for e-communications with TRAXON Europe. MNG Airlines was founded in 1996 and has since developed into one of Turkey's leading providers with a host of international connections. The cooperation is a benefit not only for MNG, but for all of its affiliated forwarders.



On the one hand, processes can be optimized, becoming faster, improved and more effective. On the other hand, it enables greater market coverage, because the TRAXON network currently provides access to over 90 carriers and more than 9,000 forwarders' offices worldwide.

An additional advantage of the TRAXON network is the fact that shipments can be automatically traced. TRAXON Europe is pleased to see an even stronger commitment in the Turkish market thanks to MNG.

# Morocco relies on e-freight with TRAXON Europe

The Moroccan airfreight industry is relying on TRAXON Europe in its implementation of e-freight, a process closely accompanied by Royal Air Maroc and IATA Morocco. The products e-booking and TRAXON Line are key to this development.

TRAXON LINE is ideal because it perfectly meets the requirements of Moroccan airfreight forwarders, and this at extremely low costs. The country's largest airline, Royal Air Maroc, welcomes and explicitly promotes the use of TRAXON LINE as it ensures the quality of electronic AWB transmission while also checking and correcting the content of AWBs before sending them. With TRAXON LINE, Moroccan forwarders have all the means at their disposal to optimize logistics processes and implement them in a transparent fashion

The use of e-booking also offers an array of advantages. It reduces the load on the internal booking system of Royal Air Maroc, and at the same time is an attractive new offer for the airline's own customers. Forwarders, too, stand to gain from the product by saving time and not

having to pay any booking costs. E-booking in Morocco is also possible with Air France and Lufthansa, and neutral AWBs can be exchanged via TRAXON Europe with the following airlines: Royal Air Maroc, Air France, Lufthansa, Emirates, Etihad, Iberia, and Alitalia.

Another advantage of TRAXON LINE and other TRAXON Europe products is that they require no additional technical investments. Moreover, TRAXON LINE has single-user and multi-user capability, making it attractive for small and big forwarders alike.

Another successful service is the automated sending of arrival notices thanks to TRAXON E-mail and TRAXON Fax. Today over 100 Moroccan importers receive these arrival notices from Royal Air Maroc acting as the unique import handling agent for all airlines.

Morocco will rely even more on innovative TRAXON Europe technologies in the future. TRAXON Mail, TRAXON EDI and TRAXON CDMP have all met with active interest and are sure to capture the market.



## Interview with Hassan Benbrahim, Business Development Manager at Royal Air Maroc



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# "We view our work with TRAXON as a strategic cooperation."

### The Moroccan airfreight market is unique. How is Royal Air Maroc responding?

The airfreight sector in Morocco typically has a favourable balance between imports and exports, but is also marked by fierce competition since signing the Open Skies Treaty with Europe. We've responded by implementing best-practice strategies using TRAXON solutions and are about to launch a range of other projects, including e-freight.

### What are the reasons RAM opted for TRAXON Europe?

The decision to use TRAXON was made ten years ago. Our choice of a partner was based on three main factors. The ideal partner had to offer reliable services with high added value, provide continuous quality improvements, and guarantee seamless support and consulting. TRAXON met each of these requirements superbly.

### Which TRAXON products and services are you currently using and why are these so important to RAM?

We've been using a variety of TRAXON products successfully. For instance, TRAXON Web, TRAXON Update and TRAXON LINE. Our information system PELICAN is linked to TRAXON through an EDI connection and we've also introduced e-Booking for our Moroccan customers.

### How would you describe the benefits your company enjoys by using TRAXON products and services?

It's quite simple. TRAXON enables us to offer a superior service. Moreover, TRAXON solutions help us to lower costs, improve our competitiveness and gain new market shares.

### How would you rate your cooperation with TRAXON, in the initial phases as well as in day-to-day operations?

We recognized the quality of TRAXON products and services in the early phases of cooperation. This allowed us to significantly raise the standard of our own product range. It was exceptional quality and the TRAXON team's professionalism that made this possible. This is something the whole airfreight industry in Morocco has realized.

### What are the advantages of TRAXON having an office in Morocco?

The advantages are obvious. First of all, there's TRAXON's close proximity and its appreciation of the specific situation in Morocco and at Royal Air Maroc. The ability to quickly meet the needs of Moroccan customers also plays an important role, however. Last but not least, we were convinced by TRAXON's ability to solve problems rapidly as well as by its exceptionally high standards in support and consulting.

Cargo Online Software GmbH

## Fifteen years of partnership and cooperation with TRAXON Europe

The Cargo Online software application connecting forwarders to TRAXON Europe's international airfreight communications system was already a key software module at the time of the company's founding back in 1993.

Connection to TRAXON Europe provides an easy-to-

use source system in the shipping process for the software modules "CargoTrace" (tracking) and "ATLAS Ausfuhr (AES)" (automated export). Shipment status in the ATLAS export application, for example, automatically directs the export completion message to ATLAS. Export processing is thus fully automated, from customs to flight confirmation. The tracking module Cargo-Trace uses status information from TRAXON Europe to track shipments. A time- and event-driven software communicates with TRAXON, enters the results in the information system, and offers up-to-date shipment information via the Internet. In addition, "CargoTrace" supports online generation of shipping orders and export declarations. More than 2,500 user licenses have since been installed in the freight forwarding business using Cargo Online software.

The product line focuses on airfreight and ocean-freight software, storage logistics, as well as on importing, shipping, exporting and customs warehousing using the ATLAS procedure. For more information go to [www.cargo-online-software.de](http://www.cargo-online-software.de)



## PEOPLE AT TRAXON

Nader Shukralla has a clear picture of his tasks at TRAXON Europe.

# "My motto is dedication."

Nader Shukralla has been TRAXON Europe's Sales Representative Middle East since April of 2008. In his own unique way he is a typical representative of TRAXON Europe: focused in his commitment without losing track of the big picture. Transparency and integrity are what he is all about.

To be sure, the 37-year-old Shukralla has a profound background. After more than fifteen years at Gulf Air, where he was responsible for the development of IT projects as Manager Business Units IT & TSC, Nader Shukralla has since joined the Bird Group as Vice President Middle East of Bird Consultancy Services and is now the go-between for all of TRAXON Europe's activities in the Middle East.

Being a proven specialist for technical market analysis is a particular asset in his line of work. Nader Shukralla was in fact a pioneer in implementing this concept in the market of his homeland Bahrain. Yet Shukralla is not only a professional when it comes to theory. He's also a person who can think and act practically. One area he attaches particular importance to is investment psychology. "Having conducted road shows for hundreds of people and numerous training projects

for investors and traders, you learn to know what matters. Not just professionally, but as a human being as well." His interest in human relationships is also reflected by his favourite athletics. Nader Shukralla is very much into team games, like American basketball or Italian soccer.



It is this experience that Shukralla brings to his work at TRAXON Europe, with his focus on expanding regional market coverage, winning over new customers, and cultivating existing customer relations. Speaking fluent Arab and English is clearly an advantage here.

The same goes for his many international contacts. Among his other affiliations, Nader Shukralla is an associate member of the New York Market Technician Association and was a member of the SITA Cargo Advisory Council.

That a demanding career doesn't leave much time for his private life doesn't faze him. He always finds time for his greatest passion – travelling. "I like experiencing various cultures and traditions at first hand. Malaysia and Italy are my favourite destinations, and when it comes to cities, I love London. But recently I have an even more pleasant way to spend my free time: my 20-month-old baby girl."

**TRAXON Europe team members are internationally minded, like Nader Shukralla.**

"I like experiencing various cultures and traditions at first hand. Malaysia is among my favourites."



## The latest from TRAXON Europe in brief

### Now available: The new TRAXON LINE

Efficient and easy air cargo handling is child's play with TRAXON Europe's "ready to go" solution for air cargo forwarders. Designed and programmed by air cargo technology and industry experts TRAXON LINE offers all-encompassing functionalities that help to reduce costs and improve efficiency. Optimized processes and enhanced customer service are guaranteed. To find out more visit our website at [www.traxon.com](http://www.traxon.com)



Meet us at  
**Air Cargo Europe 2009**  
in Munich  
Munich Trade Fair Center,  
May 12-15, 2009



Held in conjunction with Transport Logistic the event traditionally attracts an impressive range of worldwide air cargo experts. Freight forwarders, executives from airlines and airports, shippers from the manufacturing industry as well as decision makers from all sectors of the industry come together to discuss the latest developments. TRAXON Europe takes part in this event with its own booth. We look forward to seeing you at Air Cargo Europe 2009 in hall A4 at booth 426.