

Editorial



The summer in our part of the world is almost over and we are bracing ourselves for a busy autumn. TRAXON Europe is participating in the IATA working group for proof of concept for UK customs to further support the development on airfreight security. To continuously enhance penetration of e-communication, we cooperate with other companies that share the same goal and have now with IES a new partner in the US.

Traditionally at TRAXON Europe, we celebrate festivities with our customers and colleagues from different parts of the world. This time we would like to introduce the Mexican Independence Day to you.

If you can spare us a minute please participate in our [Social Media Survey](#): The results will help us to better serve you in future.



Felix Keck, Managing Director TRAXON Europe

TRAXON Solutions

Facilitating the flow of commerce

„Security is a critical element of the airfreight supply chain. The industry, together with Government Authorities and International Organizations, is working on an electronic consignment (cargo and mail) security declaration to further improve supply chain security in a paperless environment. The work of strategic partners like TRAXON Europe is to ensure a secure supply chain,“ says Des Vertannes, IATA's Global Head of Cargo.



Many international, regional and national regulations have been put in place to improve air cargo supply chain security. In October 2010, IATA set up an independent advisory group to develop an electronic consignment security declaration (eCSD). It comprises industry stakeholders (airlines, forwarders, ground handlers), international organizations (TIACA, FIATA, IATA), and regulators (EC, ECAC, UK Dft). In cooperation with one of the leading European airlines, TRAXON Europe is participating in the proof of concept for an electronic consignment security declaration for UK customs.

The main objectives of introducing an electronic consignment security declaration are compliance with cargo security regulations, replacing the paper cargo security declaration by electronic means, further improving business processes, and providing recommendations on standard cargo EDI messages (CIMP & XML). The eCSD is a vital part of paperless air cargo handling. The eCSD will provide regulators with an audit

trail of how, when and by whom cargo has been secured along the supply chain. It will facilitate electronic transmission and archiving, audits by regulators at any point in the supply-chain, and paper printouts on an ad-hoc basis if required.

The proof of concept is scheduled to be ready by the end of the year. Currently, processes for all participants including authorities are validated and layouts and test concepts are being fine tuned.

TRAXON Europe has supported IATA activities since its foundation and actively participates in a number of IATA work groups. Also, TRAXON is a strong promoter of the [e-freight](#) and [e-AWB](#) initiatives.

TRAXON Customer News

IES and TRAXON Europe form 'Data Hub'

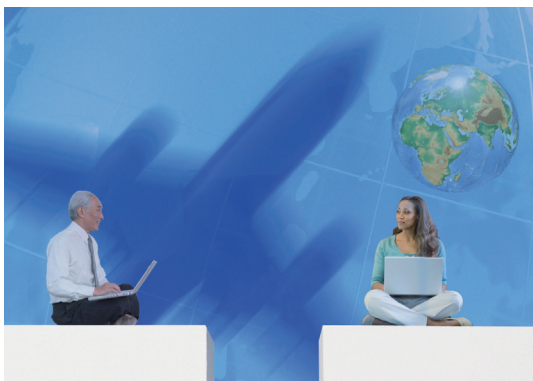
Software provider IES and TRAXON Europe are co-operating to provide seamless electronic data exchange between forwarders and airlines worldwide. This has become especially important since many airlines require MAWB and HAWB information in electronic format from forwarders in order to comply with new customs' regulations implemented in the European Union since the beginning of 2011.

The first US customer has recently been connected to the TRAXON global network via the 'Data Hub' formed by transportation software provider IES Ltd and TRAXON Europe. Users interface with the IES Air Export software product that guides them through the MAWB and HAWB data entry process. Next, the data are automatically routed to TRAXON and then on to their vast network of carriers.

Win-win relationship

"The joint IES-TRAXON initiative will provide our customers with the highest level of service and regulatory compliance," says Andrew Bullen, CEO of IES, Ltd. "In addition, the partnership will serve as a powerful foundation for our clients to cut supply chain costs and offer additional services to their customer base."

"Both IES and TRAXON Europe pursue ambitious company goals. We want to be innovation leaders and provide a best-in-class service to the airfreight industry," adds Felix Keck, Managing Director of TRAXON Europe. "I am convinced that together we can more effectively develop and bring to market our innovative solutions. This will accelerate the productivity and performance of both of our customers."



Powerful TRAXON tools

In the background of the new 'Data Hub' is TRAXON EDI which helps to simplify global trade and logistics. [TRAXON EDI](#) is an integrated host-to-host solution for forwarders and airlines that supports various transmission protocols and is compatible with all standard message formats. TRAXON EDI stands for optimal connectivity and seamless data transmission between logistics partners and air cargo carriers. TRAXON EDI gives customers access to the TRAXON Europe network world-wide and covers e-Availability, e-Booking, status information, air waybill data transfer and consolidation list (FHL) transmission for customs purposes.

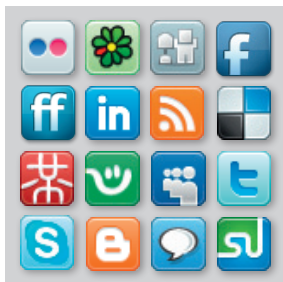
Apart from only transmitting MAWB and HAWB information to the airlines for them to comply with customs regulations, TRAXON has developed its own solution for European customs.

TRAXON Air Cargo Customs (ACC) Europe is a comprehensive EDI solution which provides airlines with a single gateway to all European customs authorities supporting electronic customs. To comply with ICS (Import Control System) specifications it uses standard EDI messages such as FWB (Freight Waybill), FHL (Consolidation List) and FFM (Flight Manifest) for customs message mapping. The solution enables the creation and transmission of pre-arrival information to customs for import purposes including the Entry Summary Declaration, Diversion Request and Arrival Notification.

TRAXON Company News

Do you use Social Media?

Can we find your profile in Xing, LinkedIn? Do you communicate with family members and friends via Facebook? Is your company represented in any of these social networks as well? And what about Twitter, YouTube, Wikis and Slideshare?



Social Media is much talked about - also in air cargo media. It comprises of many different internet-based applications built on the ideological and technological foundations of web 2.0. It allows the creation and exchange of user-generated content according to the motto "listen and interact". Social Media is said to enable companies to engage in timely and in direct contact at relatively low cost and higher levels of efficiency than can be achieved with more traditional communication tools. This might make Social Media not only relevant for companies targeting end-consumers but also for small and medium sized companies focusing on business to business relationship.

But do companies and employees of the airfreight industry use Social Media as well? Are they searching for information, communication or networking opportunities or rather for new jobs?

TRAXON Europe is trying to learn more about the behavior of its customers and how you use social media applications. Therefore we have devised a questionnaire and would be grateful if you would participate in our short [Social Media survey](#). It will only take two minutes and the results will help us to better serve you in the future.

Thank you for your cooperation!

Good to know ...

16th September – Celebrating Independence Day in Mexico

Mexicans all over the world celebrate their country's independence from Spain on September 16th. Last year Mexico, in fact, had a momentous year since the country commemorated 200 years of Independence and 100 years of the Mexican Revolution that toppled the dictator Porfirio Diaz. We asked our colleague from Mexico, Karla Marquez, Area Manager Sales, to tell us more about this special day.



Municipal president giving the "Grito" of "Viva Mexico" at the commencement of Independence Day festivities in Mexico.

Karla, how do Mexicans celebrate Independence Day today?

16th September is a Mexican Fiesta par excellence! All over the country streets and squares, private houses and official buildings are illuminated and decorated for the occasion. Most spectacular is the main square in Mexico City, the "Zócalo".

On every street corner there are vendors selling flags, balloons, sombreros and pinwheels, all in tricolor: green (hope for a better nation-peace), white (purity for catholic faith), and red (blood-tribute for those who died during the Independence war), representing the Mexican national colors.

Food is also an important part of the festivities. Hundreds of stands are set up several days beforehand. They offer the traditional Mexican appetizers like tacos, tortas, tamales, enchiladas, sopes, traditional Mexican candies, and a variety of drinks like punch and beer and, of course, Tequila!. The restaurants serve traditional and elaborate Mexican dishes with Tortillas and spicy dips.

What about music?

Numerous Mariachi bands play in the streets and squares. But people also create a lot of noise with trumpets and whistles. The louder, the better!

Why is the Independence Day celebrated on September 16?

Influenced by the French revolution, ideas of liberty, equality, and democracy as well as the US war of independence, a resistance movement had developed in Mexico to shake off the Spanish colonial rule. In the early hours of September 16, 1810, Father Miguel Hidalgo y Costilla, head of the revolutionary movement, rang the bells of the parish church of Dolores in the state of Guanajuato to call his followers to the arms. This was the start of the Mexican independence war which lasted ten years. The bell is still rung today.

During the evening of September 15th, people start gathering in the town squares. At 11 pm a government official sounds the "Grito" which is the cry of independence. In Mexico City the President of Mexico delivers the grito and then rings the original bell which has been mounted on the President's palace.

It is a big party that all Mexicans love to celebrate. It reminds us of who we are and of what we are so proud of: a country with an interesting history, with a magic culture, with lovely places to visit, with a wide variety of delicious food, and with people who are very warm hearted, caring and friendly, a country in which family life and family reunions are still very important.