

## Editorial



TRAXON Europe is growing its organization with new customers and staff. In this issue, we would like to introduce you to our three new customer implementation officers. We are also proud to report contract extensions with Air Mauritius and C.A.L., and show you pictures of our successful TRAXON Forum in Madrid. Lastly, our new customs solution Mexico will help companies doing business in this country.



Felix Keck, Managing Director TRAXON Europe

## TRAXON Solutions

### TRAXON Europe to offer EDI link to Mexican customs

TRAXON Europe is working on a solution to offer airlines and the Mexican Customs Services a two-way communication channel for EDI messaging.



Customs Services all over the world have set themselves the goal to implement an electronic customs environment to make international trade easier, faster, and safer. Following the lead set by the USA and Canada some years ago Mexico, according to latest information, requires advanced electronic reporting effective Oct 29th this year. Airlines importing freight to Mexico will have to declare all shipments onboard prior to arrival via a protected, web service-based EDI link of the Mexican Customs Services.

Based on Master Air Waybill data supplied by the carrier TRAXON Europe validates and translates the information according to Mexican message format requirements. The message is then distributed via a reliable EDI link to the Mexican Customs Services. The new solution named TRAXON Air Cargo Customs (ACC) Mexico is also able to convey customs status messages back to the airlines.

"Our TRAXON Air Cargo Customs (ACC) portfolio covers a wide variety of country specific solutions. Apart from TRAXON ACC Mexico one of our latest additions is ACC Europe, our solution for European customs. TRAXON ACC Europe ICS was introduced in May 2010 to support the EU import regulations which came into force January 1, 2011. It offers airlines a single gateway to 27 European countries," explains Felix Keck, Managing Director of TRAXON Europe.

All products in the TRAXON Air Cargo Customs portfolio neither need massive investment nor extensive staff training. They are easy to maintain due to the single provider and gateway. They save time and money by automating many internal processes and reducing paperwork.

## Climbing the e-freight trail



Air Mauritius A330-200 take off

Air Mauritius and C.A.L. have recently taken further steps towards paperless cargo handling and extended their cooperation with TRAXON Europe.

The cargo division of Air Mauritius has extended the agreement with TRAXON Europe which was first signed in 2002. In addition, the scope of the contract was expanded. The airline is now open to all markets and customers for EDI messaging. Further-more, since June 2011 the national carrier of Mauritius accepts FHL messages (House Waybill) in addition to FWB messages (e-Air Waybill).

Also, the Israeli all-cargo carrier C.A.L. has signed an EDI agreement with TRAXON earlier this year to cover FWB, FHL and FSU (freight status update) messaging for Israel and all gateway customers. Yarom Oren, CEO of C.A.L. said that "The new agreement is following the one which was signed in 2010 for TRAXON Air Cargo Customs (ACC) in order to comply with European ICS requirements. Our decision to extend the co-op with TRAXON is thanks to their professional support and solutions fulfilling our needs."

C.A.L. Cargo Air Lines operates 7-8 flights per week between Tel Aviv (TLV) and Liege (LGG) as well as 3-4 flights per week between LGG and New York (JFK).



Yarom Oren, CEO, C.A.L. Cargo Air Lines  
Source: C.A.L.

### Win-Win-Relationship

Both airlines are driven by the need to further streamline processes, simplify operations, achieve a higher efficiency at reduced costs, and meet e-freight requirements. The TRAXON network enables them to do business with all logistics and industry partners on a single, uniform platform.

"The new agreements with Air Mauritius and C.A.L. considerably strengthen our market position. They underline our innovation capabilities, our flexibility to meet the needs of carriers large and small as well as our high quality standards," says Aike Höfft, Head of Sales & Marketing at TRAXON Europe.

## TRAXON Company News

# Meet our people

TRAXON Europe prides itself of a global presence with a local touch. The three new members of the customer implementation team come from Great Britain and Germany.

TRAXON Europe is continually expanding its operations department in line with growing sales. Three new customer implementation officers have recently come on board: James Henderson, Bernhard Erren, and Helmut Kaehsmann. All three of them are EDI specialists responsible for technical pre-sales support regarding project sizing, technical analysis, project planning, and technical consulting. They manage EDI product implementation projects for new and existing customers from start to finish. In addition, they provide second level support to customers and participate in various IATA working groups. The three musketeers joined a high-performing, collaborative and customer-centric, international organization.



James Henderson, Bernhard Erren and Helmut Kaehsmann  
(from left to right)

In order to meet growth plans and future goals TRAXON is always looking for talented individuals with a drive to perform in a challenging environment. James, a British national, has over 25 years IT experience. He worked as a self-employed IT consultant for companies like HP, Pirelli, ABN-AMRO, Calvin Klein and IBM, to name just a few, before he joined TRAXON Europe. James holds two university degrees of which he is very proud.

Bernhard, a German national, was a self-employed network infrastructure consultant before he joined TRAXON Europe. He specialized in collaboration systems such as Microsoft Exchange or eGroupware and VoIP, mostly Cisco. He is very interested in IT-security issues and is a member of the Cast e.V. (Competence Center for Supplied Security Technology). In his spare time he teaches and trains young IT-professionals. He lived and studied in France for several years and speaks fluently French.

Helmut, also a German, has been working for Gillette, Procter & Gamble, a global consumer goods manufacturer, for the past 18 years. He has considerable experience in the introduction and conversion to the latest generation of EDI technology as well as in project management.

"Product innovation and personal service are the hallmark of TRAXON Europe. We are thus continuously investing in human resources and upgrading our service organisation. We are proud to have three new professionals on the team. They bring extensive and diversified know-how as well as multi-cultural competence to our organization. This will no doubt benefit our customers," says Edward Dorr, Head of Operations & Infrastructure. "Our hands-on services and solutions are focused to meet our customers' needs. The implementation officers, with their EDI specialization, play a key role in this customer-focused strategy at TRAXON."

## TRAXON Activities

# TRAXON Forum in Spain

In September TRAXON Europe staged a TRAXON Forum for the first time in Madrid, Spain. The aim was to present the extensive TRAXON e-freight portfolio as well as their e-AWB solutions to Spanish forwarders, ground handling agents and airline representatives. The Forum was held in cooperation with Iberia and IATA at the Crowne Plaza Madrid Airport. Pedro Mansilla, Network Development, and Fernando Pareja, IT Development & Manager of Cargo Systems, both from Iberia, spoke about the carrier's experience with the electronic air waybill.

Some 40 freight forwarders and airlines used the opportunity to discover the advantages of different TRAXON solutions. Besides, representatives from Customs, IATA Spain and the Spanish Forwarder Association (ATEIA) attended the event as panelists. During the discussion forwarders posed user-oriented questions to the panel as well as the audience. All participants, speakers and guests enjoyed a lively discussion about e-freight and e-AWB.

Some impressions of the event can be found right here.



Questions & Discussion



TRAXON Europe presentation



IBERIA presentation



After-event gathering

Good to know ...

## Oktoberfest – a festival in September

The Munich Oktoberfest was originally a regional beer festival, but nowadays it has become famous all over the world. We asked our colleague Mirjam Schubert, Competence Center Manager for e-freight, who comes from that region to share with us some interesting information about this event and why it is worth visiting.



Evening crowds Oktoberfest Munich.

### Mirjam, when will the next Oktoberfest take place?

In September 2012. This year's Oktoberfest is already over. It was officially opened September 17th. At noon the lord mayor of Munich tapped the first keg of Oktoberfest beer in the Schottenhamel tent on the Theresienwiese in the center of Munich. After that visitors were allowed to quench their thirst. The festivities lasted until October 3rd, the German National Day.

The biggest beer festival in the world attracts some 6 million visitors every year who drink around 6 million liter of beer.

### Why is the Oktoberfest called "October"-fest when it is held in September?

The weather is often quite cold in October in Munich. Thus the festival was moved from October to September in 1872. It always starts the first Saturday after September 15 and ends on the first Sunday in October.

### When was the first Oktoberfest staged?

In October 1810. The beer festival followed a horse race on the occasion of a princely wedding (Louis of Bavaria married Princess Therese of Sachsen-Hildburghausen).

In the old days there actually were numerous Oktoberfests in Bavaria. They were an opportunity for breweries to clear out their cellars before the new brewing season.

### How much does it cost to attend the Oktoberfest?

Well, that depends on how much you drink. The entry to the beer tents is free of charge.

### What makes the Oktoberfest so special?

It is huge. The Munich breweries produce a special beer for the occasion (Wiesn Märzen) with a stronger taste and higher alcohol content (around 6-7 %). And the atmosphere is unrivalled.

I especially like the international environment. People from all over the world are visiting Munich during the Oktoberfest and sometimes you can make real good friends and definitely will meet interesting people! So it is not only about drinking!

### But there are many Oktoberfests staged today all around the world.

There is nothing like the original.

### One only hears about the drinking excesses. What else does the Oktoberfest offer?

Typical Bavarian food, a fantastic atmosphere, and a large fun fair with a "nostalgic" section in the southern part of the Theresienwiese. You find wonderful old carousels there, a traditional beer tent, and a music and folklore singer tent. The tents on the Theresienwiese offer seating space for some 100 000 people.