

## Editorial



Around ten tons of baggage are brought by air or ocean freight to the German World Cup base camp in South Africa. Although this is only a marginal part of the annual global airfreight volume, indications are showing that the industry is on the rebound. Featuring a sound portfolio, we at TRAXON Europe are certainly prepared. And to make sure it will stay that way, Oliver Neerfeld, a proven airfreight expert, has recently become our new Head of Competence Centers. Welcome on board!

Felix Keck, Managing Director TRAXON Europe

## TRAXON Customer News

### Unbeatable service and quality. SWISS relies on TRAXON Europe

Swiss WorldCargo, the cargo division of Swiss International Air Lines Ltd, has extended its agreement with TRAXON Europe for another year. The scope of the contract which was first signed in 2002 now has been expanded. eTracker spoke with Markus Löffler, Senior Manager Business Service & Quality at Swiss WorldCargo, about the advantages of the new agreement.

**Mr. Löffler, cooperation between TRAXON Europe and SWISS has a long tradition. Why has Swiss WorldCargo now decided to put all its eggs in one basket and work solely with TRAXON Europe as its CCS (Cargo Community System) for electronic data interchange (EDI)?**

We wanted to simplify our processes in a sustained way. Up until now we had several IT service partners, four of which were primary contacts. Swiss WorldCargo now has only one service provider and one interface: TRAXON Europe. Reducing numerous communication channels to a single one improves efficiency and saves costs.

#### What else has changed?

We've also agreed on a new invoicing system that makes things even easier for both sides.



Markus Löffler, Senior Manager Business Service & Quality at Swiss WorldCargo

### Which TRAXON Europe solutions does Swiss WorldCargo use?

e-Booking, e-Air Waybill, e-Consolidation List, e-Air Waybill Status Tracking, and e-Freight MIP Reporting. On top of this, TRAXON will be our interface for data transfer to the International Air Transport Association IATA, namely, for reporting the number of e-freight shipments as well as compiling and transferring other statistics. We want to farm out all of these reporting services to TRAXON, but have to adapt our freight management system accordingly in the next few weeks.

### How important are IATA e-Freight and Cargo 2000 initiatives for Swiss WorldCargo?

As a provider of airport-to-airport airfreight services, Swiss WorldCargo is specialized in the transport of high-quality goods and care-intensive freight. Our focus is on special products generating a high added value. We are guided here by typical Swiss values such as punctuality, reliability, innovation, a global perspective, and commitment. Swiss WorldCargo has set itself the goal of being the quality leader in every market it offers its services. That's why we've been an advocate of Cargo 2000 and e-freight since the very start. Swiss WorldCargo is the leader in all indices published by Cargo 2000, the IATA-initiated quality program. Paperless communication (e-freight) offers enormous savings potential while making an active contribution to environmental protection.

### Why did Swiss WorldCargo opt for TRAXON Europe?

As quality leader, we need the best service providers available to support us in our quality mission. Every single process of our suppliers and partners is constantly measured and monitored for quality assurance. The quality and efficiency of TRAXON Europe has always convinced us. And it was TRAXON that offered the best cost-quality ratio in our global bidding process.

### What do you appreciate most about TRAXON Europe as an e-communications service provider?

The quality standard TRAXON Europe sets for itself and the high reliability of its data interchange.

Thank you for your time, Mr. Löffler.

My pleasure.



## TRAXON Company News

## TRAXON Europe in the grip of soccer mania

This month we're flying the flag for South Africa and welcoming the beginning of the 2010 FIFA World Cup. Our new colleague, Oliver Neerfeld, a soccer goalie in his youth, is waving a German and a South African flag.

As Head of Competence Centers he is always on the ball and wants to see TRAXON clients succeed but these days also the German national football team. "I am watching all their matches and, of course, the last sixteen games of the Soccer World Cup in South Africa. My wife and two children are as enthusiastic as I am. These are going to be exciting weeks", says Neerfeld.



Whilst he hopes that the German team will do well, he sees Brazil more likely to become the 19th World Champion. "All teams will deliver the best performance possible in this challenge. I want to coach our TRAXON Competence Center team in the same manner to further enhance our high standards in operational and commercial processes" says Neerfeld.

The soccer fever has also spread to other members of the international TRAXON team. With 17 different nationalities tolerance and cultural empathy are put to the test.

## TRAXON Activities

# The competitive edge of knowledge: From industry trends to individual customers' wishes

TRAXON keeps you up to date with what's going on in the industry. We not only provide information on current developments and trends, but also share our know-how, for instance, with our customers.

## Knowing what matters: Learning from our customers

We strive to be not a mere provider, but also a partner to our customers. Our aim is to provide optimal service and tailored solutions. And there is a lot we can learn in this respect from our customers.

This can be seen, for instance, from our KLM Workshops. In order to be able to always recognize KLM's requirements and processes as best as we can, KLM and TRAXON Europe carry out on-site workshops. At the most recent workshop, which was held in Amsterdam from April 13 to 15, 2010, topics such as CDMP, e-freight and e-customs were at the centre of attention. This kind of close collaboration helps us to better understand KLM and to provide services and solutions that are even more targeted to meet customers' requirements. The question we are asking in these workshops is simple: What can we do to help you to become even better?

However, TRAXON's commitment is not merely bilateral. Also at the important international industry meetings, we keep our ears open to customers and to current market trends.

Not long ago, for instance, TRAXON Europe's managing director Felix Keck participated in the "Innovation & Challenge Workshop" hosted by Cargo 2000. Amongst the topics dealt with were a critical review and the future perspectives of Cargo 2000.

Participation was mandatory for TRAXON at the recent TIACA Annual General Meeting 2010 in Leipzig, too. This time, the international industry meeting hosted by The International Air Cargo Association (TIACA) mainly focused on security issues such as the screening mandate and the certified screening program, but also logistics matters such as e-freight played an important part. Another major point on the agenda was the future development after the recession. However, the outlook remains cautious. For more information on the meeting, visit [www.tiaca.org](http://www.tiaca.org).



From left to right:  
Sekeun Lee, TRAXON Europe  
Agnieszka Kubiak, TRAXON Europe  
Gert Mijnders, Air France KLM Cargo  
Carola Bodach, TRAXON Europe  
Dinesh Kanhai, Air France KLM Cargo  
Kester Meijer, Air France KLM Cargo



By the way, the next TIACA event, the 25th International Air Cargo Forum and Exposition, will be hosted from November 2 to 4, 2010 in Amsterdam. TRAXON Europe will be present there with its eCargo Pouch. Save the date.



e-freight is a hot topic. This became obvious when a fire alarm went off shortly before the beginning of the First German eFreight Conference in Frankfurt am Main. The event on May 26, 2010, sponsored by TRAXON Europe, was organized by Lufthansa Cargo and IATA and attracted more than 130 participants. The initial excitement soon appeared to have been caused by a false alarm. What persisted throughout the event, however, was the burning interest in e-freight. The tenor of the presentations was that now is the right moment to invest in e-freight. Powerful solutions and systems are already in the market. TRAXON Europe's eCargo Pouch is a convincing application in this context. For more information visit [www.ecargopouch.com](http://www.ecargopouch.com).

### Already thinking about tomorrow: Sharing our knowledge

Qualified junior staff is a topic that preoccupies the logistics sector. TRAXON Europe is therefore committed to education and training and cooperates with Baden-Württemberg Cooperative State University, Lörrach.



In the context of the Business Management course of studies "Forwarding, Transport and Logistics", second-year students learn all the essentials about e-freight and air freight handling with TRAXON Europe. TRAXON experts supervise up to 80 students per term, sharing theoretical and practical experience on all aspects of air freight communication with them. Since almost all major German forwarders in this sector cooperate with DHBW Lörrach, the university stands out as a place where customer orientation is being practiced in the most direct way. For more information visit [www.dhbw-loerrach.de/index.php?id=spedition](http://www.dhbw-loerrach.de/index.php?id=spedition).

Good to know ...

## Bastille Day in France: La Fête Nationale – A Holiday for the People through the People

Everybody who knows TRAXON Europe also knows about our special relationship with France, not least because a considerable part of our roots goes back to the "Grande Nation". It therefore comes as no surprise that a number of French colleagues add a special touch, altogether French in character, to our international team. Moreover, one of TRAXON's two branches in Europe is in Paris. Which brings us to the subject: Paris-born Guy Deschamps, Business Partnership & Area Manager Sales, explains what the forthcoming national holiday is about.

### What are the reasons why the French are so proud of Bastille Day?

The answer is quite simple. Bastille Day is a holiday which the French people, in a manner of speaking, had to fight for, that is to say, a holiday for the people through the people. The holiday goes back to the French Revolution in 1789. Strictly speaking, it commemorates the Fête de la Fédération in 1790, the first anniversary of the national uprising on 14 July 1789. This uprising culminated in the storming of the Bastille, which is part of the commemorated events. At the time, the Bastille was the infamous prison where the King jailed all disagreeable persons, and hence the target of popular rage. Incidentally, the "Place de la Bastille" (Bastille Square) is still renowned for impressive stage productions, for today it is the location of the Paris Opera. On the square you will find a famous monument called "Le Génie de la Bastille". Although I spent the first six years of my life only some hundred yards away from it, I must admit that, unfortunately, it's got nothing to do with me.



### Is it true that there is no national holiday without fireworks?

Yes. In the first place, Bastille Day is, of course, known for its grand military parades, such as the one on the Champs-Élysées. But parades are also held in other places of the country, in order to commemorate the victories of the past. Moreover, there is a great number of so-called "bals populaires" (public dancing) where people celebrate the holiday. There is dancing, food and drink, and, of course, there are magnificent fireworks. So it fits well that many of these "bals populaires" are hosted by the local fire brigades. Anyone interested is welcome to join the celebrations. Fairs to mark the occasion are also held abroad. Have a look at the homepage of the French Embassy of your country. We French welcome everyone who wishes to celebrate with us.

### What is more important today, tradition or innovation?

Of course, the traditional references are important. However, innovations are introduced every year. For instance, there was a free open-air concert last year to which President Sarkozy invited not only famous veteran stars such as Michel Polnareff, but also popular music-biz stars like Nelly Furtado or the boys of Tokio Hotel. There were more than 500,000 participants. On the other hand, generosity was not carried too far and the pardon traditionally granted on the occasion of the national holiday was cancelled this time.