

Editorial



"The dawn of a new era" – that's how IATA refers to e-freight's entering the domestic market of the United States as of early July. Fifty-eight American airports are now e-freight-capable. For us at TRAXON Europe it's a clear confirmation on our way to making paper redundant in the airfreight chain. How do we do it? Learn more about it in this edition of eTracker, or at one of TRAXON's upcoming events. Additional highlights in this edition: TRAXON India and our solutions for the e-AWB initiative.

Felix Keck, Managing Director TRAXON Europe

TRAXON Solutions

IATA e-AWB to drive e-freight

The International Air Transport Association (IATA) wants to raise e-freight volumes and get more airlines and air cargo agents to join the IATA e-freight initiative by pushing the use of electronic AWBs instead of paper AWB.

TRAXON Europe, an enthusiastic advocate of the IATA e-freight initiative, is developing a new product that will allow a web-based AWB (air waybill) or HAWB (house air waybill) data capture and transmission in accordance with the requirements of the IATA e-AWB and e-freight initiative. The product helps airlines to enable their small and medium sized (SME) forwarders that do not yet have appropriate IT solutions to send electronic AWBs.



The new product will complement other TRAXON channels such as TRAXON Line and TRAXON EDI. These two TRAXON products are, in fact, IATA e-AWB compliant and users can participate in the IATA e-AWB initiative without problem. The new product - which will be very flexible with respect to its implementation - is due to be launched this year.

Airlines benefit from an AWB data capture tool by being able to store and on-forward the electronic AWB information automatically without the need of manual data entry within the airline organization. In addition, airlines' cargo handling processes are facilitated by the higher accuracy and faster availability of information in case of an electronic AWB. The electronic AWB also offers more confidentiality and the opportunity to reduce transaction costs as well as avoid delays due to the paper AWB being misplaced or lost.

IATA is driving its airline members hard to make IATA e-AWB compulsory in an effort to raise industry efficiency. The IATA Cargo Committee has set itself the target of end 2014 for the 100 % replacement of the paper document by electronic AWB. The electronic AWB is seen as a major step in making airfreight handling paper free along the whole supply chain.

Felix Keck, TRAXON Europe's Managing Director, says: "e-freight is the future of our industry. We embrace the IATA initiative wholeheartedly. Its benefits are enormous. We encourage our airline and forwarding partners to join in. The paperless

process not only reduces irregularities due to missing documents but it also makes the printing of documents a thing of the past, thereby saving time and cost for all. e-freight will considerably reduce the use of paper by the air cargo industry which will have a positive impact on the environment," he added.

Earlier this year TRAXON Europe has launched **eCargo Pouch®**, a central document and message management system, which enables the creation, archiving and viewing of virtual document pouches which are comparable to the paper or plastic pouches that accompany air cargo shipments today. Airfreight forwarders can file trade and air transport documents, e.g. commercial invoices, certificates of origin, packing lists, air waybills or house air waybills electronically with eCargo Pouch®. The documents are then available in real time via internet to all authorized partners of the supply chain. If required all documents can be printed out locally. Some 16 of the up to 30 documents accompanying a shipment are already available in IATA approved electronic format.

TRAXON Customer News

Case Study: Hellmann connects with airlines via TRAXON EDI

Hellmann Worldwide Logistics GmbH & Co. KG is one of the leading German, family owned and operated, international forwarding companies. It employs 8652 people worldwide and generates a turnover of approx. EUR 2.47 billion. Its network covers 157 countries. Airfreight is an important segment of the company's activities and growing in importance as the enterprise enlarges its geographic footprint.



Hans Helmkamp, Product Manager Hellogic at Hellmann Worldwide Logistics

What makes Hellmann special is its traditionally green activities and their corporate DNA and commitment to quality. Another major focus is its claim to be easy to work with. The company has thus continuously invested in leading edge technology including IT systems that eliminate paper in the supply chain.

"We have worked with TRAXON Europe since 1995", explains Hans Helmkamp, Product Manager Hellogic at Hellmann Worldwide Logistics. "At this stage there were only a few CCS providers offering a comprehensive airfreight solution for connectivity with our preferred carriers."

Fully integrated host-to-host solution

Hellmann chose the product TRAXON EDI, a fully integrated solution for host-to-host communication between all logistics partners (airlines, ground handling agents, GSA, shippers, customs and forwarders). TRAXON EDI supports a large variety of message types, protocols, architectures and connection options. Regardless of the type of standard message or user-defined EDI information fed into the TRAXON system, all messages are sent exactly according to sender's and recipient's requirements. This includes reformatting data and direct conversion of flat files into the IATA (International Air Transport Association) CargolMP format as well as XML conversion.

Hellmann, in fact, uses [modules one to four of TRAXON EDI](#) for e-booking and document processing. This enables a communication between the company and all airlines connected to TRAXON via IATA EDI Standard CargoIMP. This includes AWB (Air Waybill) transmission in FWB format, e-consolidation manifest transmission in FHL format, electronic freight bookings and receipt of freight confirmation (FFR/FFA), on-forwarding of FWB/FHL messages to Ground Handling Agents and other members of the transport chain.

Loyalty and trust

Helmkamp is well satisfied with the collaboration and support. "Hellmann believes that rewards come from long term relationships. That is why we actively seek to build beneficial and long-lasting bonds with our staff, customers and service suppliers. In the case of TRAXON we are benefitting from over 20 years of experience in handling EDI traffic according to industry standards. We were able to integrate TRAXON EDI without problem into our comprehensive transport management system Hellogic/cargO TMS. Furthermore the system has proved to be very reliable."

Hellmann has been an associate member of the IATA Cargo 2000 initiative for some years but wants to play a more active role in 2011. "e-freight and Cargo 2000 are two very important and necessary initiatives of IATA. The aim is to drive efficiencies and put airlines and forwarders on a par with integrators. Our operative system already meets the e-freight requirements. We now want to see how we can optimize procedures further", says Hans Helmkamp.

Summary

Challenge

In the 1990s Hellmann was looking for a CCS provider to facilitate the company's communication with airlines. The company now wants to take further steps to eliminate paper in the supply chain.

Solution

TRAXON EDI offered a tailor-made host-to-host answer to Hellmann's communication problem that fitted the existing in-house systems.

Benefits Realized

- Easy to use translates into higher productivity and lower transaction/operational costs.
- Staff can focus on more complex tasks.
- Real-time information, fully automated processing allow best in class customer service.
- Regulatory changes are automatically accommodated in updates of the system.
- Hellmann is well prepared to tackle further demands for automation in the air transport chain.
- The medium term goal is to eliminate paper completely from airfreight handling.

Puneet Chaturvedi joined TRAXON India

The BRIC countries, Brazil, India and China, continue to thrive despite the world recession. TRAXON India, founded in 1994, is a joint venture between TRAXON Europe and the Indian Bird Group. The company has recently appointed Puneet Chaturvedi as CEO. On a visit to the TRAXON headquarters in Frankfurt/Main he spoke with eTracker about the challenges of the Indian market.



Puneet Chaturvedi, CEO of TRAXON India

Mr. Chaturvedi, welcome to the TRAXON family. You are new to the organization. Are you also new to the industry?

Yes and no. I have worked in the management of cargo departments of various international airlines and well known forwarders (Panalpina and Hellmann). Twenty years experience in the airfreight industry are a very good launch pad to take on a new challenge with a CCS provider. TRAXON India is not only a link between forwarders and airlines but it was also the missing link in my career. Thus I am very happy to be given this opportunity to show my metal.

What aims have you set yourself for the development of TRAXON India?

In my first two months with TRAXON India our team has succeeded in winning some new good customers. Like Martin Luther King once said "I have a dream." My ambition is to connect business by simplifying it. This goes in line with our vision of doubling our footprint in the next few months.

In the medium term I would also like to extend our sales drive towards the whole Indian subcontinent. In my previous jobs my responsibilities covered the whole of South Asia. I have made many contacts during this time which could prove useful in the expansion drive.

Where will you place the main emphasis in terms of products?

I see good potential for TRAXON EDI as well as for our customs portfolio and especially the awareness of e-freight where Indian companies will have to prepare themselves for this change in the next few months.

Which has been the most popular TRAXON product in India so far?

Connectivity with Indian customs since advanced electronic reporting for security reasons became mandatory in June 2004.

Looking at the different links of the transport chain in India how far has the industry progressed on the road to paperless airfreight handling to date?

Everybody is talking about e-freight these days. The Indian government is pushing the issue of e-freight to achieve a higher level of transparency with respect to foreign trade activities. However, there is a lot of red tape in India and even the government finds it hard to cut a path through the bureaucratic jungle.

So far, the custodian of airport offices can handle electronic documents in parts but the acceptance by the authorities is still a question mark. IATA (International Air Transport Association) had set a target of end 2010 for the roll-out of e-freight in India. However, so far only a small part of the preparatory work has been done.

Where do you see the biggest difference between Europe and India with respect to the acceptability of IT platforms and products such as those offered by TRAXON?

IT has not played an important role in the forwarding industry in India to date with respect to interfaces between various agencies involved in the transport chain. In addition, many carriers servicing this market have not got the advanced IT systems with the likes of major global carriers.

At the same time Indian forwarders are losing market share in their home territory due to intense competition from global players. The latter have already cornered a big share of the trade. The international forwarders all have sophisticated IT systems. They have been trying to encourage their representatives and agents in India to modernize their respective IT systems and use CCS (Cargo Community System) providers. Many Indian companies, however, still use home grown IT products and administrative systems as well as local software demanded by their clients. These do not easily integrate with CCSs. This is a hurdle we have to take at TRAXON. But I am convinced we can meet this challenge.

What is your target market?

Of course, the air cargo agent community at large in India. I am convinced that Indian companies can enhance their image internationally considerably, raise the quality of their services and become more competitive if they invest in state-of-the-art, host-to-host communication solutions. At the moment many companies loose out because they cannot provide a reliable e-communication service to European standards.

Thank you for the interview. We wish you all the best for the future and hope to hear more from you soon.

Company portrait

TRAXON India was founded in 1994. The company is headquartered in Delhi and operates offices in Bangalore, Chennai, Hyderabad, Kolkata, Mumbai, and Trivandrum. It offers more than 350 major freight forwarders in India access to the TRAXON Network enabling the exchange of messages with 50 major (international) carriers. It is an authorized ,e-channel' for access into Indian Customs Electronic Data Interchange System.



TRAXON Activities

Looking to gain a competitive edge through knowledge? Then TRAXON Forums are just the thing

Anyone interested in e-freight shouldn't miss TRAXON Forums. The events organized by TRAXON Europe point out how getting started with e-freight can be made straightforward.

The Forum for airfreight supply-chain partners looking for first-hand knowledge

Interested in e-freight? Great! We help our clients develop and implement customized solutions for their individual e-freight concepts. A further step in that direction is eCargo Pouch®. We launched our new central document and message management system earlier this year and have now scheduled a number of forums and meetings to introduce not only eCargo Pouch® but our complete e-freight portfolio. Take this opportunity to find out more about TRAXON EDI, TRAXON Line, TRAXON AWB Data Capture, MIP and Message Quality Reports.



TRAXON Forum Switzerland: e-freight – TRAXON Europe smoothes the way

Get industry-related information straight from the source. Markus Löffler, Senior Manager Business Services & Quality at Swiss WorldCargo, talks about e-freight and requirements for the transport process. Representatives of IATA and Swiss customs will also be present, and ready to answer all your questions about paperless airfreight communication.

TRAXON Forum Switzerland
September 7, 2010, 15:00 to 19:00, Zurich
Park Inn Zurich Airport, Flughofstrasse 75

[Click here](#) for registration information.



TRAXON Forum Turkey

September 30, 2010, 15:30, Istanbul

For further information, please contact:
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TLF-OAC, SYCAFF & TRAXON Europe in France

The event will be jointly organized by TLF-OAC (Fédération des entreprises de transport et de logistique de France, Overseas Air Cargo) and SYCAFF (Syndicat des compagnies aériennes fret en France).

September 21, 2010, 10:00 to 12:00, Paris
(date to be confirmed)

For further information please check [our website](#) or contact:
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Good to know ...

A holiday for all Muslims: Ramazan Bayram'ı, the Feast of Breaking the Fast

The Islamic month of fasting, Ramadan, is well known to many people. But did you also know that there are celebrations marking the end of Ramadan? Our colleague in Turkey, Ahmet Izer, tells us more about it.

Intercultural competence is a cornerstone of managing global challenges. For TRAXON Europe it's just as important. The plurality of cultures is our daily bread. Ahmet Izer is part of a team currently comprising a wide range of nationalities. The upcoming Islamic holiday Ramazan Bayram'ı is particularly important to him. Learn why here.

Ramadan has begun for Muslims around the world.

What role does Ramazan Bayram'ı play?

Unlike Ramadan, which is known to many non-Muslims as the Islamic month of fasting, our Ramazan Bayram'ı is not so familiar. And yet it is closely linked to Ramadan, marking as it does the end of the fasting period and thus the end of Ramadan. As you can imagine, it's a very important and joyous event for followers of Islam. After the Festival of Sacrifice, it is the highest Islamic holiday. In popular parlance the feast is also known as Şeker Bayram'ı or "Sugar Feast", because it's a time when Muslims give each other sweets.



Traditional Bayram'ı wishes from Istanbul: "Let us love, Let us be loved."

When does Ramazan Bayram'ı take place?

That's not so easy to explain. Like I said, Ramazan Bayram'ı is closely linked to Ramadan. Ramadan is set according to the lunar calendar, so it doesn't always take place on the same dates. Ramadan in 2010 is from August 11th to September 9th. The Feast of Breaking the Fast, Ramazan Bayram'ı, comes immediately afterwards. It starts on September 9th and lasts three days.

How do you celebrate Ramazan Bayram'ı in Turkey?

Unlike many other religious holidays, Ramazan Bayram'ı is largely celebrated at home with your family. Official ceremonies tend to be the exception. The whole family gets together and celebrates the end of Ramadan. After a month of fasting, you can imagine there is plenty of rejoicing, eating and drinking going on. Incidentally, dates are one of the delicacies that are never missing at the holiday dinner table.

Aside from its significance to the community of Islamic believers, what does the festival mean for you personally?

We have to remember that Ramazan Bayram'ı is an important part of Ramadan. For me this time is meaningful because it reminds me how valuable certain things are that we normally take for granted. Just think of basic things like water and bread. What's more, Ramadan is a pillar of Islamic faith and an essential part of our culture. If I had to summarize it, I would say that for me the holiday means relearning what it means to be modest and to keep your needs under control. It never fails to renew my outlook on life.

One question to end with: What can other cultures learn from this holiday?

Ramadan and Ramazan Bayram'ı are among the longest fasting and feasting periods in the world's major religions. For us Muslims, it is a time of forgiveness and an attempt to live in harmony. I think that's something that everyone around the world should carry in their hearts.