

Editorial



"The Global Supply Chain - Air Cargo's Connection for Profitability & Growth" was the motto of this year's TIACA conference. The event succeeded in bringing together all segments of the industry as well as the most important industry associations which now want to speak with one voice. TRAXON Europe used the venue to connect with numerous customers, potential clients, and partners from all around the globe as you can read up in this issue of the eTracker.

A wind of change was not only felt in Amsterdam but recently also in Paris where the Cargo Information Network (CIN France) will be launched effective January 1, 2011. And finally, "Why using a CCS?" is examined from a technical perspective in this edition.

Season's greetings to you all!



Felix Keck, Managing Director TRAXON Europe

TRAXON Solutions

TRAXON Europe connects customers with CIN France

On January 1 a new era will commence for the French air cargo industry. CIN France will start its operations and TRAXON Europe will be part of it.



The French air cargo industry is on the go. The world economic crisis and e-freight have put something into motion. After Air France Cargo, TLF OAC, ADP, and Sycapp have recently teamed up to form a joint association called CCS France they have now gone one step further and created a Cargo Information Network (CIN France) to improve communication between all stakeholders of the air cargo supply chain. CCS France holds a 50 % share in the new venture whilst Cargonaut BV (Netherlands) and TRAXON Europe have a 25 % share each.

Starting in Charles de Gaulle CIN France will offer a local airport track and trace application which will enable the supply chain partners to ascertain in real time in which warehouse a shipment is located. Furthermore CIN will provide an electronic declaration system (ICS and ECS) to French customs.

Customers of TRAXON Europe who decide to make use of CIN France services will be automatically connected via TRAXON when the new air cargo platform starts its services in January 2011. They won't need an additional interface as TRAXON will duplicate the messages to CIN France. Testing of the system has already started in November.

Moreover, TRAXON customers using TRAXON EDI or TRAXON Line are prepared for the [new EU import control system \(ICS\)](#) when it becomes mandatory on January 1. Both products support FWB 16 and FHL 4 as of November in line with the new EU customs requirements. TRAXON will provide a connection to the French customs service via CIN France in addition to the connections to 26 other EU countries, Switzerland and Norway.

Freight forwarders in France not yet connected to the TRAXON network but interested in making use of the CIN services should [contact TRAXON Europe](#) for an easy-to-use solution.

"We are very happy to see that paperless handling of air cargo is gaining momentum in France," says Felix Keck, Managing Director of TRAXON Europe. "We actively support the CIN France initiative which facilitates connectivity between all companies and authorities involved in the export, import and transit of air cargo via Paris airports. CIN will raise the profile of e-freight in the French market and speed up market penetration. CIN is an extension of our product portfolio in France. Especially the local airport track and trace system will provide an added value to our customers and enable us to further improve our services."

TRAXON Customer News

ABC uses TRAXON EDI

Moscow headquartered AirBridgeCargo Airlines (ABC) has become TRAXON Europe's first airline customer in Russia. The two companies signed an agreement for the provision of fully integrated host-to-host air cargo communication services at the recent ACF 2010 in Amsterdam

Successful step into the Russian market

The biggest Russian scheduled all-cargo airline, AirBridgeCargo (ABC), part of the Volga-Dnepr Group, continually strives to enhance communication with its customers and key service suppliers. It has also set itself ambitious goals in respect of automation and industry initiatives such as e-freight. At the recent 25th International Air Cargo Forum and Exposition (ACF 2010) in Amsterdam Tatyana Arslanova, Executive President of ABC, and Felix Keck, Managing Director of TRAXON Europe, signed an agreement for the provision of [TRAXON EDI services](#).

The solution allows ABC to receive and send electronic AWB, HAWB and Flight Manifest, important capabilities from January 1, 2011 when the new EU customs regulations come into force. In addition, it allows ABC to provide air cargo agents and shippers with pro-active status updates (FSU).



Signing of the contract during ACF 2010. Right to left:
Tatyana Arslanova – Executive President of ABC,
Felix Keck – Managing Director of TRAXON Europe

TRAXON EDI stands for optimal connectivity, customized consulting, and seamless data transmission. The integrated host-to-host solution supports various transmission protocols and is compatible with all standard message formats. TRAXON EDI gives ABC an opportunity to further increase its efficiency and customer satisfaction.

"Paperless message exchange with TRAXON EDI offers clear advantages to our clients in Europe. That was a key consideration for us. In addition we had received very positive feedback from customers and partners about TRAXON services", explained Tatyana Arslanova.

"We are confident that we will be able to fulfill ABC's expectations and hope to develop further business with the company group," said Reinhard Schöler, Area Manager Sales for Central Eastern European markets. "The agreement with ABC is our first step into the huge Russian market. We see interesting opportunities for us there."

TRAXON Company News

Viewpoint: Why use a CCS?



Milan Urošević, Senior Customer Implementation Officer at TRAXON Europe

Our colleague, Milan Urošević, Senior Customer Implementation Officer, who is confronted on a daily basis with the complexity of configuration, implementation and customer data conversion is often wondering why sometimes airlines or freight forwarders consider direct connections to various supply chain partners instead of using a global cargo community system (CCS) like TRAXON Europe. He, of course, holds strong views on this subject.

One gateway to reduce costs

CCS is a term often used but less frequently understood with all its implications. A cargo community system (CCS) is an IT system that acts as a platform through which airlines, freight forwarders, ground handlers, government agencies and other air cargo community parties can interact. It allows the seamless

transmission of messages via different protocols in various formats and versions between several parties according to certain specifications – like those laid down by IATA or customs authorities.

In the era of internet, XML and Facebook it is, of course, legitimate to ask why a company should use a CCS. The alternative would be to communicate directly with every partner along the supply chain. That could mean building up communication channels to a dozen or even a hundred companies according to mutually agreed standards. Methods could range from email to direct EDI connection with each partner.

Many hurdles

Building up so many communication channels would be costly, time consuming and labour intensive. Not every forwarder is able to send messages in IATA CargolMP or XML format. Also, air cargo agents and GHAs would need to support the same message format in order to receive e.g. FSU, FNA or FMA messages. To sum it up different companies use different message formats and versions. Currently, TRAXON forwarders use more than 100 different formats for their messages. Using internet platforms might mean keying in the same data numerous times – always a source of errors.

Airlines would need to fulfil a number of tasks now handled by the CCS such as filter unwanted messages, duplications, validate messages according to multiple rules, automate corrections and store-functions (if a recipient is not reachable or an email link fails completely), control access for each forwarder, GHA, airport etc., store data for reports, quality checks and so on.

The advantages

By contrast, the use of EDI messaging between airlines and forwarders via a CCS increases operational efficiency reduces communication costs and improves logistics planning and customer service. The automation also increases speed. Airlines,

forwarders and handling agents need to be able to communicate quickly and easily with all parties involved in the air cargo supply chain. Customers expect instant access to shipment status on a 24x7 basis. More and more customs authorities stipulate advance declarations in specified messaging format and time windows.

The CCS services by TRAXON like [TRAXON EDI](#) can be enhanced with several product extensions and value added services such as CDMP or Air Cargo Customs which bring further efficiency gains and strengthen the bottom line.

TRAXON Activities

Successful showcase: eCargo Pouch® makes strong appearance at ACF 2010

The Air Cargo Forum, organized by The International Air Cargo Association (TIACA), brought together all the stakeholders in the air cargo sector. The e-freight solution, [eCargo Pouch®](#), and TRAXON Europe attracted considerable attention.

An excellent networking opportunity

"The Air Cargo Transport market has shown a strong recovery this year, but the future is still uncertain", top decision-makers in the international air cargo and logistics industry said at the 25th International Air Cargo Forum and Exposition (ACF 2010) in Amsterdam.

"We are very satisfied with our participation at this key industry event", says Felix Keck, Managing Director of TRAXON Europe. "The TRAXON team did a lot of networking and has successfully concluded some business negotiations. For example, we have been able to sign up AirBridgeCargo for our EDI messaging services."

Now three partners

Furthermore eCargo Pouch® partners, Cargonaut and TRAXON Europe, were joined by CCN. The Cargo Community Network Pte Ltd (CCN) based in Singapore officially signed a cooperation agreement with the other two cargo community system providers on the eCargo Pouch® stand at the ACF. The companies will jointly market the web based central document and message management system eCargo Pouch® which was launched by Cargonaut and TRAXON Europe in January.

A new air cargo advisory body

At the ACF conference delegates discussed new developments in the aviation industry. The prospect of e-freight, air cargo screening and issues such as how air cargo could cooperate with ground handlers to further develop the market and improve customer services were much talked about. A highlight of the event was the agreement between TIACA, IATA, FIATA and GSF to form an industry advisory group facilitated by TIACA to present a single voice to worldwide regulatory authorities.

Some visual impressions of the ACF 2010:



Good to know ...

Christmas is just around the corner. The English have a very traditional way of celebrating



Christmas in England is based on various traditions. Edward Dorr, Head of Operations & Infrastructure at TRAXON Europe, tells us how they celebrate Advent and the holiday season there. An Englishman living and working in Germany, Edward has a unique perspective on the customs of his homeland.

It's evident at first glance that the English have a different approach to the holiday season than, say, the Germans. Traditions in Britain are quite similar to those of Australia, Ireland, the USA and New Zealand, based as they are on Commonwealth traditions which all originate from the UK. They are also similar to those in other countries of Northern and Western Europe. One key tradition is that we still send paper cards to hang on the walls – I don't think the English will be switching to e-cards anytime soon!

When do celebrations start and how long do they last?

The Christmas season starts at Advent, when holly wreaths are made with three purple, one pink and one white candle. However, many shops sell Christmas decorations beforehand. It lasts until 6th of January (Epiphany), and is considered bad luck to have Christmas decorations up after this date. The main day of celebration is the 25th of December, contrary to our neighbours, who celebrate mainly on the 24th of December.

Christmas Day is the main day of celebration. How is it spent exactly?

On Christmas Eve, presents are supposedly delivered in stockings and under the Christmas tree by Father Christmas, who previously had been something like The Ghost of Christmas Present in Charles Dickens' A Christmas Carol, but has now become mainly conflated with Santa Claus. The two names are now used interchangeably and equally known to British people, but Father Christmas tends to be used more often. One tradition passed on to our children is to put out a plate of carrots, mince pies and sherry to help Father Christmas and his reindeer on their way.

Christmas day is traditionally spent with close family. After opening our gifts from Santa, we gather round the table for a big Christmas meal. After the meal, many gather round the TV to watch the Queen's annual Christmas message, if they haven't fallen asleep already in front of the fireplace!

Tell us a bit more about the traditional Christmas dinner.

A traditional menu in England which I personally always look forward to is:



All served, in true English fashion, with copious amounts of wine of course.

Maybe you could try it this year? Before we start our meal we pull our shiny Christmas crackers which mostly contain toys, jokes and a silly hat to wear for the family mealtime photos.

We've heard about Christmas carols. Can you tell us something about them?

That's another Christmas tradition we enjoy. Usually children go out to sing these special Christmas songs on peoples' doorsteps, but they are also sung by professional choirs.

What happens after Christmas Day?

The day after Christmas is called Boxing Day. It's a bank holiday but in contrast to normal bank holidays, the shops are open and they start their big end of year sales, which of course is a good way to spend your Christmas money or exchange the shirt that doesn't fit you. Also, depending on the day of the week, it is often a day when football matches are played in the professional leagues (no winter break for us) and many people go to watch their team play.

Depending on what is left over from Christmas lunch, we often have the so-called "cold cuts" on Boxing Day, as well as inviting close friends round for a few drinks in the afternoon.