

Editorial



Service quality is important to us. TRAXON Europe has thus recently strengthened its sales team with Florence Bocca. She will focus especially on customers with lower message volumes. Not only the TRAXON team has been extended but also the customer group with C.A.L. being one of the airlines using our TRAXON ACC Europe solution to comply with the Import Control System (ICS). In this context we want to update you also about FWB requirements since not all airlines follow the IATA specifications.

If you want to know more about TRAXON solutions and how they can improve your service quality visit us at the forthcoming IATA World Cargo Symposium (WCS) in Istanbul. We hope to drive the IATA e-freight, e-customs and e-AWB initiatives further there.

Last but not least, did you know that Valentine's Day in Finland is called Ystävänäpäivä? This means Friendship Day. We wish all TRAXON friends a Happy Valentine's day!



Felix Keck, Managing Director TRAXON Europe

TRAXON Solutions

Other Customs Information (OCI) segment in FWB 16

In December 2009, IATA released the 29th edition of the Cargo Interchange Message Procedures (CIMP). While more and more supply chain participants have switched to the newly introduced message versions, some airlines have special requirements.

TRAXON solutions such as TRAXON EDI, TRAXON Line as well as TRAXON ACC Europe ICS support the new message versions FWB 16, FHL 4 and FFM 8. As in the past, TRAXON Europe has implemented the specifications according to IATA standards introduced in the latest CIMP manual.

One of the changes from FWB 15 to FWB 16 concerns the OCI field. While it was mandatory in FWB 15 to fill in all three fields in the OCI segment – the ISO Country Code, the Information Identifier, and the Customs Information Identifier – only one field must be filled in in FWB 16.

However, TRAXON has been informed that some airlines such as Lufthansa Cargo nevertheless require the ISO Country Code information. This might also be the case for other carriers. Due to that, we recommend to our customers to always fill in the ISO Country Code field to make sure that messages will not be rejected.

Improved service for forwarders

To reinforce our support and commitment to small and medium sized forwarders, TRAXON Europe has expanded the sales team and appointed Florence Bocca to look especially after our customers with smaller FWB volumes.



Florence Bocca, Inhouse Sales Manager

Ms. Bocca, welcome back to the TRAXON family. You have been on maternity leave for the past three years. How does it feel to be in the Frankfurt office again?

Really great. The company has progressed a lot in the past three years but otherwise still feels very familiar.

And, of course, I am delighted to take on this new challenge. All forwarders need to communicate electronically today to meet the demands of e-freight and e-customs. TRAXON Europe has cost effective and easy to implement solutions for them. I look forward to exploring how we can better serve this customer group.

You had worked in the marketing department before you went on maternity leave.

That's correct. And before that I had worked with Schenker and Lufthansa Cargo in Paris for some years prior to joining TRAXON Europe. I am convinced that I have the right background and experience for this new position. In addition, I speak French, German and English fluently. I will be able to speak to many of our clients in their mother tongue.

We wish you the best of luck in your new position!

I am convinced that creating a strong bond is key to great customer service. The secret of sales success is to look after customers small and big in an equal manner. That is why TRAXON Europe has decided to enlarge its sales team and I shall focus on forwarders worldwide with small and medium sized FWB volumes.

If you want to get in touch with Florence Bocca, call her +49-(0)69-66 906-257 or send her an email: [Florence Bocca](mailto:Florence.Bocca).

TRAXON Activities

Air Cargo – Connecting the World. TRAXON Europe at the IATA World Cargo Symposium 2011

Turkey is one of the most challenging and dynamic emerging air cargo markets. We know it. That's why we have staged a TRAXON Forum there last year. IATA is also well aware of it. That's why the IATA World Cargo Symposium (WCS) will be held from March 8 to March 10, 2011 in the Hilton Hotel in Istanbul. Our TRAXON team, looks forward to seeing you at our stand.

It is your opportunity to learn more about TRAXON's solutions such as [eCargo Pouch®](#), [Air Cargo Customs](#) and our [Air Waybill Data Capture](#) application.



TRAXON highlights at the WCS

e-Freight, e-customs and e-AWB will also be the topics of the three tracks sponsored and chaired by TRAXON Europe on Wednesday, March 9. Share exclusive inside information with well-known industry delegates and hear more about:

- [e-Freight](#) – Connecting Air Cargo in a Paperless World
- [e-Customs](#) – Advance Cargo Information to help securing the Supply Chain
- [e-AWB](#) – Moving towards 100% Electronic Air Waybill

In addition, you will have the chance to get to know the TRAXON CDMP system during the break of the [Cargo 2000 track](#) on Thursday March 10. Meet our colleague and see a live demonstration of the application right at the conference room.

Let's get together

The IATA World Cargo Symposium is an ideal opportunity for networking as well as getting an overview of industry trends and gathering first-hand information.

The following TRAXON colleagues will be at your service in Istanbul. Make an appointment by clicking the name and sending an email directly to your preferred meeting partner:

[Felix Keck](#)

Managing Director

[Oliver Neerfeld](#)

Head of Competence Centers

[René Kircil](#)

Senior Area Manager Sales (Middle East)

[Beverly Seebach](#)

Area Manager Sales (Germany, Switzerland and Austria)

[Agnieszka Kubiak](#)

Competence Center Manager e-freight & e-customs

[Andrea Bazzani](#)

Competence Center Manager

[Aike Höfft](#)

Head of Sales and Marketing

[Carola Bodach](#)

Senior Area Manager Sales (Southern Europe)

[Guy Deschamps](#)

Business Partnership and Area Manager Sales (Asia Pacific)

[Reinhard Schöler](#)

Area Manager Sales (Eastern Europe)

[SK Lee](#)

Competence Center Manager Cargo 2000

[Karin Siegmund](#)

Senior Marketing Manager

Good to know ...

From Finland to Korea. Valentine's Day is celebrated almost everywhere

For most people, the 14th of February is a day to show your affection to loved ones. In fact, it is celebrated quite differently in different countries. In Finland, for example, Valentine's Day is called Ystävänpäivä meaning "Friendship Day." It's a day for showing your respect and admiration to close friends by surprising them with a little gift.

A short look at a long tradition

Let's begin by taking a look at the origins of Valentine's Day before going on to some of the ways it is celebrated around the world. Valentine's Day is based on a tradition that is older than many people think. The holiday's name can be traced back to Bishop Valentine of Terni, who lived in Italy in the third century A.D. According to legend, Valentine married couples in secret, giving the newlyweds flowers from his own garden. The secret marriages he performed were said to be blessed.

Letters from the heart

It is common in England to send love letters on Valentine's Day, mostly poems or some unique token of affection. These are sent anonymously, so the recipient doesn't actually know who sent the greeting. The United States has a similar custom. There they normally send Valentine's Day cards with lots of hearts and special holiday stamps.



Italians like to play it safe on Valentine's Day

Say it with flowers

Germany, Switzerland and Austria are relative newcomers to the Valentine's Day tradition. In the 1950s, it became customary in these countries to send flowers on Valentine's Day. An officer of the British occupying forces in Austria who wanted to buy flowers for his wife asked to have a red heart added to the bouquet. The florist didn't have one, so she took her lipstick and drew a heart on a piece of paper which she then attached to the bouquet. That's the story anyway, and it's so romantic we like to believe it.

Better to play it safe

In Italy, people like to play it safe. That's why friends put their initials on padlocks and hang the locks on bridge railings to make sure their friendship lasts. Then they throw the keys in the river to symbolize everlasting loyalty.

First-hand information from Korea

But there are even more Valentine's Day traditions. Our colleague from Korea, SK Lee, Competence Center Manager for Cargo 2000 tells us how Koreans celebrate.

Is Valentine's Day a common tradition in Korea?

Oh yes, we celebrate Valentine's Day just like in many other countries. According to our tradition, it is also a day for male colleagues to get ideas of how they are perceived by other female colleagues.



SK Lee, Competence Center Manager
Cargo 2000

What does it mean?

In Korea it's the men who get presents on February 14th. Sweet gifts or sweet revenge, that's the question. Male coworkers or superiors are given gifts by their female colleagues, usually chocolates. The quality of the chocolate depends on your popularity. If a man is highly regarded, he'll receive the finest chocolates, whereas less popular colleagues will end up with a cheaper variety.

This means that the ladies miss out on Valentine's Day?

Valentine's Day isn't over on February 14th. Exactly one month later it's the men's turn to give gifts to the women. Chocolate again, of course. For the women it has to be white chocolate though! Beyond that we have "Black Day", on April 14th. This is the day for those who didn't get any gifts in February or March. These people get together and eat black noodles. So as you can see, you really can't lose.

We hope you enjoyed our little tour around the globe. Whatever tradition you follow on February 14th we wish you a happy Valentine's Day!