

## Traxon Europe sponsors IATA e-freight events

***Traxon Europe the international e-communications provider to the airfreight industry recently provided financial sponsorship as well as personnel support to two meetings held under the umbrella of the IATA e-freight program. Felix Keck, Managing Director of Traxon Europe, used the opportunity to again state his case of the need for a quicker roll-out of paperless processes in the industry.***

Frankfurt on Main, June 8, 2010 – On March 24 the first IATA e-freight LAM (International Air Transport Association Local Adoption Meeting) supported by Traxon Europe was held in New York (USA). This was followed on May 26 by the First German eFreight Conference in Frankfurt, jointly organized by Lufthansa Cargo and IATA and co-sponsored by Traxon Europe. Well known experts discussed the relevancy of e-freight and opportunities offered by its introduction from the perspective of shippers, forwarders, airlines and the IT industry.

“The event in New York was very well attended. The interest in additional information was enormous and there were lively discussions. While many local forwarders and airlines joint the LAM meeting we had hoped for even more key decision makers. There is still much confusion about the perceived complexities of e-freight. This makes it difficult to appreciate the significance and importance e-freight offers in securing market share”, said Mark Ketcham, Director Sales North America at Traxon Europe.

The paperless handling of airfreight is a much discussed topic in the industry. However, the IATA e-freight initiative has to date progressed slowly. Too slowly, Felix Keck, Managing Director of Traxon Europe, thinks. Traxon Europe thus uses opportunities such as the IATA e-freight LAM meetings which specifically target forwarders to get the message out to industry professionals. The aim of these meetings is an exchange of experience between early adopters and those interested in joining the initiative. In addition, help is offered for the development of individual concepts for the roll-out of e-freight at a company or branch level.

“Especially small and medium sized forwarders are still very hesitant. We must convince them that the benefits are greater than the costs, and that transaction costs will actually diminish, “said Felix Keck, who participated in the Frankfurt conference. “Traxon Europe is thus supporting numerous events aimed at raising the profile of e-freight in the market and speeding up market penetration. Apart from the meetings in New York and Frankfurt we also sponsored the e-freight Track at the IATA World Cargo Symposium. Further events are planned for this year. “

Keck continued by saying that “Traxon Europe offers standard products and customized solutions to enable every type of company, from the small regional players to the large multi nationals, who all have different IT systems in place to make the change to paperless airfreight handling. We have also launched an innovative document and message management system, eCargo Pouch®, in cooperation with Cargonaut International B.V. this year. In addition, we have complemented our air cargo customs portfolio with an import solution for the EU, TRAXON ACC Europe ICS. The latter is not only e-freight compatible, but also meets the new EU requirement for electronic entry summary declarations which becomes effective January 1, 2011.”

## Company Portrait

**TRAXON Europe**, headquartered in Frankfurt am Main (Germany), was founded in 1991. The company's dedicated professional team provides comprehensive, leading edge electronic communication solutions and services to the airfreight industry. TRAXON Europe's innovative products help the different partners of the air cargo supply chain to electronically manage air shipments and meet Cargo 2000, IATA e-freight, WCO (World Customs Organization) and postal requirements. They optimize global process quality, increase in-time delivery and document accuracy by eliminating sources of error. TRAXON Europe not only boosts its clients' customer service and gives them a competitive edge but it also greens their CO<sub>2</sub> footprint by eliminating the need for paper.

The global network of TRAXON Europe links more than 9,000 offices of forwarders and third party providers of logistics services with some 100 international airlines. TRAXON Europe generated a turnover of about Euro 9.3 million in 2009. Around 144 million messages were transmitted that year.

For more information about TRAXON Europe, visit our website at [www.traxon.com](http://www.traxon.com).

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