

Jade Cargo International selects Traxon Europe

The Chinese all-cargo airline Jade Cargo International has signed an agreement with the e-communications provider Traxon Europe for the implementation of the AWB Data Capture application. Jade Cargo, linked to Lufthansa Cargo, uses Traxon Europe as CCS (cargo community system) for host-to-host (EDI) messaging as well as value-added-solutions to expand its customer services and website features.

Frankfurt am Main, May 2011 – The full-freighter operator Jade Cargo International, has set itself ambitious goals for enhancing communication with customers and key service suppliers. In addition, it wants to play a leading role in China in respect of automation and industry initiatives such as e-freight. In 2010, the carrier took the decision to use Traxon Europe as e-communications services provider. The agreement between the two companies gives Jade Cargo access to the Traxon Europe world-wide network and covers availability, e-booking, electronic air waybill data transfer (FWB), electronic consolidation list (FHL) and flight manifest transmission as well as status information and e-status updates (FSU). Furthermore, Jade decided to integrate the Traxon' AWB Data Capture application into its website. This tool is designed to facilitate small- and medium-sized customers without sophisticated IT systems.

Clear advantages

“The Traxon services will help Jade Cargo to further standardize processes and increase operational efficiency. E-services that simplify an airfreight forwarder's working day and facilitate EDI messaging are prerequisites for advancing the cause of the IATA e-freight initiative. The e-AWB (Air Waybill) is a critical air cargo document in the process of paper free air cargo handling. It is thus important that all our customers can send e-AWB. Last but not least, the capability to receive and send electronic AWB, HAWB and Flight Manifests is a necessity in the trade with North America and the EU”, says Gabriela Ahrens, EVP Product & Sales at Jade Cargo International Co. Ltd.

This summer season (commencing April 2011) Jade Cargo is strengthening its services between Asia and Europe with new flights to Geneva (Switzerland), Brescia (Italy), and Kaunas (Lithuania), and additional flights to Barcelona (Spain). Jade Cargo also offers regular services to Chicago IL (USA).

“We are very proud that we were able to win Jade Cargo as a customer. The paperless message exchange via Traxon brings clear advantages to Jade Cargo. The airline can optimize its processes, offer the most advanced e-communication services to its customers and meet all new regulatory requirements in the Asia-Europe-Americas trade”, explains Guy Deschamps, Business Partnership & Area Manager Sales at Traxon Europe. “We look forward to deepen our relationship in the years to come.”

Fotos

[Gabriela Ahrens, EVP Product & Sales at Jade Cargo International Co. Ltd.](#)
[Guy Deschamps, Business Partnership & Area Manager Sales at Traxon Europe.](#)

Company portraits

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 CO₂ 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 9.6 million in 2010. Around 155 million messages were transmitted that year.

For more information about TRAXON Europe, visit our website at www.traxon.com.

Jade Cargo is a joint venture between Shenzhen Airlines, Lufthansa Cargo and the German development finance institution DEG. With its fleet of six B744-ERF freighter aircraft, the airline serves 23 destinations worldwide from its hubs in Shenzhen, Shanghai and Tianjin in China, with the emphasis on routes to Europe, India and the Middle East. Since mid-October, Jade has been operating a new trans-Pacific service, deploying an additional B744-F on this route under a wet-lease agreement.

For more information about Jade Cargo please visit the website: www.jadecargo.com

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