



The weekly newspaper for air cargo professionals



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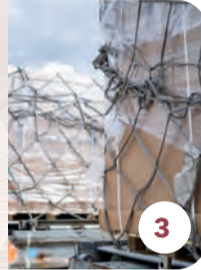
Did You Know?

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Voice Of The Industry

It's been over 4 years since the first outbreak of Covid and the dramatic impact it had on society and aviation, but despite the devastation caused it also ...



60 Seconds With ...

Antonia Ambrozy, Director of eBookings Growth in WebCargo by Freightos, has a decade-long career in the airfreight ...



Constantly striving to better serve its readership and the industry at large, Air Cargo Week is proud to unveil a transformation in its look, feel and content, aimed at delivering even more in-depth articles, insightful interviews and comprehensive coverage.

"Since joining Air Cargo Week as its Managing Director six months ago, I have seen first-hand how dedicated, professional and committed the team is delivering the best possible content for the industry," Steven Polmans said. "I'm unbelievably proud of what we've been able to achieve in the past months and weeks and I'm confident that our loyal readers and new followers alike will agree that our new approach will elevate the industry discourse."

An industry platform

Air Cargo Week recognises the immense value that associations and organisations bring to the aviation and cargo sectors.

As such, we have launched 'Voice of the Industry', offering a unique window into the issues, trends, challenges and solutions being championed across the industry and the role different bodies play.

"We're honoured to be able to provide this space to amplify industry voices. This will serve as a platform to showcase the work of organisations and facilitate meaningful dialogue," Polmans explained.

Informative and engaging

At its heart, Air Cargo Week will remain the reliable source of information and news that has made it a household name over the past 25+ years. In our newspaper, we will focus on in-depth stories, interviews and articles. Our website and social media platforms will cover industry updates and hot news as well as what is going on in the world of air cargo and at certain events and exhibitions.

Alongside traditional articles, we will also deliver a fun, light-hearted segment titled 'Did you know?' in our newspaper, bringing our readers interesting stories from throughout the history of the industry.

Showcasing people

Behind every cargo movement, there are passionate people propelling the industry forward, reminding us that individuals make a difference.

Air Cargo Week wants to shine the spotlight on key figures in all sectors by bringing back '60 Seconds With'. Through quick fire



questions, our readers will get an insight into industry players, what keeps them busy, what is important to them and some life lessons.

"At all levels, people are the beating heart of operations," Polmans stated. "Our returning '60 Seconds With...' feature will provide a relaxing insight into these workers and we look forward to speaking with new and old faces alike in due course."

Environmentally conscious

As the demand for air cargo continues to soar, so too does the industry's environmental footprint, prompting a concerted effort to address its impact on the planet.

"With the industry pushing for a more sustainable future, Air Cargo Week is stepping up to do its part. Committed to creating a better

world, we are launching Solidarity Advertising," Polmans announced.

"Going forward, our advertisers will have the chance to work with us to support non-governmental organisations (NGOs) by enhancing their advertisements with a 5 percent donation, which Air Cargo Week will match, totalling a 10 percent contribution to charity for all advertising through this initiative.

"The NGOs we select are carefully verified and we have ensured coverage across a variety of causes. including children, environment, education, women, oceans, animals, basic needs access, health, and economy - all the areas that are key to building a better future. Sustainability can not be high enough on the agenda and we all have a responsibility to act. Air Cargo Week will share some more on this initiative in the weeks and months to come."

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BY Anastasiya SIMSEK

THE adoption of online shopping platforms has revolutionised business operations, altering the global retail landscape and significantly impacting the air cargo industry.

Whether it is fashion, design prototypes, or critical cargo, there are times when air cargo is the only possible logistics mode available to urgently transport an item from one part of the world to the other.

The swift and steady rise of e-commerce brings new challenges to the air cargo industry: shipments have become smaller, less standardised, and require faster delivery. The air cargo sector has adapted by implementing more flexible and modular cargo solutions to accommodate the diverse sizes and shapes of packages, adopting standardised packaging and labelling practices to streamline sorting

and handling procedures amidst the soaring volume of shipments.

In addition, by optimising networks and operations for expedited transit, leveraging advanced tracking and routing technologies, the industry can ensure the rapid movement of goods to reach end consumers in the timeframe they have come to expect.

“Qatar Airways Cargo has significantly enhanced its Courier service within its Next Generation approach to meet the evolving needs of the air cargo market,” Mark Drusch, the airline’s Chief Officer Cargo, outlined.

“By streamlining processes through the global adoption of the air waybill format and optimising acceptance cut-off times, we ensure efficiency and adherence to regulatory standards.

“Our dedicated teams handle Courier shipments swiftly, addressing the demand for faster delivery of products, particularly in the e-commerce sector.”

Technological transparency

The increasing complexity and speed requirements of global supply chains demand greater efficiency and transparency, which digital solutions provide.

Through the integration of technology, providing approved data loggers for customer shipment tracking, airlines are now able to enhance operations.

These measures collectively position services to be fast and adaptable, key traits in a market that faces ever-changing developments and a sector that requires reliable routes.

“As part of our enhanced Courier service, we have dedicated facilities and procedures designed to expedite the handling and sorting of small, urgent shipments and offer faster delivery times and greater reliability,” Drusch highlighted.

“Every parcel has expedited screening, handling, loading, and transfer, facilitating seamless flight connections to both our freighter and passenger network in the shortest possible timeframe.

“Depending on the origin, destination, and flight preferences of our valued customers, Courier shipments can be delivered within a matter of hours. Renowned for its speed, reliability, and extensive reach, our Courier product stands out as one of the fastest and most dependable express solutions available in the market today.”

Did You Know?



THE MILESTONE AIRFREIGHT OPERATION THAT SAVED MILLIONS

BY Michael SALES

AFTER the Second World War, Germany was divided among the allied powers into American, British, French and Soviet zones. However, as the relationship between the countries began to deteriorate, Germany, in particular Berlin, became the centre of a power struggle.

With the Cold War beginning, the Soviet government imposed a blockade, cutting off Berlin’s power supply and blocking all freight and passenger traffic via road and rail. From June 1948 to May 1949, the Soviets sought to halt supplies to West Berlin, isolating 2.2 million people.

In response, the allied powers who controlled West Berlin began an impressive effort to supply the city with food and

medicine, eventually dropping over 8,000 tonnes per day.

In defiance, the Allies - The United States and United Kingdom, who controlled West Berlin, began flying up to 8,000 tonnes daily of all the supplies needed: food, fuel, clothing and even coal. Throughout the blockade, more than 2.3 million tonnes of supplies were dropped into West Berlin, keeping it alive.

35 C-54 aircraft, the military version of the DC-4, and two squadrons Sunderland flying boats made more than 270,000 flights, totalling nearly 600,000 flying hours and exceeding 92 million miles, tackling one of the first major international crises of the Cold War.

The blockade was finally lifted but the airlift itself continued for a few more months until the end of September.

The airlift, codenamed Operation VITTLES, demonstrated the ability of aircraft to fly heavy cargo, marking the first time that air cargo was used on a grand scale and became a milestone in traffic control and rapid ground handling techniques.



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Voice Of The Industry

2019 VS 2024



BY Glyn HUGHES, Director General of The International Air Cargo Association

IT'S been over four years since the first outbreak of Covid and the dramatic impact it had on society and aviation, but despite the devastation caused it also induced air cargo's finest hour as the industry forged together with innovative solutions and a "let's get it done" attitude to move PPE and then vaccines around the world.

But now that the passenger business has mostly returned to pre-Covid levels, as has air cargo volumes and overall capacity, let's look at how the industry has moved on.

Whilst looking at the pure data, the numbers would indicate that air cargo volumes have returned to pre-Covid levels, but what are those volumes? Structural shifts in what cargo is transported, how it is transported, where it is transported from, what technology we use in the transportation process and how we tackle sustainability: a word that barely featured in 2019 industry discussions.

e-commerce accelerated exponentially during the Covid period as consumers globally were restricted to shopping from home. This new wave of consumer activity has continued on its growth trajectory and today accounts for about 20 percent of total air cargo volumes. This number is projected to grow to about 30 percent within the next three years.

It is estimated that e-commerce exports from China account for about the equivalent of 70 747s of capacity each day.

In 2023 alone, it is estimated that 2.6 billion online shoppers worldwide made 30 percent more purchases than the previous year. This surge in consumer activity propelled e-commerce sales to reach a staggering US\$5.7 trillion, with expectations of surpassing US\$8 trillion in the coming years.

Today, Temu and Shein account for roughly 7 percent of total air cargo volumes, according to McKinsey research. But where were they in 2019? Temu was only launched in 2022, and Shein was just a fledgling e-commerce platform pre-Covid.

Shein's valuation rocketed from US\$5 billion in 2019 to over US\$100 billion in 2022, according to the Financial Times.

In terms of online retail sales, Retail Week Prospect reports that Shein sales in 2022 of US\$22 billion were greater than that of numbers two and three, Inditex and Nike combined.

With this type of demand comes a need for different operational processes with speed, transparency and integration with first and last delivery mechanisms playing an increasingly important role.

In addition to e-commerce growth, pharmaceutical shipments are growing steadily as more people around the world embrace modern medicine with personalised healthcare based on individual treatment programmes which are expected to increase significantly in the coming years.

Perishables, including fresh meat, fruits, vegetables and flowers, have also shown strong resilience and growth with enhanced focus on eliminating waste and spoilage throughout the supply chain.

Production and manufacturing centres have also seen some shifts since the pre-Covid era. China continues to be the main centre of global manufacturing, but the Covid-induced supply chain obstructions have



facilitated policy and strategy changes to diversify production sites.

Investment has been made into India, Mexico, Vietnam and other Southeast Asian regions as well as some instances of near- or friend-shoring. As production centres fragment, the need for air cargo and maritime supply chains increases to smooth out this new complexity.

It's also worth noting that since the pre-Covid time the global affluent middle-class community has grown by several hundred million people, predominantly in Asia, and they bring additional demand for the consumer goods, which are the mainstay of air cargo movements.

Another factor that 2024 sees that was different in 2019 is the buoyancy of the Latin American economy. With strong growth in the region attracting significant foreign investment, we are seeing

improved demand on both north- and south-bound routings. Here too, e-commerce is playing its part.

Going forward the industry has to ensure that air cargo in 2024 and beyond continues to evolve as the global economic conditions evolve. Efficient operations require embracing technology at a greater pace than previously and infrastructure must continue to be invested in to meet the increasingly sophisticated needs of today's cargo.

Safety and security will always remain top industry priorities with a proliferation of Preloading Advance Cargo Information requirements being implemented by states around the world. These targeting systems require the industry to adopt digital solutions across supply-chain partnerships to ensure border management processes can be complied with seamlessly without holding up efficient cargo flows.

Another difference in the post-Covid era to prior is the focus on environmentally sustainable solutions, with the aviation industry having now adopted a net zero 2050 target.

That addresses what powers aircraft in the air, but there are also significant other environmental situations that are being addressed. The industry has made big strides in moving away from single-use plastics which previously ended up in landfill sites. Bio nature plastic substitutes as well as other alternatives are being embraced by more and more organisations.

Greener ground support vehicles, electrically-powered and even clean hydrogen-powered vehicles are increasingly being seen on ramps around the globe. Freight forwarders and trucking companies are also making investments in green road transport solutions.

Airports are making investments to decrease the impact of noise and many are utilising their real estate and large buildings to house large-scale solar energy capture farms.

Significant strides forward have been made in how the industry uses technology during and after Covid. With the challenges posed of passing paper documents to multiple parties during Covid, we saw many organisations accelerate their digitalisation strategies.

This trend has continued post-Covid and is creating a culture of technical and digital innovation. New distribution tools are enhancing market connectivity. New integration tools are enhancing supply chain digital data sharing and, therefore, benefit transparency, efficiency and disruption management. Many states are adopting data-based risk management programmes which again helps promote digitalisation.

Whilst many things have evolved significantly, one crucial aspect has remained, the need for an adequately skilled, trained, toiled, motivated, inclusive, and diverse workforce remains critical for continuing the air cargo success story.



AIRFREIGHT'S DIGITAL FUTURE

BY Edward HARDY

COMPARED to many other sectors, airfreight has been slow to embrace digital transformation. However, it is now experiencing a significant period of digitisation as businesses strive for efficiency, cost reduction, and a competitive edge. As more businesses adopt digital solutions, those that don't will be left behind, so it's become essential for success.

The industry is seeing an increasing take-up of cloud-based tech solutions as businesses see benefits beyond the tech solution itself—such as outsourcing the responsibility for updates, fixes, and cyber security—and the ability of cloud solutions to drive efficiencies at scale.

"Digitalisation is vital for streamlining operations, simplifying processes, and cutting paperwork in the airfreight industry," Yuval Baruch, CEO of Hermes Logistics Technologies, explained.

"Technology can optimise processes, enhance transparency, and improve overall efficiency. It enables real-time tracking, automation of tasks, and data-driven decision-making.

"In practice, businesses can save money and resources, for example, by optimising cargo loads and routes and addressing any issues quickly. Digital tools speed up processes such as creating and sharing important documents. And, by analysing data, companies can predict demand and assign relevant resources."

Post-pandemic push

The pandemic undoubtedly accelerated the push towards digitalisation in airfreight, showcasing the possibility and necessity of embracing technological solutions. The pandemic drove rapid digitalisation in our

everyday lives, and people became more aware of the benefits - how technology can drive efficiencies, simplify operations, and reduce paperwork.

In addition, business leaders quickly saw the need to adapt to disruptions to ensure business continuity, so the industry saw a heightened focus on digital innovation that has now filtered into freight operations.

"Opportunity lies in integrating digital solutions across the entire logistics chain. Interoperability is vital for this," Baruch highlighted.

"Businesses often run several tech solutions concurrently, and the key is to get them all talking to one another. For example, at dnata's new Freight Building 17 at Amsterdam Airport Schiphol, Lödige Industries is developing the automated storage system inside the warehouse, while Hermes Logistics Technologies will bring the software that manages the cargo from landside to airside, including critical interactions with outside players.

"The combined automated warehouse and cargo management systems will streamline throughput and drive huge efficiencies."

Complete visibility

Track-and-trace systems, Internet of Things (IoT) devices, and data analytics enable real-time updates and transparency. Cloud-based solutions, in turn, facilitate seamless collaboration and accessibility, providing customers with real-time information sharing and visibility.

By centralising data storage and ensuring interoperability of tech solutions, customers can access and update information from any location for complete visibility.

"The next steps in the digital evolution of the air cargo industry will see further adoption of cloud-based services and integration of emerging technologies, including AI and IoT," Baruch continued.

"Cloud-based solutions are the foundation for embracing new innovations and future-proofing operations. Whether it's integrating IoT devices for real-time tracking or adopting AI for predictive maintenance, the cloud infrastructure provides a flexible environment for experimentation and implementation.



"Staying ahead requires embracing technological evolution in a dynamic industry like air cargo. With enhanced agility, collaboration, security, analytics, and innovation, the cloud empowers air cargo companies to better navigate the challenges we face and make the most of any opportunities."

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UNDERSTANDING THE DYNAMICS BETWEEN OCEAN FREIGHT AND AIR CARGO

BY Robert KHACHATRYAN

IN recent years, airfreight demand has surged due to the rapid growth of e-commerce and higher consumer expectations for delivery speed. Meanwhile, ocean freight remains dominant for bulk and non-urgent shipments.

The global economy relies on efficiently delivering high-quality products to consumers worldwide at competitive prices. Air cargo plays a crucial role in this, transporting over US\$6 trillion worth of goods, representing about 35 percent of world trade by value.

Ocean freight has extensive reach to major coastal ports, making it essential for bulk international trade and its capacity to handle massive volumes makes it indispensable for transcontinental shipping.

Airfreight offers broader geographic accessibility to landlocked regions and is crucial for rapid delivery across vast distances. It significantly reduces transit times, providing a competitive edge in logistics.

Primary influences

The decision between air and sea often hinges on balancing cost with delivery speed.

Before the pandemic, air cargo transportation costs were typically 13 to 15 times higher than ocean freight. However, recent data from the International Air Transport Association (IATA) and industry experts indicate that the price gap has narrowed, with airfreight now being only three to five times more expensive than ocean shipping – a shipment costing US\$195 via ocean freight could amount to US\$1,000 when shipped by air.

This makes airfreight particularly suitable for high-value or perishable goods that needs the speed, safety, and reliability ocean freight can lack. Whereas, larger and heavier shipments tend to be more cost-effective via ocean freight due to scalable capacity.

Reliable routes

The Red Sea crisis has triggered a significant increase in demand for airfreight. Shippers are moving cargo from sea to air to bypass delays, especially for urgent deliveries.

This shift is contributing to a projected rebound in the airfreight market, which is expected to reach an estimated value of around US\$210.3 billion by 2027.

Airfreight typically offers more consistent and faster delivery times. However, it can be subject to flight delays and cancellations, though less frequently than ocean freight disruptions.

Ocean freight generally sees more variability in delivery times due to factors like weather conditions and port congestion.

Predictability can be less than air, with the ocean being generally slower than air, as customs procedures and delays can further

exacerbate the transit times.

However, Express Less than Container Load (LCL) services are increasingly available across various shipping routes, provided by many forwarders. These services typically ensure guaranteed delivery dates and are faster compared to traditional ocean freight methods.

Transit times

Ocean freight can take three to five weeks, requiring more advanced planning and larger safety stock. Airfreight, although more expensive, supports agile supply chains with transit times usually under a week.

The quicker transit times of airfreight facilitate lean inventory models and reduce holding costs, albeit at higher freight costs.

Although 90 percent of imports and exports rely on ocean freight, airfreight offers unparalleled speed, slashing shipping times from China to the US from 20-30 days by ocean to just three days by air cargo.

Although ocean freight may still offer cost advantages, airfreight maintains its superiority in terms of reliability and scheduling.

Environmental consideration

Ocean freight produces lower CO2 emissions per tonne-mile compared to airfreight, making it a more environmentally sustainable option for long distances.

While airfreight accounts for 2 percent of global carbon emissions and sea freight for 3 percent, air travel is far more carbon-intensive, emitting 47 times more carbon per tonne-kilometre than sea freight, due to higher fuel consumption, according to the International Transport Forum.

Capacity and risk

Ocean vessels can carry vastly more cargo both in volume and weight, making them suitable for transporting large quantities of goods economically. For instance, a single container can hold as many as 10,000 beer bottles.

Ocean freight faces risks like piracy and theft, especially in high-risk areas such as the Gulf of Aden, meaning risk management requires comprehensive maritime security protocols and insurance coverage.

Aircraft are limited by volume and weight constraints, making them less suitable for very heavy or bulky cargo but ideal for high value and less bulky items.

Airfreight also has to wrestle with concerns include terrorism and cargo theft during transit. Security measures are stringent, involving tight airport security protocols and specialised cargo handling to mitigate risks. Moreover, airlines adhere to more stringent regulations for shipping hazardous materials.

Technology's impact

Recent advances in ocean freight have included the use of AI and IoT for route optimisation and predictive maintenance, which boosts operational efficiency and sustainability. Early adopters of AI-enabled supply chain management have, so far, achieved significant improvements, reducing logistics costs by 15 percent, lowering inventory levels by 35 percent, and enhancing service levels by 65 percent compared to their slower-moving competitors.

In airfreight, innovations like automated handling systems and data analytics for real-time tracking have bolstered efficiency. Sustainable aviation fuels and more efficient aircraft designs are reducing the environmental impact.

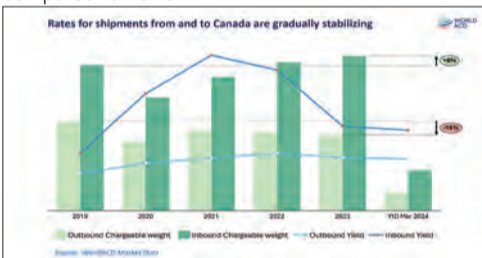


CANADA'S AIRFREIGHT LANDSCAPE

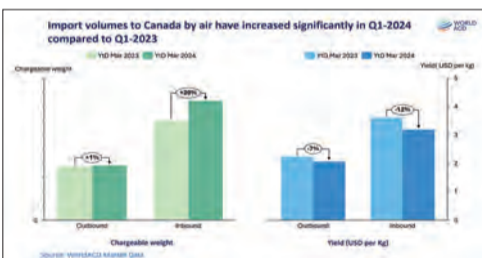


Ruben PLASMEIJER, WorldACD Data Analyst

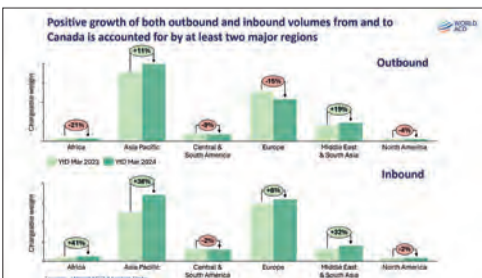
In the past few years, air cargo outbound and inbound from and to Canada has been relatively stable. Inbound volumes to Canada dropped -15% in between 2019 and 2023, whilst outbound volumes increased +6 percent in the same period. Yield rates (USD per kg) for inbound shipments to Canada surged between 2019 and 2021 (+170 percent) and have dropped to a rate of +40 percent in 2024 compared to 2019.



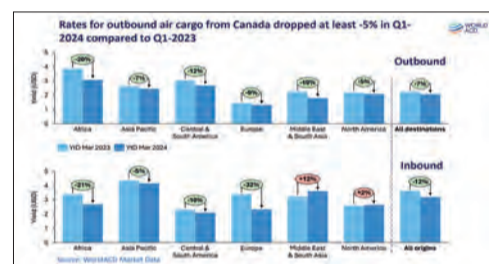
In Q1-2024 both outbound and inbound volumes from and to Canada increased compared to Q1-2023. The increase in inbound volumes is predominantly caused by three origin regions (see inbound figures below). Outbound volumes only increased for two out of six origin regions. Yield rates (USD per Kg) decreased for nearly all origin and destination regions except for shipments originating in the Middle East and South Asia and North America.



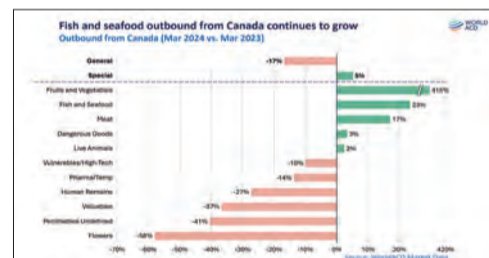
Both the Asia Pacific and Middle East & South Asia received +11 percent and +19 percent in terms of air cargo volumes from Canada in Q1-2024 compared to Q1-2023. In the first three months of 2024, Canada also handled +38 percent and +32 percent of air cargo shipments from the same regions Asia Pacific and Middle East and South Asia, as well as from Africa (+41 percent) compared to the first three months of 2023.



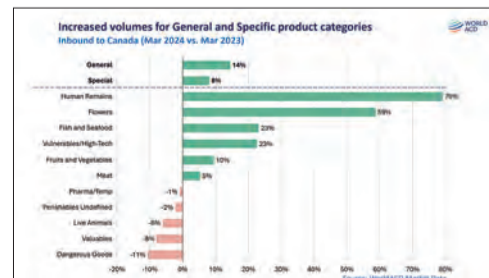
The development of yield rates (USD per kg) has shown a very positive trend at the beginning of 2024. Air cargo shipments from Canada to all destinations (regions) were priced at a rate between -5 percent and -20 percent lower in comparison to the beginning of 2023. Similarly, yield rates of shipments arriving in Canada were generally lower, apart from air cargo from the Middle East & South Asia and North America. For all origin regions, air cargo shipments were -12 percent in 2024.



Approximately half of all outbound air cargo from Canada is labelled as a special product category. The majority of these special products are fish and seafood, vulnerable/high-tech, and Pharma/temp. However, whilst the fish and seafood product increased in March 2024 compared to March 2023 (+23 percent), both vulnerable/high-tech and pharma-temp volumes decreased in the same period, as well as air cargo volumes in the majority of special product categories.



For air cargo shipments arriving to Canada, the majority of special products groups have increased in volume. Fish and seafood, which is predominantly exported has also been increasingly imported in Q1-2024 compared to Q1-2023. However, certain product categories were imported to Canada decreasingly, such as dangerous goods -11 percent, valuables -8 percent, and live animals -6 percent.



"Approximately half of all outbound air cargo from Canada is labelled as special product category"



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AIR CANADA CARGO TARGETS SUSTAINABLE GROWTH

BY Edward HARDY

08



“The air cargo industry plays a pivotal role in connecting the world with timely and reliable logistics services”

With a robust network in the Americas made up of narrow and widebody passenger flights, as well as freighters that complement each other, Air Canada Cargo offers consistent year-round capacity serving over 100 points in the region.

Across the region, the carrier transports a vast range of commodities with the support of its trucking services and interline partnerships. From fruits and pharmaceuticals to animals and dangerous goods, Air Cargo Canada moves goods all around the world on its freighters, widebody aircraft and on-demand flights safely and securely.

However, the carrier's focus is not just on creating an expansive route network for its customers, it's looking to build sustainable connectivity. Environmental sustainability continues to be a key focus for both customers and Air Canada Cargo's business, with the airline having set an ambitious net zero emissions goal for all operations by 2050.

In defining the pathway to this goal, Air Canada has set a mid-term greenhouse gas (GHG) net-reduction targets for 2030. These include a 20 percent GHG net reduction from its air operations, a 30 percent GHG net reduction from our ground operations, and a CAD\$50 million investment fund in low-carbon technologies to accelerate decarbonisation.

“The air cargo industry plays a pivotal role in connecting the world with timely and reliable logistics services, and our combination carrier status allows us to be flexible and adaptable to the market's changing conditions and customer needs,” Matthieu Casey, Air Canada Cargo's Managing Director - Commercial, said.

“On the ground, Air Canada continues to focus on electrifying our ground fleet of vehicles.

“Through our Leave Less Travel Programme, cargo customers can reduce their environmental footprint. The programme, which offers corporate and cargo customers effective options to offset or reduce their greenhouse gas (GHG) emissions related to business travel or freight transportation, allows customers to choose between sustainable aviation fuel (SAF), carbon offsets or a combination of both. To date, through the Leave Less Travel Program, Air Canada Cargo has facilitated the purchase of millions of litres of SAF to some of its largest global customers.

“Sustainable aviation fuel provides an alternative to conventional,

fossil-based jet fuel. It is widely recognised as a key lever towards achieving aviation's GHG emission reduction goals. In addition, we focus on adopting more sustainable packaging materials and creating more efficient processes to reduce our impact.”

Managing operations

Air Canada Cargo prides itself on highlighting both its agility and adaptive nature amid changing capacity and demand through a combination of strategic planning and operational flexibility.

Continuously monitoring market trends and collaborating closely with technology partners to adjust for a surge in volumes, the carrier's proactive approach allows it to scale operations dynamically, adjusting capacities and resources to meet fluctuations in demand.

“Handling capacity fluctuations with freighters and widebody passenger flights allow us to offer our customers a consistent year-round product,” Casey stated.

“Efficient cargo handling is imperative for our business as it reduces the time goods spend in transit and ensures timely delivery. It starts with developing effective and efficient scheduling and planning in advance to minimise cargo handling delays.

“Air Canada Cargo also offers a priority service for time-sensitive products (pharmaceuticals, perishables, high-value cargo) resulting in higher load priority, shorter tender and retrieval times, and a service level guarantee. We also work closely with customers for customised on-demand flights when they need to move urgent, time-sensitive shipments across the globe beyond scheduled service or destinations.

“Air Canada Cargo has established strong, strategic partnerships with trucking providers, which complement our network and allow our customers to reach a wider range of U.S. destinations when widebody capacity is not always available.

“In 2023, Air Canada established a collaboration with Air Company. The collaboration aims to accelerate the development of power-to-liquid SAF (PtL SAF) in various North American markets by 2025. That will give Air Canada access to SAF that is entirely independent of fossil fuels and aims for the highest reduction in greenhouse gas (GHG) emissions among all sustainable aviation fuels available on the market. This initiative will support the development of SAF in Canada.”

MAKING WAVES IN CANADA'S CARGO MARKET

BY Edward HARDY

With the inauguration of its freighter fleet, operating its first commercial charter flight and expanding its network and infrastructure, WestJet Cargo experienced a busy 2023, with the team keen to keep that energy going throughout this year.

"Our primary areas of focus for 2024 involve implementing a digital roadmap, which encompasses enhancing online marketplaces, unveiling a new website, and utilising advanced technologies to enhance efficiency and service delivery within WestJet Cargo's operations," Kirsten de Bruijn, WestJet Cargo's Executive Vice President, stated.

Diversification drives growth

WestJet Cargo has expanded its air cargo product portfolio through the introduction of innovative initiatives such as Bike'Air and Safe'Air. This diversification aims to address the varied needs of customers.

The airline specialises in transporting high value products, encompassing luxury goods, pharmaceuticals, electronics, and valuable commodities. This niche requires specialised handling and stringent security measures to ensure the safety of these high-value items.

WestJet Cargo plays a pivotal role in the transportation of perishables, including fruits, vegetables, seafood, and temperature-sensitive products. Rigorous measures are implemented to maintain optimal handling and temperature control throughout the transportation process, preserving the freshness of perishable items.

The airline extends its services to the automotive goods sector, covering the transportation of parts, components, and vehicles. Given the unique requirements of this industry, WestJet Cargo emphasises specialised handling and care to guarantee secure and timely delivery.

The company caters to the needs of the energy industry by offering transportation solutions for oil and gas (O&G) equipment. This involves the transportation of machinery, tools, and components crucial for various stages of oil and gas exploration, production, and distribution. In summary, WestJet Cargo's diverse air cargo product portfolio is meticulously tailored to meet the specific demands of various sectors, ensuring efficient, secure, and specialised transportation services.

"In 2024, WestJet Cargo plans to diversify its product mix by introducing new air cargo products customised to meet the evolving demands of our customers," de Bruijn explained.

"These products may cater to specific industries or cargo types, such as temperature-controlled shipping for perishables, secure handling for high-value items, or expedited services for time-sensitive shipments.

"The airline intends to expand into new markets and industries, potentially targeting niche sectors like healthcare, e-commerce, automotive, or aerospace, which offer growth opportunities.

"By offering specialised services tailored to these sectors, we aim to broaden our customer base and capture additional market share.

"Additionally, the airline plans to enhance its product mix through partnerships and collaborations with other companies, including logistics providers, technology firms, or industry experts. Leveraging their expertise and capabilities, WestJet Cargo seeks to provide innovative solutions and value-added services to its customers."

Expansion and partnerships

Throughout 2023, WestJet Cargo significantly expanded its network and infrastructure. It opened 24 warehouses and 14 freighter handling stations, contributing to a total of 45 diverse destinations across the world. This expansion included connecting smaller provinces like Halifax to major cities such as Paris, France, and Narita, Japan.

"WestJet Cargo augmented its cargo capacity by initiating new routes and increasing flight frequencies. Notable developments included the introduction of a weekly flight to Havana with a cargo capacity of 20 tonnes and multiple weekly flights to Puerto Plata, Kingston, and Bridgetown, each with a two-tonne cargo capacity," de Bruijn highlighted.

"Strategic partnerships have been instrumental in WestJet Cargo's success by providing access to new markets, enhancing service capabilities, optimising operations, and fostering innovation. By continuing to cultivate and strengthen these partnerships, WestJet Cargo can sustain its growth trajectory and remain a key player in the global airfreight sector."

Digital developments

Digitalisation aligns with WestJet Cargo's goals for enhanced efficiency and delivery by modernising its operational processes through automation, reducing manual tasks and paperwork, and optimising workflows.

Through digitisation, the airline can streamline cargo movement by automating tasks like booking, tracking, and documentation, minimising inefficiencies along the way. Additionally, digitalisation enables WestJet Cargo to collect and analyse data, empowering them to make informed decisions and drive continuous improvement.

By harnessing insights from digital platforms, the airline can identify trends, optimise routes, allocate resources effectively, and proactively address operational challenges, ultimately leading to improved efficiency and service delivery in line with its goals.

"The digital roadmap holds significant importance for WestJet Cargo's growth as it represents a strategic approach to leveraging digital technology and online platforms to enhance the airline's operations, customer experience, and market presence," de Bruijn explained.

"Implementing digital solutions allows WestJet Cargo to streamline processes, automate tasks, and optimise resource allocation. By digitising various aspects of its operations, such as booking, tracking, and documentation, the airline can improve efficiency, reduce manual errors, and enhance overall productivity.

"A robust digital platform enables WestJet Cargo to offer customers a seamless and user-friendly experience. From online booking and shipment tracking to self-service options and real-time communication, the digital roadmap aims to provide customers with greater convenience, transparency, and control over their shipments.

"By strengthening its online presence and marketplace capabilities, WestJet Cargo can reach a wider audience of potential customers. An enhanced digital platform allows the airline to showcase its services, promote offerings, and attract new business opportunities, both domestically and internationally."



"The airline intends to expand into new markets and industries, potentially targeting niche sectors"

09



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60 Seconds With ...



ANTONIA AMBROZY

Director of eBookings Growth at WebCargo by Freightos

BY Anastasiya SIMSEK

Antonia Ambrozy, Director of eBookings Growth at WebCargo by Freightos, has a decade-long career in the airfreight industry, having worked in a number of roles at Lufthansa Cargo and American Airlines. Sitting down with Air Cargo Week, Ambrozy laid out her path into airfreight and experience.

How did you get into airfreight/logistics?

Actually, by coincidence! I studied in Germany and I wanted to do

an internship abroad. And then I happened to come across the internship with Lufthansa Cargo in Stockholm. And, I've really never looked back since because people were just very nice to me. I felt like I learned a lot. I thought that it's a really interesting industry, so I just stuck around.

What is the best piece of advice you have ever received?

To ask as many questions as I would like. Even if it's not the most interesting or relevant question, as long as I learn the answer, I'll be able to grow moving forward.

What is the most adventurous thing you have ever done?

I have moved around the world with just a bag, from Germany to France, to the UK, to Sweden, to Finland, to the US... without money and just figuring it out along the way.

If you could have dinner with any three people, living or dead, who would they be and why?

Interesting, it would be Amelia Earhart because she's the first woman who attempted to circumnavigate the world. I would love to speak to Barack Obama because I think his skills in talking to people are excellent. And I would love to have some advice from him. The third person is probably going to be Chris Martin from Coldplay because I really like their music. And I would love to hear where his inspiration comes from.

What is something we would not know about you from your CV?

I'm a big marathon runner. I want to complete 100 marathons before I turn 40 years old.

What hobby have you always wanted to try but never got around to?

I don't know if you can classify it as a hobby. I was always interested in studying law. I never got into it because I started in air cargo. I guess, in terms of hobbies, I've always wanted to try squash. But I always get scared when I see the velocity and the speed at which it goes.

If you could have any superpower, what would it be?

To have more time during the day, because I feel like there's always so much to do and experience. And I would love to do even more.

What is your proudest moment and your biggest regret?

The proudest moment in my personal life, I think was when my husband and I managed to move from the US to Germany during the pandemic because that was really tough. And in terms of work right now to grow transactions on WebCargo's platform every quarter. And my biggest regret, I want to say back then was leaving Lufthansa Cargo. I ended up in an environment for a shorter period of time that was not a good fit. And it really made me doubt myself.

Looking back over your career, what would your message be to someone considering a career in logistics?

Having a mentor is always really helpful. Someone that can guide you and that you can also run ideas by. Additionally, not to be scared of challenges and to surround yourself with people that are smarter or better than you because they will help you grow.

How do you motivate your team?

I am very transparent, down to earth, humble and appreciate all of the work my team is doing. I truly don't mind getting my hands dirty and being right there with them along the way. And I never forget to have fun and introduce some "out-of-the-box" ideas on a regular basis to keep them engaged and on their toes.

What would your autobiography be called?

It's a marathon, not a sprint!

View From The Maindeck



EFFICIENCY AND E-COMMERCE

BY Edward HARDY

Digitalisation and automation are significantly transforming the air cargo industry. Innovative solutions are reshaping day-to-day operations, such as the emergence of platforms offering ad-hoc pricing.

The increasing importance of Artificial Intelligence (AI) is clear, with the real game-changers in the future being those who find ways to advance AI to help connect systems, analyse data and optimise routes.

"Digitalisation is bringing a new era of operational efficiency, precision and global connectivity," Joerg Roehl, CEO of MBS Logistics, explained.

"Companies must adapt to this shift to remain competitive. For example, electronic Air Waybills (eAWBs) have replaced paper AWBs in 99% of our export shipments, streamlining the process by enabling electronic transmission directly to airlines.

"Moreover, digital tools are transforming how companies interact with partners and customers, offering 24/7 service and easy ad-hoc pricing. This level of flexibility and transparency is crucial for meeting the expectations of a market that values speed and reliability."

Online sales soar

Growing e-commerce demand is exerting greater pressure on the industry to meet heightened expectations for delivery speed and reliability.

It is anticipated that the e-commerce sector will continue to experience growth over the next few years, extending beyond established markets to include emerging e-commerce markets as well.

As e-commerce expands, there will be a heightened need for advanced air cargo solutions and smart, streamlined operations.

"e-commerce continues to be a boom vertical for the air cargo industry, and we are optimistic about its trajectory," Roehl highlighted.

Potential and partners

There are clear opportunities for development in several key markets, including Asia, the Middle East and Africa. These regions are experiencing significant growth due to strategic geographic locations, rising e-commerce and investments in infrastructure development.

"Partnerships are the lifeblood of our industry, crucial for both growth and operational success," Roehl declared.

"Our global partnerships enable us to establish a strong presence in key markets, strike the right balance between own cargo and routed cargo as well as maintain excellent service worldwide."

On the horizon

Predicting future challenges for the industry is exceedingly difficult.

On the one hand, uncertainty and unpredictability could drive demand for air cargo as shippers seek reliable services. For example, incidents such as the Houthi attacks in the Red Sea underlined air cargo's usefulness in moving needed goods.

However, the escalation of current conflicts or the emergence of new tensions in volatile regions could create challenges with route planning, reducing capacity and increasing costs, which would, in turn, negatively affect demand.

"We have several areas of focus for 2024, including e-commerce, consol services and niche markets, such as dangerous goods or time-critical services," Roehl revealed.

"As a company, we specialise in providing hands-on, intensive support tailored to the unique transportation needs of our customers."

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