



# ACW

AIR CARGO WEEK


## DAILY NEWS



WEDNESDAY • 26 JUNE 2024 THE OFFICIAL DAILY NEWSPAPER OF AIR CARGO CHINA 2024

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**G**uests flooded into the Shanghai New International Expo Centre as doors opened for the return of air cargo China, part of transport logistic China (tLC), following a six-year break.

Launched in 2004, the event has been at the forefront of setting industry trends and facilitating global market entry for international and Chinese companies alike.

Celebrating over 12 years of success, air cargo China benefits from the synergies of the "show in show" concept, integrating seamlessly with tLC's broader focus and enhancing business opportunities for attendees.

This year's event marks a significant milestone, expanding its exhibition space to an impressive 50,000 sq m, hosting around 800 exhibitors—a notable increase from the 2018 show.

"Over the past two decades, the show has consistently set industry trends and served as an important gateway for both international companies seeking access to the Chinese market and Chinese companies looking to expand globally," Collin Davis, the Executive Director of Capital Goods Shows at Messe München, remarked at the opening ceremony.

"Despite a six-year break, this event is returning in full size," he added..

"People are meeting face-to-face again. I'm sure you'll enjoy this as much as I do," Dr. Volker Wissing,



the Federal Minister for Digital and Transport of Germany, added.

"Nothing beats offline, real-life encounters because they make open exchange and personal impressions possible in the first place.

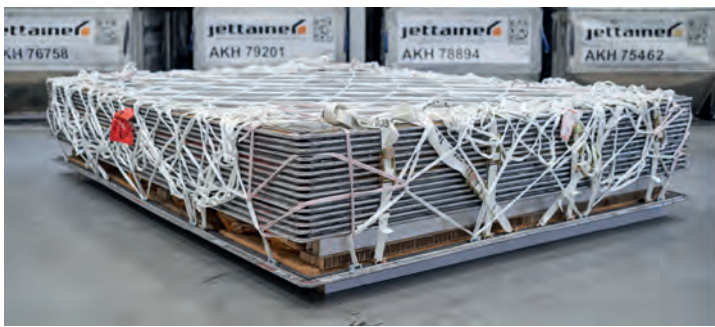
"Welcome to the world's largest logistics trade fair in Asia."

Particularly impressed by the array of advancements on display, Wissing highlighted how

this event shows that the transport and logistics sector is determined to master the challenges it is currently facing.

"More than 700 exhibitors show us what advantages robotics can have, what the benefit of artificial intelligence can be, and how processes all over the world are becoming more and more sustainable, resource-efficient, climate-friendly and resilient," Wissing added.

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# SUPARNA AIRLINES AND WORLDACD MARKET DATA SIGN MOU

**W**orldACD Market Data has announced the signing of a memorandum of understanding (MoU) with Suparna Airlines.

This strategic partnership will enhance Suparna Airlines' understanding of the air cargo market dynamics and will further expand WorldACD's comprehensive air cargo database.

WorldACD will provide Suparna Airlines with in-depth air cargo data and analytics to support the airline's commercial decision-making processes and strategic initiatives. This cooperation will enable Suparna Airlines to gain a deeper insight into market size & share and rates, trends, customer opportunities, competitive dynamics, thereby optimising the commercial performance and enhancing its market position.

"We are very excited to partner with Suparna Airlines," Ken de Witt Hamer, CEO of WorldACD Market Data, said.

"This will not only provide Suparna Airlines with valuable market intelligence, but the participation of another airline from China will also further enrich our air cargo database, to the benefit of all our customers."

"Partnering with WorldACD Market Data will provide us with crucial insights that will drive our strategic and commercial planning and decision making," Lin Wei, General Manager of the cargo department at Suparna Airlines, said.

"We look forward to joining the large group of airlines that participate in WorldACD, so we can start using market data to further expand our international air cargo business."



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## CargoAi unveils latest feature



CargoAi has announced the launch of its latest innovative feature, Allotment, which simplifies and automates batch pre-booking and allotment for regular air cargo across more than 40 airlines across over 130 countries.

This new addition to CargoAi's comprehensive digital ecosystem further streamlines the operational booking process for freight forwarders looking to remove manual repetitive tasks and improved operators' experience.

"Our new Allotment feature represents a significant leap forward in our mission to digitise and simplify the air cargo booking process," Matt Petot, CEO of CargoAi, said.

"By automating space bookings, we are not only saving time for our users but also increasing their operational efficiency. This is a game-changer for large and medium-size freight forwarders who heavily rely on regular and reliable cargo space."

"This has simplified our pre booking process and we get automatic acceptance confirmation on our bookings ultimately saving time for our operations. We also no longer have to remember to chase confirmation on pre-bookings", said Maxime Boucher, Chicago Export Gateway Manager at Flexport, one of CargoAi's customers said.

## ASIAN OPERATIONS

**H**aving grown rapidly during and following the Covid-19 years, particularly in China, Chapman Freeborn has been expanding on-the-ground operations from just two offices in Shanghai and Beijing to new offices in Shenzhen in 2022 and Chengdu in 2023, with further expansion in pipeline.

"The market is changing very quickly each year, and as a leading air cargo expert, we need to always be ahead – from the latest in e-commerce to production moving from East and Central China to Southern China," Allen Liu, Chapman Freeborn's Cargo Director in North Asia, stated.

"Thanks to our 51 years in the charter market and over 20 years in Asia, Chapman Freeborn enjoys many established, fruitful relationships with carriers, especially those owning freighters.

"We cooperate very closely with the large cargo airports such as Hong Kong, Shanghai, and Guangzhou, for example, and have strategic partnerships with other airports such as Nanchang, where Chapman Freeborn has operated a subsidiary since early 2023.

"As a result of our ongoing expansion programme, we are seeing better and better results across the freight forwarding and chartering arms of the business, both of which are developing rapidly."



**"Thanks to our 51 years in the charter market and over 20 years in Asia, Chapman Freeborn enjoys many established, fruitful relationships with carriers, especially those owning freighters"**



### Changing China

The China Plus One strategy has had a profound impact on airfreight operations in the region. In the short term, when it was first introduced, the effects were minimal for carriers, such as Chapman Freeborn, as they continued to charter for factory relocations from China to other countries.

A bit later down the line, in 2023 and 2024, the carrier began to see more urgent requests to charter more factories abroad. Many of these technical workers now serve Chinese brands such as MI, Huawei, and Hitech, as well as garment-based companies such as Shein, which is growing very fast overseas in Europe, the Middle East, and North America.

"We adhere strictly to territorial policy and rely on our local teams to collaborate with regional customers, airlines, partners, and stakeholders," Liu outlined.

"At the end of the day, this is still very much the most productive way to communicate most effectively and, therefore, efficiently accomplish goals.

"People have been and will continue to be our most valuable asset, and this will always remain the case, even as AI continues to play a more and more important part of our industry. We believe that AI can replace lots of mundane, repetitive, arduous tasks, but nothing will ever replace the value of human experience and knowledge."



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# HANDLING OPPORTUNITIES ACROSS ASIA

The Unit Load Device (ULD) market has changed a lot since the early days. The level of efficiency, professionalism, and global network that is offered for ULD management today is significantly higher.

One of the main drivers in all this time has been digitalisation. And there is a continued push ahead in this field. For Jettainer, IT solutions have always been key to ensuring the availability of ULDs for customers while moving them as efficiently as possible. Intelligently collecting and analysing data is at the heart of what the ULD management provider does. This means that Jettainer not only knows exactly where the units are but can also make the most efficient control decisions. Using big data and AI to improve operations even further, there is a commitment to continue to build on this technology, implementing new opportunities whenever they add value for customers.

Sustainability, another important factor in development, has always been an integral part of Jettainer's operations. Efficient management ensures that fewer ULDs are required overall and fewer ULDs are needed to be positioned empty, and customers' freight space can be better utilised, constantly working to develop lighter solutions that save fuel, costs, and CO2.

"Our focus is on quality, reliability, transparency, and maximum efficiency. In this respect, we make no compromises," Thorsten Riekert, Chief Commercial Officer at Jettainer, declared.

"When you choose Jettainer, you can rely 100 percent on our service promise. We look at each customer individually and manage dedicated fleets tailored to the customer's specific needs.

"At the same time, cross-customer synergy effects are created that bring additional benefits in terms of efficiency and reliability.

"In addition, our range of services, from short-term leasing and dedicated management of individual cool containers to the complete management of the entire ULD fleet with special packages for smaller and larger customers covers every airline that needs ULD support."

## Intermodal interest

Jettainer's growth trajectory in the Asia Pacific region over the past few years reflects its commitment to expanding its services and establishing a strong

presence in this key market. Despite challenges such as airlines' preference for in-house ULD management, Jettainer has seen a notable shift as more carriers recognise the benefits of outsourcing. Cost efficiency and operational flexibility are driving this change.

China is one of the most important nations in world trade and also in air transport. However, the fact that the China +1 strategy is now creating greater momentum in the APAC countries could increase the demand for ULDs for the transport of goods between APAC countries and their global trading partners, requiring close monitoring of market dynamics and swift adaptation of strategies.

"An important service alongside outsourced ULD management is our ULD leasing service lease&fly. With this product, Jettainer offers rapid assistance with ULD requirements and at the same time an entry into ULD management, with great opportunities to establish and expand local connections," Elfi Chik, General Manager Sales North Asia at Jettainer, explained.

"We see demand in Asia for both short- and long-term leasing, for example, for start-up airlines. To further support its growth plans in APAC, Jettainer has entered into a strategic cooperation agreement with PACTL West, the ground handler for Shanghai Pudong International Airport.

"This agreement includes the opening of a new hub for the lease&fly ULD leasing service at Shanghai Pudong International Airport (PVG), with PACTL West responsible for the handling and the storage of ULDs."

Currently and in the future, we see the greatest growth potential in Asia. The market there is still dominated by in-house solutions," Thorsten added. "We have broadened our base by hiring new staff, establishing local sites, and acquiring a great deal of local expertise, and we are convinced that we can continue to grow in this part of the world."

"We are currently present in Singapore and Hong Kong. These cities will be our gateways to Asia. We have strengthened our team in Hong Kong because it is an important launch pad for Jettainer's expansion in mainland China, which is part of our overall strategy to grow in Asia.

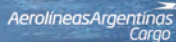
"From Singapore, Jettainer is looking at the Southeast Asian market. With existing customers in Asia, we have already grown our network in the region. It is a very dynamic market, and we want to continue to expand with both our existing and new customers," he continued.





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# SINGAPORE STRAITS



Singapore has long been recognised as a pivotal player in the global trade and logistics landscape, a status solidified by the country's outstanding performance in the recent DHL Global Connectedness Report. This report measures cross-border flows across four primary categories: trade, foreign direct investment, information, and people flow. For a nation to

excel in these areas, it requires a robust physical and digital transportation network, along with a strong aviation and air cargo hub. Singapore, with its strategic policies and advanced infrastructure, stands out as a leader in this domain.

## Macro drivers of Singapore's Trade and Logistics Competitiveness

The macro drivers that underpin Singapore's success in facilitating global trade and airfreight are Manufacturing and Logistics Competitiveness. Singapore, along with the broader Southeast Asia region, boasts significant potential for growth in manufacturing, trade, and logistics. The region's strategic location and established industrial base make it a prime area for future development in these sectors. Furthermore, the Progressive Aviation and Trade Policies of Singapore's government have implemented liberal and favourable aviation policies, with over 130 air service agreements, including 60 open skies agreements. Additionally, the nation has concluded close to 30 free trade agreements, further easing cross-border commerce. These policies are also supported by business-friendly customs regimes and provide cargo owners, logistics players and airlines the flexibility to respond swiftly to market opportunities.

## Key differentiators

Changi Airport's success as an air cargo hub can be attributed to three critical differentiators. Changi Airport's extensive air network, comprising both passenger and dedicated freighter flights, is crucial. This diverse connectivity ensures that Singapore remains a central node in global air cargo movements. Vibrant Air Cargo Ecosystem, involving airlines, ground handlers, freight forwarders, logistics partners, and government authorities fosters a dynamic community. This collaborative environment ensures the smooth and rapid movement of goods.

Speaking on this occasion, Jaisey Yip, VP of Cargo Business Division at Changi Airport Group said, "Air cargo continues to be a very important transport mode for pharmaceuticals, e-commerce and high-tech. And Changi Airport stays at the forefront of the air cargo industry by enhancing our handling capabilities to meet the unique requirements of special cargo."

Robust Airport System with operational efficiency and resiliency are vital. Changi Airport's ground processes are well-oiled to ensure fast cargo movements. Special cargo handling capabilities, especially for

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# SINGAPORE'S STRATEGIC ROLE



pharmaceuticals, e-commerce, and high-tech products, are also prioritised. This includes maintaining stringent standard operating procedures and investing in necessary infrastructure, such as temperature-controlled facilities.

## Technological and Operational Innovations

Changi has maintained its status as one of the most innovative and digitally advanced airport groups around the globe. To maintain its edge, Changi Airport has embraced technological and operational innovations, such as Truck Dock Slot Booking application, which was implemented to reduce truck waiting times and improve cargo visibility. This system allows for advance bookings, linking shipments with designated slots for efficient handling.

Addressing this note, Yip explained: "We pulled together like-minded partners and those that really want to pioneer and champion innovation to start this trial for us to do it, the process, both the digital and the ground process. I am glad to share that the trial has achieved good outcomes, and we will be rolling this out industry-wide in Q3."

Autonomous Ground Operations are a pivotal part of Changi operations and trials of autonomous tractors and dolly tugs are underway, aiming to automate ramp operations and mitigate the impact of inclement weather on cargo handling.

## Sustainability and Future Plans

Singapore is committed to sustainable development in its aviation sector, guided by the Singapore Air Hub Sustainability Blueprint. Key initiatives include Sustainable Aviation Fuel (SAF), including partnering with Neste, which has established a SAF refinery in Singapore. CAG has been collaborating closely with industry and regulatory partners, facilitating trials and engaging stakeholders to encourage the adoption of SAF. Electrification goals include operating an all-electric ground service equipment fleet and installing adequate EV charging stations to reduce carbon footprints. Waste management efforts to boost recyclability rates involve extensive sorting and recycling programmes.

## Expanding Capacity with Changi East Industrial Zone

The Changi East Development project, including a new air cargo zone

known as the Changi East Industrial Zone, aims to nearly double Changi Airport's cargo handling capacity from 3 million tonnes to 5.4 million tonnes annually. This expansion, set for completion in the mid-2030s, will integrate advanced, sustainable, and smart infrastructure to ensure seamless cargo flows.

"Cargo needs to flow seamlessly across the air cargo village. It has to be smart. It has to provide enhanced visibility to the different players. And it must be sustainable. So these are the key points that we bear in mind when we are designing the Changi East Industrial Zone," Yip stated

## Conclusions

"I would say that e-commerce definitely is here to stay. If you look at the global average e-commerce penetration rate, I think it's about 20 percent. According to IATA, about 80 percent of cross-border e-commerce is actually transported by air, which makes up 20 percent of total airfreight that is going around the world. And this will continue to increase. By 2027, one-third of the volume, transported by air cargo, will be e-commerce. In comparison, last year, the air cargo demand by the other traditional or conventional sectors are pretty muted," Yip said.

As Singapore continues to innovate and adapt, its position as a global trade hub is not only maintained but strengthened, ensuring a future of growth and sustainability in the interconnected world of international trade.

Singapore's strategic policies, robust infrastructure, and commitment to innovation and sustainability cement its position as a global trade and air freight hub. Changi Airport's ongoing developments and forward-thinking strategies ensure that it will continue to meet the demands of the evolving global market, maintaining its competitive edge in the international arena.



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# E-COMMERCE ENHANCES ECONOMIC INTEGRATION

**T**he air cargo market has witnessed a steady shift towards e-commerce over the past few years, with the sector becoming a vital component of the industry.

This was accelerated by the disruptions caused by the pandemic, prompting a rapid transition from traditional airfreight to e-commerce logistics, with this mode emerging as the preferred channel for both

Business-to-Business (B2B) and Business-to-Consumer (B2C) trade.

“Our agile structure and commitment to customer requirements enable us to deliver the speed and reliability essential for the demands of the e-commerce market,” Vikram Vohra, Saudia Cargo’s Regional Director – Far East, explained.

“By continuously adapting to changing dynamics and leveraging collaborations, Saudia Cargo ensures efficient and reliable services for e-commerce shipments.”

## New routes

The introduction of the new route between Saudi Arabia and Shenzhen serves as a pivotal link between the Middle East and the burgeoning Asian market, especially in the realm of e-commerce logistics.

Given Shenzhen’s status as a hub for major Chinese e-commerce platforms and its prominence as a modern industrial and sourcing centre, this route provides exclusive and direct connectivity between South China and Saudi Arabia, facilitating seamless trade between the two regions.

“The selection of the Shenzhen-Riyadh route reflects Saudia Cargo’s strategic vision, recognising the rapid growth and importance of both regions in global trade dynamics,” Vohra outlined.

“With an existing presence in South China through operations in Guangzhou and Hong Kong, the addition of Shenzhen complements Saudia Cargo’s service portfolio in the region, meeting customer preferences and enhancing connectivity between South China and Saudi Arabia.

“We recognise the widespread influence of the e-commerce surge across major international trade routes, including significant growth within intra-Asia markets.

“While our attention is on expanding in Hong Kong and Greater China, we’re also exploring opportunities in secondary markets, not limited solely to e-commerce.”

## Seasonal or sustainable

Seasonality plays a role in impacting consumer behaviour and, in turn, air cargo volumes for e-commerce. Strategic planning and an adaptive approach are crucial to ensure operational efficiency amid this fluctuation.

“Saudia Cargo views the surge in e-commerce demand as a sustainable sector rather than a temporary phase,” Vohra explained.

“Our strategic positioning in this region, provides us with the long-term sustainable outlook needed to navigate this evolving landscape.

“This perspective is based on a deep understanding of market dynamics, a

proactive approach to adaptation, and commitment to innovation. It aligns perfectly with our goal of meeting evolving customer needs and driving continuous growth.

“Saudia Cargo remains committed to investing in e-commerce to capitalise on future opportunities and maintain our position in the industry.”

## Wider role

The new route between Saudi Arabia and China extends beyond e-commerce logistics, fostering a robust trade relationship across various sectors. Saudia Cargo’s unwavering commitment to meeting diverse cargo needs, covering general cargo to hi-tech production and project-based businesses, has been a cornerstone of operations for many years.

“This dedication underscores Saudia Cargo’s focus on serving both e-commerce and non-e-commerce sectors alike, ensuring comprehensive support for the evolving demands of global trade,” Vohra stated.

The partnership between Shenzhen streamlines e-commerce logistics but also boosts economic integration between Shenzhen and the Belt and Road countries.



**“Saudia Cargo views the surge in e-commerce demand as a sustainable sector rather than a temporary phase”**

Leveraging Shenzhen Airport’s dynamic air logistics ecosystem, Saudia Cargo encourages airlines to expand their capacities within Shenzhen’s market.

“Saudia Cargo collaborates closely with leading e-commerce platforms, including Cainiao and Shein, to facilitate air cargo movements between Saudi Arabia and China. This collaboration extends to all major e-commerce players active in this sector, both directly and indirectly, with Saudia Cargo serving as an enabler for those at entry-level stages to develop their presence in the China-KSA lane,” he added.

“Leveraging these partnerships, Saudia Cargo enhances the efficiency of e-commerce logistics operations, ensuring seamless transportation of goods between the two countries.”



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# ASIA'S IMPORTANCE GROWS



**T**he Asia Pacific (APAC) region is a critical crossroads for global trade, one of the most important economic and innovation hubs of the 21st century, and an engine for the airfreight industry. Over 2024 and beyond, the economies in the region are projected to grow faster than the advanced markets of the West.

Southeast Asia, for example, is forecast to grow at 4.3 percent this year. By 2050, Indonesia will be the fifth largest economy in the world, while markets like Vietnam are also forecast to make significant gains.

This presents an opportunity for businesses of all sizes, to support importers and exporters in the region over both the near term and long term.

"Our new regional headquarters is the latest progression of our significant long-term growth and investment in Singapore. It adds to our South Pacific Hub, our regional Life Sciences Center, APAC IT hub and APAC Center of Excellence for Data and Analytics, which are all located in the city," Kawal Preet, President of Asia Pacific, Middle East, and Africa, FedEx Express, said.

## APAC approach

The pandemic taught companies to build greater resilience and elasticity in their supply chains to help them withstand external shocks and recover quickly. Today, companies are looking to create multiple hubs across the region.

Southeast Asian markets are clear beneficiaries of this shift. Take Vietnam for example, with its growing manufacturing in increasingly higher-value goods and services. In response, FedEx Express added a new flight from Ho Chi Minh City to provide faster connectivity to Europe through our APAC hub in China.

"Our customers today are using a blend of multi-economy, multi-dimensional supply networks, and we need multiple logistic hubs to maintain a strong presence in every market we serve to provide service excellence," Preet stated.

At the same time, China is the world's second largest economy, and carriers remain committed to supporting customers and the local economy there. China is also the largest trading partner for the Association of Southeast Asian Nations (ASEAN) for 14 consecutive years.

"We recently marked 40 years of our operations in China and inaugurated our new China HQ. We are confident in China's prospects and will continue to enhance our local presence. By building more flexible, efficient, and intelligent supply chains, we are strengthening trade ties and connectivity between China, Asia Pacific, and the world," she continued. "The growing Greater Bay Area economy that includes Hong Kong and southern China, where FedEx APAC Hub is located, is

comparable in size to Italy's and is expected to continue to be a driving force for Hong Kong's financial markets and a wide range of industries."

## Emerging e-commerce

With the rapid development in global e-commerce, businesses large and small are now finding customers internationally to drive revenue growth. Today's start-ups and small businesses are born digital global e-tailers and they need seamless logistics solutions to be successful. The global retail e-commerce market is estimated to reach a compound annual growth rate of 9.8 percent between 2024 and 2028, with China and Indonesia among the biggest markets in APAC.

For carriers to fully capitalise on the opportunity this represents, they need to think carefully about the needs of the shipper and the shopper. Delivery is a critical component of the customer experience in e-commerce. That means companies need to be fully embedded within the e-commerce ecosystem.

"First, we're focused on making it easier for e-tailers to access our services and solutions that make order fulfilment more efficient. To give e-tailers direct access to our services, we are integrating with e-commerce marketplaces like eBay and BigCommerce," Preet highlighted.

"To help e-tailers improve service levels while optimising their operations and lowering their cost-to-serve, we have solutions that enable enhanced fulfilment, last-mile delivery and hassle-free returns."

## Opportunity abounds

FedEx operates at the intersection of the physical and digital world, and is building the smart supply chains of the future. Singapore is a leading innovation centre and ranks third globally in digital competitiveness.

"We share the same values with the city, including digital innovation and harnessing smart technologies to create jobs and business opportunities. There's a strong pool of talent here to support both our local and regional needs, like our IT hub and data and analytics centre," Preet explained.

Singapore's strategic location and advanced infrastructure complements FedEx's expertise in moving not only parcels but also specialised, heavy, or odd-size airfreight shipments that exceed the normal size restrictions, offering customers the ability to combine pickup, line-haul, and delivery options to meet their transportation needs. The healthcare sector is a perfect example, as these shipments demand very specific technical and regulatory know-how, as well as investments in facilities and talent over a long period of time.



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**处理亚洲各地的机会...**


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6

**亚洲的重要性与日俱增...**

亚太地区是全球贸易的重要十字路口,也是21世纪最重要的经济和创新中心之一...



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**中**国国际航空货运展览会隶属于中国国际运输物流展览会,简称“国际货运展(TLC)”。阔别六年后,近日再次拉开帷幕。随着展会开幕,上海新国际博览中心人潮涌动。

自2004年推出以来,该展会一直处于行业前沿,引领行业趋势,助力国际和中国公司进入全球市场。

中国国际航空货运展览会已成功举办了12届。它得益于“展中展”概念的协同效应,与TLC更广泛的关注点完美融合,为与会者带来了更多商机。

今年的展会具有重要的里程碑意义。其展览面积扩大到了令人印象深刻的50,000平方米,吸引了约800家参展商,比2018年的展会显著增加。

慕尼黑国际博览集团资本货物展执行总监科林一戴维斯(Collin Davis)在开幕式上表示:“在过去的二十年里,该展会一直引领着行业趋势,是国际企业寻求进入中国市场和中国企业寻求全球扩张的重要门户。”

他补充道:“尽管中断了六年,但这一盛会正全面回归。”

德国联邦数字和交通部长沃尔克一维辛(Volker Wissing)博士补充说:



人们又开始面对面交流了。我相信你们会和我一样喜欢这个活动。没有什么比线下、现实生活中的接触更重要的了,因为这样人们可以实际交流,彼此之间能留下印象。

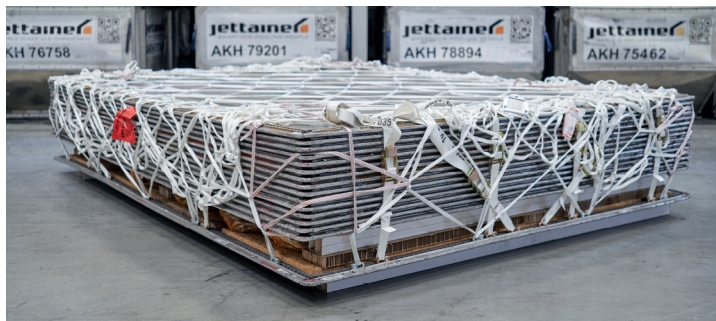
欢迎参加在亚洲举办的全球最大的物流交易会。”

Wissing对展会上展示的一系列先

进技术印象尤为深刻,他强调,此次展会表明运输和物流行业决心应对当前面临的挑战。

“700多家参展商向我们展示了机器人技术的优势、人工智能的好处以及世界各地的流程如何变得越来越具有可持续性、资源效率、气候友好型和弹性。” Wissing补充道。

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# 苏帕纳航空公司与WORLDACD市场数据公司签署谅解备忘录

**W**orldACD Market Data宣布与金鹏航空签署合作意向书(MoU)。这一战略合作伙伴关系将增强金鹏航空公司对航空货运市场动态的了解，并将进一步扩展WorldACD的综合航空货运数据库。

WorldACD将为金鹏航空公司提供深入的航空货运数据和分析，以支持该航空公司的商业决策过程和战略举措。此次合作将使金鹏航空公司能够更深入地了解市场规模、份额和价格费率、趋势、客户机会、竞争态势，从而优化商业绩效并提高其市场地位。

WorldACD Market Data首席执行官 Ken de Witt Hamer说：“我们非常高兴能与金鹏航空公司合作。”

“这不仅将为金鹏航空公司提供宝贵的市场情报，而且另一家中国航空公司的参与也将进一步丰富我们的航空货运数据库，使我们的所有客户受益。”

金鹏航空公司货运部总经理林伟说：“与 WorldACD Market Data 的合作将为我们提供重要的洞察力，推动我们在战略和商业方面的规划及决策。”

“我们期待着加入WorldACD的庞大航空公司群体，从而开始利用市场数据进一步拓展我们的国际航空货运业务。”



- |           |                   |
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CargoAi的综合数字生态系统新增的这一功能进一步简化了货运代理的操作预订流程，消除了人工重复性工作，改善了操作员的体验。

CargoAi首席执行官马特·佩托特(Matt Petot)说：“我们的新功能Allotment代表了我们在数字化和简化航空货运预订流程方面的重大飞跃。”

通过实现舱位预订自动化，我们不仅为用户节省了时间，还提高了他们的运营效率。这对于严重依赖定期和可靠货位的大中型货运代理公司来说，是一个改变游戏规则的重要举措。”

CargoAi的客户之一Flexport公司的芝加哥出口网关经理Maxime Boucher说：“这简化了我们的预订前流程，我们的预订会自动得到接受确认，最终为我们的运营节省了时间。我们不必再为预订票的确认而烦恼。”

# 亚洲运作方式



**在** 新冠疫情期间和之后，Chapman Freeborn发展迅速。尤其是在中国，Chapman Freeborn一直在扩大地面业务：最初仅在上海和北京有办事处，2022年在深圳、2023年在成都分别设立新办事处，并正在进行进一步扩张。

Chapman Freeborn北亚货运总监Allen Liu说：“市场每年都在迅速变化。但无论市场怎样变化，作为领先的航空货运专家，从最新的电子商务行业到从华东和华中转移到华南的制造行业，我们需要始终保持领先地位。”

“得益于我们在包机市场51年的经验和在亚洲20多年的经验，Chapman Freeborn与承



**“得益于我们在包机市场51年的经验和在亚洲20多年的经验，Chapman Freeborn与承运商，特别是拥有货机的承运商建立了许多稳固的、富有成效的关系”**

运商，特别是拥有货机的承运商建立了许多稳固的、富有成效的关系。”

“我们与香港、上海和广州等大型货运机场合作密切，并与南昌等其他机场建立了战略合作伙伴关系。自2023年初以来，我们一直在南昌运营一家子公司。

由于我们持续的扩张计划，我们在货运代理和包机业务方面看到了越来越好的结果，这两项业务都在快速发展。”

### 变化中的中国

“中国加一”战略对该地区的空运业务产生了深远影响。该战略刚开始实施时，对Chapman Freeborn等承运商的影响微乎其微，因为他们继续包机将工厂从中国搬迁到其他国家。

稍后，在2023年和2024年，承运商开始看到更多租用国外工厂的紧急请求。现在，很多技术工人服务于MI、华为、海泰克等中国品牌，以及希音等服装企业，后者在欧洲、中东和北美等海外市场的发展异常迅猛。

“我们严格遵守属地政策，依靠本地团队与地区客户、航空公司、合作伙伴和利益相关方合作，”刘晓明概述道。

“归根结底，这仍然是最有效的沟通方式，因此也是高效完成目标的最有效方式。”

人一直是并将继续是我们最宝贵的资产，即使人工智能继续在我们的行业中发挥越来越重要的作用，这一点也不会改变。我们相信，人工智能可以取代许多平凡、重复、艰巨的任务，但人类经验和知识的价值永远不会被取代。”



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# 处理亚洲各地的机会

与早期相比，单元载荷设备 (ULD) 市场发生了很大变化。如今，ULD管理的效率、专业性和全球网络水平都大大提高。

这其中的一个主要驱动力就是数字化。在这一领域，我们将继续努力。智能收集数据和分析数据是ULD管理供应商的核心工作。对于Jettainer来说，该解决方案是在高效运输的同时确保客户ULD可用性的关键。它意味着Jettainer不仅能准确了解设备的位置，还能做出最有效的控制决策。Jettainer致力于在此基础上继续发展，通过使用大数据和人工智能来进一步改善运营，随时为客户创造新的价值。

可持续性发展的另一个重要因素，也一直是Jettainer运营中不可或缺的一部分。高效的管理可确保所用ULD最少，减少ULD的空置，从而更高效地利用客户的货运空间，节省燃料、成本和二氧化碳。

“我们的重点是质量，可靠性，透明度和最高效率。在这方面，我们绝不妥协。”Jettainer首席商务官Thorsten Riekert表示，

“选择Jettainer，您可以百分之百地信赖我们。我们会根据每个客户的具体需求量身定制专用车队。”

与此同时，我们还可以利用跨客户协同效应，在效率和可靠性方面获得额外优势。

此外，我们的服务范围很广，从单个冷藏集装箱的短期租赁和专门管理，到为各类客户提供特殊包装的整个ULD机队的全面管理，并涵盖了需要ULD支持的所有航空公司。”

## 联运优势

Jettainer过去几年在亚太地区的成长轨迹反映了其在这一关键市场扩大服务和建立强大影响力的成果。尽管面临着航空公司更倾向于内部ULD管理等挑战，但随着越来越多的航空公司

认识到外包的益处，Jettainer已经看到了明显的转变。成本效益和运营灵活性推动了这一转变。

中国是世界贸易和航空运输中最重要的国家之一。然而，“中国+1”战略目前正在亚太地区国家形成更大的发展势头，这可能会增加亚太地区国家与其全球贸易伙伴之间的货物运输对ULD的需求。因此，需要密切关注市场动态并迅速调整战略。

Jettainer北亚区销售总经理Elfi Chik解释说：“除了外包ULD管理外，ULD租赁服务lease&fly也是我们的一项重要服务。通过该产品，Jettainer可以快速协助满足ULD要求，同时进入ULD管理领域，为建立和扩大本地联系提供绝佳机会。我们看到亚洲对短期和长期租赁都有需求，例如初创航空公司。”

为了进一步支持其在亚太地区的发展计划，Jettainer已与上海浦东国际机场的地面服务商PACTL West签订了战略合作协议。该协议包括在上海浦东国际机场 (PVG) 开设一个新的lease&fly ULD租赁服务枢纽，由PACTL West负责ULD的处理和存储。”

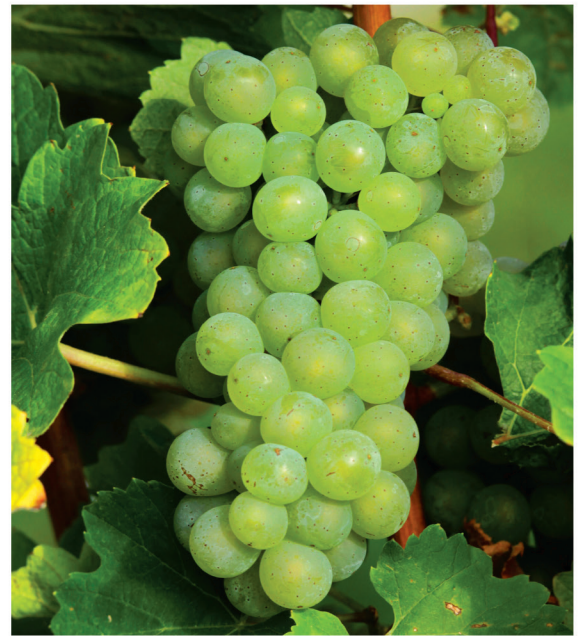
Thorsten补充说：“目前和未来，我们认为亚洲的增长潜力最大。亚洲市场仍然以内部解决方案为主。”

我们已经通过招聘新员工、建立本地站点和获取大量本地专业知识来扩大我们的基础，我们坚信我们能够在这一地区继续发展。

我们目前在新加坡和香港设有办事处。这些城市将成为我们进入亚洲的门户。我们加强了香港团队的力量，因为香港是Jettainer在中国大陆扩张的重要起点，也是我们在亚洲发展的整体战略的一部分。

从新加坡出发，Jettainer将目光投向东南亚市场。凭借在亚洲的现有客户，我们已经扩大了在该地区的网络。这是一个充满活力的市场，我们希望继续扩大现有客户和新客户的数量。





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**新**加坡长期以来一直被公认为全球贸易和物流业中举足轻重的一员。在最近发布的《DHL全球互联互通报告》中，新加坡的出色表现进一步巩固了这一地位。该报告衡量了四个主要类别的跨境流动：贸易、外国直接投资、信息和人员流动。一个国家要在这些领域取得优异成绩，

就必须拥有强大的实体和数字交通网络，以及强大的航空和航空货运枢纽。

新加坡凭借其战略政策和先进的基础设施，在这一领域脱颖而出。

### 新加坡贸易和物流竞争力的宏观驱动因素

制造业和物流竞争力是促进新加坡在全球贸易和空运方面取得成功的宏观驱动力。新加坡以及更广泛的东南亚地区在制造业、贸易和物流方面拥有巨大的增长潜力。

该地区的战略位置和成熟的工业基础使其成为这些领域未来发展的主要地区。

此外，新加坡政府的《进步航空和贸易政策》实施了自由和优惠的航空政策，签订了130多份航空服务协议，其中包括60份开放天空协议。此外，新加坡还缔结了近30项自由贸易协定，进一步便利了跨境贸易。

这些政策还得到了商业友好型海关制度的支持，为货主、物流企业和航空公司提供了对市场机遇做出迅速反应的灵活性。

### 关键差异点

樟宜机场作为航空货运枢纽的成功可归功于三大关键优势。樟宜机场拥有广泛的航空网络，包括客运航班和专用货运航班，这一点至关重要。

这种多样化的连接确保新加坡始终是全球航空货运的中心节点。充满活力的航空货运生态系统，包括航空公司、地勤人员、货运代理、物流合作伙伴和政府部门，形成了一个充满活力的社区。

这种协作环境确保了货物的顺利和快速流动。樟宜机场集团货运业务部副总裁 Jaisey Yip 在会上表示：“航空货运仍然是药品、电子商务和高科技领域非常重要的运输方式。樟宜机场通过提高我们的处理能力来满足特殊货物的独特要求，始终走在航空货运业的前沿。”

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# 加坡 战略作用



具有运作效率和弹性的强大机场系统至关重要。樟宜机场的地面流程运转良好，可确保货物快速运输。特殊货物处理能力，尤其是药品、电子商务和高科技产品的处理能力，也是优先考虑的因素。这需要维持严格的标准操作程序，并投资于必要的基础设施，如温控设施。

## 技术和运营创新

樟宜机场一直是全球最具创新性和数字化程度最高的机场集团之一。为了保持这一优势，樟宜机场在技术和运营方面不断创新，例如卡车停靠区机位预订应用程序。该应用程序的实施缩短了卡车等候时间，提高了货物的可见度。该系统允许提前预订，将货物与指定时段联系起来，以便高效处理。

针对这一情况，Yip解释说：“我们召集了志同道合的合作伙伴，以及那些真正希望开拓创新的合作伙伴，为我们启动了这项包括数字和地面流程的试验。

我很高兴与大家分享好消息：试验取得了良好成果，我们将在第三季度在全行业推广。”

自主地面操作是樟宜机场运营的关键部分。

目前正在进行自主牵引车和拖车的试验，旨在实现停机坪操作自动化，减轻恶劣天气对货物处理的影响。

## 可持续发展及未来计划

在《新加坡航空枢纽可持续发展蓝图》的指导下，新加坡致力于航空业的可持续发展。

关键举措包括：可持续航空燃料（SAF），其中包括与耐斯特（Neste）合作，后者已在新加坡建立了一家可持续航空燃料精炼厂；新加坡民航集团一直与行业和监管伙伴密切合作，促进试验并吸引利益相关方参与，以鼓励采用可持续航空燃料；在电气化方面，运营全电动地面服务设备车队，安装足够的电动汽车充电站，以减少碳足迹；通过广泛的分类和回收计划提高废物的回收利用率。

## 通过樟宜东工业区扩大吞吐能力

樟宜东发展项目包括一个名为樟宜东工业区的新航空货运区，旨在将樟宜机场的货运吞吐能力提高近一倍，从每年300万吨提高到540万吨。该扩建项目将于2030年代中期完成，将整合先进、可持续和智能的基础设施，以确保货物的无缝流动。

Yip说：“货物需要在航空货运村之间无缝流动。它必须是智能的，必须提高不同参与者的能见度，而且必须是可持续的。这些都是我们在设计樟宜东工业区时牢记的要点。”

## 结论

Yip说“电子商务肯定会继续发展下去。如果你看一下全球电子商务的平均渗透率，我想大约是20%。根据国际航空运输协会（IATA）的数据，约80%的跨境电子商务实际上是通过空运进行的，占全球空运总量的20%，这一比例还将继续增加。

到2027年，航空货运量的三分之一将是电子商务。相比之下，去年其他传统或传统行业的航空货运需求相当低迷。”

随着新加坡不断创新和调整，其作为全球贸易枢纽的地位不仅得以保持，而且得到了加强，从而确保了未来在相互联系的国际贸易世界中的增长和可持续性。

新加坡的战略政策、强大的基础设施以及对创新和可持续性的承诺，巩固了其作为全球贸易和航空货运枢纽的地位。

樟宜机场的持续发展和前瞻性战略确保其将继续满足不断变化的全球市场需求，保持其在国际舞台上的竞争优势。

**您值得信赖的航空货运站**

自1999年成立以来，PACTL凭借深耕细作25年的丰富经验积累，在上海机场提供优质的航空货运站服务。目前，我们服务的国内外客户包括70家+航空公司以及200家+货运代理，为空运货物提供极致安全、高效、便捷的操作保障及增值服务。PACTL在浦东机场（PVG）运营3个货运站，在虹桥机场（SHA）运营2个货运站，并在南通机场（NTG）合资运营货运站。PACTL冷链处理中心于2016年开始运营，为中国首家获得IATA CEIV药品认证资质的企业。PACTL跨境电商货物处理中心于2020年开始运营，提供跨境货物的一站式服务，每天可处理20万单货物。

欲了解更多信息，请访问 <https://www.pactl.com.cn>

# 电子商务 促进经济一体化

过去几年来，航空货运市场不断向电子商务转型，电子商务已成为航空货运业的重要组成部分。大流行病造成的混乱加速了这一趋势，促使传统空运迅速向电子商务物流转型，成为企业对企业 (B2B) 和企业对消费者 (B2C) 贸易的首选渠道。

“我们灵活的结构和服务至上使我们能够提供满足电子商务市场需求所必需的速度和可靠性。”Saudia Cargo 远东地区总监 Vikram Vohra 解释说，“通过持续适应不断变化的动态和充分合作，沙特阿拉伯货运为电子商务运输提供了有效可靠的服务。”

## 新航线

沙特阿拉伯与深圳之间新航线的开通，成为中东与蓬勃发展的亚洲市场之间的关键纽带，尤其是在电子商务物流领域。

鉴于深圳作为中国主要电子商务平台枢纽的地位，以及其作为现代工业和采购中心的显著地位，这条航线为华南地区和沙特阿拉伯之间提供了独家的直接连接，促进了两个地区之间的无缝贸易。

Vohra 概述道：“选择深圳-利雅得航线反映了沙特货运航空的战略眼光。他们认识到这两个地区的快速增长和在全球贸易动态中的重要性。通过在广州和香港的运营，我们在华南地区已有业务，深圳航线的开通补充了沙特货运航空在该地区的服务组合，满足了客户的喜好，并加强了华南地区与沙特阿拉伯之间的连接。我们认识到，电子商务在主要国际贸易路线上的迅猛发展（包括亚洲内部市场的显著增长）产生了广泛影响。在关注香港和大中华区市场扩张的同时，我们也不仅仅局限于电子商务，而是在探索二级市场的机遇。”

## 季节性或可持续性

季节性对消费者行为产生影响，进而影响电子商务的航空货运量。战略规划和采用灵活的方法对于确保波动中的运营效率至关重要。Vohra 说：“基于对市场动态的深刻理解和积极适应的态度以及强烈的创新意识，Saudia Cargo 认为电子商务需求的激增是一个可持续的行业，而不是一个暂时的阶段。我们在这一地区的战略定位，为我们提供了驾驭这一不断变化的格局所需的长期可持续前景。这与我们满足不断变化的客户需求和推动持续增长的目标完全一致。沙特货运公司将继续致力于电

子商务领域的投资，以抓住未来的机遇，保持我们在行业中的地位。”

## 更广泛的作用

沙特与中国之间的新航线超越了电子商务物流的范畴，促进了各行各业之间稳健的贸易关系。多年来，沙特货运公司一直坚定不移地致力于满足从普通货物到高科技生产和项目型业务的各种货运需求，这是公司运营的基石。沃拉表示：“这一承诺凸显了 Saudia Cargo 对电子商务和非电子商务领域服务的重视，确保为不断变化的全球贸易需求提供全面支持。”

与深圳的这项合作不仅简化了电子商务物流，也促进了深圳与“一带一路”国家的经济一体化。借助深圳机场充满活力的航空物流生态系统，沙特货运公司鼓励航空公司扩大在深圳市场的运力。

他补充说：“沙特货运公司与包括菜鸟和申银在内的领先电



“Saudia Cargo 认为电子商务需求的激增是一个可持续的行业，而不是一个暂时的阶段”

商务平台密切合作，促进沙特阿拉伯与中国之间的航空货运。这项合作直接或间接地扩展到活跃在这一领域的所有主要电子商务参与者。而沙特国际货运航空公司则为那些处于初级阶段的电子商务参与者在深圳-沙特航线上的发展起到了推动作用。

利用这些合作伙伴关系，沙特货运公司提高了电子商务物流运营的效率，确保了两国之间货物运输的无缝衔接。



# 亚洲的重要性 与日俱增



**亚**太地区是全球贸易的重要十字路口，是21世纪最重要的经济和创新中心之一，也是空运业的引擎。预计在2024年及以后，该地区的经济增长速度将超过西方先进市场。例如，东南亚今年的增长率预计将达到4.3%。到2050年，印度尼西亚将成为世界第五大经济体，而越南等市场预计也将取得显著增长。这为各种规模的企业提供了机遇，使其能够在近期和长期内为该地区的进口商和出口商提供支持。联邦快递亚太区、中东及非洲区总裁Kawal Preet说：“由于我们在新加坡的业务长期显著增长，我们在该地区设立了新的地区总部。它是对我们的南太平洋枢纽、区域生命科学中心、亚太地区IT枢纽以及亚太地区数据和分析卓越中心的补充。这些中心都位于新加坡。”

## APAC法

大流行病教会企业在供应链中建立更大的韧性和弹性，以帮助它们抵御外部冲击并迅速恢复。如今，企业正寻求在整个地区建立多个枢纽。东南亚市场显然是这一转变的受益者。以越南为例，其高附加值商品制造业和服务业不断增长。因此，联邦快递在胡志明市增设了一个新航班，更快地连接欧洲。Preet表示：“今天，我们的客户正在使用多经济、多维度的混合供应网络，我们需要多个物流枢纽以维持我们在所在市场的有利地位并提供卓越的服务。”与此同时，中国是世界第二大经济体。航空公司仍然致力于支持中国的客户和当地经济。中国也连续14年成为东南亚国家联盟（东盟）最大的贸易伙伴。

她补充说：“最近，我们迎来了在华运营40周年，并成立了新的中国总部。我们对中国的前景充满信心，并将继续加强我们在当地的业务。通过建立更加灵活、高效和智能的供应链，我们正在加强中国、亚太地区乃至全球之间的贸易联系和互联互通。包括香港和中国南部（联邦快递亚太枢纽所在）在内的大湾区经济不断发展，其规模与意大利相当，预计将继续成为香港金融市场和各行各业的推动力。”

## 新兴电子商务

随着全球电子商务的快速发展，大大小小的企业现在都在寻找国际客户，以推动收入增长。今天的初创企业和小型企业是与生俱来的数字化全球网络零售商，他们需要无缝物流解决方案才能取得成功。据估计，2024年至2028年期间，全球零售电子商务市场的复合年增长率将达到9.8%，其中中国和印度尼西亚将成为亚太地区最大的市场。承运商要充分利用这一机遇，就必须仔细考虑托运人和购物者的需求。配送是电子商务中客户体验的重要组成部分。这意味着企业需要完全融入电子商务生态系统。

Preet强调说：“首先，我们致力于让网络零售商更容易获得我们的服务和解决方案，从而提高订单执行效率。为了让网络零售商直接使用我们的服务，我们正在与eBay和BigCommerce等电子商务市场进行整合。为了帮助网络零售商提高服务水平，同时优化他们的运营并降低服务成本，我们的解决方案可实现更优的发货、最后一英里递送和无忧退货服务。”

## 机遇无限

FedEx在实体世界和数字世界的交汇处开展业务，正在打造未来的智能供应链。新加坡是一个领先的创新中心，其数字竞争力在全球排名第三。

Preet解释道：“我们与这座城市有着相同的价值观，包括数字创新和利用智能技术创造就业和商业机会。这里有强大的人才库来支持我们的本地和区域需求，比如我们的IT中心和数据分析中心。”

新加坡的战略位置和先进的基础设施与联邦快递的专业技能相得益彰，不仅可以运送包裹，还可以运送超出正常尺寸限制的专业、重型或奇特尺寸的空运货物，为客户提供取件、直线运输和递送相结合的选择，以满足他们的运输需求。医疗保健行业就是一个很好的例子，因为这些货物需要非常特殊的技术和监管知识，以及对设施和人才的长期投资。