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Air cargo handling is all about speed. While trailers can, in theory, be left waiting, aeroplanes cannot. For that reason, the main objective of air cargo handling operators is to achieve faster, more reliable operations.

With that in mind, Joloda Hydraroll has launched a new branch, Joloda Air Cargo Equipment, to provide airside loading and unloading systems for their warehouses.

This move was partly due to the resurgence in air cargo demand, which has been under pressure for some time from the various macroeconomic factors at play. But, perhaps the biggest drive for Joloda Hydraroll to expand into the airfreight side has been the unpredictable spikes in demand caused by these macroeconomic factors.

"Our powered rollerbed loading and unloading systems for trucks and trailers are already used in cargo hubs worldwide, so transitioning into airside truck and warehouse solutions was a natural progression for us," Wouter Satijn, Joloda Hydraroll's Sales Director, stated.

"With the launch of Joloda Air Cargo Equipment, we can now design, manufacture, install, and service a complete range of equipment for air cargo handling operations, both airside and landside.

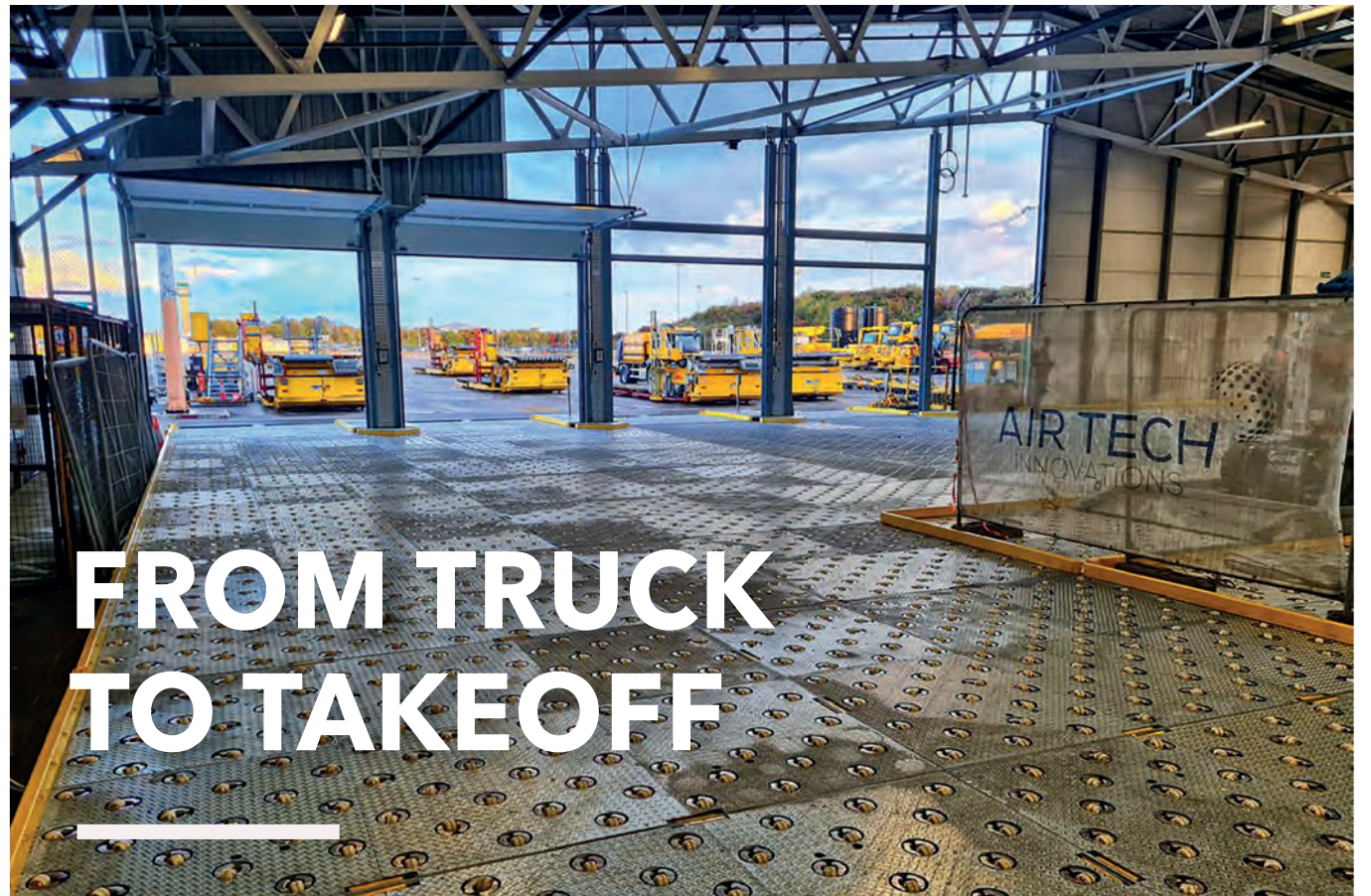
"The launch also includes a strategic partnership with AirTech Innovations, a leading specialist in air cargo handling systems, particularly airside operations."

Leveraging warehouse experience



Air cargo equipment can often be bulky, static, and not particularly innovative. Joloda Hydraroll's goal is to engineer new solutions that are more flexible and cost-effective. One way they have achieved this with their landside solutions is by making them modular, so they can be easily installed and reused if demand fluctuates. This modularity will benefit airside truck and warehouse operations, too.

With more intense and varied spikes in demand, it's essential to have adaptable solutions.



Similarly, when handling air cargo in more remote areas, companies cannot afford to invest millions in a dedicated warehouse. With their modular approach, Joloda Hydraroll can offer them simpler and more affordable options that can be redeployed in locations that are seeing increased demand.

"Innovation means automation, and more businesses are already investing in how they handle airfreight," Satijn declared.

"We have seen significant advancement – and been deeply involved – in the automated handling of pallets and automated warehouses

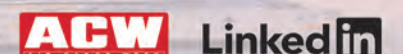
landside. We now have very innovative systems for trailers, not only the traditional built-in rollerbeds, but also modular ones that allow businesses to quickly adapt their fleet, and even modular automated systems for very fast loading and unloading.

"As the airfreight industry grows, we are seeing the trend for innovation airside is also moving towards more automation and greater investment, necessitated further by a shrinking labour pool. That's why we believe we have the expertise and technology businesses are looking for to boost their airside operations as well."

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CHINA'S VIBRANT BUSINESS CITY

BY Michael SALES

WHAT is now modern-day Shanghai was first inhabited around 6,000 years ago. Originally a small agricultural village, Shanghai really started to develop as a leading trading port during the Qing dynasty (1644–1912), with foreign diplomats controlling the city. Although nominally part of China, in reality, foreign diplomats controlled the city under the policy of extraterritoriality. Since the economic reforms of the early 1990s, the city has rapidly blossomed to become not only a major Asian financial centre but also the world's busiest container port and important airport hub for passengers and cargo.

Shanghai first became a city in 1291 during the Yuan dynasty (1271–1368). Several villages were formed in the new Shanghai County on the site of what is now, the modern city centre. Shipping and fishing were the main activities. Under the Ming dynasty (1368–1644), a period of modest prosperity followed and in the early 15th century, the Huangpu River was dredged. The Huangpu River merges with the Yangtze River at Wusongkou, after which the combined waters flow into the East China Sea.

In 1553, a city wall was built to repel attacks by Japanese pirates. By the end of the Ming dynasty in 1644, Shanghai had also developed a significant reputation for trading in cotton and textiles. By the 18th

and early 19th centuries, exports of Shanghai's fine cotton and silks reached worldwide markets.

During the 19th century, the East India Company focused on Shanghai and the Yangtze River as a potential trade post for tea, silk, and opium, but were resisted by local officials, leading to the First Opium War with Britain (1839–1842). The Treaty of Nanjing led to an extensive and rapid international expansion with British, French, American and German merchants organising trading concessions, which were not subject to Chinese laws. The British established their concession in 1845, the Americans in 1848, and the French set up their concession in 1849 west of the old Chinese city and south of the British Concession. In 1850, the first English-language newspaper, the North China Herald, was published.

However, peaceful existence was disrupted in 1886 by the Taiping Rebellion. The first of several were by a triad group against the hated Qing dynasty, and much damage occurred, but the foreigners were mostly not affected. During this period, the Shanghai Municipal Council was created by Western traders to take care of urban maintenance and in 1863, the Americans joined with the British, and the Shanghai International Settlement was established. Its waterfront became the internationally famous 1.5 km long Bund, famous for its European style buildings and waterfront on the Huangpu River.

The Chinese retained control over the original walled city and the area surrounding the foreign enclaves. By the late 1860s, Shanghai's official governing body had been practically transferred from the individual concessions to the Shanghai Municipal Council. No Chinese residing in the International Settlement were permitted to join the council until 1928.

The population of the city is now estimated to be around 29 million, and it is rated as a global leader in finance, research, science and technology, manufacturing, transportation, tourism, and culture. The Port of Shanghai is the world's busiest container port. Shanghai Pudong International Airport handles over 3.1 million tonnes of cargo annually and is a main hub for around 35 main international airlines.

From its modest origins many centuries ago, Shanghai continues to flourish and sparkle as a leading global hub for business and tourism.

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JETTAINER'S NEW CEO TARGETS AMBITIOUS FUTURE PLANS



BY Anastasiya SIMSEK

THE FUTURE OF NORWEGIAN SEAFOOD AIR LOGISTICS

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AS of 1st June 2024, Jettainer has been under the new leadership of Dr Jan-Wilhelm Breithaupt, an experienced air cargo executive. Dr Breithaupt steps into this position with a wealth of knowledge and a proven track record in the industry, having served in various senior capacities for over two decades. His appointment comes at a significant moment as Jettainer celebrates its 20th anniversary as a global leader in Unit Load Device (ULD) management services.

Dr Breithaupt's extensive background, paired with his familiarity with Jettainer's product from the customer perspective, leaves him well-prepared to lead the company through its next phase of growth and innovation.

Reflecting on his career, Dr Breithaupt recounted his academic and professional experience: "I am an engineer for production management and completed my PhD in production logistics.

"Over the past 24 years, I have worked with the Lufthansa Group, the last 15 of which were with Lufthansa Cargo, managing global fulfilment, customer service and driving digitalisation in air cargo. In that role, I was a customer of Jettainer, which gave me a unique perspective on operations.

"This shift from a customer to the CEO allows me to bring first-hand customer experience into the company's leadership."

Dr Breithaupt also expressed his gratitude for his predecessor, Thomas Sonntag, as he steps away from a role he's held for five years: "Thomas is an excellent negotiator. He successfully navigated Jettainer through challenging periods, including the Covid-19 pandemic. His ability to find pragmatic solutions and maintain reliable partnerships has been invaluable."

Vision for the future

Dr Breithaupt outlined his vision for Jettainer over the next five years, emphasizing the importance of staying ahead of industry trends: "It's difficult to define a detailed vision after just three weeks in the role, but there are clear areas of focus.

"Cool chains and technological advancements in

cool transport are areas where we see significant potential. Additionally, digitalisation remains a key priority, particularly the integration of tracking devices to optimise ULD management."

Innovation is at the heart of Dr Breithaupt's strategy for Jettainer.

"I have many ideas, but I'm currently in the phase of listening to my team, customers, and suppliers to identify the most promising opportunities. In a few months, we will have clearer plans to share."

A major focus in the digital field for Jettainer will be the IATA One Record initiative, a project aimed at modernising information exchange.

"It's crucial for us to move away from outdated systems developed by our grandparents and adopt more efficient methods of data transmission. The official implementation date set by IATA is 1st January 2026, and we are committed to aligning our ULD management with this initiative."

Challenges and opportunities

Addressing the challenges ahead, Dr Breithaupt acknowledged the competitive nature of the industry: "I love working with people, inspiring teams, and driving them to new heights.

"Leading Jettainer, a well-established company, through its next chapter is both a challenge and a privilege. The responsibility is more direct and intense, but it's incredibly rewarding to work with customers and this dedicated and professional Jettainer team, bringing in new ideas and views.

"Competition is healthy as it drives us to continually improve. Understanding customer needs and anticipating future demands are critical. We must also balance providing innovative solutions with offering reliable services at competitive prices."

As for opportunities, he highlighted Jettainer's investment in proprietary software for active ULD management: "Our software, developed in-house, is a key asset. We are committed to enhancing its capabilities, leveraging mobile devices, and exploring new technological advancements."

Voice Of The Industry



LOGISTICS SECTOR PRIMED TO DELIVER GROWTH FOR UK

BY **David WELLS OBE**, Chief Executive of Logistics UK

WITH Labour registering a victory in the UK General Election, there is now a significant opportunity for the new government to create a policy environment where the logistics sector can thrive and support economic growth. Logistics underpins all sectors of the economy to deliver for households, businesses and public services every day and is a major sector in its own right, employing 8 percent of the UK

workforce. The injection of the appropriate investment, incentives and the right partnerships with the government could see the sector provide a boost of up to £8 billion per year to the UK's GDP in productivity gains by 2030 and the sector is primed and ready to play its part in driving growth.

Logistics UK's latest annual Logistics Report, published just before the election, supports this assertion and shows that while the sector is still operating in challenging conditions, it is consolidating and preparing to exploit the opportunities that will present themselves when the overall economy improves.

Airfreight looks well placed to seize these opportunities and projections by respondents to the Logistics Industry Survey reveal a very positive sentiment regarding the outlook for the sector. While overall logistics activity is expected to be relatively unchanged in 2024 compared to 2023, air freight is forecast to see a dramatic rise in the coming months.

The report's Logistics Activity Index measures how businesses feel 'on-balance' about business growth or activity and is scored out of 100, where a score above 50 represents an improvement.

The Index ranks airfreight activity in 2023 at 28.3 but forecasts 2024 levels to reach 64.6, indicating a substantial recovery for the sector. This positive airfreight sentiment is supported by the findings of the February 2024 analysis by the International Air Transport

Association (IATA), which reported sustained demand growth, up 11.9 percent year-on-year, and capacity expansion at 13.4 percent. Notably, bellyhold capacity in passenger planes grew significantly in the previous year, boosting overall volumes and demonstrating air cargo's resilience amid political and economic uncertainties.

This is extremely positive news for the airfreight sector and mirrors overall attitudes across the whole logistics industry, with 38 percent of respondents to Logistics UK's Industry Survey anticipating economic improvement for 2024 compared with 2023. It is now up to the new government to nurture this positive sentiment and implement decisive policy changes to help the sector thrive and deliver economic growth while helping the UK achieve net-zero and keeping supply chains resilient.

The logistics sector contributed £185 billion GVA to the UK in 2022 (the latest official figures available), which is in line with the 2021 figure of £160.2 billion when other factors are considered, and while this is a great achievement at a time of low activity, it is too soon to say the economy is returning to growth.

Despite this, contributing £185 billion to the UK economy when the logistics sector has been dealing with global geopolitical volatility, new trade processes, a financial recession and pressures caused by changing climate is a measure of the industry's resourcefulness and adaptability to keep the UK trading and satisfy the demands of businesses and consumers alike. It also suggests the sector could contribute even more if the new government creates the appropriate policy environment in which our industry can flourish.



LINKING EAST AND WEST

BY Edward HARDY



Asia's strategic position, coupled with its rapid economic growth and industrialisation, has made it a key area for airfreight operations. Countries like China, Vietnam, Japan, South Korea, India, Thailand, and Malaysia have growing manufacturing sectors that heavily rely on airfreight for the importation of raw materials and the exportation of finished goods.

"This significance is mirrored by Etihad Cargo's focus on the region, which enables us to support our customers in the APAC region and beyond," Jacqueline Han Lin Ni, Area Manager at Etihad Cargo, outlined.

"Etihad Cargo has enhanced its operations in the APAC region to deliver efficient and extensive service options to our customers, providing robust capacity on key trade routes through both passenger and freighter flights.

"We offer 18 weekly scheduled freighters from China and Hong Kong, plus three weekly charters from Ezhou to Frankfurt and Guangzhou to Amsterdam via Abu Dhabi. Additionally, we operate four weekly freighters from Hanoi, Vietnam. This expansion supports our growing passenger network, which now includes new destinations such as Osaka, Bali, and Jaipur.

Market potential

As Asia's key role develops, Etihad Cargo has continuously expanded its operations in the market to meet the capacity needs of its customers.

For example, the carrier has enhanced its e-commerce services in response to the rapid growth of online retail, particularly in garments, which requires reliable and speedy airfreight in Asia.

"Thanks to this, Etihad Cargo has secured extended e-commerce contracts with key partners ensuring capacity and timeliness," Ni cited.

In addition to e-commerce, perishables and pharmaceuticals are significant segments of the carrier's operations in Asia, accounting for 15-20 percent of its original cargo. Etihad Cargo has responded to increased demand in these areas, particularly from India—an emerging healthcare hub—by offering specialised transportation solutions.

"Our CEIV Pharma-certified PharmaLife product ensures precise temperature control and advanced packaging, meeting the stringent requirements of pharmaceutical transportation and ensuring the safe and reliable transportation of high-value, temperature-sensitive cargo," Ni highlighted.

Furthermore, the consumer electronics and high-tech industries are rapidly expanding sectors in Asia. In response to the need for safe

transportation of electronics, Etihad Cargo introduced SecureTech, an IATA CEIV Li-batt-certified product for high-value electronics.

"We have already achieved a significant 51 percent increase in electronics shipments in 2024 and a 900 percent rise in semiconductor volumes in 2023 compared to the previous year. These enhancements underline our commitment to fulfilling the evolving needs of our customers, ensuring Etihad Cargo remains the air cargo partner of choice," Ni explained.

Positioned through partnerships

Etihad Cargo's strategic partnerships, particularly with China's SF Airlines, have been pivotal in enhancing the position of the United Arab Emirates (UAE) as a global cargo hub, fostering strong links between the UAE and Asia.

"This collaboration has expanded our operational footprint, increasing our scheduled freighter service between Ezhou and Abu Dhabi to four flights per week and providing our customers with enhanced access to 25 key domestic destinations in China, including Shenzhen, Hangzhou, Chengdu, and Nanjing, with plans to further extend this reach," Ni said.

"The inclusion of Ezhou in our network particularly strengthens our connectivity within China's comprehensive transport infrastructure, aligning with our strategy to tap into the country's major economic clusters.

"By expanding scheduled freighters and charters, Etihad Cargo can now respond with more agility to our customers' capacity requirements, reaffirming our commitment to providing accessible and efficient logistics solutions throughout the Asia-Pacific region."

Market diversification

The "China Plus One" strategy, which diversifies manufacturing and sourcing beyond China to other Asian nations, is reshaping logistics in the APAC region. As companies establish more production facilities in countries like Vietnam, India, Thailand, and Malaysia, Etihad Cargo has reported experiencing increased cargo volumes from these emerging hubs.

In response, the carrier is enhancing operations by expanding flight frequencies to these new centres and investing in key regional hubs to improve infrastructure and handling capabilities. This includes upgrading facilities and integrating technologies that streamline processing.

"Leveraging our strategic Abu Dhabi hub, which allows global reach within 17 hours, we are dedicated to not just increasing volume but improving service quality and operational efficiencies," Ni added.

"We aim to transform Abu Dhabi into a leading global airfreight hub, enhancing our agility and responsiveness to customer needs through strategic partnerships and innovation. This proactive approach helps us rise above competition, providing exceptional value and continuously improving the customer experience."



"By expanding schedule freighters and charters, Etihad Cargo can now respond with more agility to our customers' capacity requirements."



INNOVATION IN THE GOLDEN PENINSULA

BY Edward HARDY

With over two decades of experience at MASkargo, Mohd Zulkefly Ujang, the carrier's Head of Operations, has seen the company's relentless focus on enhancing operations as new opportunities arose.

"Central to MASkargo's operational prowess is their state-of-the-art facilities, where infrastructure is critical in handling diverse commodities safely and efficiently," he explained.

"MASkargo's terminals are equipped with cutting-edge automation and mechanisation dating back to 1998, underscoring our longstanding commitment to technological advancement. The fully automated systems ensure precision and reliability round the clock."

With a portfolio encompassing over 40 airlines, MASkargo understands the criticality of timely cargo delivery, with commitments to have cargo ready for collection within 48 hours of arrival. MASkargo's comprehensive tracking system allows customers to track their cargo from anywhere, at any time.

"The success of MASkargo lies not only in their ability to deliver on their promises consistently but also in our proactive approach to addressing challenges. In our industry, reliability and efficiency are non-negotiable. Through a harmonious blend of cutting-edge technology, rigorous training, and unwavering commitment to customer satisfaction, we continue to set a standard for air cargo operations."

Growing with global trade

While nestled between two major global airfreight hubs, Thailand and Singapore, Malaysia and MASkargo have experienced remarkable growth, propelled by robust trade volumes and extensive connectivity provided by more than 60 airlines that operate into Malaysian airports (via Kuala Lumpur International Airport 1 & 2).

The strategic significance of MASkargo's hub location becomes apparent in its role as a vital conduit for both imports and exports.

"Against the backdrop of Malaysia's location and burgeoning industries, such as semiconductor and electronics manufacturing, MASkargo remains poised to capitalise on emerging trade opportunities," Zulkefly explained.

"The surge in e-commerce, coupled with the country's unique geographical divide between East and West, underscores the importance of efficient logistics and seamless cargo transfer."

With its positioning, despite financial hurdles and restructuring in 2017, MASkargo has remained committed to serving as a cornerstone of Malaysia's burgeoning economy.

Central to MASkargo's evolution is its sophisticated facility, designed to handle diverse cargo types efficiently, with the carrier having continuously invested in it, allocating more than 100 million Malaysia Ringgit (£16.6 million) towards upgrading equipment and controls. This infusion of resources not only modernised operations but also ensured resilience.

"We are investing a lot in improving our cargo processing capabilities, including developing a new export build-up area for freight forwarders

because there is a lot of economic activity happening," Zulkefly explained. "The airfreight sector has historically relied heavily on manual processes, being inherently labour-intensive. However, there has been a pivotal shift towards automation.

"Efforts in automation extend beyond physical operations to documentation and compliance, ensuring adherence to industry standards.

"These systems streamline processes, providing real-time insights and metrics crucial for operational efficiency, increasing customer satisfaction and giving insights for tactical and strategic decisions.

"Moreover, MASkargo prioritises security measures, aligning with international mandates for X-ray screening. Investment in advanced X-ray machines with artificial intelligence capabilities underscores the commitment to enhance screening accuracy and efficiency while mitigating operational bottlenecks caused by manual inspection processes."

Intermodal approach and opportunity

The operational focus has shifted to intermodal transportation, particularly in trucking. MASkargo has partnered with logistics specialists to tap into the trucking market, capitalising on the popularity of road transport, especially in regions like Penang, a significant export hub with limited air freight connectivity.

Additionally, there is a growing demand for trucking services to Singapore, given its superior connectivity to destinations like the US.

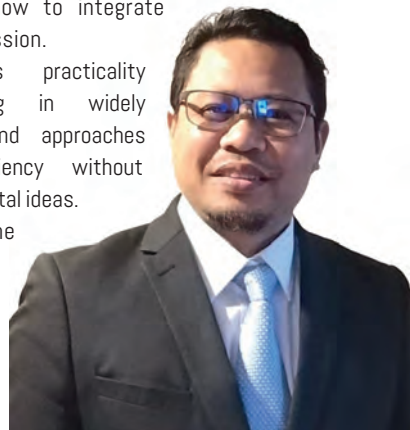
"MASkargo is exploring opportunities in first and last-mile delivery, particularly in the burgeoning e-commerce sector," Zulkefly highlighted.

"While traditionally focused on business-to-business transactions, the company is now venturing into business-to-consumer arrangements, aiming to capture a broader market share while maintaining its core clientele in the commercial and government sectors."

Likewise, the rapid evolution of technology presents both opportunities and challenges. While cutting-edge solutions may offer specialised tools that are enticing, such as drone technology, MASkargo must explore how to integrate innovation into its wider mission.

"MASkargo emphasises practicality and reliability. Investing in widely accepted, technically sound approaches ensure operational efficiency without overcommitting to experimental ideas.

"Rather than chasing the latest trends, we are focused on pragmatic solutions that align with our operational needs and the goals of our customers."



07



"We are investing a lot in improving our cargo processing capabilities, including developing a new export build-up area for freight forwarders."

AEROSPACE GLOBAL FORUM RETURNS TO FARNBOROUGH INTERNATIONAL AIRSHOW

BY Edward HARDY

Aerospace Global Forum (AGF), the revolutionary global platform that aims to champion change and drive immediate action, accelerating the transition to the new, net-zero economy, is returning to Farnborough International Airshow 2024.

Developed by Farnborough International, AGF brings global leaders together across all industries, sectors, and geographies to drive conversation and interrogate issues to actively change the world for the better through an aerospace lens. Setting the agenda for industry in the

years ahead, AGF will discuss the future leaders of the aerospace and defence industry and prepare organisations for the new skills needed across sustainability and defence.

The future-focused forum will provide pioneers of change with an immersive platform to connect, engage and learn through a diverse five-day programme of inspiring thought leaders and impactful discussions. Working with world-leading consultancies and networks, such as McKinsey and KPMG, as well as US government officials, UK government departments, ADS and other industry associations, AGF will drive cross-sector collaboration in order to achieve deep, long-term reductions in greenhouse gas emissions and accelerate progress towards a net zero future.

Speaking of this year's instalment of AGF, Gareth Rogers, CEO of Farnborough International, said: "Following its successful launch in 2022, the Aerospace Global Forum will bolster its position as a catalyst for progress and will once again be a must-attend feature of the Farnborough International Airshow.

"The aerospace industry plays a vital role in the world's decarbonisation transformation and global security. The forum's programme has been developed with like-minded accredited partners to produce actionable outcomes and strategies that will steer leading industry organisations forward."



PIONEERS OF TOMORROW INVITED TO EXPLORE THE WORLD OF AEROSPACE

The next generation of leaders are invited to experience the world of aerospace and STEM at Farnborough International Airshow's Pioneers of Tomorrow, a dedicated day to inspire, engage and recruit the industry's future workforce.

Organised in collaboration between Farnborough International and ADS, and as part of the world-famous Farnborough International Airshow, the event will take place on Friday 26 July 2024 and will provide industry exhibitors an unrivalled opportunity to engage with and inspire future aerospace recruits.

With a global skills shortage across the industry, the UK aerospace industry is focused on positioning itself as an attractive and viable career opportunity for the future workforce. Aimed at school children aged 11+ to school leavers, graduates and career movers, Pioneers of Tomorrow will introduce the next generation of leaders, innovators, and pioneers to employers, providing valuable insight into the wealth of career opportunities available throughout the global industries the airshow represents.

Free for under 21s, students and apprentices, attendees will be able to immerse themselves in a vast range of on-site Science, Technology, Engineering and Mathematics (STEM) focused activities, as well as watch the full flying display, explore the comprehensive static aircraft display and speak to leading industry organisations directly.

Developed with young adults, parents and guardians, and lovers of all things aerospace in mind, Pioneers of Tomorrow will offer a meaningful

understanding of what careers across the aerospace industry promise; the skills required, and the value that studying STEM subjects delivers. A dedicated Careers Hub will feature within the airshow exhibition, providing a platform for students, graduates and young professionals to access one-on-one specialist advice, topical seminars, and a live jobs board.

Pioneers of Tomorrow is supported by ADS Group, Rushmoor Borough Council, The Future Business Ltd, National Career Service and Royal Aeronautical Society.



08 **"The aerospace industry plays a vital role in the world's decarbonisation transformation and global security."**

AIRBUS LOOKS TO THE FUTURE OF AIRFREIGHT

BY Edward HARDY

As Airbus gears up for the delivery of its A350 freighter in 2026, the company has been making significant strides in the development and testing phases of its next-generation aircraft.

"We're starting to get parts of the wing box, the carbon fibre shells, and the tooling necessary to build the aircraft," Crawford Hamilton, Airbus's Head of Freighter Marketing, explained.

"This phase is crucial as Airbus transitions from design to industrialisation, ensuring every component is meticulously tested.

"We will be testing two development aircraft. This involves both static and dynamic testing to ensure systems function.

The aircraft manufacturer simulates real-world conditions to validate the aircraft's robustness and reliability, putting it under the microscope to identify and rectify potential issues before the aircraft enters service.

"We are focused on the integrity of the door, structural reinforcements, and other components to ensure they perform reliably in service," he continued.

"Our showroom mock-up will soon be ready, showcasing full-size components like the door, even before the actual aircraft is completed.

"We're moving from PowerPoint presentations to tangible reality.

continuous improvements are always being made," Hamilton outlined.

"With the A350-1000 being the latest large passenger aircraft certified in 2019, it benefits from a robust certification basis. This enhances the overall certainty and reliability of the aircraft.

"The in-service experience is substantial, with over a million flight hours for the A350-1000 and over nine million for the entire A350 program. This extensive operational history builds trust and allows us to focus on refining the freight-specific aspects of the aircraft, where most challenges lie.

"Repeating proven processes is much easier than starting from scratch, and we leverage this experience in various areas, such as door design.

"We've built a large carbon door before and now we're simply scaling that to a larger size. This predictability reduces challenges and provides a secure foundation to work from.

"It all allows for a seamless transition between different aircraft types, reducing operational complexity and costs."



Market demand

The A350F is positioned to replace ageing freighters and meet growing demand across the airfreight sector, particularly in regions like Asia and the USA, driven by the growth of e-commerce and the need for efficient, high-capacity aircraft.

The aircraft has already attracted significant attention, with ten customers, including Air France, Cathay Cargo, Etihad Cargo and Singapore Airlines Cargo, ordering 55 freighters so far.

"Broadly speaking, the fundamentals we had when launching the aircraft are still relevant today. We are positioned to ride the replacement wave for older aircraft," Hamilton explained.

"We are seeing global interest, which is encouraging. The market is stabilising post-COVID, leading to more pragmatic interest from various parties. Our global market forecast predicts a solid 3.2% growth (annual growth 2019-2042).

"So, we anticipate significant activity in the market over the next year or two.

"The joy lies in seeing everything come together. For instance, we'll be able to show our customers tangible progress, allowing them to see parts of the freighter being assembled.

"This assembly process over the next year is truly thrilling. Being involved for so long and then seeing it all come together is something I am really looking forward to."



Commonality offers confidence

One of the standout features highlighted by Airbus when promoting the A350F to potential customers is its commonality with the passenger variant of the aircraft. This enhances both development and operational efficiencies, with combination carriers, like Cathay Pacific, already aware of its capabilities and performance.

This aircraft Family concept translates into confidence for airlines, knowing that the freighter shares the same proven platform, cockpit and operational procedures, benefiting airlines by optimising pilot training and integration.

"The A350 platform is mature, which means we can confidently say its performance and reliability are well-established. Customers are familiar with the aircraft and are very satisfied with its capabilities, though



"We'll be able to show our customers tangible progress, allowing them to see parts of the freighter being assembled."

09



ARTIFICIAL INTELLIGENCE IN AVIATION

BY Ajinkya GURAV

With the aviation sector increasingly embracing digital innovation, the potential of technology to enhance safety, efficiency, and customer satisfaction is substantial. Artificial intelligence (AI) is poised to play a critical role in revolutionising the aviation industry and how airlines operate and flights are managed.

"Today, AI can process this data in minutes, uncovering insights that previously would have taken months or even years to discover. This rapid data analysis is akin to finding a needle in a haystack, with AI acting as the powerful magnet that makes it possible," Shane Tackett, EVP Finance and Chief Financial Officer at Alaska Airlines, said.

Efficiency and safety

AI's versatility can benefit airlines in numerous ways, from improving safety and operational efficiency to enhancing customer experiences. In the air cargo sector, AI can optimise routing and scheduling, predict maintenance needs, and manage cargo loads more effectively. This not only increases efficiency but also ensures timely and safe delivery of goods.

For instance, AI algorithms can analyse weather patterns, air traffic, and other variables to suggest optimal flight paths, reducing fuel consumption and delays. Predictive maintenance powered by AI can identify potential issues before they become critical, minimising downtime and extending the lifespan of aircraft components.

"AI's potential extends to creating personalised experiences for customers. For air cargo, this means providing shippers with precise tracking information, predictive delivery times, and customised services based on historical data. Such enhancements can significantly improve customer satisfaction and loyalty," Dr. Werner Vogels, VP and CTO at Amazon, said.

AI can enhance flight safety by monitoring real-time data from various sources, including weather conditions, aircraft systems, and pilot performance. AI systems can detect anomalies and potential safety risks, providing early warnings to pilots and ground control. AI-powered security systems can enhance threat detection at airports by analysing X-ray images and identifying potential security risks with greater accuracy and speed than human screeners. This improves both safety and the efficiency of security checkpoints.

Strategic integration

The panel emphasised that AI should be an integral part of a business strategy rather than merely a tool for the IT department. The transformative power of AI necessitates discussions at the boardroom level. By viewing AI as an exponential technology, airlines can explore new revenue streams, innovative business models, and significant operational improvements.

For the air cargo industry, AI can open up possibilities such as dynamic pricing based on demand and capacity, automated customs clearance processes, and real-time supply chain visibility. These innovations could lead to more agile and responsive cargo operations, meeting the evolving needs of global trade.



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60 Seconds With ...



JONATHAN FREDERICKS

Managing Director of Mail&More by ECS Group

BY Anastasiya SIMSEK

Jonathan Fredericks is Managing Director of Mail&More by ECS Group, where he is responsible for assisting the development and positioning of Airlines Parcel's strategy while "Bridging the Gap" between Postal Operators / Consolidators / Vendors and their selected Air Carriers. Jon joined ECS Group in July 2018 as Business Development Manager. Previously, he held several commercial management roles, in different industries ranging from Sales and Marketing to business to business Real Estate.

How did you get into airfreight/logistics?

A good friend of mind told me that I should leave real estate and go

sell planes – Well, I'm now close enough - helping optimise available space in airplanes.

What quote has most resonated with you?

Small victories for big achievements.

What's the best piece of advice you've ever received?

You can do anything if you have a positive attitude, a great work ethic and a good student mentality.

What is the most adventurous thing you have ever done?

At 24, I started my own business in a foreign country, a four-year

adventure, but also later changed career meaning at once changing, company, industry and job role – that's a lot at once!

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

Nelson Mandela: His inspiration despite the odds.
Colonel Sanders: He never gave up despite the bumpy road.
Steve Jobs: He was a visionary.

What's something we wouldn't know about you from your CV?

I overthink too much and should keep things simpler.

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

Doing IronBoard Surfing - No, seriously, I want to travel more with my family.

If you have not pursued a career in airfreight, what other field would you have liked to go into?

Investment WEB3, BloackChain, Cryptocurrency.

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

Flying.

What's your proudest moment and your biggest regret?

Kid's birth, Be away abroad when my dad passed away.

If there was a movie made about your life, who would you like to see play the lead role?

My favourite actors are DeNiro, DiCaprio, McConaughey but, in reality, it would be Ben Stiller because I am short.

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

Learn from seniors and adapt to 2024 reality.

How do you motivate your team?

Be creative, put the effort in and make mistakes with a smile – it is part of the process.

What is the one item you can't travel without?

Running shoes – I am trying to have a quick run in every country I go to.

Who is your role model?

My dad, because of work ethic.

What would your autobiography be called?

Keep going.

Cats or dogs?

Of course, dogs.

Early riser or night owl?

Early riser, so I try to be a step ahead.

What's the best and worst purchase you've ever made?

Best: AirPods.
Worst: Wrong shoes.

If you could only eat one meal for the rest of your life, what would it be?

Pho (Vietnam).

What's your most used emoji?

Thumbs up and blinking eye.

Whatever you see in the world is

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