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Cargo Matters 03/2005

03	Editorial	By Oliver Evans
05	Editorial	By Hans Nilsson
06	Market Focus	Italians truck it better
09		"Pizza" express – the movie
11		The "fine art" of shipping
13		Qualité, fiabilité, efficacité
14		An anteroom to heaven
15		Make room for mushrooms!
17		Who's afraid of the big German market?
18	Product Focus	Swiss °Celsius: a sensitive product
20	In short	News, Events and more!
23	Contest	Win a free subscription to Air Cargo News for one year!

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Dear Readers,

We live in a world of constant change and misleading appellations: in European football today, a top "English" or "Spanish" club is just as likely to feature no more than 1 or 2 local players, and sometimes none. In our automobile showrooms, a "German" car is made up of parts from all over the world. The "global" market is the one label which is incontrovertible: global trade is the lifeblood of the modern world, and airlines form an essential part of the circulation system.

Yet airlines face unprecedented challenges: between 2001 and 2004, the industry lost USD 36 billion! The fuel bill alone is estimated to make up 25% of operating costs today. We have been forced to pass some of these costs on to our customers as surcharges, but that is not a solution as it places part of the burden on the shoulders of our customers, and this has probably been a significant factor in the slowdown in airfreight which the industry has experienced this summer. We at Swiss WorldCargo want to find solutions

with our customers, and to play our part in facilitating world trade, not slowing it down.

This is why we are enthusiastically espousing the e-freight revolution announced by IATA at the beginning of November. In deeds and not just in words: we have already appointed a General Manager e-freight, Mr Markus Loeffler, reporting directly to me. His task is to plan for the replacement of our current legacy IT platform, and to provide leadership in our company, and in the Swiss community, for the gradual elimination of paperwork in airfreight transportation, which is expected to save the industry USD 1.2 billion by the year 2010.

We take our responsibilities as national carrier of one of the richest and most advanced countries in the world very seriously. We take our responsibilities as partner of the powerful Lufthansa Cargo AG very seriously. We are proud of our identity, but also proud of our association with them, and delighted to see the first steps in our alliance already implemented, with mutual capacity access,

joint handling, and joint offices in a number of locations around the world. Initiatives that enable us to serve our respective customers better. We are in top gear, and the customer stands squarely in front of us at the heart of our planning.

We care for your cargo!

With best wishes,

Oliver Evans



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What makes a European cargo carrier outperform the competition?

In an increasingly competitive air cargo market, with both new and old players introducing new routes, services and capacity to the European market, a niche player like Swiss WorldCargo requires fresh opportunities, adaptability and a new set of practical, solution-oriented products.

We are far from being the biggest carrier in Europe, but our competitive advantage lies in our customer base and product portfolio, with brands such as Swiss Valuables, Swiss X-Presso, Swiss Argus, Swiss Mail and our newly launched Swiss °Celsius. To stay competitive in a “commoditised” market we must strive to be “best in class” and take the performance leadership in the niche product segment we serve. This goes beyond the product itself and involves the relationship with our customers, partners and suppliers. We must be an attractive partner for our customers and be able to discuss issues and solutions and develop best practices. Call it “Centre of Excellence”!

In an environment where businesses have a narrower margin for error, information – and how it is used to add value – is critical. We know we must have a “today” focus to serve our customers with their crucial shipments 24 hours a day, but we also have to think about “tomorrow” and find innovation for future success. There is no question that in this industry Information Technology is at a critical point in its evolution. I strongly believe that the IATA cargo initiative dubbed “e.freight” is a key for our future success together with our customers and partners. With our small but strong Swiss home market we are blessed with the possibility of being in the forefront of developments and can seize the initiative wherever it arises.

Think about it for moment: Together we and our customers, partners and suppliers were part of transforming the industry away from today’s traditional procedures involving complex transactions and missed connections due to missing documents toward the elimination of paper documents and, ultimately, a simplified way of doing business.

Finally, I’m extremely honored and proud to be able to represent a company and brand such as Swiss WorldCargo. It’s our customers who support us, and the dedicated SWISS employees that together make us strong today and will continue to do so in the future.

I hope you find the articles about the European market in this edition of “Cargo Matters” interesting. These are just a few examples of the added value that we provide to our customers.

Hans Nilsson
Vice President Area Management Europe



Hans Nilsson

Area Management Europe Organisation

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Italians truck it better

You don't always need airports and aircraft to run an air cargo business. Swiss WorldCargo Italy makes a substantial contribution to Europe's total revenues by working with its long-standing partner Freschi & Schiavoni on road feeder services from Milan-Liscate to Zurich. The collaboration also offers a best-practice example of off-airport handling.

By Silvia Cappelli, Communication Officer, Swiss WorldCargo
When I asked Angelo Toffanin, Regional Manager of Swiss WorldCargo Italy, to tell me about the role played by road feeder services in his market, he suggested that I should experience it first-hand: go to Milan and be "shipped" back to Zurich by truck. Confident that this was a joke, I flew to Italy, expecting to visit the office and warehouse and then go and have an "aperitivo" with some friends.

Well, someone in Asia had an Italian-style aperitif instead, a couple of days later. In fact, that evening I actually travelled on a refrigerated truck of Swiss WorldCargo's partner company Freschi & Schiavoni that was carrying about six tonnes of Italian delicacies. While Zurich was my last stop, the appetising load, which included prosciutto, mortadella and salami, consolidated by Schenker Como into three Envirotainer containers, would continue by plane to Hong Kong and Singapore the next day.

Like 60% of Italy's export traffic and about 85% of the Swiss WorldCargo Italy's total shipments, these delicacies were transported out of the country by truck to be flown out of one of Europe's major airports. Road feeder services actually account for around one quarter of Swiss WorldCargo's European freight volumes, but the Italian figures are quite above average: The background must be sought in the history of the Italian air cargo market, which has developed around the combined efforts of air cargo carriers and trucking companies like SWISS and Freschi & Schiavoni.

Freschi & Schiavoni: a historical and a geographical partner

When Italian export flows started to rise back in the 1970s, the demand for air transport services rapidly increased. Back then, not only was the capacity offered by the national carrier insufficient; Italian airports were by no means ready to meet the foreign carriers' requirements, with their inadequate premises and their very high costs. And so "off-airport" hubs were created, to coordinate shipping the goods by truck to the major airports the other side of the Alps.

If they were to develop their business in the country, the air carriers had to find reliable partners. And from the very beginning, they found one in Freschi & Schiavoni (F&S). Founder of the state-



of-the-art hub in Milan-Liscate, which is also home to Swiss WorldCargo Italy's offices and warehouse, the company has been run by the Schiavoni family since it was established forty years ago. With its fleet of 40 trucks, it acts as the national and international trucking partner and the physical handling agent for SWISS and several other carriers.

Besides its Monday-to-Friday daily operations from Milan-Liscate to Zurich and Geneva, F&S also provides the domestic connections with Swiss WorldCargo's offline stations in Venice, Bologna and Turin in Northern Italy, where shipments are collected before they are transported to Liscate. Florence has always been served by local company Delli Trasporti, while in Rome and in the south of the country, the operations are organised ad hoc, either with F&S or with others.

Off-airport handling: security is the issue

"F&S is our key partner in Italy," Angelo Toffanin explains. "Being a family-run company with a small team of professionals, they have a flexible organisation, and they are always ready to meet customer-defined requirements and adapt their services." Today's air cargo carriers can be very demanding: security issues in particular can be a major concern. But here, too, F&S has shown its leading credentials: "Our customers can be sure that in Liscate, their shipments are handled just like at the airports," Toffanin adds.



The F&S premises actually provide a best-practice example of off-airport handling in Europe. In June 2005, they were certificated by ENAC (Ente Nazionale Aviazione Civile, the Italian civil aviation authority) to be compliant with the "Scheda 3" of the "Programma Nazionale di Sicurezza" national security programme. The programme, which is based on internationally-accepted standards that are enshrined in European legislation, is designed to facilitate the movement of cargo which does not pose a threat to the safety and security of civil aviation, and is intended to secure the authorised handler/regulated agent/known shipper chain.

"Regardless of 'Scheda 3', we had to ask ourselves how to ensure maximum protection of our trucks from acceptance to departure," Toffanin continues. "This meant that we had to find a way to avoid theft, pilferage and any sort of manipulation at the warehouse and on the truck." To this end, the premises are equipped with closed-circuit TV cameras, allowing all the handling operations to be monitored around the clock. The trucks are then sealed before departure; and they can be continuously tracked all the way to their final destinations via satellite GPS.

A truckload of niche opportunities

Swiss WorldCargo Italy covers 4% of the Italian air cargo market and contributes approximately 13% of Swiss WorldCargo's total European revenue. General cargo usually accounts for most truck shipments: special products are mainly shipped by air from Milan Malpensa, Rome and Venice. Still, with the exception of valuable shipments that cannot be carried by truck and can only rely on the limited capacity offered by the Embraer RJ145 and the Avro RJ100, all special products are increasing their share of Swiss WorldCargo Italy's total business.

"Our goal is to make these shares grow as much as possible," says Toffanin. "We have seen last year's proportion of 9.56% rise to 14.79% this year. Focusing on niches is part of our corporate strategy; but in Italy, this also means facing competition from the start-up air cargo carriers who are emerging in a market that has so far been mainly dedicated to big-volume business. Speaking of niches, the new Swiss °Celsius product definitely has a lot of potential in the Italian market."

In fact, besides garments, accessories and spare parts, a large proportion of the commodities exported from Italy are foodstuffs and pharmaceuticals. Swiss WorldCargo Italy is in fact one of the main producers in the temperature-controlled business, with some 160 Envirotainers shipments a year, about 90% of them containing foodstuffs. "I do believe that Swiss °Celsius meets an ever-increasing demand for temperature-controlled shipments, especially from the pharmaceuticals industry," Toffanin continues. "And our new product also coincides with the launch of a new Envirotainer, the RKN e1, that will allow the transportation of such shipments on regular trucks. So that's a whole truckload of further opportunities!"

"Sniffing" dangers

Authorised handlers can choose to implement any of a range of security devices. F&S has recently invested in the "Sniffer", a sophisticated machine that can sense minute quantities of explosives and toxic substances in a matter of seconds. As Mario Mallus, Operations Manager at F&S explains, collecting samples for analysis couldn't be simpler: the items are wiped down with a paper pad known as a "sample trap", which is then inserted into the desk-top analyser. Once analysed, the substance is identified, along with its relative alarm strength. Visual and audible indications are provided, and the analysis can be stored and printed for use as court-accepted evidence. All the checks conducted are noted in a daily log, and the results are archived together with the AWB.



A few questions to Betty Schiavoni, F&S

Betty, F&S is Swiss WorldCargo Italy's key partner. And what is Swiss WorldCargo to F&S?

F&S and Swiss WorldCargo Italy are one and the same! We have been sharing the same facilities and working "under one roof" for a long time now. And over the years, we have forged ahead together in the Italian market, by combining our experience and our expertise. Together, we have helped make the Italian air cargo market the way it is. In fact, we shouldn't forget that our market owes a lot to Swissair, Swiss WorldCargo's spiritual predecessor: Swissair was the first carrier to introduce scheduled road feeder services, and that in turn generated "off-airport hubs".

The main factors affecting the price of road feeder services include fuel prices, motorway tolls and investments in security. Where do you think we should be looking for solutions that could be to everyone's benefit in these areas?

I think we need to talk of improvements rather than solutions. The most important of these are undoubtedly load optimisation and the exploration of alternative transport solutions.

Speaking of alternative transport, what is F&S's policy on environmental issues? For instance, what role do combined or intermodal transports play in your business?

First of all, we are constantly investing in our fleet. For example, we are aligning with the latest European emission standards (Euro 4). As for combined or intermodal transport, if road feeder ser-

VICES have developed so tremendously across Europe, it is also because of the lack of railway infrastructure. Up to now, the logistics effort would be way too big and the prices would not be competitive. In Switzerland, for instance, with the HUPAC service the shipments can only get up to Aarau, where they have to be picked up and carried to Zurich. Still, while can't be an immediate solution, it is definitely the solution for the future: unfortunately, road transport is becoming more and more unsustainable!

Alliances are becoming increasingly common in the airline industry: we've had Air France and KLM, and now we have Lufthansa and SWISS. They're also happening in the forwarding sector, too, with DHL/Danzas and Excel/Deutsche Post. Do you see any possibilities for this in the trucking industry, too?

If by "alliances" you mean acquisitions or integrations, then the answer is no: most trucking companies, at least in Italy, are small family-run entities, each with its own "niche" and its own policy, which would be hard to integrate with others. What I do see a lot of opportunities for are "gentlemen's agreements" and collaborations.

To find out more about F&S visit www.freschieschiavoni.it



Silvia Cappelli

The reservation of two temperature-controlled shipments to Hong Kong and Singapore from Schenker Como is confirmed. Departure with LX6603/21OCT to Zurich; storage in the refrigerated premises at Zurich Airport; departure on LX138/22OCT to HKG and on LX182/22OCT to SIN.

Milan - Zurich by truck

15:30 The theory must be put into practice at some point. I'm a bit sceptical, but at the same time I am looking forward to getting on a truck for the first time, and I'm disappointed when I hear that, due to the delay in the delivery of the shipment from Schenker, there is a chance that I may not be able to go: if the truck does not leave on time, it might not get to Zurich by 22:00, which is the curfew for heavy vehicles on Swiss roads. In this event, the driver would have to stop and sleep in the truck until he could start again early in the morning. Which would all be a bit too much for a beginner like me!

15:42 The shipment arrives. There's just time to unload it, check the RKN Envirotainer containers in accordance with the standard procedure (temperature, dry ice, batteries, labelling) and load them onto one of the six refrigerated trucks in the Freschi & Schiavoni fleet. Salvo Senis, the driver assigned to the service, is ready to depart.

16:00 There's still a good chance that Salvo can make it on time, and the final decision is taken: I'm going, too. I am a little scared and feel a bit out of place as I sit in the cab; but I soon start enjoying the feeling of being so "big" and dominating the road.

16:45 We are still stuck on the "tangenziale", the freeway that runs around Milan: traffic jams are the norm here. If we don't reach the border by 18:00, I may be in trouble. Apprehension begins to grow...

Salvo tells me he's from Sardinia. He's been working in F&S for two years, but this is not his first experience in transportation: driving a truck was his first job, 23 years ago. He then stopped it to join a telephone company, which unfortunately went bankrupt. His wife and his three-year-old daughter are back home near Cagliari, and he only gets to visit them once a month. He's based in Milan and makes two trips a week: to Zurich for SWISS, and to Frankfurt or Amsterdam for other carriers.

17:00 As we pass Lake Como, I am dying to hear some "stories of the road". In my imagination, the life of a truck driver is so adventurous: I expect to hear about innocent-looking hitch-

hikers turning out to be serial killers, breakdowns in the middle of nowhere and so on. But when it all ends up being discussions with the Swiss police or with some car drivers, my sense of adventure fades away. (Salvo also adds that F&S invests a lot in maintenance and breakdowns are really rare; and with GPS, any problem situation would be located right away.)

There's a three-kilometre tailback as we approach the Swiss border town of Chiasso. Luckily it moves fast, and by 17:30 we are at the border. Trucks have to take a special lane here. As we stop at the police booth, the Italian police officer gives me a very strange look...

We get out and pay the toll for the Swiss highways: EUR 230 one way. I'm not surprised to hear that the Swiss have some of the most expensive roads in Europe. After paying, we have to get the papers stamped. This time, I am not surprised to find out that the Italian authorities still require a separate document for each transported item, which makes the procedure endless: a real example of the proverbial Italian bureaucracy. And as we are carrying some cold cuts, we need to go through a further formality before we can continue.

18:00 The architecture has changed tremendously: we are definitely in Switzerland now. As we drive through the Ticino, we get into a professional conversation about the road and air cargo industries in Europe; but, as Italians, we end up talking about food (Sardinian versus Florentine cuisine...).

As the ice breaks, I spot the CB radio and am really curious to know what drivers talk about all the time. But I'm disappointed again: Salvo says it's better if a woman doesn't know. I can't even switch it on to find out: it doesn't work in Switzerland, as it runs on different frequencies.

19:00 We are now approaching the St. Gotthard Pass. The outline of the Alps appears ahead, majestic and scary in the semi-darkness of sunset. There is a traffic light about 30 kilometres before the tunnel, which regulates the truck traffic. Sometimes they are stuck here for hours, Salvo says, and that can have quite an impact on costs; but we are lucky today, and only have to stop for a minute.

There is actually another checkpoint a few kilometres after the tunnel, where trucks must get onto a weighbridge to have the weight of their load checked (no more than 20 tonnes can be carried in a Thermo truck on Swiss highways). But it's Friday night and nobody is around, so we can proceed. We have to slow down, though, as there is construction work for about 15 kilometres. When it's snowing here, the going must get really tough.

20:00 We leave Highway 1 in Flüelen. It's not a short cut, Salvo says; just a trick to avoid traffic jams. And the views are much nicer, he adds. It's true: even though it's already dark outside, it's a gorgeous drive along Lake Lucerne. I shouldn't be surprised: a Sardinian is bound to have an eye for a good landscape! Then it's onto the highway again, the N4...

20:30 ...and off again in Cham, near Zug. There are cows everywhere now, and Italy seems very far away. We proceed on the state road to the airport, to avoid driving through Zurich. I spot a plane landing: we must be really close to our destination.

21:30 As we pass the Swiss WorldCargo office building, there's no doubt we have arrived. We get to Fracht Ost (the cargo premises at Zurich Airport) a few minutes later. I am glad that Salvo is still on time to unload the truck: like the Swiss roads, the premises close at 22:00. Unfortunately they don't let me in, because I don't have a permit. I hope they might make an exception for my special initiation into trucking, but they are absolutely strict. Still, I guess this is further proof that security is taken very seriously here.

And so I say goodbye to Salvo. He'll spend the night in the truck, and he'll head off to Frankfurt tomorrow morning. He's loading some containers from another customer on Sunday, before driving back to Milan in the evening.

(P.S. By the time I'm writing this, the goods Salvo and I were carrying have reached Hong Kong and Singapore. And, to the delight of the local lovers of Italian cuisine, they're still as tasty and aromatic as the moment they were packed.)

“Pizza” express – the movie

Film post-production is a niche industry that has to rely on niche forwarders for its logistics needs. In Italy, the market leader here is Alberto Ferri Srl. Giordan Garassino, Sales Manager at Swiss WorldCargo in Rome, took Silvia Cappelli to visit the company, which is one of the most important contributors to our Rome station’s business.

By S.C.

When you visit the headquarters of Alberto Ferri Srl for the first time, the vans parked in the outside yard are the only hint of the shipping business. Otherwise, you could be visiting a dream world, with classic film posters hanging on the walls of a finely-renovated country house that is immersed in greenery, on a hill overlooking the centre of Rome.

That’s hardly surprising in a way: after all, delivering dreams on celluloid around the world is the core business of this company, which has established itself as Italy’s number-one forwarder for the moving picture industry. The owner, Marco Ferri, took over the business that his father Alberto had started back in 1970: Alberto had made a name for himself during the boom of the “Cinecittà” studios throughout the 1950s and the 1960s.

That’s when local and international film production and post-production companies started to demand a dedicated service for their logistics needs in Rome, including “express pizza delivery” (“pizza” here being the Italian lingo for film reels, due to their similarity in shape and size to that popular local speciality) to movie theatres worldwide.

Since then, along with shipments of production and shooting equipment (including cameras, blank film, costumes and props) to film locations around the globe, post-production logistics has been Alberto Ferri’s niche, accounting for about 70% of its total volume. Of this, an average of 100,000 kilos of films are carried by Swiss WorldCargo as Swiss X-Presso every year, making up about 15% of the station’s total output.

Swiss WorldCargo Rome, which delivers about 10% of Swiss WorldCargo Italy’s total revenue, is headed by Sales Manager Giordan Garassino. And with him and Francesco Rinaldi, head of the local handling agent CSC, I put a few questions to Marco Ferri. It’s his first interview, he says, but it’s hard to believe: he’s as comfortable as any movie star...

Marco, if post-production is the backbone of your business, I assume it’s quite a big industry in Italy.

It is indeed. Rome has established itself as a very important centre for film printing and developing: as well as some smaller local production companies, most Hollywood majors get their films developed and printed here. The costs are still quite sustainable, and Italian operators are considered amongst the most skilled and competent in the world. There are three companies in particular of

international renown that feed the European market from Rome. And they cover North America, North Africa and the Far East partly from here, too.

What’s the most important thing when it comes to shipping film reels?

Time! The release must be as fast as possible. The typical scenario is that the local branches of these companies produce the master copy (the so-called “check print”), which must then be sent to another branch for approval. There’s a first small shipment (of four to nine reels) that must get to the destination in the shortest possible time: the deadlines here are so tight that customers are sometimes forced to send a courier as a passenger on the first available flight! After approval, the film is printed and the copies are shipped around the world in large quantities. The rule again is: find the first available flight to get the films to the movie theatres on time. This means our clients’ basic need is for direct flights whenever possible. But we also have to ensure the shortest clearance and delivery times. And that often means using the national carriers at the destinations.

So when and why do you choose SWISS?

With SWISS we can secure very good coverage of the destinations that don’t have a direct connection with Rome. In most cases, with lunchtime acceptance, SWISS ensures delivery early the following morning. Apart from Zurich (for which we use them 100%), SWISS is an excellent solution for some Eastern European destinations (such as Belgrade, Bucharest, and especially Budapest) and for Los Angeles and Johannesburg, too. There is no direct flight from Rome to LA, for instance, so SWISS looks after about 70% of our shipments there. For Johannesburg, it’s as high as 95%, as the only alternative is a direct flight from Milan Malpensa. On a less regular basis, our SWISS list also includes Nairobi, Dar es Salaam, New Delhi and some Northern European cities.

How could we perhaps improve traffic to some destinations that we are not covering?

As I said, we can only consider these options in cases where no direct flight is available from Rome. Out of these, we would need to analyse each specific case, comparing the customer’s requirements and SWISS’s handling features at these destinations. With Moscow, for example, which would have a lot of potential, the requirement is service to Sheremetyevo Airport, but SWISS currently flies to Domodedovo. Sometimes the needs are even more specific – as is the case



with some US destinations, for which the customers require American carriers because they have access to the decompression room. (At this point, Giordan and Marco start analysing specific cases extensively.)

Well, we can see that the business relations between Alberto Ferri and SWISS are based on open discussions...

Whenever we have a problem to discuss, we always find the door open. As I mentioned, our choice of a carrier is influenced by our clients’ instructions; but we wish that all the carriers we deal with at Rome were as exemplary as SWISS, especially in operating terms. They are always ready to take the personal initiative and find creative solutions: and so many times they’ve been waiting for our vans on the tarmac, for our last-minute “express pizza delivery to the aircraft”! Another really important factor for a time-constraint business such as ours is the traceability of shipments. And we find the Track & Tracing tool on swissworldcargo.com very accurate, unlike the ones provided by other carriers.

How has the celluloid “pizza” been able to survive in the digital era? And what trends do you foresee for the next few years?

It’s improving rapidly, but digital projection technology still hasn’t reached a high-quality image output for the big screen, so it looks like the “pizzas” will be with us for another few years. The key issue when it comes to forecasting the future of our business is whether the film reel will cease to exist in one or in multiple steps; we are almost sure that, even if the most advanced countries were ready to implement digital projections, it might take longer elsewhere, like in Eastern Europe. Another major issue will be whether, once it has been established, the digital film will be distributed over the ether or physically. If it’s the latter, our business will survive, but the key factor won’t be weight anymore. Still, we’re sure that, together with our partner carriers, we’ll find other ways to keep turning a profit!



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news 

The “fine art” of shipping

Swiss WorldCargo’s Regional Manager for the UK & Ireland, Colin McInnes, has no doubts as to the value of the Swiss Valuable product to his expanding client base. He took Dan March, from Air Cargo News, to visit Regency Shipping to see why companies that need the ultimate in security, reliability, discretion and efficiency always choose Swiss Valuables.

By Dan March, Editor, Air Cargo News

A focus on high-value niche products has been a major force behind Swiss WorldCargo’s resurgence in recent years. But it is in the fascinating world of bullion and banknotes, gemstones and art masterpieces that SWISS’s reputation truly stands head and shoulders above all competitors, also in the UK market.

Regency Shipping Limited, a London-based company devoted to the handling and transport of specialist works of art, saw SWISS as an ideal airline partner since it was founded 13 years ago. Regency’s Operations Director Michael Vincent explains why the company sees SWISS as an important part of its ongoing success. “We have always used SWISS and will continue to do so for all our valuable shipments – wherever and whenever possible. Our operational staff have a strong preference for ‘Swiss Valuables’ thanks to the exceptional service levels provided.”

Vault protected shipments

The economics of valuables transportation are much more complex than just a flat shipping rate. As Vincent puts it, “The service level offered is of paramount importance, and in most cases will be the deciding factor on how and with who will be used, to Regency it is far more important than the basic cost analysis. SWISS’s security record with us has been superb. With such high value commodities, and insurance premiums ever increasing it is a must for our global insurance assessor’s to feel as comfortable as possible.”

The airline’s dedicated vaults, including the high-security facility in London, have resulted in an impeccable record for shipping valuables in and out of the UK. When our shipments arrive at the vault, dedicated SWISS staff are waiting to meet us. This reliability allows us to plan our shipments without the worry of delays or hold-ups that could leave our consignments vulnerable. SWISS transit all valuable goods via armoured vehicle deliver our goods from the vault right to the aircraft’s side.”

SWISS have even fitted dedicated security vaults on its BAe 146 aircraft to add extra security in-flight. Michael Vincent recognises that the ‘Swiss Valuables’ product is tailored to meet the specific needs of the market. “Some airlines often have physical and operational deficiencies that could put our shipments at risk. SWISS’s long-standing

experience and expertise in tailoring its service in our specific market make it the first place you go.”

Seamless information

Customers have a natural anxiety while their consignments are in transit, whether they be banknotes or priceless paintings destined for European auction houses. “The SWISS staff are not only helpful and efficient but have an excellent system at their disposal for recording, tracking and checking both the details and progress of each shipment. They are always happy to go the extra mile for the client,” says Vincent.

“Any problems or delays are immediately communicated to us, which is absolutely paramount to our operations. “By establishing excellent communications with us we can monitor every shipment and give our customers full peace of mind. If delays occur for any reason, we can react accordingly and make the necessary adjustments. Information transfer is key to our good working relationship.”

The delicate nature of the valuable art consignments is another area where SWISS’s experience is invaluable to Regency. “We have special racks fitted to our vehicles that ensure no damage can occur. SWISS then ensure that other cargo is moulded around special high-security sealed containers. Many of the other airlines are not set up correctly to manage and handle such delicate items. We have experienced inappropriate handling and poor monitoring of shipments – something that has never been a problem with SWISS.

Regency has offices worldwide but is still wary about using airports where security standards are a concern. For consignments travelling on SWISS aircraft the company has the security of knowing that each location is audited. As Colin McInnes explains: “We audit every facility and if we are not entirely satisfied that our customer’s valuable goods are secure we will embargo the location. However, thanks to the fact that we work with airports and have experienced staff, we can find a way to ensure all shipments are secure. Thanks to these processes we now have fewer destinations embargoed than many of our competitors.”

For further information about Regency Shipping visit www.rsllhr.co.uk



Michael Vincent

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Qualité, fiabilité, efficacité

An interview with Cristophe Carré, Manager Overseas Development France, one of the major contributors to the success of Swiss WorldCargo France in the full-freighter business to Riyadh.

Yannick Foll, Indoor Sales Executive and Cédric Corduant, Sales Coordinator France, Swiss WorldCargo

At the end of 2004, Swiss WorldCargo decided to expand its full-freighter business and signed a deal with MNG Airlines for the supply of an A300F to Riyadh. One year down the road, this venture has proved rather successful with France distinguishing itself as the top producing market, contributing for 23% of total revenue to Riyadh.

Yannick Foll and Cédric Corduant, put a few questions to Christophe Carré, Manager Overseas Development France, one of the key players for this outstanding achievement. By sharing the motto "quality, reliability, efficiency" and the same obsession for customer care, in France, Overseas Development and Swiss WorldCargo have established a strong partnership.

What is the background of Overseas Development France?

Overseas Development France is a subsidiary of Overseas Development Company Limited. Founded some 40 years ago in Saudi Arabia, the company first started up in Jeddah and Riyadh before expanding its activities in Dubai, Abu Dhabi and, progressively, to Lebanon, Egypt, France, England, Asia and the USA. The office in Paris-CDG was established in 1998-1999 and has grown very fast. Within five years, revenues have increased by more than 70%, reaching EUR 14.5 million in 2004. Five years ago we had only three employees, and now we are a team of 14!

What is your main export destination and what kind of commodities are shipped there?

Saudi Arabia is definitely our main export destination and represents around 85% of our total revenue. Because of the economic boom in Saudi Arabia and the very strong growth of the property market, we mainly export construction materials such as marble, electrical equipment etc. Basically just about everything that cannot be found in the Kingdom.

What is the share of your air-freight shipments to Saudi Arabia?

Over the past five years, the demand for airfreight shipments to Riyadh has increased tremendously, and this has helped to bring the share of our shipments by air up to 70%. That is why we immediately took advantage of the opportunity offered by Swiss WorldCargo's full-freighter operations.

What are your forecasts for the Saudi Arabian market?

Demand will remain very strong. The Kingdom of Saudi Arabia is richer than ever. Assuming a price of USD 60 for a barrel of oil, this means that the country is making USD 570 million per day or somewhere around USD 400,000 per minute! The government has launched a series of measures aimed at liberalising the economy and many big projects are being initiated, such as the construction of a Riyadh-Jeddah rail link. Some comparatively minor initiatives are also being resurrected, such as the planned metro link in Riyadh.

Although rather small compared to other capitals, the Riyadh Stock Exchange grew by 85% last year. And the property market is really following this trend, with construction sites popping up just about everywhere in the main cities. As a logical consequence, we expect the cargo business to experience a solid growth. We just have to be ready for the challenge.

So, the evolution of your activity can be mainly envisaged within this market...

Of course we will focus our efforts on the Middle East, which is our core business. But we also want to diversify our network and to become more global. However we are facing a number of difficulties in Africa and we are looking for reliable agents and partners in America. Our sea freight business is also growing and in the coming years it is expected to expand much faster than air cargo.

How would you describe your cooperation with Swiss WorldCargo?

When it comes to choosing a partner airline, we are looking for quality and reliability. Our customers are very demanding, and we expect airlines – and all our suppliers in general – to perform and deliver. Those items are the key to success. And Swiss WorldCargo perfectly matches our expectations: it is truly and definitely a business partner and our relationship is based on mutual trust and full transparency. This enables us to anticipate all kinds of situations and to be able to take action before problems occur.

Both Swiss WorldCargo and Overseas share the same philosophy and the same care towards customers. With Swiss WorldCargo, we have reached the level of trust and confidence that is enabling both teams to work towards the same quality level.

In which direction do you see an improvement in the relationship between Swiss WorldCargo and Overseas?

As I mentioned, there is definitely a need for additional capacity to Saudi Arabia. In addition, there are still some opportunities to work together on other destinations: we could develop a larger partnership in the Middle East for example. What is absolutely crucial to us is that we are successful in developing a long-standing relationship.

For further information about Overseas Development, visit www.overseas-global.com



An anteroom to heaven

The opening of the Brussels International Airport Mortuary, in collaboration with Swiss WorldCargo Belgium, marks an important step towards defining a best practice in Human Remains handling.

From a contribution by Pascal Boswell,
Country Sales Manager Benelux

While death rituals must always be interpreted cross-culturally (since they may carry very different symbolic significances), it is true that death is universal and these rites have many traits in common. There is, for example, a clear and consistent focus in all cultures on the dignity of and respect for the deceased, regardless of social, economic, religious, or ethnic position.

This is the basic principle behind the opening of the Brussels International Airport Mortuary, which was officially inaugurated on October 21 2005. The Belgian funeral company Sophia Group and the Benelux holding Dela Funeral Insurance were proud to announce this unique project, and welcomed their guests in a stylish opening reception.

In cargo handling terms, the idea of the project has grown at pace with dedication needs. Like most European countries, Belgium has become a multi-ethnic society, and the number of repatriations is constantly increasing: the annual rate of 650 cases in 1990 had risen to 1 150 by 2004. And, since they are a very special class of cargo, it is crucial that Human Remains are given very special attention.

In view of this, the weaknesses of cargo processing at Brussels Airport – such as transporting Human Remains on forklifts or tractors in publicly-accessible areas or the ready-for-carriage inspection difficulties – were analysed and discussed. “We should always bear in mind that we are dealing with human beings,” says Benedict Bleyaert, CEO of Sophia. “So our new mortuary can be regarded as a peaceful ‘heaven’s anteroom’ for the deceased, and a place for their family and friends to spend the last few moments with their loved ones.”

Providing correct and reliable information to the families is a key issue during repatriation, the creators of the new mortuary have found. With this in mind, all the necessary human resources have been assembled at the new facility; and relatives will be fully briefed in all aspects of how, what and where, and will be kept informed of progress at all times.

The international morgue has two departments with overlapping goals. One is Vangrunderbeek Repatriations, which is mainly involved in organising the safe transport of Human Remains for

families and insurers. The second is Gryphon, which is responsible for air transport and airport-related issues. Both departments are part of WL&FR, Worldwide Logistics & Funeral Repatriations.

With the advice of Swiss WorldCargo Belgium’s staff, of Sophia’s funeral specialists and of several airline and funeral-related organisations, the project has now become a reality. The new facility consists of a reception room, an interfaith chapel, a Muslim praying area, a cool room for 12 coffins,



Pascal Boswell, Country Manager Benelux Swiss WorldCargo - Frédéric Cambie, Operational Director Sophia Group - Bénédicte Bleyaert, CEO Sophia Group - Annemie Anthoons, Financial Director Sophia Group - Benoît Van Grunderbeek, Consultant Sophia Group - Geert Nolf, Sales Executive Benelux, Sophia Group - Koen Dewachter, Consultant Sophia Group

a fully-equipped surgical unit for embalming or autopsy, a large garage for loading/unloading operations, offices and storage facilities.

The mortuary is located at the passenger airport, but has easy access to the cargo area via the service road. Since, for 95% of repatriations, families or friends wish to accompany the deceased, it was decided that a location near the passenger terminal would be the best option.

“The management of Sophia and Dela would like

to offer special thanks to Swiss WorldCargo for their excellent support,” Bleyaert adds. “Swiss WorldCargo has shown great efficiency in these operations, and can easily serve as an example to others. And we are sure that, with their assistance, our project will successfully meet real and genuine needs.”

**For further information,
visit www.e-sophia.be/Sophia/EN/
or www.dela.be**

Make room for mushrooms!

Stella Trade, the GSA representing Swiss WorldCargo in Belgrade, is always ready to find room for mushrooms on flight LX1417 to Zurich. Gathered the night before in the Serbian forest by employees of the Marni company, the wild delicacies are bound mainly for North America. They are kept in the special refrigerated facilities at Zurich Airport, where their freshness is preserved, before being forwarded by air across the Atlantic.

From a contribution by Jaroslaw Jakubczak, Sales Representative Poland, Swiss WorldCargo

Commercially grown or cultivated varieties of mushrooms can lend themselves to countless appetising dishes. Nevertheless, only fresh, wild mushrooms that are handpicked in the woodlands can be considered as delicacies. Of these, boletus and chanterelles are definitely the most desirable for their unequalled fragrance, texture and taste.

The quality of such mushrooms may vary according to their place of origin as well as to their level of freshness once they reach the consumer. In fact, considering the high proportion of water that mushrooms contain and their proneness to dehydrating once they are picked, it goes without saying that they have a very short shelf life.

Boletus and chanterelles grow in abundance in the pristine forests of Serbia and Montenegro, and especially in the uncontaminated, green areas around the city of Krusevac. That is where the mushrooms distributed around the world by the company Marni actually come from.

The company has established itself as a market leader in picking, processing, and packing wild mushrooms. The highest quality standards for their produce are ensured by the fact that gathering takes place in the forest the night before the mushrooms are shipped. The appreciation North American consumers have for this product owes a great deal to a long-standing cooperation arrangement with Swiss WorldCargo.

"The key to our success is the ability to keep the mushrooms as fresh as possible en route from the forest to the consumer. For the transportation, we have to rely on the expertise of carriers such as Swiss WorldCargo, which in Belgrade is represented by the GSA Stella Trade. Besides offering the shortest possible connecting times from Belgrade to certain destinations in the US and Canada, the cargo division of SWISS applies the ideal handling processes required for this special category of perishables", says Zoran Nikolic, General Manager at Marni.

The mushrooms' journey starts at the cargo premises of Belgrade airport, where wooden crates loaded on flight LX1417 to Zurich. Right after arrival they are stored into a specially designed refrigerator in order to maintain their freshness. The

unique feature of this appliance is its ability to maintain a desirable level of humidity for the refrigerated air.

This part of the total transport process is the key factor in keeping mushrooms as fresh as they are right after picking. The crates are then kept refrigerated till the next day when they are loaded into the cargo holds of an Airbus 340 heading for New York.

A very interesting aspect of the business is its seasonality and unpredictability. In fact, Swiss WorldCargo cannot be advised in advance of the total weight of the shipment because the customer cannot foresee the harvest the pickers will deliver. "Transportation planning is definitely the toughest issue. And the success of our business owes a lot to the flexibility of the Stella Trade Belgrade team headed by Ratko Lazic, who are always ready to meet our last-minute requirements!" Nikolic concludes.

For further information, visit www.marni.co.yu





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Who's afraid of the big German market?

A niche, belly-capacity carrier such as SWISS might look like a very small player in Germany's big air cargo market. Nevertheless, thanks to its outstanding quality standards it succeeds in standing out from the crowd.

From a contribution by Jürgen Preller, Sales Representative Frankfurt, Nuremberg & Munich, Swiss WorldCargo

One of the founders of the European Union, the Federal Republic of Germany lies at the heart of Europe, connecting east and west, north and south. Reunification in 1990 made it the continent's most populous nation, home to some 82.6 million people. Covering 357,022 square kilometres, the country shares a border with no fewer than nine neighbours.

Although it has not been immune from the general crisis affecting the European economy in the last few years, Germany remains an economic force internationally, boasting the world's third largest economy and ranking number one overall in terms of exports. With its highly developed infrastructure along with a highly skilled and highly motivated workforce, it is also a leader in the field of research and technology.

With such a background, it is not surprising that the country is also the home of Europe's largest cargo airport. Besides the national carrier, numerous other airlines fly their freighters into Frankfurt-Hahn, and each day there is an impressive number of airplanes with a huge payload to be filled up. Needless to say it is a challenging environment indeed for a belly-capacity provider such as SWISS.

Small share? Big reputation!

If Swiss WorldCargo's market share in Germany might not sound impressive at first, accounting for about 2%, with its unequalled quality standards and customer service levels, the cargo division of SWISS boasts an outstanding reputation in the country.

Germany makes an essential contribution to Swiss WorldCargo's European organisation, delivering between 16 and 20% of the European revenue. With General Cargo shipments from Frankfurt and Munich being the backbone of the overall cargo volume, the German branch of Swiss WorldCargo also carries a great deal of valuables, express and temperature-sensitive shipments.

"Germany has shown steady growth in these special products in recent years. Today more than 15% of our turnover is generated through such products. The challenges that must be faced in the German cargo market are varied. But our upbeat, dedicated team will ensure that our slogan "We care for your cargo" continues to be



Frankfurt Airport

valid every single day," says Jürgen Preller Sales Representative Frankfurt, Nuremberg & Munich.

Customer service excellence

"Various factors determine the success of a business. Aside from the environment a company is competing in, key elements are the skills and dedication of its employees. Swiss WorldCargo Germany is a lean organisation, and expertise and commitment are the hallmarks of its personnel," Preller continues.

In the words of Reto Hunziker, Regional Manager Germany & Nordic Countries: "Swiss WorldCargo excels thanks to such assets as great flexibility and customer alignment. In Germany's challenging

cargo market, customer service that rises above the average is actually essential," he said.

"Because air cargo is still a "people business", we also foster customer relations beyond the parameters of daily business," Hunziker continues. In this respect, the events calendar this year included a special "Swiss X-Presso Ice Cream" promotion. On a hot summer's day the Frankfurt sales team loaded up an Italian ice cream van and delivered product information and delicious scoops of ice cream to appreciative customers. A trip aboard the historic streetcar "Apfelwein Express" was also a successful relation-building event.

Introducing the team

18 of the 22 Swiss WorldCargo Germany employees work at Frankfurt Airport, including Reto Hunziker, who shares the large office facilities in Cargo City South with his colleagues from Accounting, Customer Services, Indoor and Outdoor Sales.

The Frankfurt-based sales team, consisting of Ursula Pazera, Giuliano Kassabri and Jürgen Preller, serves all forwarders and customers in greater Frankfurt, Nuremberg and Munich. Munich Airport in particular has for some time now been experiencing strong growth and has emerged as Germany's second most important cargo hub.

Northern and Eastern Germany, which include the important markets of Hamburg, Hanover and Berlin, is tended to by Halit Mimaroglu, who is based in Berlin. The region around Cologne and Dusseldorf, Germany's industrial heartland, is the responsibility of Peter Schütz, while the sales office in Stuttgart - the most important station after Frankfurt - is managed by Claus Bernhardt.

Swiss °Celsius: a sensitive product

With the new product Swiss °Celsius, the cargo division of SWISS brands a set of quality processes for temperature-sensitive shipments that were developed in close cooperation with some key players in the healthcare industry and Envirotainer.

Christa Baenziger, Distribution Development Manager
Serono Laboratoires - Martin Peter, Marketing Director,
Envirotainer - Francis Ramuz, Product Manager Swiss °Celsius,
Swiss WorldCargo

If you ask a pharmaceutical company to mention its basic logistic requirement, the answer is most likely to be that a certain temperature range is maintained throughout the supply chain, and, in particular, during transportation. And experience has shown that this is a very big challenge for forwarding agents and carriers.

Christa Baenziger, Distribution Development Manager at Serono, agrees. But to be even more specific she adds that “the most important precondition is that a carrier understands our needs; every single shipment is a case on its own and comes with very specific requirements, for which the best quality/price solution must be found. To do so, a set of very accurate processes must be in place.”

If Swiss WorldCargo has made itself a name in the field of temperature-controlled shipments, especially within in the pharmaceutical and biotech industry, it is precisely because of an extensive investment in setting up such processes. In the words of the Product Manager Francis Ramuz, “In launching the new product Swiss °Celsius, we intend to brand a promise of dedication to finding the best possible solution for each and every problem and to redefine the set of processes our customers require as a precondition for entrusting their shipments to us. A brand obliges: so, it is a further commitment.”

Listen to the customer

The development phase of Swiss °Celsius involved extensive research and group work with some key players from the pharmaceutical and healthcare industry - such as Serono and Berna Biotech - as well as with Envirotainer, the leading manufacturer of temperature-controlled ULDs. “Envirotainer is not only our exclusive provider but our key partner for temperature-sensitive shipments. All the processes we have in place, have actually defined together with them, according to the requirements our customers are bringing up,” Ramuz continues.

In this respect, the proper handling of the containers seems to be essential. “Envirotainer was the first company to introduce an active cooling system, but it is well known that it only works properly as long as the containers are kept at the



right ambient temperature,” Baenziger points out. “Compared to “one-way” insulated shipper boxes, not only are Envirotainer containers more environmentally friendly but they also make it possible to save a lot of time in packing. Nevertheless, in both cases, the performance always depends on correct handling,” Baenziger adds.

If dry ice and battery checking are the most obvious aspects, other crucial handling factors include the establishment of a best practice in loading the containers in the cargo hold; In this respect, Swiss WorldCargo, in cooperation with its key clients from the healthcare industry, recently carried out some tests on the airflow, that resulted in the definition of loading positions to be avoided.

“In addition, we need to be confident that temperature-controlled storage rooms are professionally installed and maintained, and that a seamless communication flow with the ground handling staff is established. They need to be trained about the processes and to be thoroughly briefed about our requirements, so that even in case of an irregularity, pro-active initiative can be taken,” Baenziger continues.

A further added-value: the CEP (Certification Envirotainer Program)

By centralising Swiss WorldCargo’s know-how for temperature-sensitive shipments under a dedicated organisation, Swiss °Celsius also aims to respond better to the demand for proper training

and a seamless communication flow with all the parties involved. Nevertheless, the new product comes with a further added value in that Swiss WorldCargo was chosen by Envirotainer for the rollout of the CEP (Certification Envirotainer Program).

“With our containers, in the last ten years we have carried thousands of tons of healthcare products and pharmaceuticals all over the world,” says Martin Peter, Marketing Manager Envirotainer. “With our customers using many different airlines, the wish has arisen that we put more emphasis on streamlining processes and standards, by “certifying” some of the key trade lanes and partners. The solution we presented to the industry was the CEP, which is all about quality and dedication in the handling of our containers,” he adds. “Even though I always considered Swiss WorldCargo to be a quality leader even before we went through the CEP, I’m very happy that we could roll it out with them. This sends an even stronger indication of dedication and quality to the market,” Peter concludes.

And the positive feedback from the industry acknowledges that they are on the right path, even though, as Christa Baenziger emphasises, “it is crucial that both Envirotainer and its partner airlines make sure that such a programme is implemented throughout the network, and I’d rather a carrier keep us informed about the stations that have not been properly trained and certified,” she says.

About the new RKN e1 container

Unlike the t2, the RKN e1 technology functions without dry ice and consists of an “electrical heating and compressor cooling” system. The energy source for the RKN e1 containers is electrical power provided by standard AC current and with rechargeable batteries to ensure sufficient independence throughout the shipment. All the systems providing the active temperature control are redundant (compressors, heaters, batteries, fans) and automatically regulated during the shipment, allowing the temperature to remain at the desired level.

The most common temperature requirement is +2-8 °C, but the unit can also maintain higher temperatures. Due to its high insulation capabilities, the RKN e1 is the ideal solution for customers who need to ship sensitive and valuable products also in extreme ambient temperatures.



The first to test the RKN e1

The CEP is not the only matter of trust on the part of Envirotainer towards Swiss WorldCargo. When the company started to test electrical heating and compressor cooling for the RKN e1 container in cooperation with some major pharmaceutical and biotech companies back in the winter of 2004, the decision was made that Swiss WorldCargo would be one of the few carriers to be involved in the launch phase of the new ULD.

“Not only were we extensively involved in the testing, but we had the honour of carrying out the first commercial shipment with the new container, back in September 2005,” says Francis Ramuz. Organised by the forwarding agency Lamprecht on behalf of a Swiss healthcare organisation, the shipment successfully carried some clinical trial samples from Basel to New York. Serono was also involved in the testing with very convincing results. No temperature deviation from the targeted temperature +2-8°C was registered. “Before this first shipment, Swiss WorldCargo held some training sessions in all the stations where the handling was required for our first test, namely Basel, Zurich and Chicago,” says Baenziger.

“Today Swiss World Cargo is considered to be one of Envirotainer’s Key Partners with the dry-ice fleet. We have a strong partnership on all aspects: Sales, Marketing, Operations and Logistics. And Swiss WorldCargo is very innovative and flexible when it comes to introducing new processes and products. At the same time Switzerland is one of the most important markets for Envirotainer, having a lot of healthcare business already – and a lot of potential for the RKN e1 container,” Martin Peter continues.

A couple of questions to Francis Ramuz

Is Swiss °Celsius a solution for the pharmaceutical industry only?

At present, 95% per cent of temperature-controlled shipments consist of pharmaceuticals, chemical and biotech products. The remaining 5% consists of foodstuffs, which also has a lot of growth potential. Whereas priority used to be given to saving money and shipping foodstuffs as general cargo, now it is rather to extend its shelf life and reduce the risk of contamination from infections. More and more countries – for instance Japan – require the cool-chain as a precondition for import.

Why is it called Swiss °Celsius?

We organised an internal contest and involved all our staff in the choice of an effective name. Many participants came up with the idea of “Celsius”, and the name was finally chosen after consultation with the advertising agency Jung von Matt/next GmbH.

Is there a more straightforward reminder of temperature control?

The Swedish scientist Anders Celsius was the inventor of the thermometer. I guess we owe the name indirectly to him! Moreover, it also pays homage to Sweden, which is also Envirotainer’s homeland!

Further information about Swiss °Celsius will be soon available on swissworldcargo.com



In short

Agreements

Swiss WorldCargo adds capacity through a new cooperation deal with Air Canada

Starting November 14, Swiss WorldCargo offers new marketing access to Delhi through a code-share agreement with Air Canada. Seven times a week, a Boeing 767 passenger version connects Zurich (ZRH) to Delhi (DEL), offering a capacity of 2.5 tons per flight on this route, including 1 lower deck position plus 1 LD2 container. Swiss WorldCargo offers almost its whole product portfolio on these flights. For the time being, embargoes are set for Swiss Valuables and Dangerous Goods shipments only. The flights are operated by Air Canada and codeshared by Swiss WorldCargo, which manages booking and handling functions. All reservations are registered under the LX coding (LX4650 - AC879 Swiss International Air Lines).



Lufthansa Cargo and Swiss WorldCargo team up in Canada: Joint sales and distribution in Quebec and Ontario

Lufthansa Cargo and Swiss WorldCargo are to join forces in Canada. Jack Lampinski, General Manager Americas for Swiss WorldCargo and Jürgen Siebenrock, Vice President Sales Americas at Lufthansa Cargo, have agreed that the two companies will conduct joint local business operations from January 1 2006. Under the new accord, Swiss WorldCargo, led by Country Manager Markus Gysin, will assume additional responsibility for Lufthansa Cargo's operations in Montreal, while Lufthansa Cargo, headed by Country Manager Ralph Tietjen, will take charge of Swiss WorldCargo's Toronto operations. Ivor Pinto, currently Gateway Manager for Swiss WorldCargo, will serve as a field sales executive for Lufthansa Cargo, based in Toronto, from the start of 2006.

Lufthansa Cargo and Swiss WorldCargo conclude capacity agreement: Guaranteed capacity access to benefit both airlines' customers

Lufthansa Cargo and Swiss WorldCargo have concluded a comprehensive capacity agreement under which each airline can make use of selected cargo capacity on the partner airline's network. The accord guarantees each partner a certain amount of cargo capacity on each of the other partner's flights. From December 1 2005 Lufthansa Cargo guarantees customers of Swiss WorldCargo capacity on flights from Frankfurt to Shanghai, Tokyo, Osaka, Nagoya, Madras and Tehran. Lufthansa Cargo customers can already make use of Swiss WorldCargo capacity on the Zurich-Frankfurt, Karachi-Zurich and Montreal-Zurich routes.



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Swiss WorldCargo and Lufthansa Cargo Sign GSA Agreement for Republic of Ireland

Kim Bullen, Director Sales UK & Ireland, LCAG, Colin D. McInnes, Regional Manager Swiss WorldCargo UK & Ireland, and Thomas Egenolf GM Business Development DE/EU and AFRI LCAG (from left to right), signed the agreement in London on October 10 2005. From January 1 2006, Lufthansa Cargo will act as GSA on behalf of SWISS in the Republic of Ireland. The integration team has made good efforts along all possible working fields and regularly scheduled reviews to ensure further success.

First GSA contract between Lufthansa Cargo and Swiss WorldCargo in Portugal

Lufthansa Cargo is now acting as exclusive GSA for Swiss WorldCargo in Portugal. The contract was signed in Madrid at the end of July by Hans-Peter Traupe (Country Manager Swiss WorldCargo Spain & Portugal), Thomas Egenolf (GM Business Development DE/EU and AFRI LCAG), and Wolfgang Frey (Sales Manager Spain/Portugal LCAG). Both parties agree on an action plan that will ensure the quick integration in LCAG's customer service activities and the related sales actions. This first GSA-contract will lead to further synergies. In this regard LCAG is highlighting Swiss WorldCargo's strength in the African market and competence in valuables and express consignments.

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The World Air Cargo Event**

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Swiss WorldCargo will be participating as a delegate at the event for the Air Cargo industry in 2006, which will include a two-day conference and a three-day exhibition.

Hund 2006

January 27- 29 2006
Eulachhalle Winterthur (Switzerland)

The staff from the Zurich Export Office will present information about the shipment of Live Animals.

Freitag lab AG to produce bags with Swiss WorldCargo tarpaulins

Since 1993, Freitag lab. AG has been successfully producing and marketing bags made of used truck tarpaulins, safety belts and bicycle inner tubes. Available in the trendiest stores worldwide, Freitag bags are the "cool" side of logistics.

Swiss WorldCargo recently supplied tarpaulins from the company Fischer Road Cargo to produce some exclusive bags.

FREITAG buys used truck tarpaulins!

The disposal of old truck tarpaulins often incurs high costs. FREITAG offers the opportunity to make money from used tarpaulins, for which FREITAG pays fixed rates per kilo depending on colour, size and quality. Truck covers and tarpaulins adorned with writing and logos are mainly in demand. Tarpaulins are cut up during manufacturing in such a way that the company logos are no longer recognisable on the finished bags. Tarpaulins used solely for advertising, container tarpaulins or tent tarpaulins are not usable. The Zurich enterprise organises the transport and bears the costs. On arrival at Freitag the usable material is weighed and priced according to colour.

For further information, please refer to www.freitag.ch/tarps



World News


Dangerous Goods seminar to support malaria and HIV research in Cameroon

A Dangerous Goods Awareness Seminar training was organised last September in Yaoundé, Cameroon for Exporters of special cargo such as infected blood samples needed for research on HIV and malaria. "This is an area where a lot of research is being carried out in Cameroon," reports Lucy Ntuba, Cargo Manager for Cameroon. "The biggest danger when it comes to the transportation of blood samples, is that they remain unidentified and that they are accepted as hand baggage, and are not properly packed," Ntuba continues. Therefore, the seminar emphasised identification and proper packing and labeling.

Swiss WorldCargo sponsors the Dream Circus in Taipei

Swiss WorldCargo accepted a free-of-charge shipment of 335 kilos to Singapore for the Swiss Dream Circus. Blending spectacular acts with enchanting music and great lighting effects, the shows combine good old-fashioned European circus art and the technical wizardry of modern theatre. The awe-inspiring result appeals to both the young and old. Peter Goh (Sales Manager Singapore) took the opportunity to invite about 50 representatives from 15 top cargo agents in the region to attend the performance on November 12.





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business is knowing something
no one else does.” **Aristotle Onassis**

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