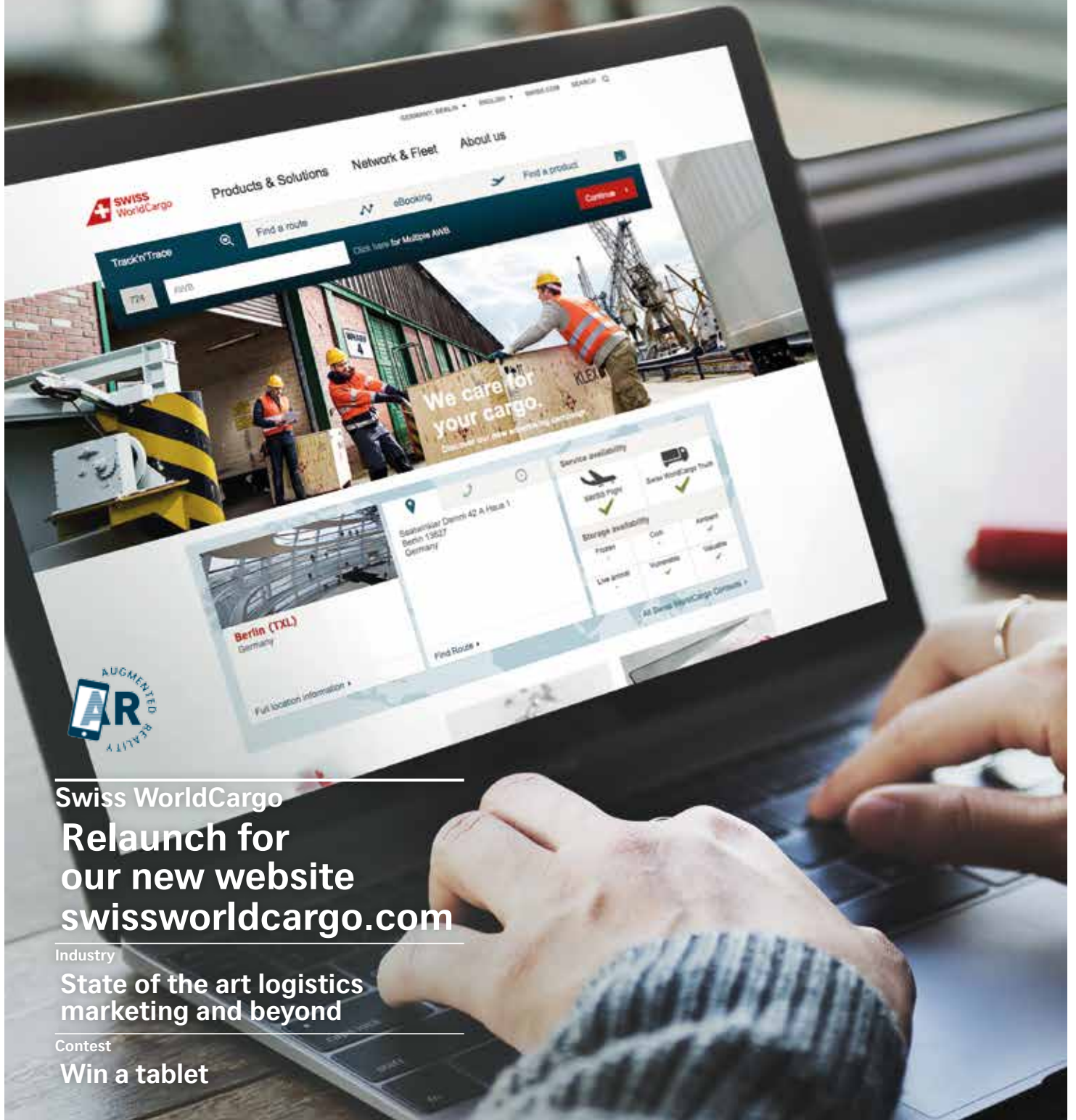


Cargo Matters

April 2017

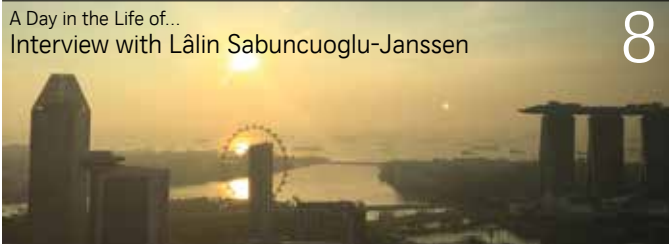
Magazine for Customers & Partners



Swiss WorldCargo
**Relaunch for
our new website
swissworldcargo.com**

Industry
State of the art logistics
marketing and beyond

Contest
Win a tablet



| | |
|--|----|
| Editorial | |
| From Ashwin Bhat | 3 |
| Lead Story | |
| Introducing the new organisational structure at Swiss WorldCargo | 4 |
| Swiss WorldCargo | |
| Swiss WorldCargo improves the digital customer experience with the relaunch of its website swissworldcargo.com | 14 |
| Made in Brazil | |
| FERMAC CARGO – The fresh taste of Brazil | 16 |
| Events | |
| Event Calendar 2017, April - August | 19 |
| Meet Swiss WorldCargo at transport logistic – Air Cargo Europe | 19 |
| Network News | |
| Operational News | 21 |
| Info Guide | |
| Paws up! SWISS staff members take care of dogs after flight incident | 23 |
| Increasing real-time visibility for sensitive shipments | 25 |
| Making more of your reality | 27 |
| Contest | 27 |



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Quality, efficiency and innovation



airfreight logistics market leader in Switzerland

Dear Cargo Matters reader,

Welcome to the 1st issue of 2017. We hope you will enjoy reading the various articles and updates we have put together for you in our magazine.

We at Swiss WorldCargo have been busy during the last couple of months to further align our cargo services and products to the current and future logistic requirements of our global customers. In a people business it is extremely important that these services are supported by an appropriately structured organisation and delivered by skilled professionals who can play to their individual strengths.

The new structure of Swiss WorldCargo is designed to make it more agile and to put our customers in the center of all our activities. It is our purpose to enable our organisation to swiftly provide the right solutions to new logistic challenges. The organisational change will be significantly shaped by three skilled managers bringing diverse and varied experience: Alexander Arafa, Head of Cargo Area & Contribution Management, Christian Wyss, Head of Cargo Quality & Services, and Andrés L. Perez, Head of Cargo Business Development & Customer Experience. In this issue of Cargo Matters we are starting a series of reports about the drivers of our corporate change and the departments they are leading.

On the following pages you will find a comprehensive interview with Alexander Arafa, providing insights on our new structure, which rests on the three pillars Business Development & Customer Experience, Area & Contribution Management and Quality & Services.

Lately, the digital transformation process has been one of the most crucial issues for organisations worldwide. Swiss WorldCargo is currently also implementing new digital marketing channels to provide customers with even better and “smarter” accessibility to our services.

The recent relaunch of our website swissworldcargo.com also fully reflects our customer-centric approach. We have taken great care to offer you the best possible user-experience – with an enhanced look & feel compatible with your laptops, tablets and smartphones, offering an improved and easy access to all the services for your transportation needs. If you would like to find out more about our global offices for instance, our new interactive network map will instantly provide the required data. Furthermore, our improved route finder offers quick and easy access to our schedules and information on our pharma capabilities including the facilities that we provide at each of our stations. With our enhanced Track’n’Trace service you will also be able to retrieve detailed information on your shipments at any time.

Despite all the digital tools we are providing for customers to make the most of our high-quality cargo services, it is the committed people behind the scenes who keep things running at Swiss WorldCargo. Beginning with the current issue of Cargo Matters, we will introduce you to outstanding members of our staff who care for your cargo every day and every step of the way. On page 8, Lâlin Sabuncuoglu-



Janssen, Head of Cargo Far East, provides some insights on the specific logistic challenges she is dealing with at our Singapore office. Fernando Amaral, Manager Cargo Brazil introduces his cooperation and relationship with his customer FERMAC CARGO on page 16.

Please also note: Swiss WorldCargo goes Augmented Reality. As you come to expect from us: we stay innovative – also in the field of Marketing and Communication. Several articles in this issue offer additional information such as videos you can open after scanning pages by following the instructions below.

We care for your cargo.

Ashwin Bhat
Head of Cargo
Swiss International Air Lines Ltd.



How to use Augmented Reality

1. Download **TARTT** in your App-Store or Google Play Store
2. Open the app and scan the channel code
3. Turn up the volume and scan all pages with the blue AR-icon
4. Enjoy the augmented Cargo Matters





Introducing the new organisational structure at Swiss WorldCargo



Ashwin Bhat
Head of Cargo



Andrés L. Perez
Head of Cargo Business Development
& Customer Experience



Alexander Arafa
Head of Cargo Area &
Contribution Management



Christian Wyss
Head of Cargo Quality & Services

Get to know the new organisational structure at Swiss WorldCargo and meet the new Head of Cargo Area & Contribution Management, Alexander Arafa. He shares his experience and views on mastering organisational change and explains which major new benefits his organisation brings to the table for its customers.

Swiss WorldCargo has implemented a new organisational structure as of the beginning of 2017. It is designed to enable Swiss WorldCargo to swiftly build new business on today's logistics challenges, and to strengthen the company's position as innovation and quality leader. It rests on three pillars:

First, Cargo Business Development & Customer Experience develops existing and new products and services with forwarders and shippers, creating a unique and solely market- and customer-driven service offering. Being one step closer to customers and one step ahead in innovation is this department's goal.

Second, Cargo Area & Contribution Management is in charge of regions, sales and contribution management, unlocking unprecedented decision speed by dissolving the natural rivalry of

sales and contribution. Ensuring a common understanding of customer needs and orientation between outstations and head office, and accelerating time to market is this department's goal.

Third, Cargo Quality & Services ensures compliance to regulatory, industry and customer standards across the entire organisation and with suppliers. This department meticulously improves quality, and increases process efficiency and effectiveness.

All three departments are supported by the central functions of Training & Continuous Improvement, Marketing & Communications, Cargo Audit, Safety, Compliance and Procurement & Supplier Management.

Interview with Alexander Arafa, Head of Cargo Area & Contribution Management



Meet Alexander Arafa, Swiss WorldCargo's new Head of Cargo Area and Contribution Management



Brigitte Walder, Cargo Contribution Optimizer, during a briefing on contribution matters.

In a series of interviews, the 2017 editions of Cargo Matters will introduce to you each pillar of Swiss WorldCargo's organisational structure and the people who lead them; starting with Cargo Area & Contribution Management and its head, Alexander Arafa (for personal details, see blue box on page 7).

CM: What is the goal of the new organisational structure at Swiss WorldCargo?

AA: The answer to this is quite simple. We want to become more efficient as an organisation – more efficient with customers, with suppliers, but also within our company. Competition is fierce, so we must always be able to find the best way to get our unique know-how and specialised staff organised to be quicker and nimbler in the market. That is why we are implementing the new organisation.

Personally, the situation in air cargo today reminds me of what happened in the passenger business ten years ago. The relationships and the division of tasks between airlines, travel agents, and passengers had to be fundamentally revised. Of course, the cargo business is more diverse, customer relations more personal. But the general landscape, processes and interfaces are just as dispersed in air cargo. Change is inevitable.

CM: What else can you apply to air cargo from your passenger business experience?

AA: From my passenger days, I know what it is like to initiate and see change through before it is too late. Knowing what it takes, and having gone through transformation in processes and culture as Head of Cabin Crew at SWISS means that I can take away the anxieties change brings along. Also, I bring a fresh and neutral outsider perspective and longstanding experience to our teams of highly specialised experts.

CM: What is the new key element of Cargo Area & Contribution Management for Swiss WorldCargo?

AA: We are implementing something new and unique to the air cargo world: Uniting sales and contribution management. In our department, we are responsible for sales as well as the bottom line. Usually, work against each other, bogging down decision-making. By combining the two, we will be a more flexible and a faster partner for our customers.

CM: How does the organisational change feel?

AA: Personally, I have always been to change and fostering it everywhere I worked. Being new possibly makes implementing change a little easier for me. All around, I see co-workers taking on new challenges and establishing themselves in new fields. So there is a lot of personal and professional development going on, and an encouraging can-do atmosphere.

CM: What are you looking forward to in the near future?

AA: Over the last eight years, I spent a lot of time working on company-internal matters in human resources, such as drawing up collective bargaining agreements. In my new position, I feel increasingly free: I love being out in the field in India, in Europe, in the United States... Also, I am looking forward to contributing to Swiss WorldCargo's development as preferred carrier and multi-niche specialist. Being part of such a super-professional, lean, and punchy team is an absolute delight. With the new organisation, we're sharpening our focus and that will show in our results.

CM: Thank you!

Why is organisational structure important?

Organisational structure isn't just about organigrams and titles: It is about how a company organises itself in terms of interacting with customers, suppliers, and within the company. Over time, this structure needs to evolve in order to keep up with a changing business environment and new possibilities (e.g. enabled by technology).

Organisational structure determines the lines of authority and communication as well as the flow of information and assertiveness and the capability to adapt and react according to customer demands. Consequently, the organisation acts as a filter limiting what a company perceives and how fast it is able to act on external input.

The better the organisation, the faster and the more accurate it is able to act and react. Further, the set-up of an organisation determines the location of decision authorities (centralisation), the degree to which working relationships are governed by standard policies and procedures (formalisation), and the division of tasks and activities across the company (specialisation). Successful organisations strike the right balance between the three, and provide customers, suppliers, and employees with a clear and pragmatic framework on how to work together efficiently and flexibly.

Abbreviated from: Stank/Daugherty/Gustin: Organizational Structure: Influence on Logistics Integration, Costs, and Information System Performance



Alexander Arafa

Alexander Arafa, who is 55, took on his new role as Head of Cargo Area & Contribution Management in 2016. With more than 25 years of experience in the field of sales, Alexander has been in the airline business half his life.

A German/Egyptian dual national, Alexander worked for several airlines before joining Lufthansa in 1993 as General Manager Sales & Distribution USA and, later on, becoming Vice President Sales Strategy.

In 1999, Alexander joined Swissair as Head of Sales Europe, headed Product Development at SWISS from 2001 to 2005, and served three years as Vice President Sales Europe prior to becoming Head of Cabin Crew in 2008.

As a quirk from his 'PAX past', Alexander keeps a service trolley in his office: From Landjäger sausages to Gummibär fruit gum, it's always jam-packed and ready to be shared with his colleagues.

Diabetics do it better

What if we only hired diabetics to work in the active cold chain? Would they take more care handling healthcare products? We think they would. They know what happens if they don't get insulin.

Of course we don't just employ diabetics. But we do share their understanding of the value of what we ship in our containers.

We educate the members of the active cold chain on the difference they make to the lives of diabetics and others who rely on healthcare products. Because people do a better job when they understand the importance of why they are doing it.

Anna Klettner is one of those people. She is a diabetic and she works for us.

Envirotainer[®]
The Active Cold Chain

HILANDERS | FOTO MORGAN EKNER

Interview with Lâlin Sabuncuoglu-Janssen, Head of Cargo Far East



Lâlin Sabuncuoglu-Janssen, Head of Cargo Far East



Lâlin with some of her team members from Tokyo and Zurich
From left to right: Yukari Sakurasawa, Hiroko Tsurumi, Yukihiko Ohdaira (Tokyo), Lâlin Sabuncuoglu-Janssen (Singapore), Tomonari Tango (Tokyo), Omar Bragatto, Tod Mawhinney (Zurich), Masaki Akiyama (Tokyo)

Swiss WorldCargo always strives to further improve its services and processes in order to deliver the best possible customer experience at all times. For this end, we have thoroughly restructured our organisation worldwide during the last months and reallocated functions within the company to professionals according to their greatest strengths and skills.

In the context of the realignment of our organisational structures, Lâlin Sabuncuoglu-Janssen has been appointed Head of Cargo Far East. Lâlin has over 27 years of experience in the airline industry. After occupying several sales positions on the passenger side of SWISS, she was nominated Area Manager Head of Europe & Africa for the cargo division; she returned to the passenger side as Head of Ground Services before her recent appointment as Head of Cargo Far East.

Upcoming issues of Cargo Matters will feature a series of personal interviews with outstanding individuals who have been entrusted with pivotal positions at Swiss WorldCargo's global offices

to sustainably ensure the compliance of our products and services to our high quality standards.

The specific appeal of the cargo business

Why did you move from SWISS's passenger side to cargo?

Initially, seven years ago, I was striving for a challenge combining commercial and operational scope in an international context, and this time it seemed to be the perfect opportunity to return to the "cargo family" with the bonus of leading the Far East region.

What attracts you in the cargo industry?

Airfreight is a vibrant industry: Every day you have the feeling you are adding value to a process, a deal, a shipment; day-to-day business combines strategic, commercial and operational tasks which quickly result in an outcome. Furthermore, you have daily contact with a very closed customer community. No day is like the other. In other words, it's never boring!

What are your tasks as Head of Cargo Far East?

Our outstation teams are in charge of commercial and operational tasks; within a regional set-up, they report to headquarters; the Far East is the region of the rising sun – and of Swiss WorldCargo's rising results!

How do your challenges in the Far East differ from those in your previous position as Head of Cargo Europe and Africa?

Part of my previous region Africa & Middle East was a long-haul market, but the European strategy is based on trucking connections and our focus for belly capacity was mostly on special products. In the Far East we have wide bodies to fill up daily and, since last year, daily services operated by B777s. It is definitely more challenging and complex to optimize offers to meet higher demands and complete them with special products instead of feeding into the whole network.

“What counts the most is to stick together with your team and your customers. This is where I rely on the commitment of motivated people who love this industry and who want to move forward.”

Pulling together to achieve optimum results

What handling partners are you collaborating with in Singapore?

SATS is a key partner at Singapore Airport; a “quality alliance” has been established between Swiss WorldCargo, Cargologic and SATS with a special focus on the pharmaceutical & healthcare industries and the challenges of temperature-controlled shipments, which are a very important segment in the Far East. Similar to Swiss WorldCargo, our partner SATS puts a strong focus on details and perfectionism regarding process quality as well as on corporate culture.

How do pharma customers benefit from Swiss WorldCargo services?

As we have a longstanding history in the handling and transport of pharmaceutical products and are a well-known partner in this field of operations, our aim is to become a CEIV-certified airline. Our dealings within this industry focus on our customers and their requirements and it is our main intention to target our services accordingly.

Swiss WorldCargo launched its first quality corridor for the transportation of temperature-controlled shipments between Zurich and Singapore: What are the challenges and the opportunities?

The primary target for this initiative are our customers from the pharma and biotech industry, with their need for the highest levels of certified temperature integrity and tracking. Both Cargologic and SATS are certified as part of IATA's Centre of Excellence for Independent Validators (CEIV) in pharmaceutical handling. They are also compliant under Good Distribution Practices (GDP) regulations and employ a trained team of cold-chain handling specialists. These certifications offer Swiss WorldCargo's customers an assurance of the highest standards in cold-chain handling and help to promote the carriage of pharmaceuticals and other temperature-sensitive airfreight on the Singapore-Zurich route.

In a collaborative world, this alliance is about exchanging best practices, sharing synergies and knowledge and promoting innovation. Together with our partners, we can deliver excellence and provide quality leadership, especially in the temperature-controlled transport management.

The benefits of working in Asia

What do you like most about your current job?

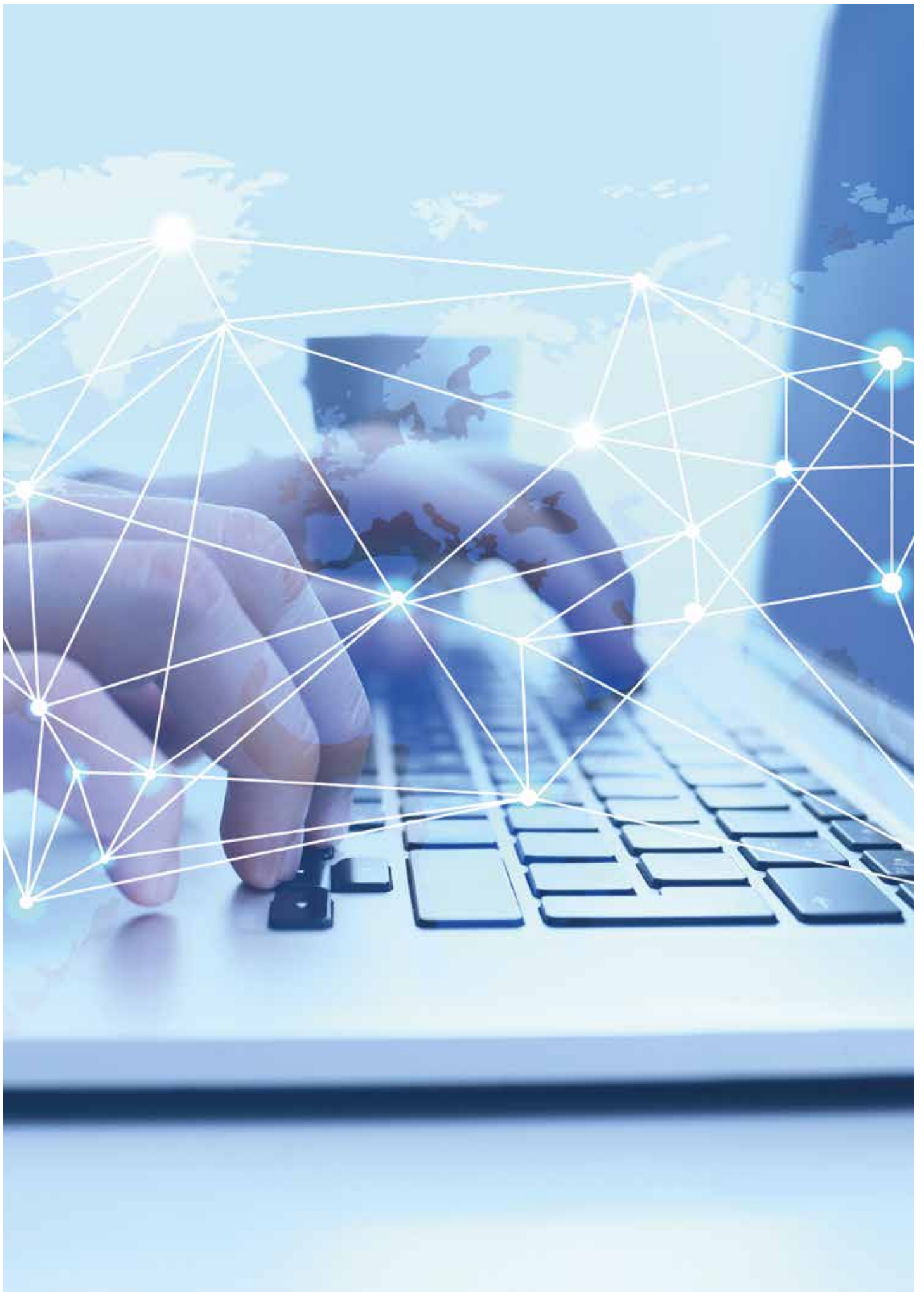
The “mix” and the “speed”! The great diversity of tasks in a new environment. People in Asia are very open-minded towards novelties and change. Things move faster and easier here: moving forward is for sure easier and more satisfying.

What are your personal aspirations for the upcoming year?

To get well connected in this region and understand the individual differences of the markets and cultures and to be able to create a harmonious and effective work environment with my teams and customers.

As a woman in air cargo: How do you see the world of air cargo through the eyes of a woman manager?

I have always admired that you are rarely reminded you are a woman in air cargo: the logistics industry is ahead of many others and is for sure not sexist: Your words and aptitude to deliver upon your words count! Air cargo is as sharp as its people indeed ...



State of the art logistics marketing and beyond



What is the secret of a successful marketing strategy in today's logistics industry? Customer centricity and digitalization.

Text by Joachim Ehrental

This overview article broadly summarizes the current state of knowledge and key future challenges for marketing logistics services. The best companies now market “with”, rather than “to” customers and have become masters of digital marketing. Two new customer categories that will expand logistics marketing beyond what is imaginable today are just around the corner.

Marketing is the practice, science, and art of creating and communicating value to customers, and a means of gaining insight that will help grow the business. Together with operations, marketing is at the heart of any logistics company: Marketing establishes where the market is and attracts it. Operations earns the money by fulfilling the promises marketing makes at costs below the price offered. In recent years however, marketing thought and practice has evolved dramatically and is set to further change how logistics markets its services.

From ‘marketing to’ to ‘marketing with’

Traditionally, many logistics companies have offered standardised, yet adaptable services to sell. Prices were set as cost plus, and mar-

keting was about filling the capacity. At the same time, logistics companies are very pragmatic and very close to customers. Depending on their business, they develop combination portfolios of standardised or signature services (‘products’) and customization services – putting the price first in commoditised markets, and customer value first for individualised solutions.

The new element strives to actively engage customers in the co-creation of new services. This allows getting ahead of the competition and avoiding the horrors of price-based competition. Understanding the customer experience and the customer journey from search to re-purchase is key. In view of the myriad of contact points in multiple channels and media, mapping this experience and fostering interaction must be well-orchestrated. To succeed, logistics companies must integrate multiple business functions and external partners. This will enable them to create and deliver customer experiences that are closer than ever to market demands.

But the basic marketing questions remain: What are customers’ needs and wants?



Digital media have changed the way we do, receive and perceive marketing.

The basics stay the same: Are customers aware of our services? What factors do customers consider in their purchase decision? Do customers like or trust us? How much are customers willing to pay? Are they satisfied with the existing services? Do they come back for more? Are customers engaged in and interacting with new service development? Are they advocating our services to others?

By contrast, organising is now different because co-creation with customers requires new structural and managerial approaches in many logistics companies. In fact, Swiss WorldCargo's new organisational structure is modelled on the customer journey and actively engages customers and suppliers in value co-creation (see page 5).

Masters of digital marketing

The advent of digital technology has changed the way we do, receive, and perceive marketing. Twenty years ago, multinational giants Google and Amazon were unheard of. Now, they have emerged as

key players in our modern economy. They are masters and providers of digital marketing.

Following these examples, many logistics companies now highlight the 'digital relationship' with customers to promote their brands, retain customers, increase sales, and address other stakeholders. This development is set to grow in importance, as younger, digitally oriented customers enter the ranks of senior buyers.

As quickly as marketing moved from offline to online, it spread from formal messaging to informal and interactive media types. That poses new challenges to the small marketing teams of logistics service providers. Taking care of the multitude of channels, organising interaction, and managing brand image has become a very demanding job. User-generated content requiring immediate action can pop up anytime.

Digital marketing is a lot more connected with customers. Which platform or channel to use is driven entirely by customers and whichever technology they prefer at that very moment.

Understanding quickly what works for which customer on which platform is one of the key new challenges for digital marketing.

Marketing research and its implications are changing, too. New data-driven insights mean that marketers can craft digital experiences and content to suit target-specific customer types and regions. These new insights also help improve marketing. From understanding search engine use to finding out what customers value about competitors: The data-rich environment of logistics offers a high potential to turn data into products and profits, but requires the corresponding new skills and tools.

Digital marketing also holds new dangers. Companies can invest in the wrong technologies; messages can fail in front of a world audience within seconds. Mastering the digital to create new business is today's main challenge for logistics marketing. For practical insights on how Swiss WorldCargo integrates digital marketing, see page 14.

The new kids in town

Thinking ahead, two new customer categories will emerge for logistics marketing to win over: IT developers, and "smart" objects.

The first new customer category is IT developers. Retail and purchasing platforms, enterprise resource planning and analytics applications all send information to or require information from the logistics world. However, the developers of such IT systems are rarely experienced in logistics. They are technicians. Marketing's new role will be to introduce them to the logistics knowledge they need, and to make life as easy as possible to connect to their systems, to listen to their voice and make them co-creators of value. The developers may be working for forwarders, handling agents, shippers, or technology companies, and they will take on the role of intermediaries in connecting systems. The e-commerce market is a good example of the new and growing importance of IT developers.

The other new customers are "smart" objects such as high-tech components that can order and deliver spare parts. It is a logical step that Industry 4.0 applications process transportation requirements in the object itself or via sub-systems, and that objects will share transportation experience with other connected objects.



Joachim Ehrental

About the author

Joachim Ehrental is the founder and owner of joe.systems AG, an IT firm specializing in product origin calculation and availability improvement algorithms. He holds a PhD from the University of St.Gallen and a MSc from Mannheim University.

Like the entire world of marketing, logistics marketing may need to think about object marketing and experience, and how to make "smart" objects understand the unique value propositions offered. The recent developments of airfreight containers and intra-logistics routing systems give reason to believe that "smart" objects in logistics are closer to becoming a reality than we may think.

Conclusion: Is traditional marketing, i.e. physically being there for customers dead? Most certainly not! But there are new approaches to engage customers in co-creation, and there are completely new customers to attract.

Sources:

Batra/Keller: Integrating Marketing Communications: New Findings, New Lessons, and New Ideas

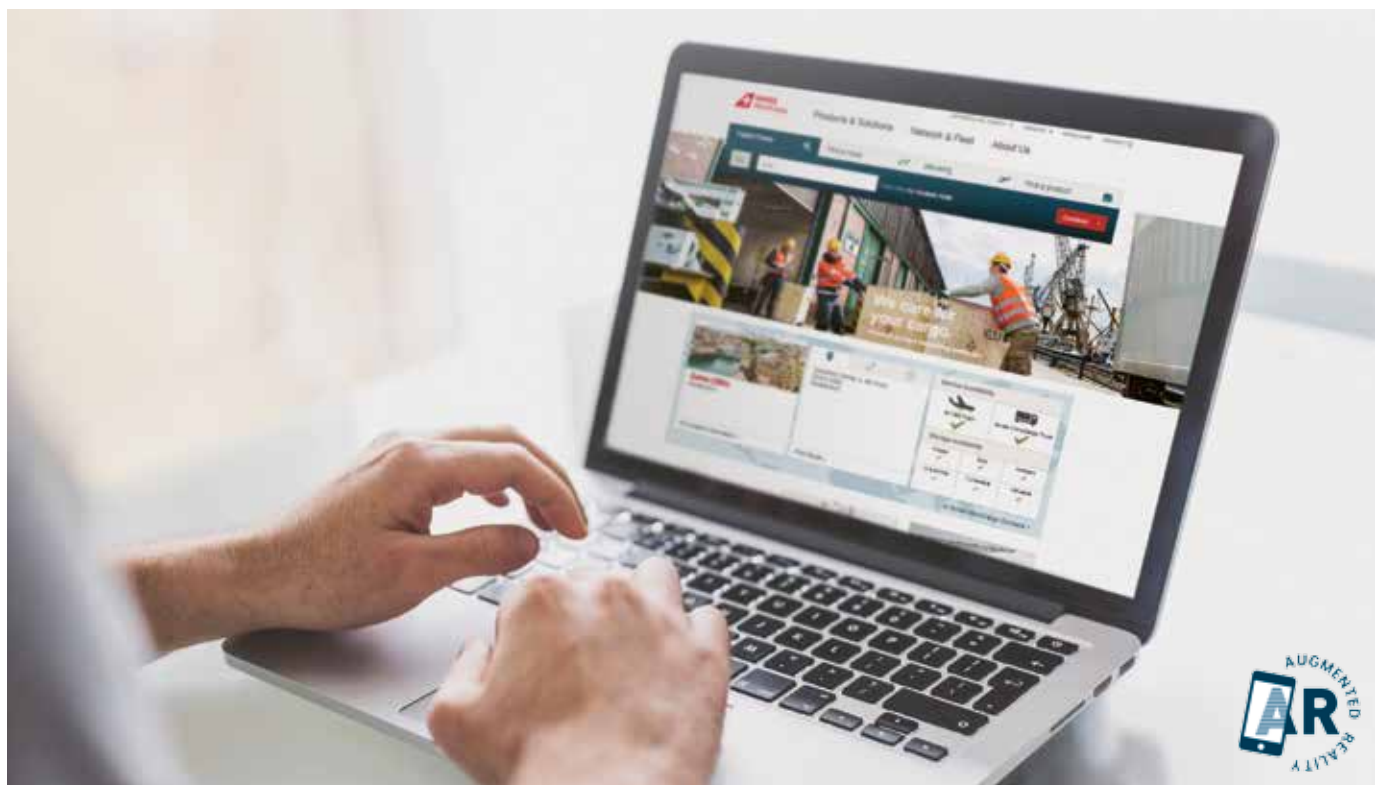
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Lemon/Verhoef: Understanding Customer Experience Throughout the Customer Journey

Wedel/Kannan: Marketing Analytics for Data-Rich Environments

Swiss WorldCargo improves the digital customer experience with the relaunch of its website swissworldcargo.com



The new swissworldcargo.com has gone live on 1st March 2017.

It's more than just a new website. The new swissworldcargo.com – which went live at the beginning of March – provides a new and improved digital customer experience. Researching a product and station capabilities, finding a route, tracking a shipment, searching for reservation or support contacts, reading the latest company news on your laptop or mobile device just has become easier and more engaging thanks to the responsive design, improved usability, enriched content and the revamped look & feel.

To ensure the new platform would cater for the day-to-day business needs of our customers, customer focus groups in Zurich, San Francisco, Hong Kong, Mumbai and São Paulo were presented in workshops with a website prototype and asked to actively participate in the conceptualisation and design process by giving their input and suggestions.

As a result of these workshops, priority was given to the improvement of data accuracy in the shipment tracking process: A new Track'n'Trace tool with upgraded functionalities has been implemented and the former Timetable replaced by a new "Route Finder" that offers enhanced schedule information. Besides the

interactive tools, new features include a geo location function and a social media wall on the homepage.

New look & feel: fostering the SWISS brand even further

To make Swiss WorldCargo recognizable in the digital world as the air cargo division of Swiss International Air Lines, the new design of swissworldcargo.com aims to be close to the corporate identity of SWISS and to swiss.com. The alignment of the two websites foster the SWISS and Swiss WorldCargo brand even further, and the unique Swiss WorldCargo brand color, the Pantone 303, dominates the layout.

Enriched content: the vertical industry approach

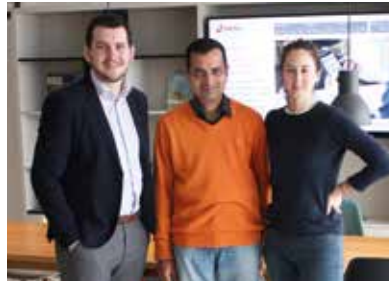
Content has been enriched and renewed to better convey the business strategy of Swiss WorldCargo. Our vertical industry approach, for instance, is now reflected in a dedicated section providing detailed information about the special solutions and industry knowledge we provide to the three vertical industries: Pharmaceuticals & Healthcare, Postal Business & eCommerce and Precious Commodities, Banking and Luxury Goods.

Real time updates: the social wall

To make the digital customer experience more engaging, the latest posts published on Swiss WorldCargo's Facebook, Twitter and LinkedIn pages are now visible on a social wall integrated directly on the homepage.

Track'n'Trace: more accurate information

The website provides more accurate data and more up-to-date information on the status of a shipment.



Track'n'Trace improvements at a glance

- Complete and up-to-date Track'n'Trace data for all part shipments
- Transport visualisation via a new cargo routing diagram
- Shipment progress bar for instant shipment status
- Details of shipment transport shown in a status history table
- Display of all irregularities as part of the status progress bar
- Query selection in three languages (German, French and English)
- Possibility to simultaneously track multiple shipments
- Easy look up of shipment status via 'Recently tracked shipment' feature
- Track'n'Trace display in 'Table' view
- 'Booking and Acceptance' information and 'Flight Information' in Track'n'Trace display
- New level of transparency for the shipment status by display of 'Planned' versus 'Actual' milestone times and dates



swissworldcargo.com redesign project team

Small picture from left to right: Timothée Arbez, Shashank Mardikar, Arianna Sindreu. Large picture, upper row from left to right: Alain Guerin, Daniel Wyssen, Silvia Cappelli, Maria Campanella, Rudolf Berger. Bottom row from left to right: Alexandra Dahl, Remo Geiger, Matteo Lazzarotto, Bianca Indergard

Route Finder: a customized approach to schedule information

The new Route Finder offers enhanced timetable functionality with the possibility to select product availability per route and pharma capability information per station. For example, customers are now able to preview if they can book a temperature-controlled shipment on a certain route (including information on the temperature control device used).

Geo-location: first step towards localization

A geo-location function on our homepage automatically displays the contact details of the Swiss WorldCargo station closest to your location.

Next steps towards a more customer-centered website

To further improve the way customers experience Swiss WorldCargo's brand, products and services, the new website will be continuously refined with additional features that will make it more and more customer-friendly. A customer dashboard, push notifications, more sophisticated filtering criteria and an advanced eBooking tool will be implemented in the course of 2017.

swissworldcargo.com – What's new at a glance

- Enhanced and renewed content that better reflects our business strategy
- Integrated social media feed to enhance our online visibility
- More engaging user interface to improve the user experience
- New Track'n'Trace functionality that provides more accurate data on shipment status for better customer service
- Route Finder with an improved timetable function
- Geo-location function showing Swiss WorldCargo's local contacts on the homepage and pharma capability information per routing

Please visit our new website at swissworldcargo.com

FERMAC CARGO – The fresh taste of Brazil



An Employee Champion: The premises of the company FERMAC, where the employees can hang out and socialise after work or during the hard night shifts.

The specialized Brazilian company FERMAC CARGO closely collaborates with Swiss WorldCargo to supply the world with perishable goods from the largest country in South America.

The Brazilian company FERMAC CARGO is very special and somehow unique among the suppliers of global logistics services. Founded in 1981, FERMAC CARGO has had a strong focus on air cargo right from the start. With headquarters in Campinas, São Paulo, FERMAC CARGO is also present at all major seaports and airports in the country and maintains a global network of agents in order to optimally serve international markets.

According to IATA, FERMAC CARGO currently is the biggest provider of air cargo services in Brazil. In 2016, the company managed the export of 43,000 tons of air freight from Brazil to about 120 cities all over the world. About 969 tons of goods reached their destinations in collaboration with Swiss WorldCargo.

Export sales crucial for Brazilian economy

Brazil has an export-oriented economy. 46 percent of its main export products are raw materials and about 38 percent manufactured goods¹. There is a strong focus on perishable agricultural goods such as soy beans and products (15 percent) and meat (8 percent). Most exports go to China (19 percent) and the United States (13 percent). The biggest logistic challenges for companies

such as FERMAC CARGO are the enormous travelling distances within a large country like Brazil and the long transport routes from the agricultural production facilities to the airports. Quite frequently, this involves trips of about 3,000 km on badly paved roads.

Efficient and reliable partnership

More than 20 years ago, FERMAC CARGO and Swissair/Swiss WorldCargo have teamed up to handle the sophisticated task of delivering fresh fruit, hatching eggs and frozen meat from Brazil to global destinations – according to Fernando Amaral, Regional Manager Brazil at Swiss WorldCargo, FERMAC CARGO has become Swiss WorldCargo's biggest customer in Brazil with regard to perishable shipments meanwhile.

Asked why they have chosen Swiss WorldCargo as their main partner for the export of perishable goods, FERMAC managing directors Alexandre Duarte and Roberto Ferro say:

“There is only one word that can describe this airline: efficiency.”

They particularly appreciate Swiss WorldCargo's perishable handling services, the regular flights to their most important destinations as well as reliable door-to-door services.

¹ www.tradingeconomics.com/brazil/exports

Alexandre Duarte and Roberto Ferro are very proud of what they have achieved with FERMAC CARGO within the last two decades – and they readily state that the longstanding partnership with Swiss WorldCargo has played an important role in the continual growth of their own business.

Motivating incentives

Nowadays, FERMAC CARGO has become one of the “coolest” companies in Brazil. Its owners are hard workers and have learned their business from scratch. Alexandre, who is in charge of day-to-day business, particularly knows how important it is to motivate employees by offering unique added value. Therefore, FERMAC offices do not only provide a pleasant and modern environment for working, but also include attractive surroundings to spend the time after a demanding night shift or to socialize with one’s co-workers at weekends. For instance, employees can enjoy barbecues at the company premises, use the corporate swimming pool or have fun at the game area. “We keep an informal environment and relaxing atmosphere to offer our employees greater flexibility and freedom. Our motto is: ENJOY IT!”, says Alexandre Duarte. Yet, Alexandre and Roberto never rest on their laurels and are continuously adapting FERMAC’s strategies for a successful future. Currently they are searching for ways to deal with the problems arising from climate change: “It directly affects agricultural production and is a global future challenge for those who work in the fresh cargo business.”



Sophisticated services for unique logistic challenges

Brazil’s export-oriented economy is mainly based on raw and base materials such as iron ore and perishable goods like fruits and meat. Perishables, which also include hatching eggs, are a major commodity for Swiss WorldCargo.

The biggest logistic challenge for FERMAC CARGO is the distance between the producers located in rural areas and the airports in Rio de Janeiro and São Paulo. Many roads leading to the airports are in a bad condition, and this is where the expertise of FERMAC CARGO makes the difference.

Since the beginning of the 1980s, FERMAC CARGO has developed a very productive logistic network, always making use of the latest transport technologies:

- Trucks are cooled and equipped with air suspension to avoid damages
- Special packaging also ensures the safe transport of delicate goods
- Real-time tracking system
- 24 x 7 availability of FERMAC customer service

Fernando Amaral ⁽¹⁾

Regional Manager Brazil at Swiss WorldCargo

Fernando has been working for Swiss WorldCargo as Regional Manager Brazil since April 2004. He started his career in the airline business in 1985 with the former domestic airline Transbrasil. He also held positions at TAP Air Portugal and American Airlines in Brazil, before taking on the position of an Account Manager for cargo at Lufthansa Cargo AG in 1999. In his spare time, Fernando enjoys to have fun with his two little daughters and to take long rides on his motorcycle.

Alexandre Duarte ⁽²⁾

Managing Director, FERMAC CARGO

Before founding FERMAC CARGO with Roberto Ferro, Alexandre worked in various operational and customs broker positions at freight forwarders and airlines. With more than 26 years of experience in the cargo transportation segment, he is particularly skilled in identifying business opportunities and creating high-quality services. He enjoys extended rides on his motorcycle to relax from work.

Roberto Ferro ⁽³⁾

Managing Director, FERMAC CARGO

Roberto has longtime international experience in working for airlines handling services (DOV) and freight forwarders. His specific strength lies in the development of new business. He founded FERMAC CARGO as well as Transagro Ltda. One of his main objectives is to maintain excellent relationships with the entire FERMAC team, business partners, and service providers. Roberto loves to share great times with his friends.

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Event Calendar 2017, April - August

| Start date | End date | Place | Show name |
|------------|------------|-----------|--|
| 22.04.2017 | 22.04.2017 | London | Cargo Airline of the Year 2017 |
| 24.04.2017 | 26.04.2017 | Maryland | Healthcare Supply Chain Summit |
| 25.04.2017 | 27.04.2017 | Montreux | Logi Pharma |
| 30.04.2017 | 02.05.2017 | Orlando | CNS Partnership Conference |
| 09.05.2017 | 12.05.2017 | Munich | Air Cargo Europe |
| 18.05.2017 | 19.05.2017 | Hamburg | 7 th Annual Temperature Controlled Logistics |
| 04.06.2017 | 06.06.2017 | Orlando | Air Cargo Conference |
| 05.06.2017 | 08.06.2017 | Las Vegas | JCK Las Vegas |
| 06.06.2017 | 07.06.2017 | Brussels | Fly Pharma Conference |
| 06.06.2017 | 08.06.2017 | Paris | World Mail & Express Europe |
| 15.06.2017 | 18.06.2017 | Basel | Art Basel |
| 15.06.2017 | 18.06.2017 | Bangkok | Thailand Jewelry & Gems Fair |
| 20.06.2017 | 22.06.2017 | Shanghai | International Pharma Logistics Exhibition |
| 22.06.2017 | 25.06.2017 | Hong Kong | HKCEL - June HK Jewellery & Gem Fair 2016 |
| 28.06.2017 | 30.06.2017 | Chengdu | 17 th China International Transportation and Logistics Expo |
| 03.07.2017 | 04.07.2017 | Tel Aviv | The Jovella Jewelry Show |
| 23.07.2017 | 25.07.2017 | New York | JA New York Summer |

Meet Swiss WorldCargo at transport logistic – Air Cargo Europe

Industry experts from all over the world will meet at transport logistic in Munich (Germany) to explore new business opportunities and exchange ideas about new logistic trends, globalisation and digitisation.

Swiss WorldCargo organisation is looking forward to meeting you there!

Where? Hall B1, booth 101/202
When? 09.05.17 - 12.05.2017



Swiss WorldCargo will also take part in the Air Cargo Europe Conference.

Alexander Arafa, our Head of Global Area Management, will share his expertise in the panel: **Reorganizing sales and customer service to match today's new customers**

Where? Hall B2
When? 11.05.2017, 10:00 - 11:30





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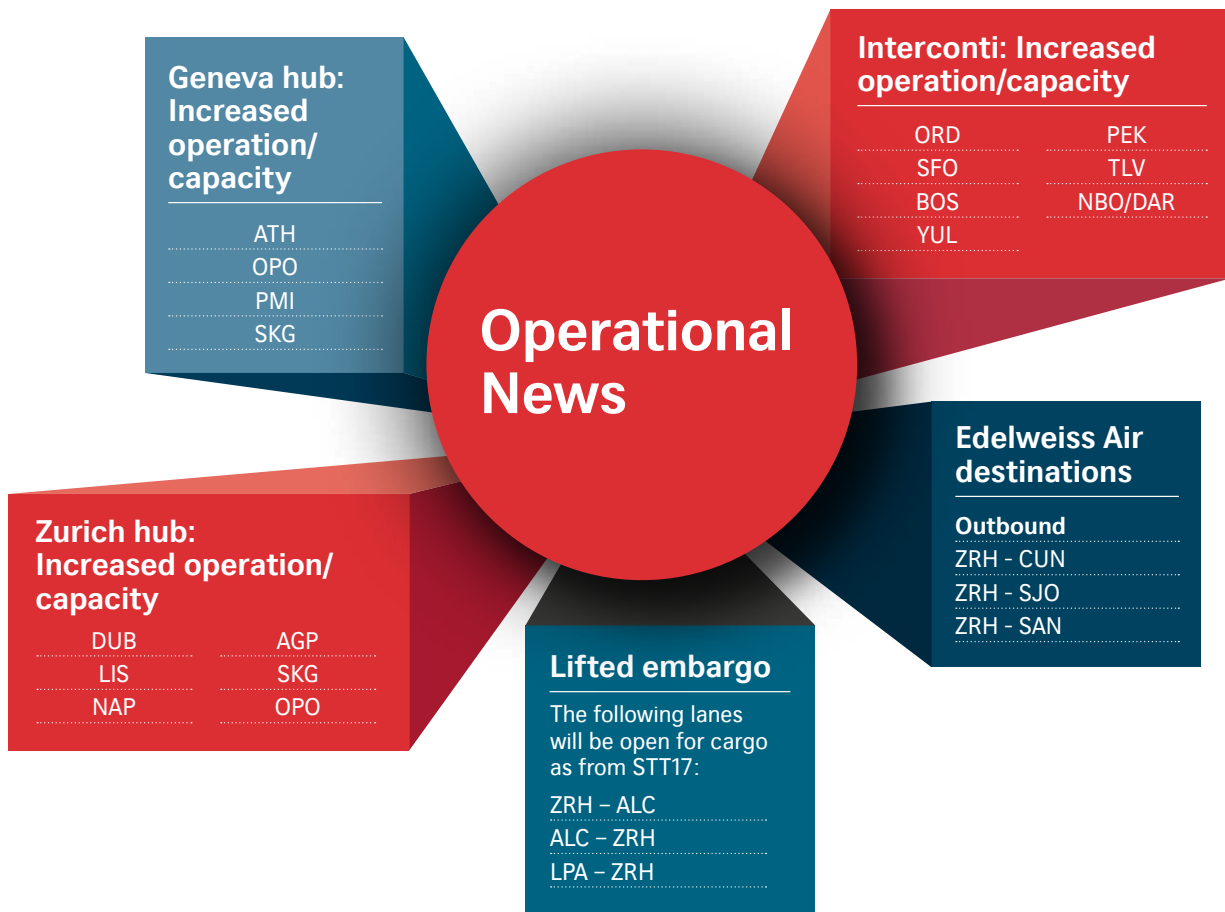
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Paws up! SWISS staff members take care of dogs after emergency landing in Northern Canada



Happily reunited with her family: Thai ridgeback girl Ante. The pup's name is Croatian and means "priceless".

All came to a good end for the crew and 233 passengers on board the SWISS Boeing 777-300 HB-JND, flight LX40 from Zurich to Los Angeles on 1st February: En route, about 290 nm north of Iqaluit, Canada, unusual noises had indicated a fault of the left-hand engine. This was shortly before the systems automatically performed an engine shutdown. The flight crew then diverted the aircraft to Iqaluit for a safe landing.

Besides the crew and passengers, five dogs were also travelling with the 777 HB-JND. After the emergency landing, they were trans-

ported to New York as soon as possible and taken care of at "The ARK", which is directly located at JFK. Octavian David, Swiss World-Cargo Manager at New York JFK, and his team had the dogs examined by a vet and arranged for their journey back to their family in Los Angeles. Meanwhile, all five dogs are safely home again, well and happy. They will probably remember the good time they had at JFK, where they were cuddled and spoiled by SWISS staff members.

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Logistics Bridging Global Trade

FIATA's theme in 2017 highlights the importance of logistics as a strong enabler of trade which is highly dependent on intermodal transportation to move freight between land, sea and air. It reinforces the importance of strategic direction in transforming Logistics into an integrated network, supporting the global trade of international economic operators.

FIATA World Congress 2017 (FWC 2017) is hosted by Malaysia, a major logistics player in the region and the "Gateway to ASEAN". Its strategic geographical location at the crossroads of Asia makes it an attractive trans-shipment centre and a vibrant regional logistics hub.

FWC 2017 will be an excellent opportunity for industry players to meet, exchange and share the latest and most innovative in global logistics.

www.fiata2017.org

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Increasing real-time visibility for sensitive shipments



Swiss WorldCargo tested the usage of Active Tracking Devices in cooperation with some customers, including Marken.



Marken's Global Control Centre (GCC) 24/7, based in Mumbai.

To be a reliable partner for sensitive shipments does not only mean transporting goods from origin to destination as fast and as safely as possible. The need for timely information and transparency is a key requirement in pharmaceuticals & healthcare logistics, since any number of cargo irregularities can occur during transportation, despite careful planning.

To meet the increasing need of the industry for real-time visibility, as of November 2016 Swiss WorldCargo has been allowing the use of active tracking devices (ATDs) on its shipments; some ten types of devices from different manufacturers have been approved by SWISS (see list in the box). Additionally, a 24/7 dedicated intervention team is now in place to react within 15 minutes to any ATD deviation alarm worldwide based on customer's request.

Swiss WorldCargo tested the ATDs in cooperation with some of its customers, including Marken: The world's only patient-centric supply chain organization 100% dedicated to the pharmaceutical and life sciences industries, uses ATD models from Sentry on pharmaceutical shipments that are time and temperature sensitive: "We have learned from various industry surveys that clients demand full visibility of their critical shipments and want assurance that they are kept in the right temperature and are securely transported.", comments Michael Culme-Seymour, Vice President Asia Pacific Region at Marken comments. "Any mishandling (shock / vibration) and tampering, can be fatal for the shipment. With ATDs, we can take immediate action even before an event happens."

The company regularly transports life science shipments with Swiss WorldCargo around the world: "Swiss WorldCargo is one of the most trustworthy partners when it comes to temperature controlled shipments," Seymour continues. "Their dedicated team in Zurich and their high quality handling processes ensure highly secure and priority handling that allows to meet the tight deadlines agreed with our customers."

Marken's Global Control Centre (GCC) 24/7, based in Mumbai, keeps track of all shipments with Sentry devices and would immediately

contact the Swiss WorldCargo Intervention team in Zurich in case of irregularity.

"With the introduction of the ATDs we mark a further milestone in our continuous effort to improve our service according to the requirements of forwarders and shippers in the pharma and healthcare supply chain," comments Susanne Wellauer, Vertical Industry Manager Pharmaceuticals & Healthcare.

ATD usage is not only required by the pharmaceutical industry, though: such devices are also used for live animals, high-end perishables, or security sensitive shipments such as art works, prototypes or high-end fashion.

ATD types approved on SWISS flights

- 7PSolutions GD100
- 7PSolutions GL200
- 7PSolutions GL300
- 7PSolutions GL300W
- Cartasense U-Sensor
- Moog Crossbow ILC2000
- SenseAware 2000
- Sendum PT300D
- OnAsset Sentry500 Flightsafe
- OnAsset Sentry400
- Controlant CO 10.01 Real-Time Logger

About Marken

Marken is the only patient-centric supply chain organization 100% dedicated to the pharmaceutical and life sciences industries. Marken maintains the leading position for Direct to Patient services and biological sample shipments and offers a state-of-the-art GMP compliant depot network and logistic hubs in 45 locations worldwide. Marken's 702 staff members manage 50,000 drug and biological shipments every month at all temperature ranges in more than 150 countries. Additional services such as biological kit production, ancillary material sourcing, storage and distribution, shipment lane qualifications, as well as GDP, regulatory and compliance consultancy add to Marken's unique position in the pharma and logistics industry.

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Making more of your reality

Swiss WorldCargo deploys Augmented Reality features to offer an enhanced customer experience.

Just imagine a visit in a metropolis that is not familiar to you. It may well be that you are feeling a little bit lost when wandering about in the streets there. Then you might simply take out your smartphone, activate the camera and focus on the buildings surrounding you. An augmented reality app uses your GPS data and images to retrieve useful information on significant spots in your proximity. Thus, it may enable you to find that famous burger place everyone in your company has been talking about lately. Or you will be provided with useful facts on historic landmarks including information on current exhibitions, opening times and admission charges ...

By means of sophisticated technologies, Augmented Reality (AR) enriches the real world with additional features from the digital world. Handheld devices such as smartphones and tablets, AR helmets or spectacles, specific sensors, GPS services as well as optical projection systems help to provide you with a smarter view of your environment.

Having a closer look – comprehensive infos at your fingertips

Augmented Reality offers great potential for customer services and marketing purposes as well. For instance, you might browse through a catalogue, scan one of the product pictures and then virtually explore what's inside the box or customize the item according to your requirements.

In our Cargo Matters magazine, we are now using AR elements to enrich our printed contents for your benefit with additional media by means of context-sensitive image recognition. Just follow the instructions below and scan the tagged pages to retrieve further information, videos and more to be instantly displayed on your smartphone or tablet computer.

This is one of our many ways to provide you with the best possible customer experience. Just have a try and enjoy! And please let us know whether our AR features fit your needs!



How to use Augmented Reality

1. Download **TARTT** in your App-Store or Google Play Store
2. Open the app and scan the channel code
3. Turn up the volume and scan all pages with the blue AR-icon above
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And the winner is...

The Victorinox pocket knife was won by **Marc Poitras**, DHL Global Forwarding (Canada)



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