

Cargo Matters

December 2015

Magazine for Customers & Partners



Verticals

Responding to cold chain complexity

Leadstory

Unveiling the new Boeing 777-300ER

Sustainability

Ready to offer the eAWB Single Process

Contest

Win a drone

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Dear Cargo Matters reader,

If you are good at something, stick with it. In today's fast changing world, it is important to continue with a simple trick: focus on the new, but known. Case in point: Swiss watchmakers have continued perfecting their trade for centuries, creating ever-new finely crafted masterpieces. Excellence is what makes the world marvel at Swiss watches today. Instead of re-inventing the watch, every generation of watchmakers crafted their innovations (the new) on the basis of supreme artisanal training and knowledge (the known).

At Swiss WorldCargo, here is new in the known:

Starting 2016, the new, state-of-the-art Boeing 777-300ER enters service for SWISS. With 25% more cargo capacity (24.5 tonnes), our new flagship adds new possibility to grow our business in prime economic centers of North America, Asia and Switzerland, while saving 23% CO₂ over the A340 when carrying your cargo.

On the front of the vertical industry pharma & biotech, we have achieved a major milestone: our Zurich hub is now GDP compliant and CEIV certified, thanks to our longstanding partner Cargologic. This is another important step towards providing our customers with a highly reliable experience when it comes to cold-chain logistics.

Read on to find out more "news in the known", from the latest status in the adoption of the eAWB Single Process, to the introduction of our new pricing policy.

On a personal note, I am privileged and honoured to present you our (well known) customer magazine Cargo Matters – for the first time as (new) Head of Cargo. Having been with this great company since 2002, last as Vice President and Head of Global Area Management Cargo, I am looking forward to working with you in my new position. And I will always have an open ear for your personal requests and leads.

And here is the known at Swiss WorldCargo:

We will continue with our current strategy and clear-cut positioning. My team and I will continue playing to our strength and competences, and provide you with operational excellence, high qual-



ity service and flexibility that we are known and appreciated. We are happy to assist you with any information and booking requests, whether general or directed at our specialized industry verticals. Because, as always:

We care for your cargo.

Ashwin Bhat
Head of Cargo
Swiss International Air Lines Ltd.

P.S.: please be also reminded of all our other ways and means to stay in close communication with you: be it with our social media channels (Twitter, Facebook), our sales communication efforts or that personal call or customer visit.



Unveiling the new Boeing 777-300ER



SWISS will take delivery of its first-ever Boeing 777-300ER (Extended Range) airplane early next year, bringing a new level of efficiency to its long-haul operations. While SWISS' new interior for the 777-300ER is sure to impress the travelling public, the range and payload capacity of the airplane will also be a major asset to the customers of Swiss WorldCargo.

As flagship of the world's elite airlines, the Boeing 777-300ER will carry 340 passengers in a comfortable three-class configuration with the capability of flying up to 14,490 km, with maximum payload in SWISS mission rules, on routes from Switzerland to future long-haul destinations such as Hong Kong, Singapore, Bangkok and Los Angeles.

The lower hold capacity of the 777-300ER offers significant cargo revenue potential for SWISS. Even with a full complement of 340 passengers and their bags, the SWISS 777-300ER will still accommodate a remarkable 21,800kgs of revenue cargo. The greater pay-

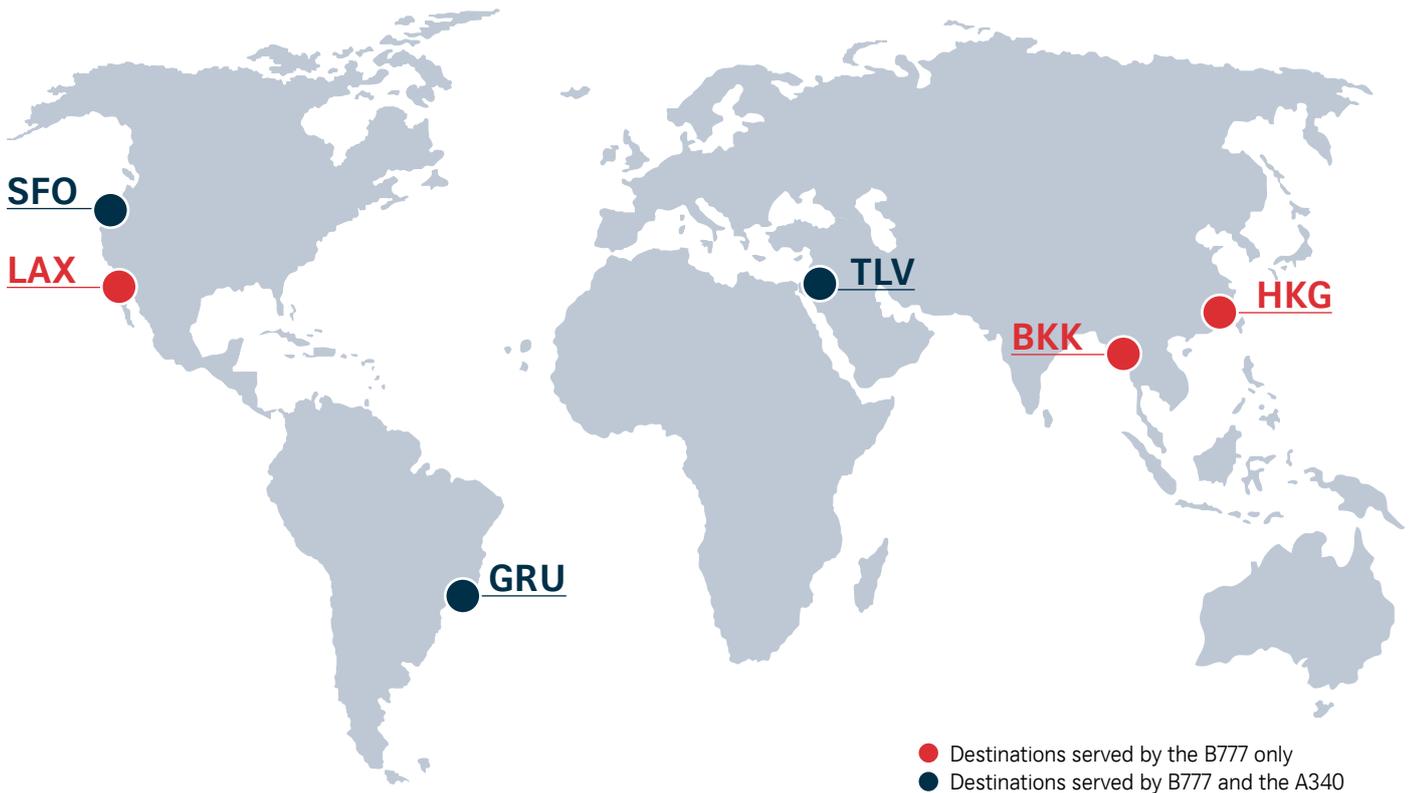
load range and volume capability of the 777-300ER over existing airplane types will allow SWISS to capitalize on its revenue cargo potential while also ensuring commercial flexibility for both general cargo and special products throughout its network.

The first six SWISS Airbus A340s to be withdrawn with the arrival of the new Boeing 777-300ERs will be returned to their lessors. Three further A340s will be replaced by new Boeing 777-300ERs between 2017 and 2018. These aircraft will be transferred to SWISS' sister carrier, Edelweiss.

Assembling the first 777-300ER at Boeing

"At present, we are entering into the assembly of the first 777-300ER for SWISS after recently completing the front spar load of the airplane's wings. In the coming weeks, we will join the various fuselage and wing sections together as the airplane really starts to take shape."





The 777-300ER is powered by the world’s most powerful commercial jet engine, General Electric’s GE90-115BL, which meets both stringent international standards for emissions and noise, benefitting noise-sensitive airports on SWISS’ routes.

SWISS will be acquiring the most reliable twin-aisle airplane flying today as the 777-300ER has 99.5 percent schedule reliability – unmatched in the industry. 777-300ER performance, economics, range capability, and cargo capacity will help SWISS maximize their revenue potential in the coming years.”

Paul Righi, European Sales, Boeing

Deployment of the 777 in the SWISS Network

From summer 2016 onwards, the new aircraft will be deployed primarily on services to Hong Kong, Bangkok and Los Angeles. San Francisco, São Paulo and Tel Aviv will also receive a Boeing 777 service several times a week.

“Compared to the average load of today’s A330/A340, the 777 will bring a substantial capacity increase. Based on our cargo mix, we believe that the market in Switzerland can benefit from this additional capacity and, together with our customers, we will find solutions for their high-end commodities,

which need secured and fast transportation solutions. Serving cargo on high-demand routes like HKG, LAX and later GRU with our new 777 perfectly fits our overall sales strategy.”

Adolfo Liguori, Head of Market Switzerland, France & Benelux, Swiss WorldCargo

“In Hong Kong, we are gaining not only more space but a reliable capacity as the weight restrictions of the high season winter flights are gone with the 777 thus offering yearlong stable capacity.”

Tod Mawhinney, Head of Cargo Far East, Swiss WorldCargo

More capacity, less emissions

“The result of the higher capacity is significantly lower fuel burn per ton-kilometre in comparison to the A340-300. As burning one ton of fuel emits 3.15 tons of CO2, lower fuel burn lowers the carbon intensity of our transport services. This brings us closer to the goal of decoupling fuel burn and carbon emissions from growth.”

Hinnen Gieri, Head of Environmental Affairs, Swiss International Air Lines

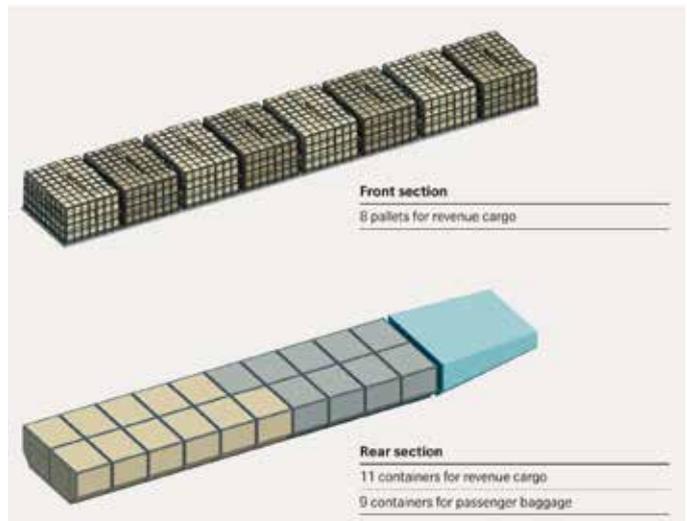


Cargo hold configuration

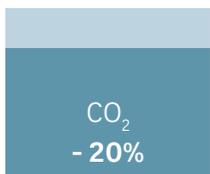
“The introduction of the 777 at Swiss WorldCargo is an excellent opportunity to further grow our business and, with appropriate steering, it will enable us to meet the needs of our customers even better.”

Massimiliano Ferro, Head of Cargo Flight Optimisation

Possible cargo hold configuration



Environment



Cargo Capacity



Economics



Responding to cold chain complexity



Susanne Wellauer, Vertical Industry Manager Pharmaceutical & Healthcare at Swiss WorldCargo

The pharmaceutical supply chain is becoming more and more complex due to the increasing need for customized transportation solutions and the tighter regulatory issues and compliance required at every point of the chain. Such complexity is a challenge for all the air freight players, including carriers. How does Swiss WorldCargo cope?

The latest developments in the pharmaceutical and biotech industry are calling for increasingly customized transportation solutions: Think of the growth of newly developed drugs, especially biopharmaceuticals as well as all the clinical trials that have to be transported right across the globe, from one site to the other. Or Personalized Medicine, which is calling for more and more personalized and even “patient-centric” logistics solutions.

At the same time, understanding all the requirements coming from national and international regulatory bodies has become a real challenge for all the players in the industry; not only is the regulatory framework extremely complex, it is also adapted at a

very fast pace, which, in turn, has an impact on infrastructure, handling and transportation processes and training.

In view of the fact that the pharmaceutical industry is one of the key driving forces of the Swiss economy (contributing as much as 30% to the Swiss export flows), Swiss WorldCargo has put a special focus on the pharmaceutical and healthcare segment, which accounts for 25% of its entire business (in tonnage).

To meet the ever changing needs and requirements emerging from the market, Swiss WorldCargo adopted a Vertical Industry approach. A year ago, a dedicated team based in Zurich was established to acquire the industry knowledge and expertise and steer suitable solution offers.

Two important aspects of the Vertical Industry approach are the creation of a pharma mind-set throughout our organization, especially through training, and establishing a closer communication and cooperation not only with forwarders but with shippers, too.

Only this way we can we really understand the shippers' needs and try and design our transportation solution around them; to do so, another key aspect is the selection of the right logistics partners.

For instance, the latest industry developments have raised the demand for more diversified temperature ranges, which requires

partnering with cutting-edge providers of temperature-controlled containers solutions. Shippers' focus is also on transparency and visibility, which require the use of more and more sophisticated real-time tracking devices that monitor temperature throughout the cool chain.

Recently, Swiss WorldCargo, in cooperation with ground handling partner Cargologic, focused heavily in infrastructure quality and handling standards at Zurich hub. Zurich Airport –which has the great advantage of being small and flexible, with short tarmac which are definitely a USP in terms of risk assessment –has become one of the world's leading hubs when it comes to pharma handling.

Cold storage facilities were recently expanded to cater for the increasing volumes of pharmaceutical and biotech shipments and transfer shipments from and through Zurich Airport by offering 120 additional euro pallet spaces for cargo that needs to be stored at between +2°C and +8°C.

Moreover, in 2014, Cargologic handling facilities were among the first in Europe to be rated fully GDP compliant by the Swiss drug registration institution Swissmedic. And just now, our partner also obtained the “Center of Excellence for Independent Validators” (CEIV) certification from IATA for the handling of pharmaceutical products. (More information in the box.)

This is a unique situation that reflects the high quality of our operations in Zurich and that we aim to pass on throughout our network with the establishment of “quality corridors”. As a first step, along with creating awareness throughout the Swiss World-Cargo organization, we announced a “quality alliance” with our handling partner at Singapore Airport, SATS, earlier this year. Our aim being to operate as per the same quality guidelines as in Zurich. The alliance is about exchanging best practices, sharing synergies and knowledge, promoting innovation and providing quality leadership in the temperature-controlled transport management.

With our focus on people and training, cutting-edge partners and infrastructure and, overall, top quality service throughout the network, we believe that at Swiss WorldCargo we have the right industry approach but definitely need to continue developing our service offers to make sure we match the ever changing market requirements. And with all the initiative we are showing, we will retain our leading role. It's crucial to remember that, at the end of the day, we are not simply moving valuable and temperature-controlled shipments but pharmaceuticals that are needed by patients at the end of the supply chain.



Susanne Wellauer, Vertical Industry Manager Pharmaceutical & Healthcare at Swiss WorldCargo

GDP – CEIV Pharma

Good Distribution Practices (GDP) is a quality assurance system for warehouses and distribution centres of medicinal drugs. Internationally recognized pharmaceutical regulations require distributors of pharmaceutical products to align their operations with the GDP standards. The scheme guarantees the presence of a consistent quality management system throughout the supply chain; from the supply of raw materials to the production and the final delivery of finished drugs to the end user.

The new IATA Center of Excellence for Independent Validators (CEIV) on Pharmaceutical Handling can help industry stakeholders, including airlines, ground handlers and forwarders, achieve compliance with international regulations and standards, as well as obtain a larger share of the fast-growing and lucrative global pharmaceutical logistics market. Only eight companies, including Cargologic, have obtained this certification to date.

More information at: ema.europa.eu and iata.org/cargo



Drones – logistics revolution that may be

Text by Joachim Ehrenthal

Around the turn of the century, I lived in Australia, often chasing oval footballs on oval sports grounds in a game they call ‘footy’. Something in between rugby and soccer. Catch a kick, and you can play on to rush the ball forward. Or you can unimpededly kick towards the opponent’s goal. A catch means your team is in control. Unlike soccer, footy is won in the air, which was completely new to me. And just like that, the rules of winning in logistics may soon be rewritten, when previously land-bound parts of the industry take to the skies: With unmanned aerial vehicles (UAVs), known also as drones.

Business models

Today, UAVs take spectacular captions of music festivals and sports events. UAVs collect crop growth data to help the farming community make better use of their land. In meteorology, UAVs gather data to better predict micro-climates, such as fog around airports. And UAVs help with inspecting remote infrastructure, such as pipelines, and offshore wind parks. Also, UAVs have proven useful for humanitarian logistics.

Yet, it is still a long way to go for sustainable business models for logistics applications to be implemented in countries like Switzerland and the USA. The potential of changing first and last mile logistics and thus supply chains, for instance in pharmaceuticals and health care supply chains, as well as the spare parts business are untapped.

UAVs could, where it makes business sense, replace or add to existing capabilities of courier and express transportation to improve customer service and to create new service experiences.

This holds for relieving road congestion in urban areas and reaching customers in remote regions as much as for intralogistics applications.

Technology readiness

Depending on the task and operating environment, several types of UAVs exist. Fixed-wing airplane-like UAVs have better long-haul



Observing a drone flight path. From left to right: Oliver Evans (former Chief Cargo Officer Swiss International Air Lines Ltd.), Dr. Dieter Bambauer (CEO of PostLogistics, and Member of Executive Management at Swiss Post), Andreas Raptopoulos (CEO at Matternet), and Chris Hinkle (Consumer Software Lead at Matternet).

capabilities, while helicopter-type UAVs have better maneuverability. Tilt-wing UAVs combine the best of both worlds, but are more technically complex and thus expensive. Smaller multicopter UAVs, known best from recreational applications, are less expensive, but have limited payloads and are more prone to wind and weather disturbances than heavier, larger type UAVs.

UAVs can safely deliver parcels from A to B, and engineers will find solutions to current problems of payload and range, and how to best drop cargo when landing is not possible. Furthermore, UAVs will have ultra-reliable systems to ensure crash avoidance, prevent external attacks and capture attempts, and they will use more secure data transfer and communication standards. In this respect, UAV development is very much in line with efforts in commercial jet aviation.

Systems readiness

There are, however, two major readiness concerns with UAVs in logistics. First, logistics does not need UAVs. Logistics needs easily accessible, secure, high-density UAV systems, with all the associated control, maintenance and refueling stations. Some entity needs to build up and operate systems of hubs and spokes, cross-docking, and ensure integration with existing transport networks and shipper IT systems.

Second, one-to-one relations of UAV and pilot make little sense in 21st century logistics. Anything short of fully autonomous, self-regulating systems may be useful for specialized applications, but not for the larger logistics applications. Overall, network density must be sufficiently high, and sufficiently low cost to allow for critical mass. Governments, integrators, and UAV providers (partnering in competence with airlines and integrators) seem the only ones capable of taking the lead in UAV logistics systems.

Societal acceptance

With the outlook of UAVs zooming about all over the place comes public concern. UAV military use and potential accidents scare people. And that weird neighbor of yours may just be spying into your house using a UAV this very minute. In short, UAVs are creepy. Therefore, technical and use restrictions must be credible in order for that creepiness to go away.

The key to societal acceptance though lies in combining legitimate business models, compelling value propositions that outweigh societal reservations, and highest safety and security standards.

By using UAVs to deliver medical supplies and thus directly benefit society, acceptance is much more likely. Likewise, shipper involvement is important in establishing trust in the reliability and usefulness of UAV logistics.

Legal and regulatory framework

There is a lot that needs to be accounted for in the application of UAVs for logistics: Physical damage caused by UAV maneuvering in tight and busy airspace, trespassing and privacy concerns, not to mention cross-border air traffic, and customs management. We are clearly in need of transparent regulation for design, production and operation of UAVs and their respective software and ground equipment.

On a greater scale, fair technology, system and infrastructure access are of concern. Not embedding competition in infrastructure, technology and operations may create inefficient monopolies. Adding too many providers may result in a cluttered, uncontrollable industry. Allowing the right of use to everyone may create a

sort of public transport system (which can either be utterly brilliant or entirely useless). Restrict access, and the system may be bound in stodgy ways that prevent innovation.

Will it work?

Maybe. UAV systems have the potential to provide services where traditional transportation fails. Why not have a UAV fly where an overtired courier driver would otherwise be risking his life and that of others? Why not use UAVs to take the pressure of urban road networks for medical deliveries? These kinds of applications make sense. Combined with a sustainable approach to business, and used in legitimate situations, societal acceptance is not that far away.



Joachim Ehrental

Acknowledgements

The author would like to thank the inspirational talks at the 2015 Drones conference in Zurich, Switzerland, and at the 2015 Drone Apps conference in Lausanne, Switzerland.

About the author

Joachim Ehrental puts his heart and soul into transforming supply chains by applying new methods of co-creating value. He holds a PhD from the University of St.Gallen and owns joe.systems, a specialized IT firm helping shippers and IT companies to improve their supply chain capabilities.

Maximum safety, security and reliability are musts, as are minimal additional infrastructure and environmental impact, while building up sufficiently large networks. Infrastructure and technology access must be open and 21st century appropriate (e.g. automated and digital), and a minimum level of competition ensured to prevent monolithic structures that harm progress rather than promoting it.

Trying all that, of course, needs entrepreneurial courage, technological skills, open communication, and the will to see it through against all odds. Much like catching a footy in mid-air, while under attack by bullish opponents in full run, from all angles. Play on.

Swiss WorldCargo, Swiss Post, and Matternet successfully test UAV in Switzerland

Earlier this year, on a beautifully sunny summer day, Swiss WorldCargo and its partners Matternet and Swiss Post successfully conducted the first tests for UAV deliveries in Switzerland. The goal was to explore new UAV technology that promises to increase reach, speed, and reliability, while at the same time reducing costs and the environmental impact.

Teaming with Matternet, a UAV technology company from California that provides UAV and software seamlessly integrated into transport solution, and Swiss Post, operating in Switzerland and internationally as a parcels, courier & express provider as well as offering tailor-made, comprehensive logistics solutions, Swiss WorldCargo weighed in her vast experience in air cargo.

The results are promising. In the real-world operating environment of Switzerland, the new UAV – specifically designed to transport small packages – flew autonomously beyond the line of sight, carrying 1 kilogram over up to 20 kilometers on a single battery charge.

As a specialist in high-value and care-intensive shipments, Swiss WorldCargo is keen to investigate the use of new transport technology, such as UAVs, and to explore new capabilities that benefit society and businesses, while improving the environmental impact.

About Swiss Post

As a diversified company, Swiss Post operates in the communication, logistics, retail financial and passenger transport markets. Within the communication market, its services include the delivery of letters and newspapers, direct marketing, and information and document solutions. In logistics, it operates in Switzerland and internationally as a parcels, courier and express service provider, and provides tailored and comprehensive logistics solutions. In retail finance, its subsidiary PostFinance Ltd offers extensive services for payment transactions, savings, investments, retirement planning and financing solutions, and has had a banking licence since 2013.

In the public passenger transport market, its subsidiary PostBus Switzerland Ltd operates regional, municipal and urban bus services, and also develops value-added system and mobility management services. Thanks to PubliBike, Swiss Post is also the leader in the Swiss bicycle rental market. Swiss Post is present in 25 countries and employs more than 62,000 staff worldwide.

For more information, please visit post.ch

About Matternet

Matternet – a technology company based in California – builds world-class flying vehicles and software seamlessly integrated into a complete transportation solution. Matternet is recognized across the world for its pioneering work on autonomous flying vehicles, which have been tested in the transportation of medicine and diagnostics in some of the world's most challenging environments such as Bhutan, Papua New Guinea and Haiti. Matternet was founded with the vision to bring to the world its next transportation paradigm and the drive to take it to everyone, especially those who need it most.

For more information please visit mtrr.net



Introducing the new pricing policy

With the start of the winter flight schedule, Swiss WorldCargo introduced a new comprehensive and simplified pricing system. We met up with Omar Bragatto, Head of Contribution Management at Swiss WorldCargo and Surcharge Project Leader for SWISS, and asked him a few questions on the new pricing policy concept.



Omar Bragatto, Head of Contribution Management at Swiss WorldCargo and Project Leader of the new pricing policy concept

Why the new pricing policy?

Since the beginning of the year, we have been facing a new paradigm: the price of oil fell dramatically and this called for a change of pricing models. Some of our competitors announced various measures they were going to take, including abandoning surcharges or going for an “all-in” approach. In order to remain competitive and truly reflect the value of our transportation services, we, together with Lufthansa Cargo, decided to change our policy and go for the implementation of an airfreight surcharge.

Could you briefly explain the new pricing policy, which was introduced on October 25th?

Our new pricing structure consists of just two components: a net rate plus an adjusted airfreight surcharge. The new airfreight surcharge is lower than the previous fuel and security surcharges, which were eliminated with the start of the winter flight schedule. As the new surcharge level was decreased, the change in the pricing structure has subsequently led to a re-aligned and increased net rate that reflects the real value of our service in an adequate way.

Why not an all-in?

The new airfreight surcharge reflects the volatility of external cost factors, such as fuel, exchange rates and other fees, all of which are beyond our control. The price of fuel will continue to be the main driver behind any future adjustments made to this new surcharge. This would not have been the case with an all-in rate, which we also looked into in detail. An all-in rate would have required a less transparent adjustment mechanism in the event of significant fluctuations of costs that are beyond our control.

So, what are the advantages for our customers?

Transparency is a key advantage for our customers. The airfreight surcharge will be adjusted whenever one of the above-mentioned external cost factors changes significantly and we will display any necessary price adjustments in a transparent way. The new surcharge will allow us to largely avoid special processes and there-

by shorten our transaction and response times. We have decided to make the changes in time for the winter schedule, as many contracts had to be renegotiated anyway. We personally spoke to a number of customers about this change and only received positive feedback.

You led the implementation of the new policy at Swiss WorldCargo, could you tell us what the main challenges were?

This new policy was a joint initiative taken by the Lufthansa Cargo Group with the clear objective to have the same pricing concept implemented as a standard within the Group. We had to make sure that all parties impacted by this change were involved and kept in the loop to minimize the impact on daily business and at the same time remain aligned with our colleagues in Frankfurt. But the biggest challenge was to provide training for all our colleagues worldwide so that they would be able to handle and answer customer queries in a professional way.

The new pricing structure at a glance

- Structure: a net rate plus an airfreight surcharge
- Effective since 25 October 2015
- Exceptions of applicability: in countries that are subject to state regulation we either retain the current surcharge structure (Hong Kong and Japan) or apply no surcharge at all (Brazil)
- Surcharge amount is differentiated per area
- Amendments will be announced with a notice period of 2 weeks

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Ready to offer the eAWB Single Process

Following a successful four-month pilot phase, Swiss WorldCargo is now offering the “eAWB Single Process”, which should significantly accelerate adoption of the eAWB throughout our network.

On some routes, eAWBs still cannot be used and paper AWBs have to be issued due to regulatory, operational or other reasons. This was found to be one of the challenges for eAWB adoption by freight forwarders as they need to determine whether a paper AWB has to be generated, and have to maintain two parallel processes, for electronic and paper eAWBs.

To release freight forwarders from this complexity, airlines are now offering a ‘Single Process’:

Under the Single Process, a freight forwarder always sends electronic data to the airline and never delivers a paper AWB with the cargo.

The airline determines when a paper AWB needs to be produced. When needed, the airline prints the paper AWB, with the conditions of contract on the reverse, on behalf of the freight forwarder, using the exchanged electronic data.

After a four-month pilot phase, Swiss WorldCargo can now accept Single Process eAWB shipments in Zurich, Montreal, Los Angeles, New York JFK and Copenhagen. The facility will be further extended to six to eight more stations by the end of this year, and to the further suitable airports in the Swiss WorldCargo network in the course of 2016.

“Our adoption of the eAWB Single Process at Swiss WorldCargo is thanks to the collaborative efforts of our ground handling partners Cargologic, Swissport, Lufthansa Handling, CAS (USA) and WFS and – during the pilot phase – our customers Panalpina, Brinks, Unitrans, Schenker and Malca Amit,” says Paolo Tuzzi, Manager Transportation Processes and eAWB Project Lead.

In Switzerland, the transformation has been driven by IG Air Cargo, of which Swiss WorldCargo and its handling partners are founding members, and which has been committed to facilitating the involvement of local stakeholders.



**Paolo Tuzzi, Manager,
Transportation Processes and eAWB Project Lead**

eAWB Single Process in 10 Steps

A quick guide for Swiss WorldCargo customers

Are you a freight forwarder?

Swiss WorldCargo provides “eAWB Single Process in 10 Steps” a practical guide for the process implementation.

- Step 1** Multilateral eAWB Agreement signed and activated
- Step 2** System to System Electronic Data Interchange is setup
- Step 3** Electronic AWB data is sent to LX systematically
- Step 4** Electronic AWB data is free from errors
- Step 5** Electronic AWB data contains all important elements appearing on the Paper AWB
- Step 6** The “e” Special Handling Codes are understood and used in eAWB shipments
- Step 7** Define the eAWB scope
- Step 8** Correctly label the EAP Document Pouches
- Step 9** Delivery process
- Step 10** Sit back and relax

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Fun with our customers around the world

Bangkok and Tokyo: speed and fun with SWISS X-Presso

To feel the speed of our SWISS X-Presso product, last July our team in Bangkok, invited customers to test their Grand Prix racing skills in an exciting go-kart race. On 2 September, 40 customers from Japan were invited at Hakuhinkan, a famous toy store in the dazzling Ginza district of Tokyo, to play a fun slot car racing.



SWISS X-Presso Cup 2015 Beijing

To experience the speed of our SWISS X-Presso product, on 21 October 2015, around 50 customers from the Beijing region were invited to a go-kart race called "SWISS X-Presso Cup 2015".



Zurich: Swiss Forwarder's Volleyball Champions

On 26 September, the Market Switzerland team organized the traditional "Forwarder's Volleyball Champions" tournament in Rümlang, near Zurich Airport. Ten teams competed in forty epic 14-minute matches before the (undefeated!) champions, the World Courier Blizzards, were determined and presented with the new volleyball challenge cup.



From left: Steven Trottmann, Slobodan Radosavljevic, Fabio Marchione, Flavio Bongiorno; sitting from left: Stephanie Mury, Steven Offranc, Kai Schieler, Remo Künzle

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Jack Lampinski and Laurel Leong to leave Swiss WorldCargo

An era will come to close for Swiss WorldCargo at the end of 2015. **Jack Lampinski**, Senior Director Head of Cargo Americas, will go into well-earned retirement after representing the Swiss air cargo industry in its various forms (Swissair, Swissair Cargo, Swiss-cargo and Swiss WorldCargo) for the last 35 years in North and South America.

Jack started his career as a cargo service agent in Boston, subsequently moving through different functions and locations within the US (Boston, Philadelphia, Atlanta, New York JFK). For the last 12 years he has been leading the Swiss WorldCargo organization in the Americas. As a customer-focused person, Jack has built fantastic and fruitful relationships, goodwill and networks within the industry, which will benefit Swiss WorldCargo also in the years to come. In addition to his business knowledge, Jack is also known for his amusing stories and anecdotes from his professional career spanning 30 odd years.

We would like to thank Jack for his leadership, dedication and commitment. His contribution to building Swiss WorldCargo into a reputable brand is highly valued.

On the other side of the earth, Swiss WorldCargo staff, customers and business partners already gathered to pay tribute and bid farewell to retiring **Laurel Leong** last September. Laurel upheld the Swiss brand for the past 29 years both on the passenger and cargo side. We would like to thank her whole-heartedly for her dedication and loyalty to our company.

Her successor, **Christian Hisserich** promises to uphold our values and commit himself to providing the service and quality that is expected of Swiss WorldCargo.

Christian (34), was born and raised in (Frankfurt, Germany). After taking a University degree in Aviation Management & International Business, he started working at FlyBaboo in Geneva as (Revenue Analyst). He joined SWISS in 2007 and has been in several management positions in Controlling, Ground Services and Network Development, before being nominated Head of Cargo Singapore last September.



Jack Lampinski



Christian Hisserich, Ashwin Bhat and Laurel Leong

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Engaging talent – Swiss WorldCargo cooperates with University of St. Gallen

At Swiss WorldCargo, we believe that innovation is key to success. As a company, and as an entire industry, we have to constantly attract, engage and build talent, and take up new thoughts and inspiration to innovate for and with our customers.

To this end, Swiss WorldCargo cooperates with the University of St. Gallen, Switzerland, specifically the Chair of Sustainability Management and the Chair for Logistics Management. At the core of the cooperation, student teams work on unique Swiss WorldCargo projects, and receive our feedback during and at the end of their assignment. Based on their results presentation and scientifically grounded project report, the university grades the students.

Rather than showing 'how things are done in air cargo', we assign tasks to student teams that reach beyond our comfort zone and challenge conventional industry wisdom. In line with our people, plant, profits vision, students are working on topics such as devel-

oping sustainability-based services, communicating sustainability, and evaluating sustainability labeling initiatives for airfreight. Previously, student teams have tackled questions relating to pricing, operations and e-commerce initiatives in air cargo.

This approach gives us a fresh and unbiased perspective on the challenges and opportunities ahead. Most importantly, we ideate and co-create on a mutually inspiring and useful basis. In the past, the University of St. Gallen has delivered – high-quality student work, scientific rigor, guided by approachable, business-minded research staff.

Partnering and collaborating with top universities is an integral part of our vision, as attracting talent and engaging the best minds is key to our success. We are looking forward to future student projects and encourage other logistics firms to engage in university cooperation. Done right, you will be amazed at the problem-solving energy and creativity that will come your way!

Get on **SWISSWORLDCARGO.COM** and win a drone! Nine Eagles Galaxy Visitor 7 RTF Quadcopter (Black-white/Mode2)

Terms and conditions: All participants must fully state their first name, last name, company, function, mailing address and the e-mail address to take part. The winner will be informed directly and their name will be published in the next issue of Cargo Matters. Employees of Swiss International Air Lines Ltd. (including Swiss WorldCargo's GSA) and their relatives may not participate. All rights are reserved, and there shall be no recourse to any legal action.

And the winner is...

The CSeries aircraft model was won by **Florian Meier**, Kuehne+Nagel, Germany



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

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Social Media Newsroom

On Twitter, Swiss WorldCargo filters information and shares the latest most important and most interesting news with the Twitter community. With around 2000 followers, Swiss WorldCargo is one of the leading channels on Twitter in the air cargo community.

On Facebook, Swiss WorldCargo shares pictures and videos that provide insight into the exciting daily cargo life and interacts with the users. **If you are not yet part of the Social Media Community of Swiss WorldCargo, why not join the community now and get involved!**

Insight into the Twitter community

The collage features several tweets and a profile page:

- Valuables:** A tweet from Reuters Top News (Aug 21) about U.S. oil prices, and a tweet from The Loadstar (Oct 8) about 3D printing disrupting supply chains.
- Logistics:** A tweet from Inbound Logistics (Oct 22) about trends in the cold chain.
- Pharma:** A tweet from Inbound Logistics (Oct 22) about trends in the cold chain.
- Innovation:** A tweet from Paul Page (Jul 10) about drones in air freight, and a tweet from OIA GLOBAL (Sep 22) about supply chain technologies.
- E-Commerce:** A tweet from STAT Media (Sep 7) about e-commerce changing behavior.
- Profile Page:** The official Twitter account of Swiss WorldCargo, showing 2,109 tweets, 664 followers, and 1,885 following.

Some Facebook Highlights

Swiss WorldCargo
20 March · 🌐

Three letter codes can also be fun!

A grid of airport codes: AAR, ABE, ABQ, ADL, AER, AGA, AGS, AKL, ALA, ALB.

Swiss WorldCargo
13 March · 🌐

This aircraft was loaded early this morning. Can you guess where it will land in a few hours?



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