



## Strategic Trends in Air Cargo e-Freight and growth

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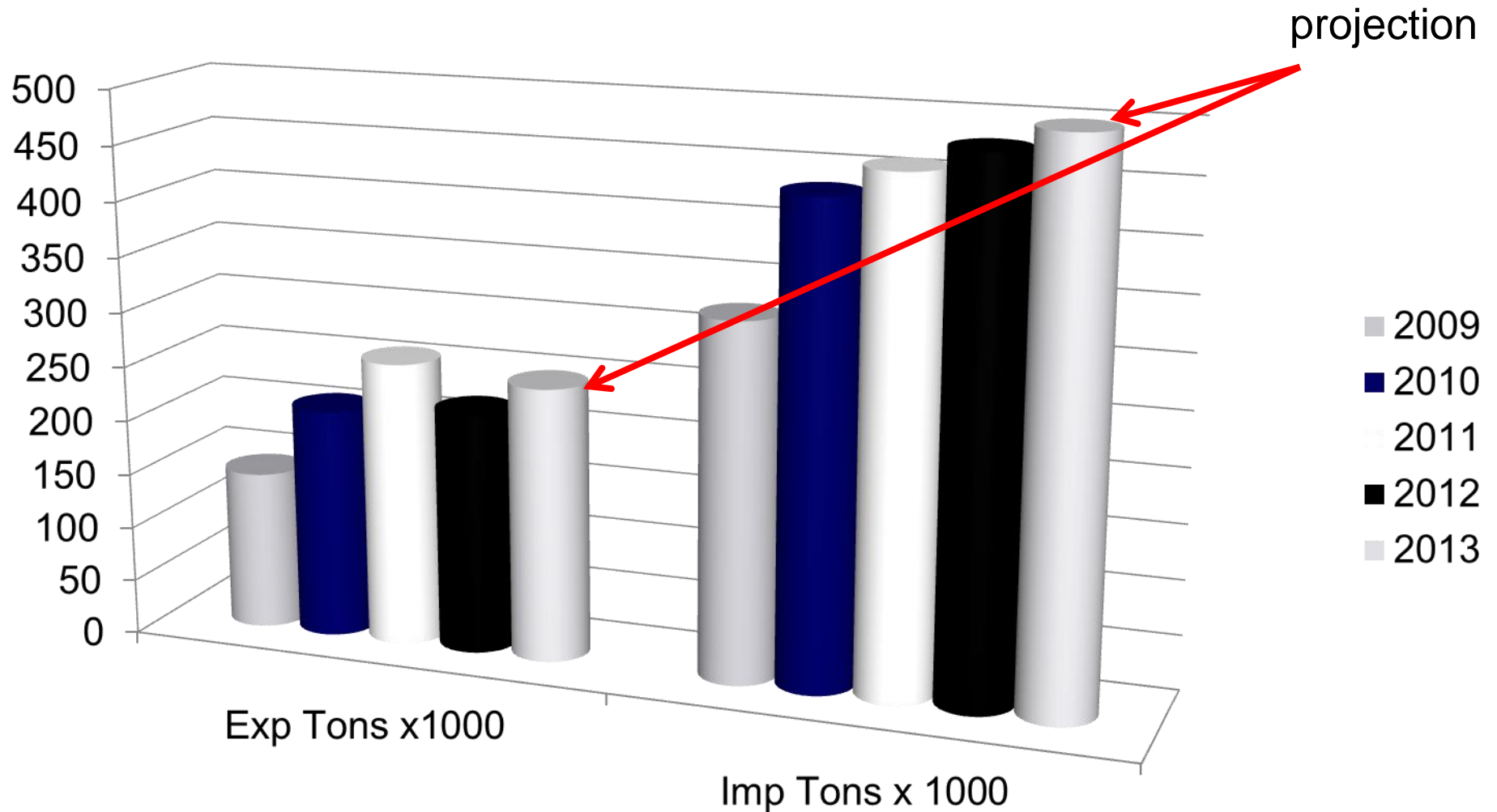
São Paulo, 10th December 2013

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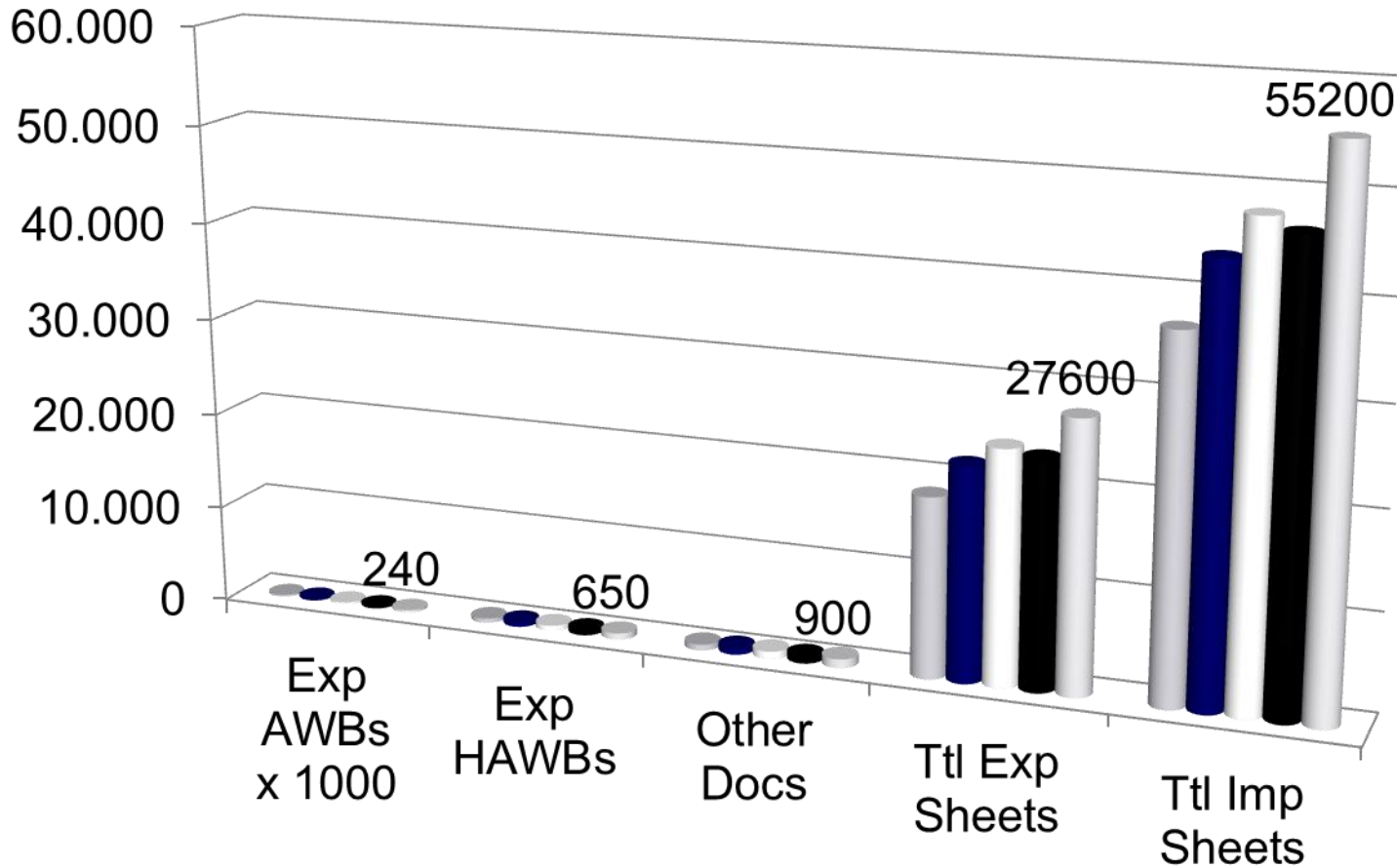
ICAO/ANAC Regional Symposium

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# Air freight traffic development to/from Brazil



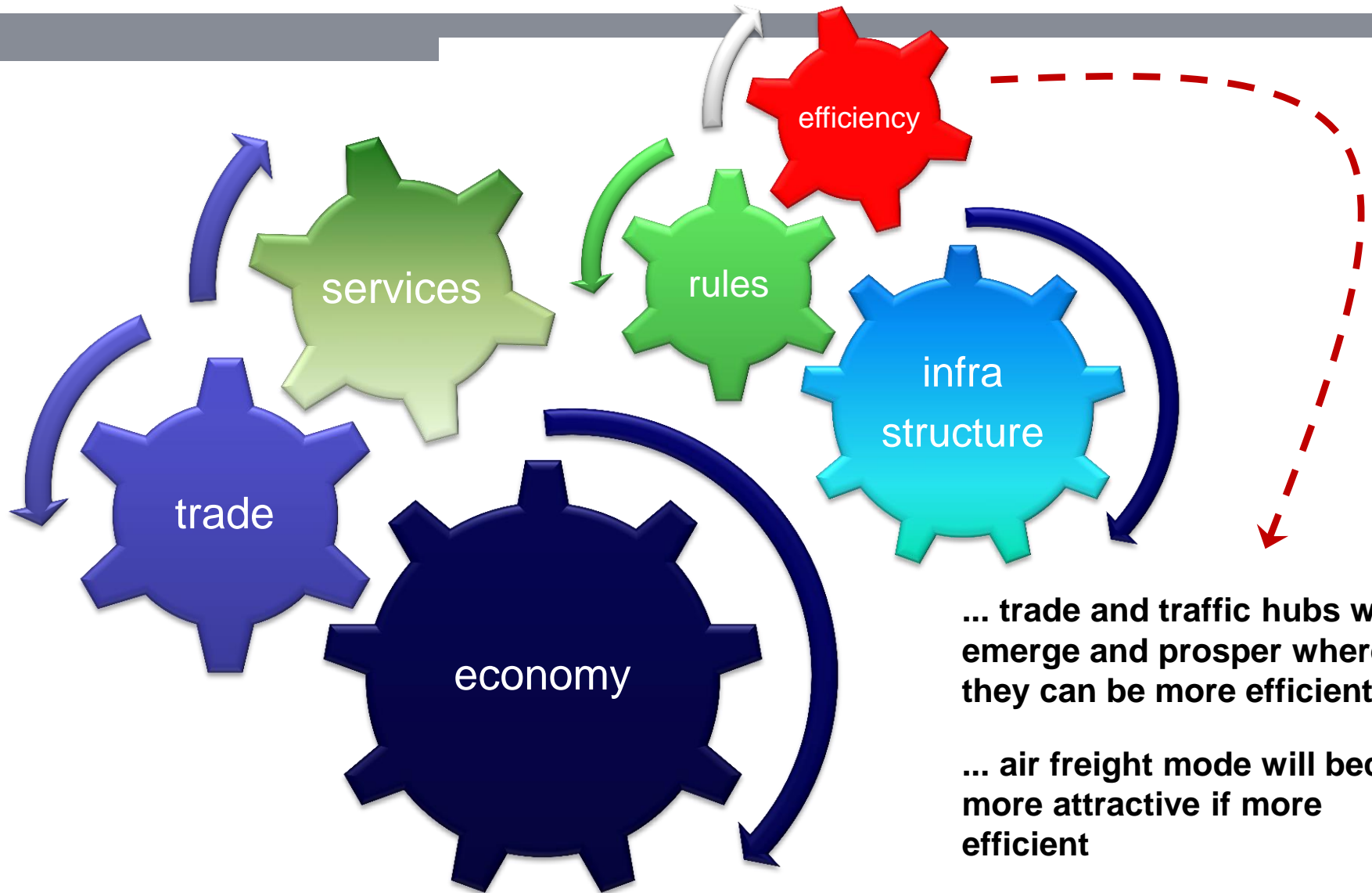
# Air freight “paper” traffic development to/from Brazil



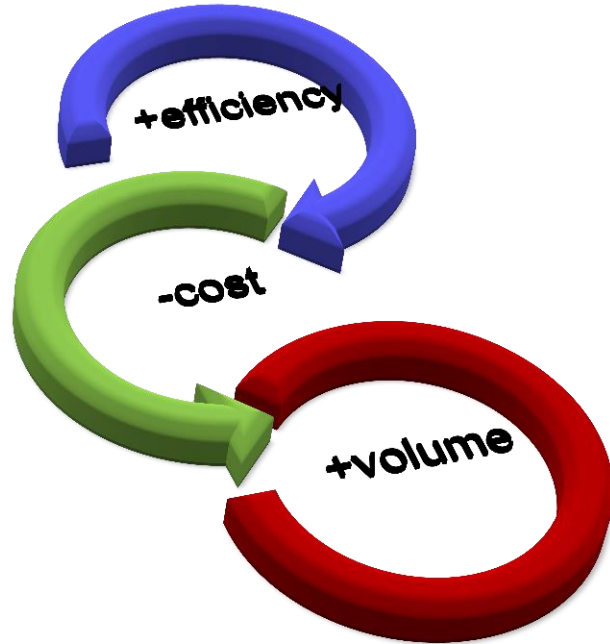
- 2009
- 2010
- 2011
- 2012
- 2013

...almost 100 million pieces of paper handled per year

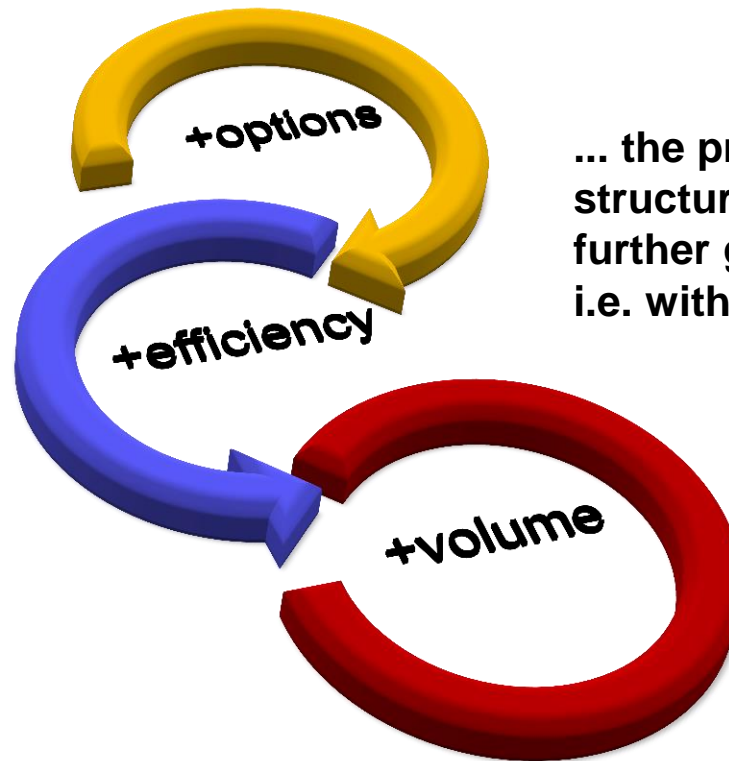
# What drives (and halts) air freight growth...



# The progress cycle...

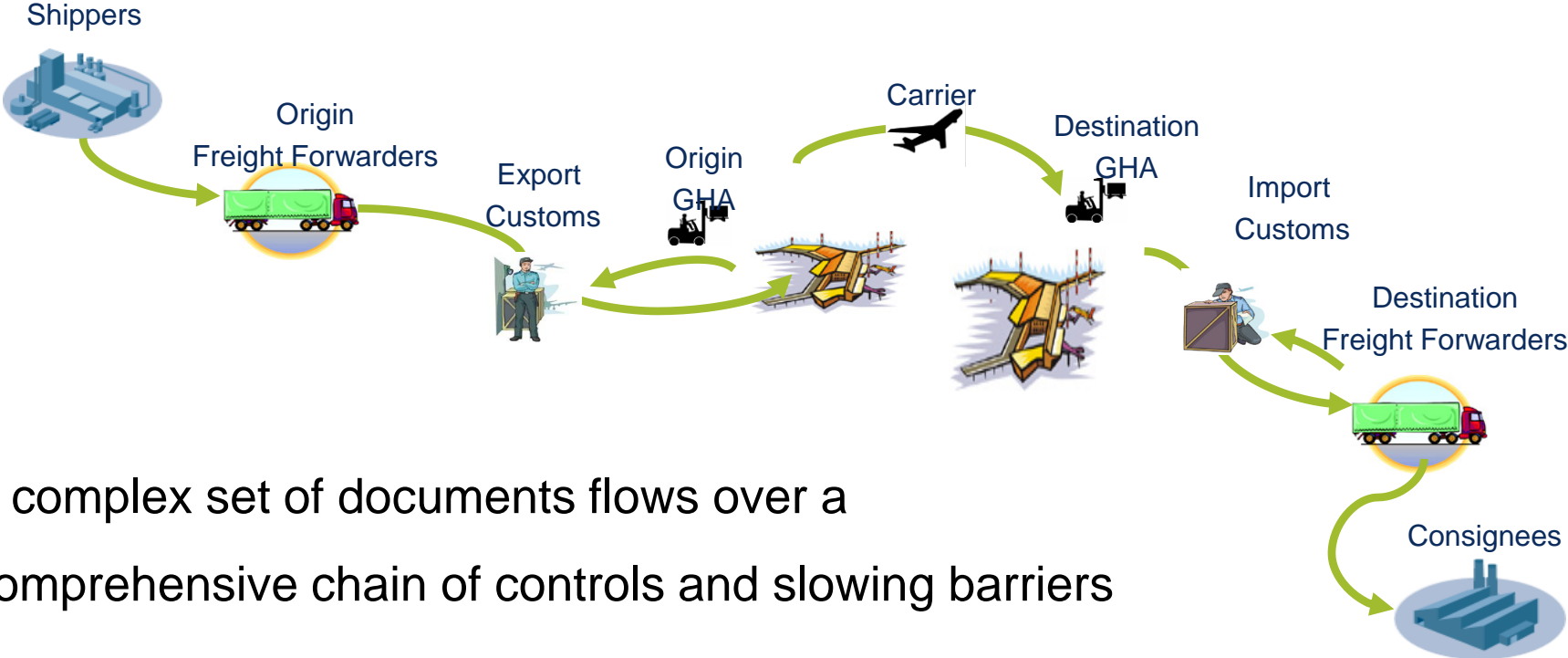


... traffic growth has to come together with process improvement



... the present document handling structures can not support much further growth in traffic efficiently, i.e. without increasing costs

# Traditional general cargo process



A complex set of documents flows over a comprehensive chain of controls and slowing barriers

- AWB
- HWB
- invoice
- packing list
- security decl
- form A
- wh receipt
- customs entry
- consol manifest
- DGR
- road manif
- ...

# Today's operations high demand on document archiving and retrieval

## Paper based operation...

Real world  
airfreight  
department



One pouch per  
shipment...  
...travelling  
the world



## ...is costly and not efficient

Real world  
document  
archiving



Real world  
document  
retrieval



# Today's operations: Paper document issues in Brazil

## Paper based operation...

**Missing Documents**

**Discrepancies**

**Outdated Documents**

**Consequential  
Loss**

## ...slows down the logistics chain

**Excessive Control Work**

**Different Rules  
in Different Ports**

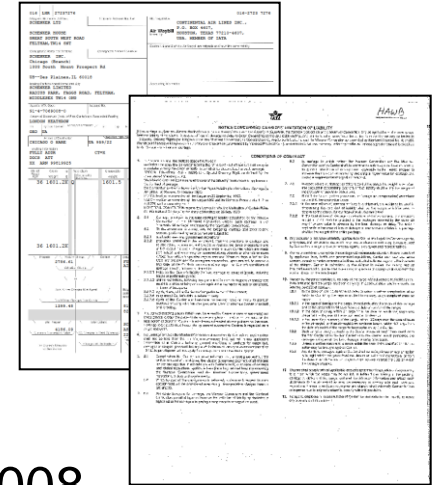
**Delays**

**Increased  
Warehouse Costs**



# What is e-Freight?

replacement of paper documents by electronic transactions in international trade



- ✓ facilitation solution developed jointly by industry since 2008
- ✓ endorsed by FIATA – Federation of International Freight Forwarders
- ✓ Adopted by IATA Cargo Services Conference (2009) as recommended practice
- ✓ Filed by Governments. Multilateral legal base between stakeholders
- ✓ Successfully implemented by many airlines and forwarders

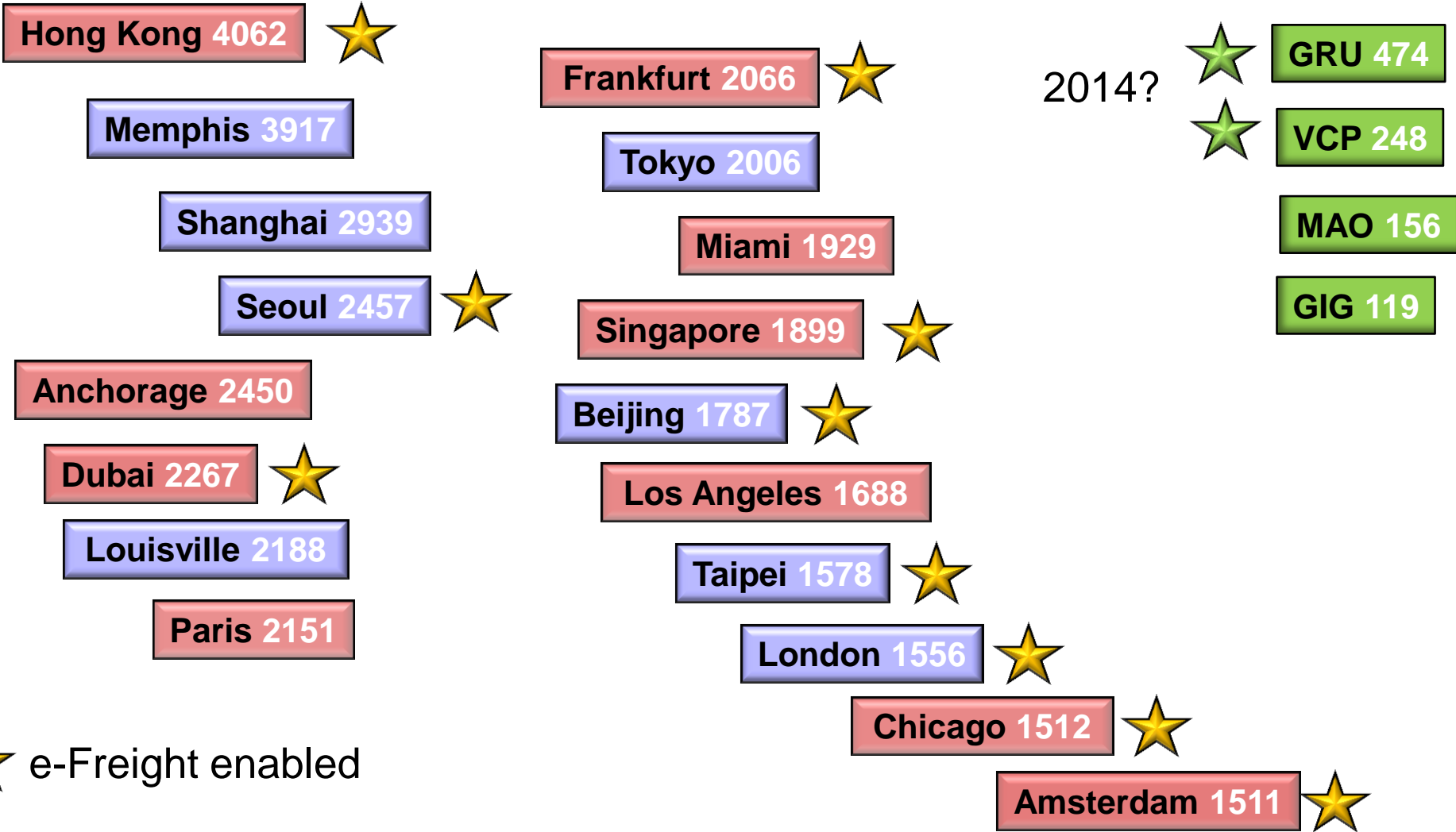
e-Freight is a powerful facilitator:

- ✓ to boost efficiency of cargo flow
- ✓ enhancing the image of a hub
- ✓ capacity multiplier
- ✓ opening opportunities for transit cargo (hub)
- ✓ reducing barriers to start of new business
- ✓ generally improving the attractiveness of air cargo



# Some of the busiest and most efficient Hubs...

international air cargo movement in 1000Tonnes (2012)



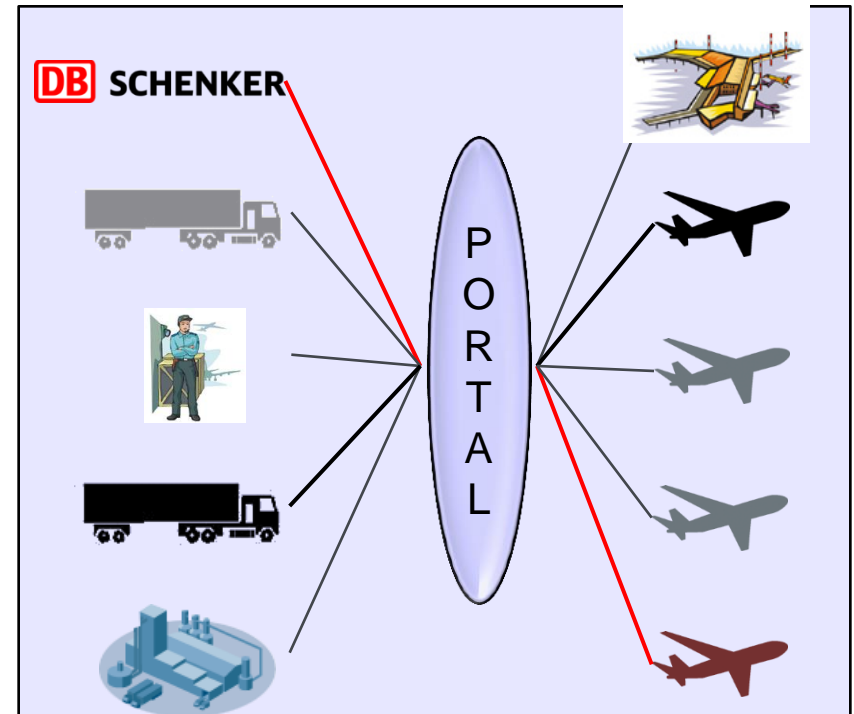
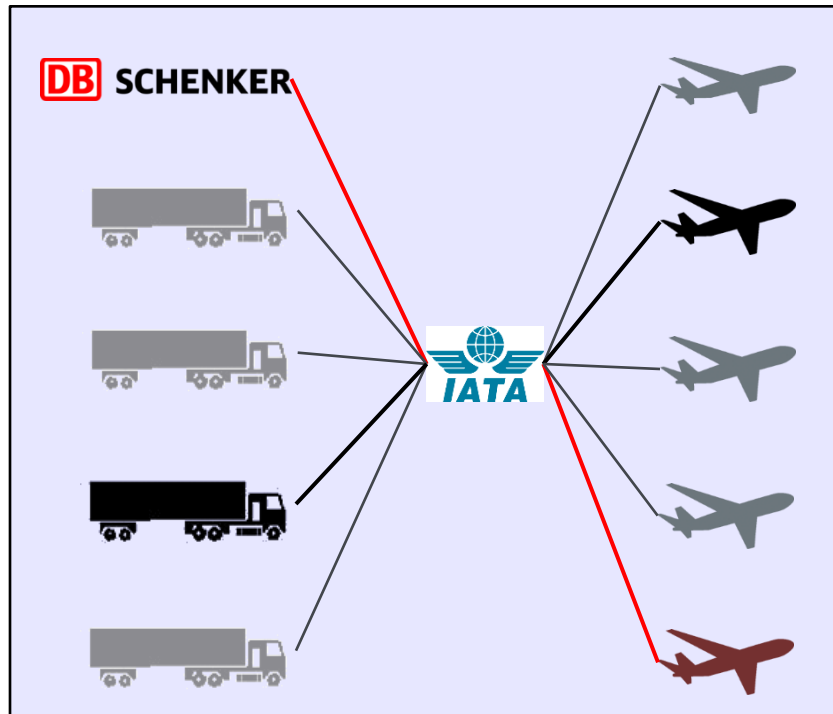
e-Freight enabled

# How does e-Freight work?

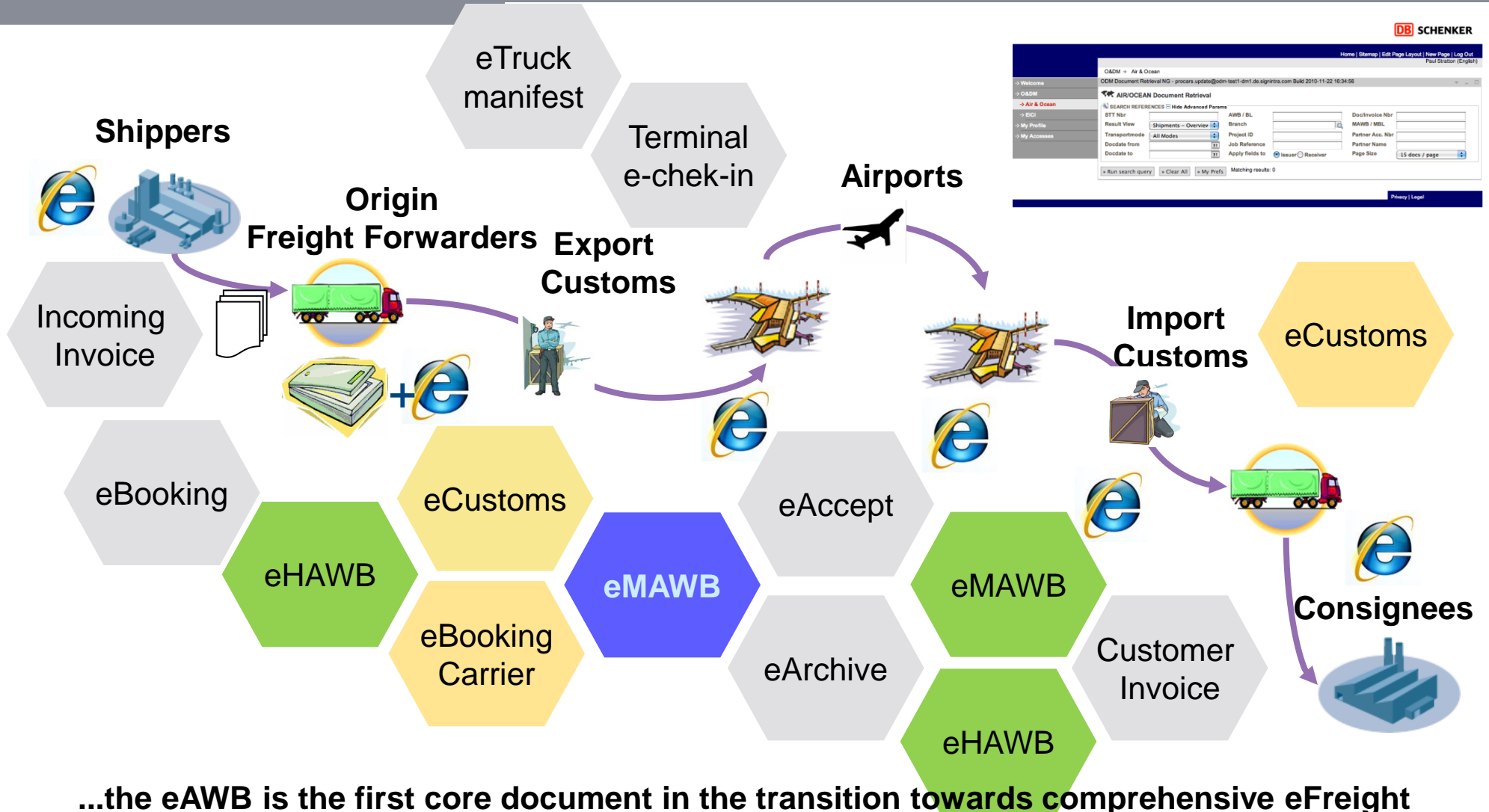
Multilateral legal base (IATA)

Electronic data interchange (EDI) between industry entities

Standard protocols for electronic exchange (Cargo IMP, XML)



# Moving towards e-Shipment



...the eAWB is the first core document in the transition towards comprehensive eFreight

# What is e-AWB?

replacement of paper Airwaybill by electronic messages between issuing forwarder, airline and other partners of the logistics chain

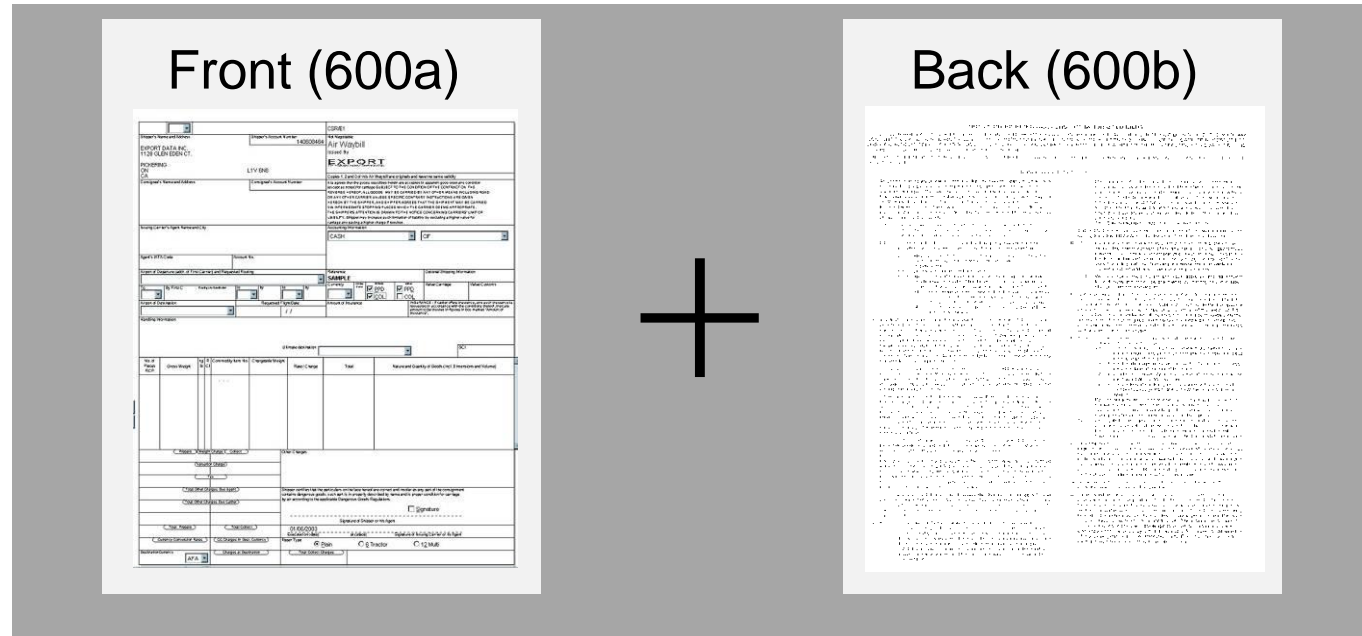
- ✓ IATA Resolution 672 (April 2013)
- ✓ system enabled by over 50 airlines, 400 forwarders in 140 countries, 2856 locations
- ✓ including BR, test-shipments from 15December
- ✓ go-live 2013 in Chile, Colombia, Peru, Mexico
- ✓ industry target: 70% by 2013; 100% by 2015



# eAWB Overview

## Future eAWB Transactions

**Paper Air  
Waybill (Now)**



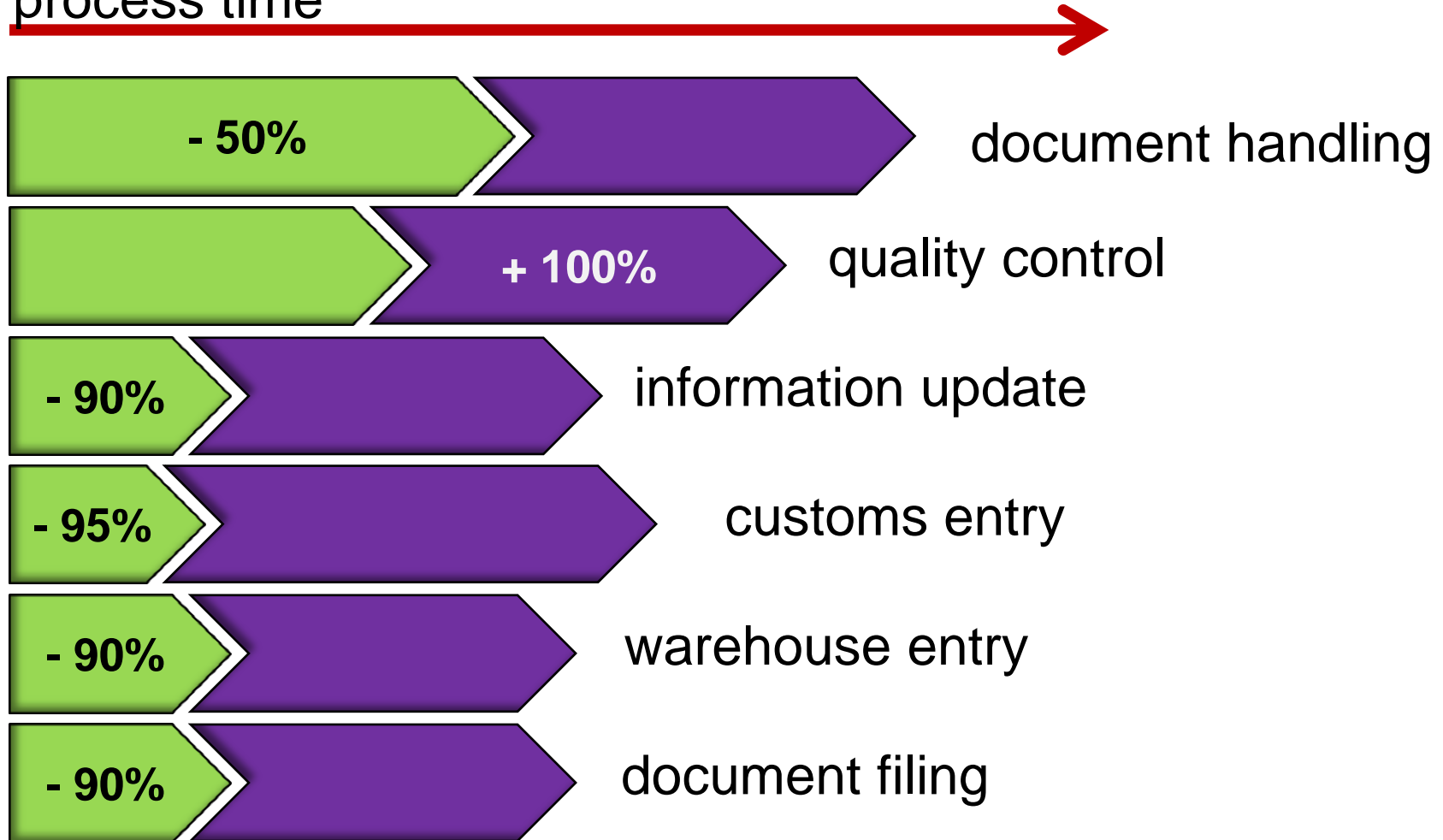
Reso 672

**eAWB  
(Future)**

**Electronic messages + Signed EDI agreement**

# Time savings through the eAWB process

process time





# Today's operations: Paper document issues in Brazil

## Paper based operation...

Online Documents

Consistency

Automatic Update

Reduced Claims

## ...slows down the logistics chain

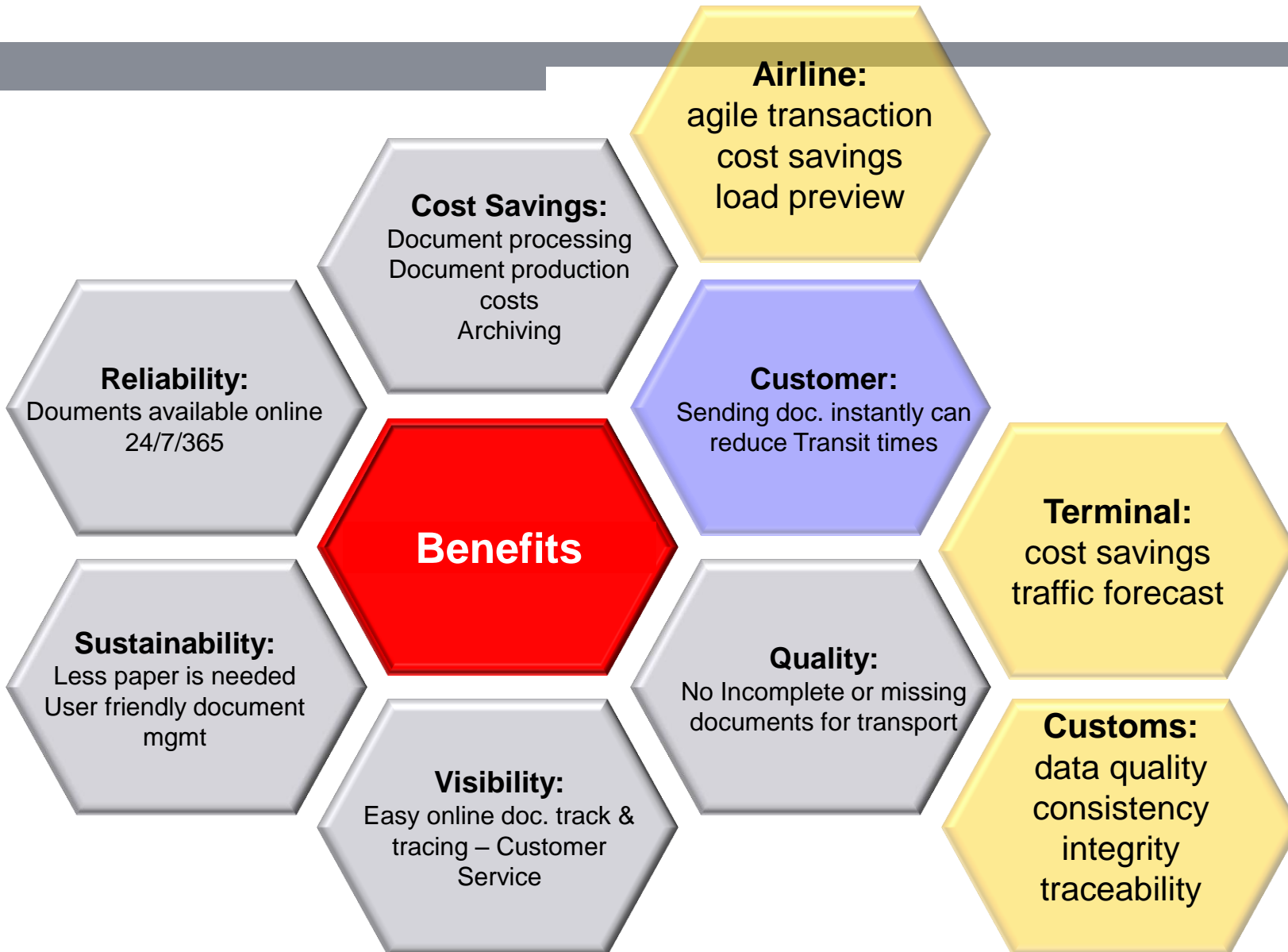
Effective Control  
Traceability

Reliable Standards

Just in Time

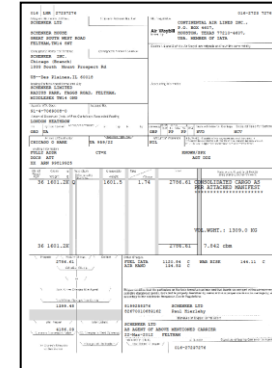
Plannable Costs

# e-Freight: benefits for all



## Brazil is ripe to introduce e-Freight

- ✓ need to accelerate growth of the economy and trade
- ✓ modern and integrated customs system
- ✓ improving communications network
- ✓ increasing pax traffic and number of airlines
- ✓ privatization of airports: opportunities to change
- ✓ need to remove bureaucratic hurdles
- ✓ willing collaboration between industry stakeholders and officials
- ✓ available useful experience from other countries



Delivering solutions.



Obrigado !



Thank you !