



The e-Cargo Take Off

Céline Lavinay-Hourcade

Manager, Cargo Industry & e-AWB rollout

Air cargo's modernization challenge

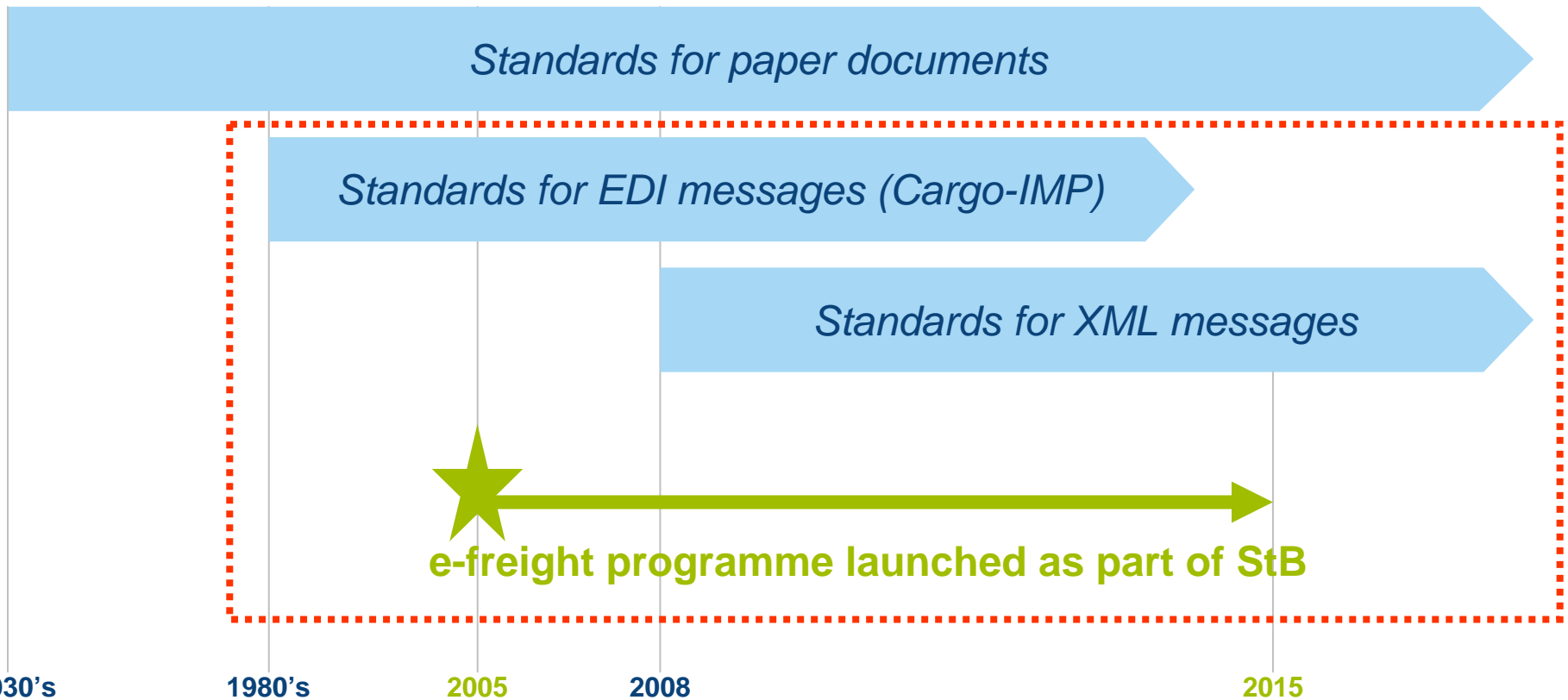
Electronic messages exist since the 80's,
but the air cargo industry still relies on
paper & human intervention

Airfreight shipment generates up to 30
different paper documents!

Behaviors have not changed yet: bookings,
track & trace still predominantly based-on
human intervention



IATA standards: from paper to “e”



What is e-freight?



Why launch e-freight?

Moving air freight industry to the “e” era to increase competitiveness and attractiveness, lower costs and delays

A programme with deadlines to drive the industry and make it happen!

The industry needs leaders and pioneers to pilot and start

What happened since 2005?

We built the e-freight **“runways”**

Lobbying governments and Customs
Working with the local air freight community
Enabling cargo hubs

We built the e-freight **“aircraft”**

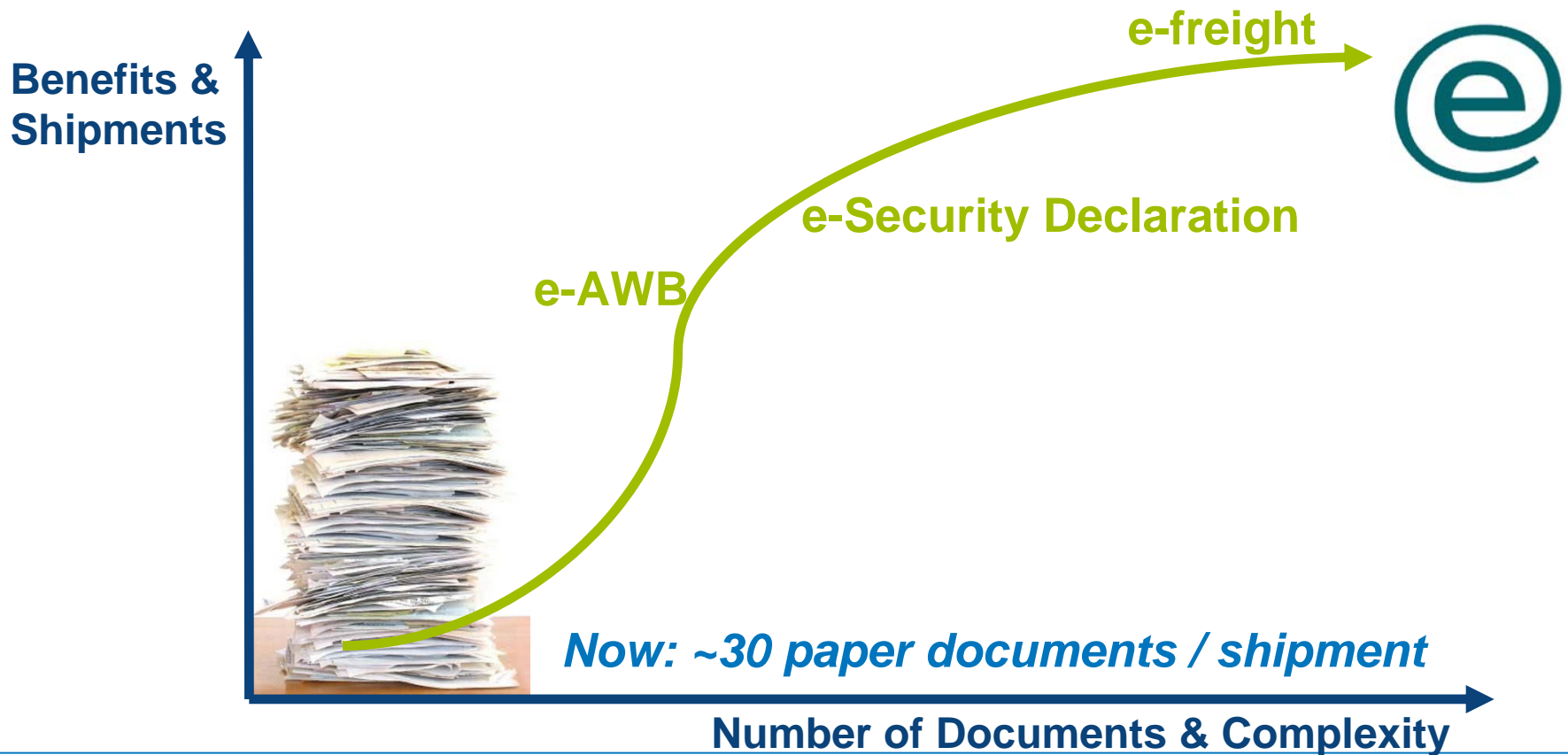
Working with other industry bodies to develop the standards and run PoCs
Learning from the front runners

We prepared the **“flight plan”**

Building a Industry Coalition
Launching smaller projects
Using the IATA network and the successful StB model

e-freight is now ready to take off!

The e-freight take off will start with e-AWB



Objectives of e-AWB project

Replace the paper Air Waybills by the electronic version. **No more paper AWB tendered to airlines!**

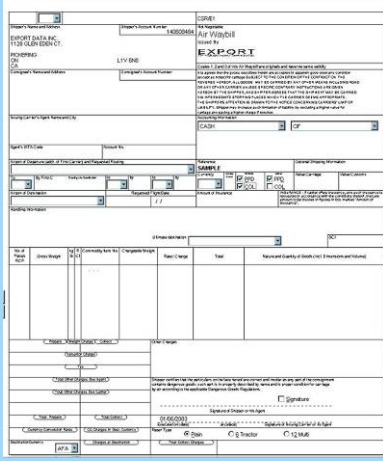
Provide a **win-win-win** scenario for airlines, freight forwarders and ground handlers by lowering costs, increasing data accuracy and improving customer experience



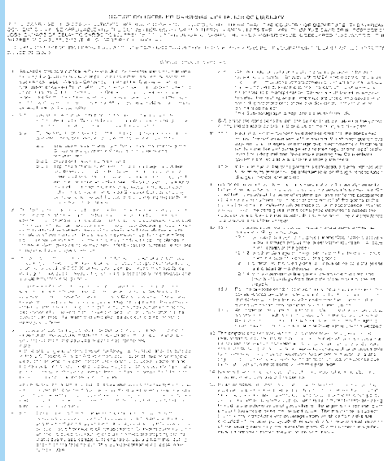
What is e-AWB?

Paper
Air
Waybill

Front



Back




e-AWB

FWB message



EDI model agreement

Key milestones for the Industry

- 2010: standard approved (RP1670) by the Industry and piloted by 9 airlines in 8 countries
- 2011: 6% e-AWB
- 2012: 30% e-AWB
- 2013: 70% e-AWB
- **2014: 100% e-AWB**



e-AWB today

- 10 cargo hubs in 10 countries where e-AWB has already been piloted by 12 airlines
- 1.54% e-AWB penetration, after 1 month, 2 airlines are using 100% e-AWB out of their home market
- 111 countries where e-AWB is legally feasible accounting for 95% of the global air freight volumes

The delivery approach to reach 100%

- Enhancing the product
- Providing tools
- Engaging the Industry
- Mobilizing the stakeholders to act
- Tracking progress
- Solving issues
- Promoting success!



IATA's supporting materials

Existing materials

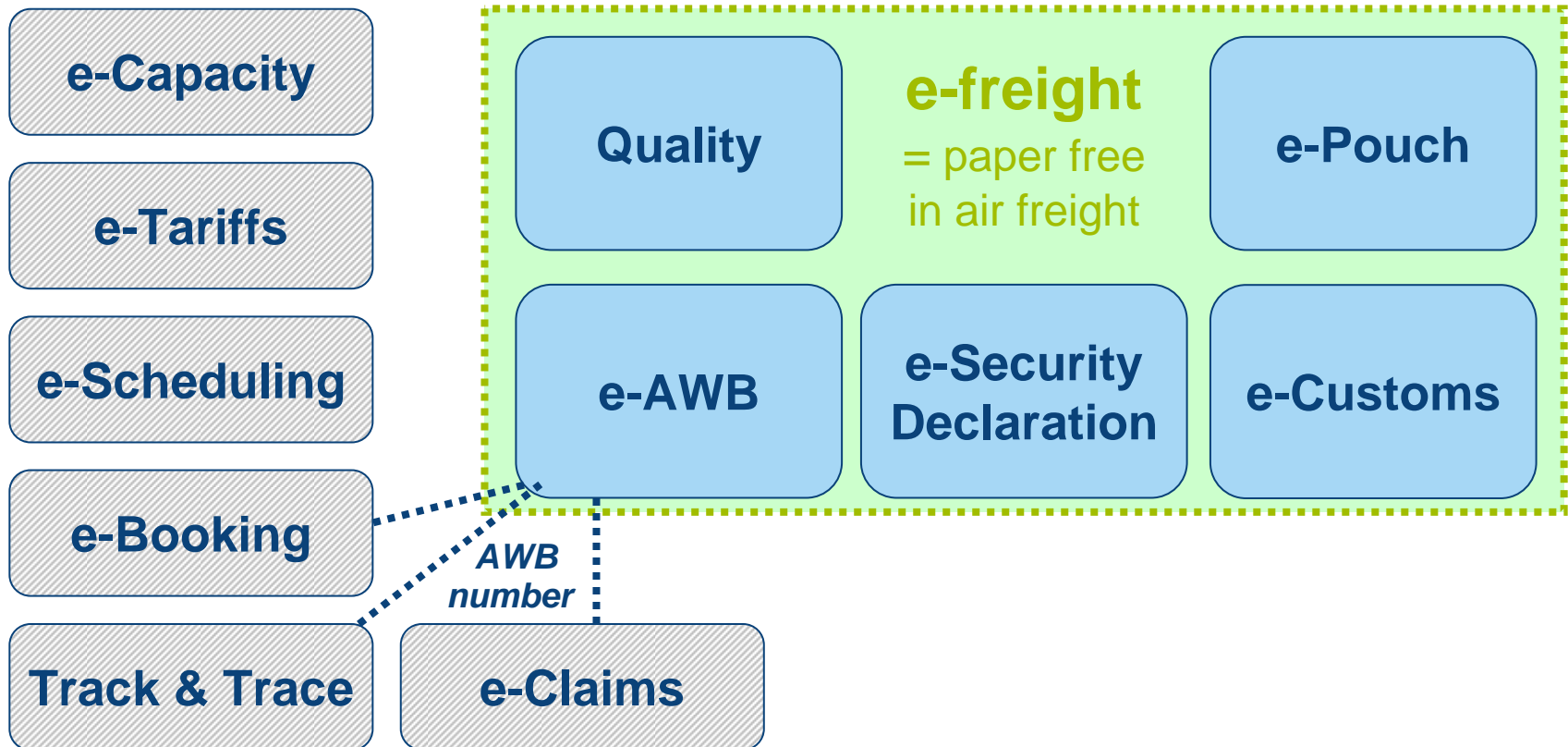
- www.iata.org/cargo
- IATA Cargo IMP Manual
- e-freight Handbook, Specifications and Scorecards
- e-AWB Basics, Specifications and RP1670
- e-Security Declaration Basics, Specifications and RP1630

Coming in 2011

- IATA Cargo XML Manual
- e-Cargo Regional Workshops
- e-freight Matchmaker
- e-AWB Handbook, Scorecards, e-learning module, Interactive map

Contact us: cargo@iata.org

What's next for e-Cargo?



For more information, go to the IATA website
www.iata.org/cargo



The screenshot shows the IATA Cargo website. At the top is the IATA logo. Below it is a navigation menu with links for "Market Groups", "Areas of Activity", "Solutions", "Events", "Training", and "Pressroom". There is a search box to the right of the menu. Below the menu is a section titled "IATA Cargo" with a 3D rendering of yellow and blue cargo boxes. Below the rendering is a breadcrumb trail: "Home > Areas of Activity > Cargo". The main heading is "Simplifying the Business of Air Cargo". The text below reads: "Air Cargo is a US\$50 billion business that transports 35% of the value of goods traded internationally and a critical part of the airline business which, as a whole, is the US\$490 billion heart of a value chain that supports 22 million jobs and US\$2.5 trillion of economic activity. It is an important industry that is critical to..."