

# WORLD CARGO SYMPOSIUM

## Moving forward

Air cargo faces challenges but there are reasons to be optimistic

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Sector identifies positives in a difficult market

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Air cargo aims to click with online shopping

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## 26 Airfreight in Turkey

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# Welcome to WCS

THIS YEAR'S IATA World Cargo Symposium (WCS) comes after a turbulent six months for the air cargo industry, with demand trending downwards while capacity continues to grow.

However, there is cause for optimism as emerging air cargo data appears to show that the market may be stabilising and many companies are expecting the situation to start picking up towards the end of the second quarter.

But demand declines are not the only challenge facing the industry. Air cargo also needs to ramp up efforts to reduce its environmental impact through the use of sustainable aviation fuel, utilising more efficient aircraft, reducing its consumption of single use plastics, switching to electric vehicles on the ground and opting for renewable energy where possible.

There is also the ongoing recruitment challenge, the need to improve digital services and connectivity, and ongoing concerns around the transport of lithium batteries.

All these topics will be covered at this year's WCS and *Air Cargo News* will once again be providing coverage on key discussions from the event.

Our coverage can be accessed through the event app or on our dedicated WCS landing page on aircargonews.net, where you can also sign up to news updates.

Enjoy the show!

**Damian Brett** Editor, *Air Cargo News*



# Addressing the challenge

It is my pleasure to extend a warm welcome to the IATA World Cargo Symposium in Istanbul. As we gather in this historic city, we are reminded of its legacy as a hub of commerce and trade, and it is fitting that we come together here to discuss the future of the air cargo industry, which plays a crucial role in global trade.

The past year has been challenging for air cargo due to Covid-19 restrictions in China, an unstable geopolitical climate, and the ongoing conflict in Ukraine.

As a result of these significant political and economic uncertainties, the performance of the air cargo industry in 2022 declined compared to the exceptional levels of 2021,

This year's World Cargo Symposium focuses on four key priorities to help address what is likely to be a challenging year ahead for the air cargo sector, writes IATA global head of cargo **Brendan Sullivan**

with demand falling 1.6% below 2019 (pre-pandemic) levels.

However, despite these challenges, there are reasons for optimism. The continuing measures taken by key global governments to fight inflation seem to be working, and the desire to move goods remains strong. This should provide some respite in what is likely

to be a challenging trading environment in the year ahead.

The air cargo industry has demonstrated its resilience by continuing to deliver critical medical supplies and vaccines across the globe and keeping international supply chains open.

This was evident as the industry stepped up to provide humanitarian support in response



to the devastating earthquakes in Turkey and Syria. Our thoughts are with those affected.

### Talking through the issues

At this year's symposium, we will focus on several priority areas for the air cargo industry. These include achieving our commitment to net-zero emissions by 2050, continuing to modernise processes, finding better solutions for the safe transport of lithium batteries, and attracting new talent to the industry.

As an industry, we have committed to achieving net-zero emissions by 2050, and it is imperative that we work together to achieve this goal. This requires a concerted effort to adopt sustainable practices and technologies such as alternative fuels, energy-efficient aircraft, and operational improvements.

Continuing to modernise processes is another critical priority for the industry. The adoption of digital technologies can help

improve efficiency, reduce costs, and enhance the customer experience.

The safe transportation of lithium batteries is another important focus area for the air cargo industry. As demand for these batteries increases, we must find better solutions to transport them safely and securely.

Finally, attracting new talent to the air cargo industry is essential to ensure its long-term success. This requires a concerted effort to

promote the industry as an exciting and dynamic career option for young people, as well as investing in robust training and development programmes.

In conclusion, I am excited to engage with all of you at this year's IATA World Cargo Symposium as we work together to move the air cargo industry forward and address the challenges and opportunities that lie ahead.



**Air cargo performance in 2022 declined compared to the exceptional levels of 2021, with demand falling 1.6% below 2019 (pre-pandemic) levels**

Brendan Sullivan, IATA



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## Programme: Opening plenary

Tuesday April 25 2023	
09:00 - 09:10	<b>Official WCS 2023 opening</b>
09:10 - 09:40	<b>Welcome to Istanbul – executive keynotes</b>
09:40 - 10:00	<b>Cargo in the boardroom</b> IATA governors discuss what cargo topics are on the board agenda and how the aviation industry is maintaining the focus post-pandemic.
10:00 - 10:10	<b>Cargo: Year in review</b> After two years of exceptional performance in air cargo, IATA global head of cargo Brendan Sullivan reviews the successes and challenges and addresses the industry priorities for the coming year.
10:10 - 10:30	<b>Economic outlook</b> IATA provides an update on the prevailing economic climate and its implications for the airfreight industry, looking back over the past 12 months and assessing the key indicators for the upcoming 12 months.
10:30 - 11:30	<b>Networking break - WCS exhibition hall</b>
11:30 - 11:35	<b>WCS 2023 legal briefing</b>
11:35 - 11:55	<b>Air cargo market dynamics</b> This session will explore rapidly changing aspects of the air cargo market.
11:55 - 12:30	<b>AI and the digitalisation of air cargo</b> The success of digital platforms is ushering in a new era for air cargo. Can advances such as AI help improve legacy customer experiences and inefficient processes?
12:30 - 14:00	<b>Networking lunch - WCS exhibition hall</b>
14:00 - 14:05	<b>Air cargo security</b> This session looks at the Transportation Security Administration (TSA) Air Cargo Security roadmap as well as how the TSA plans to ensure threat-based regulation. An additional focus will be on advancements in cargo screening technology, which may support the discussions on lithium batteries.
14:05 - 14:15	<b>An insight into the challenges of transporting relief goods by air</b> Air cargo is often a first responder in times of humanitarian crisis and the industry's collaborative efforts make a real difference to people in need.
14:15 - 15:00	<b>The future of air cargo &amp; mobility</b> What is air cargo's role in the move towards safer, cleaner and more inclusive transportation systems that optimise the delivery of goods across modes and countries? Key players discuss air cargo's contribution and explore what some of the short and long-term pathways to the future might look like.
15:00 - 16:00	<b>Networking break - WCS exhibition hall</b>
16:00 - 16:05	<b>Attracting diverse and inclusive talent</b>
16:05 - 16:30	<b>The air cargo talent challenges</b> What are the potential future skills gaps and industry best practices that will help build a diverse and inclusive air cargo industry? What are organisations doing today to continually solve these challenges?
16:30 - 16:50	<b>Air cargo sustainability mission</b> Environmental sustainability is on the radar now more than ever. Business leaders are seeing the signs, and they're turning to logistics for help. But what's going to have the greatest impact? This session takes a look at what's on the horizon for sustainable air cargo.
16:50 - 17:00	<b>Closing remarks</b>
Please note, the programme is subject to change. Please check the IATA WCS app for the latest updates.	

## Programme: Sustainability

Wednesday April 26 2023	
09:00 - 09:10	<b>Opening remarks</b>
09:10 - 09:25	<b>Keynote: Air cargo sustainability outlook</b> Sustainable transformation is critical for air cargo and will be more so in the future as customers' and regulators' requirements become more complex.
09:25 - 10:05	<b>Panel discussion: Sustainability assessments and ESG reporting</b> Regulatory requirements and investor pressure place ESG reporting high on the agenda. How is air cargo reporting on its sustainability impact and activities?
10:05 - 10:30	<b>Case study: Skilled staff for the future of the industry</b>
10:30 - 11:30	<b>Networking break - WCS exhibition hall</b>
11:30 - 12:30	<b>Spotlight 1: Sustainability in the perishable supply chain</b> This segment includes a keynote on building a roadmap for integrated sustainability, a case study on sustainable solutions to reduce the environmental footprint of equipment used for perishable transport and a panel discussion on how supply chain collaboration can further industry sustainability initiatives.
12:30 - 14:00	<b>Networking lunch - WCS exhibition hall</b>
14:00 - 15:00	<b>Spotlight 2: ULD &amp; operations sustainability</b> This session showcases how best practices in ULD manufacturing, operations, and recycling contribute to air cargo sustainability. This will be followed by a panel discussion on challenges in implementation as well as potential areas of focus in the future.
15:00 - 16:00	<b>Networking break - WCS exhibition hall</b>
16:00 - 16:30	<b>The sustainable air cargo journey</b> As air cargo customers demand more sustainable transportation services, partnerships among industry stakeholders are key.
16:30 - 16:50	<b>Case study: Reducing plastic waste in the industry</b> Challenges and lessons learned in LATAM Cargo's sustainability journey, with a focus on circular economy initiatives regarding plastic reduction.
16:50 - 17:25	<b>Panel discussion: Innovation and climate resilience - the future of air cargo facilities</b> As the industry transforms to meet sustainability demands, air cargo infrastructure must do the same. So what measures are being implemented?
17:25 - 17:30	<b>Closing remarks</b>
Please note, the programme is subject to change. Please check the IATA WCS app for the latest updates.	

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# Stepping stones to net zero

In October last year, the United Nations' Civil Aviation Authority adopted the Long Term Aspirational Goal of net-zero carbon emissions from air transport by 2050. The move was welcomed by IATA as it mirrored a commitment made 12 months earlier by the airline association's own members to meet the net-zero target by 2050.

However, while having targets is all well and good, there must also be a plan in place to ensure those ambitions are met.

IATA says that success will require the coordinated and combined efforts of the entire industry – airlines, airports, air navigation service providers and manufacturers – as well as significant government support.

As part of its emissions reduction strategy, IATA has identified four key areas to meet the target.

Now that the UN's Civil Aviation Authority has joined IATA in its commitment to net-zero carbon emissions from air transport by 2050, it's important to set out some concrete steps, writes **Damian Brett**

The use of Sustainable Aviation Fuel (SAF) is core to the strategy. SAF will need to be sourced from feedstocks that do not degrade the environment or compete with food or water, IATA says.

Investment in new aircraft technology, including radical new aerodynamic and alternative propulsion (electric or hydrogen) solutions, is another area of focus.

A continued improvement in infrastructure and operational efficiency, with a focus on

improved air traffic management, is also important, IATA says. And finally, the industry will need to adopt approved offsets, including carbon capture and storage technology.

## Sustainable fuel

One potential scenario to achieve the goal is a 65% reduction in emissions through the use of SAF, 13% from hydrogen and electric propulsion, 3% from more efficient operations →

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Greater use of sustainable fuels will be critical to achieving net zero, says IATA

→ and 19% through offsets and eventually through carbon capture.

Speaking at last year's World Cargo Symposium, IATA global head of cargo Brendan Sullivan said: "SAF is the key to achieving net-zero emissions. Airlines used every drop that was available in 2021. And it will be the same this year.

"The challenge is SAF production capacity. The solution is government incentives. With the right incentives, we could see 30bn litres of SAF [produced] by 2030. That would be a tipping point towards our net-zero ambition of ample SAF quantities at affordable prices."

Looking further ahead, IATA estimates that around 449bn litres of SAF will need to be available – compared with an estimated 8bn in 2025 – in order to reach the 2050 net-zero target.

"This will require a massive increase in production in order to meet demand," says the association. "The largest acceleration is expected in the 2030s as policy support becomes global, SAF becomes competitive with fossil kerosene, and credible offsets become scarcer."

### Technology advances

While SAF is expected to be the largest contributor to emission reductions, aircraft technology is also expected to play a key role.

"Geared turbofan engines and further advances in design will drive a further 15-25% fuel efficiency improvements over the next two decades," says IATA.

"From the mid-2030s, however, radical new propulsion technologies and advanced designs may become viable that offer the chance to

**The challenge is SAF production capacity. The solution is government incentives. With the right incentives, we could see 30bn litres of SAF [produced] by 2030**

Brendan Sullivan, IATA

move away from traditional jet engine and tube-and-wing flight."

These new technologies include hybrid-electric engines that combine combustion and electric propulsion systems; fully electric aircraft; hydrogen-powered aircraft; and new aircraft configurations such as blended wing and canard wing designs.

However, the entry into service of some of these technologies is years away.

### Offsetting the damage

Offsets also have a key role to play in helping the industry meet its targets and aviation has developed its own scheme to make sure the industry is on target.

Under the International Civil Aviation Organization's CORSIA offset scheme, from 2021 until 2026, flights between states that volunteer to participate in the scheme will be subject to offsetting requirements. Then from 2027, all international flights will be subject to offsetting requirements, although flights to and from many developing countries and islands will be exempt unless they participate on a voluntary basis.

Picture: Shutterstock



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# High tension over batteries

One of the biggest safety concerns facing the air cargo industry is the transport of lithium batteries, due to the fire risk associated with them.

IATA's head of cargo safety and dangerous goods David Brennan says that despite ongoing efforts, there remain two main areas of concern about the transport of such batteries: undeclared shipments; and the residual risk of fire.

Brennan explains that undeclared battery shipments are often down to ignorance – for example a bike manufacturer expanding into

As the number of lithium batteries in use continues to surge, the risks involved in transporting them by air are of growing concern. But there are moves afoot to address the issues, as **Damian Brett** reports

e-bikes that posts out a replacement battery without being aware of the restrictions.

However, he adds, it can also be that there are “some people that think they do not need to comply with the regulations”.

The other area of concern raised by

Brennan is the residual risk of fire, for example when batteries do not meet the proper standards.

To help reduce the risk of fire, IATA is working with regulators to extend known consignor programmes; developing an



integrated safety and security risk assessment standard; issuing new guidance material; and improving incident data.

“If we don’t know what is going on, we can’t possibly fix it,” says Brennan. “If we know what the root cause could be, we can look at improving that – was it the training, is it improvement of regulations, is it outreach, is it enforcement?”

“We need better data and we are looking to build that,” he says.

He adds that IATA has already launched an incident data exchange and last year, 44 new members joined, bringing the total number to 228.

Brennan says a recent regulatory change could also help improve the situation. At the end of last year, the United Nations subcommittee of experts on the transport of dangerous goods adopted new UN numbers and proper shipping names to specifically



**If we don’t know what is going on, we can’t possibly fix it... We need better data and we are looking to build that**

David Brennan, IATA

identify vehicles powered by lithium batteries.

“Currently, the description we have is battery powered vehicles – but what sort of battery is it? Lithium, wet cell, nickel? It doesn’t tell us.

“With this new description, we now know if the vehicle is powered by lithium ion batteries.”

The focus is on items such as e-scooters and e-bikes, rather than electric cars, he states.

“It will provide better hazard communication because these numbers will have different hazard labels and airlines will be able to see what they are carrying and manage that.”

There is also the potential that the International Civil Aviation Organization may decide to apply a state of charge limit to vehicles powered by lithium batteries to mirror the 30% maximum allowed for shipments of batteries themselves.

### Seeking certification

Brennan also highlights IATA’s CEIV Lithium Battery certification programme, a standard issued to companies that have shown they have met certain requirements in relation to battery transportation.

At the time of writing, 18 companies had been certified, including two airlines, six handlers, seven forwarders, two ramp handlers and one shipper.

Another area in focus is the use of containers and covers to contain fires involving lithium batteries.

Brennan says a standard is required to improve and scale up the use of fire-resistant containers and covers.

“We are working with the airlines, manufacturers and regulators to develop a fire test standard that can then be used to demonstrate the capabilities of these containers and covers,” he says.

“The challenge we have at the moment is that without a standard, we have airlines that are spending money and doing testing but there is no level playing field. The airlines that are interested are worried; if they buy something, will it meet the standard?”

Finally, Brennan calls on governments to do their part. “Governments need to step up as well. We depend on the government authorities of the world to do their job,” he states. “The airlines can do as much as they can, be it trying to prevent the introduction of undeclared dangerous goods into the system, building better barriers, or doing safety risk assessments. But it is only the government authorities that can do the enforcement, particularly where we have seen people lie about what they offer as air cargo.

“We believe those people should frankly be thrown in jail, but the governments have to step up.”

Picture: IATA



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## Programme: Safety and security

Wednesday April 26 2023

09:00 - 09:05	<b>Opening remarks</b>
09:05 - 09:20	<b>Change control management for lithium battery shipments</b> Having clear policies and procedures for dangerous goods can help shippers manage changes introduced by shifts in the supply chain, new regulations and entrance into different markets to ensure compliance. This session reviews the latest regulatory changes on the transport of lithium batteries through the lens of how to manage change control within a shipper's organisation.
09:20 - 09:35	<b>Understand the material and capability of fire resistant containers</b> A walkthrough examining how fire resistant containers, their components and materials react to fire tests in different scale, and how these tests can be compared.
09:35 - 10:30	<b>Baseline lithium battery fire test standards for fire resistant containers and fire containment bags</b> Containment characteristics of unit load devices is one of the factors to be considered in an operator's safety risk assessment according to ICAO Annex 6 (Operation of Aircraft), Chapter 15 (Cargo Compartment Safety); however, do these devices have a performance standard for lithium battery fire? The experts uncover how they have driven the development and explain the need for a standard.
10:30 - 11:30	<b>Networking break - WCS exhibition hall</b>
11:30 - 12:30	<b>Spotlight 1: ULD &amp; operations - special loads require special attention</b> Special loads present a unique flight safety risk as they require special restraint procedures to ensure that the limitations specified in the aircraft weight and balance manual are respected. The design, implementation and verification of the restraint plan for special loads are complicated, and hence more vulnerable to exceeding aircraft operating limitations. This session looks at how technologies can mitigate the safety risks of special loads.
12:30 - 14:00	<b>Networking lunch - WCS exhibition hall</b>
14:00 - 15:00	<b>Spotlight 2: New tech &amp; innovation - from technology to cargo operational excellence</b> This session reveals how artificial intelligence and machine learning can help stakeholders make smarter and data-driven decisions to improve the cargo safety and security level. Experts share their insights on the latest technologies and strategies that can help you stay ahead of the curve, and discuss how to leverage screening technology and object recognition to improve cargo operational excellence.
15:00 - 16:00	<b>Networking break - WCS exhibition hall</b>
16:00 - 17:20	<b>Panel discussion</b> What will the air cargo security outlook be like over the next five years? With the deployment of new security programmes, arrival of new technology and new measures in the air cargo security field, what progress can we expect to see with authorities' risk assessments and what will the resulting expectations be for adequate industry compliance?
17:20 - 17:30	<b>Closing remarks</b>
<b>Please note, the programme is subject to change. Please check the IATA WCS app for the latest updates.</b>	

## Programme: Digitalisation

Wednesday April 26 2023

09:00 - 09:05	<b>Opening remarks</b>
09:05 - 09:20	<b>Keynote address 1</b>
09:20 - 09:35	<b>Keynote address 2</b>
09:35 - 09:45	<b>Advanced digitalisation in air cargo</b>
09:45 - 10:30	<b>Panel discussion</b> Digitalisation and commercial innovation.
10:30 - 11:30	<b>Networking break - WCS exhibition hall</b>
11:30 - 12:30	<b>Spotlight 1: New tech &amp; innovation</b> How new technologies like machine learning, AI, Web 3.0, and intelligent vision could transform cargo operations and create value. Sessions include: Air cargo 2030 - how technology will shape the future of the industry; ML and computer vision - opportunities for cargo operations; How AI is used in other industries.
12:30 - 14:00	<b>Networking lunch - WCS exhibition hall</b>
14:00 - 15:00	<b>Spotlight 2: Impact of digitalisation on the future of perishable shipments</b> The segment explores how tracking can help reduce food loss and how the evolution of digital solutions supports the transport of perishables. Includes: Keynote on digital dynamics of perishable logistics; case study on a paperless fresh process; and a panel on how digital processes can help prevent perishable loss.
15:00 - 16:00	<b>Networking break - WCS exhibition hall</b>
16:00 - 16:40	<b>Panel discussion</b> Full implementation of IATA ONE Record by 2026 – are you ready?
16:40 - 16:55	<b>Digital air cargo: Past, present, future</b>
16:55 - 17:15	<b>Case study</b>
17:15 - 17:30	<b>Closing remarks</b>
<b>Please note, the programme is subject to change. Please check the IATA WCS app for the latest updates.</b>	



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**T**he last few years have undoubtedly seen air cargo increase its focus on digital solutions, but airlines started on their digital journey more than two decades ago.

IATA head of digital cargo Henk Mulder says that the airline association's digitalisation efforts started in the year 2000 when electronic documents became a focus for the industry.

The first stage of IATA's digital journey was

the introduction of its electronic air waybill programme, which started in around 2005 and has now largely achieved its aims, he says.

IATA's next major digital cargo project is its ONE Record programme, which began in 2017 and aims to fully digitalise air cargo through the creation of a common data sharing standard.

"We have developed data sharing standards and the ability for airlines and their partners, such as forwarders, customs, ground handlers,

governments and shippers, to share data upstream and downstream along the supply chain and the transport chain," says Mulder.

He adds: "One of the things that it will do is deliver visibility and transparency in the supply chain.

"When we speak to shippers, they often refer to logistics and transport as a black hole – you take a package, you ship it and it has gone until it comes out at the other end of the system. →

Picture: Shutterstock

# Setting the record straight

IATA's ONE Record project aims to achieve full digitalisation of air cargo information among its members using a common standard by the end of 2025, putting an end to the 'black hole' shippers have traditionally had to endure.

**Damian Brett** finds out how the scheme will work and what the benefits are



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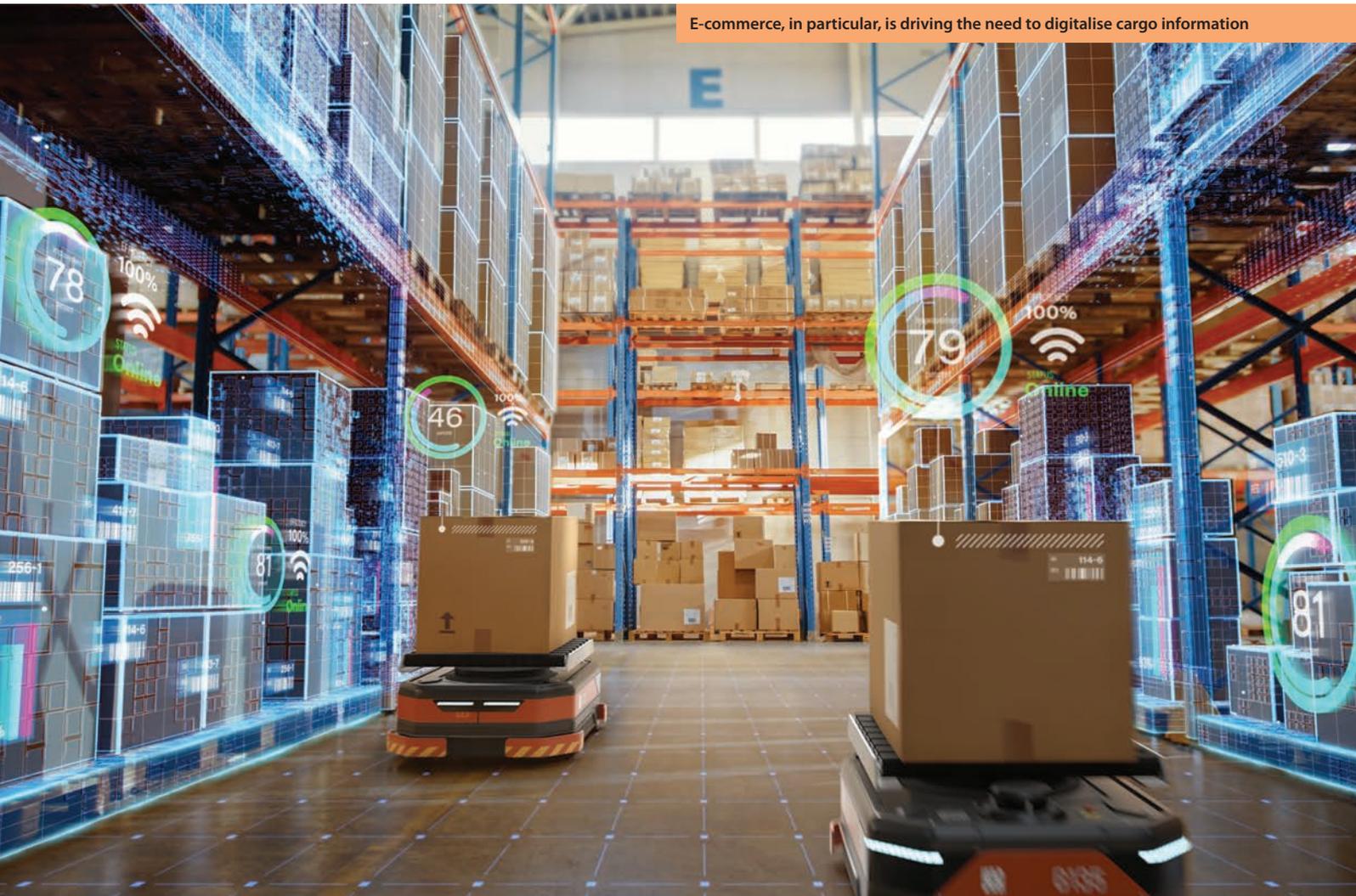
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E-commerce, in particular, is driving the need to digitalise cargo information



→ “That is something that will be addressed so that all parties in the supply chain know where things are.”

Mulder says that airlines recently requested a deadline be introduced so they had a target to work towards. As a result, it is IATA’s aim that by January 1 2026 every IATA member airline will be capable of sharing and exchanging data via ONE Record.

### Removing friction

Mulder says that air cargo digitalisation also has an important role to play in facilitating trade, by removing trade friction through digital processes and systems.

IATA is working closely with the World Trade Organization on its trade facilitation agreement, while it is also in contact with customs organisations about the digital standards and requirements for single window declarations.

The organisation also has its own developments around the cargo pre-loading information that has been introduced by several countries.

“The process of trade can only go faster if we have data to support that,” says Mulder.

“From a digital programme we are very much in contact with all of these entities to understand what their priorities are, what they are doing and how they can align that.”

A lot of work has already been done by nations to agree on and evolve strategies for trade facilitation, reduce operational barriers at borders, and manage the flows of goods

## The extremely demanding service level agreements of e-commerce providers rely for a significant part on the ability of the transport and logistics chain to provide reliable and transparent access to transport data

Henk Mulder, IATA

securely, he points out.

“Digitalisation plays an important role here since it allows us to automate processes and use data to accelerate freight and to detect anomalies and risks in the process,” he says.

E-commerce is another area where air cargo needs to step up its digital ambitions, says Mulder.

Online sales are growing rapidly and consumers expect short delivery times, he stresses. And the only way that can be achieved is through data, he says.

He points out that 80% of all e-commerce is transported by air and the sector represents 20% of air cargo.

“The extremely demanding service level agreements of e-commerce providers rely for a significant part on the ability of the transport and logistics chain to provide reliable and transparent access to transport data,” he comments.

“In the end, the airline industry is very much behind digitalisation and is driving towards that,” adds Mulder.

“Hopefully when we look around at the end of the decade, we will be looking at a very different industry.”

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the younger generation, who are harder to retain.”

Freight forwarder Kuehne+Nagel (K+N) believes that the pandemic played an important role in highlighting the link between air cargo and the global economy.

This “helps young people understand the industry’s impact and the value of the work they would be doing”, says Jane Wu Scheibe, senior vice-president, global human resources.

Challenging whether cargo comes second best to the passenger aviation industry, Scheibe says: “In comparison to passenger aircraft, cargo routes are more remote or involve more exotic destinations, which can be appealing for those who are curious and looking for new adventure and learning.”

K+N Air Logistics has four focus areas specifically with young people in mind. Scheibe says these are “fostering a sense of purpose; creating a high performance and rewarding culture; keeping a positive work environment; and providing learning and development opportunities”.

### Biggest challenges

IAG Cargo believes bringing more women into the industry is one of the biggest challenges it faces.

“Perhaps one of the biggest staffing challenges facing the industry right now is overcoming a traditionally male-dominated stereotype,” says Andrews. “It is important to highlight the industry as one that is evolving and continually looking for new ways to foster an inclusive and a diverse workforce.”

Recruiting people with the right skills and within a defined timeframe is also still a challenge, but one that can be met by drawing on the successful methods of other industries, says Scheibe.

“Certainly, we can learn from other industries to better enhance our industry’s/ company’s visibility, through social media, events, and other outreach activities.

“This will help young people become aware of a fast-paced, rewarding world of air cargo and the exciting career opportunities available. This will also help professionals to understand and join us in driving the digital transformation of the industry.”

Another big challenge is adapting to changes in the workplace due to automation and digitalisation, according to dnata.

“With the rise in automation and digitalisation, we recognise the need to train our current workforce to have the relevant skillsets and to be ready to adapt to changes in the industry,” says Galloway.

“Over the past few years, we have heavily invested in training to reskill and upskill our core workforce and be able to flexibly adapt our operations to a changing operating environment.”

# Staff strategies ramped up

Air cargo businesses facing continuing staff shortages are renewing their efforts to attract fresh talent into the industry in a variety of different ways, as **Rebecca Jeffrey** finds out

**R**ecruitment and retention in the air cargo industry were thrust into the spotlight when demand for services shot up during the pandemic and firms struggled to recruit quickly enough. But while the industry’s boom period has now passed, staff shortages remain a challenge.

As part of efforts to make the industry more attractive, companies are investing in education and training, improving pay and working conditions and recruiting more young people.

IAG Cargo, the cargo division of International Airlines Group, is one company focusing on attracting young people.

Caroline Andrews, chief people officer at the London-headquartered firm, says: “The graduate and apprenticeship schemes we offer have allowed us to attract young talent in the past year, where our 2022 cohort of graduates have already rotated through different departments such as revenue management and human resources, and visited our second-largest hub in Madrid.”

She adds: “I’m really pleased that the majority of our graduates are still within the company, working across a number of directorates.”

Andrews believes nurturing company

culture pays off when it comes to building a sustainable young workforce

“A company’s culture greatly influences its employees’ work experiences and culture is a crucial component of empowering employees to be inspired, and bring their curious minds and determined attitudes to work.”

### Using social media

Dubai-headquartered air services provider dnata is embracing social media to aid its youth recruitment efforts.

Charles Galloway, dnata’s regional chief executive for airport operations – Asia Pacific, says: “dnata is using online channels like TikTok and Facebook to reach a wider, younger audience.”

The company also maintains relationships with universities and colleges.

“In Singapore, we’re collaborating with the education sector. These efforts combine graduate programmes with hands-on experience, help identify areas of training according to dnata’s needs and industry changes, provide career development, and reaffirm the confidence levels of aviation graduates to keep them within the industry.”

Galloway stresses: “Getting the right skillset requires training and time, yet our industry faces high levels of attrition, especially among



# Ready for renewed lift-off?

The air cargo industry has grown its stake in e-commerce quite considerably over the last few years. So how is the sector faring in the colder economic climate now? **Rebecca Jeffrey** finds out

Picture: Shutterstock

**E**-commerce is big business for the air cargo industry, with IATA figures showing that 80% of cross-border e-commerce is now transported by air and the sector represents 20% of the industry.

At the 2022 IATA World Cargo Symposium (WCS), Brendan Sullivan, the trade association's global head of air cargo, stressed the industry was "the enabler of e-commerce" during the pandemic.

And the IATA E-Commerce Monitor noted last year how airlines were "adapting to the e-commerce model to ensure longevity and to diversify their revenue streams" by cooperating and partnering with logistics companies.

However, the global economic downturn has resulted in a reduction in consumer spending and dampened e-commerce demand, although industry analysts predict the e-commerce market will recover and thrive this year.

Analyst Transport Intelligence's (Ti) 'Global E-commerce Logistics 2023' report suggests the global e-commerce logistics market shrank by 5% in 2022. The report says this decline was due to slowing demand, the effects of the war in Ukraine, inflation, disrupted global supply chains and depressed consumer spending. New entrants to the market were also hit by the economic constraints, as start-up funding slowed in 2022.

But the e-commerce logistics market remains larger than it was pre-pandemic,

points out Ti. Growth of 7.9% is expected in 2023, which would see the market reach a value of €451bn. This compares with 28% growth in 2020 and 19.9% in 2021, although there is no cause for alarm, according to Ti.

"The e-commerce logistics market experienced a significant spike in growth during (the) Covid lockdown. These figures should therefore be viewed as a rebalancing of demand, as opposed to anything negative," says Paul Chapman, Ti's senior editor. "Indeed, the e-commerce logistics market is ahead of where it was in 2019 by some measure."

North America has become the largest regional e-commerce logistics market, taking the top spot from Asia Pacific, says the report.

Domestic e-commerce has a larger market share than international e-commerce but the latter is growing, Ti's research concludes.

Technavio's 'E-Commerce Logistics Market 2023-2027' report also includes positive predictions. This valued the market at \$113.4bn in 2017, and forecasts that the size of the global e-commerce logistics market will increase by \$404.8bn between 2022 and 2027.

Technavio says the Asia Pacific region will

account for 57% of the market growth during this period.

"The e-commerce logistics market in APAC has been growing because of the growing e-commerce industry in countries such as China, India, and Japan," says the report.

In particular, the e-commerce industry in China is "expected to grow by more than 63% during 2018-2023".

North America and Europe hold the second and third biggest market shares respectively.

The currently fragmented market will stay competitive due to investment in fulfilment centres closer to customers, and merger and acquisition activity, finds the report.

It says e-commerce challenges include the high cost of logistics, infrastructure issues in emerging economies, and stringent regulations for e-commerce logistics.

## E-commerce players

The picture for e-commerce operations presents a more mixed outlook, as some of the main air cargo stakeholders in the vertical have demonstrated.

A study published by the Chaddick Institute for Metropolitan Development at DePaul



University in Chicago shows that Amazon Air's flights have increased in the last six months but the rate of growth has slowed from previous levels.

The carrier's flight activity grew 5.8% between August 2022 and March this year, compared to a 3.8% increase in the previous six months. Yet these two periods lag well behind the 14% growth rate of 2021.

Meanwhile, a fleet outlook from Air Transport Services Group (ATSG) in February this year indicates that both Amazon and DHL will scale back US freighter operations with the lessor due to the e-commerce slowdown.

ATSG says it expects to "operate 767 freighters dedicated to principal customers DHL and Amazon for reduced schedules and

**Customers in e-commerce want a reliable solution, which is not so easy to do if you only have two aircraft. E-commerce is one of the big drivers for airfreight demand – there is no doubt about that**

Dorothea von Boxberg, Lufthansa Cargo

fewer block hours per aircraft across the US in the first half of 2023 versus 2022".

The lessor says that the US e-commerce giant and the German logistics company are acting in response to economic constraints and reduced e-commerce spending in the US.

ATSG adds that Amazon may also reduce the number of Boeing B767-200 freighters it leases from 12. It says it expects to continue leasing four aircraft, while three will be retired, and that Amazon "may not extend" leases for the remaining five.

In January, Amazon Air also reportedly began looking to sell spare backhaul capacity in aircraft operating to Hawaii and Alaska.

Elsewhere, DHL Global Forwarding's November 2022 'Air Freight State of the Industry' report painted a bleak picture for volume growth in the first two quarters of 2023 but highlighted that e-commerce movements were expected to increase around the end of November and December last year.

FedEx is also taking a cautious outlook on demand and last year announced cost reduction actions including structural air network changes and the temporary parking of aircraft.

UPS, on the other hand, hasn't yet showed signs of reducing its fleet, ordering eight Boeing B767Fs, due to be delivered from 2025, which will take its B767F fleet to 108 aircraft.

German airline Lufthansa also shows no signs of scaling back. Last year, Lufthansa Cargo took delivery of two converted A321Fs which are operated by sister airline CityLine on intra-European services for e-commerce customers. Two more A321Fs are due for delivery this summer.

Lufthansa Cargo chief executive Dorothea von Boxberg says the airline is further considering more freighters.

"These aircraft are meant to cater for the demand in e-commerce, but also customers in e-commerce want to have a reliable solution, which is not so easy to do if you only have two aircraft," she says.

Speaking about e-commerce's influence on

air cargo, she adds: "E-commerce is one of the big drivers for airfreight demand – there is no doubt about that."

She adds that the e-commerce air cargo sector is "definitely increasing", and in long-haul as well as short- and mid-haul.

The German cargo airline's Frankfurt Airport-based e-commerce logistics startup heyworld is also thriving and recently invested in parcel sorter operations for online retailers, digital marketplaces and freight forwarders.

### Future challenges

While e-commerce air cargo operations are widespread, advances in digitalisation and automation are expected to further facilitate productivity and efficiency.

In its February 2021 'e-Commerce Strategies for Air Cargo Airlines' publication, IATA says digital integration with business partners and customs authorities will help speed up e-commerce operations within airlines.

Additionally, Ti's report says automation is helping e-commerce logistics accelerate by "enabling increasingly quick fulfilment and distribution".

Reducing plastic use in e-commerce operations has also been identified as key to industry sustainability efforts.

IATA'S '2023 Trends: Cargo operations' report highlights the importance of developing environmentally friendly packaging materials, such as biodegradable film that some companies are beginning to use.

"The e-commerce packaging market was valued at \$43.1bn in 2021 and is expected to reach \$75.1bn by 2025," it states. "The rapid acceleration of e-commerce has led to a significant increase in packaging consumption, amplifying the need for materials and production processes that minimise impact on the environment."

IATA also notes that a particular compliance issue remains safe transport of the lithium batteries that are included in many electronics consumer goods now. 



Amazon is expected to scale back US freighter operations with ATSG this year



# Signs of some stabilisation

It's been a tough 12 months for the air cargo market in terms of demand and there was no change at the start of this year – although there are some signs the situation could be stabilising.

In January, economic constraints continued to take their toll as volumes declined for the eleventh month in a row, according to IATA data.

Global demand, measured in cargo tonne-kilometres (CTKs), fell 14.9% year on year, says the industry body.

Meanwhile, fuelled by a resurgence in belly space, overall capacity in January, measured in available CTKs, was up 3.9% compared to January 2022. Load factors for the month were down 9.9 percentage points on a year earlier to 44.8%.

“With January cargo demand down 14.9% and capacity up 3.9%, 2023 began under some challenging business conditions,” says Willie Walsh, IATA’s director general. “That was accompanied by persistent uncertainties,

With global demand falling, the last year has been quite a challenging time for the air cargo sector. But there are now signs of a slight improvement, as **Damian Brett** reports

including war in Ukraine, inflation, and labour shortages.

“But there is solid ground for some cautious optimism about air cargo. Yields remain higher than pre-pandemic. And China’s much faster than expected shift from its zero Covid policy is stabilising production conditions in air cargo’s largest source market. That will give a much-needed demand boost as companies increase their engagement with China.”

## Volumes struggle

Worldwide, Latin America was the only region to see an increase in cargo volumes.

Latin America carriers reported a 4.6%

increase in cargo volumes in January 2023 compared to January 2022, although capacity was up 34.4% year on year compared to the same month in 2022.

European carriers saw the weakest performance of all regions with a 20.4% decrease in cargo volumes in January 2023 year on year, and Asia Pacific airlines saw their air cargo volumes decrease by 19% in January year on year.

African airlines saw cargo volumes decrease by 9.5% in January 2023 compared to January 2022, but this was an improvement on December 2022. Capacity was also 1.8% below January 2022 levels.

## With January cargo demand down 14.9% and capacity up 3.9%, 2023 began under some challenging business conditions

Willie Walsh, IATA

been on a downward trajectory since the second quarter of last year, prices remain far above pre-Covid levels.

For instance, in the first week of March, average rates paid by forwarders on services from Hong Kong to North America were 54.4% up on the same week in 2019, while from Shanghai rates were 29.6% up on 2019.

Rates from Hong Kong to Europe in the first week of March were 39.8% ahead of the same week in 2019, and from Shanghai to Europe there was a 24.5% difference.

There were also signs that the market may have bottomed out and volumes were starting to increase following the Lunar New Year holiday.

### Signs of rates rising

This improvement is reflected in rates starting to pick up on a weekly basis for the first time in months.

Data provider TAC Index points out that the overall Baltic Air Freight Index covering prices by forwarders rose 3.5% in the week to March 6.

“After a prolonged period when spot prices had been falling and contracts had been getting renegotiated at lower levels, sources suggest the market may finally be close to reaching a bottom, with China reopening and the busy summer season coming soon,” TAC says.

The data provider has previously noted reports of spot rate and volume increases as production in China slowly ramps up again.

Freight forwarder Flexport also notes improvements in demand in early March. It says transpacific eastbound demand from north China is continuing to increase, leading to tight capacity situations.

“The main contributing factor is an increase in e-commerce demand. As a result, rates increased during the week,” Flexport says.

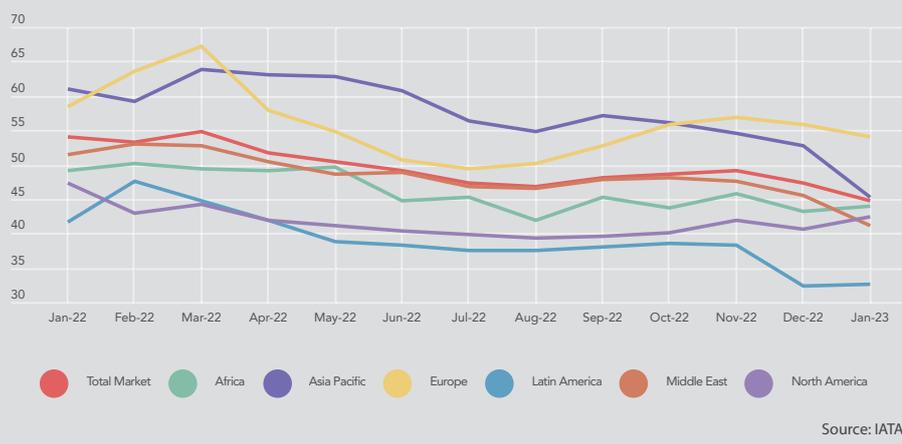
The company says that from south China supply was tight with demand increasing in the market, resulting in rates increasing.

On the other hand, demand out of Taiwan, Korea and Southeast Asia remained soft.

From the Americas, demand remained steady while from Europe demand increased, with fluctuations in rates.

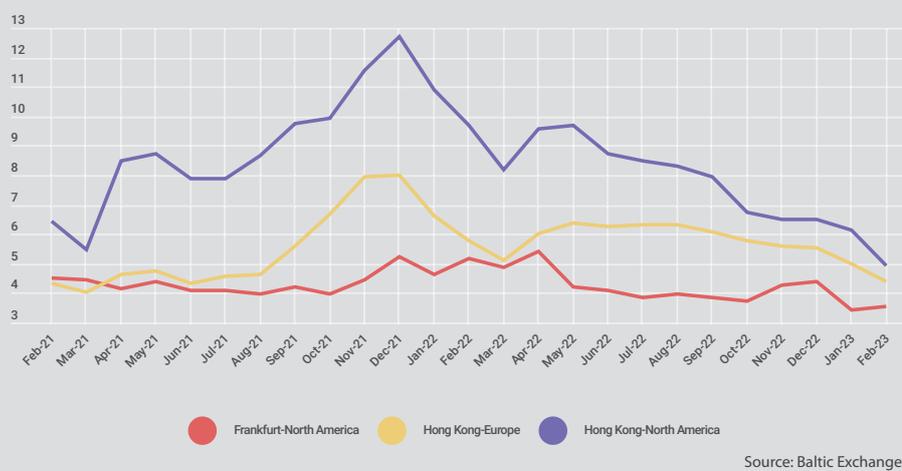


### Airline cargo load factors (%)



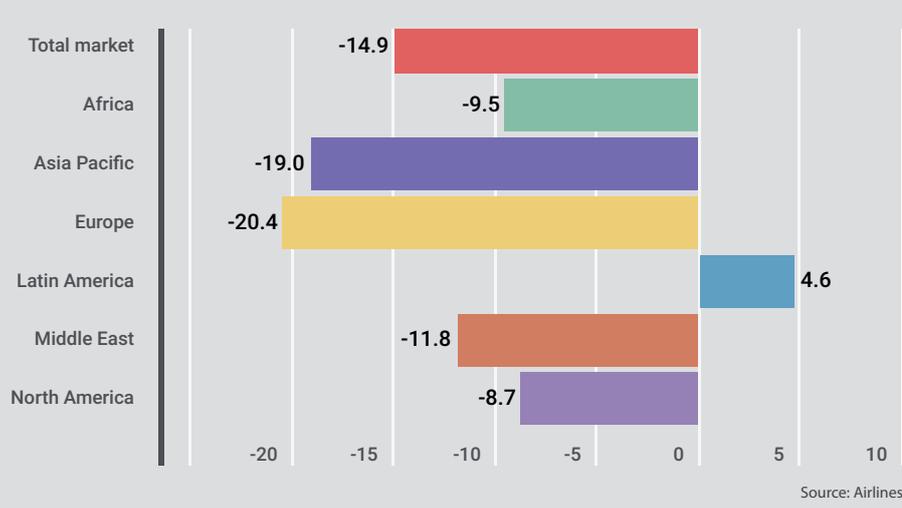
Source: IATA

### Baltic Exchange Airfreight Index (\$ per kg) Powered by TAC data



Source: Baltic Exchange

### Jan 2023 v Jan 2022 cargo volumes (% change)



Source: Airlines

North American carriers posted an 8.7% decrease in cargo volumes in January 2023 compared to the same month in 2022, while Middle Eastern carriers experienced an 11.8%

year-on-year decrease in cargo volumes in January.

However, there are some positives for the market. Firstly, although airfreight rates have



# Backing Turkey long-term

**H**igh inflation and a struggling economy are compounding already negative global forecasts to leave Turkish trade in a difficult position.

As if to make matters worse, the earthquakes that tore through its central and southern regions and across its border with neighbouring Syria in early February flooded the country's manufacturing sector, with some predicting that it would take a minimum of eight months to rebound.

Even before the quakes, IATA was predicting Turkish airfreight revenues would experience a year-on-year decline.

It seems carriers are expecting short-term pain, but are positive in the long term.

Lufthansa Cargo's head of sales and handling Turkey, Hasan Hatipoglu, tells *Air Cargo News* he shares a sense that the short-term pain will be sharp for those operating airfreight in Turkey.

Long-term though, the country's prospects appear stronger and there remains a sense of optimism that Turkey is well placed to capitalise on its geo-centricity and historical reputation as a meeting point between East and West.

"Demand is not as high as last year, [and] in the short and medium terms we expect to see

The short-term outlook for the air cargo industry in Turkey's stuttering economy is problematic, but the industry remains positive about the nation's longer term prospects, as **Alex Whiteman** reports

this downward trend continue," says Hatipoglu.

"There are several factors affecting the market in a negative way, of which the current economic situation of Turkey is the most important, with a high inflation rate, unstable strategies and the collapsing currency."

Economic collapse hit in 2021 as the country – together with the world at large – found its fiscal policy at odds with the realities of the pandemic.

But with a substantial amount of debt held in foreign currencies, a weakening of the Lira wrought havoc. By the end of the year, the Turkish currency had lost 44% of its value against the US dollar. And last year, things got worse as it experienced a further 30% fall against the North American currency.

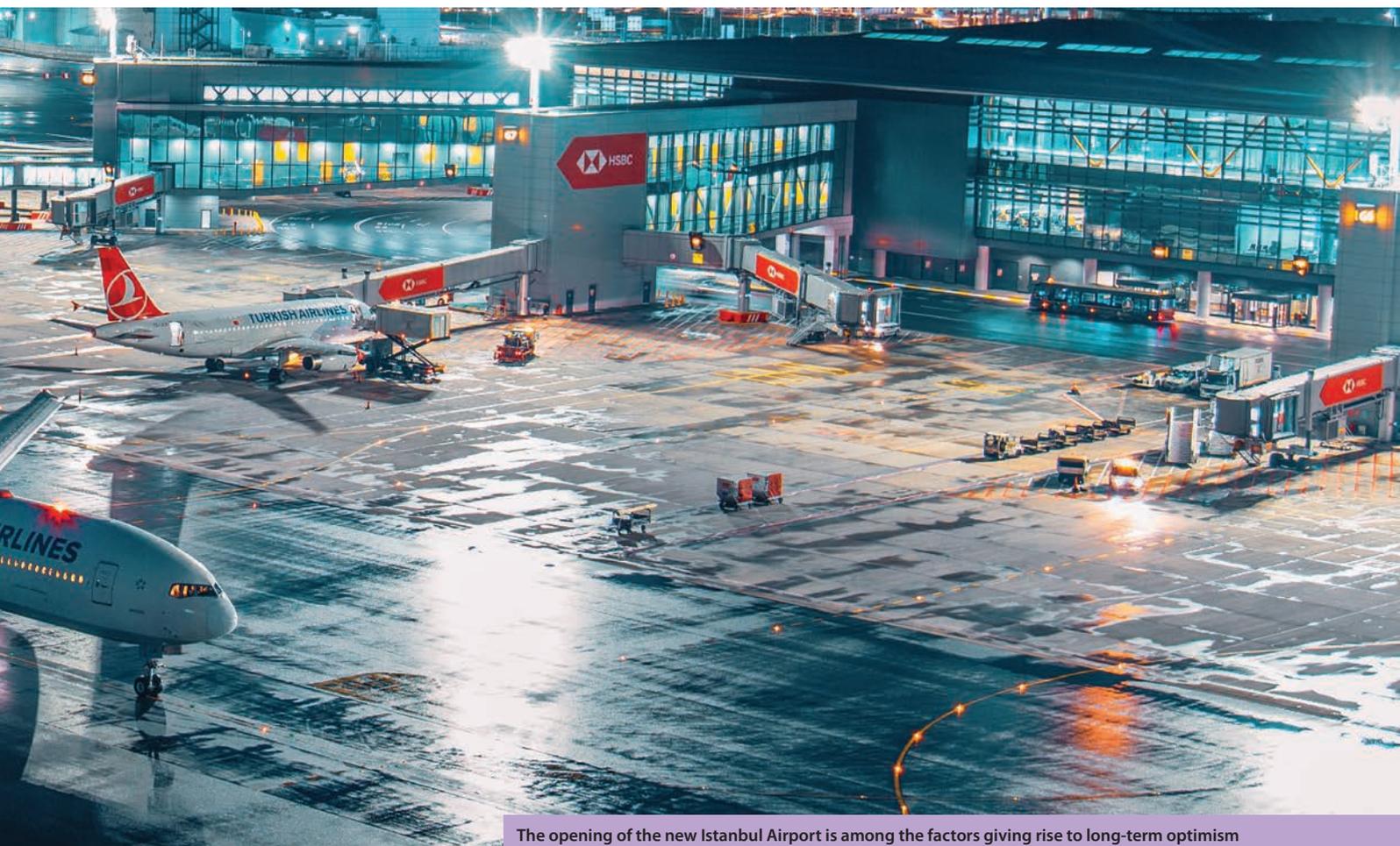
With inflation close to 58% for January and consumer prices continuing to rise – at double the rate forecast – the country's population has seen its purchasing power crumble, while

the demand for airfreight capacity that typified the pandemic years has calmed substantively.

Chief executive of DHL Global Forwarding for Turkey and the Levante, Ingo-Alexander Rahn, does not downplay the severity of challenges of the economic situation, saying that the growth situation remained "horizontal" in 2022.

But unlike Hatipoglu, Rahn believes the issues being experienced by airfreight operators in the country are as much driven by the "cooling" of the global economy and changes in the way goods are moved as they are by the present domestic turmoil, and considers Turkey well-positioned for what will probably be a strong economic rebound.

"The main reasons [demand is down] include a shift from airfreight back to other transport modes such as ocean freight as the capacity and rate situation has improved," says Rahn.



The opening of the new Istanbul Airport is among the factors giving rise to long-term optimism

“In addition to this, we have also seen the improved capacity situation in international road freight as well as a cooling global economy play a role.”

Despite the short-term outlook, Rahn appears upbeat about the prospects for Turkish airfreight, describing it as a “dynamic” market.

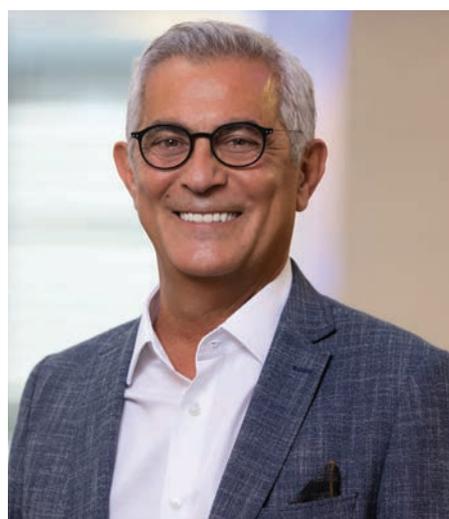
This he puts down to recent developments such as the opening of the new Istanbul Airport – one of the largest investments in the aviation sector in recent years – and Turkish Cargo’s position as one of the top global cargo carriers.

### Enormous potential

“Turkey’s geographical location, with its connections to the Middle East, Africa and Europe in two to three hours’ flight time, offers tremendous advantages and bears enormous potential for Turkey to become a global airfreight hub,” Rahn says.

“The increasing trend of passenger traffic to Turkey, the expansion of Istanbul Airport and new investments in SAW-Sabiha Gökçen Airport offer further growth potential for air cargo and logistics.

“In addition, Turkey has various multimodal transportation opportunities due to the road connections to Europe, CIS and



Picture: Lufthansa Cargo

**In Turkey, we have faced huge growth in e-commerce, mainly steered by the pandemic when people couldn’t leave their homes**

Hasan Hatipoglu, Lufthansa Cargo

the Middle East, seaports in the Mediterranean and Black Seas, and the fact that it is one of the bridges connecting Europe with the Chinese new Silkroad via rail.”

Hatipoglu also expresses a sense of optimism when he looks at the long term, seeing one industry in particular as offering substantive growth opportunities – e-commerce.

Steered by the pandemic and its associated lockdowns, Turkey’s e-commerce market grew from a value of \$12.1bn per year pre-Covid to \$19.6bn in 2021.

Last year saw things take a turn for the worse, with the e-commerce market dropping back down to \$16.6bn. But many forecasters see this as a blip – some even suggesting this year’s value could hit \$23bn – amidst expectations of an industry annual growth rate of around 14.5% between now and 2028.

Hatipoglu certainly seems convinced that such buoyant projections have some validity.

“In Turkey, we have faced huge growth in e-commerce, which was mainly steered by the pandemic when people couldn’t leave their homes,” he says.

“We as Lufthansa Cargo envisioned this development a long time before and that was the reason for launching our subsidiary ‘heyworld’ in 2019, focusing on e-commerce.” →

Main picture: Shutterstock

→ Like Hatipoglu, Rahn considers e-commerce one of the major opportunities for growth in Turkey, noting that DHL Global Forwarding launched an economy e-commerce service in 2022 across more than 26 countries in Europe, the UK, and the US to capitalise on the spike in small traders needing more cost-efficient access to capacity.

“For this, we leveraged the strength of our group and developed a comprehensive and state-of-the-art e-commerce service for Turkish exporters,” he comments.

“The start has been very promising and our volumes are growing well. Building on the success of our economy e-commerce service in Turkey, we are now exploring market opportunities in the Gulf states, too.”

Rahn also outlines other new business and growth opportunities emerging in Turkey, singling out aerospace, engineering, fashion, and retail.

And for Rahn, it is those substantial infrastructure investments made by the country over the past decade that have put it in a strong position to make good on these opportunities.

“DHL Global Forwarding is the only freight forwarder with its own warehouse at Istanbul Airport offering integrated logistics solutions,” Rahn states.

“With airfreight, customs, warehousing and road freight teams under one roof, we are providing end-to-end logistics solutions with high efficiency, security and transparency to our customers.

“In addition, our digital customer platform myDHLi offers 360-degree visibility and full

## We are on the march towards our target to become one of the top three air cargo brands in the world in 2025

Ahmet Bolat, Turkish Airlines



Picture: Shutterstock

control over shipments. Quote + Book, track and trace, documents and analytics have been consolidated into one platform and make the management of shipments as seamless and convenient as possible.”

Lufthansa Cargo’s own expansion of operations in Turkey led to it launching freighter services last May, both in and out of Istanbul.

These services have been catered to by medium-haul Airbus A321 freighters operating on a six-times-a-week schedule,

supplying 28 tonnes of capacity per flight.

Hatipoglu describes the addition of these full-freighter services as an “important” step in further opening up to “attractive” business segments, not least of which is the fast-growing e-commerce sector.

And while the present downturn may make that capacity somewhat obsolete right now, it does not seem to have dented its plans to further expand the offering, presumably with the long-term forecasts in mind.

Those forecasts feed into Lufthansa Cargo’s goal for the country, which is to increase its market share.

### Domestic dominance

This will be no mean feat, however, given the pre-eminence of Turkey’s flag carrier Turkish Airlines and its freight arm.

For 2021, IATA ranked Turkish Cargo as the top European freight carrier and one of the largest globally.

The carrier increased its volumes by more than 32% over the 12-month period, with some 9.2m freight tonne km being flown by the carrier.

Commenting on the achievement, Turkish Airlines chair Ahmet Bolat says the carrier has been continuing to add “value” to the industry, as demonstrated by it growing its market share from 2.6% of global airfreight volumes in 2017 to 5.2% in 2021.

“As the fastest-growing air cargo brand in the world, we continue to add value to the air cargo industry with our contributions to the supply chain and maintain our critical role when it comes to increasing the global trade’s competition power,” says Bolat.

“We are on the march towards our target to become one of the top three air cargo brands in the world in 2025, by carrying the success performed by Turkish Cargo in Europe to all corners of the world.”

Hatipoglu says Lufthansa’s efforts to increase its market share include an evaluation of the frequency of freighter services it is operating into Turkey.

Should his team be given the green light, the number of freighter flights operated by it could rise to eight per week, supplementing the lower deck belly capacity offered by the German flag carrier’s passenger services.

“We need the capacity of the Lufthansa passenger flights, which are planned to operate three times daily to Frankfurt during the summer flight schedule,” he says.

“I also need to mention the capacity of SunExpress passenger flights, which we sell. Use of this capacity is a great contribution to our offer from destinations such as Izmir, Antalya, Ankara and Adana.

“We’re glad to have received the news that the frequency of these will increase in the coming months.”



Picture: DHL



DHL’s economy e-commerce service was launched in 2022 to meet a spike in demand



# Delivering earthquake aid

**A** devastating 7.8 magnitude earthquake struck close to the Turkish city of Gaziantep on the Syrian border on February 6, followed by a second 7.5 magnitude quake further north, causing extensive casualties and deaths as well as damage to buildings and infrastructure.

The air cargo industry quickly swung into action to transport aid destined for the devastated region and efforts are continuing.

Airlines' concerted efforts are paying dividends in helping Syria and Turkey to address the devastation of February's earthquakes.

National flag carrier Turkish Airlines has been out in front on this. Making use of its fleet of 777 freighters, the cargo division, Turkish Cargo, has flown more than 150 free-of-charge flights to deliver over 15,600 tonnes of relief cargo comprised of clothing, food, generators, hygiene kits, medicine and tents.

Chair of Turkish Airlines Ahmet Bolat states: "With the responsibility of being the national flag carrier, we are working with all officials to mend the wounds caused by the earthquake as the 75,000-strong Turkish Airlines family."

The air cargo sector has been quick to begin transporting aid to Turkey as part of the relief effort after the devastating earthquakes that struck in early February, writes **Alex Whiteman**

The efforts of Turkish Cargo have been complemented by those of the wider aviation sector, with carriers including Emirates SkyCargo, Lufthansa Cargo, Qatar Airways, Amazon, FedEx, UPS, Virgin Atlantic and CMA CGM among those running special services into the affected region.

Elsewhere, brokers Air Charter Service, Chapman Freeborn and Air Partner have helped arrange flights.

Emirates' chief executive Sheikh Ahmed bin Saeed Al Maktoum says the carrier stands with the people of Syria and Turkey and is working with experts to help provide the necessary relief.

"Emirates has extensive experience in supporting humanitarian relief efforts, and through its three daily flights to Istanbul will offer regular and consistent widebody capacity for relief items and medical supplies," adds Al Maktoum.

"Emirates also supports the UAE's ongoing humanitarian efforts to support Turkey and Syria."

Praising the "overwhelming" response to the disaster, Bolat says he and the Turkish Airlines family extend their "gratitude" to all who have rushed to support those affected by the ensuing crisis.

For its part, the haulage arm of DSV, DSV Road, has donated DKK1m (\$143,000) to the UN Children's Fund.

Executive vice president of DSV Road Jannik Lenthe Olesen tells *Air Cargo News* that the company is also sponsoring the transportation of collected aid relief items from Denmark to Turkey.

"At a local level, our colleagues in Turkey especially have supported immensely and immediately by teaming up with local aid organisations to provide food and shelter to the earthquakes' victims," says Olesen. **acn**

Picture: Daniel Kummer/Lufthansa Cargo

## Programme: E-commerce think tank

### Thursday April 27 2023

09:00 - 09:15	<b>Keynote speech</b> E-commerce facts and figures.
09:15 - 09:30	<b>Let's hear from the delegates</b>
09:30 - 10:30	<b>Panel discussion</b> With an undeniable and well-established e-commerce market and continuous growth for at least a decade now, we have seen the emergence of new logistics organisations capitalising on this business trend and big investments in e-commerce logistics. Many partnerships have been announced in the media and those direct 'e-tailers' connections have proven successful in terms of volume allocation. However, most e-commerce physical flows end up in the main cargo and mail streams. So, what is e-commerce? How would you identify it in air cargo? Do you actually need to? And what benefits can you generate from knowing?
10:30 - 10:50	<b>E-commerce code of conduct</b> How to engage with key e-commerce stakeholders to develop a framework of standards and encourage the adoption of IATA initiatives, especially on safety, security and sustainability, through a mutually agreed global code of conduct.
10:50 - 11:00	<b>Let's hear from the delegates</b>
11:00 - 11:30	<b>Networking break - WCS exhibition hall</b>
<b>Please note, the programme is subject to change. Please check the IATA WCS app for the latest updates.</b>	

## Programme: Focus on Turkey

### Thursday April 27 2023

09:00 - 09:20	<b>Opening remarks</b> The devastating impact of the earthquake demanded quick action to get much needed relief goods from all over the globe into the disaster zones. This session investigates how the logistics industry's close collaboration enabled the timely delivery to support affected communities.
09:20 - 09:30	<b>From donation to planning</b> How to overcome the challenges of identifying what goods are needed and the right logistics partner under pressure.
09:30 - 10:00	<b>Flight operations and state-of-the-art handling facilities (Turkish Airlines)</b> Providing insight into the challenges of transporting relief goods by air and how the new IST facilities enable efficient handling for the GHSPs.
10:00 - 10:25	<b>Operational efficiency in cargo handling for a faster throughput</b> Speed of adapting operational handling processes and close collaboration with governments and airlines to accommodate disaster relief goods is key.
10:25 - 10:45	<b>The final mile</b> How the freight forwarding community overcame severe disruptions of ground infrastructure to deliver relief goods directly into the affected zones.
10:45 - 11:00	<b>Relief impact through joint effort</b> A portrait of the relief impact and how the transportation industry's collaborative efforts made a difference to the people in need.
11:00 - 11:30	<b>Networking break - WCS exhibition hall</b>
<b>Please note, the programme is subject to change. Please check the IATA WCS app for the latest updates.</b>	

## Programme: Closing plenary

### Thursday April 27 2023

11:30 - 11:40	<b>Closing plenary remarks</b>
11:40 - 11:55	<b>Key outcomes from WCS 2023</b> Highlights of the week and commitments going forward.
11:55 - 12:20	<b>Air Cargo Innovation Awards 2023</b> Innovative ideas are needed to make air cargo more efficient, transparent and reliable, and generally more aligned to the needs of its customers. Launched during WCS 2014, the fourth IATA Air Cargo Innovation Awards aim to encourage new ideas that enrich the customer experience and/or improve the competitiveness of air logistics, by encouraging, promoting, recognising and supporting innovations in the air cargo industry. The winning entry will be selected jointly by a panel of judges and the audience.
12:20 - 12:30	<b>Age of change: Moving air cargo forward</b>
12:30 - 12:45	<b>Panel discussion</b> Age of change: Moving air cargo forward
12:45 - 12:55	<b>Innovation Awards 2023: Winner announcement</b>
12:55 - 13:00	<b>Closing remarks</b> Where to in 2024?
13:00 - 14:00	<b>Networking lunch - WCS exhibition hall</b>
<b>Please note, the programme is subject to change. Please check the IATA WCS app for the latest updates.</b>	



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AIR CARGO NEWS  
**AWARDS**  
**2023**

**ENTRIES  
NOW OPEN**

**Entries close Friday June 2, 2023**

Air Cargo News Awards 2023  
October 12, 2023  
Hilton London Syon Park

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