



The Global Air Cargo  
Forwarders Alliance

OFFICIAL  
PARTNER



an *RW* network

# THE AIRFREIGHT FORWARDERS CHRONICLE



ATTENDED BY 100+ AIRFREIGHT  
FORWARDERS



[www.globalaircargoalliance.com](http://www.globalaircargoalliance.com)



[info@globalaircargoalliance.com](mailto:info@globalaircargoalliance.com)



[www.facebook.com/GlobalAirCargoAlliance](https://www.facebook.com/GlobalAirCargoAlliance)



[www.linkedin.com/global-aircargo](https://www.linkedin.com/global-aircargo)



[@theglobalaircargoalliance](https://www.instagram.com/atheglobalaircargoalliance)



# MESSAGE FROM THE DIRECTORS



Dear Airfreight Forwarders and Friends,

We are deeply honored to be trusted by the leading airfreight forwarders in the industry. This recent Kick-Off Meeting became a unique avenue to forge lasting network relationships and established valuable connections to our fellow partners. These are exciting times that offer new opportunities for collaboration, networking and support.

Nils and I appreciated the confidence of all the members have placed in us. Together, we commit ourselves to listen to your input as we believe that the best way to grow as an alliance is by listening to the suggestion of our members. What matters most is that we serve you better by keeping you up to date and engaged with what is happening with the alliance. We are very pleased to work together with our committed members in developing a strategic plan to continue the excellent work we have been earnestly doing from the beginning.

Once again, we welcome you to the strong global airfreight network who is working closely together to provide top-class service. We will strive to be better each day and look forward to shape another year of fruitful partnerships with all our members.

We hope to see you again on our next annual meeting this year!

**Christian Raeuber + Nils Wale**

*Directors & Co-founders*

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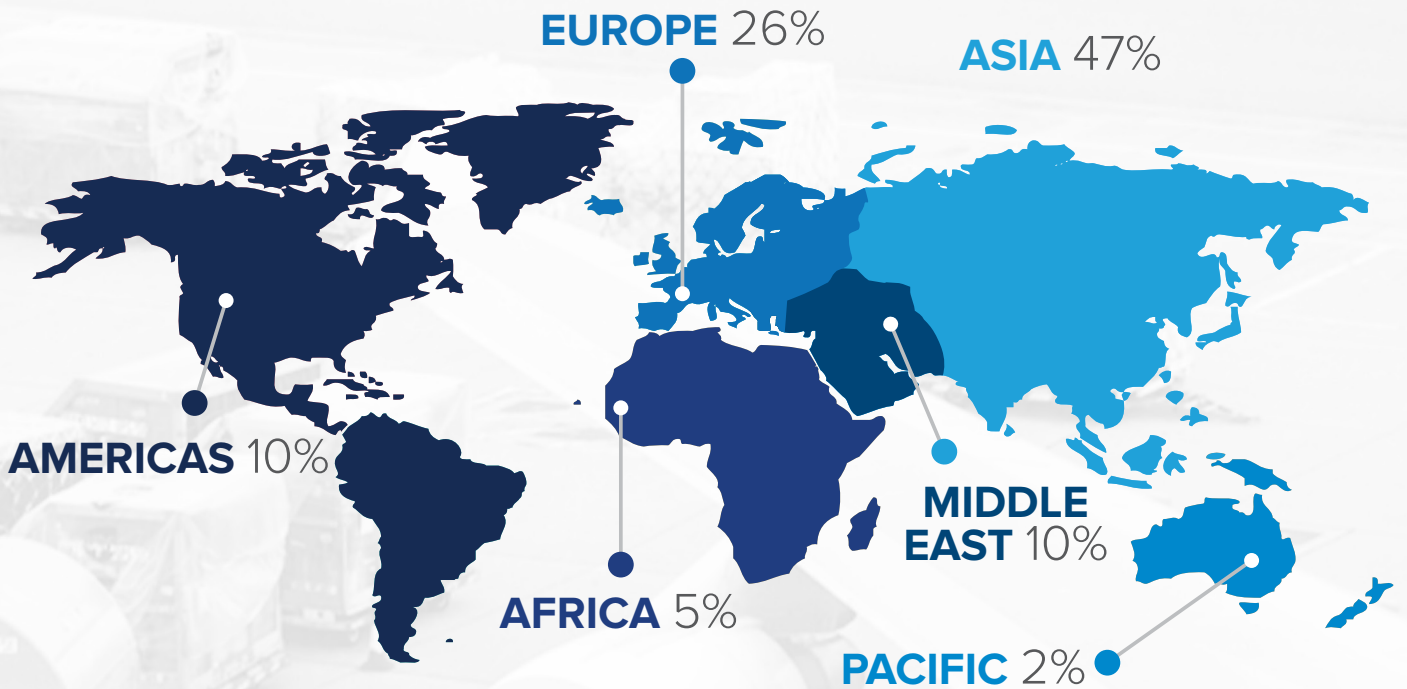
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# TERRITORIES COVERED BY GLOBAL AIRCARGO ALLIANCE

Global Aircargo Alliance Market Coverage and Newest Members in the Network!



**GLOBAL AIRCARGO ALLIANCE PROACTIVE AND LEADING AIRFREIGHT FORWARDERS GLOBALLY**



As of date, we have acquired a total of 100+ network members and still counting. Be part of the progressively growing alliance that unites various actors in the air freight supply chain that came across different territories under one solid network!



# EXHIBITION ATTENDANCE OF GLOBAL AIRCARGO ALLIANCE AT WELL-KNOWNED AIR CARGO EVENTS & EXPO

Global Air cargo Alliance actively participates in exhibiting to various events and activities in the air cargo industry to further promote and expand our network across the country and industry. Exhibitions are powerful platform to showcase our network and members worldwide. The network grabs every prime opportunity to meet new potential partners that can be beneficial for the growth of our alliance.





**PREPARING for TOMORROW'S REALITY**



**CNS PARTNERSHIP CONFERENCE 2018**

La Quinta Resort & Club  
Palm Springs, California, May 6 – 8



**tic air cargo CHINA**

**May 16-18, 2018**  
Shanghai New International Expo Centre




**September 26-29, 2018**  
Pullman/Novotel Hotel,  
Aerocity, New Delhi, India



**FIATA**  
WORLD CONGRESS  
The Future Starts Here



**THE FREIGHT SUMMIT®**  
WHERE ALL FORWARDERS CONNECT  
an *RW* event

**October 9-12, 2018**  
The Reverie Saigon, Ho Chi Minh, Vietnam



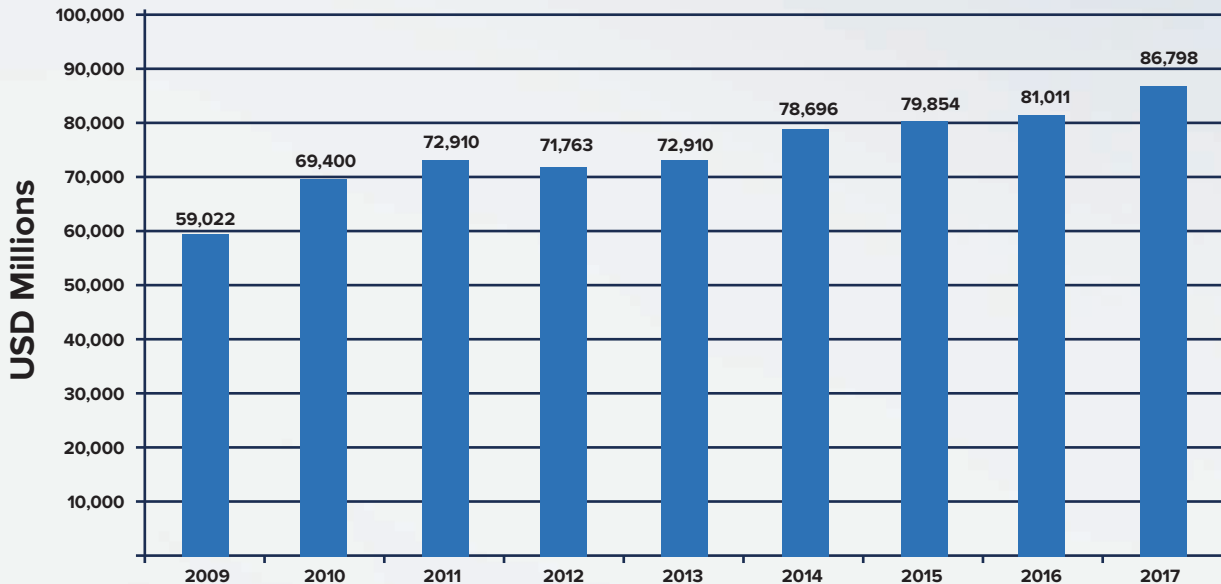


# AIR FREIGHT SECTOR: CHALLENGES & OPPORTUNITIES

*By: Mark Millar*

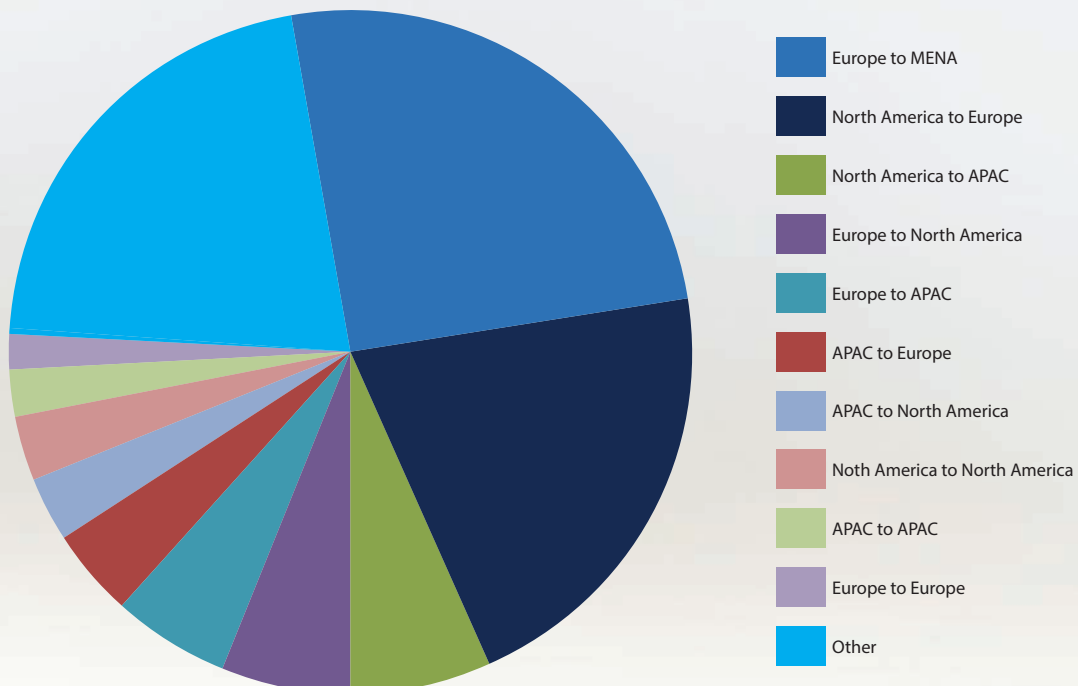
## 1. MARKET OVERVIEW

**GLOBAL AIRFREIGHT FORWARDING MARKET**  
2017 – GROWTH OF 7.1% TO USD 86.7 BN



According to the Global Freight Forwarding report from Transport Intelligence (TI) 2018, in 2017, airfreight forwarding generate revenues at just 87 billion dollars. The graph vividly represents that the growth there and how we got to where we are now. Obviously, a spike was recorded last year as global economy recovery triggered restocking of inventories that we haven't necessary predicted but the forward growth trajectory through the 2022 is for a compound annual growth rate of 4.2%. Air freight is heading in towards a positive period over these next five years.

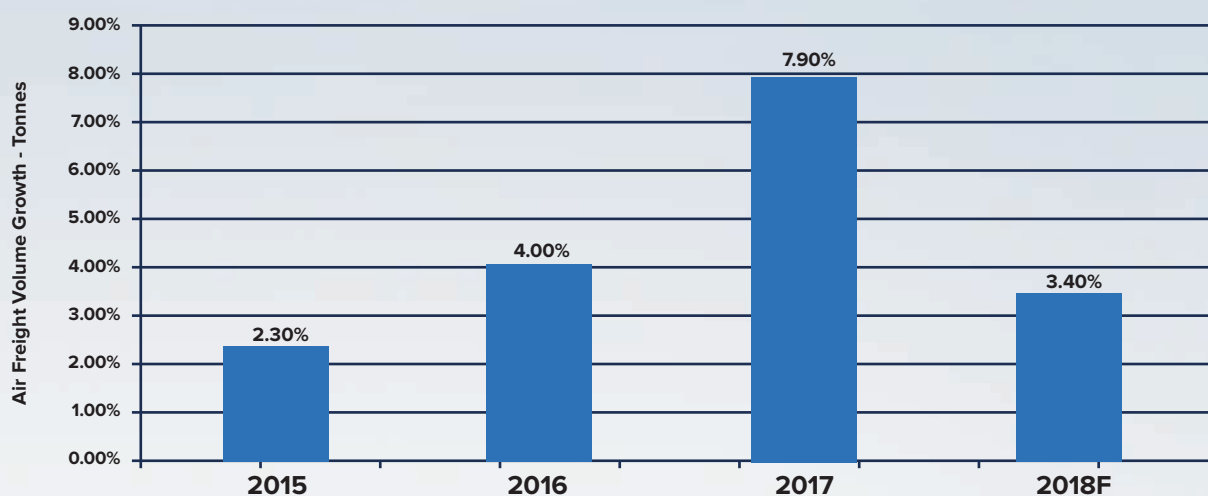
**2017 TOP 10 REGIONAL TRADE LANES BY VALUE**  
3 MAJOR INTRA\_REGULAR FLOWS 53% OF TOTAL



The three major intra-regional flows make up more than 50% of the total market. Those intra-regional flows will continuously grow particularly in Europe and in Asia and that has implications for supply chains, freight flows and therefore implications for air freight and air freight forwarders.

## 2017 TOP 10 REGIONAL TRADE LANES BY VALUE

### 3 MAJOR INTRA\_REGULAR FLOWS `53% OF TOTAL



If we look at the growth in tonnage, the average volume growth over the last four years is 4.4% over that period. There is a spike recorded last year that came from this inventory restocking cycle.

## 2. CHALLENGES & OPPORTUNITIES

Let's now dwell on the challenges and opportunities particularly in the cool which is of course the perishable market. Try to look at the challenges and opportunities as basically the same thing. The cool or the perishable market is the sweet spot in airfreight that is growing rapidly. They are time sensitive because they have a life and they are temperature-sensitive because they need to be look after and those two together make a natural gravitation to airfreight and cold chain within airfreight. The only question is the value of the product and whether that can sustain the premium of airfreight in order to capitalize on the need for speed because of life and the ability for temperature control. In USA, fresh categories driving 49% of all dollar growth across FMCG sales, generating more than 177 billion in sales within the past year.

They key thing that we have is to embrace digitization, we're in a digital world, we're a traditional business, with our business we need to get on board and we cannot afford to be left behind.

## 3. AIR FREIGHT FORWARDING OUTLOOK

The biggest strength in here is speed we must never take our eyes off the fact that the need for speed is what drives airfreight demand. According to a survey from The Evolving Freight Forwarding Market conducted by Logistics Trends and Insights at Atlanta, Georgia, customers value most from a forwarder is the trade expertise – it is the knowledge, know-how, the intellectual capital that we have of understanding how these things work, the ease and timeliness of making booking, so if we can make booking easier that's something that customer values. Digitization will be utilized most over the next coming years.



# GLOBAL AIRCARGO ALLIANCE KICK-OFF MEETING OUTTAKES 2018

Attended by 100+ airfreight forwarders from across the globe united in one momentous milestone.

It was a success! With more than 100 attendees from 70+ Headquarters have attended our Global Aircargo Alliance Kick-Off Meeting last October 22-25, 2018 in Shangri-La Bangkok, Thailand where we successfully launched the network and connected them with airfreight forwarders worldwide.

Global Aircargo Alliance Kick-Off Meeting has unveiled exciting opportunities not only for the network but also to all the members. It became an exceptional avenue that partners had met each other and managed to foster long-term business relationships and build the trust among each other.

## ALL OF THESE WEREN'T BE MADE POSSIBLE WITH OUR BELOVED SPONSORS



We are immensely grateful to those individuals and partners whose energy and support sustained us. Thank you and we look forward to another amazing year for all of us.

## WELCOME COCKTAIL RECEPTION



Starting this kick-off by breaking the ice and gathering them on our welcome cocktail reception last Oct 22, 2018, at Next2 Chao Phraya Room. Everyone was given a chance to pre-meet the other attendees while enjoying the hotel's luxurious cocktails and canapes.



## OPENING CEREMONY, KEYNOTE SPEECHES & NETWORK UPDATES



Last October 23, 2018, day 2 of the conference officially launched Global Aircargo Alliance by starting the opening with a ribbon-cutting ceremony led by GAA Directors' Christian Raeuber and Nils Walle also with the following sponsors Merzcargo Forwarder S.L., Omega Global Logistics, Delta Cargo, Calenberg Oversea Logistics GMBH & Co. KG, Worldlink Cargo Services SDN BHD, RWOutsourcing, and Cardinal Maritime.

Afterward, Mark Millar Asia's foremost speaker and a respected authority on logistics and supply chain strategies tackled the topic Air Freight Sector - Challenges and Opportunities. It was then followed by our traditional network group photo. Lastly, on our morning session, we had a presentation led by Roman Orlik from IATA.

## FACE-TO-FACE MEETINGS



In the afternoon of Day 2, this was the time where all attendees have met with other airfreight forwarders from the network. Giving them time to meet and also create a new business relationship.

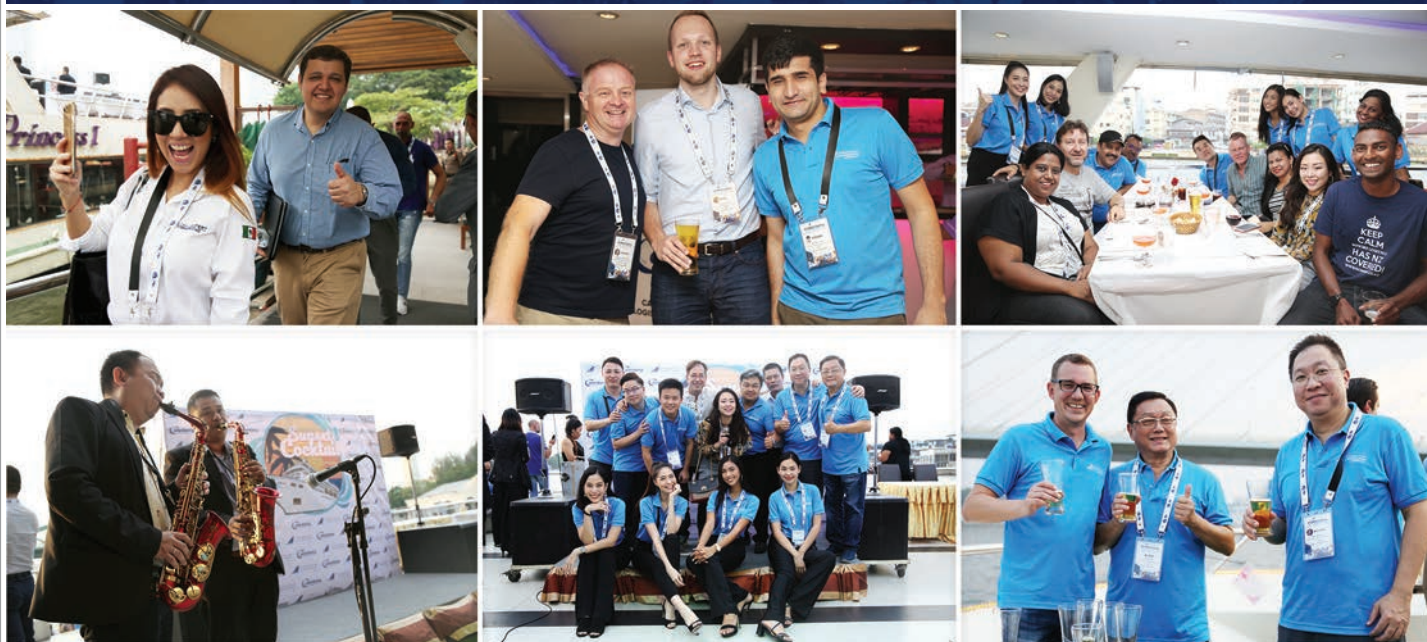


## CITY TOUR AT THE GRAND PALACE



Welcomed with a sunny weather on day 3 of the conference, GAA brought the delegates to the Grand Palace, one of the top tourist destinations located at the heart of Bangkok. The delegates enjoyed seeing the complex buildings, temples and court yard which is used for hosting royal ceremonies and welcoming the king's guests.

## SUNSET COCKTAIL



We can't end the hype just yet, before ending the meeting with our whole day face-to-face meetings on the next day, on day 3, our delegates experienced the river cruise at Chao Phraya River while being served with local canapes and cocktails. Everyone had fun and danced along the live performances in the boat.



# GLOBAL AIRCARGO ALLIANCE FULL TERRITORIES

After the network launch that was held in Thailand, more and more applying members are deciding to join and showed interest to join the network. However, we have to stop accepting applying members from some countries because the some of the territories are full.

**Global Aircargo Alliance is already closed in the following territories:**

INDIA



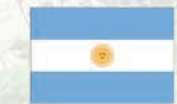
MALAYSIA



GERMANY

UNITED  
KINGDOM

**Global Aircargo Alliance is almost closed in the following territories:**



ARGENTINA



SPAIN



TAIWAN



TURKEY



VIETNAM

As much as we wanted to expand our network reach, we have to ensure that all the members who are applying have undergone a skeptic screening process. The network ensures that the members shares equal synergies with partners that are leading and have established foundation in the air freight industry.

# CARDINAL MARITIME - MEN BUSINESS OF THE YEAR WINNERS 2018!

At Global Aircargo Alliance, our members surely take lead on their respective field of industry. Recently, Cardinal Maritime bagged the prestigious Manchester Evening Business of the Year Award last November 15 in the £50m – £100m category. More than 350 dashing guests came for a glittering ceremony at Manchester's Principal Hotel, which marked the 26th anniversary of the prestigious awards, where the region's best and biggest companies were honored.



Shelina Begum, M.E.N business editor said, "The fast-moving world of tech has led to companies across all sectors having to redefine their business models to adapt to rapid changes in digital to keep up with consumer demand"

"From AutoTrader, CarFinance, Cardinal Maritime to Matillion, these companies are big tech operators which are continuing to redefine the way they do business."

This is a fantastic result for us, so well done to everyone, and thank you for your hard work.





# LET'S GET SOCIAL

Follow us on our social media channels, we'd love to connect with you! We want you to be in touch and get all the latest news firsthand! Be sure to follow and like us on all our platforms below. Catch exciting stories about our latest events, news and updates and opportunities and a lot more!



[www.facebook.com/GlobalAircargoAlliance](http://www.facebook.com/GlobalAircargoAlliance)



 LIKE LIKE US ON FACEBOOK AND WE WOULD LOVE TO ENGAGE WITH YOU.



[www.linkedin.com/company/global-aircargo](http://www.linkedin.com/company/global-aircargo)



 FOLLOW WE BELIEVE IN FOSTERING LIFELONG RELATIONSHIPS, EXPAND YOUR PROFESSIONAL NETWORK AND CONNECT WITH US ON LINKEDIN TO MEET GLOBAL AIRCARGO ALLIANCE'S ESTEEMED AIRFREIGHT FORWARDERS.



[www.youtube.com/globalaircargoalliance](http://www.youtube.com/globalaircargoalliance)



 SUBSCRIBE SUBSCRIBE TO OUR CHANNEL AND WATCH THE LATEST VIDEOS WE RELEASED INCLUDING THE CELEBRATIONS OF OUR MAJOR EVENTS! DO NOT FORGET TO HIT THE BELL BUTTON BESIDE IT TO GET NOTIFIED WHENEVER WE UPLOAD NEW VIDEOS!



[@globalaircargoalliance](https://www.instagram.com/globalaircargoalliance)



 FOLLOW FOLLOW US ON OUR NEWEST PLATFORM TO SEE SO MORE FROM THE NETWORK!



# MEMBER'S Testimonials

“

The word that best describes me as an airfreight forwarder is quality, because we need to offer good quality of service to consumers. Airfreight forwarding is not difficult if we know the process and if we have good communication with other people. Being part of the Global Aircargo Alliance is a great opportunity to meet the members, friends, and especially to get more networks to the world. The GAA Kick-Off Meeting was great, because it was so fun, I've met great friends and people.

”



**SONITA HENG**  
*Asian Trans Air & Sea  
Console Co., Ltd*

“

We attended the kick-off meeting to improve our relationship in terms of air freight business. The best word that describes us as an airfreight forwarder are ambitions, since we are quite a new company so we want to get in everything. Air freight forwarding is quite difficult because we have a lot of rules, but honestly speaking, it is not difficult for us because how to do things in airfreight. We joined GAA because we wanted to get to know more people that specializes in airfreight, because there are many networks but this is for airfreight and that is why we are here. The kick-off meeting was quite good and sincere atmosphere I feel like we will be starting a relationship together with the other attendees.

”



**SERGUN KURU**  
*GNW Lojistik Ulus. Nak.  
Denizcilik Tic. A.S*

“

You need to be versatile in air freight forwarding because we can be versatile to most customers' request and what they need and what they don't need. I've been doing air freight forwarding for 29 years and it is quite simple to me and I couldn't see that it becomes difficult, but to me it was very easy. We joined Global Aircargo Alliance to enhance our network profile and arrange agents worldwide. The Kick-Off Meeting was very good and it was nice to meet various agents and get to know everybody.

”



**JULIE SHARPE**  
*Uniexpress Lt.d*

“

Knowledge, because you need knowledge to work with the logistics service. Air freight forwarding is not difficult at all when you have the knowledge of what is going on in the movements of the world. We joined because of the opportunity to grow and to build trust on our partners all around the world. Hence, the kick-off meeting was all amazing, great experience and we've meet good old friends.

”



**CARLOS JUAREZ**  
*Global Expert Forwarding*

“

It is dedication, because in airfreight you need someone who pays attention to your air freight requirements. Airfreight forwarding is very easy if you get to meet the right people who knows what they're doing in airfreight. I joined Global Aircargo Alliance because they give us the opportunity to meet people who have the same interest in the airfreight industry. The kick-off meeting was wonderful.

”



**PANNARUTH  
CHATKEERATH**  
*Harpers Freight  
Int'l Air Cargo Co. Ltd*



# THE GLOBAL AIRCARGO FORWARDERS ALLIANCE



The Global Air Cargo  
Forwarders Alliance

an **RW** network

An **RWSOLUTIONS** Network

**Address:** Unit 1406, 14th Floor, The Broadway,  
No. 54-62 Lockhart Road, Wan Chai, Hong Kong

**Email:** [info@globalaircargoalliance.com](mailto:info@globalaircargoalliance.com)

**Facebook:** [www.facebook.com/GlobalAirCargoAlliance](http://www.facebook.com/GlobalAirCargoAlliance)

**Instagram:** [@theglobalaircargoalliance](https://www.instagram.com/theglobalaircargoalliance)

**Linkedin:** [www.linkedin.com/global-aircargo](http://www.linkedin.com/global-aircargo)

**Website:** [www.globalaircargoalliance.com](http://www.globalaircargoalliance.com)