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MARCH 2023

Dear Readers,

Women in India have been traditionally underrepresented in the cargo industry. However, in recent years, there has been a growing recognition of the importance of gender diversity at the workplace and efforts have been made to encourage more women to enter the sector. In the air cargo specifically, women in India are increasingly occupying different roles. Many airlines and logistic companies have launched initiatives to provide equal opportunities for women to advance in the sector.

While progress has been made, there is a long way to go to achieve gender parity in the air cargo sector in India. Efforts and initiatives are needed to encourage more women to pursue careers in the industry and to provide support for their professional development and advancement. One such initiative is this (March) issue of **CARGOTALK**. It makes me so happy that we can proudly present this 'women-only' edition of the magazine. This edition is only about women leaders and achievers in the industry, and we hope it helps motivate many more to come in the forefront and lead the sector!

Happy reading!

Devika Jeet
Director



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Global full-year air cargo demand in 2022 was down to 8% compared to 2021 (-8.2% for global operations). It was down to 1.6% in 2019.

Cargo, logistics growth hurt as borrowing costs increase

India's economic expansion slowed down during the October-December duration, as gross domestic product (GDP) rose by 4.7 per cent last quarter a year ago, according to a survey. Economists are showing a 6.9 per cent for April 2022 to March 2023, below the Indian government's 7 per cent estimate and higher than the 6.8 per cent as per the IMF. This has led to rise in logistics and air cargo costs. "There are signs that higher interest rates are feeding the economy," said according to a senior economist at Capital Economics, citing sales were slowing down retail transactions. "This suggests that consumption has a tad weakened." Decreasing consumption, 60% of the GDP, risks hurting logistics growth in India, as borrowing costs rise. The RBI increased interest rates by 250 basis points since May to tame inflation and signaled it is not



ready to pause just as yet. "My fear is that all sources of demand in the economy are contracting at the same time," Jayanth Rama Varma, an external member of RBI's Monetary Policy Committee said. With exports struggling and the government going

ahead with fiscal consolidation, he said rising borrowing costs will dent logistics cost, which in turn, hurts consumption. India's economic expansion slowed in the October-December, as borrowing costs curbed logistics and air cargo costs.

Economists are projecting growth of 6.9 per cent for the duration from April 2022-March 2023, which is under the government's estimate of 7 per cent and slightly higher than the 6.8 per cent projected by the International Monetary Fund (IMF).

Hike interest subvention under IES to 5%: FIEO

Reacting to rise in Repo Rate by 25 basis points to 6.5 per cent, FIEO President Dr A Sakthivel said, "This rise is in line with the RBI's efforts to contain inflation and the flight of capital looking at the volatile global scenario." He said global foreign trade is passing through a difficult phase due to inflation, cut in purchasing power, and countries entering recession and high volatility in currencies. We must ensure increase in export credit rates should not blunt our competitive edge as we are losing out to (countries) with reduced interest rates and depreciation of their currencies.



DAC to send Bangladesh cargo to third world countries



The Central Board of Indirect Taxes and Customs (CBIC) amended the Circular 29/2020-Customs, dated June 22, 2020, to allow transshipment of Bangladesh export cargo to third world countries via DAC. Ferrying goods by road from LCS Petrapole to Air Cargo Complex, Delhi was allowed

from 15 February, as mentioned in the aforesaid circular. The circular allows inter alia transshipment of Bangladesh export cargo through Kolkata Air Cargo. The goods were loaded in containers to enter India from LCS Petrapole, by trucks to Kolkata Air Cargo, from where it was ferried to third world countries.

'New roads will halve cost of logistics'

There is no dearth of funds for infra development in India, and the govt's target is to increase the length of NHs to 2 lakh km by 2025, said Nitin Gadkari, Union Minister for Road Transport and Highways, while addressing the ET Global Business Summit

recently. "Projects in India have economic viability. For the success of any project, we need proven technology, economic viability, availability of raw materials and marketability. All these are available in India. I can take up projects with investment up to ₹8 lakh

crore-₹10 lakh crore, and to raise funds I will go to the capital market. The government's focus is on greenfield expressways to slash the cost of logistics from existing 18 per cent of GDP to 9 per cent to make Indian products globally competitive.



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Revival of global air cargo recovery

Air cargo revenues played a key role in cutting losses, with revenues likely to reach US\$ 201.4 billion. This is an improvement as against the June forecast, unchanged from 2021. In the current scenario, women professionals state that sustainable recovery seems to be the only way forward.



Ritika Arora Bhola

Global cargo volumes may come under increased pressure and decrease to 57.7 million in 2023 due to economic uncertainties, as per IATA's latest data. The findings have left the stakeholders bewildered and concerned.

"Cargo markets may come under pressure in 2023. Revenues are likely to be US\$149.4 billion, which is US\$52 billion less than 2022, but still US\$48.6 billion more than 2019. With economic uncertainty, cargo volumes may decrease to 57.7 million tons, from a peak of 65.6 MT in 2021," it stated. As belly capacity

increased in line with the recovery of passenger markets, yields may take a step backwards. IATA expects a fall of 22.6 per cent in cargo yields in the latter part of the year, the report stated.

Air cargo revenues played a key role in cutting losses with revenues likely to reach US\$ 201.4 billion. This is an improvement as against the June forecast, unchanged from 2021, and double the US\$100.8 billion earned in 2019.

Cargo yields grew by 52.5 per cent in 2020, 24.2 per cent in 2021, and 7.2 per cent in 2022. The decline left cargo yields well-above pre-COVID.

The IATA in Q3 2023 expects a return to profitability for the aviation industry in 2023 as the carriers continue to reduce losses stemming from the COVID effects to their business in 2022.

Willie Walsh, Director General, IATA said, "Resilience has been the hallmark of aviation industry during COVID. As we look to 2023, the financial recovery will take shape with a first industry profit since 2019, considering the scale of the economic damage caused by pandemic curbs. But a US\$ 4.7 billion profit on industry revenues of US\$ 779 billion illustrates there is more ground to cover to put the industry on a solid financial footing."

What are the reasons for the distress in global air cargo volumes?

Experts forecast many reasons for the drop in overall cargo volumes:

- Decline in global economic growth
- High inflation
- Ongoing conflict between Russia and Ukraine
- Higher interest rates
- Higher costs of living
- Over capacity
- Increase in energy prices

Air cargo and logistics firms are searching for optimization alternatives.

CARGOTALK spoke to global and Indian professionals about the causes of distress and how the industry can accelerate recovery in the coming years.

'Build multimodal infra to improve logistics efficiency'

We have our Vision 2047 for India wherein we expect to become a US\$30 trillion economy. Our plans are supported by reforms to become the manufacturing hub, said Sumita Dawra, Special Secretary Logistics, DPIIT, Union Ministry of Commerce and Industry. She was addressing the CII Logistics Summit 2023 at Pragati Maidan. "As we characterize the service sector, it gets facilitated to greater logistics efficiency and a lower logistics cost. As we attract more investments under PLI scheme, logistics cost becomes a determinant for attracting investment, while the entire industry has been working on

improving efficiency by improving the overall logistics infra. Private players and service providers need to invest in infra to ensure seamless cargo movement," she added. Dawra addressed the need to improve first mile and last-mile connectivity and build multimodal infrastructure to ensure logistics efficiency. Apart from the marvellous developments being done under PM Gati Shakti Masterplan to improve country's infrastructure and connectivity, Dawra said "The National Logistics Policy launched last year introduced us to Unified Logistics Interface platform (ULIP), a digital platform, enabling

seamless movement of goods from one point to another".

This is one example of technology, which can unite all the industry stakeholders under one platform. "We are going to set up a services improvement group to give us feedback and to help us resolve issues related to logistics efficiency. We have had round tables with businesses who have given us feedback on how to improve logistics infra and logistics services in the country. We are also putting together a consulting group with the businesses to get constant feedback on how to improve the same further," she added.



Sumita Dawra
Special Secretary Logistics, DPIIT
Union Ministry of Commerce and Industry

“Cross border e-commerce will grow by leaps and bounds”

What is causing distress in global air cargo?

As per IATA forecast, cargo volumes are likely to come under increased pressure and decrease to 57.7 million this year. Potential reason for this distress is the overwhelming global economic uncertainties such as the USA-China trade tensions and the ongoing Russia-Ukraine conflict. However, we expect profitability to return this year as the airlines continue to cut losses stemming from the COVID effects. Resilience has been the hallmark for the airlines as COVID has demonstrated.

ACCELERATING RECOVERY

The buzzwords are enhancing our flexibility through measures such as increasing the deployment of so called ‘preighters.’ The flexibility to adapt to unexpected scenario is the key to accelerate recovery. The other way is to



Vandana Singh
Director, Global Corporate Key Account
Management, Saudia Cargo

focus on e-commerce—a sector that has benefited both the shipper and the consumer. With the use of the latest technology, the consumers can keep track of their shipments. The third way of moving forward is with latest digital air cargo innovation (e-freight).

KEY GROWTH DRIVERS

Digital innovation defined as the commercialization of novel ideas, including products, services, processes,

The complexities of geo-political situations, nuances of cargo operations make it tough along with a COVID surge in China

and business models is critical for economic growth. Across the globe, innovation as a driver of growth and competitiveness has and will continue to increase. As we have witnessed, e-commerce and digital technologies are revolutionizing the trade, and the industry

is set to double by 2035. Cross border e-commerce is growing by leaps and bounds and providing the customers with speed, predictability of delivery times, and visibility.

BOTTLENECKS

With pre-COVID capacities returning to normal, the reasons for a decrease in demand affecting global trade include Russia-Ukraine conflict, inflation, higher interest rates among others. Air freight should be prepared for the downside and upside risks of the forecasts. This year is unexplored like any other year.

However, the complexities of geo-political situations, nuances of cargo operations make it tough along with a COVID surge in China. At the end I would like to state we are optimistic that even with a deteriorated market, global average air freight rates will remain 35-50 per cent above pre-COVID levels.

“Digital innovation, collaboration to change air cargo”

CAUSE OF DISTRESS

Air cargo has seen success during COVID with yields reaching historic highs. Air cargo has continued to sustain global airlines during the past two years, with cargo being a game changer in the boardroom of many airlines and supply chain logistics firms. The economic and geopolitical environment dictates supply chain trends. The restricted demand airlines experienced for passenger travel during the pandemic caused an over capacity situation for 2023. A degree of uncertainty as to how these factors will impact inflation, labour productivity, and certain industry-specific verticals continues.

ACCELERATING RECOVERY

Air cargo is the lifeline of recovery for several industries. This has been proven not only for the health sector, but also for the wider recovery of the logistics industry and society's wellbeing. We have invested

The restricted demand airlines experienced for passenger travel during COVID caused an over capacity situation for 2023

in a framework to identify the key growth drivers for our business towards our 2030 goals and developed a blueprint to improve our products by investing in our people and strengthening our regional offerings to the market across the globe.

Digital innovations, ensuring transparency with business partners, adopting regulations-compliant business policies, and building a resilient and sustainable industry in the long-term are all



Sharon Vaz-Arab
Regional CEO, India, Middle East, and Africa,
Chapman Freeborn

keyways in which stakeholders in the logistics sector should continue to improve the industry.

KEY GROWTH DRIVERS

I believe digital innovation, collaboration, and e-commerce can transform the sector. The metaverse is projected to

be a new form of tech-enabled human interaction worth US\$800 billion by 2024. The government officials and business executives across borders must collaborate to build a viable, safe, and inclusive industry, not only for the cargo industry, but for all sectors. Businesses were forced to operate during an economic downturn, and although retail is back into brick-and-mortar stores, e-commerce industry will see a requirement to evolve to meet post-COVID consumer demands for omnichannel shopping experiences. The industry must prioritize customer retention and increase customer value creation.

BOTTLENECKS

- Uncertainty linked to economic and geopolitical tension
- Possible decrease in demand linked to inflation
- Higher interest rates and fuel price hike putting pressure on air freight rates
- Impact of labour supply shortages on productivity and performance

‘Increase investments in cybersecurity’

Global economic growth is forecasted to slow from 6.0 per cent in 2021 to 3.2 per cent in 2022 and 2.7 per cent in 2023, which is the weakest growth profile since 2001, as per the world economic outlook by the IMF.

There are multiple factors for the pressure some of which are excess supply and less demand, existing geopolitical issues, strikes/ high airport landing costs, natural calamities, possible recession in the USA, Western Europe, spend more money on holidays compared to buying products, surging fuel costs, anti-COVID restrictions affecting Chinese manufacturing and logistics, and sea freight rates coming up to pre COVID levels may have buyers wanting to shift general cargo by air to ocean again.

ACCELERATING RECOVERY

- Using rail transport as an alternate means to road transport



Chaitaly Mehta
Director
EKF Global Logistics

- Making tier II and III airports more cargo friendly so that pressures are reduced on the major airports
- To pronounce digitalisation to reduce manual processes
- Turning air freight into an omni channel. With stiff competition, organisations have started providing

end-to-end services. To ensure seamless delivery, Amazon has expanded its services to Amazon Air Services.

- In warehousing, companies should try and reduce human contact involved

Many firms have started to adopt last-mile delivery tech into their ops and this trend will continue to increase in the coming years

in material and products handling and introduce innovative packaging and materials-handling processes

- Improving management of Unit Load Devices (ULDs)
- Increase investments in cybersecurity to protect against the cybersecurity threats

KEY GROWTH DRIVERS

Digitalisation and innovations between stakeholders will be the key growth drivers. Digitalisation, ACCS, Digital Air Freight Corridors, the NextGen supply chain trends will be supported by technologies such as AI, ML, IoT, robot process automation, and AR platforms. e-commerce cannot be left out and may grow at 78 per cent globally by 2030, as per the Economic Forum. Many firms have started to adopt last-mile delivery tech into their ops and this trend will continue to increase in the coming years.

BOTTLENECKS

Reduced buying, threat of recession in Europe and Americas, excess supply, cyberattacks, shortage of skilled labour and logistics and supply chain personnel higher fuel prices, shortage of containers, geopolitical issues, sustainability, and climate change are some of the causes at the moment, according to me.

‘Additional cargo-friendly airports need of the hour’

CAUSE OF DISTRESS

There are various reasons for such a situation, such drop in overall cargo volumes, global slowdown, inflation, higher interest rates, and higher cost of living. Over capacity is the biggest reason. There seems to be a weakening air cargo demand and an inflow of extra capacity. Many shippers and players in the transport and logistics are currently under pressure due to issues such as COVID, energy price hike, supply-demand fluctuation, demand for transport capacities, delays in port transshipment among others. Many countries are experiencing double-digit inflation. During such challenges, firms are analyzing their supply chains and searching for optimization. One possibility is to go back to warehousing with the aim of stability in the supply of goods. The economy has no short-term alternative to global production and trade.

ACCELERATING RECOVERY

Air cargo has been a volatile market. After

the pandemic, uncertainty has become the new normal across the globe. The way to work around this is to be flexible to situations and the demands/requirements

There seems to be a weakening air cargo demand and an inflow of over capacity. Players are under pressure due to COVID

they come with. Flexibility is the key to provide solutions to customers to ensure trade. We have many initiatives underway. These include:

- Cargo-friendly airports with a logistical speed advantage
- Upgrading technologies and skills
- Making use of Air Cargo Community



Chandrakala Bobba
Director
Bobba Group

System by enabling forwarders, ground handlers, airlines, and customs to communicate electronically

- Creating digital air freight corridors
- Accurately tracking the real-time movements of Unit Load Devices (ULDs)
- Maximising the efficiency of the ULDs with innovative new designs/solutions

GROWTH DRIVERS

Increase in quality infrastructure with multiple warehousing options, from large ones to micro fulfilment to ensure that stock is available, anywhere, so that we do not face a shortage like we did in the past couple of years Using technology such as cloud-based supply-chain management in order to upgrade current processes The Boom in online shopping with increased access to the internet across different strata

BOTTLENECKS

Fuel costs—though they have stabilized—still play a major role in determining which markets to enter or make an exit:

1. Airport space is becoming increasingly tight, especially for air cargo
2. The pressure to adhere to the Federal Aviation Administration (FAA) noise standards under a new noise legislation by imposing operating restrictions on carriers

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“Need to increase air cargo capacity and freighters”

What's causing distress?

As per IATA's forecast, there will be a 4.3 per cent decrease in volume and a 22 per cent drop in yields in 2023. Although cargo markets are in a much better position than in the pre-pandemic times, yet the distress could be due to a inflation, softening of demand and escalating tariffs. With forecasts for the remainder of 2023, gaps should be fulfilled, and belly capacity would receive a boost upon the return of more wide-body freighters, contributing to cargo market growth.

ACCELERATING RECOVERY

Here are some ways to boost the air cargo sector:

Digitalisation: It is high time digitalisation is embraced, and manual processes are done away with. Going digital, end-to-end processes could be



Ayesha Katgara
Head, Corporate Strategy,
Jeena & Company

streamlined and the supply chains could be made more efficient and optimized.

Air freight corridors: It will provide improved visibility of shipments and optimized flow of cargo data

between two airports or communities. Such corridors have the potential to transform the sector.

Cargo-friendly airports: We need to have more cargo-friendly airports for loading and unloading. These are setups with accelerated processes that can get the freight to their final destinations.

KEY GROWTH DRIVERS

Digital innovation and e-commerce can change the logistics sector. There are other factors with potential to drive sustainable growth in logistics. With focus on infra development, it is likely India's logistics sector will receive a boost. Under the NLP and PMGS, several projects are underway. We may witness dedicated freight corridors, enhanced warehouses, and better ports and airports driving efficiency in the logistics sector.

BOTTLENECKS

Economic headwinds: Economic uncertainties followed by disruptions can impact logistics industry. Fuel price

We need to have more automated cargo-friendly airports for loading and unloading

hike: On the last-mile front, the industry is relying heavily on EVs, which mitigate the concern of rising fuel costs and provide momentum to sustainability. Handling customers: Buying pattern of consumers has changed due to COVID. With a shift to online purchases, they expect speed and convenience in e-commerce ops. Handling their expectations has become challenging.

“Digital growth to completely transform air cargo”

CAUSE OF DISTRESS

Global economic growth is forecast to fall from 6.0 per cent in 2021 to 3.2 per cent in 2022 and 2.7 per cent in 2023—the weakest growth profile since 2001 except for acute phase of the COVID, as per the World Economic Outlook by the IMF. There are multiple pressures such as excess supply and less demand, existing geopolitical issues, issues at airports (strikes et al), high airport landing costs, natural calamities and possible recession in the USA, Western Europe, among others. This has made people spend money on holidays vs buying products and force them to shift general cargo to ocean again.

ACCELERATING RECOVERY

- Using rail transport as an alternative to road transport thereby making it more environment-friendly
- Making tier II and III airports cargo-friendly so that pressures are reduced at major airports and also reduction in dwell time

- Digitalisation more pronounced thereby reducing manual processes
- Turning air freight into an omnichannel, with increase in demand and competition, organizations have started providing end-to-end services.

Making tier II and III airports cargo-friendly so that pressure as well as dwell time are reduced at major airports

- Services to ensure seamless delivery
- In warehousing, the companies should try and reduce human contact involved in material and products handling and introduce innovative packaging and materials-handling processes
- Improving management of ULDs

- Increasing investments in cybersecurity to protect against cybercrime

KEY GROWTH DRIVERS

Digitalisation, innovation, and collaboration between the stakeholders are going to be the key growth drivers. Digitalisation, ACCS, digital air freight corridors, the next generation of supply chain trends will be supported by advanced tech such as ML, IoT, robot process automation, and Augmented Reality (AR) platforms are likely to assist identify patterns, errors, and proper supply chain data issues in real-time. e-commerce cannot be left out and is likely to grow by 78 per cent, internationally by 2030, as per the economic forum. Many businesses have started to adopt last-mile delivery technologies into their logistics operations and this trend will only continue to increase in the coming years.

BOTTLENECKS

Reduced buying, threat of recession in Europe and the Americas, excess supply, cyberattacks



Megha Palkar
Assistant Manager
Cargo IQ

which is a real threat both now and in the future worldwide, shortage of skilled labour and personnel in the logistics and supply chain industries, higher fuel prices, need for better technological integration and upgradation, shortage of containers, geopolitical issues, sustainability and climate change are some of the causes at the moment according to me.

“Digital, multimodal connectivity are key growth drivers”

ACCELERATING RECOVERY

Expanding our services to provide door to door operations with a vision to be the total logistics service provider by 2027 is speeding us to growth. CJ Dard is authorized agent for all the airlines (except Akasa Airlines) to book any load at any time, domestically. It is looking forward to planning to expand its wings globally. CJ Dard has set up five dedicated processing centres in metros. Its approach to avoid congestion in these metros is by enabling faster/timely deliveries. After having learnt the hard way in the past three years, CJ Dard is now equipped to handle any disruption.



Mahima Agarwal
President HR
CJ Dard

KEY GROWTH DRIVERS

The factors driving trend upward is the expansion of e-commerce to tier II

and III cities, which has led to growth of the logistics sector. This expansion is hiking demand for warehouses in smaller cities for the supply chain's

seamless functioning. The government is working to building new roads across India and investing in rail transportation

We would collectively look at these problems to devise international and mode agnostic solutions to at least minimize disruption

to give momentum to logistics industry. The growth of retail business and development of e-commerce are the major demand drivers.

The government is planning to invest in 100 projects on infra and spend ₹2.4 lakh crore to improve regional railway linkage and logistics. About ₹19,700 crore has been allocated to the National Hydrogen Mission aiming hydrogen production capacity to 5 MT by 2030. The Digital Innovation involves launching of 3 AI centres of excellence and 100 labs for developing apps using 5G Services.

BOTTLENECKS

Physical infra hampers transportation, which impacts supply chain management. The hike in fuel prices hikes freight charges, indirectly impacting the logistics firms. The economic and socio-political changes result in price fluctuation, which in turn, affect disrupts the supply chain. Logistics staff needs to be imparted training to make them skilled.



“Integrated logistics must be technology-driven”

CAUSE FOR DISTRESS

It is due to the economic uncertainties and recent GST Policy imposed on air freight exports. Post COVID, while the freight prices have come down, the overall logistics cost has not improved. With implementation of GST on exports, the exporters/importers are left struggling with funds flow situation, leading to mergers and acquisitions, and folding up of many firms. India is dependent on China, which is our major trading partner. China's economy has grown powerful and is posing a threat to the rest of the world. With future still uncertain, the alternatives are not cost-effective to pursue.

ACCELERATING RECOVERY

An integrated approach where all involved in cargo players such as freight forwarders, customs house agents,

customs, custodian, and airlines must align and work cohesively. It is imperative everyone understands his or her role to cater to the requirements of EXIM trade

Collaborating with the right partners or agents has assisted us to gain access to new resources, markets, and expertise

and facilitate smooth logistics movement. The Centre is responsible to boost the economy by framing policies that can be embraced. The state must initiate infra development to facilitate the supply chain



Latha Prakash
Branch Manager
Broekman logistics

link for timely distribution. Cargo-friendly airports, rise in freight capacity and frequency of airlines are need of the hour. We notice an upsurge of related trade associations in this network, highlighting

the challenges faced—some of them are at the grassroot level. Need of the hour is to look at the larger picture and stimulate the growth of industries.

GROWTH DRIVERS

e-commerce plays a crucial role in logistics. It is limited to the type of goods that can be transacted through this platform. Industrial cargo movement per se must depend on freight forwarders and to facilitate this, “technology-driven integrated logistics is the key. Digitization is an area gaining importance in all sectors. Usage of the right digital technology platform can help in providing timely solutions in a challenging situation. Real-time tracking and access to correct information is the key to success”.

BOTTLENECKS

Rise in logistics cost.

“Inflation decreases demand for consumer products”

CAUSES OF DISTRESS

Pressure on cargo markets is not new. After passenger capacity went back to pre-pandemic levels, a competitive market was created causing freight rates to drop. Another factor is the continued international uncertainty as China is not operating fully thereby reducing demand for ex-Asia capacity. The extra freighters and conversions, which were ordered previously, are contributing to the over capacity. Inflation and rising energy costs, are cooling down demand for consumer products. The drop in demand has slashed volume of cargo being transported.

ACCELERATING RECOVERY

Digitalisation is key. Digitalisation reduces manual labour, so there is more time to focus on customers such as managing shipments that need attention. The



Phaedra Den Hertog
Customer Success Manager
Awery Aviation Software

air cargo industry is dependent on swift and accurate communication between stakeholders. Digitalisation can assist in several ways, providing open marketplaces, linking different airlines

on the same platform. AI such as Awery's eMagic tool acts as a bridge to manage emails and other communication modes until the industry is fully digital.

Digitalisation can assist in several ways, providing open marketplaces, linking different airlines on the same platform

GROWTH DRIVERS

In today's market, e-commerce is the key growth driver. Consumers receive their purchases the same day or latest

the next day. The rise of e-commerce is also reliant on digital innovation and ensure a customer-driven approach. e-commerce operations require digital ERP systems, which offer track and trace options, right from placing the order with the shipper or the player to the final delivery to the customer, which is within a day or latest by the next day.

BOTTLENECKS

1. The economic situation arising due to the Russia-Ukraine conflict, which is lasting longer than expected
2. Lack of skilled employees; it is hard to find qualified staff
3. The continued resistance from many stakeholders to adopt to new digital ways of working

“Cost optimization, digitization are must for logistics”

CAUSE FOR DISTRESS

The air cargo and logistics industry faces challenges (COVID) causing supply chain disruptions and increasing

We are growing at a CAGR of 30% over past 15 years. This has worked extremely well for us so far and we plan to go forward

pressure on cargo markets. To recover and grow, the industry must focus on cost optimization, process automation,

and digitalization using technologies such as AI, Blockchain, and IoT. Sustainability and e-commerce growth may drive sector growth, while trade uncertainty, and demand for air cargo capacity remain cause for worry.

To drive sustainable growth, the industry must be proactive in addressing the challenges. The reasons for increased pressure on cargo markets in 2023, according to International Air Transport Association (IATA), could be due to many factors such as economic uncertainties, geopolitical tensions, and supply chain disruptions, caused by the ongoing pandemic.

ACCELERATING RECOVERY

To prepare for recovery, the air cargo



Chandrima Govil
Director
MKF Logistics

and logistics sectors should focus on cost optimization, process automation, and digitalisation. Improving network connectivity, fostering partnerships, and

investing in infrastructure can also help in boosting efficiency and competitiveness.

GROWTH DRIVERS

It could be the integration of advanced technologies such as Artificial Intelligence (AI), Blockchain, and the Internet of Things (IoT). Additionally, the focus on sustainability and green initiatives as well as the rapid growth of e-commerce are likely to drive growth of all sectors in the coming years.

BOTTLENECKS

The main concern are ongoing global pandemic, uncertainty around trade relations and tariffs, and rising demand for air cargo capacity. The industry must be agile and proactive in addressing these challenges in a bid to drive sustainable growth and recovery.

“Companies emphasize on sustainable logistics”

ACCELERATING RECOVERY

Logistics and air cargo firms may face challenging times ahead due to factors such as inflation, surplus freight capacity, declining spot rates, and the impact of worldwide events, all of which will reduce demand. These issues could be addressed through digitization, automation, Artificial Intelligence (AI), and cloud-based systems to streamline operations and improve supply chain visibility. As India is striving to become carbon neutral, we may be able to use technology to optimize the routes. While on technology, the loading and unloading processes are still done manually; the process is slow and difficult, but with AI, proper planning and structure, the process could become faster. Players are taking matters into their hands by launching air services in India. e-commerce players are coming up with more ways and means of optimizing logistics by launching their own flights



Zaiba Sarang
Co-founder
iThink Logistics

resolving the industry's delivery problem caused by a shortage of skilled personnel.

KEY GROWTH DRIVERS

The Union Budget 2023-24 emphasizes greener and sustainable logistics. The

As the country is striving to become carbon neutral, the companies may be able to use technology to optimize the routes

'Panchamrit' initiative sets a goal to achieve net zero carbon emissions by 2070 prioritizing environmental responsibility in the industry. The focus on promoting green growth will usher in an era of sustainable development thereby ensuring a better future for all. The government has taken the initiative to offer customs duty exemptions on machinery imported for manufacture of lithium-ion cells for batteries for Electric

Vehicles, which will encourage businesses to shift from traditional to electric fleets.

BOTTLENECKS

e-commerce growth has caused capacity constraints for logistics, warehousing facilities and higher shipping costs, while the pandemic has disrupted global supply chains. There is pressure to make the industry more sustainable and this requires investments in new technologies and practices.

Shortage of skilled manpower and infrastructure limitations pose challenges. Digitization and connectivity of logistics processes increase the risk of cyber-attacks and data breaches. Increasing costs, such as fuel prices, insurance premiums, and regulatory compliance, add further pressure. Despite these challenges, we remain dedicated to providing reliable and efficient logistics services.

“Invest in infrastructure to enhance operational efficiency”

CAUSE FOR DISTRESS

Economic and political uncertainties worldwide have led to slowing down of economic growth rates in recent times. The global economic growth rate has collapsed compared to 3.2 per cent in 2022 from 6 per cent in 2021. The growth rate in 2023 was 2.7 per cent. This has led to a negative effect on global trade and cross-border connections. Spike in fuel prices, change in consumer behaviour and high inventory levels not being met have left a crater in managing fluctuations.

ACCELERATING RECOVERY

The supply chain disruption caused by COVID has had operational and financial complications. We have identified three focus areas: digitization to ensure end-to-end visibility, rethinking operating model to identify improvement, and building an asset light network. I believe businesses must navigate through the financial and operational challenges the logistics sector

is currently facing and accord top priority to address the needs of the workforce, customers, and suppliers. Supply chain leaders can turn supply chain disruption

The air cargo policy, which seeks to make India among top five air freight markets by 2025, will be the key to advance industry growth

into meaningful change. Not only should the companies respond to the impact of COVID, but should also prepare for what comes next.

KEY GROWTH DRIVERS

To comprehend a market, a variety of



Hima Parvataneni
CEO & Director
Navata Supply Chain Solutions

factors must be evaluated. These include demographics, business cycles, and micro economic needs. The sector is driven by growth factors, including investments, dedicated consumer base, automobile, telecom, pharma, and heavy industries. The introduction of the e-Way Bill and GST eased regulatory compliance, tech

upgradation, development of logistics parks and freight corridors. Thanks to awareness campaigns, 93 per cent of logistics and related firms have adopted digital tech or are in the process to do so. This year, we saw investments in infra development for operational efficiency. Trucking, considered a manually run business in India, is combined with AI, IoT and Data Analytics to improve its performance. Enhanced use of robotics in warehouses automates laborious tasks.

BOTTLENECKS

The cargo sector is facing challenges that cause concern. Main worry is the hike in fuel prices, need for sustainable supply chains, and use of alternate modes of transport. There is need to comply with security protocols such as Advance Passenger Information System and e-way bill documentation, requiring extra data collection and transmission. These issues impact on the cost of ferrying cargo and can lead to delays in shipments.

Retention of skilled manpower is challenging

ACCELERATING RECOVERY

There is a clear rise in digital literacy, and awareness among consumers regarding the use of the various online platforms. Digitization in the logistics sector is likely to lead to a decrease in procurement and supply chain prices. However, the investment cost is high and getting the right platform is also critical. Current IT systems continue to be inflexible and dependent on legacy technologies. People across the supply chain and operations depend on the human workforce. ULIP has set the roadmap for developing an interconnected and tech-driven framework for cutting costs and improving operational efficiency in the logistics sector. The collaboration of LSP will pool in the best talent available and infra on how to improve and give the industry a better negotiating position to ensure best services at lesser cost. This will help the service



Reema Jogani
Director
Reema Transport

providers get return loads to ensure maximum use and ensuring revenue. The Indian government is spending on infrastructure such as building roads, integrated rails corridors, modern cargo facilities at logistic parks. The logistics and warehousing sectors are getting organized. The multimodal logistics

and supply chain and upcoming Block Chain revolution will change the sector.

BOTTLENECKS

All overheads for transporters have increased be it insurance, fuel, toll, tyres, vehicles, lubricants, drivers' salaries, staff salaries among others. This is coupled with depleting profit margins. An upward trend is witnessed in the cost of BSVI vehicles and we, as transporters, strive to provide low costs and high-quality service. Due to increasing overheads, they get stuck in a Catch-22 situation.

The government's initiative to streamline movement of commercial vehicles at tolls and check *nakas* leads to harassment and hurdles by transporters by various authorities. These hurdles delay the movement of goods and lead to lot of hidden costs and risks. Procurement and retention of skilled manpower is another major challenge. While the industry supports benefits of technologies, some

questions remain as to how they will pay for it and who will help implement the improvements. We understand how difficult it can be to manage these

Overheads for transporters have risen coupled with fall in profit margins. Due to this, logistics firms are in a dilemma

concerns. Outsourcing all or a portion of one's freight and business processes can provide the required expertise, people, capacity, and IT systems needed to help reduce expenses, improve visibility into the supply chain, manage the supply chain and achieve greater regulatory compliance.

Skilled manpower in air cargo, logistics required

CAUSE FOR DISTRESS?

There are several factors, post pandemic that influence an increased pressure on the cargo industry in this year and ahead. Starting from the adverse effect of the Russia-Ukraine war to higher interest rates, increased compliances/regulations and tighter margins will stress the business.

ACCELERATING RECOVERY

Offering 'better rates' or a 'rewards program' against upfront or early payments may be a viable option.

Our focus is on maintaining a strong financial position, ensuring that we have a profit and loss statement, with a healthy cash flow

KEY GROWTH DRIVERS

Software integrations—and tools to merge operational systems at both



Nomita Kothari
CEO
New Globe Logistik

ends can be a game changer. This can eliminate delays as well as manual errors leaving valuable human skills for far more productive tasks such as generating more business and recoveries. Reducing the time taken for paperwork and replacing it with technology is a direct advantage at every end. Better tracking systems would benefit clients for accurate timelines.

BOTTLENECKS

Frequent rate changes, heavy detention, and demurrage charges. Time taken for paperwork, lack of skilled manpower and the adverse demand vs supply ratio.

THE ROAD AHEAD

Despite the global distress and uncertainty, air cargo industry seems to be moving on a right growth trajectory. With investments being done in increasing freight capacity, global cargo volumes picking up slowly, technological, and infra

developments taking place worldwide, experts believe, the growth is certain in the coming years. Stakeholders are geared up to meet any future crises with strategic growth strategies and contingency plans. In the coming times, 3 C's—Collaboration, Consistency and

Connectivity—will play a crucial role in determining success, while sustainability and digital innovation will provide base for the industry to combat and survive challenges that may come. IATA stated the good news for air cargo is average yields and total revenue for 2023 remain

above what they were pre-pandemic. That should provide some relief in what is likely to be a challenging environment. There is a sense of optimism and revival is being looked at one of the focus areas, while maintaining customers' satisfaction as the main agenda. 🐦



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Building 'digital literacy' in air cargo & logistics

COVID-accelerated opportunity in innovation and digitization of air cargo processes to continue across industry. With companies globally adopting 100 per cent digital and sustainable practices, many tech start-ups have emerged in past few years, providing efficient and highly reliant tech solutions to increase appetite for automation in air cargo.



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ADVANCEMENTS, INVESTMENTS IN TECH

Sakshi Gupta, Country Manager, India, Air Logistics Group said, "The past two years were the most challenging as disruption rippled

through the supply chain, which was, by and large, dependent on manual processes across various verticals. Fortunately, we at Air Logistics Group had invested in logistics software and technology to digitize our processes and data. And when this became the need of the hour, we rose to the occasion by

bettering e-bookings, data analytics, among others, thus helping our industry to thrive and grow."

Phoram Sampat, Vice President, EKF Global Logistics averred, "We update our systems to follow industry best practices. Given how process-

driven our industry is, the crucial aspect is to ensure that our clientele are satisfied. To this end, we invest in the best software and train our staff to use it. From an infrastructure development point of view, we intend to increase the size of our storage facilities and ramp up recruitment. We are looking



at the solutions, which would reduce logistical opacity that many of the clients must face."

Priyadarshani Jain, Deputy Manager, Jet Freight Logistics Ltd. said, "The JFLL is focused to have technology advancement to give visibility to our customer and partners. The company is working to become a platform and aggregator-driven organization serving 150 countries. We are investing heavily into hiring logistics professionals and automation specialists under our business transformation plan."

CargoAi, the global tech solutions provider for air cargo sector, has made impressive investments. **Magali Beauregard Ta, CCO, CargoAi** said, "We have had several developments and launches in the past three years, including CargoMART, Cargo2ZERO and CargoCONNECT. CargoMART is

a digital marketplace for air cargo, allowing freight forwarders to link directly with airlines within seconds to facilitate the cargo booking from search, rates, booking and tracking of shipments. Cargo2ZERO is our suite of embedded sustainability features in CargoMART allowing our clients to take climate action on per booking basis. CargoCONNECT is a digital platform that connects all actors in the air cargo ecosystem, streamlining processes, saving time and money. CargoMART, is not the first one targeting the industry or its customers. What we are bringing is our new vision as CargoAi is the IT supplier for airlines and forwarders. We do not believe that providing the industry with an off the shelf application is going to solve all the required use cases. We believe that we can leverage our skillsets and unique expertise, which we have gained over the existence of CargoAi, to support the industry with customized solutions, especially



Sakshi Gupta
Country Manager, India
Air Logistics Group



Priyadarshani Jain
Deputy Manager
Jet Freight Logistics Ltd.

We at the Air Logistics Group invested in logistics software and technology to digitize our processes and data

The company is working to become a platform and aggregator-driven organization serving as many as 150 countries

in building applications as a real middleware provider. These products have solidified our position as air freight's fastest growing digital enabler, through our reputation as dual experts in technology and air cargo."

CREATING DIGITAL LITERACY

Gupta said, "The country is home to one of the largest bases of digital consumers and is digitizing quicker than other mature and emerging economies. Digital literacy is the key to make digital growth inclusive in India and position our country as a digital hub for data and Artificial Intelligence, thus inviting investments and equipping countrymen with innovation, technology skills and job opportunities."

Agreeing with Gupta, Jain said, "Digitalisation has vast scope in today's times. The day you realize you have adopted cent per cent digitalisation, something new and better will turn up. The government is promoting AI and striving to tap the younger generation to make India a leader in technology, particularly Artificial Intelligence."

FACTFILE

- Plug and Play solutions are here to stay, and the key to unlock user adoption in each freight forwarder's digital journey.
- Adaptability and acceptability are the crucial areas of concern. Cybersecurity is a vital feature to ensure functioning of technology.
- The government is promoting AI and striving to tap the younger generation to make India a leader in technology.





Sampat said, "Given that we are an SME, it is at times prohibitive to infuse capital at the scale of the much larger players. We prefer to be lean and learn techniques from PMIBOK and adapt them to our industry. We are glad the days of the pandemic are over. It is much easier to meet clients and other industry experts face to face. For networking, we rely on industry meetings, business networking groups. We must realize that India is a unique market and the needs of Small and Medium Enterprises (SMEs) in the industry are similar and often not well addressed. This is because, while the bigger players have access to better resources, it is the SMEs in our industry, which drive the entire sector forward. To this end, meeting and discussing problems with other firms, which are similarly staffed and service a similar clientele, helps in brainstorming the way forward."

Meanwhile, Magali emphasised, "Assuming that biz houses refer to freight forwarders rather than general companies, the topic of digitalisation in India is now becoming much less of a topic, rather an integral way of running business to the industry worldwide. Plug and Play solutions are here to stay, and



Phoram Sampat
Vice President,
EKF Global Logistics

Given how process-driven our industry is, the crucial aspect is to ensure that our clientele are satisfied

the key to unlock user adoption in each freight forwarder's digital journey. They are simple to use and quicker to integrate, given the experience of needing to pivot behaviour drastically during the pandemic, intuitive applications and ease of use are going to be a crucial consideration for organizations. At its core, digital adoption is about change in management, which boils down to human factors. So, while technology can be ready and quick to deploy, it is the senior management that navigate the day to day changes and makes the difference between companies, ahead of the curve or behind the curve."

CRUCIAL AREAS OF CONCERN

Technology helps to enhance supply chain productivity, reduce costs, and minimize errors. It is cheap, fast, and able to reach huge audience, but it comes with its own set of drawbacks—some feel that use of technology often disconnects or hollows out a community. "In person meetings have become passé; dependency now is on machines, which are susceptible to bugs and system failures. Also, misinformation too can be widespread using digital space thus question is how we would

differentiate between Fact and Fiction is a concern too," said Gupta.

According to Jain, "Adaptability and acceptability are the crucial areas of concern. Cybersecurity is an important salient feature to ensure smooth functioning of technology. Behind every growth story there are disruptions. These thoughts are some of the concerns that come up, while deploying technology," she added.

While India is rapidly moving towards digitalisation, its adoption is still a challenge, felt Sampat. "There are certain processes, which require a paper trail such as KYC documents, audit documents, among others. Connectivity, while it is excellent in metropolitan cities, is not completely seamless across the country. Admittedly, the digital divide is being bridged, thanks to India having the cheapest data in the world. But is this sustainable? Most mobile phone providers in India have either exited the market, acquired or have gone bankrupt. Currently, we have two major players and one smaller one in the industry, if we do not count state-owned Mahanagar Telephone Nigam Ltd., and Bharat Sanchar Nigam Ltd., whose market share

is negligible. At some point, they will not bleed cash and raise the internet tariff. But by then, the addiction will have set in and difficult to wean it away. While technology should be welcomed, over-dependence must be avoided. Technology brings with it issues such as data security and theft, connectivity outages, infrastructure costs and the like. It has advantages such as IoT, AI, Blockchain, among others to ease pain points. Every company needs to assess its needs and requirements and deploy technology based on its current bottom line, growth plans, and prospects," she stressed.

Magali said, "Now that digitalisation has set in to the air cargo industry, we need to work together in our projects to ensure we do not create fragmented data. We add value when we act as middleware by aggregating and working towards the standardization of carrier data that we receive, which we can then redistribute to the forwarders or system providers. This can be through our application and through our various integration solutions. Acting as the industry enabler with regards to this, the connected ecosystem is something a vision that we believe in and a mission that drives us. As a complement to Plug and Play, solution customization will remain essential. Organizations have digitalized at different velocities in air freight and adopted different solutions for their own needs. This fragmented landscape will reduce, but not disappear overnight, and, therefore, will not aid in the industry progressing forward together, as it will be a barrier to collaboration. CargoAi recognizes that customization to different solutions currently in existence is necessary to enable a truly connected ecosystem, while keeping in mind that they still result in intuitive processes enabling quick adoption, and this is how we plan on leveraging our strengths and skillset this year."

FUTURE PROJECTIONS

Magali said, "We are launching 'Embargo,' in March. Not only will it be focused on developing new features and capabilities for existing solutions to further improve the logistics process for our clients, but also will be

committed to maintain the sustainable growth and stability that we have achieved so far. We have proven that CargoAi is able to deliver products and technology at a fast pace, and we are externalizing those skills to customized projects to our customers' (airlines or freight forwarders) needs. We are also launching a breakthrough product in February this year. CargoWALLET is the latest payment solution for air cargo with supply chain financing capabilities, allowing freight forwarders to make payments for their air cargo shipments within CargoMART. CargoWALLET will radically change the way air cargo is processed, and it will be packed with the same user-friendly features that our existing users complement. In summary, we will keep innovating and expanding our reach, making sure that CargoAi continues to be one of airfreight's leading digital enablers."

Gupta said, "ALG as a group has extended its footprints across the globe in more than 81 countries and India. We recommend our airline partners to reach out to tier II cities—where there is a need for passenger connectivity and support the indigenous industries there with air freight solutions, especially the perishable sector."

Jain said, "We are known in the industry for our ability to innovate solutions based



Magali Beauregard Ta
CCO
CargoAi

We are launching 'Embargo,' in March to focus on developing new features to further improve the logistics resilience

on our customers' requirements. We have ventured in courier business under brand JETXPS where the company will focus on e-commerce and small-sized shipment movements globally. The ops will be based on digitalisation, and we are open to franchises who are technology driven in synchronisation with our systems so that the end user can track their orders."

Sampat said, "Given the burgeoning size of the trade and India being earmarked as a 'China+1' alternative in various industries' supply chain plans, we envisage expanding to other cities with sea, air, or major rail connectivity. Recently, there has been a major infra push in India. This means better linkage for industries, which export from the hinterland. We understand, there is news floating around of a major push by the Indian Railways to aid the logistics sector by tying up India Post."

"While this program 'Rail Post Gati Shakti' is limited to a few cities and is aimed at the end consumer, we need to see if we can leverage that to increase our presence across the country to service our clients better. Imagine a manufacturer in Jharkhand wishing to export his commodity to the USA—this would mean better margin for him or her and better connectivity and speed with which we can service our clients," she added. 🙌



Embracing equity and diversity in aviation biz

At BLR Airport, our market initiatives have been diverse. We have always approached every task at hand with a 360-degree integrated marketing plan. One of the projects that reflects this is the creation of BLR Cargo brand, says **Shalini Rao**, Chief Marketing Officer, BIAL.



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Tell us about your journey as a marketing professional – how different are things today compared to when you had started out?

My professional journey began in the early '90s when Indian markets were going through a period of transformation and change. Several international brands were making an entry and the fast-moving consumer products industry was where all the action was. It was an exciting time, and I had the pleasure of working on several brand and product launches. Captain Cook, Saffola, and Gillette were the brands I worked on, and I was a key stakeholder in the launch of Pedigree in the Indian market. The trajectory changed after I joined McKinsey & Company where I began working across multiple industries. Handling global marketing at the Taj Group and working on digital transformation, customer centric thinking and relaunching the loyalty portfolio, is what I fall back on even today. There are several similarities between hospitality and the current



Shalini Rao
Chief Marketing Officer
BIAL

At BIAL, we launched an initiative called B Included which aims at fostering a culture of inclusivity and diversity in our workplace

role I play at BIAL. In 2019, just a few months after I joined BIAL the entire world came to a standstill because of Covid-19. And in the strangest possible way every single tenet of marketing that I had learnt in my early days came alive after so many years. One had to fall back on the basics; get insights, understand how people are feeling, respond to their needs and reassure them and of course engage with them even though they aren't in the Airport. The one big change from the early days and now is the visibility level of everything we do. The age of social media, quick responses and reactions, makes the going a lot more challenging today. I am a quintessential marketer at heart and that early training is the lens through which I view my professional delivery even today.

The role of airports today is getting redefined, and we've witnessed how BLR Airport is evolving and has done things differently in the past two-three years. How has marketing played a key role in this?

In any business, marketing increasingly plays the role of integration. It provides

that one wrapper or string, which brings the entire intent and delivery story together. Likewise in the airport business, marketing has a significant impact on the brand reputation and the way the airport is perceived by its various stakeholders. At BLR Airport, our marketing initiatives have been diverse. Whether it is the aero business or non-aero business, we have always approached every task at hand with a 360-degree integrated marketing plan. One of the projects that reflects this is the creation of a brand like BLR Cargo.

Covid-19 reiterated the importance of the cargo business and that's why the organisation decided to create an independent identity for it under the BLR Airport brand. This approach has helped our cargo business' market position and how people perceive our cargo brand. The business has had several achievements over the years and getting the status of becoming the number one airport in handling perishables, just further strengthens the brand offering and helped us consolidate our image in the market.



Storytelling is an integral part of our marketing approach and we've told many stories about our cargo business. For example, with our Valentine's Day rose story (narrated by an actual farmer who has been our partner for many years) we showcased how we handle millions of roses during the busiest time of the year for the flower industry. Our expertise and commitment to excellence was the premise of our story through which we spoke about the transport and handling of these perishable products which resulted in a 14 per cent increase in rose shipments compared to last year.

Speaking about BLR Airport being the No.1 Airport for perishables, how have you been communicating to the world about this and further strengthening your position? What role has marketing played in this?

At BLRAirport, handling perishable cargo is one of the core expertise. To spread awareness of our cargo capabilities, we have employed various communication channels, including digital and print media, events and exhibitions, and collaborations with industry experts. The end-user experience is what matters to us a lot and hence our communication is always focused on this.

Apart from the print ads, and social media posts that we periodically create, films are informative sources of communication. Our films on BLR Cargo and The Rose Farmer (both available to watch on our YouTube channel) showcase our cargo business and what

role we play in the supply chain. These videos serve as an educational tool to highlight our processes, infrastructure, and team that contributes to our ability to handle approximately 104 packages every minute at our airport. When we tell these stories, it reiterates our strength and position as the No. 1 Airport for perishables. Through various marketing initiatives, we have been able to raise awareness about our cargo capabilities and reach out to potential partners and customers in new and innovative ways. Fundamentally, marketing works with the business team to put together stories about the strategic initiatives and pillars that we have.



FACTFILE

→ At BLR Airport, handling perishable cargo is one of the core expertise. To spread awareness of our cargo capabilities, we have employed various communication channels, including digital and print media, events and exhibitions, and collaborations with industry experts.

Tell us about BLR Cargo... why was there a need to create an exclusive brand for a business that's part of the larger airport business?

As a dedicated cargo business of Bangalore International Airport Limited (BIAL), BLR Cargo was created to give a unique identity to our cargo business within the larger airport business. This move has helped us showcase our strengths and capabilities to potential customers, partners, and stakeholders, and has contributed to our position as a leading cargo airport.

It was also important for us to call out the Cargo business and give it the due space and focus it deserved. The end-users and the people we are speaking to are entirely different. This is what makes the Airport business extremely interesting because it is a business of businesses and Cargo was one such business that needed to be called out and focused on as a brand.

In CY 2021, BLR Airport handled over 400,000 metric tonnes of cargo, marking an impressive 29 per cent growth over the previous year. Cargo volumes in 2022 were 412,668 metric tonnes, the highest tonnage handled since Airport Opening Day (AOD). Our state-of-the-art infrastructure and strategic location in South India have made us the preferred choice for shippers of perishable goods,





pharmaceuticals, e-commerce, and other time-sensitive cargo.

The need to create a brand identity for BLR Cargo was apparent, given the increased demand for cargo transportation. With its unique branding, BLR Cargo has been successful in showcasing its capabilities, further strengthening its position as a leading cargo airport.

COVID did teach businesses a lot. It wasn't the best of times, but also a big learning phase... what were your learnings and how differently did you approach communications?

The period of Covid-19 pandemic was a time of reflection and learning for businesses worldwide, and we at BLR Airport were no exception. During this time, we focused on finding new ways to deliver our communication in response to rapidly changing circumstances. For us, Covid was a time to step back and reflect on how we could do things differently. As an airport, it was crucial to communicate important information to our passengers at every step of their journey, from arrival to departure. We had to adapt our communication strategies to ensure that passengers felt safe and informed both before and during their travel.

We also realised that creating awareness about air travel was essential during this time. We had to communicate how we were addressing the challenges posed by the pandemic and the measures we had implemented to ensure the safety

At BLR Airport, our marketing initiatives have been diverse. Whether it is the aero business or non-aero business, we have always approached every task at hand with a 360-degree integrated marketing plan

of our passengers and staff. Similarly, our cargo business played a vital role in supporting the global supply chain during the pandemic. We had to adapt our communication strategies to create awareness about the importance of cargo transportation and how we were addressing the challenges posed by the pandemic.

The entire airport ecosystem worked together to ensure a safe experience for passengers at BLR Airport. In May 2020, we introduced a contactless journey to minimize surface contact and exposure. Advanced digital thermal screening, RTPCR testing, and strict protocols were implemented for contact tracing, quarantine, and isolation. We also had round the clock sanitization and fumigation, with over 700 hand sanitizing points within the terminal.

Overall, our communication approach during the pandemic was dynamic and largely focused on sharing relevant information, providing reassurance, and staying engaged so that we could adapt to what we heard. We learned to be more agile and responsive to the needs of our customers and passengers, and we will continue to apply these lessons as we move forward.

As a woman leader and someone who keeps reinventing and looking at things through a fresh lens, what do you have to say to those who look up to you as a role model?

My mantra is to stay curious and open-minded, and never forget that the

customer comes first. Coming from a retail and hospitality background has ensured that I have a customer centric approach towards all stakeholders (internal and external). I am a firm believer in continuous learning, reinventing oneself and approaching things with a fresh perspective, and I believe this applies to human beings as well as brands and entities. What I would like to say to those on the growth path and aspiring to leadership is – define your brand, identify its key tenets, build it and stay true to it. This way you will not create any dissonance when people interact with you. This is my definition of authenticity, be true to your brand (your personal brand)!

What do you have to say about the Women's Day theme this year - 'Embracing Equity'?

The Women's Day theme 'Embracing Equity' is a powerful and timely reminder of the need for greater inclusivity and gender equality in all areas of life. At BIAL, we fully embrace this theme and believe that it is our collective responsibility to create a workplace where everyone is treated with respect and dignity, regardless of their gender or any other inequities.

We have launched an initiative called 'B Included', which aims at fostering a culture of inclusion and diversity in our workplace. The initiative is designed to make all our employees feel comfortable and included. We are committed to providing equal opportunities for all and to creating a workplace where everyone can thrive and succeed.

I believe that embracing equity is not just the right thing to do, but it is also good for business. Companies that are diverse and inclusive tend to be more innovative, more competitive, and better able to attract and retain top talent.

To me personally, embracing equity means celebrating difference and accepting that one size does not fit all. It is about being sensitive to each individual's needs and modifying behaviour and actions accordingly. 🐦

LogicBox 3 'E's for success:

E

fficiency
xcellence
xecution

To meet and comprehend the logistics market and consumers needs and expectations, Logicbox regularly conducts research and development programs. This practise aids the company in acknowledging and comprehending the needs and wants of the clients. The ever-changing consumer preferences and buying patterns demand increased attention and thereby, Team Logicbox is constantly prepared to meet the rising demand. We focus on '3E factor' which is - (Efficiency, Excellence, and Execution). We are concentrating on providing cost-effective, transparent, and highly resilient end-to-end transportation and warehousing supply chain solutions to our loyal clients. LogicBox has aligned its business operations with Government's Vision of becoming global cargo hub in the coming years. The Indian logistics sector is anticipated to increase at a pace of 9-10% annually, according to the ICRA study, and infrastructure expenditure has received significant support. India's ranking increased in the most recent report released by the World Bank Logistics Performance Index (LPI).

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'FTAs to boost exports, promote bilateral trade'

Jeena & Company having recently started business operations in Australia, is focusing on strengthening relationships with agents and customers. The company is focusing towards other markets such as USA, Canada and other parts of the globe, says **Ayesha Katgara, Head, Corporate Strategy, Jeena & Company.**



Ritika Arora Bhola

What, according to you, will be the major growth drivers this year and beyond?

Logistics industry has been progressing at a rapid pace. With the Union Budget 2023-2024 focusing on improving India's infrastructure through various policies, building dedicated freight corridors, reviving airports, helipads, water aero drones, and advanced landing grounds. These include efficient logistics not only to improve regional multimodal connectivity, but also the FTAs signed between India and other countries to boost the country's exports, promote bilateral trade, one of the major growth drivers for the sector.

What are the emerging trends in the sector globally and what are the areas that need attention?

Customer demand for real-time data: Of late, customer demands have changed, and expectations are on real-time data, and therefore, service providers across the globe are working towards meeting this demand.

Supply chain agility & automation:

This is something the logistics sector is striving for. The more agile our supply



Ayesha Katgara
Head, Corporate Strategy
Jeena & Company

At Jeena and Co., we are working to optimize our operations and solutions to offer the best service experience to our customers

chains are, the better equipped we would be to face any disruption. This can be achieved through automation and digitization. With advancements in technology, there will always be something new to adopt and leverage the sector to be at par with other industries. Internet of Things and advanced analytics are crucial for customers.

Sustainability: The industry has laid emphasis on sustainability in a big way. Across the globe, many green initiatives have been undertaken or are in the pipeline to reduce carbon footprint.

How important has it become for the companies to design the future supply chains, which are cost-effective and resilient?

The pandemic has taught us how important it is to design resilient supply chains. Post-pandemic, it has become important for companies to equip themselves in such a way that they are able to cater to the evolving customer needs and sustain the disruption in an efficient manner. At Jeena and Co., we are continuously working to optimize our operations and solutions to offer the best service experience to our customers. With a centralized pricing

team and network of agents, we monitor minute economical changes that put us in a position to make quick decisions based on the prevailing market conditions. It is important to add 123 years of logistics experience and with various ISO 9001 /27001, AEO, CTPAT & FCPA certifications under our belt, being one of the largest customs brokers in India and being top IATA 10 national forwarders, we shall continue to be at an advantageous position to leverage our internal expertise with 1,000 logistics architects.

How do you think PM Gati Shakti and NLP will impact logistics sector and improve the trade?

The Indian government's latest initiatives are poised to impact the logistics sector. Both the policies focus on enhancing infra and bridging the existing gaps in the current ecosystem. Logistics is otherwise highly fragmented and, through these policies it is certain we would notice some improvement in efficiency and efficacy. If the existing logistical challenges are mitigated, domestic and global trade will improve. Interestingly, Jeena has ventured into multimodal logistics jointly with Standard Multimodal and we see a potential in coastal shipping, if the

infrastructural developments take place as planned.

How would you rate infra in India for multimodal cargo movement. Is it good enough or there is there need to improve?

The infrastructure in India has room for improvement and I am bullish about the government's plans to improve India's infra to facilitate multimodal connectivity across India. Being a multimodal service provider, we come across challenges due to the existing bottlenecks in the infra development. However, if the government initiatives are implemented, we will see a difference in multimodal cargo movement. The 29.2 km long Coastal Road, an eight-lane grade separated expressway under construction, would run along Mumbai's western coastline connecting Marine Lines in the south to Kandivali in the north and The Mumbai Trans Harbour Link, also known as the Sewri-Nhava Sheva Trans Harbour Link, which is an under-construction 21.8 km six-lane access-controlled expressway grade road bridge will connect Mumbai with Navi Mumbai. These projects pose a future for multimodal cargo movement.

What's your reaction on the Union Budget 2023-2024?

The Union Budget 2023-2024 laid out plans with regards to improving India's infrastructure. There has been emphasis on a 'green growth' strategy prioritizing green fuel, energy adoption and best practices to reduce carbon footprint,



while creating green job avenues for the youth. It is great to see India moving firmly towards sustainability and walking hand in hand with other developed nations. The indirect tax proposals, simplified tax structure and proposals to reduce basic customs duty on goods other than agriculture and textile would boost India's exports, promote domestic manufacturing, and enhance the nation's contribution to the world's exports scenario.

Seamless on-time delivery has forced the firms to join forces with ecosystem partners. How challenging has it become for LSPs to meet customers' needs?

There is a huge advantage in collaborating with ecosystem partners as it lets us leverage each other's strengths. Considering the bottlenecks in the Indian market, the LSPs can meet the

customers' expectations by harnessing collaborations. There would be one or the other challenges, how we mitigate those is what empowers LSPs. For us, meeting or exceeding our customers' expectations is an organizational goal we consistently pursue is important.

Elaborate on the global best strategies you are planning to infuse in Jeena for efficiency in business and network enhancement?

1. We are able to achieve a single-dashboard view is a go-to objective for us by streamlining our processes.
2. Collaborating with digital freight forwarders is something that we are looking at in order to expand our network and providing express delivery will also be a key
3. 3PL and Warehousing is a field we shall grow and our upcoming 1.10 lakh sq.ft., space in Mumbai will take us towards this goal
4. We are focusing on Jeena Criticare with Pharma, healthcare and critical logistics, which is growing everyday.

Tell us about the innovations done by your company?

We have adopted the best in class technology and cut down usage of paper and channelized our customers towards adopting digital options. With our expansion in Australia, we hope to contribute to the interim ECTA signed between India and Australia and make a difference to the bilateral trade. 🇮🇳

FACTFILE

→ Collaborating with digital freight forwarders is something that we are looking at in order to expand our network and providing express delivery will also be an important initiative.



Collaboration essential to reduce logistics cost

Logistics industry supports new IT skills offering amazing level of tracking and tracing solutions for specialized products, mainly life science and perishables, says **Swapnali Kurali, Business Processes and Organisation Manager, Indian Subcontinent, Dachser India**. Planned GDP growth, EoDB and IT advances are also key growth drivers, she adds.



CT Bureau

How do you foresee the future of logistics and air cargo industry in the coming years?

India's air cargo industry has grown steadily, and the importance of logistics has taken centre stage for its role in the economic development of the country. It was proven to be affordable solution for industries such as life sciences and healthcare, automotive and other time-sensitive products. More air freight processes are being automated, and airports, airlines, forwarders, and ground handlers are working together to integrate the processes to save time and reduce logistics costs.

The new IT capacities offer a phenomenal level of tracking and tracing for specialized products, mainly life science and perishable industries. With the current developments accorded by the Indian government in New Logistics Policy (NLP), the country will, undoubtedly, be at the top of the global air freight growth rankings in the coming years, with higher efficiency resulting from improved processes supported by IT.



Swapnali Kurali
Business Processes and Organisation Manager,
Indian Subcontinent, Dachser India

The company has been a frontrunner in the sector to install new digital channels for the flow of data that accompanies the goods

What will be the key growth drivers in the future?

The key growth drivers are planned GDP growth, ease of doing business (EoDB) and the IT developments to achieve YOY growth targets we have set for ourselves. Digitalisation has made rapid inroads; it has helped every aspect of the supply chain process and will impact logistics in the coming years. Thus, real-time data, and real-time data analysis, for example, will become increasingly important in the future. Dachser has been a frontrunner in the sector to install new digital channels for the data flows that accompany the flows of goods. This has resulted in many new innovations and new understanding of networks and how to manage them. It provides integrated digital concepts to raise the bar for quality and productivity. The rising demand for environmentally friendly products will have an impact on the demand supply model. As a result, organizations must take sustainability seriously than ever before, launch initiatives aimed at reducing carbon emissions and protecting the environment.

What are crucial areas of concern?

When it comes to the Indian subcontinent, the industry is impeded by a lack of proper infrastructure in many areas. However, the importance of infrastructure is well understood, and thus we see a development projects that are supported by the region's governing bodies, covering the expansion of key airports and establishment of infra in tier II and III cities. One of the issues that needs to be addressed is talent readiness. Organizations must be prepared with trained personnel to take part in this

ongoing digital drive; frequently the lack of appropriate talent and untrained personnel slows down the pace of development. We must find sustainable solutions to complex problems, as the demand for environmentally friendly processes will increase from here.

- Dachser implemented initiatives to achieve its long-term goal of net zero emissions through efficiency, innovation, and inclusive responsibility
- We reduced paper consumption through the continuous digitalisation of document handling
- We promote renewable energies by purchasing green electricity and investing in new facilities to generate renewable electricity
- Dachser is quadrupling its own generation of green electricity from photovoltaic systems to over 20,000 kWp capacity by 2025. In addition, Dachser intends to source cent per cent green electricity for all its branches worldwide from 2022 onwards

The govt has allocated ₹74,000 crores for improving infra. Including PMGS and NLP, how do you think it will boost logistics growth?

The investment will aid in the development of better infra and multimodal connectivity with airports, ports, and railways, making the supply chain efficient. The PMGS and the NLP will fuel growth and provide the much-needed tailwind. These initiatives are focused on seamlessly connecting the airports and seaports to the industrial areas and result in savings for exporters and importers, thereby making us more competitive in the global marketplace. 🐦



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📍 MUMBAI

📍 BANGALORE

📍 DELHI



Export growth in commodity groups in January 2023

Sl. No.	Commodities	(Values in million US\$)		% Change JAN'23
		JAN'22	JAN'23	

Commodity groups exhibiting positive growth

1	Electronic Goods	1359.25	2114.15	55.54
2	Oil Meals	101.95	151.79	48.89
3	Oil seeds	92.20	114.15	23.81
4	Iron Ore	229.86	278.14	21.00
5	Rice	826.23	981.58	18.80
6	Fruits & Vegetables	236.51	270.98	14.57
7	Cashew	37.99	41.92	10.34
8	Tobacco	64.94	71.05	9.41
9	Ceramic products & glassware	282.67	305.98	8.25
10	Petroleum Products	4579.63	4946.63	8.01
11	Marine Products	550.12	586.51	6.61
12	Other cereals	120.06	124.77	3.92
13	Spices	268.72	278.91	3.79
14	Tea	58.50	60.70	3.76

Commodity groups exhibiting negative growth

12	Cotton Yarn/Fabs./made-ups, Handloom Products etc..	1388.94	869.26	-37.42
13	Jute Mfg. including Floor Covering	46.83	30.85	-34.12
14	Plastic & Linoleum	844.27	584.12	-30.81
15	Carpet	144.59	104.95	-27.42
16	Coffee	92.26	69.83	-24.31
17	Man-made Yarn/Fabs./made-ups etc.	503.01	396.77	-21.12
18	Gems & Jewellery	3243.04	2617.80	-19.28
19	Mica, Coal & Other Ores, Minerals including processed minerals	430.75	365.62	-15.12
20	Meat, dairy & poultry products	347.41	301.32	-13.27
21	Engineering Goods	9321.27	8408.17	-9.80
22	Handicrafts excl. hand made carpet	176.03	161.95	-8.00
23	Leather & leather products	400.35	378.06	-5.57
24	Organic & Inorganic Chemicals	2510.06	2395.29	-4.57
25	Cereal preparations & miscellaneous processed items	205.47	197.76	-3.75
26	RMG of all Textiles	1546.82	1492.98	-3.48
27	Drugs & Pharmaceuticals	2046.44	1992.82	-2.62

(Source: Ministry of Commerce & Industry, Government of India)

www.cargotalk.in

Import growth in commodity groups in January 2023

Sl. No.	Commodities	(Values in million US\$)		% Change
		JAN'22	JAN'23	JAN'23

Commodity groups exhibiting positive growth

1	Newsprint	20.40	47.70	133.82
2	Project goods	182.86	409.25	123.81
3	Iron & Steel	1810.69	2222.05	22.72
4	Professional instrument, Optical goods, etc.	455.06	554.54	21.86
5	Petroleum, Crude & products	12354.77	14672.58	18.76
6	Pulp and Waste paper	187.41	222.24	18.58
7	Transport equipment	1559.78	1762.79	13.02
8	Vegetable Oil	1855.47	2001.15	7.85
9	Wood & Wood products	563.72	605.72	7.45
10	Textile yarn Fabric, made-up articles	204.86	207.68	1.38
11	Machine tools	396.31	401.56	1.32
12	Coal, Coke & Briquettes, etc.	2602.27	2616.74	0.56
13	Artificial resins, plastic materials, etc.	1765.80	1768.31	0.14

Commodity groups exhibiting negative growth

14	Silver	635.15	113.98	-82.05
15	Gold	2383.49	697.03	-70.76
16	Sulphur & Unroasted Iron Pyrites	59.98	21.33	-64.44
17	Pearls, precious & Semi-precious stones	2294.98	1614.43	-29.65
18	Cotton Raw & Waste	35.81	28.83	-19.49
19	Electronic goods	7634.82	6218.74	-18.55
20	Metaliferrous ores & other minerals	894.45	731.92	-18.17
21	Organic & Inorganic Chemicals	2668.69	2253.57	-15.56
22	Non-ferrous metals	1828.13	1566.03	-14.34
23	Dyeing/tanning/colouring materials	346.82	311.29	-10.24
24	Fruits & vegetables	245.99	227.41	-7.55
25	Medicinal & Pharmaceutical products	700.00	653.76	-6.61
26	Leather & leather products	80.51	75.25	-6.53
27	Chemical material & products	933.08	887.56	-4.88
28	Machinery, electrical & non-electrical	4031.69	3931.29	-2.49
29	Pulses	217.88	214.44	-1.58
30	Fertilisers, Crude & manufactured	1589.64	1572.19	-1.10

(Source: Ministry of Commerce & Industry, Government of India)

Tech, AI & ERP: key logistics game changers

Our Government's Initiatives are propelling the Logistic sector towards matching international standards. Streamlining processes and reduction of costs will attract more investment in the sector. In the past 10 years the logistics industry has become more organized, and is improving & redefining with every year, says **Kruti Jobanputra, Director, JW Ventures**.



CT Bureau

How is business shaping up for Indian warehousing industry in the new normal? What are the key growth drivers?

Warehousing in India is in the process of continuous transformation. There is a growing demand for better quality of storage solutions. The industry can benefit from increased use of technology due to the fast-growing Indian economy throughout various sectors, especially FMCG products.

The key growth drivers for the organized logistics industry are:

- 1) Continuous growth of the Indian economy
- 2) Shift from unorganized to organized players
- 3) Minimal government regulation
- 4) Introduction of tech technology such as AI and ERP systems
- 5) Improvement of the transportation infrastructure

Do you think PMGS and NLP initiatives can boost the logistics and warehousing sector? How will these boost multimodal infra and connectivity?

Government initiatives like these will propel the Indian logistics sector towards the international standard. The goal of streamlining processes and reducing costs will attract more investment in the sector. These policies provide recognition to the industry as an important pillar of the economy.

1. Logistics can create large employment opportunities. Introduction of courses



Kruti Jobanputra
Director
JW Ventures

Our Group is working to provide customised logistics solutions to our customers in Delhi, Mumbai and Bengaluru

on supply chain and logistics across education systems will help boost employment and address the current manpower issues

2. With the new policies, we will be able to create an efficient system that is able to generate employment and reduce wastage

How would you rate logistics infra for cargo handling, storage, and transportation. Do you think it needs improvement?

India is a growing economy. Logistics has largely been an 'unorganized' and 'unrecognized' sector. As the economy has grown, the industry has become more organized and recognized, but there is still a long way to go. Over the years, there has been an improvement on the transportation front. Port and inland infrastructure have grown and improved. There needs to be more training and education towards cargo handling. The industry requires

large investments and capital to further expand growing needs.

Elaborate on the JW Group's expansion plans?

Our Group is working towards providing customised logistics solutions from container freight stations, cold storage, 3PL warehousing, transportation to pan-India services such as labelling, re-packing, sorting, breakbulk to semi-contract manufacturing for our customers in Mumbai, Bengaluru, Delhi among others.

The past two to three years saw a warehousing shift towards tier II and III cities. What are the significant factors supporting the shift?

COVID played a role in encouraging companies in redefining supply chain strategies to reduce their time to market.

- The increase in consumption and rising disposable income has increased demand all throughout the country
- Improvement of connectivity, and technology has played a key role



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Now, India favourite investment destination

Worldwide Flight Services (WFS) is all set to operate a cargo terminal at BLR Airport. The ground handler's current focus is to ensure its success and a smooth transition of operations before embarking on a large-scale rehabilitation and enhancement of the facilities and capacity expansion, says **Anupama Kachhap, Head, Commercial.**



Ritika Arora Bhola

You have been associated with air cargo and logistics sector since the past 20 years. How has the journey been?

Exciting. The cargo industry is the most dynamic and important industries and in the past two decades, I have been a witness to the rollercoaster ride the industry has gone through in terms of growth and challenges. The journey has been fantastic with immense learning and personal growth, while working with premium carriers and global leaders in aviation logistics services.

What are the major transformations you have observed in the air cargo sector since the time you stepped in. Do you think the industry is ready for a revolution?

The air cargo industry has come a long way since the beginning of



Anupama Kachhap
Head
Commercial, WFS

this millennium, specifically in terms of aircraft capability and efficiency. The enhancement of airport cargo infrastructure, digitalisation, special focus on premium cargoes such as pharmaceuticals, and, of course, the 24x7 for 365 days focus on safety and security as well as the drive for greater sustainability. There are some significant and positive developments in all these areas. I don't feel we need a revolution, but we need constant evolution, and I would say the pace of improvements and implementations is accelerating, which will benefit all stakeholders.

What were the major challenges you faced in your career of 20 years?

One major challenge previously was simply the lack of women working in the cargo and logistics sector—the entire operating structure, the facilities, everything seemed to have been designed in a way that did not expect

women to be a part of the workplace. As a woman, one is concerned about individual safety and security, especially when you talk about working in shifts, transportation issues for night shifts, basic health, hygiene, and facilities issues at terminals. But I am glad to see the situation has been getting better and we are seeing a positive transformation, which again, is gaining in momentum. In terms of the role and opportunities for women in the cargo industry, we are in a much better position now from what we were 20 years ago, and I expect to continue to see more progress.

With increased foreign participation, do you think India has the potential to become an investment destination?

India has become one of the favourite investment destinations over the years owing to its status as one of the fastest growing economies in the world, its

large and growing consumer market, and abundant pool of people skills and talent. WFS is proud to be entering the aviation market in India through our partnership at Bangalore airport and we are making a strong commitment to important market. Our current focus is to ensure the success of our project at Bengaluru and a smooth transition of operations before we embark on a large-scale rehabilitation and enhancement of the facilities and capacity expansion.

How, according to you, are things shaping up in the new normal post pandemic? How was 2020 for WFS?

The pandemic caused a paradigm shift in the aviation industry, disrupting the growth trajectory of the passenger market. While demand for freighter space for vital shipments of PPE and vaccines soared, passenger airlines had to refocus their business models to remain viable, resulting in the emergence of cargo-only passenger aircraft ops. Cargo's role throughout the pandemic increased its importance to most combination carriers. The demand vs capacity was highly imbalanced in the past few years, but it is now coming back to normal with most carriers back to their pre-COVID schedules and capacities. Last year was challenging for WFS as it was for everyone globally. But as the global leader in air cargo handling and having shown agility to adapt to the shifting operating models of our airline clients, WFS was able to leverage its strengths and capabilities to emerge stronger than ever from the pandemic with an expanded operating footprint, increased volumes, revenues, and profitability.

As per IATA, the industry is under distress and recovery will take 3-4 years. What could be the potential reasons for this distress?

Economic, geopolitical, or environmental disruptions have impacted the industry on many occasions in the past, and we have experienced the impact of a global health risk. Currently, the conflict in Russia-Ukraine is contributing to inflation, higher interest rates and higher energy costs; this on top of the financial legacy of COVID. Hopefully, the industry recovery will come at a much



faster rate than IATA has forecast. This is an important and resilient industry, critical to the success of so many other industries, and I am confident in its long-term future.

Tell us about the recent advancements and investments done by WFS in infra and tech?

As a company serving 300 customers at 160 airports in 18 countries on five continents, WFS is seeking opportunities to hike productivity and efficiency, and to lessen our industry's impact on the planet, alongside our priority of safety and security. This apart, WFS is investing in new cargo terminals in Europe, Scandinavia, and North America, including the first new cargo terminal to be built at New York JFK in 20 years. We are embracing digitization faster pace. For example, CargoKiosks, reduce truck handling times, new warehouse management systems, and a new maintenance solution to ensure that our large fleet of equipment can achieve optimal utilization to support our customers' service requirements.

In May 2022, WFS launched 'Our Sustainable Flight Path' to steer the next level of its Environmental, Social and Government strategy and support the responsible growth of its global airport and aviation services ops. This currently includes building sustainability solutions into new-build cargo terminals to the implementation of LED lighting in warehouse ops, the introduction of 1,000

electric ramp and warehouse vehicles and the introduction of biodegradable plastics to wrap airfreight pallets. We are collecting annual data in most countries on energy, waste, and water consumption, seeking 'greener' energy suppliers, reusing equipment, extending the lifecycles of equipment, and carbon footprint tracking. Solar panels are fitted at some WFS locations and trials of electronic ground support equipment and hydrogen-powered vehicles are ongoing. WFS is participating in 'green' projects at airports where it operates.

WFS will come up with a terminal at BIAL. Enlarge on the cargo ops, ground handling, and infra?

WFS will operate a cargo terminal facility at India's third largest cargo hub in Bangalore (BLR) in a JV with BIAL. WFS will be the exclusive operator of BLR's cold chain facility. Our operation in Bengaluru represents WFS' first foray into cargo handling in India. As the market leader in global air cargo handling ops, WFS looks forward to adding value to Indian air cargo ops by leveraging its world class operating practices, ensuring better efficiency, and driving productivity to align with the India's National Air Cargo Policy and related ambitions. WFS will deliver the highest global standards for safety, security, and excellence, supported by investments in expanding BLR Cargo's infra. WFS' partnership will be extended to BLR Airport, underpinned by a focus on service in all that we do. 🐦

As the global leader in air cargo handling and having shown agility to adapt to the shifting operating models of our clients, WFS was able to leverage its strengths and capabilities to emerge stronger than ever before

Cost-effective logistics tech to assist MSMEs

In the coming years, the logistics sector must be made 100 per cent digitalized, agile, multifunctional, spread across geographies, and truly open, says, **Sharmila H. Amin, MD, South Asia India, Bertling Logistics India**. She stresses on need to reduce technology and logistics cost, which are higher presently.



Ritika Arora Bhola

How do you foresee the future of logistics and air cargo industry?

The sector is critical for India's economic growth as it connects various elements of the economy comprising transportation, air cargo, warehousing, and other supply-chain solutions ranging from suppliers to customers. The logistics and air cargo markets are large and projected to grow sustainably over the next five years. The future of logistics will certainly be digitized, but also agile, multifunctional, spread across geographies, among others. That is exactly what the global economy needs.

What, according to you, are the key growth drivers?

In my view among the many growth drivers, these four are significant:

a) Customer expectation and demand: Quality products and services drive this in any business, particularly so in our industry.

b) Growth of e-commerce: e-commerce has been successful in providing freight companies and customers options that fuel the growth of its economy. It has influenced the success of every transportation business and continues to be the lead growth driver in the industry. The e-commerce growth will be significant for all freight and retail companies

c) Globalization: Globalization is the result of rapid expansion of companies worldwide, technological integration in infrastructure of companies, proliferation of different products, and logistics cost pressures. Different trends that are being harnessed by globalization and the industry will be complicated by its rapid growth



Sharmila H. Amin
MD, South Asia India
Bertling Logistics India

The boost that PMGS and the NLP receive with heavy infra spending is tremendous. It will enhance growth and efficiency



d) Cloud: Cloud-based ops have simplified supply chain management from small-scale to comprehensive businesses. It refines control and visibility in the supply chain. It is a powerful solution as supply chain involves big data to operate efficient management and tracking. It has made small to medium sized companies compete in the industry without any hassle of on-premises servers and applications. In addition, companies are upgrading services such as cloud-based solutions, which enable customers to use various options and functionalities they need to order from multi-channel services.

The crucial areas of concern include:

a) Cost savings: Critical to this are the fuel prices as they account for most of the increase in transportation costs. Increased fuel prices impose an additional surcharge on customers, increasing the total shipping cost or freight charge for products, affecting revenue, and earnings when fuel prices fall.

b) Enhancing business procedures and processes: Keeping up with new advances in business procedures is another

challenge. As new opportunities arise, it is in the best interest to adapt and adopt these changes to improve service and operational efficiency.

c) Govt regulations: Logistics companies should adhere to stringent laws set by federal, state, and local governments. Transportation legislation and security measures differ from region to region, and educating all company staff about these guidelines can be a burden. These laws constrain the scope and autonomy of logistics firms and their ability to seek alternative viable options and prospects.

d) Technological barriers: The cost of logistics technology is relatively high, with only the largest logistics organizations able to afford top-notch technology.

How to do you think PMGS and NLP will boost growth?

Logistics firms are the backbone of every industry in a country. Whether it is agriculture, manufacturing, or simply moving things, it is hard to imagine an economy without adequate logistics and transportation. Logistics play a critical role in promoting trade and ensuring smooth operations. The boost that PM Gati Shakti National Masterplan and the National Logistics Policy receive with heavy infrastructure spending is tremendous. It will boost growth and efficiency. The PMGS, a ₹100 lakh crore national infrastructure master plan, will lay the foundation for holistic infrastructure and lay an integrated pathway to our economy. A single platform was launched for ministries to monitor the progress of various infrastructure projects under this plan.

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3PL Warehousing and Supply Chain



Customs Clearance



Criticare Logistics



Door 2 Door Logistics



Project Logistics



‘Automated systems to improve efficiency’

We are building a Sea-Air Corridor to facilitate faster movement of cargo by different modes of transport. Truck congestion outside airports is a major issue in North America and Asia Pacific, while in the Middle East adhering to regulatory compliance is a challenge. Cybersecurity needs attention, says **Donna Mullins, VP, Kale Info Solutions, USA.**



Ritika Arora Bhola

How do you ensure tech-enabled solutions and visibility, reliability, and efficiency to all the stakeholders involved in cross-border supply chain?

Our enterprise and community solutions offer complete automation and digitization of cargo operations by linking multiple stakeholders along the air cargo value chain. They enable seamless cargo movement and facilitation of electronic communication between pertinent stakeholders including customs, redefining, and



Donna Mullins
Vice President
Kale Info Solutions, USA

consolidating operations. Our platforms are used by importers, exporters, forwarders, customs brokers, cargo ground handlers, airlines, freight stations, customs, chambers of commerce, and transporters. They have several fulfilment mechanisms, including a web portal, system-to-system integration, and bureau service. Most Cargo Community System across the world are neutral. Their parentage is either carriers or airports or forwarder networks so there is an inherent conflict of interest. However, Kale's solutions have a neutral platform so there is no conflict of interest.

Share your advanced digital strategies to help customers take control of their supply chains and build maximum resilience to avoid business disruptions?

During COVID, when business continuity seemed a distant dream, our solutions—Cargo Community System and point solutions—were seen as a saviour. To empower them, we offered free trial of our PING solution for generation of electronic air waybills for air cargo that boosted the market confidence worldwide, enabling users to survive the most difficult times. Our PING product will be a game changer for the new EU

ICS 2.0 as it will enable stakeholders to share transportation data in an upstream manner for timely submission of the details to various governments—for export FFM and import ICS.

Throw light on the key bottlenecks involved when it comes to deploying technology in different markets?

Bottlenecks and challenges vary from region to region. For example, truck congestion outside airports is a major issue in North America and Asia-Pacific region, while in the Middle East adhering to regulatory compliance is a challenge. Also, in most markets improving efficiency and productivity is of importance, and nowadays, along with addressing truck congestion, airports are keenly looking at automated systems to make the ecosystem automated and seamless. This brings environmental and economic benefits to the air cargo community.

While strategizing technology deployment, we look for areas where a mundane process can be automated, and human effort can be saved. Importantly, we look at the larger impact of automating the process. Another is to consider the landscape analysis. For example, in one of our projects in the Middle East, we are building a Sea-Air Corridor to facilitate faster cargo movement by different modes of transport. This will fast-track the operations and regularize the cargo movement.

Tell us about your recent advancements and investments done in technology and logistics sector?

We have developed North America's First Airport Cargo Community System (ACS) at Atlanta Airport (ATL), which is the busiest and most efficient airport in the world and the best in North America. The Atlanta airport is the economic jewel of Georgia, generating US\$34.8 billion in economic impact for metropolitan Atlanta and providing more than 63,000 jobs onsite, thus making it the state's largest employer. Congestion flare-ups at Hartsfield-Jackson Atlanta International delaying air cargo shipments, underscore the broader USA challenge serving up



higher transportation costs to shippers in addition to steeper fuel prices and higher trucking rates. The delays add up to wait time surcharges and, in some cases, storage expenses tacked on to steep transportation bills that can disrupt logistics budgets.

Average truck waiting time is four to eight hours and with the ACS the time is reduced to less than one hour. About 25 per cent of trucks return empty handed without picking up the cargo due to lack of shipment information visibility. This trend also saw significant reduction with the introduction the ACS.

Talking about this year, we see it is full of opportunities for those who inspire customer confidence. The outlook for the year is positive regarding fundamental trends such as digitalisation and sustainability. The year will not require a fundamental change in strategy but continue to drive measures underway and maintain a forward-looking willingness to learn.

Elaborate about your major expansion plans and projects in pipeline?

Currently, we have signed with the important airports, such as Chicago Rockford, Philadelphia, and several others in North America. Apart from that, we are developing critical solutions for the Anchorage airport. Our international footprint is expanding rapidly and so is our team size.

Nowadays, airports are keenly looking at automated systems to make the ecosystem automated and seamless. This brings environmental and economic benefits to the air cargo community

Could you explain about the global best techniques and strategies you plan to infuse into the company ops for efficiency in business and network enhancement?

Empathy is a core value, and our company is built upon that. With a looming recession, we see a tough time and a slowdown in the market conditions. However, we are learning to evolve with our survival tactics.

How do you ensure supply chain ops and excellent customer service keeping in mind competitive pricing, safety, and quality of products?

If we empathize with our customers and understand their pain points, then we can achieve 100 per cent results. Some of our key clients include Atlanta International Airport and Chicago Rockford Airport for our Cargo Community System in North America. That apart, our software solutions are actively engaging in 100 airports globally.

What are the crucial areas that need immediate attention?

Cybersecurity is an aspect that must be addressed. Infusing sustainable operations is of importance, too. New customers are approaching us to improve their operational capabilities with any of these aspects. Efficiency improvement is looked at as a vital parameter. If a logistics IT solutions provider can address any of these areas, then they would survive well—Kale is here to do just that. 🐾

FACTFILE

→ We have signed with airports such as Chicago Rockford, Philadelphia, and many others in North America. This apart, we are developing critical solutions for Anchorage airport.

NIA cargo hub to boost efficiency and linkage

Cargo holds potential with govt's thrust on infra development. The proposal to increase the capital investment outlay by 33 per cent to ₹ 10 lakh crore in the Union Budget 2023-24, reassures the prominence of building infra to reinforce the country's position in the global supply chain map, says **Kiran Jain, COO, Noida International Airport**.



Ritika Arora Bhola

Cargo markets may come under pressure in 2023, states IATA. What could be the potential reasons for this distress?

Owing to economic uncertainties, IATA forecast continued pressure on cargo volumes this year. The COVID impact coupled with the uncertain economic recovery worldwide continues to linger. Also, we struggle with various regulations, high costs, inconsistent policies, inefficient infra, lack of supportive cargo aviation ecosystem, and a value chain where the rewards of connecting the world are not evenly distributed. However, the resilience shown by the industry has been the hallmark, especially post-COVID. We remain optimistic for the year ahead given the financial recovery in India and Southeast Asia, and we are certain the cargo segment will continue to contribute to this growth with India taking over as a global research, development, and manufacturing hub.



Kiran Jain
COO
Noida International Airport

Suggest ways for air cargo and logistics sectors to accelerate recovery in the coming years?

Despite the economic uncertainties, there are many reasons to be optimistic about 2023. Lower oil price inflation and increasing demand will help to keep rising costs in check as the strong growth trend continues. Reports suggest airlines are expected to witness profitability in 2023. Cargo in India holds huge potential with the government's thrust on infrastructure development. The budgetary proposal to increase the capital investment outlay by 33 per cent to ₹10 lakh crore, reassures the prominence of building infrastructure that will reinforce India's position in the global supply chain map. The Noida International Airport (NIA) will reduce pain points in the cargo ecosystem with an MMCH comprising an Integrated Cargo Terminal and Integrated Warehousing and Logistics Zone. This logistics zone will offer a transshipment centre and warehouse zone for freight forwarders

and integrators. The MMCH will provide transportation facilities to support road-to-road, road-to-air, and air-to-road movement. Overall, the infra at the MMCH is focused on efficiency, scalability, seamless process flows and common digital infrastructure.

The government's focus on making the cargo and logistic sectors efficient will drive growth and create a multi-fold economic benefit for all. The NLP announcement was a step in this direction. The reduction of GST on freight charges to 5 per cent from the prevailing 18 per cent on freight charges would give an additional boost. All such measures, initiated by the government, will benefit the shippers, and reduce the overall logistics/freight costs.

Digital innovation, collaboration, and e-commerce can transform the sector. What will be the important growth drivers?

Airports are working towards digitalisation—the launch of dedicated apps (Changi, Incheon, Schiphol, Heathrow, Frankfurt, Munich, Zurich, or Copenhagen airports) and covering key areas where digitalisation has the greatest impact: operations, security, passengers, and retail. Digital innovations will transform the sector by improving speed, efficiency, and productivity. Digitalisation on air freight took place much later than that on the passenger's side. The experience of functioning during COVID has shown digital solutions can increase efficiency of the business operational processes.





The MMCH will integrate a digital solution to simplify the documentation flow and end-to-end live tracking of shipments at the NIA through the e-Freight system, which is a global standard for paperless clearance and support of air cargo transportation, recommended by the IATA. With an Integrated Warehouse Logistics Zone at NIA, e-commerce, and other freight forwarders will have breathing space to help in the growth of the sector in India. For air cargo to flourish, cargo operators, airlines, and freight forwarders adopted a few innovative ways and means. Best practises that work for the country could well be implemented. For instance, Amazon in the USA has been selling their space to integrators such as DHL to keep their freighters operating at full capacity. Similar collaborations should be done in India.

MAIN CAUSES

The government in conjunction with the cargo and logistics stakeholders has introduced measures to support the industry. However, there are challenges that persist:

- Availability of adequate infrastructure at air cargo terminals in India
- Slower movement from manual processes to digital processes, a hindrance in cargo-related activities
- Lack of transparent coordination between stakeholders within the logistics/cargo industry
- Support for startups/SMEs to be involved in cargo and logistics.
- Government policies encouraging international trade and commerce do not always filter down. So, a movement towards educating the trader, and the farmer would be beneficial

Could you elaborate on global best techniques you are planning to infuse into NIA's operations for efficiency in business and network enhancement?

At NIA, we will leverage digital technologies to solve supply chain complexities

- By automating labour-intensive operations and allowing decision-making at various points in the lifecycle
- An end-to-end digital platform will promote efficiency, enhance data accuracy, and boost efficiency in business and network enhancement
- Automation will enable choosing the best delivery method, carrier, and schedule, while taking time, speed, priority, and other factors into account
- Liquid and solid waste management through proper segregation
- All GSE fleet will be electrically powered
- Use of sustainable products in operations
- End-to-end live tracking of cargo/shipments
- We will encourage a MMCH design that follows a straight line approach in terms of space and processes, allowing the goods to move from the trucks to the aircraft belly and vice versa in the least amount of time

Share with us your expansion plans and projects in pipeline?

To provide air cargo and logistics infra for catchment area of NIA, Yamuna International Airport Pvt Ltd (YIAPL) has invested in infra comprising integrated facilities to create differentiated offerings and build a thriving ecosystem of products and services and transform the industry. The NIA has awarded a concession for MMCH to Air India SATS.

With an Integrated Warehouse Logistics Zone at NIA, e-commerce, and other freight forwarders will have breathing space to help in the growth of the sector in the country

FACTFILE

→ YIAPL has invested in infra comprising integrated facilities to create differentiated offerings and build a thriving ecosystem of products and services and transform the industry.

→ NIA has awarded a concession for MMCH to Air India SATS. Spanning across 80 acres of land, the upcoming MMCH will provide quick, and intermodal connectivity to and from India.

Spanning across 80 acres of land, the upcoming MMCH will provide quick, and intermodal connectivity to and from India. The cargo and logistics infrastructure and ecosystem will cater to a differentiated catchment and several upcoming industrial clusters in NCR and Uttar Pradesh, creating a cargo gateway for Northern India. The NIA will feature modern and efficient facilities at the multimodal cargo hub. These include:

- Airside with dedicated freighter apron and transshipment centre
- Warehouse Zone for freight forwarders, integrators, supporting built-up units with airside access
- Logistics hub to support road-to-road, road-to-air, and air-to-road movement
- A trucking centre, in each case, is supported with an overlapping layer of technology and process excellence to provide best-in-class facilities, infrastructure, and processes

NIA and Air India SATS aim to build Smart & Connected cargo facilities leveraging Internet of Things, Artificial Intelligence and Machine Learning tech. We intend to implement some of them at MMCH, these include advanced technologies to measure cargo shipments and vision based non-intrusive technology to detect package movement and count.

Air India SATS will also bring SATS Tracer solution, which is an easy to use web-based platform providing real-time tracking services for special shipments and their Cargo App, providing flight status, shipment location, delivery order status among others on mobile devices thereby digitizing and integrating the air cargo supply chain. Once the cool port is developed at MMCH, Air India SATS will implement its Pharma Tag solution for end-to-end temperature tracking of sensitive pharma shipments from shipper warehouse to the aircraft.

Overall, the infrastructure at NIA's MMCH is focused on efficiency, scalability, seamless process flows as well as common digital infrastructure and systems. 📍

'Still many barriers to overcome in air cargo'

The logistics and supply chain industry has been considered a male-dominated bastion for a long time. However, there has been a realization of the importance of gender diversity even in the most gender-biased societies and communities, including this industry.

This realisation has come a long way since the time when I worked in the cargo and logistics business at Swissair 40 years ago. Our Swiss Manager wanted to have women in the cargo department, and we were among the first airlines to have women on the ramp and working across shifts in Mumbai. It was a time when we did not have separate restrooms for women, the insides of cupboards had female model pinups, I had to drive old Bedford trucks within airport areas and women had to wear skirts instead of trousers, which was inconvenient for their work requirements.

Manual work was prevalent during that time, which involved breaking cargo manually, using torches at night to read labels, and working in all kinds of weather. As a woman working under the aircraft, I had to lift heavy sills of MD-11 aircraft

Male managers resisted promotions for women as they felt it was not a woman's job, and we had to prove our competence continuously

to prove my worthiness of being on the ramp duty, while no male was asked to do so. Male managers resisted promotions for women as they felt that it was not a woman's job, and we had to prove our



competence continuously. However, I was fortunate to have great support from my family, especially my mother and husband. They encouraged me to pursue my career, and my husband willingly took over parenting chores of a three-month old infant when I had to be away.

Working up from the grass-root level has helped me gain experience in various aspects of freight and logistics. This is very valuable even now when as a Business Coach in this industry, I partner with organizations in the logistics and e-commerce sector and help them take their businesses to the next level. My journey has been challenging but rewarding and never boring. The many risks, such as moving into business strategy and coaching in a male-dominated area of this industry, have been worth it. Although the logistics and supply chain industry has come a long way, acceptance of women in leadership roles is still challenging. Even today, women coaches are sometimes introduced as trainers or teachers, which does not do justice to their field of work and contribution to the organization. T

his is slowly changing, and some organizations are accepting women in leadership roles without bias. Technological advancements have helped level the playing field across genders. Automation, AI, social media marketing, and robotics have opened up opportunities for women to excel in this industry.

Although there have been improvements, there are still many barriers that women need to overcome in this industry. The major challenge is the male mindset, especially in India, where women have to prove themselves constantly. We are assertive and not aggressive when we speak our mind. We are not timid or ineffective if we are quietly going about our job as examples. Women need to be supported by their families to grow and make a successful career, just like men. Training and skill development are critical to helping women find an equal place at work, get equal pay and opportunities, as well as respect and recognition. A women-friendly work environment is

necessary to help women excel in this industry. Nose to the grindstone, ready to face challenges on an everyday basis, confidence, and willingness to grow your skillset will guarantee great success in our industry. After all, is not that what comes naturally to us?



Kavita Iyer
Mentor-Coach
Aahana Solutions

(The views expressed are solely of the author. The publication may or may not subscribe to the same.)



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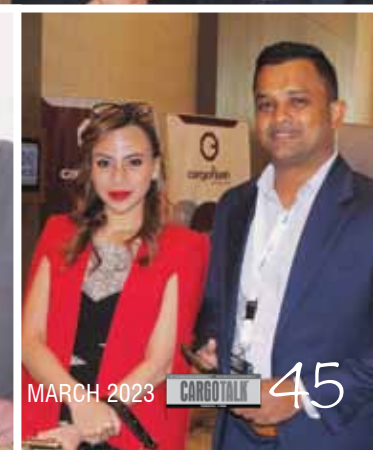
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- Tank Containers and many more...



Air cargo experts converge on Abu Dhabi

The World Cargo Summit 2023, held in Yas Island, Abu Dhabi saw the participation of more than 400 delegates from the air cargo industry across the world. Majority of the attendees were upbeat about the current air cargo scenario. The focus of the event is about embracing opportunities and challenges.





Cross-border security vital for moving cargo

Ananya Singh, Co-founder, My Skills Academy, a unit of Indus Group Company highlights removal of trade barriers and implementation of FTAs facilitating growth of international trade and creating more opportunities for Indian logistics companies due to which growth is certain.



Ritika Arora Bhola

How do you see the logistics sectoral graph moving in the coming years?

With the expansion of the e-commerce sector, there has been demand for fast and reliable delivery services, which has led to a surge in air cargo and logistics services. The Indian government has launched several initiatives to boost the logistics industry, such as the implementation of the GST and the National Logistics Policy, which aim to streamline supply chain ops and reduce transportation costs. The development of new airports and expansion of existing ones in India may increase air cargo capacity and improve the sector's efficiency. Furthermore, adoption of new technologies such as Blockchain, AI, and the IoT is likely to drive innovation and improve the overall efficiency and transparency of logistics operations.

What, as per you, will be the key growth drivers?

Globalization: The increasing interconnectedness of the world economy has resulted in the growth of global trade, which requires efficient and reliable logistics services to transport goods across the borders.

Infrastructure development:

The development of transportation infrastructure such as airports, seaports, and highways is not only crucial for the growth of international logistics, but also enables the smooth flow of goods across the borders.



Ananya Singh
Co-founder
My Skills Academy

The development of infra such as airports, seaports, and highways is crucial for the growth of international logistics



Trade liberalization: The removal of trade barriers and the implementation of Free Trade Agreements (FTAs) have facilitated the growth of international trade, creating more opportunities for logistics companies.

Consumer demand: The changing preferences of consumers such as the demand for eco-friendly and sustainable products have created new opportunities for logistics providers to offer specialized services. Overall, these drivers are expected to continue to shape the growth of the international logistics industry in the coming years, creating new opportunities and challenges for logistics providers.

What are the crucial areas of concern?

Regulatory compliance: The complex and constantly changing regulations governing global trade and transportation create challenges for logistics providers, particularly with regards to customs clearance, documentation, and compliance with trade and transport-related regulations.

Infrastructure limitations:

Inadequate transportation infrastructure, particularly in emerging markets, can lead to delays and increased costs, making it difficult to provide reliable and efficient international logistics services.

Security: The movement of goods across the borders is vulnerable to security threats that can result in significant losses for logistics providers and their clients.

Supply chain visibility: Lack of visibility and transparency in the supply chain can make it difficult to track shipments and identify potential disruptions, resulting in delays and increased costs.

Cost pressures: International logistics can be expensive due to factors such as the transportation costs, customs duties, and taxes pressurizing logistics providers to maintain margins.

Sustainability: The environmental impact of logistics operations, particularly with regards to carbon emissions and waste, is a growing concern for logistics providers and their customers. To address this challenge requires significant investment in new technologies and processes.

Govt has allocated ₹ 74,000 crores for improving logistics infra. How do you think it will boost growth?

The allocation of ₹ 74,000 crores by the Indian government to improve logistics infrastructure is expected to have a positive impact on the growth of the logistics industry in India. 🐦

Luncheon meet for ACCD members

Air Cargo Club of Delhi (ACCD) recently organised a luncheon for its members at the Radisson Blu Plaza, Mahipalpur, New Delhi. Addressing the members, guest speaker Ritu Choudhary gave a keynote address on the subject 'Building the brand called You.' ACCD members and other industry stakeholders participated.



AMTOI's logistics policy seminar

Association of Multimodal Transport Operators of India (AMTOI) organised a Seminar on 'National Logistics Policy and Its Impact on International Logistics' at India Habitat Centre, New Delhi. Industry experts including freight forwarders, shipping, MSMEs, NVOCC, LCL consolidator and banker, attended. The event concluded with a cocktail dinner.



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FFFAI highlights taxes, airport, customs issues

Organizing its 12th Executive Meeting in Ahmedabad, FFFAI focused on major policy recommendations, EODB and laid emphasis on training and development in logistics sector. The meeting was attended by the office-bearers of the federation and representatives from 30 member associations across the country.



CT Bureau

Focusing on various issues such as customs, taxes, CBLR, EDI, Port & Shipping, Costal/Inland Waterways, ICDS and airports, Federation of Freight Forwarders' Associations in India (FFFAI) held its 12th Executive Committee (EC) Meeting in Ahmedabad recently. Hosted by Ahmedabad Customs Brokers' Association, the meeting was attended by the office-bearers of the federation and representatives from 30 member associations across the country.

Majority of policy recommendations were made to highlight for customs trade facilitation measures under ease of doing business (EoDB), infrastructure

development and digital transaction. Emphasis was laid on training and development in logistics sector, for which the initiatives shall be carried by the FFFAI-Indian Institute of Freight Forwarders (FFFAI-IIF) with e-learning introduction and FIATA Diploma courses.

Samir J Shah, Advisor FFFAI gave a presentation on 'Business Continuity Planning' on Best Practices norms for the benefits of the members on how to cope with future challenges.

Shankar Shinde, Chairman, FFFAI highlighted the initiatives of International Customs Day dedicated theme by World Customs Organization (WCO) in Brussels 2023 on 'Nurturing the next generation:



Shankar Shinde being felicitated by ACBA for taking over the IFCBA Chairmanship

promoting a culture of knowledge-sharing and professional pride in Customs." This is a theme close to the heart of IFCBA and its members around the world—customs experts and practitioners. "FFFAI will be happy to take this forward to benefit the

trade members to professionalize the logistics industry," said Shinde. He pointed out that the recommendations made to the Ministries, government departments and stakeholders will be helpful to the trade in reducing cost as well as dwell time.



DBCA President Puneet Jain along with DCBA being felicitated for completing 50 years



BCBA being felicitated for being conferred with WCO Certificate of Merit

Logistics summit conference opened

Confederation of Indian Industry (CII) held 13th edition of Logistics Summit-2023 at Pragati Maidan, New Delhi. President of India Draupadi Murmu went through the exhibition. Sumita Dawra, Special Secretary, Logistics Division, Department for Promotion of Industry, and Internal Trade, Commerce Ministry was the Chief Guest of the CII summit.



NLDSL 7th Logistics Stakeholders meet

NICDC Logistics Data Services Limited (NLDSL) organized 7th Logistics Stakeholders Meet under Chairmanship of Sumita Dawra, Special Secretary, Logistics Division, DPIIT on 24 February 2023 at The Park, Vizag. During the meet, NLDSL discussed the achievements and future roadmap of LDB and showcased ULIP's value proposition to the stakeholders.



ACAAI unites airlines & agents at gala night

Air Cargo Agents Association of India, (ACAAI) Southern Region hosted 'Airlines Night' on 24 February 2023 at Chennai. The glittering get-together was attended by 30 airlines, GSA representatives and 70 IATA cargo agents and others. Giving the welcome address, ACAAI Chairman Dinesh Krishnan highlighted the relationship between airlines and cargo agents.



Qatar Airways Cargo, Inomad unite to enhance digital efficiency



Qatar Airways Cargo has partnered with iNOMAD, a Korea-based cutting-edge air cargo platform, to enable better connectivity for one of the airline's major customers in South Korea, Woosung Air and also help the airline increase its footprint in South Korea as SMEs operating with Woosung Air will be able to compare Qatar Airways Cargo's offerings on the iNOMAD portal. Woosung Air is a prominent consolidator in South Korea and one of the top customers of Qatar Airways Cargo. Guillaume Halleux, Chief Officer Cargo, Qatar Airways said, "Digital transformation is high on our agenda as part of our VISION 2027 and Next Generation Strategy. The integration and partnership with iNOMAD brings multiple benefits to our customers in South Korea such as enhanced visibility of our capacity, rates as well as real time confirmation of their shipments. Customers can benefit from instant access to these features at their fingertips and that is the huge advantage digitalisation brings in."

Allcargo Logistics to acquire 90% stake in Madanahatti Logistics

Allcargo Logistics has entered into a securities purchase agreement (SPA) with BRE Asia Urban Holdings to acquire 90 per cent equity share capital and optionally convertible debentures (OCDs) of Madanahatti Logistics and Industrial Parks. Madanahatti Logistics and Industrial Parks was incorporated on 6 December 2018. It is engaged in the warehousing leasing and management business. The company reported a turnover of ₹3.05 crore for the financial year ended 31 March 2022. The company stated that the acquisition aligns with real estate business being demerged into TransIndia Realty & Logistics Parks and is a strategic fit with future plans. The company will acquire 5,40,000 shares or 90% of the equity shareholding of Madanahatti Logistics for a cash consideration of ₹6.36 crore and 1,07,78,147 Class A OCDs for ₹17.60 crore.



Event Talk 2023

MARCH

► Future of Logistics & Supply Chain Summit & Awards

Date: 15 March 2023
Venue: Le Meridien, New Delhi, India
Timings: 9:00 am-6:00 pm

► Annual Conference on Airports in India

Date: 15-16 March 2023
Venue: Le Meridien, New Delhi
Timings: 9:00 am-6:00 pm

► CAPA India Aviation Summit

Date: 20-22 March 2023
Venue: Hyatt Regency, New Delhi
Timings: 8:30 am-6:30 pm

► Transport India Expo

Date: 27-29 March 2023
Venue: Pragati Maidan, New Delhi
Timings: 9:00 am-6:00 pm and 9:00 am-4:00 pm

APRIL

► High-speed Rail India Conclave

Date: 5 April 2023
Venue: Le Meridien New Delhi, New Delhi, India
Timings: 09:00 am-06:00 pm

► World Cargo Symposium

Date: 25-27 April 2023
Venue: Istanbul, Türkiye
Timings: 10:00 am onwards

MAY

► India Logistics and Warehousing Ecosystem Summit & Awards

Date: 13 May 2023
Venue: Courtyard by Marriott Mumbai International Airport, Mumbai
Timings: 9:00 am-6:00 pm

► Logistics & Warehousing Show

Date: 19-21 May 2023
Venue: Sector 34 Fair Ground, Chandigarh, India
Timings: 10:00 am-6:00 pm

JUNE

► Warehouse & Supply Chain Leadership Awards

Date: 2 June 2023
Venue: Holiday Inn Mumbai International Airport, Mumbai
Timings: 9:00 am-6:00 pm

► Annual SCM Pharma Summit

Date: 8-9 June 2023
Venue: Hotel Sahara Star, Mumbai, India
Timings: 9:00 am-6:00 pm

► India Warehousing Show

Date: 14-16 June 2023
Venue: Pragati Maidan, New Delhi, India
Timings: 10:00 am-6:00 pm

SEPTEMBER

► Food Logistics India

Date: 7-9 September 2023
Venue: Bombay Exhibition Centre (BEC), Mumbai
Timings: 10:00 am-6:00 pm / 10:00 am-4:00 pm /

► Transport Logistic and Air Cargo Southeast Asia

Date: 13-15 September 2023
Venue: Marina Bay Sands, Singapore
Timings: 10:00 am onwards

► Express Logistics & Supply Chain Conclave

Date: 14-15 September 2023
Venue: Taj Lands End, Mumbai
Timings: 9:00 am-6:00 pm

For more information contact: cargotalk@ddpl.com

The dates shown on the annual event calendar are subject to change. Please refer to EventTalk in [CARGOTALK](#) to track the changes in dates

CJ DARCL LOGISTICS joins forces with Netradyne

Netradyne, a SaaS leader in AI, and CJ Darcl Logistics Ltd have joined forces to provide advanced fleet safety solutions. It provides fleet of 1,000 vehicles of CJ Darcl with AI-enabled embedded safety tech, helping it to improve fleet operational performance and



driver behavior. By deploying Netradyne's Driver•I system, CJ Darcl Logistics boosts fleet management and builds upon affordable services. Durgadutt Nedungadi, VP, Netradyne, said, "We are thrilled to partner with CJ Darcl Logistics, and will deliver our AI-based safety technology."

MoU signed with UP to develop MMLPs

Welspun One Logistics Parks (WOLP) has signed a pact with the Uttar Pradesh government to set up warehousing facilities and logistics parks in the state worth ₹ 2,000 crore. The agreement was signed at the UP Global Investors' Summit 2023 in the state capital Lucknow. Uttar Pradesh is aiming to be a US\$1 trillion economy, and the logistics and warehousing sector has been identified a priority sector to help achieve this target. "The WOLP seeks to utilize the state government and private land parcels in Lucknow for construction of Grade A warehouse facilities and logistics parks. WOLP would invest ₹ 2,000 crore in Uttar Pradesh with the support of the association," the company stated in a statement.



BOEING plans logistics centre in India

Boeing is planning to set up a new logistics centre in India as it is seeking to expand its presence and announced the launch of its Global Support Centre. The GSC in India will provide customised operational efficiency and safety improvement projects for its airline customers, civil aviation regulatory bodies and other industry stakeholders. Besides, new lo-



gistics centre will cater to customers. The GSC will conduct technical workshops and projects to support aircraft reliability, enhance airplane performance, and encourage the adoption of Airplane Health Management systems. The centre will conduct flight operations symposiums and engineering seminars.

BOBBA GROUP opens 75k sq.ft. warehouse in Bengaluru



Bobba Group inaugurated its new 75000 square foot tech enabled warehouse facility located at Sonnappanahalli, Bellary Road in Bengaluru. The newly launched Bobba Logistics warehouse is a sprawling 75,000-square-foot, state-of-the-art facility with temperature monitoring technology. The warehouse has a cold storage with a 600 pallet capacity, 8 docking stations and remote monitoring system. It has a complete provision to manage end-to-end supply chain needs, including newer strategies like micro-fulfilment. V. S. Bobba, Managing Director, Bobba Group said "The opening of our new warehouse is a significant milestone for the Bobba group. The warehouse is a tech enabled multi story warehousing facility that will help companies reduce their transportation costs and improve their delivery time. Our warehouse is strategically located near the city center to ensure quicker deliveries to multiple locations." The warehouse is strategically located along NH 44, 12 kilometres from Bengaluru International Airport and 25 kilometres from Bengaluru's City center (MG Road).



DCBA holds free eye check-up camp for drivers at ICD

Delhi Customs Brokers' Association (DCBA) along with Rotary Club of Vaishali and Icare Eye Hospital, Noida organized a free eye check-up camp and distribution of spectacles free of cost for valid driving license holders at the transport building of ICD TKD, New Delhi, from 14-16 February 2023. The eye check-up camp was concluded with 200 drivers of various transport/logistics companies availing of this facility. Commenting on this welfare program for the larger interest of the EXIM trade and logistics industry, Puneet Jain, President, DCBA said, "Our association will accelerate the growth of the EXIM trade supported by seamless transport and logistics."

AISATS to build multimodal cargo hub at NIA

Air India SATS Airport Services Private Limited (AISATS) has been selected by Yamuna International Airport Private Limited to Design, Build, Finance and Operate an Integrated Multimodal Cargo Hub (MMCH) in 87 acres at the upcoming Noida International Airport (NIA) in Jewar, UP. The MMCH will be equipped with unmatched connectivity options, and integrated process-driven systems to cater to the burgeoning logistic demand of the country. AISATS received the 'Letter of Award' at the UP Global Investors Summit. Sanjay Gupta, CEO, AISATS said, "Air cargo plays a vital role. India's focus to become the manufacturing hub will depend on efficient logistic management to attain global competitiveness. We are aiming to develop world-class infra to deliver a seamless cargo experience. Following the huge growth potential owing to multimodal connectivity, we are certain the MMCH will redefine cargo warehousing in India."



CHITTOOR, Sadashivpet and Lucknow to get MMLPs

Hyderabad-based real estate developer, Laxmi Nivasam Developers has officially announced the launch of Laxmi Logistics Parks (LLPs) across India beginning from Chittoor, Sadashivpet and Lucknow. This marks the brand's foray into the warehousing and logistics business. The LLPs will be building 6.75 lakh sq. ft warehousing space across 30 acres. Built with an investment of ₹150 crore, the LLPs are a one-stop solution for Flipkart, Amazon, P&G, among others. Rajendra Prasad Samundarpally, Chairman and Founder, Laxmi Nivasam Developers, said, "With a view to make the common man an owner in our company, we have started offering monthly rental incomes. Our properties are lavish and affordable for everyone."

TN gets Grade A warehouse for hazardous goods



Snowman Logistics opens its first-ever A-Grade dry warehouse for the chemical industry in Shoolagiri, Tamil Nadu. This is the company's first venture into the chemicals business and first step into storing and distributing hazardous chemicals. Snowman Logistics will work with BDP UGL Global Logistics (I) Pvt. Ltd and will soon extend to other chemicals. The facility is situated in Horizon Industrial Parks Pvt. Ltd. and is 50,000 sq. ft. of warehouse space.

BLR records 26% cargo growth in fiscal year 2022-23

The Kempegowda International Airport, Bengaluru (BLR Airport) recorded its highest-ever cargo tonnage in 2022-23. The BLR processed an all-time high tonnage for a fiscal year since AOD of 411,513 MT of cargo, recording a growth of 26 per cent. Global cargo recorded a 31.1 per cent growth, 271,988MT processed, compared to 207,518 MT in FY 2021. Perishable cargo has been one of the major growth drivers for BLR Airport; it accounts for 31 per cent of India's total perishable shipments. BLR Airport processed 39,518 MT of cargo in October 2021—the highest ever for a month since AOD. Global cargo processed (imports and exports) was the highest in October 2021, accounting for 25,695 MT. It achieved a record by gaining 13 per cent of India's air cargo market share.



EKART to offer customised warehousing services Pan India

Ekart will now make its warehouses across the country available to brands, manufacturers, retailers, and SMEs as a part of its vision to become a fourth-party logistics (4PL) player in the country. The initiative will enable brands of all sizes, manufacturers, and retailers from across industries to leverage



Ekart's technologically-advanced fulfilment centres for flexible, affordable, and scalable inventory storage solutions. The end-to-end warehousing services by Ekart will include ready-to-use best-in-class warehousing space, order management, integrated logistics and inventory management, further helping brands scale their business.

LUFTHANSA CARGO offers temp tracking for perishables

Lufthansa Cargo has launched a new service that provides real-time tracking of the location and temperature of perishables. The new service was launched along with Sensitech and Lobster Logistics Cloud and utilizes sensors and GPS to monitor the location and



temperature of fresh produce during air and land transport. Oliver Blum, Head, airmail, courier, and perishable handling, said, "We are pleased we have been able to develop another technical innovation in fresh produce logistics together with our partners Sensitech and Lobster Logistics Cloud."

EVERTS AIR CARGO expands fleet, converts MD-88SF

Everts Air Cargo is expanding its fleet with the conversion of an MD-88SF into a freighter configuration through Aeronautical Engineers Inc. The aircraft will commence conversion in March 2023 with modification touch labor being performed by Dothan, Alabama-based, Commercial Jet, an authorised AEI Conversion Center. Everts will use the freighter to accommodate fleet expansion plans. The AEI MD-88SF can carry 12 88" x 108" containers/pallets. Everts Air Cargo is the sister company of Everts Air Alaska and serves customers residing in larger Alaskan cities and small villages in remote locations. It's business is transporting freight and mail, as well as the movement of oversized freight.



IATA: air cargo sees 8% dip in 2022

IATA released data for global air freight markets showing that 2022 full-year demand for air cargo took a significant step back from 2021 levels but was close to 2019 performance. Global full-year demand in 2022, measured in cargo tonne-kilometers (CTKs), was down 8.0 per cent compared with 2021 (—8.2 per cent for global operations). Compared with 2019,



it was down 1.6 per cent,. Capacity in 2022, measured in available cargo tonne-kilometers (ACTKs), was 3.0% above 2021 (+4.5 for global operations). Compared with 2019 (pre-COVID) levels, capacity declined 8.2 per cent (—9.0 per cent for international operations). December saw a softening in performance.

AIR CANADA CARGO, EMIRATES SKYCARGO sign pact to expand network



Air Canada Cargo and Emirates SkyCargo signed a MoU to deliver benefits to air freight customers across the world. The MoU, which builds on the airlines' strategic commercial partnership announced last year, was signed at Emirates Headquarters in Dubai by Nabil Sultan, Emirates Divisional Senior VP, Cargo and Matthieu Casey, MD Commercial, Air Canada Cargo. SkyCargo will have access to over 60 cities in Canada and more than 150 cities across five continents.

GLOBALIX cleared to start cargo flights

Global Crossing Airlines Group (GlobalX) has received approval from the US Federal Aviation Administration for cargo operations and expects to commence flights with its first A321 Passenger to Freighter (P2F) aircraft. Previously a passenger ACMI and charter airline, Miami-based GlobalX now has one A321P2F and is expecting the second A321P2F to arrive by mid-March, with the third A321P2F to be delivered in May. The first A321P2F aircraft was converted by ST Engineering and delivered to Miami International Airport in December, according to a press release.



Form - IV

Statement about ownership and other particulars about newspaper Cargo Talk to be published in the first issue every year after the last day of February

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6. Name and address of individuals who own the newspaper and partners or shareholders holding more than one percent of the total capital: DDP Publications Pvt. Ltd. Shareholders: 1. SanJeet, 72, Todarmal Road, New Delhi-1. 2. Sumati Jeet, 72, Todarmal Road, ND-1. 3. Devika Jeet, 72, Todarmal Road, ND-1.

I, SanJeet, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Date: 01/03/2023

Sd/-
SanJeet
Signature of the Publisher

VIENNA AIRPORT sees pharma volumes take off

Vienna Airport Pharma Handling Centre saw its volumes increase rapidly last year as ocean shipping issues and an increasingly global pharma industry helped propel demand. The pharma facility registered a 64% y-o-y increase in pharma volumes to 3,600 tons last year, with products handled including biotech and other temperature-sensitive goods. The airport stated compared with pre-COVID times (2019), its pharma volumes increased by 173% as COVID fuelled demand. Also boosting demand was uncertainties in global sea traffic and the ongoing internationalisation of the pharma and biotech firms, driving the need to transport time-sensitive and fragile goods by aircraft. Michael Zach, VP, Sales, Finance, Cargo, Ground Handling & Cargo Ops, Vienna International Airport, said, "The repeated record tonnage of the Vienna Airport Pharma Handling Center shows that Vienna airport is a leading pharma hub for Central and Eastern Europe."



QATAR AIRWAYS CARGO to use FLYR AI Platform for cargo optimization

Qatar Airways Cargo is partnering with FLYR Labs. Together, they will apply FLYR's advanced technologies such as a cutting-edge form of AI, towards forecasting cargo capacity and demand and optimizing commercial decision making. The move is in line with the NextGen initiative from the carrier to reshape the future of air cargo, underlining its status as a trailblazer in digital transformation and seizing an advantage when it comes to optimizing revenue. FLYR's cloud-native decision intelligence platform, The ROS, leverages deep learning tech to provide automated, AI-based revenue management capabilities that help solve the industry's cargo model complexities and boost business wide revenue opportunities. FLYR's platform harnesses and understands the complex context behind airline data, helping commercial organizations make better-informed decisions.

ETIHAD CARGO looks to expand European ops



Etihad Cargo is hoping to capitalize on a series of new flights the airline plans to add to its European network this year. The carrier has announced new services would be launched from its Abu Dhabi hub to Copenhagen and Düsseldorf, while more flights would be added to its existing ops to Frankfurt. The new Copenhagen service will launch on October 1 offering four flights per week. The reinstated service to Düsseldorf will operate three times per week.

AAC expects flower volumes to bloom

American Airlines Cargo is expecting its flower volumes out of Europe to blossom this Valentine's Day celebrations. The airline said out of Europe it expects to fly 50 per cent more flowers than in 2022, totalling 417 tons. The growth comes as passenger ops continue to be re-established following COVID. "Using its trucking network and widebody aircraft, the airline is transporting Dutch tulips and roses to the US and beyond by way of London Heathrow and Paris Charles de Gaulle Airport," the carrier stated. Emma Oliver, American Airlines Cargo sales director for EMEA & APAC, said, "Our teams are passionate about the handling of these shipments, knowing we play a vital role for our customers and the people around the world who will celebrate the Valentine's Day with flowers we carry."



SHENZHEN AIRPORT backs cargo as global volumes soar

Shenzhen Bao'an International Airport (SZX) is investing in cargo terminals and faster handling of e-commerce goods to supercharge global volumes as China's air freight market reopens. The third largest cargo airport on the Chinese mainland, SZX handled 776,000 tons of global air freight in 2022, a 20 per cent rise for the third year running.



SZX processed 1.5 million tons of cargo in 2022, a slight dip of 3.9 per cent in 2021. If you compare SZX's annual growth rate with other major Chinese hubs, including Beijing, Shanghai, and Guangzhou, it performed much better. Since 2021, Shenzhen Airport has become one of the top 20 airports with the highest cargo volume in the world.

MOVEMENTS



COLLIERS INDIA

Ruchika Choudaha has been appointed by Colliers to lead the Office Services business in Pune and to help expand business ops and growth opportunities in the region. Having 13 years of experience, Choudaha has been associated with some of the major players in real estate sector, including JLL and Cushman & Wakefield, holding senior positions and leading high-performing teams.



FINNAIR CARGO NORDIC AND BALTIC REGION

Gabriela Hiitola has replaced Fredrik Wildtgrube as senior VP of Finnair Cargo. Hiitola has worked for Finnair for 25 years in various roles, starting out in the cargo team. She continues as a member of the ops leadership team and reports to Jaakko Schildt, CEO. "I have been following the transformation of Finnair Cargo during the past five years and am happy to join Finnair Cargo team now."

FLEXPORT USA

Teresa Carlson has joined Flexport as President and CCO. Carlson was with Microsoft and Amazon. As a member of the Flexport executive leadership team, she will report to Dave Clark, Co-CEO, Flexport. Carlson brings 25 years of innovation and leadership experience building global technology businesses in public and private sectors to drive Flexport's ambitious growth roadmap.



PORTS OF STOCKHOLM STOCKHOLM

Magdalena Bosson will become the new CEO, Ports of Stockholm. Clara Lindblom, chair of the board said, "She has an eminently suitable background with extensive experience of driving infrastructure issues and leading politically governed organisations." Bosson's roles include transport department director at Stockholm City Council.



LOGISTICS UK UK

Louisa Hosegood has joined Logistics United Kingdom Board as its director to help guide the business as it continues to lead the logistics industry in its post-COVID recovery and establish itself as a top three business group with government and other stakeholders. Hosegood previously worked with John Lewis Partnership, Marks & Spencer, and Tesco PLC.



AEROLOGIC AUSTRIA

Katharina Prost has joined AeroLogic as its new Managing Director responsible for finance and administration. Prost previously served as MD at Aeromar, a joint venture between Aeroflot and LSG SkyChefs in Russia. Dorothea von Boxberg, Chair, executive board and CEO, Lufthansa Cargo, said, "With Prost, we have been able to get an experienced manager for the AeroLogic."



PAY CARGO USA

Marta E Ramirez has been appointed as the new Vice President to its senior management team by PayCargo, online freight payment platform. Ramirez is the new Global Vice President, Human Resources, based at PayCargo's Florida headquarters. Ramirez brings more than 25 years of experience in the transport and logistics industry to Pay Cargo.



BOLLORÉ LOGISTICS UAE

Rania Saoud has been appointed as Branch Manager of Bolloré Logistics in Abu Dhabi, UAE. She has been part of the group for the past four years and had worked as the Key Account Manager in Dubai. In new her role as the Branch Manager, Abu Dhabi, she will look after developing existing key accounts and striving for operational excellence towards our clients, a release stated.





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