



From Quantity To Quality

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European Shippers' Council

- 100.000 shippers
- 12 national shippers' councils
- 5 European industry associations (CEFIC, AIM, ETSA, CEPI, EUROFER)
- Representing all modes of transport
- In 2013 we celebrated our 50th anniversary
- Cooperation with African and Asian shippers' councils



Three kinds of service:



Which priorities does an air freight shipper have today and in the future?

General cargo shipper

- 1st fast
- 2nd cheap
- 3rd good (reliable)

Pharmaceutical shipper

- 1st good (reliable)
- 2nd fast
- 3rd cheap

The future shipper

- 1st good (reliable)
- 2nd fast
- 3rd cheap





Transparency as a solution

- Transparency, on the capabilities
- Transparency, on information exchanges
- Transparency, on the performances



Capabilities

- Which service can be delivered by a LSP?
 - The weakest link determines the quality
- Shippers complain about not flown as booked
 - When shippers pay pharma-services they should receive the pharma-services
- We need a global cool chain status that reviews, monitors and certifies the capabilities of a LSP and the supply chain as a whole



CEIV versus GDP??

- Criteria:
 - Multi-modal
 - Global initiative
 - Connection with other systems like TACT
 - Cool chain shippers as starting point/ advisory board
 - Not black or white, but a scale
 - A real in-depth investigation based on clear criteria
- A successful status is based on trust that it receives from the shippers' community



Performances

- Shippers want an enduring monitoring on temperature from consignor to consignee. They also want to know which method is applied
- Cargo 2000 as a standard of the past
- C2k as a quality standard of the future
 - Transparency on quality and reliability
 - Compete on quality and reliability
 - Improve profitability
- The cool chain as vital criterion in C2k reporting



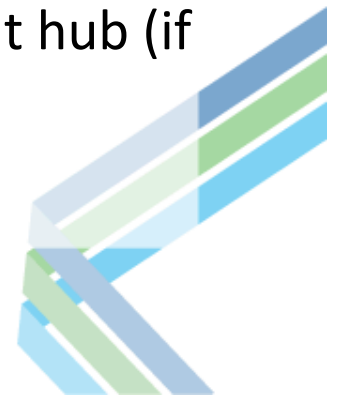
Information exchanges

- Flown as booked or delivered as promised
- In the booking process
 - Reduce the number of calls and e-mails
- Shipping and customs' documents
 - No more printing, re-entering of information, pdf-docs
- A helpdesk should be available in case of problems, mistakes
- Pharma shippers need to know the details on a shipment level



The six golden cargo rules for pharma

1. Written forwarder booking and airline confirmation
2. Guaranteed shipped as confirmed
3. Latest departure is the day after shipment delivery to forwarder
4. Guaranteed maximum Port-to-Port transit time 48 hrs
5. Guaranteed maximum time at In-Transit Hub 12 hrs
6. Protect against extreme temperatures at origin, at in-transit hub (if applicable) and at destination





Airfreight 2020 and Beyond

A shippers' whitepaper on airfreight



Thank You

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