

## Editorial



As a globally active specialist for electronic freight communication and a recognized partner throughout the industry, we're always on the move at TRAXON Europe. Proof of this are two successful recent premieres. [eCargo Pouch](#), our newly developed central document and message management system, drew much applause at the 2010 WCS in Vancouver, while our new eTracker was met with great interest by customers and friends of our company. For us, this is an incentive and obligation in one, which is why we'd like to take this opportunity to announce a further premiere: [TRAXON ACC Europe](#) with the new Import (ICS) Module for European Customs. Find out more in this issue about how you can optimize customs processes in the European Union today. Or meet us at one of the events, e.g., the CNS Partnership Conference in Miami or the up-coming First German e-freight Conference in Frankfurt. More information and how to register can also be found in this edition of eTracker. We're looking forward to you.



Felix Keck, Managing Director TRAXON Europe

## TRAXON Solutions

# Twenty-nine countries, one single entry point. With the new Import (ICS) Module TRAXON ACC Europe becomes your exclusive gateway to the EU Security Zone



Looking for an efficient customs solution for the European Union? Then better hurry up, because the clock is ticking. Beginning January 1, 2011, pre-arrival information will be required on imports into the EU Security Zone. Now there's an easy solution to keep from getting lost in the jungle of various national connections: the new Import (ICS) Module from TRAXON ACC Europe. Reach twenty-nine European customs authorities through one exclusive access point.

## Risk-free through customs

Airlines and forwarders handling customs processes with the European Union are faced with new challenges. Beginning January 1, 2011, pre-arrival information will become mandatory for all twenty-seven member-states. In addition, Switzerland and Norway opted likewise to be part of the EU Security Zone. As of this date, economic operators have to provide customs with timely electronic pre-arrival information on all imports at their first point of entry into the EU Security Zone. Apart from Entry Summary Declarations (ENS), Diversion Requests and, in some countries, electronic Arrival Notifications will become mandatory. Does this mean establishing and operating twenty-nine different customs connections? No, because TRAXON ACC Europe offers access through one exclusive gateway to all e-capable customs authorities within the EU Security Zone.

## Your diversity is our strength

Airlines and forwarders which import to different EU countries stand to gain the most from TRAXON ACC Europe's innovative Import (ICS) Module. They save time and money, because TRAXON ACC Europe now offers a single, reliable entry point for diverse national connections. And since they only need one interface, maintenance costs stay low especially, since TRAXON Europe takes care that all regulation changes are automatically incorporated into the product. Another reason for increased cost efficiency: TRAXON ACC Europe allows the automatic handling of all messages to and from local customs using standard EDI messages.

## Reliable control of import processes

How does it work? The user provides TRAXON with FWB, FHL and FFM messages for shipments into the EU. TRAXON then validates the information, translates and maps it according to local requirements. Once the declaration is complete, it is sent to the relevant customs office. If required, responses from customs are translated and sent back to the customer's in-house IT system.

The advantage for the user: reliable customs processes in compliance with the new regulations through one exclusive interface, quickly and efficient.

## Entry Summary Declaration (ENS): Creation and transmission for ICS



## Diversion Request (DIV) and Arrival Notification (ARN): Creation and transmission for ICS

Diversion Request and Arrival Notification need to be taken care of by the airline



## Try it now and get the edge

The clock is ticking. Act now and have the decisive edge. TRAXON ACC Europe enables you to enjoy all the advantages of a future-oriented EU customs solution today. We look forward to hearing from you.

More information about TRAXON ACC Europe featuring the new Import (ICS) Module can be found here. Please click on [airline](#) or [forwarder](#).

## Quality is top priority. KLM opts for MIP reports from TRAXON Europe

Competition is becoming fiercer and quality standards keep increasing. Airlines wanting to improve their messaging quality to support e-freight need efficient solutions. No wonder that, in addition to Air France Cargo, KLM Cargo has now also opted for MIP reports from TRAXON Europe. The same goes for other TRAXON clients too.



### One step ahead through an edge in quality

Airlines that want to have the edge in e-freight, have to care about quality. That's what the [IATA e-freight Message Improvement Program](#) is there for, just like the MIP reports from TRAXON. Both make sure that FWB (Freight Waybill) and FHL (Consolidation List) messages are 100% complete and accurate – a measurable advantage over paper-based communication. Right now, for instance, only 50% of traditional air waybills and consolidation lists contain correct FWB or FHL data\*. Dutch airline KLM Cargo has joined others in choosing TRAXON Europe to guarantee the highest quality in its e-freight processes.

### KLM and TRAXON Europe – an alliance with tradition

"With TRAXON Europe's MIP reports, we're definitely on the safe side," says Michiel van der Eijk, Vice President Customer Service at Air France Cargo–KLM Cargo. "We already use a whole range of TRAXON Europe solutions, such as TRAXON CDMP for process quality analysis. In this light it is logical to also rely on TRAXON Europe's MIP reports. They're the perfect addition."

### A pioneer in quality optimization

TRAXON Europe is a leading provider of innovative value-added solutions in the field of electronic freight communication. Customers like Air France Cargo–KLM Cargo appreciate that. TRAXON Europe's MIP reports meet all requirements from the IATA MIP Strategy Paper, enabling rapid error analysis and correction. The benefits for KLM Cargo are obvious. The quality is higher and less manual data entry or corrections ensure lower operating costs. Based on the reports KLM Cargo can also monitor e-coverage, a prerequisite for e-freight.

Felix Keck, Managing Director at TRAXON Europe, puts it like this: "As an IATA strategic partner, we're committed to the e-freight Message Improvement Program. We're pleased that more and more airlines are using MIP reports from TRAXON Europe, and are particularly proud of the trust Air France Cargo–KLM Cargo has placed in us."

### Curious about TRAXON Europe's MIP reports?

Quality has many faces. TRAXON Europe is just the right partner if you want to know more about it. For fast and detailed information about our customized MIP reports, which are available as full airline or full CCS reports click [here](#). Or feel free to make a personal appointment. Just click on [contact](#) and we'll get in touch with you.

By the way message improvement is not only an airline issue but also relevant to freight forwarders. For them TRAXON Europe is offering Message Quality Reports which can be seen as an extension of IATA MIP agent reports.

\* Source: IATA e-freight Vendor Action Group, March 2010

## Cargo Information Network planned for Roissy Charles de Gaulle

TRAXON Europe is one of the partners behind the Cargo Information Network (CIN France), the new CCS of Roissy Charles de Gaulle airport in Paris, France which is scheduled to be launched at the end of 2010.

The idea behind this new cargo community system is to connect all local airfreight partners starting with CDG. These local partners are: Air France Cargo, TLF-OAC (Fédération des entreprises de transport et de logistique de France-“Overseas Air Cargo”), ADP (Aéroports de Paris) and Sycaff (Syndicat des companies aériennes fret en France). They have teamed up in an association called CCS France and hold 50% of the new entity. The remaining 50% are shared by Cargonaut and TRAXON Europe.



Cargo Information Network France (CIN France) will offer its users a range of benefits such as easier adaptation to new regulations (Customs, Security / Safety) local shipment tracking among the various operators, measurable increases in productivity and synergies through the co-operation.

## TRAXON Company News

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# Successful premiere: eCargo Pouch makes strong appearance at 2010 WCS in Vancouver

Of course we had a bit of stage fright. After all, we were presenting our brand-new central document and message management system to a broad international public for the very first time. But the premiere was an impressive success.

## Effective e-freight processes with eCargo Pouch

The 2010 WCS was the first time a wide range of experts had the opportunity to discover the advantages of our new central document and message management system. The reactions were indeed quite positive. We are proud that eCargo Pouch was valued as an innovative and practice-oriented solution. Those who were unable to attend the 2010 WCS can find more information about eCargo Pouch right [here](#).

## Meeting point TRAXON Europe

The joint eCargo Pouch stand of TRAXON Europe and Cargonaut was the meeting point for a multitude of airfreight experts at the 2010 WCS. Interesting product presentations, informative talks, and a friendly, hospitable atmosphere were an incentive to many visitors to stop by and have a look. Our thanks go out to all of you who have shown an interest in our new e-freight solution.

Some impressions of the 2010 IATA World Cargo Symposium can be found right here.



We look forward to seeing you again. Perhaps at the [CNS Partnership Conference](#) in Miami, from May 2 to 4, or at the [25th International Air Cargo Forum and Exposition](#) in Amsterdam, from November 2 to 4 at our booth 10.312.

## TRAXON Activities

# Making Visions a Reality. TRAXON Europe at the CNS Partnership Conference in Miami

The U.S. is one of the most challenging global markets. We know it and that's why we're there. Come see us at the CNS Partnership Conference, May 2-4, 2010. We look forward to presenting you TRAXON solutions like the new TRAXON ACC Europe ICS module. Share exclusive inside information with Managing Director Felix Keck, who will moderate the airline panel.



## TRAXON highlights at the CNS

Attending the CNS Partnership Conference gives you the opportunity to learn more about TRAXON Europe's newest import solution for European customs: [TRAXON ACC Europe ICS](#). It features smooth control through one single entry point to all EU customs authorities supporting electronic customs. Also good to know: It's an amazingly small investment.

Want to know more about this innovative solution or TRAXON's portfolio? Feel free to make an individual appointment at the CNS with one of our experts. Our team looks forward to meeting you:

[Felix Keck](#), Managing Director

[Aike Höfft](#), Head of Sales & Marketing

[Mark Ketcham](#), Director Sales North America

[Agnieszka Kubiak](#), Competence Center Manager e-Freight & Customs

## Let's get together

The CNS is an ideal opportunity to gather first-hand information. Listen to well-known keynote speakers and get an overview of industry trends to keep an eye on in the year ahead.



## TRAXON Activities

# Frankfurt welcomes you: Industry experts gather at the first German e-freight Conference

Come to the first German e-freight Conference in Frankfurt am Main, the home of TRAXON Europe, and ensure yourself the information edge. The meeting on May 26, 2010 will bring together representatives from shippers, forwarders, airlines and other supply-chain stakeholders. Register now and look forward to an array of specialists ready to answer your questions about e-freight.

### Worth being there

e-freight conferences are worth the visit. The IATA e-freight local adoption meeting last March in New York showed why. More than one hundred guests from all areas of the industry were present. The reason is clear: e-freight conferences serve as one of the premier venues for the fast and easy exchange of information about the latest developments and achievements in e-freight. It is here that experience is shared, the latest trends are discussed, and contacts made. For those committed to paperfree airfreight communication, it's just the place to be.



### Visit the first German e-freight Conference

Paperfree freight communication is gaining importance in the industry. IATA and Lufthansa Cargo are now organizing the first e-freight Conference in Germany in order to help meet the subsequent increase in demand for information, the exchange of ideas and progress reports. Experts from various parts of the supply chain will be getting together on May 26th at the Main Airport Center (MAC) of Frankfurt Airport to discuss the perspectives of paperfree freight communication. TRAXON Europe, the sponsor of the conference, will be there too.

We look forward to seeing you there, to stimulating talks and to a successful premiere of the German e-freight Conference.

Good to know ...

## Καλό Πάσχα Happy Easter

### Orthodox Easter in Greece: Cracking eggs à la grecque

Easter in Greece is unique. Just back from the festivities in his homeland, Ioannis Zafeiropoulos, Customer Implementation Officer at TRAXON in Frankfurt, tells us how they celebrate there.



### How is the date for Greek Easter set?

Easter is the biggest and most joyous religious holiday in the Greek Orthodox Church. It is actually a moveable feast, meaning the date changes from year to year. The Greek Easter feast goes by the old calendar and so it usually falls a week after Easter in Western Christianity. This year they happen to correspond.

### What does a typical Greek Easter entail?

Preparations usually begin on Holy Thursday. Sweet bread (tsoureki) is baked in many households and eggs are dyed red, symbolizing the Blood of Christ. Good Friday is the most sacred day of the week, a day of mourning. Virgins decorate the epitaphios (Bier of Christ) with flowers. In the evening the epitaphios is carried through the streets in a procession.

### Are there typical religious traditions?

On Easter Saturday, just before midnight, people head to the church, where they light white candles from the "Holy Light" distributed by the priest. The priest announces that "Christ has risen," people exchange wishes and kisses. Church bells ring and fireworks are set off (in some localities they burn an effigy of Judas.) Returning home, the lit candles are used to make the sign of the cross over the door, for good luck. Then we eat a traditional tripe soup (magiritsa).

### Apart from the religious aspects, what other way's do Greeks celebrate?

The Easter feast continues on Sunday, when a traditional lamb dinner, roasted on a spit or in the oven, is served. After 40 days of fasting, people are allowed to eat meat again. What's more, Greeks like to celebrate together, meaning family and friends join each other to observe this important religious event, eating and dancing till late into the night.

By the way, we don't hide Easter eggs like they do in Germany. We crack them instead in an egg-cracking contest from the eve of Saturday to Sunday. The person whose egg doesn't break is the winner.