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Reshaping Hong Kong ...

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60 Seconds With ...

With extensive experience in freight forwarding and logistics, Mrs. Ana Maria Soroiu is Business Development Manager at Europrim Group. She is ...



CARGO handling operations in the United States are facing unprecedented demand, particularly at major transatlantic gateways. In 2024, New York's JFK Airport handled 1.67 million tonnes of cargo, up five percent from 2023, and roughly 25 percent of the country's low-value international e-commerce parcels flow through the airport.

For operators, this means dealing with both large freighters and piece-intensive shipments simultaneously, all while meeting strict regulatory requirements from CBP, TSA, and FAA. Across the Americas, trade flows are evolving, with Latin American and Asia-Pacific lanes seeing rapid growth, and the need for speed, visibility, and traceable handling is higher than ever.

"We've built for the real world at JFK: a 180,000+ sq ft, state-of-the-art facility designed to handle serious volume, whether it's full freighters or belly cargo," says Ajay Barolia, Executive Vice President – Cargo NOAM at Swissport. "Sitting at one of the world's busiest gateways gives airlines direct access to the transatlantic, transpacific and Latin American lanes, and being on-airport with aircraft parking means a smooth air-to-ground handover."

Adapting for key verticals

Temperature-sensitive cargo is increasingly central to airfreight operations. "We're upgrading JFK in 2026, expanding our temperature-controlled cool rooms to handle more time- and temperature-sensitive freight," Barolia notes. "The site will be part of our global Pharma Centre network, with plans to certify under GDP and CEIV once complete. CEIV Pharma is the benchmark—it goes beyond basic GDP and validates nearly 300 criteria—so airlines get assurance that products stay in spec and the risk of temperature deviation is kept to a minimum."

e-commerce, by contrast, introduces challenges around piece-level handling. "e-commerce isn't just more freight—it's more individual pieces," Barolia says. "At JFK, CargoSpot gives piece-level control and real-time visibility, while optimised layouts, dedicated processing zones and flexible staffing keep the pace up. Integrated weighing and mobile processing let us capture data instantly, which is vital with varied dimensions. Automated status updates keep customers in the loop."

For Asian carriers operating in the Americas, such as Korean Air, Swissport tailors operations to high-volume, piece-heavy shipments. "You get excellent accuracy, real-time status and clean integration with

airline systems, so visibility is complete from offload to warehouse release," Barolia explains. "Add tailored ramp and warehouse workflows and you've got the precision, flexibility and speed international operators are after."

Navigating regional complexities

Cargo handling in the US is tightly regulated, particularly for sensitive or restricted goods. "Live animals, for example, go via The ARK at JFK, a USDA-approved facility with CEIV Live Animals certification, equine quarantine, in-transit space for exotics, and an on-site USDA-accredited vet overseeing biosecurity and health certs," Barolia explains. "Across the board, our customs integration platform provides live, two-way comms with CBP, and automated stops mean nothing is released before clearance."

Intermodal integration is another key operational focus. "We treat every truck like a flight. That means full acceptance, a manifest, and complete documentation before departure, with the manifest sent to the downline station alongside the FFM for their system," he says.

SWISSPORT OPTIMISES CARGO OPERATIONS AT JFK

Preparing the workforce and building for sustainability

Meeting evolving service expectations requires skilled personnel. "It starts with the basics done well—comprehensive onboarding, recurrent regulatory training and specialist modules for pharma, perishables and live animals," Barolia explains. "Then we add pace and consistency with Swissport OneKnowledge, our AI platform trained on our SOPs and learning materials. Colleagues can ask a question and get a factual, procedure-based answer in seconds—no hunting through manuals."

Sustainability is also increasingly integral to operations. "At JFK, the ground support fleet goes fully electric within the first five years—from ramp equipment to forklifts and other handling machinery," he says. "We're moving towards a contract for 100 percent recycled plastics to cut waste and support circularity in packaging and material handling. Add energy-efficient warehouse systems, LED upgrades and waste-reduction programmes, and the aim is straightforward: high-performance operations with a lighter footprint, every day."



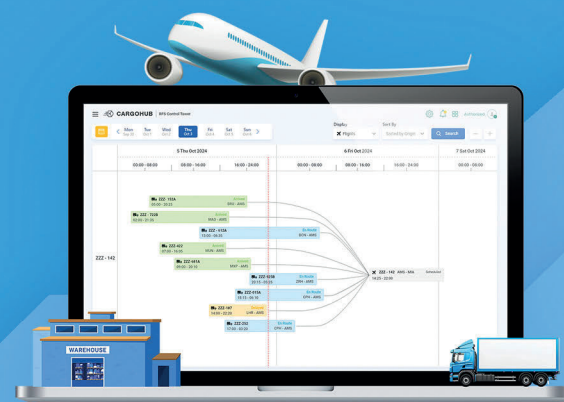
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ABU DHABI: CLEAR FOR TAKE-OFF



BY Glyn HUGHES, Director General of TIACA

THE world of aviation and logistics is shifting eastwards, a trend that has been progressively accelerating with the advancement of production centres in Asia and the expansion of logistical hubs in the Middle East, providing supply chain connectivity between Asia, Africa, Europe and beyond to North America.

Maritime ports in the region are innovating with their airport partners to create new multimodal solutions designed around the industry ethos of fast, secure, safe and efficient high-quality supply chain solutions.

With this in mind, the TIACA board took the decision that the successful TIACA Air Cargo Forum (ACF), currently held every two years

in its permanent home in Miami, should become an annual gathering of supply chain professionals, world-class solution providers and industry thought leaders and influencers.

After a vigorous process of evaluating many exceptional venues throughout the Middle East, the TIACA board selected Abu Dhabi as the second permanent location for the now annual ACF.

It promises to be a unique event in the region, from the inaugural Etihad Golf Cup on a beautiful beachside links course, to yoga and networking functions on the beach, as well as in the fast-paced Ferrari World, where we will host a private function.

We promise the successful formula of world-class exhibitors, industry leaders sharing their ideas through engaging discussions, and

a few surprises thrown in for good measure will make this event stand out.

The conference programme will feature four fireside chats with senior global leaders. We will hold two industry CEO roundtables and will have dedicated sessions looking at industry outlook and trends, innovation, digitalisation, sustainability, workforce challenges and a new session focused on air cargo in the Middle East: the global gateway.

Trade challenges, capacity shifts and an ever more complex regulatory environment will surely feature highly on the speaker and panel line-ups.

There will also be a return of the highly praised Spotlight stage, which facilitates a deeper dive into some industry successes. You are invited to engage, inspire and be inspired.

We invite the world to once again come together for the annual industry reunion at the TIACA ACF. Mark your diaries for 3rd–6th November at the Etihad Arena, Yas Island, Abu Dhabi. Hotel blocks are very limited, so please book early. We hope you will all join us. Go to aircargoforum.org for more details.



COULD SPIDERS TRANSFORM GREENHOUSE FARMING?

BY Michael SALES

LITTLE spiders are tiny, no bigger than an ant, and catch and eat all kinds of insects, such as aphids, thrips, whiteflies, flies, moths, and many more. Basically, these little predators will eat any insect that starts out small, even larvae. They hunt using a very fine, almost invisible web, moving lightning-fast across it to reach their prey, grab it with their jaws, and inject a substance that kills the insect. After that, they eat their catch. More effective and cost-effective than chemical pesticides, it is nature's environmentally friendly answer to pest control in greenhouses anywhere.

Fleur and Luuk Bruinen, a dynamic sister-and-brother combination aged 22 and 20, launched their Little Spider company in 2023. "Entrepreneurship runs in our blood," explains

Fleur, "as we grew up in the greenhouse. We've never been afraid to get our hands dirty. We've been taught from a young age to tackle things with both hands. Our father discovered these little spiders in 2013 and, as we learned more about them, we knew for sure: we wanted to do something with this."

"We breed the spiders ourselves in our greenhouse using a method we developed, which allows us to rear them on a larger scale. The spiders make their nests under the supports provided at a customer's facility. After one to six weeks, the nests hatch and the population grows. The more spiders you release per section, the faster this process happens. In warm, humid crops, the population builds up quickly. In cooler crops, it's a bit slower but equally effective. As soon as a plant is touched, they immediately drop, and then run back to the permanent crop. Although the spiders occur

naturally, before the start of our company nothing was done with spiders as biological pest controllers. Until recently, little was known about how to breed them effectively. After years of research, we have developed our own method and can now successfully use the spiders in crop cultivation."

Considering the ever-stricter rules governing the use of chemical pesticides in floriculture exports, this method is very practical for growers. Regulations on pesticides are being updated, such as the Regulation on Maximum Residue Levels (MRLs) (EU) 2024/2612, which sets new residue limits for various pesticides and low-risk substances, and relevant ICAO and IATA biosecurity protocols should be adhered to. Invasive plants and animals can be considered a major threat to the human ecosystem and environment, and are estimated to cost the global economy immeasurable billions of euros.

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**BECAUSE EXCELLENCE
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BY Oscar SARDINAS

Cargo theft across the US–Mexico corridor is increasing in both frequency and sophistication. US operations now face identity theft, copper heists and audacious train robberies. Mexico has seen rising violent theft targeting key routes and drivers.



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MARKET EXPANSION STRATEGIES FOR AIRLINES: HOW GSSA DRIVES SUCCESS

“Local Expertise, Global Reach: How GSSAs Power Airline Market Expansion.”

In today's dynamic aviation landscape, airlines are constantly seeking smarter, leaner ways to expand into new markets. Whether it's launching a new route, increasing capacity in high-growth regions, or optimizing cargo loads, market expansion requires more than just aircraft and ambition — it demands on-ground intelligence, commercial acumen, and operational precision. That's where GSSAs (General Sales and Service Agents) step in, transforming challenges into growth opportunities.

For over three decades, **Group Concorde** has exemplified the true value of a GSSA. Representing **airlines across Asia Pacific & the Middle East**, Group Concorde doesn't just sell capacity — it enables success. With a powerful blend of local market understanding and global network synergy, the company has helped airlines seamlessly penetrate complex markets, develop sustainable revenue pipelines, and build trusted relationships.

When airlines partner with a GSSA like Group Concorde, they gain more than just sales support. They tap into a **strategic growth engine** — one that aligns with their brand values, understands local nuances, and delivers measurable results. From cargo sales and marketing to operations, regulatory coordination, Group Concorde offers a **full-suite solution** tailored to each airline's commercial objectives.

One of the key strengths of a GSSA lies in **speed to market**. Setting up a

new station independently can take months, if not longer. But with a well-established GSA/GSSA, airlines can hit the ground running — leveraging existing infrastructure, trained manpower, and active customer networks. This kind of agility gives airlines a critical competitive edge in fast-moving markets.

Moreover, a proactive GSSA does more than execute — it advises. With regular market intelligence, cargo trend insights, and route feasibility studies, Group Concorde supports airline principals in making informed decisions. Be it identifying underserved sectors, launching seasonal charters, or integrating road feeder services (RFS), the team ensures each airline's footprint is optimized for profitability and growth.

In a world where cargo routes are increasingly data-driven and commercially scrutinized, having a trusted GSSA partner allows airlines to stay nimble, responsive, and scalable — without the overheads and risks of direct market entry.

As the global air cargo industry becomes more competitive and decentralized, GSSAs like **Group Concorde** are redefining what partnership means — not just as sales agents, but as growth architects.

Market expansion isn't just about new destinations — it's about sustainable, profitable presence. And with the right GSSA by your side, the sky is not the limit — it's just the beginning.





RESHAPING HONG KONG'S AIRFREIGHT LANDSCAPE

05

BY Edward HARDY

THE explosive growth of cross-border e-commerce from mainland China appears to have hit a stumbling block. Contrary to widespread assumptions of sustained expansion, Hong Kong's airfreight terminals are grappling with a decline in volumes — particularly on transpacific routes — as major Chinese platforms recalibrate their logistics strategies.

"It's facing a downturn. Companies such as Alibaba, Taobao, Temu and Shein are trying to save on airfreight costs, and we're seeing a drop in volumes, especially to the United States," Arthur Antonio da Silva, managing director of Jet-Speed Air Cargo Forwarders (HK) Ltd, explains.

This drop is largely linked to shifts in policy. "One major factor has been the cancellation of the de minimis rule by Donald Trump," da Silva notes, referring to the former US administration's tightening of duty-free import thresholds. "That policy change made it far more expensive to send low-value items to the US by air."

The consequences are wide-reaching. Cargo terminals that once relied on a steady influx of small parcels now face underutilised capacity and less predictable scheduling. The slowdown is forcing Hong Kong to reassess its regional role, especially with airports in the Greater Bay Area — notably Guangzhou and Shenzhen — ramping up their direct freighter offerings.

"We're being challenged as a transshipment hub," da Silva says candidly. "More and more freighters are flying directly out of Shenzhen, Guangzhou and Macau. That changes the dynamics for us

here in Hong Kong."

While intra-Asia trade remains a relatively bright spot, particularly for e-commerce fulfilment, the overarching narrative is cautionary. "Business to the United States has dropped drastically," da Silva reiterates. "And the European market hasn't been strong either this year."

Digital efficiency is in, but not yet automated

Despite the downturn in volumes, the pressure to streamline cargo handling has not eased. Digital integration, through cargo community systems and electronic documentation, is providing vital efficiency gains, but artificial intelligence (AI) and robotics remain absent.

"At the moment, Hong Kong cargo terminals are not using AI or robotics to improve speed," da Silva says. "Computer automation is already in place — both HACTL and CPSL terminals have established systems — but there's no AI or robotic automation yet."

The backbone of operational improvements lies in simpler digital transformations. "The respective cargo community systems and e-freight — things like the e-AWB and e-CSD — have already improved cargo handling efficiency at Hong Kong's airfreight terminals," da Silva confirms.

These tools streamline processes, reduce paperwork and increase visibility across the supply chain — essential where delays can have

cascading effects globally.

Still, existing technology limitations are becoming evident. "There hasn't been a real increase in exports from the Greater Bay Area cities," da Silva says. "Tariffs introduced by Trump have pushed airfreight volumes down, and e-commerce to Europe has been weak. We're seeing overall volumes drop — except for intra-Asia, which is still fairly strong."

Regulatory hurdles compound the softness in demand. "The Civil Aviation Department in Hong Kong, together with some airlines, are tightening security regulations," da Silva explains. "This is making transshipment business via Hong Kong more difficult, increasing costs and reducing flexibility."

Competitive pressures from mainland airports mount

Mainland Chinese airports are emerging as serious competitors, offering cost advantages and increasingly sophisticated service. "We are still in a position where we provide a better service than Guangzhou and Shenzhen, especially for e-commerce," da Silva asserts. "But of course, the main problem is rate offerings. Very often, Guangzhou and Shenzhen rates are cheaper than Hong Kong, and this puts strong competitive market pressure on us here."

For Hong Kong handlers, the focus is on reliability, experience and speed. Without price competitiveness or differentiated value, this edge could erode. Regulatory harmonisation also lags.



THE NEW CORNERSTONE OF AIRFREIGHT

BY Edward HARDY

TECHNOLOGY is no longer a support tool but the engine driving operational excellence and commercial agility. At the heart of this shift lies the convergence of sales, operations and technology platforms—a movement that is fundamentally reshaping how stakeholders capture value in a market defined by volatility and rising customer expectations.

Gone are the days when digital initiatives were seen as optional enhancements. Today, they are existential imperatives. Predictive analytics, open APIs, automation and real-time dashboards are not just buzzwords—they are enablers of an ecosystem where responsiveness and accuracy define success. The winners in this new era will be those who treat digitalisation as a core competency rather than a bolt-on feature.

But the road to this future is not without its hurdles. Legacy systems, integration costs and data security risks remain significant barriers. At the same time, the industry faces a strategic balancing act: scaling automation without eroding the human expertise that underpins relationship-driven services.

"The air cargo industry is witnessing an unprecedented transformation as the convergence of sales, operations and technology platforms unleashes new levels of agility and responsiveness across the entire value chain," Adrien Thominet, chairman of Aerion, said.

This convergence does more than streamline processes—it bridges the gap between commercial ambition and operational reality. According to Thominet, real-time alignment is now achievable. "Carriers can now align commercial priorities with operational processes in real time, fundamentally changing how companies extract value from each flight."

He highlights the radical evolution of sales in this digital age. Tools like Sales Cockpit are no longer theoretical concepts—they are practical solutions that "act as force multipliers by automatically pinpointing optimisation opportunities for clients." The outcome is twofold: teams focus on high-value activities while ensuring a flawless flow of information across departments.

"Digitalisation is not just about efficiency," he stresses. "It is about creating a seamless bridge where every decision—from pricing to capacity allocation—is informed by accurate, real-time data. This is the foundation for sustained competitive advantage."

Predictive power

Market volatility has long been a thorn in the side of airfreight operators, but predictive analytics is changing the narrative. "The integration of AI and predictive analytics into cargo workflows represents a quantum leap beyond traditional forecasting methods," says Thominet.

The benefits are tangible. "These tools bring unprecedented market foresight, enabling dynamic price adjustments and elevated capacity control precision. This technological revolution allows airlines to navigate volatile markets with surgical precision, transforming uncertainty into competitive advantage."

Industry solutions such as those developed by Wiremind and Rotate demonstrate this impact. "Their forecasting engines and

competitive-analysis modules deliver measurable gains—achieving up to 20 percent greater capacity accuracy while significantly tightening yield management on volatile trade lanes," he notes.

The message is clear: predictive analytics is no longer a future promise but a present reality. "It fundamentally reshapes how carriers approach market volatility, making them proactive rather than reactive. This is a game-changer for margin optimisation and network planning."

Without losing the human touch

While digitalisation offers enormous benefits, it brings a critical challenge: how to scale automation without stripping away the value of human expertise. Thominet views this as a balancing act.

"The strategic deployment of automation across core processes is liberating teams from labour-intensive tasks while dramatically reducing error rates. This shift is about more than efficiency gains—it is a fundamental reimagining of how human expertise can be amplified through intelligent technology," he explains.

For instance, the Aerios Carrier App illustrates this point vividly. "It delivers an immediate 66 percent reduction in quoting time, enabling sales cycles to resume at lightning speed—even via traditional phone channels," he says. This, he adds, "demonstrates how technology can enhance rather than replace human capability."

Industry best practices, according to Thominet, focus on "automating repetitive, rule-based tasks while safeguarding expert human intervention for exception handling and relationship-driven decision-making." The hybrid approach, he argues, ensures personalised customer experiences while maintaining operational efficiency.

"Intelligent automation should amplify—not replace—human capabilities," Thominet concludes. "That's how you create distinctive competitive advantages in an increasingly commoditised market."

Integration and cybersecurity

As adoption accelerates, two critical challenges loom large: integration with legacy systems and data security. "The integration challenge encompasses multiple dimensions—from substantial costs and compatibility issues to complex change-management requirements," Thominet notes.

A phased, modular approach is emerging as best practice. "We champion API-centric solutions combined with step-by-step migrations to minimise disruption while maximising adoption," he says. This method has already proven successful in large-scale rollouts.

On cybersecurity, the stakes have never been higher. "The exponential adoption of digital tools has multiplied the stakes for information security. It demands rigorous governance frameworks, continuous audits and granular access management," Thominet explains. For many operators, particularly those tied to legacy infrastructure, secure digital transition is now a matter of survival.

"Rather than viewing cybersecurity as a constraint, we see it as an opportunity to build comprehensive resilience that exceeds industry standards," he says, underscoring that robust security is now a competitive differentiator.

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IRX In the business of building businesses

BY Anastasiya SIMSEK

MAGMA Aviation is preparing for a new phase of growth as it pivots toward Asia, even as market conditions test the resilience of cargo operators worldwide. Magma Aviation's CEO Peter Kerins says the carrier will balance the company's ambition with discipline, expanding its fleet and network while avoiding the pitfalls of inflated leasing costs and overexposure to volatile trade lanes. "You were looking at COVID pricing almost for aircraft lease," said Magma CEO Peter Kerins, recalling the leasing bubble during the 2023 cargo boom. "That's not sustainable."

The carrier is due to take delivery of its fourth aircraft this month, with options for two more by year-end. In a longer term, the ambition is to expand our fleet to as many as 14 aircraft over the next five years. But with freight rates out of China, which is about 30% lower than a year ago and a shortage of passenger-to-freighter conversion slots, growth will depend as much on market discipline as on ambition.

Magma was built around West Africa, with early 747F services linking Europe, Lagos, and Nairobi. That model has since changed.

"There were routes that we would fly today, that maybe weren't the most profitable... there was history involved," Kerins said. "So we removed a lot of those in late 2024. That freed up capacity on the aircraft we already had and allowed us to redeploy into different markets because airfreight is constantly changing."

Those markets now include Southeast Asia. "We're looking at places like Malaysia and Vietnam, and we'll begin two flights to China, operating both into and out of Hong Kong. We also plan to possibly launch an Asia-Africa route in the fourth quarter of this year."

The decision not to chase the China boom now looks well-judged. "We looked at last year's China surge and chose not to put all our capacity there, because we didn't think it would last. And rightly so - the volumes are still there, but the yields have fallen significantly."

Aircraft growth versus market reality

Fleet expansion is central to Kerins' strategy, but he insists Magma will not be drawn into inflated leasing deals. "We want to build a fleet of up to 14 aircraft over the next four or five years, but it has to be at the right rate. We cannot pay inflated prices because of what's happening in markets today."

"Volumes are still increasing on certain lanes, but rates are falling. If you look at China-to-America or China-to-Europe, they're down about 30% compared with this time last year. Paying high lease costs on aircraft in that environment is not sustainable."

That tension between ambition and economics mirrors wider pressures in the sector. With freighter conversions backlogged and ACMI demand high, carriers like Magma must find aircraft without exposing themselves to unsustainable cost bases. Kerins' mitigation strategy is to diversify risk: "If we put it all our capacity into one region, it can be very risky. So we try and mitigate that by development of new routes and the development of new partnerships."

Commercial strategy

Kerins' background is in GSAs, and Magma's current shift relies heavily on them. "We've worked with GSAs for a long time and they represent the values of Magma, and we've never really gone beyond Central Europe. So now we've appointed a GSA in the US, and we will appoint in six countries in Southeast Asia over the coming months"

For Kerins, the model is not about handing out tariffs. "It's not a case of just appointing a GSA for an airline and them handing out tariffs anymore. They're the face of your airline." The strategy is designed to support smaller forwarders as much as multinationals. "Especially for independent, single-owned freight forwarders. They may need solutions beyond a single destination. We can provide that."

The wider question is whether this middle-market focus is sustainable at a time when multinational forwarders are consolidating share and digital platforms are gaining ground. Magma is betting that flexibility, not scale, will be its competitive edge.

Sustainability through service

Asked about sustainability, Kerins was blunt. "Service leads to sustainability on our routes. You know that we do for people, the flexibility that we show, the service that we give people - that allows us to sustain business on the long-term."

That practical approach reflects Magma's operational culture, but sits from the broader industry debate on SAF blending and emissions reporting. With EU mandates tightening and shippers under pressure to decarbonise supply chains, whether "service sustainability" will be enough is an open question. With cargo theft soaring to record levels, the industry faces a simple choice: invest in verification at every hand-off, or risk multimillion-dollar losses in minutes. In a business where a single pallet can equal a year's margin, authenticating both people and documents may well be the most valuable piece of ground equipment on the ramp.

MAGMA AVIATION EYES ASIA EXPANSION AMID MARKET PRESSURES



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END OF THE BLIND SPOT IN ANIMAL TRANSPORT

BY Anastasiya SIMSEK

As owners of pets, livestock and high-value horses increasingly expect the same real-time visibility they enjoy when tracking parcels, a new generation of low-cost, single-use IoT devices could reset service standards in the animal transport sector. CareTags, a technology company specialising in live animal logistics, is positioning itself at the centre of that shift.

From pets to prize horses

"We're thrilled to announce a significant partnership with PetAir UK, a leader in pet transportation. This partnership is the first customer of the product in the UK. They are joining another dozen or so pet shipping companies across the world already using the product," said Adam Melton, Founder & CEO of CareTags.

The company is also preparing to move beyond companion animals. "Beyond our initial vertical of companion animal logistics, we are strategically moving into the equine sector with another soon-to-be-announced partnership. These partnerships are leveraging a rapidly expanding network of industry stakeholders, including airlines, quarantine facilities, Border Control Posts (BCPs), and ground handlers, actively participating in providing updates. This level of end-to-end visibility is a significant advancement for the AVI logistics industry."

Currently, CareTags' tracking labels can be scanned by any handler along the transport chain, enabling updates with GPS locations, notes and photos or videos. These are shared directly with owners via email, text and an app, while shippers maintain operational oversight through a dedicated dashboard.

Adding active IoT tracking to the chain

The next phase is the introduction of low-cost, single-use active trackers capable of delivering precise location data, environmental monitoring and geofenced alerts.

"We're also currently piloting an active tracking solution using affordable, single-use devices that will deliver precise location, real-time environmental monitoring (temperature, humidity, light, shock, etc), dwell time alerts, and offload notifications," Melton said. "Such data is then used to push automated notifications to animal owners when they reach or leave defined locations (a technology called geofences). Examples: 'Your dog, Fluffy, has just arrived at the quarantine facility' or 'Your horse, Apollo, has just left the Animal Hotel at AMS and is headed to aircraft loading.'"

"Such live tracking devices will layer onto the aforementioned user-submitted updates. So, not only will animal owners and shipping companies be able to benefit from the more personalised updates submitted by handlers, but also automatically-triggered notifications—providing even greater end-to-end visibility.

"These single-use devices offer affordability without compromising any technical capabilities, making sophisticated IoT tracking

accessible across diverse animal transportation scenarios."

When peace of mind is data

Melton sees the customer experience as a powerful driver. "Animal owners experience unprecedented visibility and reassurance during their animals' journeys, significantly reducing anxiety and uncertainty. What's more reassuring than receiving a note and picture of your pet while they are on a 20+ hour journey?"

For logistics partners, the data supports quality assurance and compliance, particularly as regulatory requirements evolve. "The forthcoming active tracking technology will further amplify these benefits, offering even deeper transparency and operational control, from companion animals to high-value equine shipments—but also other specialty animal sectors (i.e. livestock and lab animals), which we're actively preparing to launch with key partners."

No more 'no news'

"These partnerships emerged directly from growing customer expectations for greater transparency and real-time visibility in animal logistics. The prevailing industry mindset has often been 'no news is good news,' but this perspective no longer satisfies today's customer expectations. Owners now expect the same level of visibility and data-rich connection they enjoy in other parts of daily life—such as tracking packages, ride shares, or food orders. PetAir UK, our forthcoming equine-sector partner, and our existing core of customers all recognised the urgency and necessity of meeting these evolving customer demands."

CareTags has customers in the US, Asia, Australia/New Zealand, South Africa and the UAE, and plans to extend active tracking into equine, livestock and laboratory animal transport.

Melton expects these tools to become baseline expectations. "We anticipate a significant shift toward integrated IoT and active tracking technologies becoming industry standards, providing granular data and insights across every step of animal transport. Customers and logistics providers will increasingly expect comprehensive operational visibility, including real-time environmental monitoring, proactive alerts, and detailed data analytics. This shift will set new expectations for safety, customer reassurance, and operational excellence in animal logistics."

"We live in an integrated and data-rich world—tracking everything from ride-shares to package deliveries and household environments. Animal logistics, however, has traditionally lagged behind. CareTags is committed to developing bespoke, technology-driven solutions that close this gap. Our immediate next steps include rapidly scaling our active, affordable IoT tracking solutions across companion animals, equine, livestock, and lab animal verticals.... We're doing this all so that, ultimately, we're raising industry standards for transparency, safety, and customer experience."

"We live in an integrated and data-rich world—tracking everything from ride-shares to package deliveries and household environments."



ENDING THE GUESSWORK IN CARGO HANDLING

BY **Edward HARDY**



09

Logistics providers have long grappled with the limitations of manual cargo measurement: inconsistent data, labour-intensive processes, and delays in throughput.

"Using computer vision and AI, we provide real-time, fully automated data capture of critical cargo data. This ensures consistent accuracy—systems don't have 'off' days—while also drastically reducing manual labour," Johan Sunnåker, Sales & Marketing at CIND, said.

CIND Dimensioner is a stereo camera system that scans palletised goods in motion, measuring dimensions, volume, weight, and even reading barcodes in real time. "It captures length, width, height, volume, weight, and barcode data while pallets are in motion. Each cargo passage is documented by capturing images, providing a visual record for audits or claims handling."

3D visual feedback

For airfreight operations, the CIND ContourCheck solution is helping logistics teams make smarter, faster build-up decisions.

"It displays a real-time 3D model of the pallet as it is being built and continuously compares it against the specific contour selected," Sunnåker explained. "The system provides immediate visual feedback, clearly indicating whether the load conforms to the airline's contour specifications."

ContourCheck also measures volume utilisation, helping handlers improve load factors and reduce waste. "To ensure traceability and quality assurance, each completed build-up is automatically documented by capturing images when the build is closed, providing a visual record for operational reviews, audits, or claims handling."

The results are measurable. "Our ContourCheck tool has been shown to improve airfreight load factors by up to 10 percent. That translates directly into fewer flights, lower costs, and improved sustainability."

Smarter logistics

With supply chain disruption and labour shortages impacting the sector, CIND's focus is on seamless automation that scales with need. "Our technology works with partners like Cargo-Planner to create end-to-end solutions," Sunnåker stated. "CIND Dimensioner handles inbound pallet measurement, Cargo-Planner optimises packing, and ContourCheck ensures quality control. This interconnected approach boosts efficiency without disrupting existing workflows."

And the technology is adaptable. "Our systems are software-driven, which means we can roll out new features without needing to change hardware," Sunnåker explained. "This makes our solutions highly scalable and adaptable to shifting demands or new use cases."

The feedback from clients has shaped this modularity. "We work closely with our customers and develop our products in direct collaboration with them. This tight feedback loop ensures our technology remains aligned with real-world needs and continuously evolves."

Sustainable, data-driven

As environmental concerns reshape the global logistics landscape, CIND Solutions is pushing forward with technologies designed not just for speed and efficiency, but for sustainability.

"With fuel and energy costs rising, our solutions help logistics providers move goods more efficiently—like reducing airfreight volume by 10 percent. Less wasted space means fewer trucks and/or planes are needed," Sunnåker emphasised.

Meanwhile, CIND's image-based documentation and real-time visibility support more accurate planning and reduce losses. "Computer vision, combined with our AI technologies, offers real-time in-motion measurements at a fraction of the hardware cost," Sunnåker noted. "They deliver digital reports with actual images of the cargo, providing full transparency and traceability."



"It displays a real-time 3D model of the pallet as it is being built and continuously compares it against the specific contour selected."



10

WHY AVIATION'S GREEN PROMISES FACE GROWING LEGAL RISKS

BY Helen BIGGIN, Partner, Vedder Price



"Greenwashing litigation will proliferate over the coming years."

Greenwashing litigation against airlines is a recent trend arising out of an increased focus on reducing carbon emissions, the aviation industry's continued failure to meet proposed environmental targets, and inaccurate statements made by airlines about the environmental measures they have implemented.

At present, many green aviation technologies remain in their infancy, in terms of either their use or development, which has caused the industry to fall behind on its climate change targets, which has been widely publicised. Airlines, which bear the brunt of that negative press, have attempted to address it by pushing their green credentials publicly, but this has resulted in some airlines inadvertently making misleading statements about their efforts to mitigate the environmental impact of their business. By way of a recent example, Ryanair was criticised by the UK Advertising Standards Authority for misleadingly claiming in

an advert that it was Europe's lowest emissions airline, and KLM was found by a Dutch court to have misled consumers in a marketing campaign which referenced its environmental credentials.

In recent years, there has been an increased regulatory focus on transparency regarding corporate green credentials. By way of example only:

(a) On 6 March 2025, the EU Directive on Empowering Consumers for the Green Transition came into force, which aims to address misleading information and greenwashing statements by requiring companies to, amongst other things, provide more transparent information to allow consumers to make informed environmental decisions about the products they are purchasing. The EU is also in the process of implementing the Green Claims Directive, which will require companies to independently verify environmental claims before they are published; and

(b) The UK Competition and Markets Authority now has statutory power to investigate and fine companies making misleading environmental claims.

As environmental regulation increases, and as environmental activism grows in the face of worsening climate conditions, it is clear that greenwashing litigation will proliferate over the coming years, and that the aviation industry will remain a rich target for such litigation, with the potential for greenwashing claims to expand to other actors in the aviation industry, such as airports and OEMs. For example, many engine OEMs are focused on developing new technologies that seek to improve fuel efficiency, lower CO2 emissions, and reduce noise pollution, and are being vocal about those new developments. However, they will need to ensure that any environmental and sustainability statements they make relating to those new technologies are accurate and transparent, otherwise they will be at significant risk of greenwashing claims.

Airports will also need to adopt the same caution and rigour regarding the accuracy of their public environmental statements. By way of example, because it is easier at present than tackling flight emissions, many airports are currently focused on ensuring their on-ground operations are carbon neutral. However, on-ground operations represent only a very small percent of an airport's operations, with the main source of their emissions being the flights operated into and out of the airport. It is easy to see how a marketing campaign or other public statement about an airport's green credentials, which is ambiguous or unclear that it relates only to its on-ground operations, could be the subject of a greenwashing claim.

It is also not only an airport's current operations which will be closely watched. Any communications regarding proposed airport expansion plans will need to be carefully handled, as they too will be the subject of significant scrutiny and debate, given the tension between the economic rationale for any expansion and the environmental impact. Indeed, litigation has, and will, continue to be extensively used by environmental groups to try to stymie or delay the building of a third runway at London Heathrow.

Unless there is significant improvement by the industry in meeting its sustainability targets, it is likely that regulators, and environmental groups in particular, will use increasingly aggressive litigation tactics to try to force compliance with environmental targets and regulations. For example, in the UK, it would not be surprising to see fraud claims brought in respect of misleading environmental statements, as a new piece of legislation, the Economic Crime and Corporate Transparency Act 2023, makes a company liable for failing to prevent a fraudulent act perpetrated by one of its employees. It is possible that it will be argued that an inaccurate statement by a company about its environmental credentials in a marketing campaign, made to try to increase sales, constitutes fraud, especially if made knowingly or negligently.

Companies can seek to mitigate the risk of such claims by being transparent and accurate in their public statements and marketing campaigns and, where possible, by seeking independent verification of any environmental claims. Moreover, they should ensure that they have clear metrics around any environmental targets, clearly drafted ESG policies, and provide appropriate training to employees. Whilst many of the factors resulting in this increased focus on greenwashing claims and regulation are outside a company's control, these proactive measures are the most effective means of safeguarding against the prospect of litigation.

60 Seconds With ...



ANA MARIA SOROIU

Business Development Manager at Europrim Group

BY Anastasiya SIMSEK

With extensive experience in freight forwarding and logistics, Mrs. Ana Maria Soroiu is Business Development Manager at Europrim Group. She is involved in education and professional training, being a trainer for IATA Cargo courses.

What was your dream job as a child?

I wanted to be a researcher and discover the everlasting youth elixir so I studied chemistry and became a chemical engineer. But instead, I discovered the airfreight logistics where you don't have time to get old

What's the biggest change you've seen in the industry?

Digitalisation with all it's mix of both positive and negative impacts.

What's the most unusual thing you've ever shipped?

It was a luxury boat, yes boats can fly.

What's one buzzword you secretly dislike?

Could be "Game Changer", you do not know if is real and if it is in which direction will go.

Window or aisle seat?

Aisle, I like freedom, and the possibility to move anytime I want – it makes long flight easier.

What's the best business lesson you've learned the hard way?

Do not assume, always check !

If you could swap jobs with anyone for a day, who would it be?

I love to travel so if the job of first-class flight tester exists that will be the one.

Which three items would you bring to a desert island?

A palm tree, a beach sunbed and a bottomless cocktail (with tiny umbrella)!

Tea or coffee?

Coffee – freight never sleeps !

What's your guilty pleasure TV show or movie?

Sex In The City -I mean the movies.

What's the most exciting place you've visited for work?

Rio de Janeiro -amazing people, rainforest in the city, fantastic beaches, great food.

If you could introduce one new regulation in air cargo, what would it be?

As AI is increasingly used, I think soon will be needed some standardised regulations.

What's your go-to karaoke song?

I do not go to karaoke to sing, only to have fun or to cheer and support others

Describe your job in three words.

Exciting, Demanding, Rewarding

What's your hidden talent?

Is Hidden so I do not know ...

If you could instantly master one skill, what would it be?

Time traveling, seriously Financial Guru !

What's something on your bucket list?

To retire on a tropical island.

What's the best airport in the world, and why?

For me is Changi airport in Singapore. It is more than an airport -indoor waterfall, butterfly garden, gaming area, restaurants- this is the airport you want to be there with extra time in advance so you can enjoy the time before your flight.

If air cargo had a mascot, what would it be?

An OWL: has wings, works also night shifts, 360 degree vision, silent but deadly efficient.

How did you get into airfreight/logistics?

By chance, one of my friends asked if I want to try. I did and I love it and I still love it !

What's the best piece of advice you've ever received?

GO FOR IT !

What is the most adventurous thing you have ever done?

Parasailing.

If you could have dinner with any three people, living or dead, who would it be and why?

I have to ask for four people and would be my grandparents who raised me together with my parents -I would give everything to have this chance one more time.

What's something we wouldn't know about you from your CV?

You cannot know the personality of a person from a CV.

View From The Maindeck

INDIA'S WAREHOUSING BOOM RECASTS THE STRATEGIC MAP

BY Ajinkya GURAV

India's logistics landscape is undergoing a structural transformation with implications far beyond the real estate sector. The country's warehousing market recorded a 42 percent year-on-year (YoY) surge in leasing activity to 32.1 million sq ft in the first half of 2025, according to new data from Knight Frank India. While this growth is a headline for property analysts, its real significance lies in how it strengthens the backbone of India's supply chains — and, by extension, its capacity to accelerate time-critical freight flows through the air cargo sector.

The latest figures point to more than a cyclical rebound. They suggest that India's industrial and logistics hubs are entering a phase of coordinated expansion, driven by manufacturing growth, technology-enabled Grade A facilities, and the clustering of high-value industries around key airport gateways. Together, these trends are reshaping how air cargo operators can design, optimise, and scale their networks.

Manufacturing at the Core of Demand

At the heart of the surge is the manufacturing sector's absorption of 14.6 million sq ft of space, a 71 percent YoY rise, accounting for 45 percent of total transactions in H1 2025. The primary growth drivers — energy, automotive, chemicals, and heavy engineering — mirror the high-complexity, high-value cargo types that are often most dependent on airfreight due to their speed-to-market requirements.

This shift is consistent with broader global supply chain realignments. As manufacturers diversify away from China, India is emerging as a preferred base for export-oriented production. For the air cargo industry, these manufacturing clusters represent not only a larger volume of potential shipments but also a demand profile that prioritises reliability, compliance, and rapid transit — areas where integrated warehouse-airport ecosystems can deliver a competitive advantage.

Gateway Cities Consolidate Their Role

Mumbai, Pune, and Chennai have emerged as the leading markets. Mumbai leased 7.5 million sq ft in H1 2025, a 63 percent YoY increase, driven partly by its proximity to Chhatrapati Shivaji Maharaj International Airport — a leading hub for pharmaceuticals, perishables, and express cargo. Pune followed with 5.2 million sq ft (+76 percent), underpinned by automotive and industrial exports, while Chennai posted the fastest growth at 4.1 million sq ft (+135 percent), aligned with its role as an electronics and automotive export gateway.

For air cargo, the proximity of new Grade A warehousing to these airports reduces first-mile trucking times, improves cut-off compliance for exports, and facilitates same-day connectivity to global networks. It also aligns with the National Logistics Policy's objective of promoting multimodal hubs that integrate road, rail, and air capacity.

The rise of grade A and automation-ready facilities

The report notes that 63 percent of transactions in H1 2025 were for Grade A spaces, up from 54 percent a year earlier, with 75 percent of new supply also meeting this standard. These facilities — offering higher throughput efficiency, automation readiness, and better compliance with environmental and safety standards — are inherently better suited to airfreight handling.

For time-sensitive shipments such as pharmaceuticals, electronics, and FMCG, Grade A facilities not only ensure compliance with international handling protocols but also enable faster cargo build-up and customs clearance. As ESG requirements tighten globally, their energy efficiency and sustainable design will also help air cargo operators align with ICAO's CORSIA targets and EU sustainability reporting standards.

3PL and e-commerce synergies

Third-party logistics (3PL) providers leased 8.7 million sq ft in H1 2025, representing a 27 percent share of total demand and a 30 percent YoY increase. E-commerce leasing rose 61 percent YoY to 3.3 million sq ft, marking a strong rebound in omni-channel distribution models that integrate air and ground networks.

Notably, Mumbai accounted for 35 percent of all 3PL leasing, consolidating its role as a central node for nationwide fulfilment. For air cargo, this points to greater demand for express and small-parcel capacity, as 3PL operators increasingly integrate airfreight into their same-day and next-day service offerings.

Tightening Vacancy and Rising Rents

The pan-India vacancy rate fell to 12.1 percent from 13.1 percent a year earlier, while rents increased across all major markets — Mumbai (+4.7 percent), Kolkata (+4.6 percent), Pune (+3.8 percent) — reflecting supply constraints in high-demand clusters. For cargo operators, rising rents in airport-adjacent areas could prompt exploration of long-term leasing

partnerships, joint development of bonded facilities, or public-private collaboration on airport city projects to secure operational bases.

Policy Alignment and Trade Facilitation

This warehousing expansion is occurring alongside policy measures that reinforce India's trade facilitation capacity. Production Linked Incentive (PLI) schemes, infrastructure investment under the National Logistics Policy (NLP), and customs modernisation are aligning to create a more integrated export-import environment.

As Shishir Bajjal, Chairman & Managing Director at Knight Frank India, observed:

"The healthy surge in volumes reflects India's expanding manufacturing and consumption base. With supply trailing demand and vacancy at a low 12.1 percent, the sector is poised for another breakout phase."

For the air cargo industry, this alignment offers a window to integrate bonded handling areas, temperature-controlled storage, and dedicated ULD build-up zones directly within major logistics parks, reducing transit risk and improving cut-off compliance.

The Strategic Air Cargo Opportunity

India's industrial and warehousing stock has now surpassed 500 million sq ft, with export-oriented clusters forming in proximity to key airports. The combination of high-value manufacturing, Grade A facilities, and supportive policy makes a strong case for integrating air cargo infrastructure within these hubs.

Potential steps include:

Co-location models: Establishing bonded airfreight facilities in logistics parks to streamline export processes.

Cold chain expansion: Leveraging warehouse-airport proximity to strengthen pharma and perishables supply chains.

Digital integration: Deploying unified cargo community systems that connect warehouse management with airport cargo terminals in real time.

Policy Takeaways for Air Cargo Stakeholders

Warehouse-airport integration as a competitive lever
Integrating cargo facilities within emerging logistics hubs can reduce first-mile transit times and improve SLA compliance for exports.

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