

## **Airfreight shippers do not fully believe into EVO “self booking”**

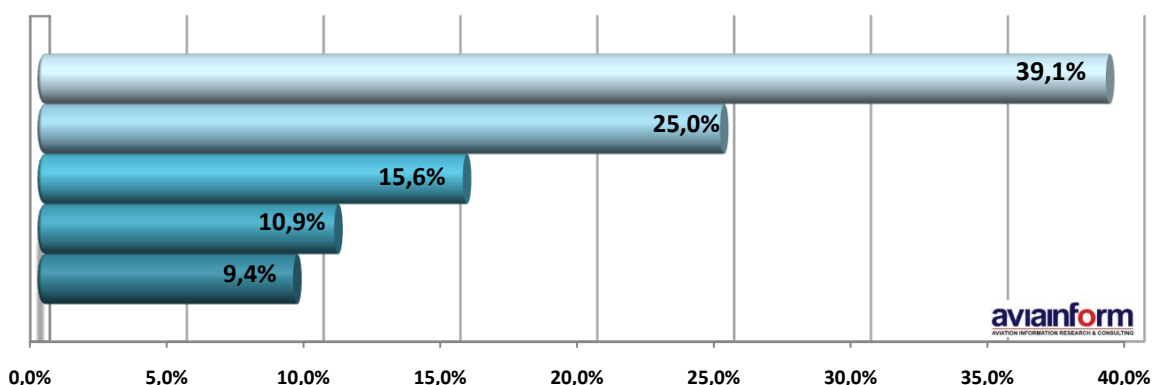
*Frankfurt, March, 30, 2010* – Nowadays airfreight shippers around Europe do not believe into airfreight self-booking. This was the result of the avianform March readers poll asking whether that the planned web portal of the Dutch shippers society will revolutionize the position of airfreight forwarders in the current supply chain: In mid February this year, British periodical aircargonews reported on the plan of Dutch shippers to book routine shipments directly with airlines, bypassing the forwarders as “middlemen”. The report said that the proposed business model will have some similarities to the business of the “Integrators” or to Low Cost Carriers, bypassing travel agencies. The report further mentioned that this service shall avoid forwarder’s commissions on standard or routine shipments but did not include any further details on upcoming security requirements or advantages of freight forwarders consolidations which make the majority of shipments today.

As a result of avianforms’ monthly opinion report, only less than 10 per cent of all respondents stated that shippers are looking to bypass the forwarder and are eager to book directly with airlines. But about 40 per cent of all respondents do see that, similar to the regional development in European’s air travel, some business could be booked directly, once such service will be available. In contrast, 11 per cent of all responders do not see any change in business practice and stated that the forwarders will retain their role while an additional 16 per cent expect only a minor impact with very little business to be booked directly. One fourth of all respondees said time is too early to make up their mind.

The industry experts of avianform cannot interpret these results any further as we do not know the role of the survey’s participants. Nevertheless there seems also a lack of knowledge on the role of the freight forwarder as an architect of each transport. “From our distinct insight into several major shippers’ activities, we know that they are not seeking to source in such activities” said Dr. Uwe Schomaecker, Chief Technology Officer of avianform. “The trend is to continue to outsource routine activities which are not part of manufacturers’ core activities”, Schomaecker concluded. “There is obviously a requirement to make pricing of routine shipments more transparent and consistent, but this does not cut out the forwarders’ role” added Dirk Steiger, Principal and Managing Director of avianform. “Over the past years we have designed appropriate solutions in close cooperation with shippers, forwarders and airlines to overcome such issues – without any type of self involvement” Steiger affirmed.

This poll was conducted in March 2010 (Feb 26 to Mar 27, 2010) with 434 unique participants.

## Will EVO Direct Booking revolutionize the air cargo industry?



- To some extent Yes - similar to low cost airline business
- Don't know yet
- Maybe not - Forwarders will retain major part of the business
- Not all all - Business will remain exclusively with forwarders
- Yes , shippers prefer to book directly with airlines

**About avianform:** As one of the most specialized consultants in researching market data, trends and developments of the global Air Transport Community, avianform enables air carriers and other providers of Air Transport Services to anticipate changes in their competitive environment. As experts with diverse backgrounds in the Air Transport Industry, avianform understood right from the beginning that generally the complete data required for meaningful analysis in the airfreight and transportation industry simply does not exist. avianform address this data gap by building databases that quantify trade and freight transport demand at a highly granular level while remaining consistent across geographic limitations. Maintaining an extensive collection of traffic and economic data and providing unique analytical tools, avianform enable Air Transport Industry organizations to employ information as a strategic asset.

On behalf of its clients avianform instantaneously observe the latest developments in civil aviation, accumulate such information with customer-internal data and analyze the results to improve its client's business performance enhancement process. This will support managers both foresee risk and identify new profit opportunities that will lead to sustained, above-average growth.

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