

# **FIATA REVIEW**



Magazine of the International Federation of Freight Forwarders Associations



## **KAZAKHSTAN** In the midst of the action

### **50 YEARS**

Airfreight  
Institute of FIATA

### **ONLINE APPROACH**

FLA has three new  
courses on its agenda

### **STOP BAD TRAFFIC**

Measures against  
illegal wildlife trade

**How we contribute  
to the success  
of cancer research.**

Recently we transported some 2°C to 8°C temperature-sensitive biotech products in special boxes from San Francisco to a Swiss laboratory where cancer drugs are prepared to improve patients' quality of life worldwide. This is just one of the many success stories we share with our customers.



←  
Laboratories

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**Cover**

Some of Kazakhstan's spectacular mountain country, near the city of Almaty.

Photo: iStock/Aureliy



*the global voice of freight logistics*

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# FIATA HEADQUARTERS SESSION 2018 PROGRAMME

## Zurich, 27th–30th March 2019



Hotel Crowne Plaza, Badenerstrasse 420, CH-8004 Zurich, Phone +41 44 404 44 44



Photo: iStock/Juergen Sack

### Wednesday, 27th March 2019

Time	Name of the meeting	Location	Contact person
09:00 – 16:00	Meeting of the Presidency*	FIATA Secretariat	FIATA Director General
16:30 – 18:30	FIATA Foundation*	FIATA Secretariat	Barbara Wieser
19:30 – 22:30	Presidency Dinner (for participants of the Presidency Meeting only)	TBA – Pick-up at 19:30 at the Crowne Plaza	FIATA Director General

### Thursday, 28th March 2019

Time	Name of the meeting	Location	Contact person
07:15 – 17:00	Registration	Foyer entrance level	Elena Primitzhofer
08:00 – 10:15	Region Africa and the Middle East	Gottfried Keller (part Romeo)	Bassil Eid
08:30 – 10:15	Region Americas	Othmar Ammann	FIATA Director General
08:30 – 10:15	Region Asia Pacific	Patio Süd & West	Daniel Bloch
08:30 – 10:15	Region Europe	Gottfried Keller (part Julia)	FIATA Director General
10:15 – 10:45	Coffee break	Foyer	Elena Primitzhofer
10:45 – 12:00	Advisory Body Legal Matters	Gottfried Keller	Angela Song
12:00 – 13:00	Lunch	Foyer	Elena Primitzhofer
13:00 – 14:15	Advisory Body Safety and Security	Gottfried Keller	Bassil Eid
14:30 – 15:45	Advisory Body Vocational Training	Gottfried Keller	Angela Song
16:00 – 17:30	Multimodal Transport Institute	Gottfried Keller	FIATA Director General
17:30 – 17:45	Coffee break	Foyer	Elena Primitzhofer
17:45 – 19:15	Association Members' Forum	Gottfried Keller	FIATA Director General
19:15 – 20:15	Welcome reception	Foyer	Elena Primitzhofer

### Friday, 29th March 2019

Time	Name of the meeting	Location	Contact person
08:15 – 17:00	Registration	Foyer entrance level	Elena Primitzhofer
08:20 – 09:20	Council of Past Presidents*	TBA	Angela Song
09:30 – 11:00	Airfreight Institute	Gottfried Keller	Daniel Bloch
11:00 – 11:30	Coffee break	Foyer	Elena Primitzhofer
11:45 – 13:00	Custom Affairs Institute	Gottfried Keller	Daniel Bloch
13:00 – 14:00	Lunch	Foyer	Elena Primitzhofer
13:00 – 14:00	WG Sustainable Logistics, lunch meeting	Othmar Ammann, lunch offered	Bassil Eid
14:15 – 15:30	FIATA Logistics Academy	Gottfried Keller	Verena Schaer
15:45 – 17:00	Advisory Body International Affairs	Gottfried Keller	Bassil Eid
17:00 – 17:30	Coffee break	Foyer	Elena Primitzhofer
17:30 – 18:45	Advisory Body Information Technology	Gottfried Keller	Bassil Eid
19:30 – 23:00	Dinner of the Extended Board*	TBA – Pick-up at 19:30 at the Crowne Plaza	FIATA Director General

### Saturday, 30th March 2019

Time	Name of the meeting	Location	Contact person
09:00 – 12:00	Meeting of the Extended Board*	Gottfried Keller	FIATA Director General
12:00 – 13:00	Buffet Lunch	Foyer/Restaurant	FIATA Director General

#### PLEASE NOTE:

If you are not a FIATA member you may not be admitted to the Headquarters Session. If you wish to become a member, please log on to <http://fiata.com/membership/becoming-a-member.html>

\* FIATA Presidency, FIATA Foundation, Council of Past Presidents, FIATA Sustainable Logistics WG and FIATA Extended Board meetings are for members of these bodies only.





*Dear Colleagues and Friends*

**W**elcome to the first edition of the FIATA Review in 2019!

The FIATA Headquarters Session 2019 will be hosted from the 27th to the 30th of March in Zurich, Switzerland. This represents another opportunity for FIATA members to exchange information and deliberate on important policy issues in our sector. I very much look forward to seeing you in Zurich.

I am especially proud to announce that FIATA's first digital courses will be launched at this event. They are 'Introduction to Global Logistics Theory and Management', 'Maritime Transport' as well as a digital 'Train-the-Trainer Course' for the FIATA Foundation - Vocational Training. In an environment increasingly characterised by the globalisation of markets and growing levels of customer expectations, FIATA believes it's critical to provide the industry with training foundations that increase its ability to compete, incubate innovation and encourage the interest of youth to work in the industry.

Regarding vocational training, you can read more about the ten years of activities conducted by our Irish association IIFA on FIATA's Diploma in Freight Forwarding. I am glad to see that the FIATA diploma and higher diploma are gaining growing recognition on a global scale and that more young professionals can benefit from the vocational training conducted by FIATA Association Members.

Another special occasion at the HQ Session will see the 100th meeting of the Airfreight Institute on the 29th of March. AFI was established exactly 50 years ago,

on the 3rd of March 1969. Happy 50th anniversary, AFI!

In the past half a century, the AFI has been following airfreight's market developments, addressing its members' concerns and safeguarding the interests of air forwarders. On behalf of the FIATA Presidency, I'd like to convey our sincere gratitude to all the chairs, delegates, experts and managers who have contributed to AFI in the past 50 years, for their tireless efforts and ongoing diligent work.

I am glad to see two articles from our peer associations, one from ICC Business Action to Stop Counterfeiting and Piracy (BASCAP) and one from TRAFFIC, on illegal wildlife trafficking, in this issue. FIATA has been working with these bodies to raise awareness and social responsibility in the supply chain.

Kazakhstan is located in the centre of the Eurasian continent and plays an increasingly important role in the various trans-Eurasian corridors. You can read more about Kazakhstan in the Country Report. You are probably also very interested to know more about FIATA Vice President Mr. Ole Hagen, who has worked in seven countries, speaks six languages and has extensive experience in many fields, quite apart from freight forwarding.

The new chapter of 2019 begins with quite a few uncertainties for us all. We're waiting to see where Brexit and the trade tension between USA and China will lead us. I hope to discuss these critical issues for our industry with you at our HQ Session.

Enjoy your read, see you in March.  
Best regards,

*Babar Badat  
FIATA President*

A GOLDEN ANNIVERSARY

# 50 Years of the Airfreight Institute of FIATA

**A number of hot topics made 2018 a hectic year, while the overall growth of air cargo industry continued at a steady 4.6%. The big boom time of 2017 (growth rate of 9.5%) do not persist, but the new CASS Associates Global Model launched in January 2018 marked a number of changes. Furthermore, the IATA-FIATA Air Cargo Programme (IFACP) is supposed to make progress. Its governance board is now headed by chairwoman Ruth Snowden.**

The Airfreight Institute of FIATA, more popularly known as AFI, was established exactly 50 years ago, on the 3rd of March 1969! Its first meeting was held in Geneva on the 17th of June 1970.

1970 also saw the inaugural flight of the Boeing B747, more popularly known as the Jumbo. Its first commercial flight was operated by Pan Am.

Today, almost 50 years down the line, only 540 of the 1,540 Boeing B747s produced remain in airline service – a clear indication that sadly, it is apparently on its way out.

That said, AFI still marches on, addressing its members concerns in the best possible way, taking pushbacks, takeoffs, turbulence and smooth touchdowns all in our stride, but never in an AOG (AFI on ground!) situation.

This 50-year successful history of AFI would not have been possible without the tireless efforts, support and voluntary work done by AFI delegates from around the world, who have contributed to getting AFI where it is today.

Every FIATA Institute is an extended working arm of FIATA and plays an equally important role in FIATA's success. AFI is proud to be one such Institute looking after the interests of the air cargo fraternity. 50 years on, AFI will hold its 100th Meeting at the forthcom-

ing Headquarters Session in Zurich on the 29th of March 2019. Under its belt AFI has the IATA-FIATA Consultative Council, the IATA-FIATA Governing Board, the ICAO-FIATA DG Training Programme, which is currently in its eighth successful year, e-initiatives, safety and security issues, and the like.

## AIRFREIGHT MARKET

While numbers do not make very interesting reading, a brief update on how air cargo fared in the year 2018 is perhaps necessary. After the sharp pick-up in airfreight growth during the inventory restocking in 2017, air cargo traffic growth moderated in 2018.

This coincides with the softening of demand drivers, impacted by trade tension and declining import and export orders. Freight traffic, measured in freight tonne kilometres (FTK) grew modestly, by 4.5% in 2018, compared to the 9.5% recorded in 2017. The international segment of freight traffic, which represents nearly 87% of total airfreight, grew by around 4.6%. This was much lower than 2017, which was a boom year in which we grew at almost 9%. This was despite the rampant growth of e-commerce – one of the main drivers of air cargo today. Oil prices and country-specific trade lane sanctions may have had a role to play

in this downward trend in 2018. The Asia-Pacific region, Europe and North America were amongst the fastest-growing regions.

## HOT TOPICS IN AFI

However, we at the Airfreight Institute have had a pretty hectic year in 2018. Amongst the many issues debated at various meetings, the one of CASS (IATA Cargo Account Settlement System) Associates draws special interest. This was also highlighted by AFI in one of the earlier FIATA Review publications. IATA has announced that a new CASS Associates Global Model was launched in January. The conditions of the new model include several changes that were approved by airlines at their Cargo Agency Conference (CAC) in 2018.

As many CASS Associates operate and trade as freight forwarders, representations were made by AFI to delay the implementation and allow for proper industry consultation. However, IATA's airline members decided that the implementation would go ahead in January 2019 as planned.

## THE MAIN FEATURES OF THE NEW MODEL

- New CASS Associate applicants will be requested to provide an upfront financial security.
- One CASS Airline sponsorship is required for new applicants.
- Current CASS Associates with three irregularities accumulated in the last twelve consecutive months are to provide a financial security.
- The calculation of any financial security will be based on the amount of risk.

A working group made up of airline representatives and members of AFI are

considering potential solutions that could lessen the impact of some of the changes. They will also consider making a recommendation to the CAC to ensure that in the future all participants in CASS will be part of any industry consultation process.

Another very important matter AFI has been involved in for the past few years now, has been trying to get the long-awaited IATA-FIATA Air Cargo Programme (IFACP) off the ground. Along with our airline partners, members of the IFGB (IATA-FIATA Governance Board), this has been progressing, but at a rather slow pace; quite understandable, as this new single global programme would replace the eight fragmented age-old legacy programmes, which are based more on an agent/principal relationship between airlines and agents/intermediaries.

#### **IATA-FIATA AIR CARGO PROGRAMME**

The IFACP is governed by the IFGB (IATA-FIATA Governance Board) made up of six voting members from both the freight forwarders and the airlines, and two non-voting members from each constituency. One must be the Chairman of the Airfreight Institute of FIATA and the other one IATA's Global Head of Cargo. Decisions by the IFGB require the concurrence of a majority of the representatives of each voting constituency.

The IFGB will be in charge of establishing guidelines for the endorsement of IFACP forwarders related to the operational and financial criteria, and to determine relevant industry standards as well as procedures.

Many meetings were held in the last year. Below is a brief update on where we currently stand.

Two other important responsibilities, amongst others that can be found in the IATA-FIATA Air Cargo Programme Handbook, is to consider and adopt, where appropriate, recommendations from the regional and national Joint Councils, and engage in commonly agreed industry projects and initiatives.

The IATA Cargo Agency/Intermediary Programmes will be replaced by the new IFACP. Once it is implemented,

the Cargo Agency/Intermediary Rules will be suspended. The future regional or national Joint Councils (JC) will be established to provide feedback and to discuss and submit proposals to IFGB. This new streamlined governance will replace the current local Assemblies, Councils and ICAPs, established by today's IATA Conference governance structure.

The new JCs may propose to the IFGB the minimum criteria of financial standing required for endorsement and retention of freight forwarders in their respective country/region. JCs will be made up of four to six of members from the freight forwarders and the airlines – in equal numbers. Freight forwarders' representatives are appointed by FIATA, drawing from nominations communicated by the respective national or regional cargo or forwarders' associations, in advance of the implementation phase in the respective country, to the AFI Chair and the AFI Manager.

The financial criteria applicable today in the IATA Cargo Agency Programme will be reviewed by an independent lawyer for competition law compliance and transferred to IFACP. After that point, changes will be dealt through the Joint Council and the IFGB. This is one of the agreed conditions between IATA and FIATA, to ensure that such financial criteria are objectively justified, fair, transparent and non-discriminatory.

Ready-for-carriage conditions, operational criteria (including Dangerous Goods training requirements) and best business practices (such as cargo standards) will be referenced in the Handbook, helping to raise airlines' and freight forwarders' awareness of their responsibilities and compliance to agreed industry operational requirements. An IFACP Handbook and a Governance Handbook have been developed.

CASS remains separate 'as is' and under the jurisdiction of the IATA Cargo Agency Conference.

#### **WHAT IS INVOLVED DURING IMPLEMENTATION?**

There will be regional/national campaigns to introduce the new pro-

gramme, together with local freight forwarders' associations, and the IFACP Secretariat (IATA) will be sending the IFACP Freight Forwarder Agreement to all current IATA Agents. It should be signed and returned to IFACP Programme Secretariat (IATA). No financial assessment will be required of current IATA Agents transferring to the new programme.

#### **CANADIAN PILOT ON HOLD**

On the 15th of August 2017 the IFACP Canada roll-out was launched. The IFGB agreed that the Canada roll-out would be on hold, as there were diverse opinions as regards the Forwarder Agreement. After many meetings and intense discussions, a revised IFACP Forwarder Agreement proposal was submitted by FIATA on the 24th of January 2018, based on certain clarifications.

FIATA is now working on the wording for certain sections of the Forwarder Agreement to be submitted to the IFGB members.

Once agreed upon, the Pilot will resume and AFI will keep members informed.

#### **NEW IFGB CHAIRPERSON – RUTH SNOWDEN, CIFFA**

Ms. Ruth Snowden has been appointed as the new IFGB Chairperson. Ruth Snowden is currently CIFFA's Canada Executive Director.

AFI is very pleased to welcome her on board and would like to thank the outgoing Chairperson, Ms. Dorothea Von Boxberg of Lufthansa Cargo.

The IATA-FIATA Consultative Council (IFCC) Meeting was held in Madrid on the 5th of February 2019. AFI shall update members appropriately.

AFI wishes to take this opportunity to thank its active team of voluntary members who put in immense time and effort in addressing airfreight issues on behalf of the airfreight community.

#### **SEE YOU IN ZURICH FOR THE HQ MEETINGS!**

OLE HAGEN ON BLITZ CHESS AND PATIENCE

# “Let’s increase the level of activity!”

**Ole Hagen has worked in 7 countries, speaks 6 languages and holds an MSc and an MMgt. He is an experienced executive, having worked as a consultant, in ministries, the EU and OECD, for Norwegian industry and as Director General/Managing Director/VP of PostNord for the last 13 years. In PostNord he has worked in M&A, sales, market analysis, business development and communications. Ole is a member of boards in the Norwegian logistics industry, the Economics Institute, the Research Council and FIATA. In his spare time Ole, who has three children, is a pop music producer, plays five instruments and is Norwegian blitz chess champion.**

**If you had not joined the transport business, which profession would you have chosen (and why)?**

I’ve worked in many other business fields – from health care, working in YMCA institutions, city development and research through to the public sector. Each industry or sector has so many interesting challenges. If I were to do something different, I think working as a music producer is one job that is quite different from the transport business.

**So what fascinates you about the freight forwarding industry?**

First of all, it’s the people in this industry – so many lovely human beings, hard-

working, striving to make the business and their customers happy. Secondly, it’s so international – one of the side-effects is that we get to know different countries, cultures, foods and lifestyles, amongst many other things... Lastly, I think our role in society is highly underestimated – we get known if there is a strike, a blockade or any other crisis, if



Photo: FIATA/iStock/Balazs

Ole – committed since 2005.

“I think our industry is still highly underestimated.”



Oslo: Ole is a member of various boards in the Norwegian logistics industry.

there are any accidents or environmental issues, and we’re the backbone of everything, enabling economic growth and solving CO<sub>2</sub> challenges.

**And what was your motivation to accept your post with FIATA?**

My first FIATA World Conference was in 2009 (Geneva), but I’ve been engaged in CLECAT (EU) since 2005. I’ve always been fascinated by FIATA and the potential and important role this organisation can play at the global as well as at the equally important regional level. As experts we raise our voice and explain the opportunities and challenges in everything – from trade and customs issues to the supply chain as well as security matters and the like.

**How do you view the state of the industry today?**

As mentioned, I think our industry is highly underestimated. I sometimes feel we lack the confidence that would actually support our role. There are many interesting (and threatening) trends – regarding trade, customs,





A NEW FACE AT FIATA

# From Italy

**Maria Vittoria, newly-arrived at FIATA's HQ, will be the team's intern for the coming six months.**



security or technology – that we must be active and produce position papers, participate actively on the world as well as the regional stages.

**What changes would you like to see in the industry?**

I would increase our level of activity – identify and interact even more with major bodies and stakeholders. I think we should consider internal business and hygiene factors, and focus a lot more on how FIATA externally can contribute as the voice of our industry.

**Looking at the future, what advice would you give a young person joining the industry today?**

Be curious. Dare to challenge things. Try several positions. Take responsibility, and be patient – opportunities will come. And lastly – work hard and have fun.

**Which famous person would you like to have met (and why)?**

I've just seen the film *Bohemian Rhapsody*, so – Freddie Mercury, Queen's lead singer. Not only for the music, but in life

“Be curious.  
Dare to challenge things.  
Be patient.”

in general he had both a professional analytical side, combined with extreme creativity. He always wanted to challenge his and the band's potential.

**Do you have any unfulfilled wishes (professional or personal)?**

Oh, many! I'm the kind of person who always has projects and ideas in my mind, and I can also see potential in existing structures too.

**What plans do you have for the future or for your retirement?**

I want to establish new businesses, release a new music album, start to play golf (I never have the time!) and exercise (more) regularly.

**M**aria Vittoria, who joined FIATA's team in Zurich in January this year, is 22 years old and was born in Genoa, Italy. She will work for us as an intern until the end of June 2019.

Maria has just completed her degree in International and Diplomatic Relations; she is fluent in English, French and Italian and can also communicate well in Spanish.

**MEET HER IN ZURICH!**

Maria has always been a very passionate traveller; she studied in Italy and in Belgium and has also already spent several months in Bogotá, Colombia. She loves meeting new people from all over the world and to discover new cultures and learn new things.

Maria is very grateful to be part of the international environment FIATA offers and is looking forward to perhaps meeting you in March at FIATA's HQ Session.

KAZAKHSTAN A KEY LINK IN TRANS-EURASIAN CORRIDORS

# Right in the middle

**Kazakhstan is located at the heart of the Eurasian continent, between some of the world's largest markets. It has some of the largest mineral resource reserves worldwide and is a leading mining nation. Several key east-west and north-south trans-continental transport corridors run through Kazakhstan.**

**F**avourable infrastructure and institutional conditions have been created of late for investors' working in Kazakhstan, as is evidenced by the republic's position in international rankings.

Thus Kazakhstan ranks 36th amongst 190 countries of the world in the World Bank's 'Doing Business' ranking, which assesses the ease of doing business, and the country is placed 71st amongst 160 countries in the same institution's Logistics Performance Index – one of the best indicators among countries from the CIS.

Kazakhstan intends to become one of the top 40 countries globally by 2021, in terms of the best logistics climates worldwide, in line with its Strategic Development Plan, which runs to 2025.

One important factor increasing Kazakhstan attractiveness for investments is the country's economic and political stability.

Kazakhstan is one of the active participants in the international relations system. The country develops partnership relations with its neighbours and is an active participant in regional and global projects and integration schemes, including the EAEU, 'One belt, one road', etc. These are exactly the trans-Kazakhstan routes that are amongst the most optimal to transport goods between Asia and Europe in the context of terms of delivery. At present, 70% of container transit trains moving between China and Europe use Kazakhstan's rail corridor infrastructure.

## INVESTMENTS SINCE 2008

On the basis of this competitive advantage the state implements the necessary measures to develop Kazakhstan's full transit potential. The transport and logistics infrastructure of the country's trans-

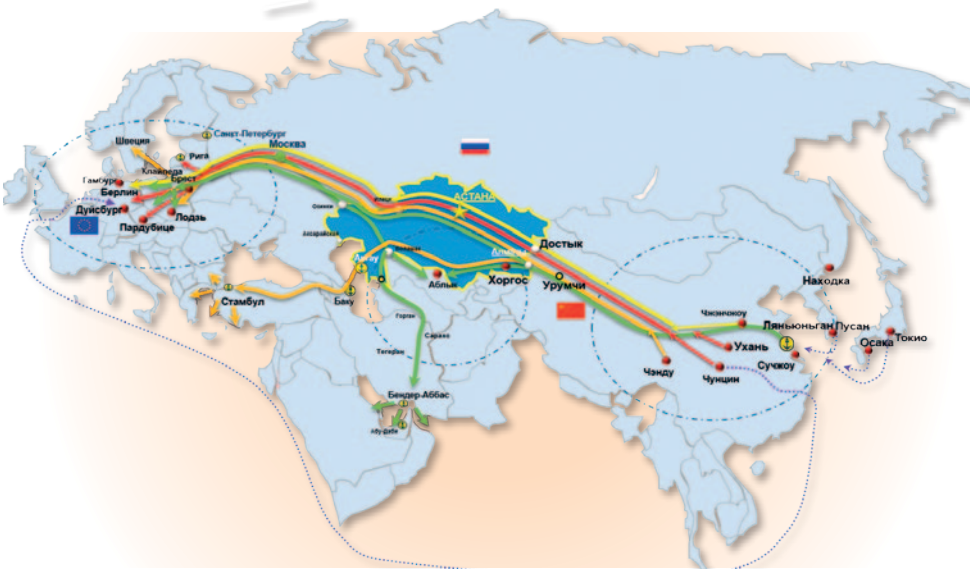
continental corridors has been laid and modernised, administrative barriers are being reduced, favourable tariff conditions are being created and partnerships and alliances with participants in transit routes are being developed.

More than USD 30 billion has been invested in the large-scale modernisation of transport infrastructure since 2008, with 2,500 km of new railway lines built, 6,300 km of roads built and reconstructed, rolling stock updated, the capacity of border railway stations increased, and the 'Khorgas – Eastern Gate' special economic zone developed.

Transport logistic centres in Astana and Shymkent have been launched. The capacity of the port of Aktau has been increased. A rail ferry terminal with a capacity to handle 4 million t and an automobile crossing with a capacity of 2 million t have been commissioned for the port of Kuryk, ensuring that the Caspian hub's capacity will increase from 16 to 25 million t a year.

- As a result, four key trans-Eurasian corridors pass through Kazakhstan today.
- From China to Europe through the territory of Kazakhstan, Russia and Belarus (northern corridor of the trans-Asian Railway).
  - From China across the Caspian Sea, Azerbaijan, Georgia and Turkey, further to the countries of Southern Europe (Trans-Caspian international transport route).
  - From China to Central Asia and the Persian Gulf countries.
  - A north-south corridor, linking the southern regions of Eurasia and countries such as India and others in northern Europe.

Taking into account the fact that many links from different countries (transport and logistics companies, customs bodies and the like) are involved in providing trans-continental transport



**Four major transport corridors** run through Kazakh territory.



Photo: iStock/huseyinuncer

**USD 30 billion in investment** in infrastructure has changed the face of the country.

services, trans-Kazakhstan corridors are developed in the framework of alliances, together with the members and the countries of the trans-Kazakhstan route of the north-south corridor, including the United Transport and Logistics Company and the Association of the Trans-Caspian International Transport Route.

**TRANSIT IS KEY**

The internationally competitive parameters of transportation speed and cost along the routes of these corridors ensure the successful integration of Kazakhstan into global logistics supply chains. 70% of land transit between China and the EU passes through Kazakhstan (in comparison, Kazakhstan had a 12% share along this route in 2011, and Russia 88%).

At the same time, a 200-fold increase, compared to the level in 2011, was achieved in 2017 in transit traffic volumes from China to Europe, with the

figure rising from 1,100 to 201,000 containers. Back loading is provided at 50%. The work of Kazakhstan's freight forwarding companies was organised in 17 provinces of China, Vietnam, Korea, Europe and the Persian Gulf.

The policy of modernising domestic transport and logistics infrastructure has created logistics centres, and simplifying trade procedures will be further continued, in order to develop the country's transit potential and to integrate Kazakhstan into global value chains. At the same time, the state is planning to strengthen its work of promoting Kazakhstan's transport services in foreign countries.

The Association of National Freight Forwarders of the Republic of Kazakhstan (KFFA) was established 20 years ago. Today the Association of National Freight Forwarders of the Republic of Kazakhstan is the only non-governmental organisation in the field of transportation

and forwarding activities in Kazakhstan, due to support from the Republic of Kazakhstan's ministry of transport, NC KTZh JSC and major freight forwarding companies.

**DOMESTIC PLAYERS TAKE THE LEAD**

Kazakhstan's forwarders command about a 98% share of the freight forwarding services market in the country, with the remaining 2% carried out by foreign companies. Domestic freight forwarders organise about 70% of all exports, 40% of all imports and 100% of transit traffic of goods delivered by rail in Kazakhstan. The main share of these shipments is implemented by members of the national association.

Many of the KFFA's member companies have international quality management standard certificates under ISO 9001:2000, are individual FIATA members, winners of international competitions and their specialists are awarded government and professional awards.

The KFFA actively cooperates with various international organisations, including UNESCAP, UNECE, USAID, GIZ, ADB, EBRD, CAREC, SPECA and EUTFLO. The KFFA's training centre is an institution called the Transport Management and Logistics Centre. It has already prepared about 2,000 forwarding business specialists, including about 700 according to FIATA's international standards for domestic companies.

The Association of National Freight Forwarders of the Republic of Kazakhstan constantly seeks to develop the forwarding business in Kazakhstan.



**KAZAKHSTAN – FACTS & FIGURES**

Official name	Republic of Kazakhstan		
Capital	Astana		
Form of government	Presidential parliamentary republic		
Area	2,724,902 sqkm	Population	18.3 million
Ethnic groups	Kazakhs, Russians, Uzbeks, Ukrainians, Uighurs, Tatars, Germans		
Languages	Kazakh – official state language; Russian – official language		
Administrative units	14 regions, 87 cities, 177 districts, 30 settlements and 6,668 villages		
Main trading partners	Russia, China; nations in the CIS, the EAEU and the EU		



THE FIATA LOGISTICS ACADEMY

# The future of learning today

**The FLA is launching three online courses. Besides 'Maritime Transport', 'Global Logistics Theory and Management' as well as a digital 'Train-the-Trainer Course' for the FIATA Foundation - Vocational Training are on the agenda. The courses are hosted on FLA's open edX platform. A survey among FIATA Association Members and an intense exchange of ideas with academia contributed to the new approach.**



Photo: iStock/eternalcreative

A number of measures, based on the results of a survey, are being introduced by the FLA, to foster the development of digital learning.

Today almost everyone is equipped with a smartphone and other digital devices. On the brink of the fourth Industrial Revolution a lot is being said about the effects of technology on the future of jobs and about the changes we will experience as a result of robotics and Artificial Intelligence.

Additionally, we know that soft skills will gain importance and that education will change ever more as technology progresses and creates the right environments for digital learning. In this light, the FLA is now ready to launch its online learning platform, which will provide the industry with access to digital courses anytime and anywhere. A great step forward!

With this platform, FLA is advancing towards the future of learning and is ready to launch three online courses. 'Introduction to Global Logistics Theory and Management', 'Maritime Transport' and a digital 'Train-the-Trainer Course' for the FIATA Foundation - Vocational Training. FLA believes that providing

online learning to the industry is vital to build, attract and keep the right talent for the industry.

## **A NEW APPROACH**

FLA wants to create learning experiences and spaces that meet the future needs of the industry. Transforming the right training content into a smoothly-running digital machine is a big task. It needs a holistic organisational approach, involving collaboration between industry, leaders, learners, curriculum teams and governors. This requires a strategic steering group and a focus to take the industry's digital vision forward.

Ultimately, however, it should be the needs of the learners that shape decisions on investment in technology and how to drive digital learning forward. We have received a very positive feedback from the test learners and we will keep monitoring the classes for continuous improvement. The courses are hosted in our open edX platform, which is also used by top

universities around the world, has an incredible data analytics section to examine learning patterns and makes improvements based on that. We wanted to select a suitable platform and instructional model to host our courses.

At the beginning of the project, we also asked all FIATA Association Members in a survey about the topics they wanted to see online and that is how we came to choose these topics. We also talked to academia to understand the latest state of online learning and the upcoming trends. It is time to thank all of the experts that made these courses possible. Now we are all set and ready to launch. Special thanks go to the facilitators that made these courses possible.

The official launch of the online courses will be held in the FLA Session at the FIATA Headquarters Session 2019 on the 29th of March. Stay tuned!

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**For further information please contact**  
FLA Manager Ms. Verena Schaer, [schaer@fiata.com](mailto:schaer@fiata.com)

## BUSINESS ACTION TO STOP COUNTERFEITING AND PIRACY (BASCAP)

# Authenticity and security

**Counterfeit and pirated products put the health and safety of consumers worldwide at risk, while robbing governments, businesses and communities of tax revenues, profits and jobs. The negative impacts of counterfeiting and piracy are projected to drain USD 4.2 trillion from the global economy and put 5.4 million legitimate jobs at risk by 2022. The sector is already worth almost USD 500 billion annually, according to OECD, and is predicted to be worth a staggering USD 2.3 trillion by 2022; the World Customs Organization believes that 7% of all global trade is in fakes.**

The ICC created Business Action to Stop Counterfeiting and Piracy (BASCAP) to raise awareness of the economic and social harm of counterfeiting and piracy and to petition for greater commitment by local, national and international authorities to enforce and protect intellectual property rights.

BASCAP works with a wide range of stakeholders from the supply chain to formulate the best practices for their roles and responsibilities in relation to counterfeit goods. Criminal networks take advantage of container shipping to transport huge volumes of counterfeit products, affecting virtually every sector. According to one report, USD 461 billion in counterfeit goods moved through international trade in 2013, with close to 10% shipped on maritime vessels.

Apparel brands alone spent USD 6.15 billion last year on efforts to fight fraud, and other sectors, from art to wine and whisky, spent billions more. In 2016, brand owners and representatives from the international shipping industry signed a historic Declaration of Intent (DoI) aimed at preventing the maritime transport of counterfeit goods. Along with ICC BASCAP, initial

signatories included leading global shipping corporations and freight forwarders, alongside ten major multinational brand manufacturers. Among the signatories was FIATA, which was represented by Past President Jean-Claude Delen.

## NEW LEVEL OF SECURITY

Pursuant to the Declaration of Intent, the signatories formed cross-sectoral working groups in five key fields.

1. Know Your Customer (KYC) and Due Diligence
2. Supply Chain Integrity
3. Awareness Raising and Training
4. Risk Profiling
5. Data Sharing

In March 2018, a paper was published by the signatories to the DoI, detailing recommended voluntary best Know-Your-Customer practices for mari-

time operators. Similar papers are being developed for other segments.

Industry itself has broadly recognised the issue of counterfeit goods and has begun partnerships to develop services to help combat them. One particular partnership has Seagate and IBM working together to reduce product counterfeiting using blockchain and security technologies. The project uses the IBM Blockchain Platform to authenticate the provenance of disk-drive products, bringing a new level of multi-layered security protection to the data management industry. To verify product authenticity, Seagate will update the IBM Blockchain Platform in IBM's cloud with product-authentication data based on the Seagate Secure Electronic ID (eID) at the point of manufacture. Each unique identifier (serving as an electronic fingerprint) can be used to verify the identity of a hard drive at any time during the product's life cycle.

As industry and private sector move to mobilise development initiatives that will help reduce counterfeiting, the question stands as to when policy will catch up and play a role. BASCAP's work at the country level includes detailed recommendations for policy and legislative changes needed to bring national intellectual property enforcement efforts up to international standards.

One example is efforts undertaken by Indian Customs to prioritise intellectual property rights (IPR) enforcement and develop an IPR recordal system, which have been commended at a BASCAP workshop seeking to combat the trade in counterfeit goods through open and balanced dialogue between Indian enforcement agencies and rights holders. The Department of Industrial Policy and Promotion – the nodal IPR policy body in India – concluded that the need for strong KYC policies from intermediaries was crucial to secure the supply chain.



A wide range of signatories battling counterfeit goods.

Photo: FIATA

TENTH ANNIVERSARY OF IIFA'S FIATA DIPLOMA

# “The future of the industry in Ireland”



**31 participants** from the 2017–2018 Class Group became **FIATA Diploma holders** on the graduation night in Dublin.

**An especially strong class of Irish freight forwarders celebrated its FIATA diploma graduation recently. It has been exactly ten years since that the Irish International Freight Association IIFA started the training – and many have progressed to become owners of companies, Managing Directors or Logistics Managers.**

On Wednesday the 12th of September 2018, IIFA hosted a dual celebration – both for the Graduation Ceremony of the 2017–2018 IIFA FIATA Diploma Class Group, and also marking the tenth anniversary of the FIATA Diploma in Freight Forwarding through IIFA. Previous graduates were also in attendance on the night, proudly congratulating their industry colleagues on their own success in a warm, relaxed atmosphere.

31 participants from the 2017–2018 Class Group became FIATA Diploma holders on the night, which also featured guest speakers from previous FIATA

Diploma Class Groups. These speakers, Gabbie White, Director of Global Logistics at Alexion Pharmaceuticals Inc., Sinead Wheatley, Key Account Manager at Kuehne & Nagel Ireland Ltd., and Glen Warnock, CEO at Emerald Freight Express Ltd., shared their past experiences about where they stood when they undertook the training, what further education has done for them and what their careers have been like since. These presentations were encouraging and inspiring stories to hear and are available to view via the IIFA website at this (rather long but) useful link: [\[media/press-releases/iifa-celebrates-10-years-of-iifa-fiata-diploma\]\(http://www.iifa.ie/news-media/press-releases/iifa-celebrates-10-years-of-iifa-fiata-diploma\).](http://www.iifa.ie/news-</a></p></div><div data-bbox=)

IIFA President Bob Rainsford congratulated the new graduates and those previous graduates who attended on the night to join in the celebrations of this tenth anniversary event. Reflecting on the past ten years, Bob commented that these graduates are the future of the industry – and time has certainly brought truth to those words.

The list of IIFA FIATA Diploma graduates includes individuals who have progressed to become owners of IIFA member companies, Managing Directors of multinational firms, Logistic Managers, and others involved in specialised areas such as Customs and Trade Compliance Coordination. Other graduates have represented IIFA in the annual FIATA Young International Freight Forwarder of the Year competition, and closer to home, IIFA has seen three graduates become

President (twice) and Vice-President of IIFA. Bob went on to congratulate IIFA Secretariat staff Seamus Kavanagh and Grainne Thornbury for their own work that enables the Irish FIATA Diploma to stand out among FIATA's Global FIATA Diploma providers. Ireland was among the National Associations to offer this training online and was the first to deliver training internationally, to a US Marine based in Honolulu, Hawaii in 2016.

## YOUNGEST WORLDWIDE

Another record was celebrated on the night, with Philip Thornton of Wells Cargo Logistics Ltd. A 4th-year student completing work experience in the industry over the past year, Philip's interest in Freight Forwarding saw him undertake the full FIATA Diploma course as a project during his Transition Year in Secondary School. Bob commended Philip on this by remarking that "successful completion of this course requires a significant level of self-discipline for the home study involved. In Philip's case, the largest exam he ever faced was the Junior certificate, so while completing and passing the course would be a great achievement, he went further, really put the work in and as testament to this, emerged with a Merit level FIATA Diploma qualification. In doing so, Philip has earned the accolade of being the Youngest FIATA Diploma Holder worldwide, a great personal success and a great success for Ireland."

Since IIFA started this training with a classroom seminar on the 25th of November 2008 in the Grand Hotel in Mala-

hide, the Association has evolved over the years to now offer a fully online training platform to every corner of our country, adapting to the needs of those employed within our dynamic and demanding industry, while staying up to date with relevant industry procedures and regulations. The 31 graduates from the 2017–2018 Class Group raised the number of FIATA Diplomas delivered through IIFA to 226. Combining this number with those previously delivered through FAS (an Irish Government training facility for the unemployed) from the mid-1990s until 2010 raises the number of Irish FIATA Diploma Qualifications to just under 600, a significant number in the total presence of 14,000 FIATA Diplomas globally.

## 26 NEWBEES TO COME

Bob Rainsford closed the event with the comment that "we at the IIFA are committed to keeping our members up to date with any new developments within the industry. Our focus is on education and encouraging our members to avail of the industry-ready training we have to offer. It is very important that we as Freight Forwarders have the proper expertise to offer our customers."

With over 50 FIATA Diploma graduates past and present in attendance on the night, in addition to guests, attendees enjoyed a lively evening of networking and catching up with their industry colleagues and friends. Images of previous graduation ceremonies were displayed on the walls, including a selection of global FIATA Diploma graduation images,

## ABOUT THE IIFA FIATA DIPLOMA COURSE

IIFA supports the continuous improvement of the Irish Freight Industry by offering training with an Irish version of the internationally recognised FIATA Diploma in Freight Forwarding, a ten-module distance learning course that covers the cornerstones of the Freight, Logistics and Transport industry. Initial modules cover transport by land, air and sea, while later modules detail important background considerations such as customs clearance, dangerous goods and insurance. This course is delivered online, with on-demand webinars and timed access to examinations and assignments. IIFA's course material is validated by FIATA every four years. In September 2019, IIFA will launch a stand-alone Customs Awareness and Practical SAD completion course.

shared with IIFA by FIATA National Associations leading up to the event. IIFA is proud of its work with FIATA and the connection to the global Freight Forwarding community that FIATA membership facilitates. The Irish Association grateful to its global colleagues from fellow FIATA National Associations that shared images of their own graduation events including Canada, China, Chinese Taipei, Ethiopia, India, Kazakhstan, Lithuania, Singapore, Turkey, the United Arab Emirates, Vietnam and Zimbabwe.

IIFA looks forward to continue to offer the IIFA FIATA Diploma in Freight Forwarding to the Irish industry for years to come. The Association is grateful to past graduates Gabbie White, Sinead Wheatley and Glen Warnock for taking the time to prepare, present and share their own stories with their fellow graduates. IIFA will now focus on its 26 participants of the 2018–2019 IIFA FIATA Diploma in Freight Forwarding.

Further information on the IIFA FIATA Diploma course is available at

[www.iifa.ie/education/fiata-diploma-in-freight-forwarding](http://www.iifa.ie/education/fiata-diploma-in-freight-forwarding)

### For further information, please contact

Seamus Kavanagh

Irish International Freight Association

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Telephone 01-845-5411, E-mail: [info@iifa.ie](mailto:info@iifa.ie)

Web: [www.iifa.ie](http://www.iifa.ie)

## ABOUT THE IRISH INTERNATIONAL FREIGHT ASSOCIATION

The Irish International Freight Association (IIFA) is the National Representative Body for the Irish Freight Forwarding service provider community. Run by a Council of elected representatives from its membership body, the association's overall aim is to ensure that the concerns of its members and their clients are heard and acted upon. With 120 members nationwide, IIFA members facilitate 90% of Ireland's international trade.

As a recognised industry stakeholder, IIFA maintains membership of a number of knowledgeable and influential associations both at the national and international level. IIFA is Ireland's National Association Member of FIATA, the International Federation of Freight Forwarders' Associations, based in Zurich, Switzerland, and is also a member of CLECAT, the European Association for Forwarding, Transport, Logistics and Customs Services, based in Brussels, Belgium. Locally, representatives from the IIFA Council sit on Revenue's Customs Consultative Committee and other relevant stakeholder groups, such as DTTAS' recently formed BREXIT group.

KEEPING SUPPLY CHAINS CLEAN OF SUSPICIOUS CARGO

# Your eyes and ears can make the difference

**Freight forwarders describe a ‘sixth sense’ when it comes to suspicious cargo and clients. By asking the right questions, looking out for red flags and setting up strong policies, freight companies and their staff maintain robust supply chains that ensure quality for their customers and set up the building blocks of thriving global trade systems.**

The detection of suspicious cargo is critical to protect companies from illegal wildlife trade incidents. Four years ago, FIATA and TRAFFIC, the wildlife trade monitoring network, joined forces to help raise awareness

surrounding the threat of illegal wildlife trade in supply chains. With new resources and guidance materials developed by TRAFFIC and FIATA, it is now easier than ever for freight forwarding companies and associations to take action and be part of the solution.

## HOW ILLEGAL WILDLIFE TRADE INFILTRATES CARGO SUPPLY CHAINS

The largest illegal trade is in drugs, followed by human trafficking and counterfeit goods. Trafficking in wildlife products – for example elephant ivory, rhino horn, shark fins, or other wild animal and plant goods from illegal sources – is ranked fourth, and it takes place in every region of the world. This underground trade threatens conservation efforts and has a direct impact on global supply chains.

Traffickers rely on legitimate multi-modal transport networks to move their goods – disguising illegal wildlife products as legitimate cargo shipments. This exposes freight forwarders and transport companies to unwanted risks. Like any other serious form of crime, wildlife traf-

ficking fuels corruption, undermines the rule of law, and is often linked to other criminal activities. Cargo company supply chains targeted by criminal wildlife trafficking networks face significant reputational, safety, and theft issues.

## FIGHTING BACK AGAINST WILDLIFE TRAFFICKING

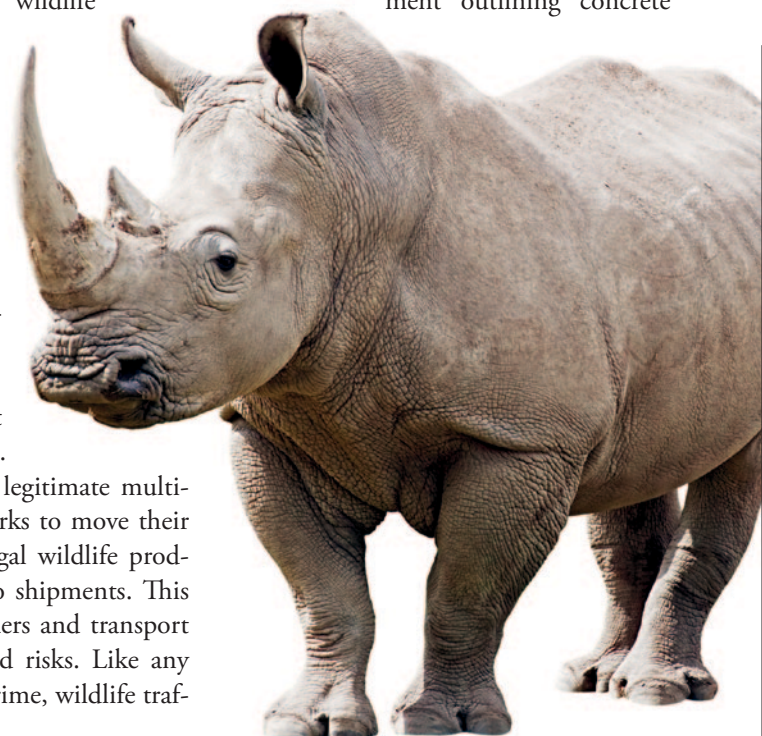
In 2015, the United Nations General Assembly adopted a resolution to tackle illegal wildlife trade and launched a new agenda of Sustainable Development Goals that include measures to protect wildlife. Illegal wildlife trade is a transport-intensive activity, and transport industry leaders have been amongst the pivotal drivers of action.

To date, 113 transport companies have joined the United for Wildlife Transport Taskforce and signed the Buckingham Palace Declaration, a commitment outlining concrete



Photos: FIATA, iStock/rusm

On the 10th of January 2019, more than 30 pieces of rhino horn were confiscated at a cargo warehouse at O. R. Tambo International Airport in Johannesburg, South Africa. The shipment was bound for Dubai and its contents were declared as ‘decorative items’. The rhino horn, found in four out of eight boxes, was wrapped in plastic and concealed under laminated wooden sheets and doormats. *Source: IOL News*





steps for companies to take when combating the illegal wildlife trade. The task force was convened by HRH the Duke of Cambridge in 2016 as a means to unite the transport industry and identify solutions in breaking the chain between suppliers and consumers. Regular intelligence alerts and guidance are distributed among the task force, informing members of critical movement patterns, high risk routes and concealment methods that traffickers are using to take advantage of the transport industry.

Along with the landmark United for Wildlife agreement, nearly 30 transport firms, government organisations, not-for-profit organisations and intergovernmental organisations have joined the USAID Reducing Opportunities for Unlawful Transport of Endangered Species Partnership (ROUTES), which is managed by TRAFFIC and supports transport companies through up-to-date wildlife trafficking data and analytics, training and awareness resources for transport personnel and guidance and tools for strengthening business policies and protocols.

TRAFFIC has partnered FIATA and is working with FIATA members to increase awareness and provide solutions for freight companies to join the international fight against wildlife trafficking. Recently, FIATA added wildlife trafficking to the minimum standards

How you can help fight illegal wildlife trade		
Contact TRAFFIC for more information on next steps and available resources		
Action	FIATA / National Association	Individual Company
Stay informed on global and regional trafficking trends	✓	✓
Raise awareness of wildlife trafficking among members / employees	✓	✓
Promote a Zero Tolerance policy for wildlife trafficking / Address wildlife trafficking in your code of conduct	✓	✓
Include wildlife trafficking prevention in staff induction courses and training	✓	✓
Know your customers and look for wildlife trafficking red flags		✓
Put in place standard proceedings for internal and external reporting of suspected wildlife trafficking instances		✓
Access free resources from the ROUTES Partnership	✓	✓
Act as an advocate and encourage colleagues, partners and peers to take action against wildlife trafficking	✓	✓

Table: FIATA

National associations as well as companies can do their share.

it requires to award FIATA diplomas in international freight forwarding. In addition, the Tanzania Freight Forwarders Association developed and is pilot-testing new training courses on legal and illegal

wildlife trade. TRAFFIC is also working closely with the South Africa Association of Freight Forwarders (SAAFF) to raise awareness of wildlife trafficking ahead of, and during, this year's FIATA World Congress in Cape Town.

Approximately 55 elephants are poached every day for their ivory

In Africa, one rhino is killed every 8 hours for its horn

Approximately 110 tigers enter the illegal trade chain in Asia every year

7,000 species are impacted by illegal wildlife trade

20 tonnes of pangolins and their parts are trafficked every year

An estimated 24 million seahorses are taken from the wild every year

Over the past ten years, more than 1,000 wildlife rangers have been killed at work

**WHAT YOU CAN DO**

Everyone has a role to play in combating wildlife trafficking, and FIATA members can take important steps to help enforcement by being the eyes and ears of efforts to prevent illegal wildlife trade.

At the top of this page you will find a table of measures enabling freight companies and associations to join industry leaders to strengthen their businesses and help to prevent the exploitation of transport supply chains by criminal networks.

Contact person:  
 Ms. Hallie Sacks at TRAFFIC  
 hallie.sacks@traffic.org

Please contact Ms. Hallie Sacks to receive resources and discuss how you can help combat wildlife trafficking.

# Obituary

## Peter Shu-Ping Yang

FIATA was sad to learn that Mr. Peter Shu-Ping Yang, a respectable past Vice President of FIATA, passed away in December 2018. Peter was the founding chairman for TILSCA, ex. chairman of TAFLA, ex. executive director of IOFFLAT, vice chairman for TFLA.

Peter devoted more than 20 years of his time to attending FIATA events, being VP for many terms and contributing to ABVT as well. Peter was the driving force behind the successful hosting of the FIATA World Congress 2015 in Chinese Taipei. He was also dedicated to promoting the FIATA diploma and higher diploma courses in Taipei.

We at FIATA all send our deepest condolences to the family and friends of Mr. Peter Yang.



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# Happy Birthday!

FIATA congratulates three well-known delegates on their birthdays. We wish them many more years of good health and happiness.



**Mr. Turgut Erkeskin** (Turkey) celebrated his **55th birthday** on the 27th of January 1964. He has been a FIATA Delegate since 2011, became a FIATA Vice President in 2013 and has served as a Senior Vice President since 2017.



**Mr. David Kofi Nutakor** (Ghana) celebrated his **65th birthday** on the 15th of January 1954. A FIATA Delegate since 2008, he became FIATA Vice President in 2017. He is also a long-standing member of the FIATA Foundation Management Committee.



**Mr. Thomas Kiang Lee Sim** (Singapore) celebrated his **55th birthday** on the 6th of January 1964. A long-standing FIATA Delegate, he became ABVT Chairman in 2003 and is also the Chairman of the FIATA Foundation Management Committee.

## FIATA REVIEW

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## Forthcoming Events



Photo: iStock/pictureperfect

Tuesday 4th June 2019  
Munich, Germany  
**UIC / FIATA Market Place Seminar**

Monday 10th June 2019  
Bangkok, Thailand  
**RAP Field Meeting**

24th–26th June 2019  
Beirut, Lebanon  
**Rame Field Meeting**

1st–5th October 2019  
Cape Town, South Africa  
**FIATA World Congress**

# FIATA

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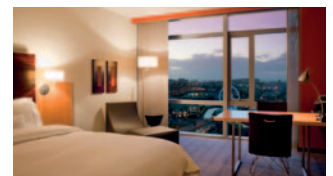
### PRE-CONGRESS GOLF AT STEENBERG

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### DAY TOURS

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[www.kingdomft.co.za/fiata-2019/](http://www.kingdomft.co.za/fiata-2019/)



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FOR REGISTRATION ENQUIRIES CONTACT:

[register@fiata2019.org](mailto:register@fiata2019.org)

