

Keeping air cargo rates in control:

Unleashing the potential of fact-based market intelligence

Hugo Koppelaars - VP Business Development



How would you feel if you would be
in full control of your air cargo rates?



Global provider of air cargo market intelligence

- 20 years experience
- Head office in Amsterdam

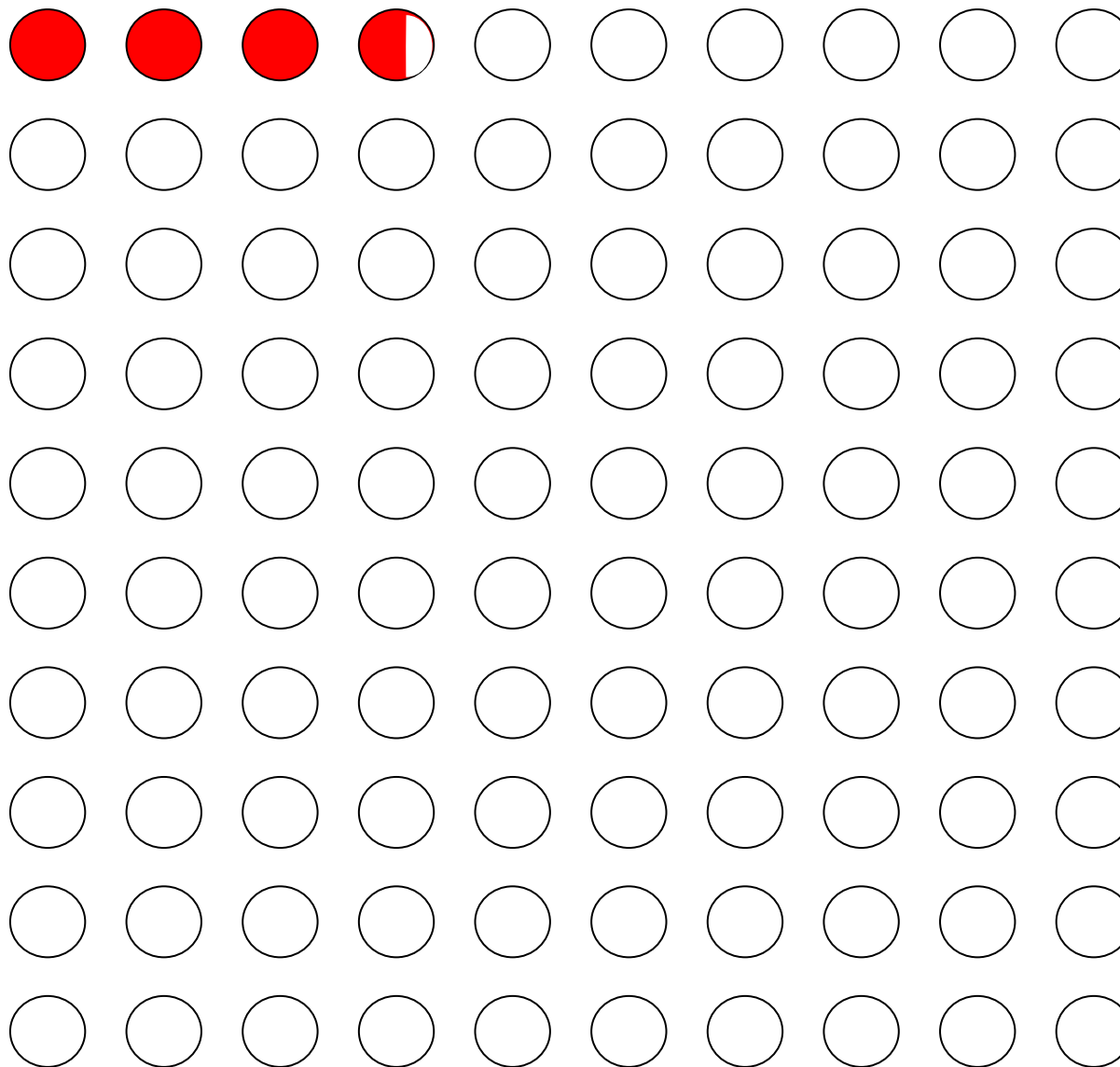


Hugo Koppelaars
VP Business Development

- 28 years experience in logistics
- Of which 2 years based in Germany

What percentage of worldwide air cargo weight is related to pharma?

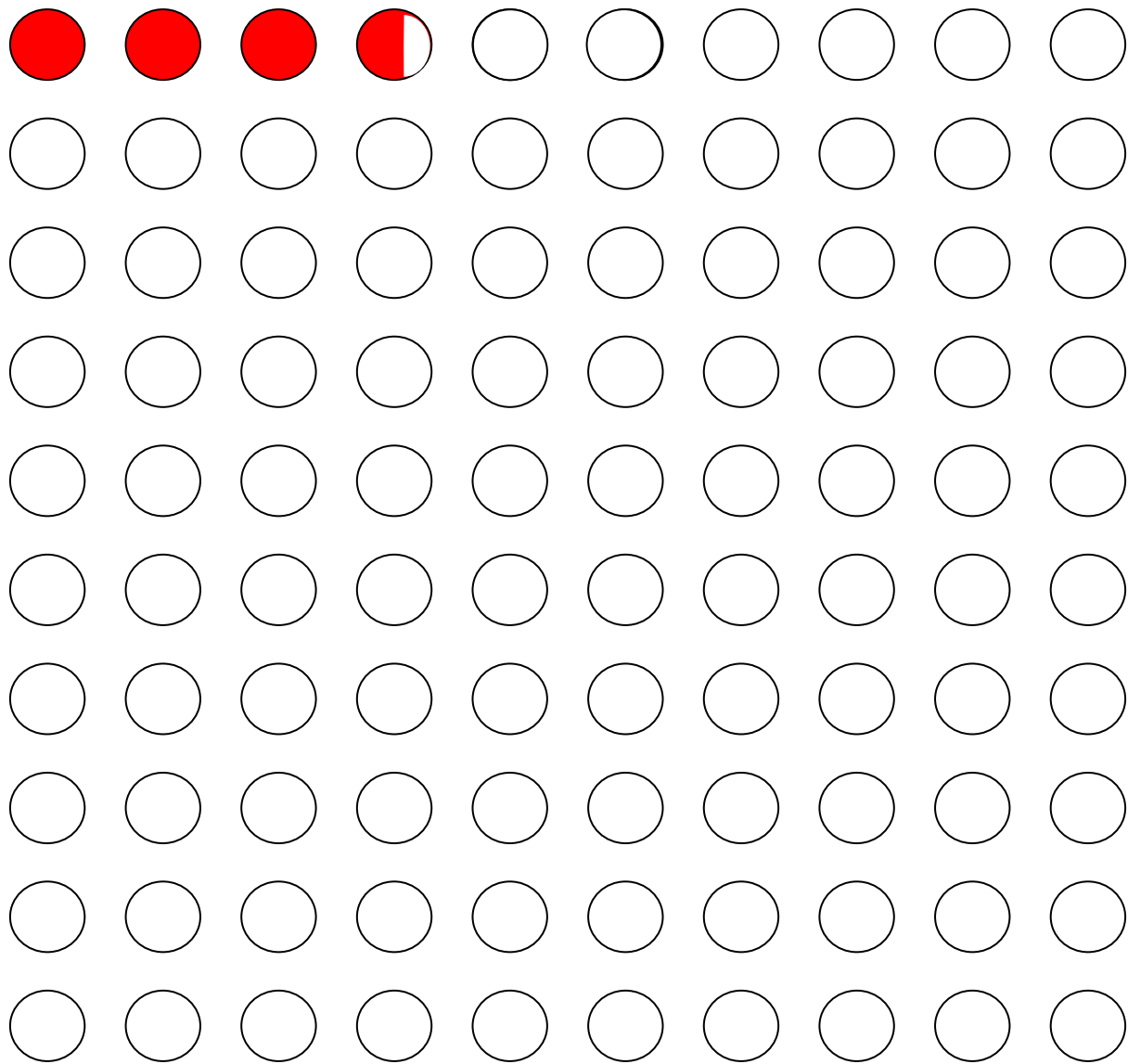
2022



3.6%

What happens to this percentage if we
look at the cost rather than weight?

2022



5.6%
>\$4b

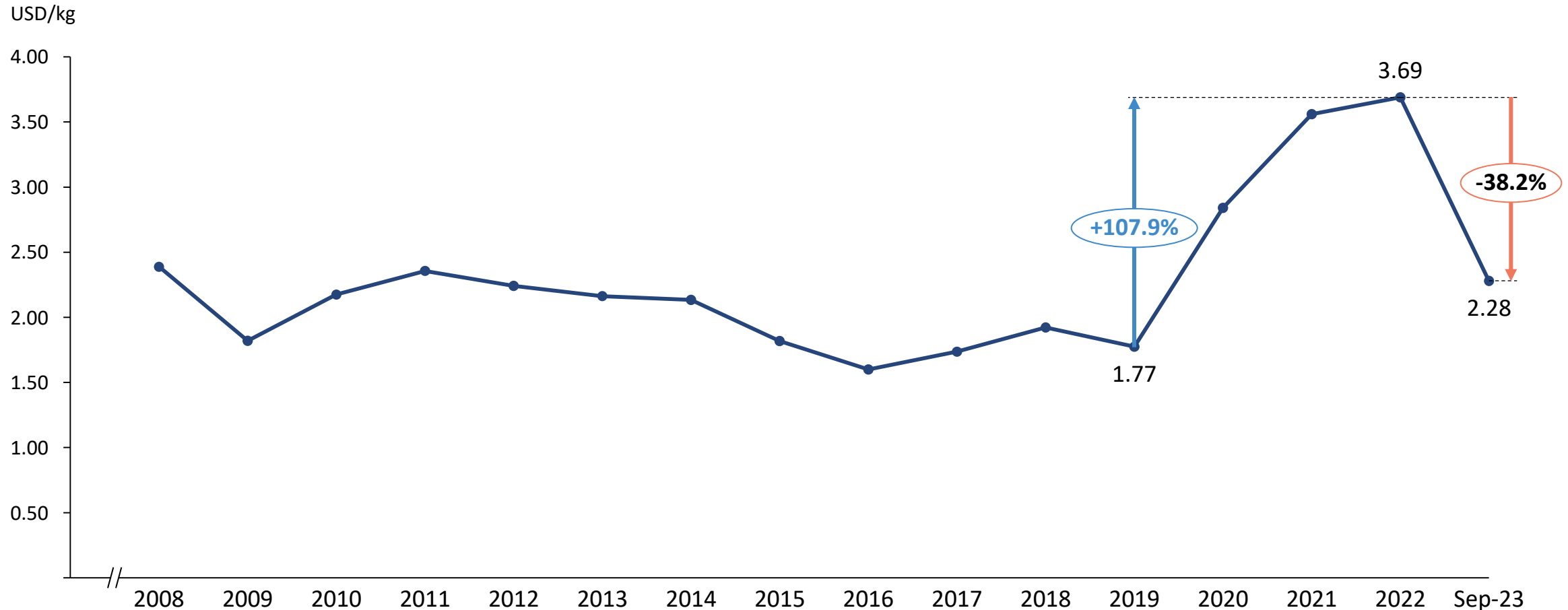


01 | Challenges in a volatile world



As a result, the air cargo market has been volatile in the past fifteen years and especially in the last three

Global average air cargo rate/kg past 15 years



How do you deal
with this situation?





Do tenders bring
peace of mind?

Tenders take a lot of time
and resources (cost typically
between 20k and 100k USD)

Tenders only provide
a timebound snapshot
of the market



02 | Solution WorldACD

What source do you need to systematically collect to have the most relevant and objective data about air cargo?

REPRINT

232AKL17810166

232-17810166

Shipper's Name and Address NEG INTERNATIONAL LIMITED Neg House -20 Mahunga Drive Mangere Bridge Manukau 2022 NZ Telephone: +64 (0) 622-7777		Shipper's Account Number Not Negotiable	
Consignee's Name and Address NZ NEG SDN.BHD G-8 AXIS TECHNOLOGY CENTRE NO 17, JALAN 229, SECTION 57A, PETALING JAYA KUALA LUMPUR 46100 MY		Consignee's Account Number	
Issuing Carrier's Agent Name and City TLL NETWORKS (NZ) LTD T/A TLL GLOBAL FORWARDING AUCKLAND		Accounting Information	
Agent's Airline Code 24-3 4206/1110		Reference Number C00935692	
AUCKLAND		Optional Shipping Information	
KUL MH		NZD PPX X	
KUALA LUMPUR		MH 130 / 06 / XXX	
Handling Information: PLEASE NOTIFY CONSIGNEE IMMEDIATELY UPON ARRIVAL		ORR: 40185173	
No. of Pieces 4		Gross Weight 1246.0K	
Rate Class C9750		Chargeable Weight 1246.0	
Rate 3.41		Total 4248.86	
Description of Goods HEALTH SUPPLEMENTS VOL 4.86 M3		Marked and Quantity of Goods (incl. Dimensions or Volume)	
Weight Charge 4248.86		Other Charges	
Total Other Charges Due Agent		Total Other Charges Due Carrier	
Total Collect 1248.86		Total Collect	
Signature of Shipper or its Agent		Signature of Issuing Carrier or its Agent	
TLL GLOBAL FORWARDING AS AGENTS		TLL NETWORKS (NZ) LTD T/A TLL GLO	
TLL GLOBAL FORWARDING ON BEHALF OF: SOMEASIAN AIRLINE		JITU MOORE	
06-Aug-15		AUCKLAND	
For Carrier's Use only at Destination		Charges at Destination	

001 NYC 12345678

001-12345678

Shipper's Name and Address CABLE AND STEEL COMPANY 1234, INDUSTRIAL STREET NEW YORK, USA PHONE 555 55 55		Shipper's Account Number	
Consignee's Name and Address CABLE BIG STORE 4321, ROGERS STREET LONDON, ENGLAND PHONE: 555 12 34		Consignee's Account Number	
Issuing Carrier's Agent Name and City BOND STUFF FORWARDERS QUEEN STREET 7 LONDON, ENGLAND PHONE: 555 55 12		Accounting Information NOTIFY: SOMEBODY, PH: 555 55 34	
Airport of Departure (Addr. of First Consignee and Requested Routing) NEW YORK CITY		Reference Number	
LHR AA		Currency USD	
HEATHROW		Requested Flight Date 1234/12	
These commodities, technology or software were exported from the United States in accordance with the Export Administration Regulations. Ultimate Destination		Diversion contrary to U.S. law prohibited	
No. of Pieces 2	Gross Weight 324.00	Rate Class Commodity Item No.	Chargeable Weight
Total 1234.00		Total 1234.00	
Weight Charge 1234.00		Other Charges	
Total Other Charges Due Agent		Total Other Charges Due Carrier	
Total Prepaid 1234.00		Total Collect	
Currency Conversion Rates		CC Charges in Dest. Currency	
For Carrier's Use only at Destination		Charges at Destination	
ORIGINAL 1 (FOR ISSUING CARRIER)		001-12345678	

Air Waybill (AWB)

- Forwarder
- Origin
- Destination
- Chargeable weight
- Actual rates paid by the forwarder to the airline

WorldACD has the largest cargo coverage because of its data partnerships with 100 airlines across the globe



WorldACD

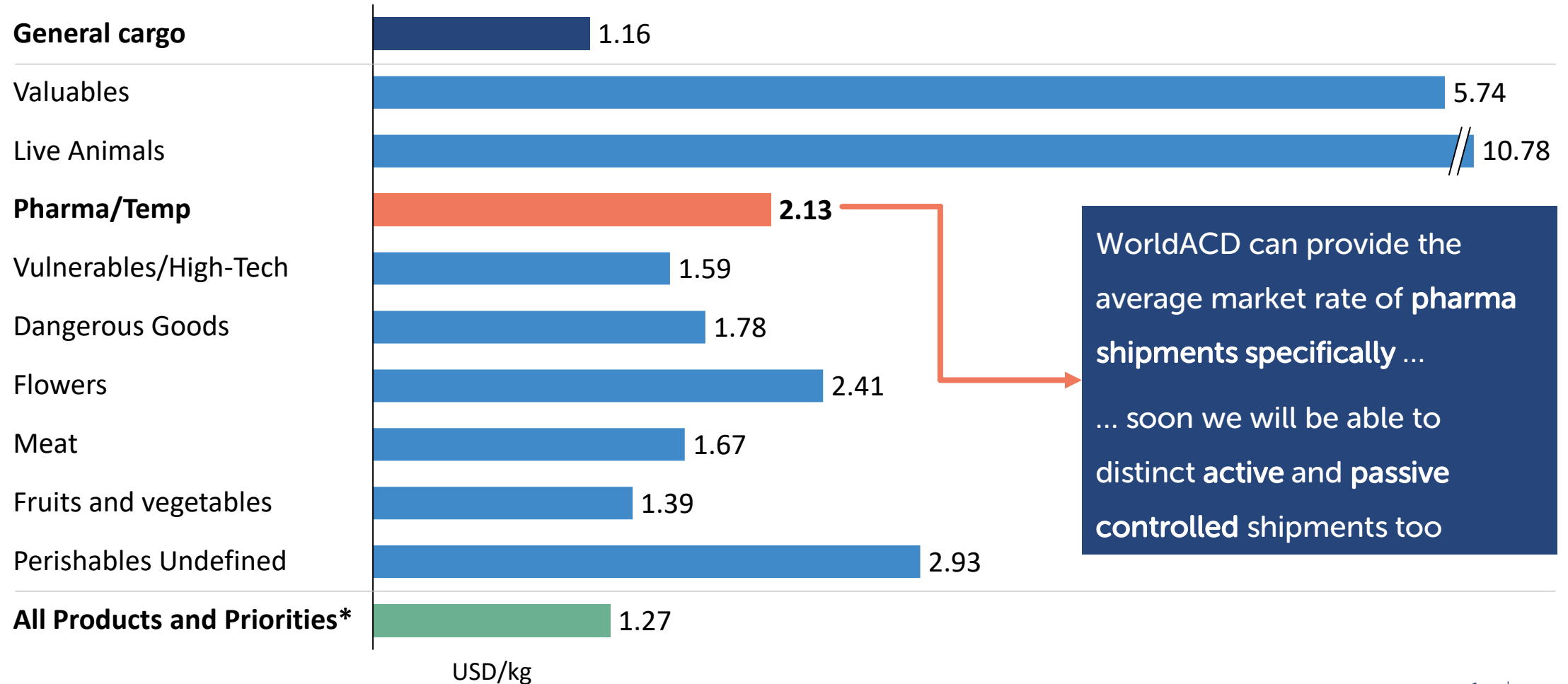
- Collects 2 million AWBs per month
- CASS and non-CASS
- >80% global market
- 100,000+ lanes
- 15,000+ forwarders

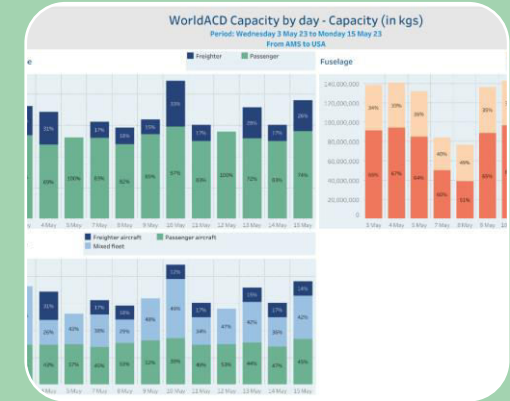
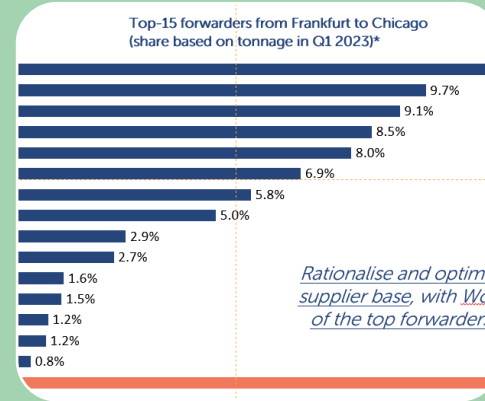
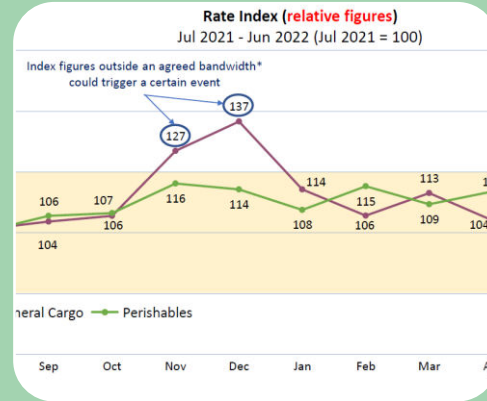
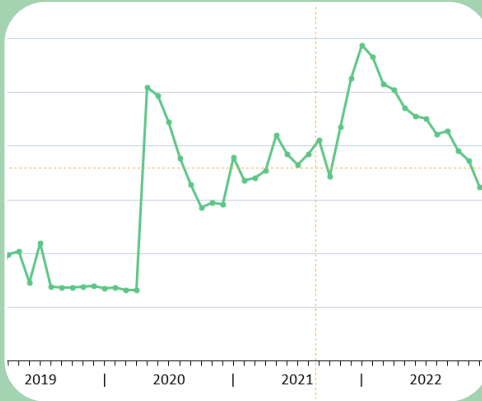
31/10/2023

Source: WorldACD Market Data

WorldACD provides you with the market rates for your type of cargo, because averages* can be very misleading

Rate incl. surcharges per product category from Frankfurt to Hong Kong (Q2 2023)





Market rates

Market rate indices

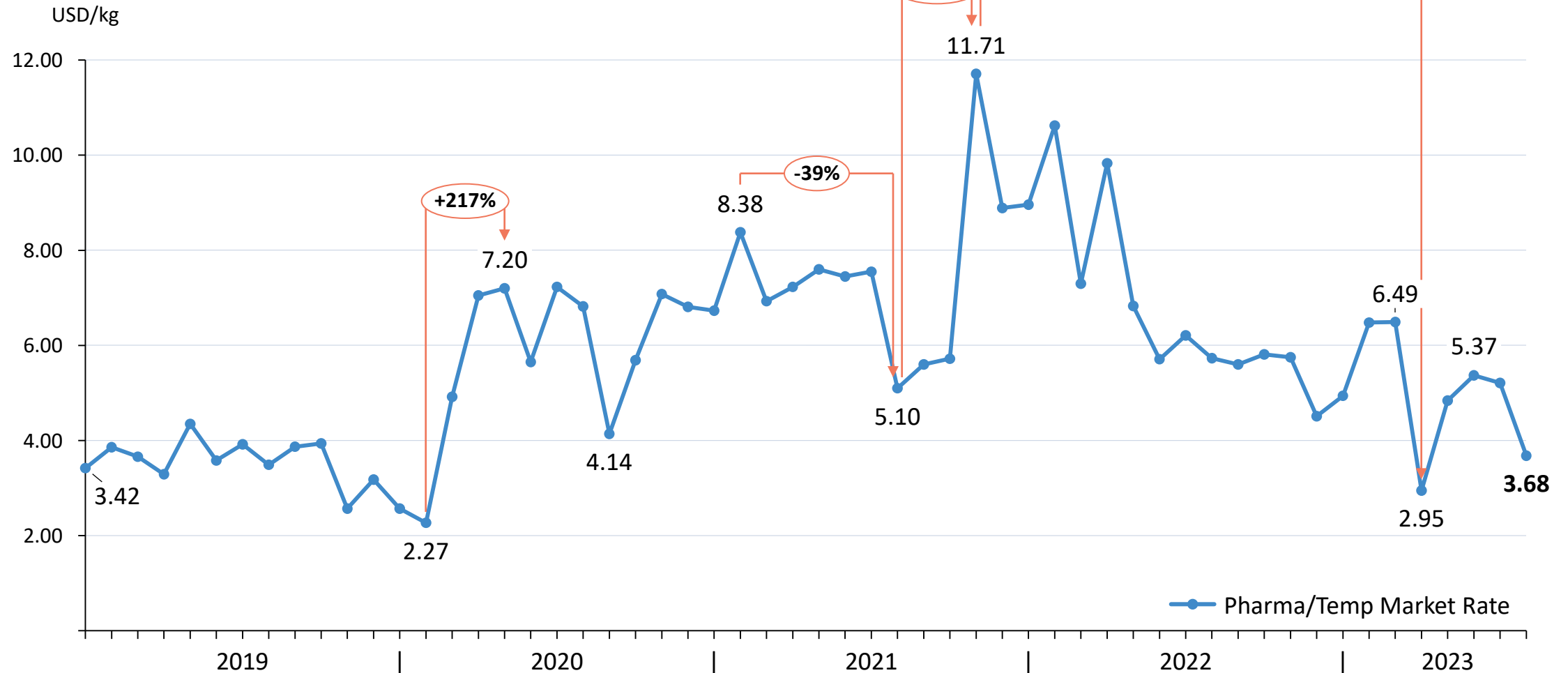
Forwarder ranking

Available capacity

By lane; By relevant product; Every month

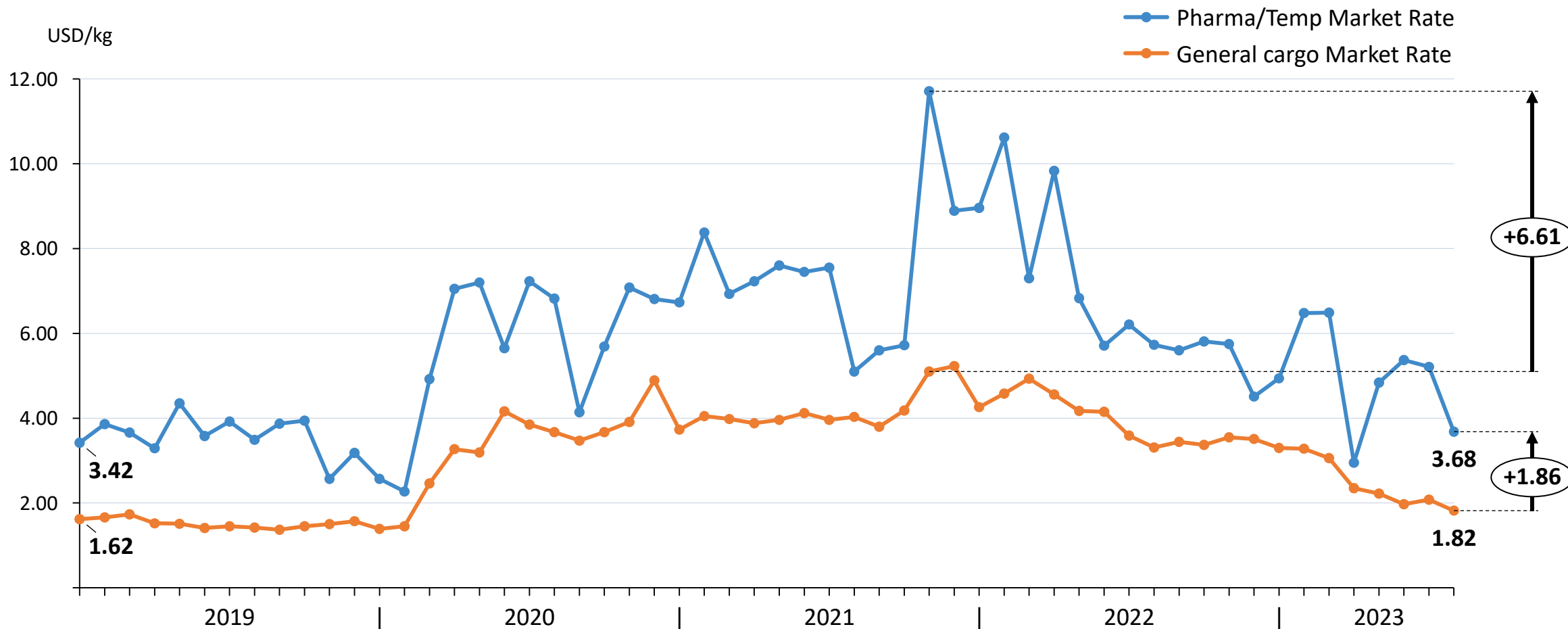
Pharma air cargo market rates from Frankfurt to New York

Market rates



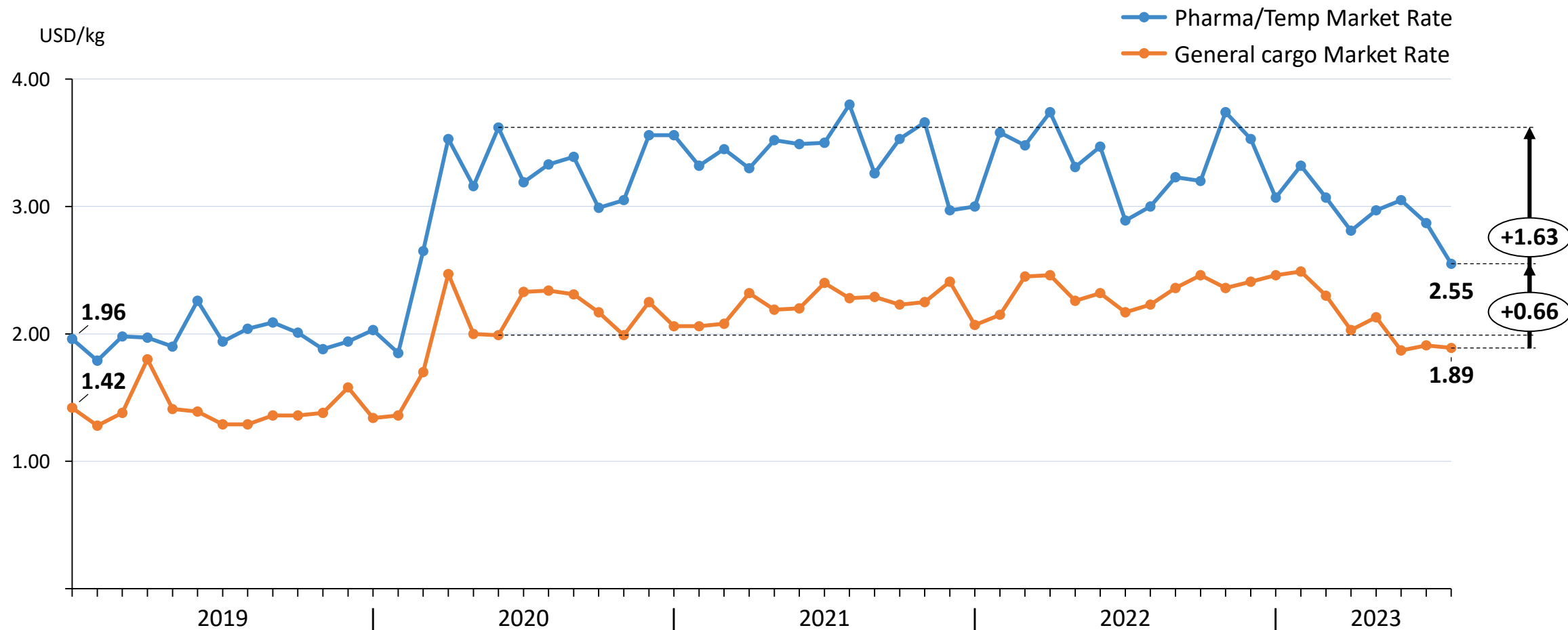
Pharma vs general cargo market rates from Frankfurt to New York

Market rates



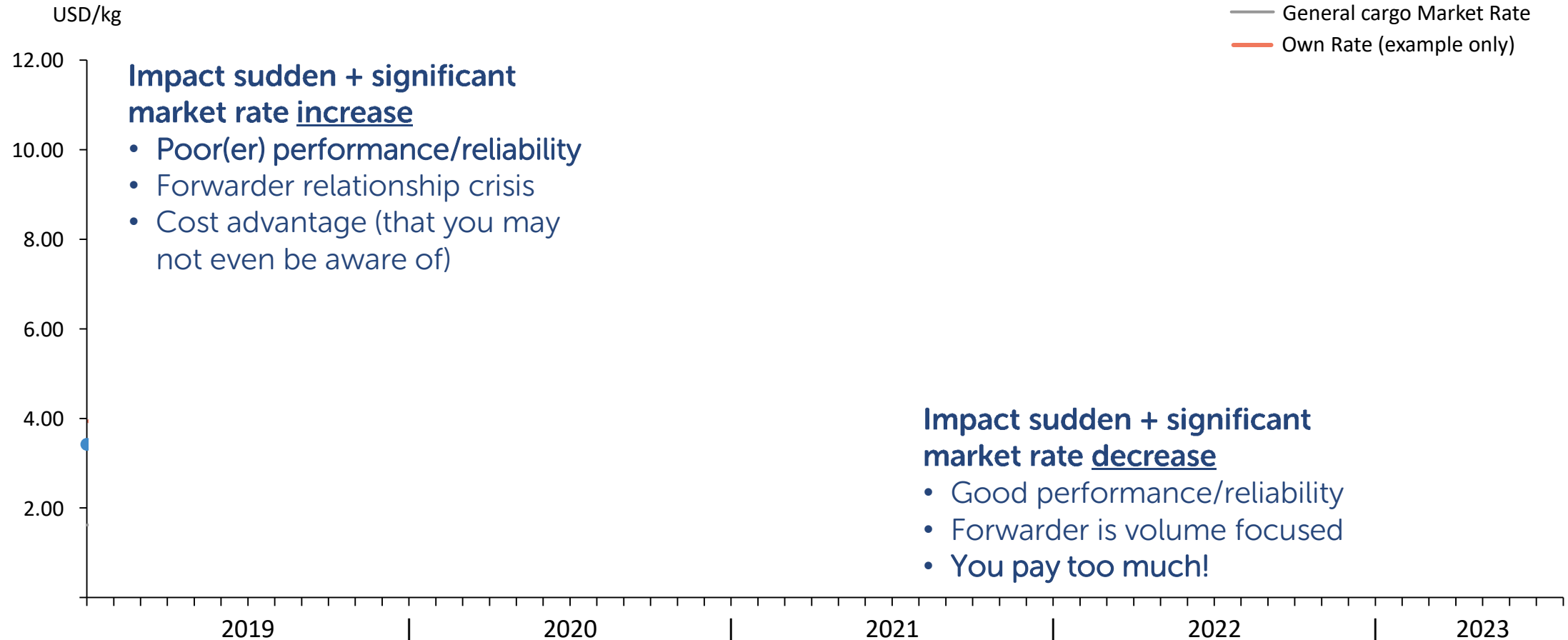
Pharma vs general cargo market rates from Frankfurt to Riyadh

Market rates



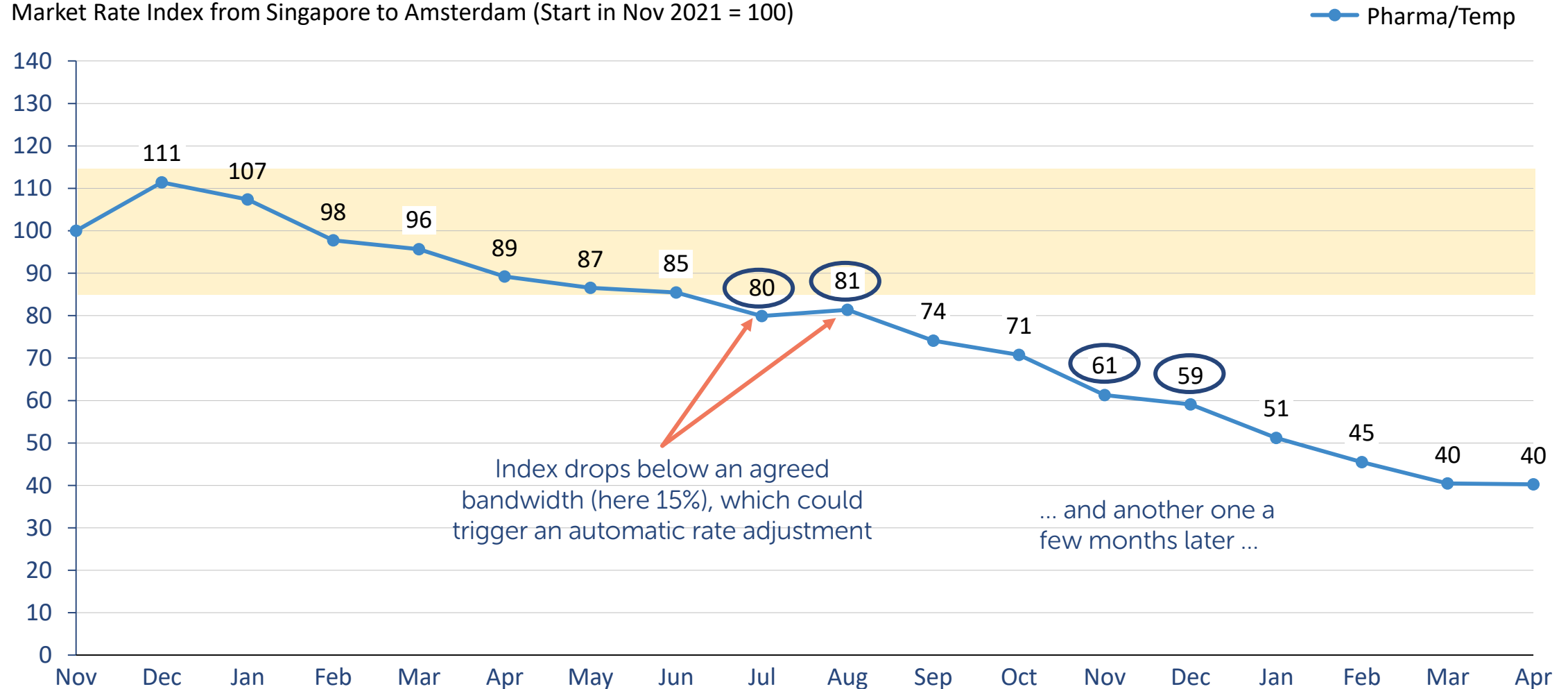
What happens with your forwarder contracts in volatile markets?

Frankfurt → New York



Using index based rates in your contracts with forwarders reduces risk and contract mgt time

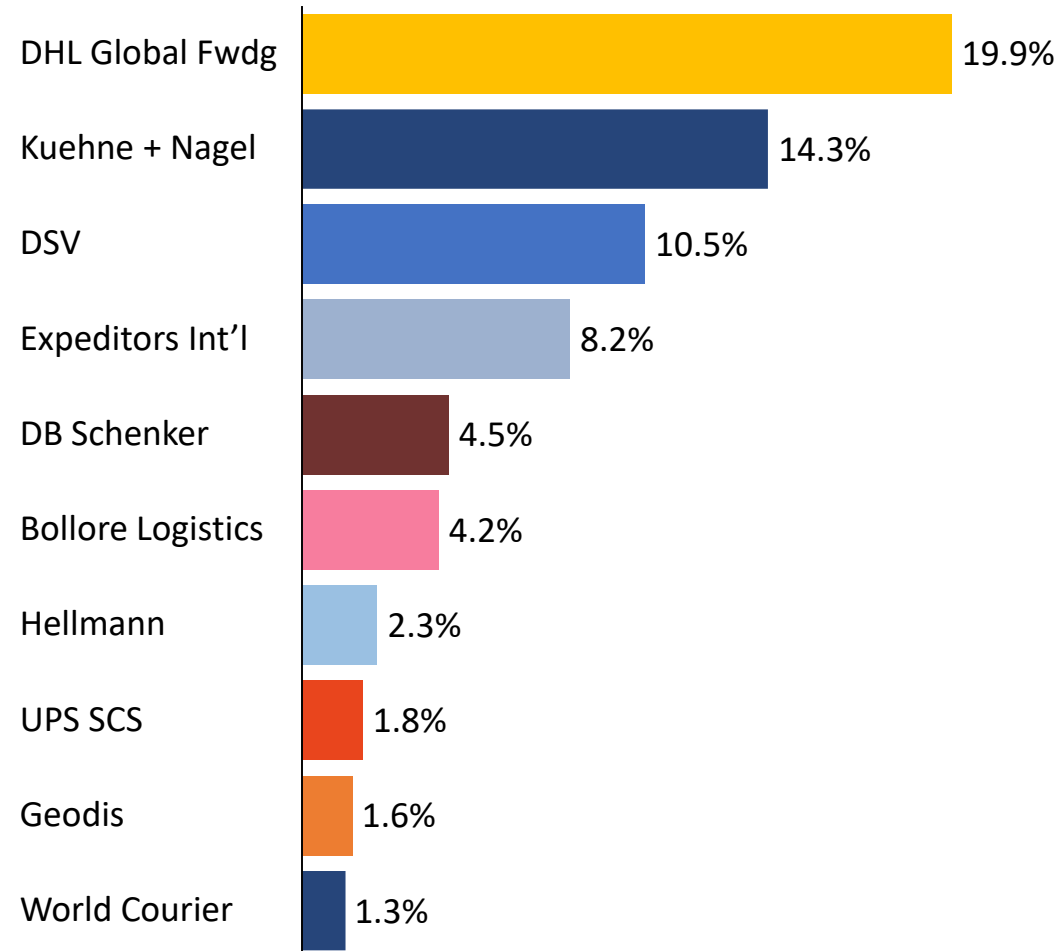
Market Rate Index from Singapore to Amsterdam (Start in Nov 2021 = 100)



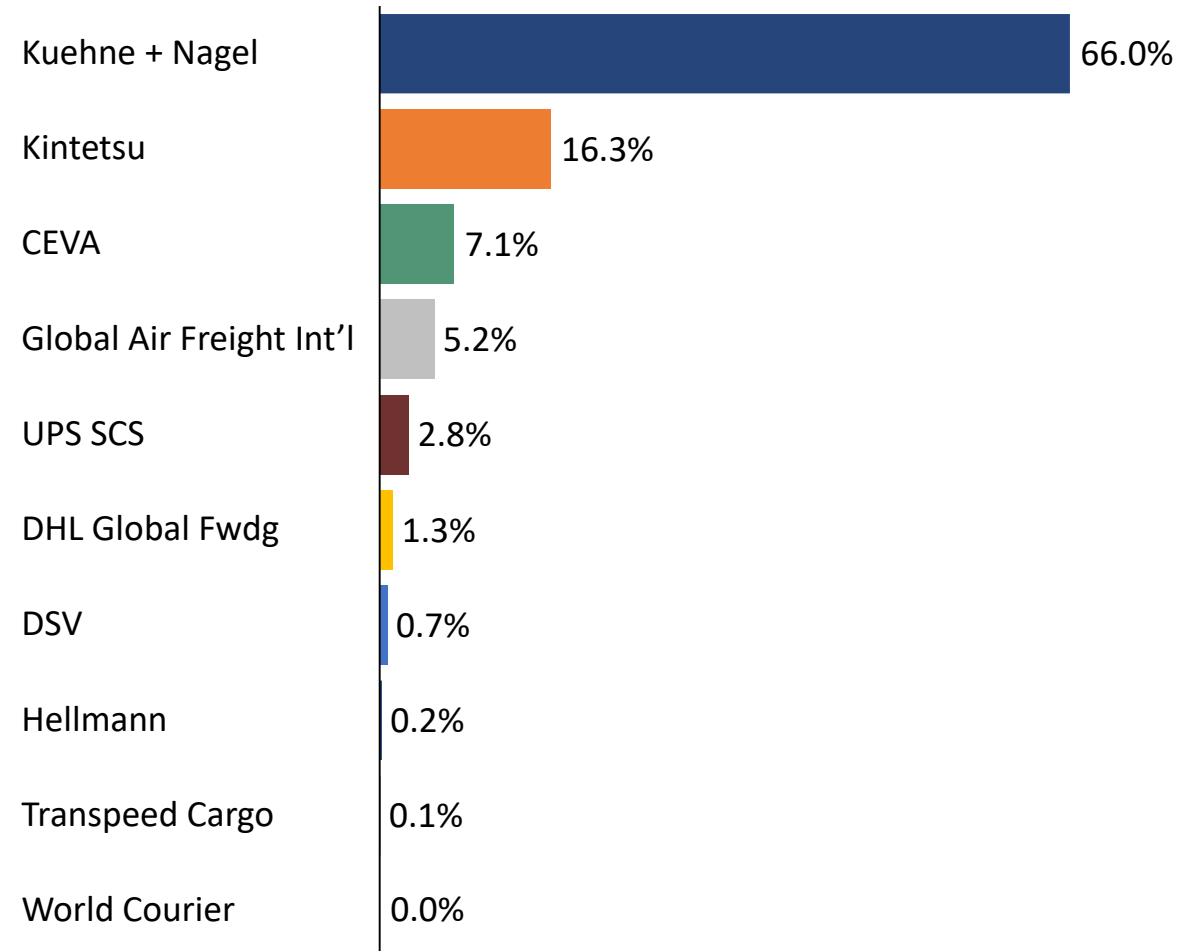
Knowing the top forwarders on each key lane is very useful for strategic partner selection

Forwarder ranking

Worldwide



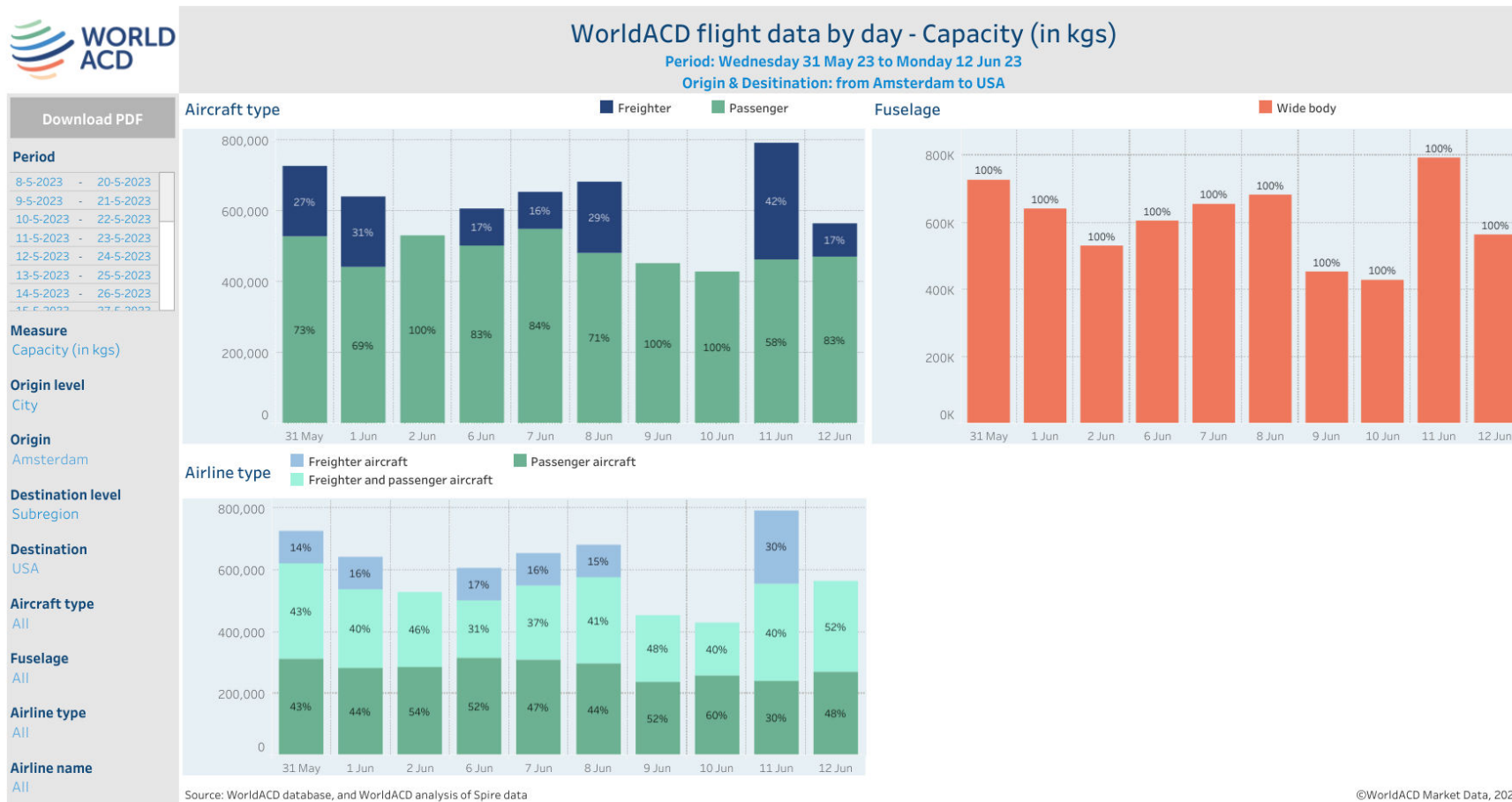
Singapore to the Netherlands



Optimise your shipping days and routes using WorldACD's capacity dashboard

Available capacity

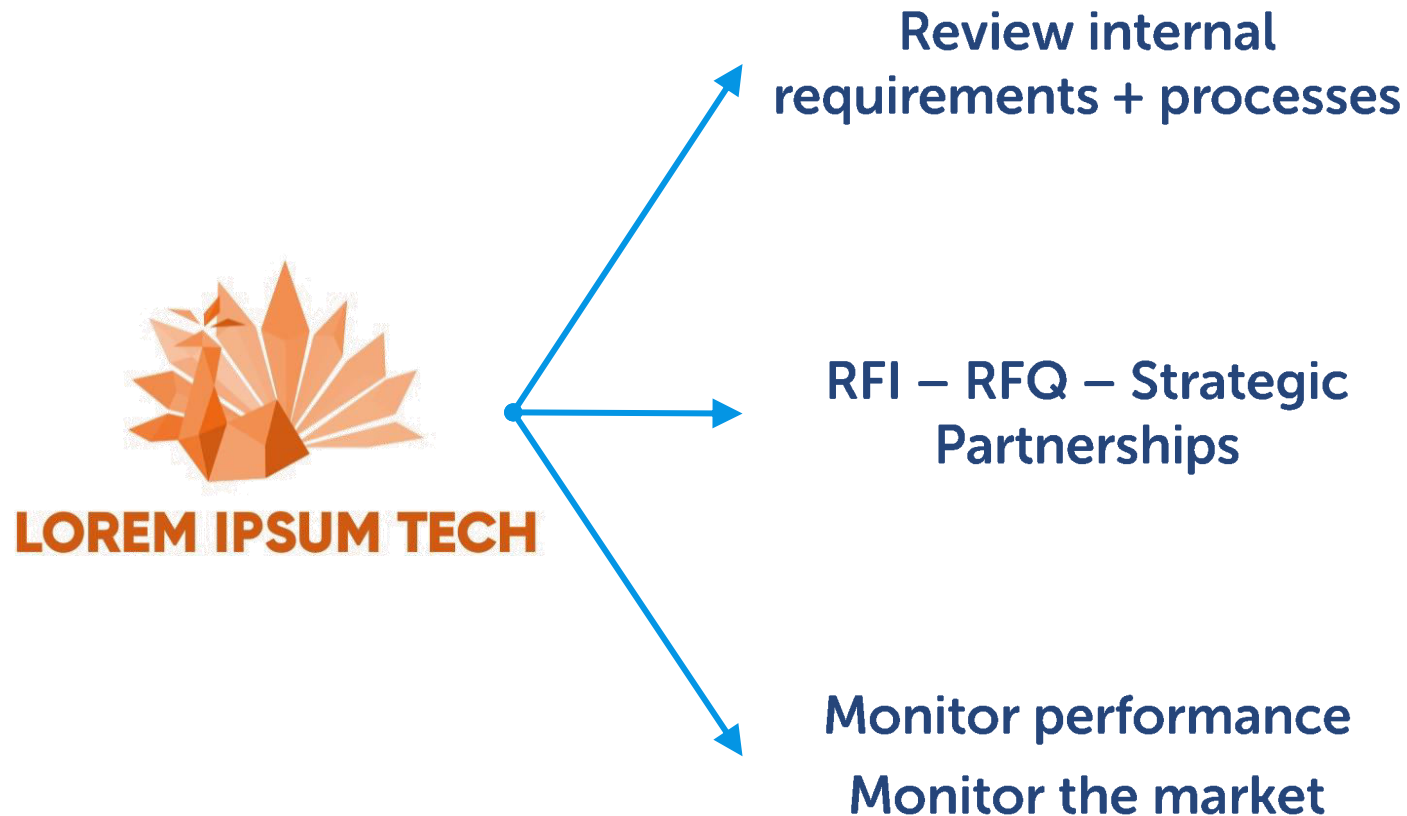
Capacity dashboard, showing the available capacity by aircraft and airline type per day per route (AMS – US, May 31st to Jun 12th 2023) for all airlines (more than WorldACD partners)



Total available capacity by:

- Lane
- Day
- Aircraft type
(freighter; passenger)
- Fuselage
(narrow; wide)
- Airline type
(freighter; passenger; mixed)

A leading high-tech manufacturer used WorldACD during a recent global supply chain optimisation project



Results achieved

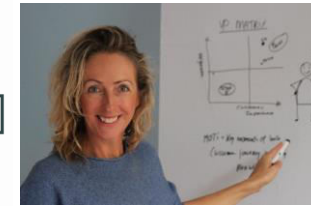
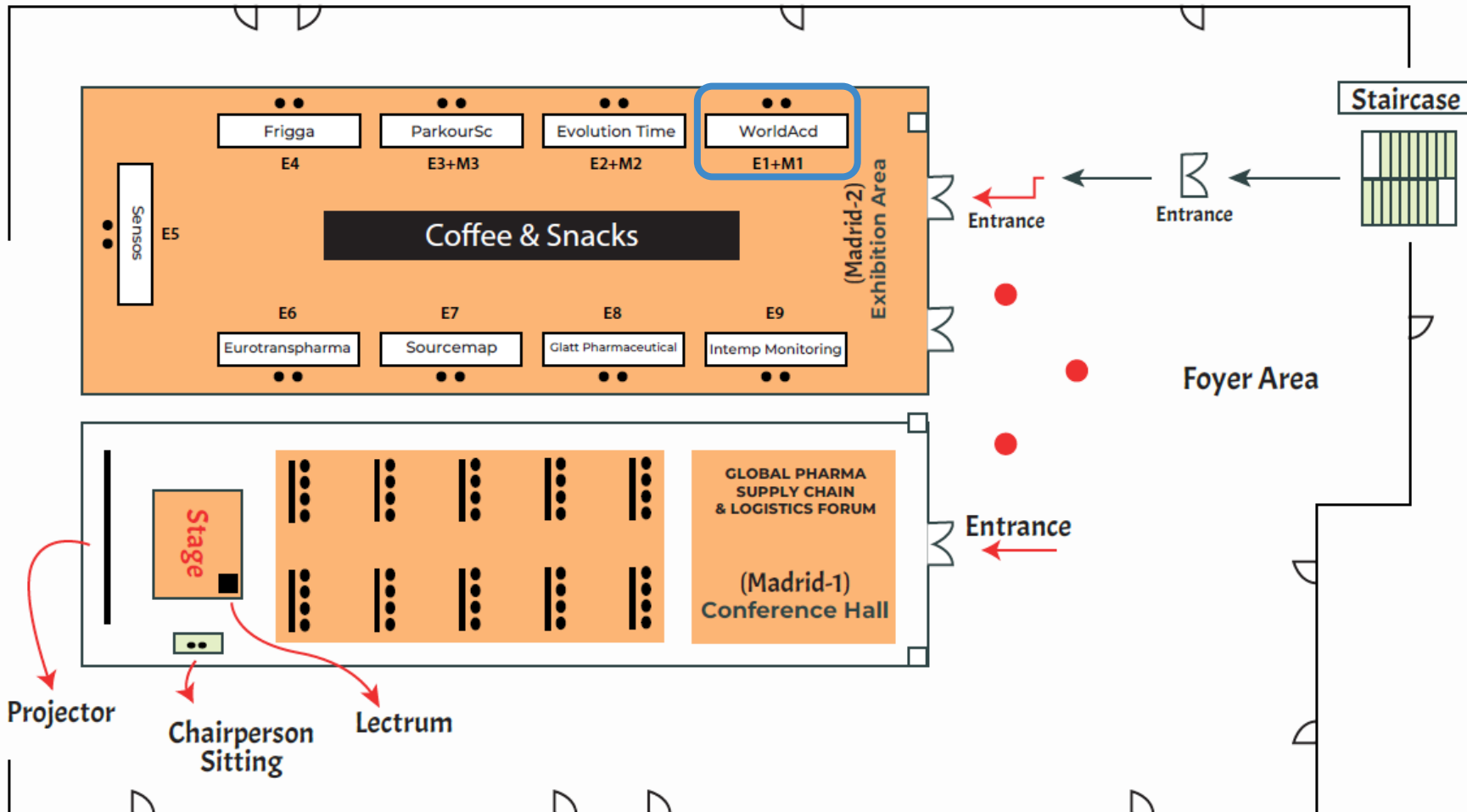
- Improved reliability
- Reduced costs
- In control going forward





Want to further
explore potential?





Swinda Hagedoorn
VP Customer Insights



Hugo Koppelaars
VP Business Development

Booth E1, to the right of the entrance of the exhibition area

- To explore opportunities
- Dashboard demo (real data)
- Information leaflet & sweets
- Eco-friendly sunglasses for the tender champions (and we have some extra)!



Take control and unleash the potential
of fact-based market intelligence

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Thank you!

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