Value of Air Cargo Connectivity
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To represent, lead and serve the airline industry
Meet the International Air Transport Association

270 Airlines is the total number of IATA Member Airlines

IATA Provides numerous services to its members/customers.

83% Is the percentage of global traffic represented by IATA

"The Trade Association of the World Airlines"

"IATA Advocates on Behalf of the Airline Industry"

"IATA Helps developing Standards For the Industry"
Aviation in 2016...

3.8 billion Passengers

18,429 Unique city pairs

52 million Freight tonnes

$6.8 trillion Trade carried

Source: ATAG, IATA Economics  www.iata.org/economics
AVIATION: POWERING WORLD TRADE
Lightweight by volume, Heavyweight by value!

Almost 340 billion letters and 6.7 billion postal parcels are sent every year.

$6.8 trillion
Value of cargo handled
By air in 2016
What are the key Air Cargo drivers?
ISOCHRONIC PASSAGE CHART FOR TRAVELLERS,
showing the shortest number of days journey from London by the quickest through routes and using such further conveyances as are available without unreasonable cost. It is supposed that local preparations have been made and that other circumstances are favourable.

By Francis Galton, F.R.S.

Explanation of colours: Green = within 10 days. Yellow = 10-20 days. Pink = 20-30 days. Blue = 30-40 days. Brown = more than 40 days journey.

Published for the Proceedings of the Royal Geographical Society, 1881.
1914
Over 95% of the world population and economic activities within wide body range from Istanbul!

Source: Turkish Airlines
i.e. : Direct access to landlocked countries
IATA study on the value of Air Cargo

Study on the Value of Air Cargo: Air Transport and Global Value Chains

Countries with more developed air cargo connections and smarter borders are more integrated into Global Value Chains reaping the associated benefits.
IATA study on the value of Air Cargo

Essential for integrating into Global Value Chains

Source: Klaus Meinhardt, JETRO2012, ATAG, pinterest.com
IATA study on the value of Air Cargo

Textile and Apparel case study for Turkey:
In the year 2015, 5% of total EU imports and 17% of total US imports from Turkey were transported by air.
Some Air Cargo customers feedback!

“We need a Cargo cloud where everybody is connected”

“We need more visibility and transparency”

“Other modes are moving faster”

“Air cargo processes have not been modernized over the last twenty years”

“Air cargo is often a black space”

Shipper’s voice:
European Shipper Council ‘White Paper’ 2014
World Cargo Symposium Shipper Panel, March 2015
Why Air Cargo full potential limited?

Cross-border challenges is limiting Air Cargo potential

(source ‘Doing Business’ index, World Bank)
What do we do about it?

Digitized the Air Cargo process alike for the Passenger!
e-Freight is an industry-wide program that aims to build an **end-to-end paperless transportation process** for air cargo made possible with regulatory framework, modern electronic messages and high quality of data.

What do we do about it?

e-Freight is part of the StB Cargo program aiming at making air cargo easier, smarter and faster. The program portfolio holds 5 projects with the objective to accelerate change in the areas of digitization, visibility and safety.

- e-Freight & e-AWB
- Digital Cargo
- Interactive Cargo
- Smart Facility
- ACID - Air Cargo Incidents Database
Why digitization is key for Air Cargo connectivity?

+1% = +6%
To conclude...

Aviation is critical for our modern life. The **Air Cargo Customer experience** through IST will be critical to **connect global markets to power the Turkish economy**!

Source: The World Bank, United Nations
24 HOURS in Air Cargo

OVER 80,000 flowers transported

100,000 planes take off

140,000 tonnes of cargo carried

20 MILLION parcels sent

1.1 MILLION smartphones transported

6,849 lives saved!

898 MILLION letters sent

OVER 200 race horses transported

QUESTIONS?
THANK YOU

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