

# Paving the way forward:

## A message from CHAMP's new CEO

Chris McDermott, CEO

*Appointed as the new Chief Executive Officer on 1 October 2020, Chris McDermott comes to CHAMP Cargosystems from SITA where he was President of Passenger Solution Services. As incoming CEO, he sees it as an opportunity to renew CHAMP's focus on innovation and ongoing commitment to improving digitalization across the entire air cargo industry.*

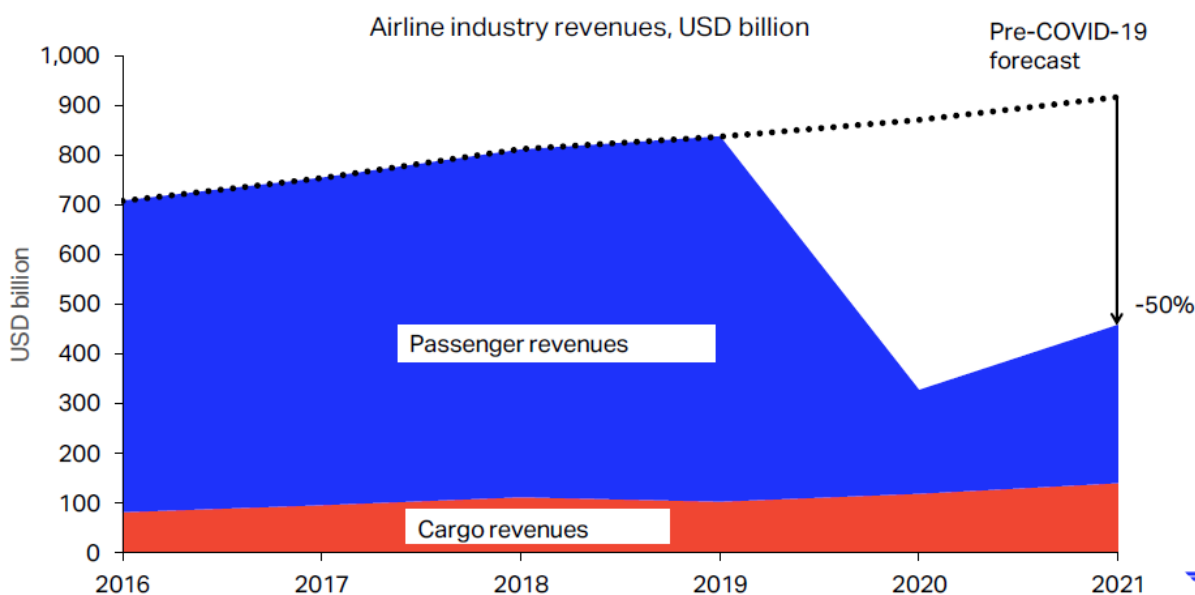
It is always exciting to take on a new role with new challenges and opportunities. CHAMP Cargosystems is seen as a brand of excellence, innovation, and expertise throughout the air cargo industry. I see great opportunities for those who – even considering present circumstances – embrace change and adapt to the evolving world of air cargo.

There is no doubt that we are at a crossroads. While with

COVID-19 there are currently many challenges, there are also many opportunities to set changes in motion that will alter the course of the entire supply chain for the next decade. Throughout the pandemic, the air cargo industry has shown the vital role it plays, which will only grow when the world starts to return to normality. That normality, however, is still some way off, but the recent successes of vaccine trials perhaps offer grounds for quiet optimism.

## Costs need to be downsized to match lower revenues

Revenues in 2021 are estimated to be ~50% of pre-crisis expectations



Source: IATA Economics

Like you, CHAMP feels the economic impact of this crisis, and we have been examining how we can optimize our processes and streamline our operations to be more efficient, as well as looking at what innovations will be of greatest value to you, our partners, at the current time.

## Innovation

Innovation is best explained by CHAMP's mission:

*"To shape tomorrow's world of integrated air cargo logistics to be simpler, faster, better."*

This includes embracing new methods such as data technologies, automation, and tracking that have been on offer for quite some time. Furthermore, we are now starting to see some of them being adopted in meaningful ways within our industry, such as Robotic Process Automation (RPA) to help improve productivity.

It is also important that we continue to research other technologies like Big Data, Internet of Things (IoT) and Augmented Reality and examine their practical applications to help achieve better business insights and outcomes.

To achieve these goals, however, will require the entire air cargo supply chain to be digitally ready and have the agility to adopt these new game-changing technologies.

One avenue where technologies can help is through sustainability, which will become an increasingly important part of our operations. I am very pleased to say that CHAMP continues its support of TIACA's Air Cargo Sustainability Program and Awards in aid of finding environmentally-sound solutions for the air cargo supply chain. Only through innovation and collaboration can we find ways to make the air cargo supply chain greener and more environmentally sustainable.

## Improvement

One thing that is apparent is that the air cargo industry is slow to change: according to IATA's August 2020 report, e-AWB penetration has hit 72.1%, which has taken more than a decade to achieve. While this number is to be applauded, for it has been hard won, there is clearly room for improvement.

Our industry requires a backbone of reliable and

evolving core and data exchange solutions, so that the exponential growth and promise of automation can be achieved, and it is imperative for us to drive this change.

However, it is also vital that everyone in the supply chain is ready to adapt because improving the synchronization of the entire supply chain starts one link at a time.

While our industry accounts for only 1% of global trade by volume – it moves 35% of it by value. It is a premium service with high expectations of speed, safety, and care. With COVID-19 vaccines soon requiring agile and secure transport around the world – our industry will be all the more relevant to the next steps out of this crisis.

CHAMP and I understand the challenges ahead, and we hope to benefit from the opportunities presented at this critical time.



## About CHAMP

CHAMP Cargosystems provides the most comprehensive range of integrated IT solutions and distribution services for the air cargo transport chain. The portfolio spans cargo management applications, electronic data exchange services, compliance services and freight forwarding solutions.

The products and services are well known under the Cargospot, Traxon and Logitude brands.

The company's 450+ workforce serve over 200 airlines, GSAs and GHAs, and link these with some 3,000 forwarders worldwide.

CHAMP Cargosystems is headquartered in Luxembourg and operates offices in London, Zurich, Frankfurt, Atlanta, Singapore and Manila.

CHAMP Cargosystems – Connected thinking for the air cargo community.

