



# Perspectives and Strategies 2021-2025

The Voice of Air Cargo

## Always looking forward

The contents of this brochure are the result of an intensive series of workshops in Basel, Geneva, Zurich and at a national level in Switzerland. The objective of these strategy meetings was to set the goals and directions for the future of the Interest Group AirCargo Switzerland to make this organization even more attractive to its members and sponsors.



## Table of Contents

<b>Management Summary</b> (everything at a glance)	<b>04</b>
<b>1. IG AirCargo Switzerland 2010-2020</b> (no future without history)	<b>06</b>
<b>2. Perspectives and Strategies 2021-2025</b> (our upcoming activities)	<b>08</b>
<b>3. IG AirCargo Switzerland in brief</b> (let's work together)	<b>12</b>

### Imprint

**Publisher** IG AirCargo Switzerland, **Editor** Peter Somaglia, **Translations** Alison Bellhouse  
**Layouting** GünterKuster, **Coordination** Marketing Dynamics, **Printing** Schneider Druck  
**Circulation** 600, **Edition** August 2021

## Management Summary

The executive management board discussed and assessed various options and proposals concerning the future course of action of our interest group. The objective is to further strengthen our position in the market and to offer attractive and useful benefits to our members and supporters. Therefore, new guiding principles and strategic key areas of activity were formulated as follows.

### Vision

The voice of Air Cargo in Switzerland

### Mission

Our Interest Group is the umbrella organisation of Switzerland's Air Cargo Community, and in this role, we are setting clear priorities and act as dynamic driver to represent and enforce the community's interests.

### Strategic areas of activities

We will concentrate our activities on:

#### Communication and Cooperation

Raising understanding of the importance of air cargo

#### Sustainability in Air Freight

Increasing awareness of CO<sub>2</sub> emissions caused by air cargo

#### Education and Motivation

Communicating and sharing air freight knowhow

#### Innovation and Digitization

Aiming for reliable and seamless flows of goods and data

#### Infrastructure and Planning

Bringing in air cargo expertise to ensure growth and safe cargo handling

IG Air Cargo Switzerland was founded in 2010 by some 20 companies based mainly in Zurich. Over time also the air cargo communities around the airports of Geneva and Basel/Mulhouse joined our interest group. Since its foundation we have concentrated our activities mainly on lobbying, communication and PR activities and in organising industry events and air cargo forums.

We initiated the publication of various studies and reports on the importance of air cargo especially for Switzerland's export industry.

Furthermore, we have organised several Air Cargo Days at both local and national level with interesting speakers and topics, participated at logistics exhibitions in the Transport Museum (Verkehrshaus) Lucerne, and led e-AWB and e-freight projects aiming to increase efficiency of air cargo processes through digitization.

Regular contact and exchange of information with relevant authorities were key for seamless and efficient

work, especially for daily operation at the airports.

### Future strategic priorities

At both national and local levels IG AirCargo will primarily focus on the designated strategic areas of activities.

Cooperation with other interested industry associations will be of high importance, with the aim of bundling our resources regarding relations with politicians, authorities and the general public.

Further initiatives will be taken regarding to the regular use of social media channels, the improvement of the website, an awareness campaign for sustainability in the air cargo business, as well as focused measures to attract younger people to participate in the activities of our interest group.

# 1. IG AirCargo Switzerland 2010-2020

Upon the foundation in 2010, new companies were soon attracted by our activities to join the interest group. In 2011 the air cargo community in Geneva decided to set up a local section and joined our organisation. In 2018, the independent IG Cargo in Basel was dissolved and a new section, IG AirCargo Basel/Mulhouse, was founded.

## Previous strategic priorities

### Strengthen the value of air cargo

Carrying out lobbying, communication and PR activities through social, economic and political channels.

### Actively finding common solutions

Focusing on key air freight challenges and initiating innovative industry projects for efficient and lean processes.

### Develop through communication

Securing open communication, allowing an effective and fruitful exchange of information and experiences.

## Projects

We led the e-AWB and e-freight projects aiming at an increased efficiency of air cargo processes through digitization. This project was not successful due to various mostly external reasons. In 2019 the first professional air cargo training seminars in cooperation with SPEDLOGSWISS were offered.

## Cooperation

Close cooperation with major industry associations was agreed with the objective of strengthening our position and arguing power.

Regular contact and exchange of information with relevant authorities such as the Federal Office of Civil Aviation, the Federal Customs Authorities, the Federal Food Safety and Veterinary Office and the Federal Office for Agriculture were key for seamless and efficient work, especially for daily operation at the airports.

## Industry studies

Our interest group initiated several industry studies containing facts, figures and trends of air cargo in Switzerland thus increasing the understanding for this important transport mode.

## Public events

During the bi-annual Air Cargo Day in Zurich and at local forums in Basel and Geneva interesting topics about air cargo and other actual issues were presented to the interested participants.

## Exhibitions

During the past 10 years, two important logistics exhibitions have been organised in the Transport Museum Lucerne, where IG AirCargo played an important role and was able to present

air cargo in a positive environment through interesting exhibits.

## 10 Year Jubilee in 2020

One of the recent highlights was the celebration of our 10th anniversary in the Transport Museum in Lucerne. The event started with the General Assembly followed by a guided tour through the exhibition "logistics live". During the subsequent Air Cargo Forum, Prof. Dr. Wolfgang Stölzle (University St. Gallen) highlighted the key findings of the recently published "Air Cargo Study 2020" and several other speakers presented their views on current topics. A boat tour on beautiful lake Lucerne rounded the day off.

## 2. Perspectives and Strategies 2021-2025

As a result of the following findings of the SWOT analysis, the executive management board agreed to the new guiding principles and strategic key areas of activity.



### 2.1. SWOT-Analyses

The following major conclusions resulted from the findings of several strategy workshops in May and June 2021.

- Today, IG AirCargo is a think tank for ideas but not a real driver. We want to be a driver!
- Awareness of the importance of the air cargo industry must be raised

- Pooling of interests with other stakeholders and interest groups will help to facilitate and strengthen our position
- Better and regular contact with authorities (FOCA) is required
- Weak presence on social media channels
- Further promote projects with goals for standardization and ensure digitization is supported in the industry
- Attract the younger generation and “Quereinsteiger” by motivating them to work in air cargo
- Enhance content of our webpage with up to date and interesting information
- Organise attractive events, and publish industry reports and studies
- Address sustainability in air cargo and raise awareness

### 2.2. Strategic areas of activities at national and local levels

#### Communication and Cooperation

Raising understanding of the importance of air cargo for the Swiss economy in industry, politics, authorities and among the general public.

#### Sustainability in Air Freight

Increasing awareness of CO<sub>2</sub> emissions generated by air cargo, thus contributing to reducing emissions.

#### Education and Motivation

Communicating air freight knowhow and motivating people to choose air freight as their future working place.

#### Innovation and Digitization

Aiming for reliable and seamless flows of goods and data based on efficient and standardized working processes.

#### Infrastructure and Planning

Bringing in air cargo expertise to secure growth and safe handling, according to industry requirements.

The initiatives listed on the following pages will be addressed in the near future.

## Communication and Cooperation

### National initiatives

- Representing air freight interests in AEROSUISSE by requesting a seat on the Management Board
- Coordinating and combining activities with other associations with PR measures, lobbying, communication, promotions, networking events
- Increasing social media presence to attract the younger generation with profiles on Twitter, Instagram, LinkedIn, etc.
- Contracting a professional PR/communications expert for more regular public presence
- Organising an attractive AIR CARGO DAY in 2022 with the topic sustainability

### Local initiatives

- Establishing local stakeholder meetings for information exchange
- Organising regular meetings and events for members and guests
- Local opinion exchange with politicians, authorities, Chamber of Commerce, local member circles and sections of SPEDLOGSWISS

## Sustainability in Air Freight

### National initiatives

- Uploading sustainability facts and figures on our website with links to other topic related platforms
- Gathering initiatives and actions from the various members and publish them on an overview informing what members of our association are doing in this respect

### Local initiatives

- Organising information sessions on effects, measurement and compensation options: e.g., together with the foundation myclimate and the CO<sub>2</sub>-Calculator CarbonCare
- Organising local forum “Clean and Green Air Cargo” jointly with airport authorities and other interested parties

## Education and Motivation

### National initiatives

- Organising professional training seminars for improving air cargo knowledge in the market in cooperation with SPEDLOGSWISS
- Installing “recruitment platform” for vacant positions and job applications on [www.igaircargo.ch](http://www.igaircargo.ch)
- Motivating interested younger people to take a more active role within our association
- Enhancing webpage content with the figures and benchmarks of other countries

### Local initiatives

- Creating a platform for the younger generation and encouraging them to choose air freight as their future working place (similar to the youth sections of political parties)
- Organise familiarisation tours through air cargo facilities of ground handlers at the airports

## Innovation and Digitization

### National initiatives

- Implementing “e-transformation projects” (e-AWB, e-freight) and the “datachecker tool” for higher level of quality of electronic AWBs
- Evaluate the implementation of an air cargo innovation event for new and creative solutions

### Local initiatives

- Maintaining and implementing final SOPs for standardised handling

## Infrastructure and Planning

### National initiatives

- Supporting local sections if needed

### Local initiatives

- Organising and establishing a planning and forecast exchange platform with airports contributing air cargo knowhow to airport planners
- Maintaining regular contact with airport authorities

### 3. IG AirCargo Switzerland in brief

**IG AirCargo Switzerland is open to all companies, people and associations having an affinity with the air cargo business in Switzerland.**



#### Membership

Active membership is open to airlines, GSAs, ground handlers, courier and express services, forwarders, trucking companies, airports, associations, consultants, IT providers, insurance companies, etc. Passive membership is open to private individuals with an affinity to air cargo.

Members pay a yearly fee depending on the number of branches and staff they employ in Switzerland. Detailed information about fees is available on [www.igaircargo.ch](http://www.igaircargo.ch).

#### Organisation

IG AirCargo is organised as an Interest Group according to Swiss Law. The General Assembly is the highest authority and convenes yearly. It elects the president and auditor and approves the annual budget. Members join the interest group at national and local level in one of the three sections in Basel, Geneva and Zurich.

The daily business is managed by an executive committee formed by two delegates from each section plus the president and can include other delegates from partner associations. The sections have their own management boards and organise themselves locally.

A particularly important aspect of the local activities is the creation of local information exchange platforms, where stakeholders can share their experiences and their requirements with the aim of finding joint solutions which are appropriate for the entire community.

#### Contact

IG AirCargo Switzerland  
P.O. Box 1132  
8058 Zurich-Airport, 58 Fracht West  
[www.igaircargo.ch](http://www.igaircargo.ch)  
[info@igaircargo.ch](mailto:info@igaircargo.ch)

# Personal appreciation

A special "thank you" goes to all our longtime members, partners and supporters. Without your loyal commitment we would not be able to develop innovative industry standards.

