



Freight Forwarders Conference

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Slide 1



Leading technology



- **Technology does not kill, but creates opportunities**
- **Technology prompts changes**
- **Technology requires other capabilities**
- **Technology enables a more efficient and better controlled supply chain**
- **Prerequisite: Technology should be forming iso following !!!**

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Leading technology



- **Technology as integrated part of processes**
- **Technology as enabler**
- **Better use of existing technology**

Technology as cutting edge

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IATA's e-Freight



- Better use of existing technology
- Making IATA's messaging leading iso supporting
- Having all relevant data in digital format

➤ **Correlates with e-Customs**

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Way forward on technology



- Thinking out of the box
- Willingness to innovate
- Willingness to invest

Only then technology may provide maximum results

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