



AWARD MARKS BA WORLD CARGO AS LEADING EUROPEAN SCHEDULED CARGO CARRIER

The Global Institute of Logistics



BRITISH AIRWAYS WORLD CARGO
European Scheduled Air Cargo Provider
2004

The Global Institute of Logistics has announced British Airways World Cargo as its choice for "European Scheduled Air Cargo Provider 2004-5".

Following a detailed correlated research and selection process into leading providers of scheduled air cargo in Europe, the Awards Committee at the Global Institute of Logistics (GIL) has designated British Airways World Cargo as the recipient of its "European Scheduled Air Cargo Provider 2004-5" accreditation. The comprehensive study conducted by the research department of the Institute over the last year draws on a quality-ranking system based on responses provided by concerned parties within the European and Global freight-forwarding sector. Globalisation is driving air cargo volume to record heights. As companies continue to ship smaller lot sizes more frequently to speed product cycles and avoid extra inventory expense, air cargo and expedited services become more vital. Buyers can choose from a variety of value-added services that make air a strong player in managing today's expedited supply chains.



The purpose of the study was

- (a) To set forth criteria and procedures for developing and maintaining a wider classifying blueprint for assessing the key principles governing material flow in the Global manufacturing sector and to highlight the unity of different functions on the supply chain, together with inventory management, capacity utilization and 'movement', which reflect the basics of logistics.

- (b) To establish which organisations displayed an ability to react most quickly to the changing face of logistics and make the most significant contribution to delivering customer-oriented product solutions.

The outcome of the study saw British Airways World Cargo emerge as the unequivocal choice of the Awards Committee for conferring as its leader in the European scheduled air cargo market.

British Airways is one of the world's leading cargo airlines serving almost 200 destinations in over 80 countries across the globe each year. Customers around the world recognise the advantage of the British Airways network and using British Airways World Cargo as their preferred freight carrier.

Ascentis, British Airways' purpose-built freight-handling facility at London's Heathrow Airport, is one of the world's most advanced freight processing facilities. The special handling centre at London Heathrow is dedicated to freight that warrants special attention, including livestock, mail and the company's premium products, Express and Courier. There is also a unique perishable handling centre where British Airways World Cargo offers its customers a number of value-added services: these include packing, labelling and quality assurance to meet the requirements of importers and major supermarket chains. British Airways World Cargo also handles freight at London's Gatwick and Stansted airports. In conjunction with its partner British Airways Regional Cargo, it carries freight through all of the main regional airports in the UK. Services from these airports are supported by an extensive trucking network, which connects them to the London hubs.

The company combines speed of delivery with a service schedule that provides unrivalled flexibility and ensures that moving freight by air is fast and efficient. New technology is being utilised at Ascentis - this has been specifically designed to avoid bottlenecks and queuing. Once paperwork has been cleared, freight is transferred quickly and directly from the moving truck docks to its destination. The handling centre also has a fully automated handling system.



BAWC uses e-business technology to enhance the provision of its services across the board, receiving and processing freight and data. Tracing individual consignments to their precise location at any point on their journey is possible via the Internet. Many of the benefits available to their customers come as a result of BAWC's experience working in the industry and the company's investment in time and resources to continuously improve their service. The airline is a strong supporter of industry-wide initiatives such as GF-X and Cargo 2000. This indicates BAWC's commitment to maintaining and improving standards across the sector. Similarly, the carrier's professionalism and experience is reflected throughout its entire network and is seen by many as providing examples of best practice by freight operators across the globe.

Commenting on today's announcement Kieran Ring C.E.O at the Global Institute of Logistics said:

"In designating BAWC as its recipient of "European Scheduled Air Cargo Provider 2004-5", the Global Institute of Logistics is recognizing the company's commitment to the Global Logistics industry.

Our research indicates that BAWC are constantly striving to refine their product offering against two key principles simplicity and transparency. When these two elements are combined with the Airlines No 1 strength its Network and the quality of their operational delivery and product range they emerge as "first among equals" in the Global Air Cargo Market.

There is an intrinsic honesty about the BAWC operation, it realises that that the service it provides is only one of the elements in Global supply chain execution, all be it a vital one and to that end is constantly simplifying its interface with the logistics industry.

The company's recent campaign for "a common structure" in measuring performance throughout the supply chain is to be welcomed and clearly shows that the Airline is confident in its ability to deliver against the most ardent KPI's.

This award marks the culmination of a long hard working campaign by BAWC to develop its business. Their vision has become a reality and they now stand as the benchmark for the global scheduled air cargo industry"



Reacting to today's announcement, Mr. Gareth Kirkwood, managing director of British Airways World Cargo (BAWC) said

"This is great news for the airline and it underlines the effort and determination of the team here at BAWC to maintain and improve performance. Our product portfolio is now well established in the industry and we are working closely with our customers to achieve consistently high levels of service."

"We welcome the work of the Global Institute of Logistics to provide a platform for discussion within the industry and we must continue to debate the future of the air cargo business with stakeholders as partnership remains essential to future success."

About the Global Institute of Logistics

The Global Institute of Logistics is the global forum for the 3rd Party Logistics (3PL) industry. The forum serves its members by providing the platform for discussion and debate on the issues affecting the third party logistics industry, both regionally and globally.

Membership is drawn from the world's 3rd party logistics community and is by invitation. Participants are organisations who have met the necessary standards for membership and that have been identified through the Institutes G50 programme. The G50 programme aims to establish the worlds leading logistics providers territory by territory across the globe.

The Institute acts as an intelligence-gathering agency and disseminates this information in the form of daily news reports and briefings via this website and our journal "RELAY".

The Institute promotes third party logistics to end-users through its circulation of regional and global reports. Our reports examine the changing face of the logistics industry and include profiles on leading regional 3PL's. These profiles are supported by case studies demonstrating logistics in action and illustrating the cost-cutting, sales-building achievements of the world's best 3PLs.

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