

THINK Executive

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The
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ENHANCING PRODUCTIVITY WITH
e-FREIGHT@SINGAPORE



A Collaboration Between



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A THINK Executive Whitepaper

EXECUTIVE SUMMARY

Intensifying global competition and scarce resources are compelling enterprises and industries to re-examine traditional business practices, and seek innovative and productive alternatives.

This paper presents a process re-engineering approach to enhancing productivity and customer experience in the air freight supply chain by harnessing technology and digital information. Initiated and steered by the International Air Transport Association (IATA), *e-freight* aims to take paper out of the airfreight supply chain by replacing paper documents with electronic messages. *e-freight@Singapore* leverages on IATA e-freight messages and proposes to capture “data at source” (*data@source*) and transmit it electronically throughout the supply chain (through *data reuse*). It attempts to minimize data re-entry, entry errors, reduce processing time and improve the overall productivity of the air freight supply chain in Singapore.

Our analysis suggests that the shippers and other stakeholders in the air cargo export supply chain can save up to 1.7 million man-hours annually by adopting *e-freight@Singapore*. The time taken to process each document can be reduced by at least 40 per cent for House Air WayBills (HAWB) and more than 50 per cent for the remaining 5 key documents (Packing List, Certificate of Origin (COO), Master Air WayBill (MAWB), Consol Manifest and Flight Manifest). Thus, *e-freight@Singapore* can facilitate the smooth and fast exchange of data between different members of the air cargo community across the world as well as enhance productivity.

THINK Executive

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Established by The Logistics Institute – Asia Pacific, THINK Executive is intended for companies interested in a common area of research to engage with economies of scale through a dedicated research team.

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