



## ATHENS AIR FREIGHT TO KICK START TRAFFIC

Although life is as tough as ever for the Greek air freight community, a well planned initiative action by a group of top forwarders, backed by the whole air cargo community, members of the airport Cargo Community Committee (ACCC), has been launched in a drive to stimulate new business. Led and inspired by Alexis Sioris and his colleagues at Athens International Airport, the aim is to target exporters and potential users of air freight capacity from Greece.

At a recent Pan Hellenic conference, the strategy was set, namely to approach different international chambers of commerce within Greece with a view to persuading their trade delegates to consider sending more goods by air to their respective countries and markets. *The one stop shop approach* to promoting the airport cargo capability is being spearheaded by a group of some 20 IATA registered forwarders who have the experience and specific market knowledge to contribute to the effort.

Alexis Sioris comments:

“We are currently conducting meetings with trade delegates and joint venture chambers of commerce to sell this idea. Whilst we do not wish to attack our ocean or road service colleagues, we feel strongly that a large proportion of exported goods could be logically switched to air. We are very keen to maintain our considerable air freight capacity and facilities during these difficult times, against the day when things improve which we are confident will happen “.

Apart from courier and mail traffic which accounts for around 23% of the total air exports, the main Greek exports consist of fresh fish, and other perishables, ships spares, textiles, medical products and telecom equipment.

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