



Gulf Air Cargo marks a major milestone with the launch of Electronic Airway Bill

Airline joins the select club of e-Freight capable airlines in the region

**Airline's latest environment-friendly move reduces paper work and enables
faster shipment**

Manama, Bahrain 15 October 2012: Bahrain's national carrier Gulf Air has achieved another major milestone with the launch of electronic Air Way Bill (e-AWB), replacing the traditional paper Air Way Bill that consumed significant time, cost and paperwork.

The first cargo shipment under the e-AWB was moved from Bahrain to Dubai recently and with this achievement, Gulf Air has joined the ranks of a very few e-Freight capable airlines in the region. The move also marks another important environment- friendly initiative as the e-AWB reduces the use of tonnes of paper used for filling in several forms and documents.

Congratulating the Gulf Air Cargo and IT teams that worked together to launch the e-AWB, Gulf Air CEO Mr. Samer Majali commented, "This is indeed a great achievement as it involves several stakeholders in the entire cargo supply chain such as freight forwarders, handling agents and customs and civil aviation authorities to ensure the seamless electronic process from beginning to end."

He continued, "We are hopeful of turning our Bahrain hub into a complete e-freight station by the middle of 2014 with support from Bahrain Civil Aviation Authority, Bahrain Airport Company, Bahrain Airport Services and freight forwarders in tune with IATA's vision of achieving 100% e-freight by 2015."

Mr. Hussein Dabbas, IATA Regional Vice President for Middle East and North Africa said, "IATA congratulates Gulf Air on its first e-AWB shipment and becoming only the third Gulf-based airline to achieve this capability. The e-AWB is a crucial step towards adoption of full e-Freight, which replaces up to twenty paper documents with electronic versions for every

shipment. E-Freight increases the speed and security of air cargo, which will serve to benefit world trade and economic growth. "

Added, Mr. Khalid Faqih, Senior Manager Cargo Services Gulf Air, who is also the Chairman of the Air Cargo Working Group in Bahrain, "In today's electronic world, air cargo still relies heavily on paper documentation with each international airfreight shipment requiring over 20 different paper documents; this not only increases the cost of airfreight but also delays the transit period. Besides, it is also not an environment- friendly practice to use tonnes of paper. By switching to e-AWB, we have addressed all these issues - lower costs, faster supply chain transit times, greater accuracy and adherence to regulatory compliance."

With the e-AWB implementation, all cargo will be tagged with bar code labels in accordance with IATA's cargo specifications making it easier for the airline as well the customer to track and follow the cargo while in transit. The e-AWB will be introduced across Gulf Air's network progressively in the coming months as it requires parties in the entire supply chain such as freight forwarders, airlines, handling agents and customs authorities to modify their systems capable of accepting and approving e-AWB information.

Gulf Air has been in the forefront in implementing e-freight – a project initiated by IATA. The airline has already implemented an e-Freight compliant IT system and last year introduced Cargospot- a fully integrated end-to-end cargo management solution.

About Gulf Air

Founded in 1950, Gulf Air is the proud national carrier of the Kingdom of Bahrain. As a pioneering airline in the Middle East region with over sixty years of experience and expertise in flying people across continents, Gulf Air is today one of the most powerful brands and a name to reckon with in the global aviation industry.

One of the prime objectives of Gulf Air is to connect Bahrain to the Middle East countries and the rest of the world. As such the airline currently operates the largest network in the Middle East with non-stop flights while providing seamless onward connections to other international destinations. The airline's current network stretches from Europe to Asia, connecting 48 cities in 30 countries, with a fleet of 38 aircraft.

In tune with the Kingdom's economic blue print, 'Vision 2030', Gulf Air's strategy is to build an efficient, commercially sustainable and dynamic airline that effectively serves the people and the economy of Bahrain and represents the Kingdom on the world stage. Reflecting the needs and aspirations of its customers, the strategy focuses on three core areas: a targeted, more focused international network; a superior, more consistent product; and a modern, more efficient fleet that will optimize value.

Gulf Air's goal reflects a commitment to the latest aviation technology complemented by the hallmark Arabian hospitality for which the airline is well known.

Gulf Air was the official sponsor of the 2012 Formula One Gulf Air Bahrain Grand Prix.

For more information please visit www.gulfair.com

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