

TIFFA EDI successfully processes EDI for over 1,000 shipments in Thailand with Pioneer Air Cargo & Mass Transport Express Co., Ltd., laying foundation for spurring growth of e-AWB in Thailand

TIFFA EDI Services Co., Ltd.- jointly with Kale Logistics Solutions- a leading global IT provider to Logistics value chain has rolled out e-AWB facility for Thailand based freight forwarding companies. This service was delivered through TIFFA EDI's eZyCompliance application.

Bangkok, May 12, 2015: TIFFA EDI Services Co., Ltd.- part of the TIFFA group, today announced that it has successfully rolled-out EDI messaging in conformance with IATA CARIMP standards for Thailand based forwarding company – Mass Transport Express Co., Ltd. and Pioneer Air Cargo Co., Ltd.

Air cargo still relies heavily on paper documentation for the exchange of information. The e-AWB (electronic Air Waybill) as a part of larger e Freight compliance is an industry initiative to eliminate paper AWB and replace it with electronic data interchange (EDI) message formats.

The TIFFA EDI application- eZyCompliance is powered by UPLIFT- a globally recognized and proven cargo community platform developed by Kale Logistics Solutions which is processing millions of EDI transactions globally. TIFFA EDI, as the trusted partner for all forwarding companies in Thailand is bringing this world class and proven online application which lets the forwarders start filing their AWBs electronically immediately. The e-AWB filing service on TIFFA EDI platform is completely compliant with local industry regulations. Forwarders can avail this service by three different mechanisms at present- a EDI Interface or third party interface (TPI), direct filing to the portal using web login and counter service for forwarders who cannot opt for both TPI or portal.

Mr. Witoon Santibunyarat, CEO, Mass Transport Express Co., Ltd. commented, "Prior to the start of the e-AWB project with TIFFA EDI, we were not very certain about the way that the e-AWB filing process will be managed. Several providers had tried in the past to make this happen in Thailand without much success. . The entire pilot phase and eventual go live on the eZyCompliance system happened very smoothly. We are now utilizing eZyCompliance service for transactions involving filing of electronic information pertaining to various Cargo types- perishables/ general cargo/ dangerous goods. We are now benefitting from electronic filing of information and staying compliant with ENS/AMS requirements."

Mr. Pipat Ratanatraiphob, CEO, Pioneer Air Cargo Co., Ltd. stated that "For Pioneer, it has been a very obvious choice to adopt a TIFFA supported CCS platform as our prior service provider couldn't get EDI interface up for us. TIFFA EDI follows stringent process standards and has the requisite domain expertise to understand our region and business. We have been using TIFFA EDI's services for 6 months and have already experienced reduced processing costs due to the removal of paper AWB and the elimination of the need to file paper AWB. The eZyCompliance system verifies complete data, flight information and charges for respective shipments saving us significant time and money. We are confident that as promised TIFFA's system has the potential to go beyond e-Freight"

"Forwarders in Thailand can now benefit from reduced costs, higher productivity, better reliability, accuracy & efficiency and be part of the Industry initiative. We have already sent EDI for more than 1,000 shipments in the last four months to 8 main carriers operating from the Suvarnabhumi Airport-Bangkok. The eZyCompliance application provides Forwarders with a single window view of all shipments across several airlines. Our clients are already saving up to 500 baht per electronic filing to the Airlines system. The good news for the forwarders in Thailand now is that they have a proven solution for Thailand which is actually working." said **Mr. Anusorn Lovichit- Managing Director, TIFFA EDI Services Co., Ltd.**

"The key differentiator for TIFFA EDI system is the fact that it incorporates global best practices, is a proven platform in Asian markets and a highly scalable platform designed to facilitate electronic data exchange at its core." said **Mr. Amar More- SVP, Kale Logistics Solutions**

For Immediate Release

About TIFFA EDI Services Co., Ltd.

TIFFAEDI Services Co., Ltd was established since 1992 by The Thai International Freight Forwarder Association of Thailand, the first thing that we provide is create the best services for the customs declaration process since 1993 with EDI standard, until now we have more than 1,000 customers on this services which can assemble to equivalent 40% of the total transactions in the hold market share, and we are continue growing with its new standard for data exchange "the XML standard" since 2007 under the Royal Thai Customs (RTC) regulation. Right now we provide the services to support the THAI and ASEAN National Single Windows "B-to-G" (The centralized system to communicate among between government agencies and our customers for permit document request and approval via electronic process) and also the services for business information exchange "B-to-B" for modern trade (retailer and their suppliers), port commination (terminal operator and shipping-line/agent), banking process (electronic bill presentment and payment) etc. As for our mission "We help to build electronic community of tomorrow"

TIFFAEDI solutions will provide a completely one stop service in freight forwarder and logistics business included the RFID and GPS-Tracking technology (to trace and track the shipment as reality as it can).

Visit us at www.tiffaedi.com

About Kale Logistics

Kale Logistics Solutions Private Limited is a leading IT solution provider focused on the Logistics and Airports industry. Its broad solution spectrum ranges from 'Internal Business Automation Systems' to 'Community Solutions' that help various players in the logistics value chain from shipper to consignee to communicate and transact with each other electronically. Kale has been awarded industry accolades for the last three successive years for the innovative solutions for automation in the Logistics Industry.

Kale's solutions help Freight Forwarders, Container Freight Stations, Custom House Agents, 3PL, Warehouse Operators, Transportation Providers, other Logistics Service Users and Airport Cargo Terminal Operators achieve faster growth, standardized processes and operational efficiencies.

Visit us at www.kalelogistics.in

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