

TIFFA EDI Services holds Industry seminar on 'e-AWB & e-Freight' in Thailand - highlights significant milestones attained.

Thailand is seeing increasing interest in e-AWB which is reinforced by the resounding success of e-AWB workshop held by TIFFA EDI in Bangkok on 24th of September, 2015. The workshop saw representation from leading airlines like Lufthansa, Swiss, Etihad; TIFFA – the first international forwarders association in Thailand, IATA and several leading freight forwarders getting together to demonstrate their commitment to e-AWB and e-freight.

Bangkok, October 27, 2015: TIFFA EDI Services Co. Ltd, which focusses on 'Building the electronic community of tomorrow', recently conducted a Seminar on 'e-AWB & e-Freight' in Bangkok- Thailand, to share the details of significant inroads made by them in 'e-AWB & e-freight' space. TIFFA team presented a detailed overview of e-AWB filing process through TIFFAs platform and a multitude of benefits being derived from it by the Thai cargo stakeholders like- Forwarders, Airlines, Airport cargo handlers amongst others.

The seminar showcased how the e-AWB process discipline works round the clock, helps build process efficiencies, save costs, ensure data accuracy and ultimately helps forwarders and other cargo stakeholder's move towards attaining e-Freight.

Mr. Prem Jaliyawatwong, Perishables Cargo Sale Manager, Harpers Freight Int'l Air Cargo Co., Ltd. said, "TIFFA EDI is doing a remarkable work. Their actions so far speak much louder than their words, as was demonstrated in the seminar, which was very informative and it actually made us aware on how exactly our forwarding community can be readied for adoption of e-AWB & e-Freight. It addressed all our concerns including expected tangible benefits that we can possibly realize and the kind of service levels we can expect. The best part is, it does not require much upfront investment and we need not change our existing systems."

Mr. Rodrigo REYES, Regional Manager Airport, Passenger, Cargo & Security Asia-pacific - IATA commented, "TIFFA EDI's platform is definitely the kind of technology that can help us drive the e-Freight program. It is extensive and very methodical in covering the most important aspects on the road map namely- Single Track & Trace, e-Booking, Push FMA/ FNA, PDF capture, e-Weight slip, e-Docket, EDI and Dashboard. The seminar was especially helpful for the industry to understand how e-AWB and e-Freight adoption can be accelerated by offering multiple deployment options. Their expanding reach with Forwarder, Airlines and Airport cargo handlers alike is a big plus."

"The key differentiator of working with TIFFA EDI team is the fact that we not only have the most robust platform but also a streamlined e-AWB onboarding process. Our experts hold hands to understand customer operations, are completely involved in their strategic planning to make e-AWB/e-Freight adoption a success and ensure close cooperation between the customer, Airlines and the Airport GHA." said **Mr. Anusorn Lovichit- Managing Director, TIFFA EDI Services Co. Ltd.**

"It is very heartening to see the growing interest of Thai community in e-freight. TIFFA EDI has tremendous experience in implementing EDI in Thailand market; they have already successfully helped the community in becoming compliant with The Royal Thai Customs EDI requirement. They have a very good understanding of the Thai market, the roadblocks in implementing EDI in Thailand and the solutions that will make EDI work. We are very proud of our partnership with TIFFA EDI and we know that with the airline EDI expertise of Kale, the know-how of TIFFA EDI of Thailand market and their exquisite service; Thailand will be taking significant strides in e-AWBs" said **Mr Amar More, Director, Kale Logistics Solutions.**

For Immediate Release

About TIFFA EDI Services Co., Ltd.

TIFFA EDI Services Co., Ltd. was established in early 1999 as a part of Thai International Freight Forwarders Association (TIFFA) group of companies. It is 100% owned and operated by Thai nationals focusing foremost on service as a private and secured network provider or Value Added Network (VAN). The first thing that we provide is create the best services for the Customs and Trade Facilitation including Declaration process since 1999 using Electronic Data Interchange or EDI standard. Today, we have more than 1,000 customers on network and with over 40% of the total transaction market share in Thailand, 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 services to support the THAI and ASEAN National Single Windows “B-to-G” (The centralized system to communicate among government agencies and our customers for export/import 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 communities (terminal operators and shipping lines and agents), banking process (electronic bill presentment and payment) to mention a few in accordance with our mission “We help to build the electronic community of tomorrow”

TIFFA EDI solutions, in large picture, provide a complete one stop service in freight forwarder and logistics business including the RFID and GPS-Tracking technology (to trace and track the shipment in real time).

Visit us at www.tiffaedi.com

About Kale Logistics

Kale Logistics Solutions Private Limited is a leading global IT solution provider focused on the Logistics, Airports and Transportation industry. Its broad solution spectrum ranges from 'Internal Business Automation Systems for Logistics Entities' to 'Community Platforms for Air and Ocean transport' that help various players in the logistics value chain (from shipper to consignee) to communicate and transact with each other electronically.

Kale's solutions help Freight Forwarders, NOVOC, LCL Consolidators, Shipping Line Agents, Stevedores, Surveyors, Container Freight Stations, Equipment Control Providers, Vessel Charterers, 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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