

# Infocargo

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## **Air Canada Cargo expands e-booking offering to include GF-X (Global Freight Exchange)**

Air Canada Cargo has signed on with Descartes' GF-X Exchange to provide an additional electronic booking option for its customers.

Phase 1, commencing on 15 October, will allow UK freight forwarders holding allotments to submit their bookings for shipments being tendered effective 01 November. European forwarders holding allotments will be able to do the same in November for shipments being tendered effective 01 December.

Phase 2, anticipated for early 2008, will open up ad-hoc bookings (free space) to exchange forwarders located in the UK and Europe as well as expanding full GF-X offering to forwarders in North America.

GF-X is a web based portal which allows freight forwarders the ability to make their own bookings, and automatically transfers to Air Canada's internal system (WebLynx). Once a forwarder has established a GF-X profile, and been added to Air Canada's GF-X carrier profile, the forwarder will be able to perform transactions. Individual users are set up and managed by the forwarder's administrator. If a forwarder is new to GF-X, they should contact the help desk <http://www.gf-x.com/helpdesk.html>

The process of establishing allotments will remain as it is today in that forwarders holding (or wanting allotments) will raise a request to their local Air Canada sales contacts.

Air Canada's customers have proven their ability to embrace technology by the number of bookings that continue to be made through Cargo Portal Services (CPS). Since its launch in 2003, CPS bookings at Air Canada continue to grow not only in key focus markets, but also throughout the system. While bookings for some commodities (such as live animals or dangerous goods) currently still require the assistance of a booking specialist, almost 20% of Air Canada's bookings come in via CPS—a few stations reaching 100%.

By expanding online accessibility through GF-X, Air Canada looks forward to the increasing support of key customers and will continue to find ways to bring added value to their existing offering of products, services and distribution channels.