

ATTN: SHIPPING & LOGISTICS EDITORS

HAFFA Chairman Brian Wu Appointed to IATA-FIATA Governance Board



Hongkong Association of Freight Forwarding and Logistics Limited (HAFFA) Chairman Mr. Brian Wu of BEL International Logistics Limited has been appointed as a Voting Member of the IATA-FIATA Governance Board (IFGB) where he serves as a Forwarder representative in the governance of the activities of the IATA-FIATA Air Cargo Program (IFACP). Nominated by FIATA's Airfreight Institute, Mr. Wu was appointed to the position and attended a recent meeting of the IFGB held in Montreal, Canada from June 27-28, 2017.

In his new role with IFGB, Mr. Wu represents the interests of all freight forwarders, not only in Hong Kong but also across the Asia Pacific region. The IFGB represents forwarder and airline interests equally in managing the IFACP, and provides policy, strategy and oversight guidance.

The IFACP is a culmination of almost five years of negotiations between carriers and forwarders. The programme seeks to modernise and bring change to the existing IATA Cargo Agency Program, which has been in place for more than half a century.

Addressing today's air cargo challenges, the programme covers issues related to security, safety, established practices and standards, new and dynamic process changes, as well as fostering technology to better streamline operations. It is designed to encourage close collaboration between the airlines and forwarders in order to improve and enhance services and competitiveness. The governance of the IFACP provides, for the first time, a joint delegate structure for airlines and forwarders working together on a global, principal-to-principal basis. IFGB recognized the role played by forwarders in today's marketplace as airline customers - no longer as designated sales agents - and increases consultation at all levels to achieve common goals.



Commented Mr. Wu: "I am honoured to have the opportunity to serve the IATA-FIATA Governance Board as an industry representative. In today's challenging environment it is crucial we modernise industry processes, and foster the implementation of technologies to ensure the timelines, costs and competitiveness of the air cargo product are enhanced to bring more benefits to the trading community. I look forward to representing the interests of forwarders in Hong Kong, including all our HAFFA members, and also across the wider Asia Pacific region."

Established in 1966, HAFFA acts as an authoritative voice for the industry at international and government levels, responsible for setting industry standards and providing educational courses which enhance the professional standards of freight forwarders and logistics services providers.

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Issued on behalf of the Hongkong Association of Freight Forwarding and Logistics Limited by PR Plus Limited. For further information, please contact Helen Feng on telephone 2575-6995 or email helen@prplus.com.hk.