Maqta Airfreight Services (MAS)

IAPH Sustainability Awards 2023

Areas of Interest: Digitalization

مجموعة موانئ أبوظبي
AD PORTS GROUP

القطاع الرقمي
DIGITAL CLUSTER

A Portfolio Of Integrated Businesses Enabling Global Trade

AD PORTS GROUP

DIGITAL

- بوابة المقطع MAQTA GATEWAY
- atlp ADVANCED TRADE LOGISTICS PLATFORM
- margo hub
- نيشان NISHAN MEANS OF PROTECTION

ECONOMIC CITIES & FREE ZONES

- مجموعة كيزاد KEZAD GROUP
- كيزاد KEZAD
- كيزاد للمجمعات KEZAD COMMUNITIES
- كيزاد لإدارة الأصول KEZAD ASSETS MANAGEMENT

LOGISTICS

- noatum
- موانئ أبوظبي للخدمات اللوجستية AD PORTS LOGISTICS
- MICCO ميكو

MARITIME

- مجموعة سفين SAFEEN GROUP
- أبوظبي البحرية ABU DHABI MARITIME
- أكاديمية أبوظبي البحرية ABU DHABI MARITIME ACADEMY
- OFCO للخدمات البحرية الدولية OFFSHORE INTERNATIONAL
- دايفتيك DIVETECH
- سفين انفكتس SAFEEN INVICTUS
- Global Feeder Shipping
- Transmar
- TCI Transcargo International

PORTS

- موانئ أبوظبي ABU DHABI PORTS
- ميناء خليفة KHALIFA PORT
- ميناء زايد ZAYED PORT
- ميناء مصفح MUSAFFAH PORT
- AMP
- مرافئ الفجيرة FUJAIRAH TERMINALS
- محطة ابوظبي للسفن السياحية ABU DHABI CRUISE TERMINAL
- شاطئ صير بني ياس للسفن السياحية SIR BANI YAS CRUISE BEACH
- مرافئ أبوظبي ABU DHABI TERMINALS
- CMA TERMINALS KHALIFA PORT
- autoterminal KHALIFA PORT
- COSCO SHIPPING

OUR SEGMENTS- Digital Cluster / Maqta Gateway

SW

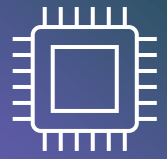
Single Window

MP

Marketplaces

SSD

Smart Solutions & Devices



AC

Analytics & Consultancy

DTS

Digital & Technology Services

Innovation, Solutions and New Market Possibilities

PCS نظام مجتمع الموانئ

MAMAR YOUR DIGITAL WAY

VGM نظام إيلاغ الوزن المؤكد

VMS نظام إدارة السفن

MARSA MARITIME INFORMATION SYSTEM

MAS نظام الشحن الجوي

KSP نظام خدمات كيزاد

PAY نظام الدفع الإلكتروني

LMS نظام إدارة التراخيص

MARSAD مرصد

SILSAL YOUR TRUSTED CHAIN

margo hub

atlp ADVANCED TRADE LOGISTICS PLATFORM

mUnity For a Better Tomorrow

ANARA Your Voyage Tracker

Background: government mandate for ATLP

In 2020, a mandate given by General Secretariat of Executive Council of Abu Dhabi (GSEC)
to develop and operate **The Advanced Trade and Logistics Platform (ATLP)**
the Single window of Abu Dhabi including all transport mode **Air, Sea** and **Land**

EXECUTIVE COUNCIL
EXECUTIVE COMMITTEE

المجلس التنفيذي
اللجنة التنفيذية

(اللجنة التنفيذية)

معالي / محمد علي محمد الشرفاء الحمادي — المؤقر
رئيس دائرة التنمية الاقتصادية

الموضوع: اعتماد "بوابة المقطع" كمطور ومشغل للنافذة الموحدة للخدمات اللوجستية والتجارة لإمارة أبوظبي

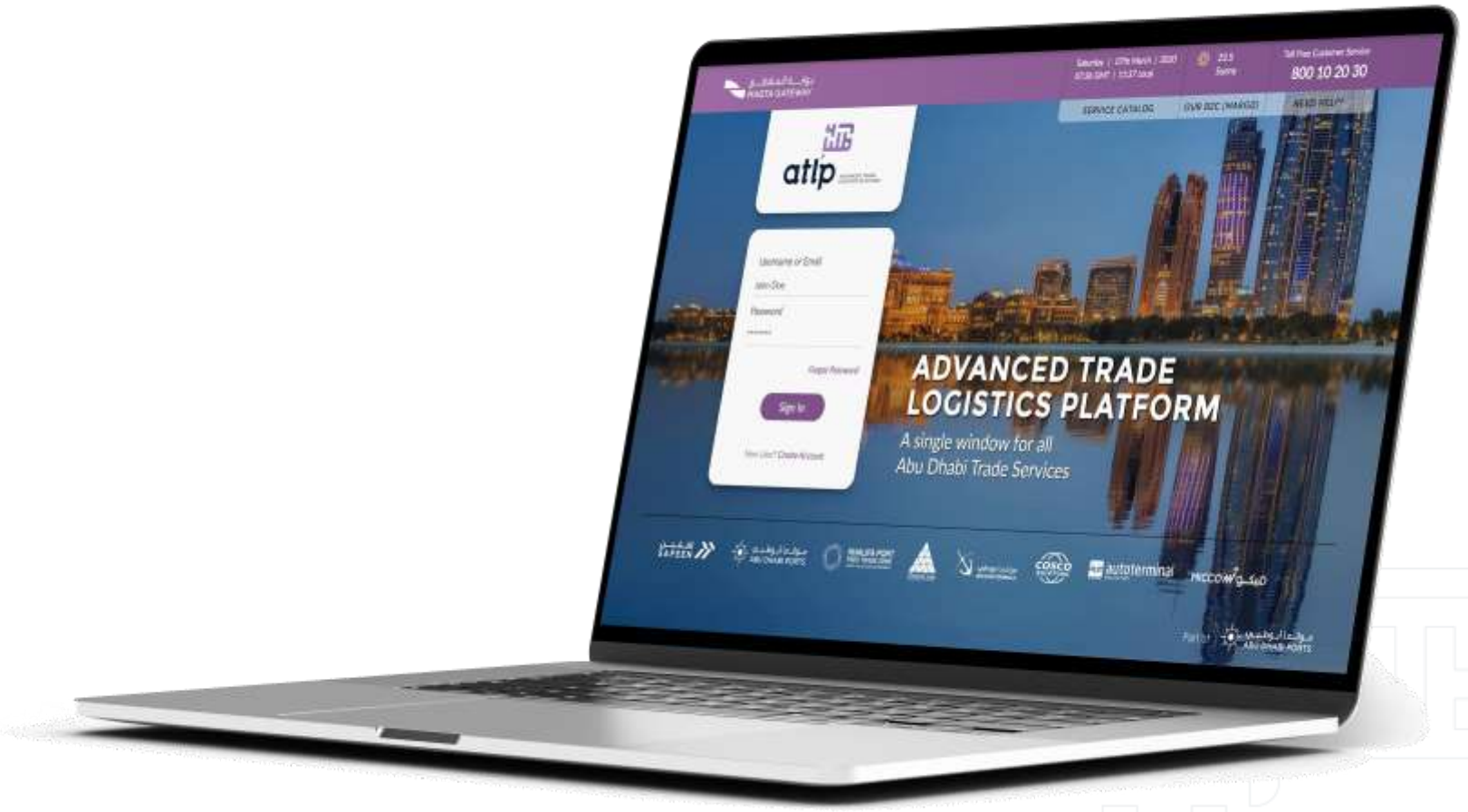
السلام عليكم ورحمة الله وبركاته ،

اطلعت اللجنة في جلستها المنعقدة على طلبكم بشأن الموضوع أعلاه ، وبناءً على ما تم تداوله قررت اللجنة ما يلي :

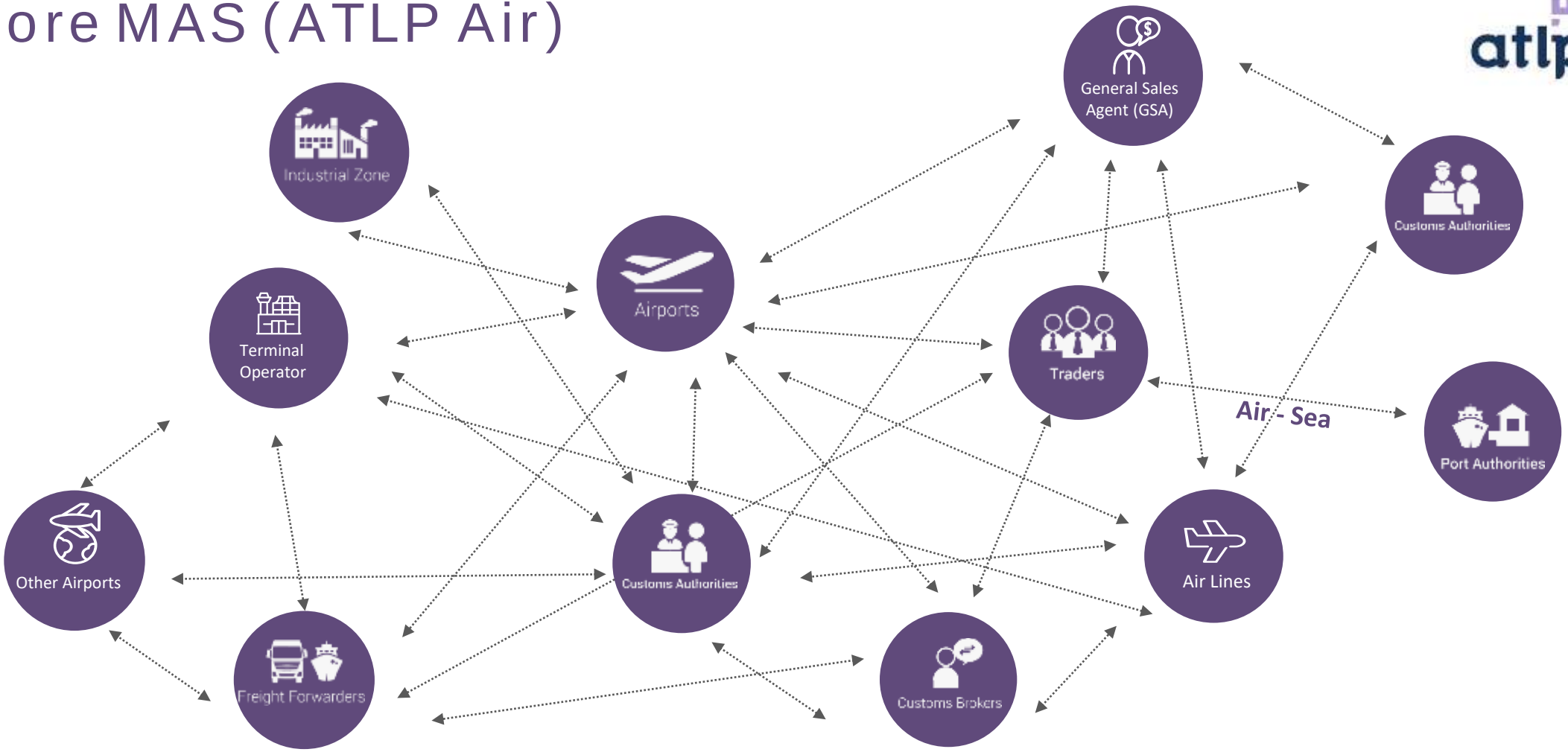
1. الموافقة على اعتماد "بوابة المقطع الإلكترونية" كمشغل ومطور للنافذة الموحدة للخدمات اللوجستية والتجارة لإمارة أبوظبي
2. الموافقة على أن تكون دائرة التنمية الاقتصادية الجهة المشرفة على النافذة الموحدة.

لإجراءاتكم
وفقكم الله ،،

د. محمد راشد الفاملي
الأمين العام



Before MAS (ATLP Air)



Lack of ***visibility & Traceability***

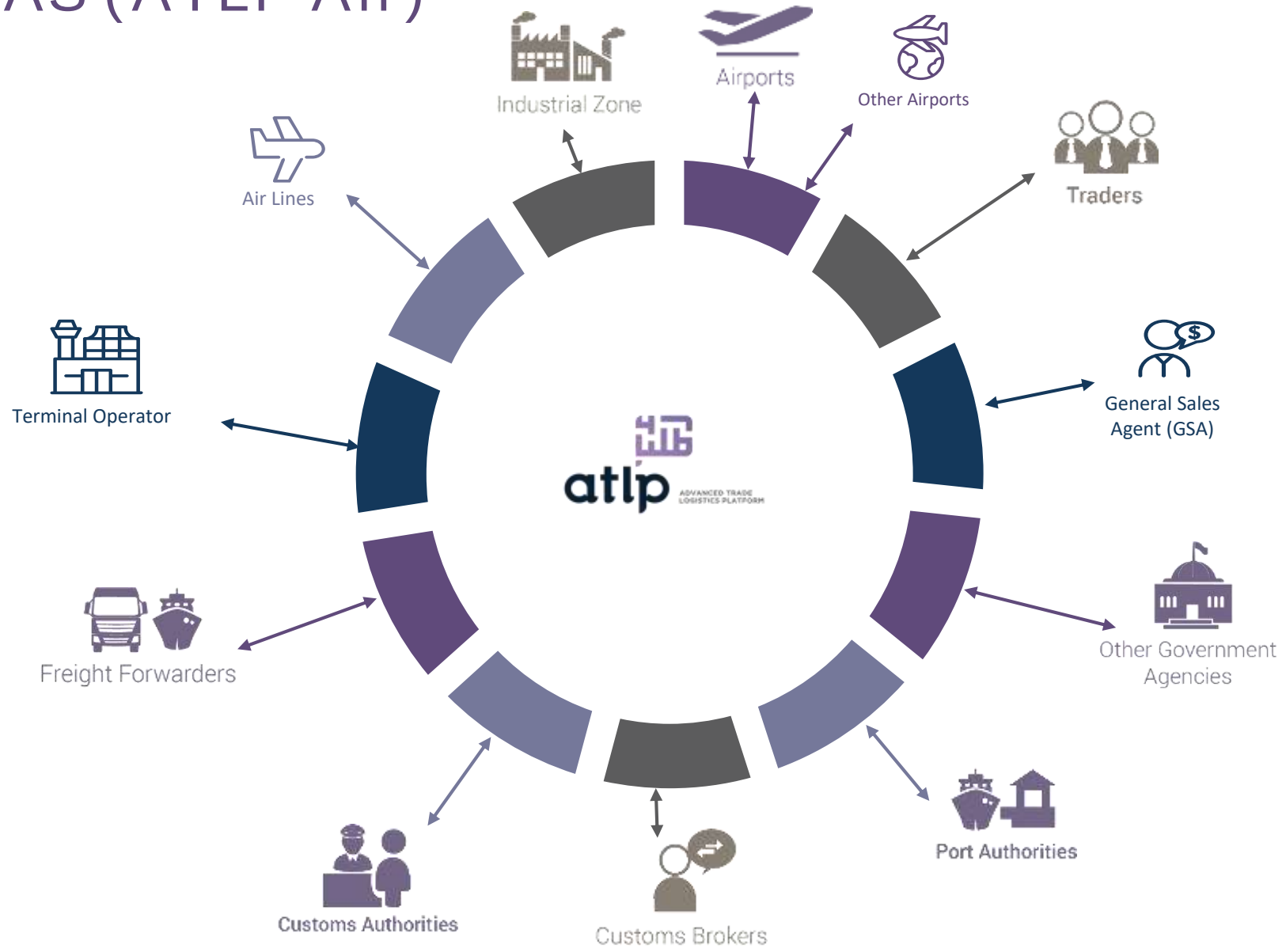
Use of ***hard-copy documents***

Manual transactions at Etihad Counter

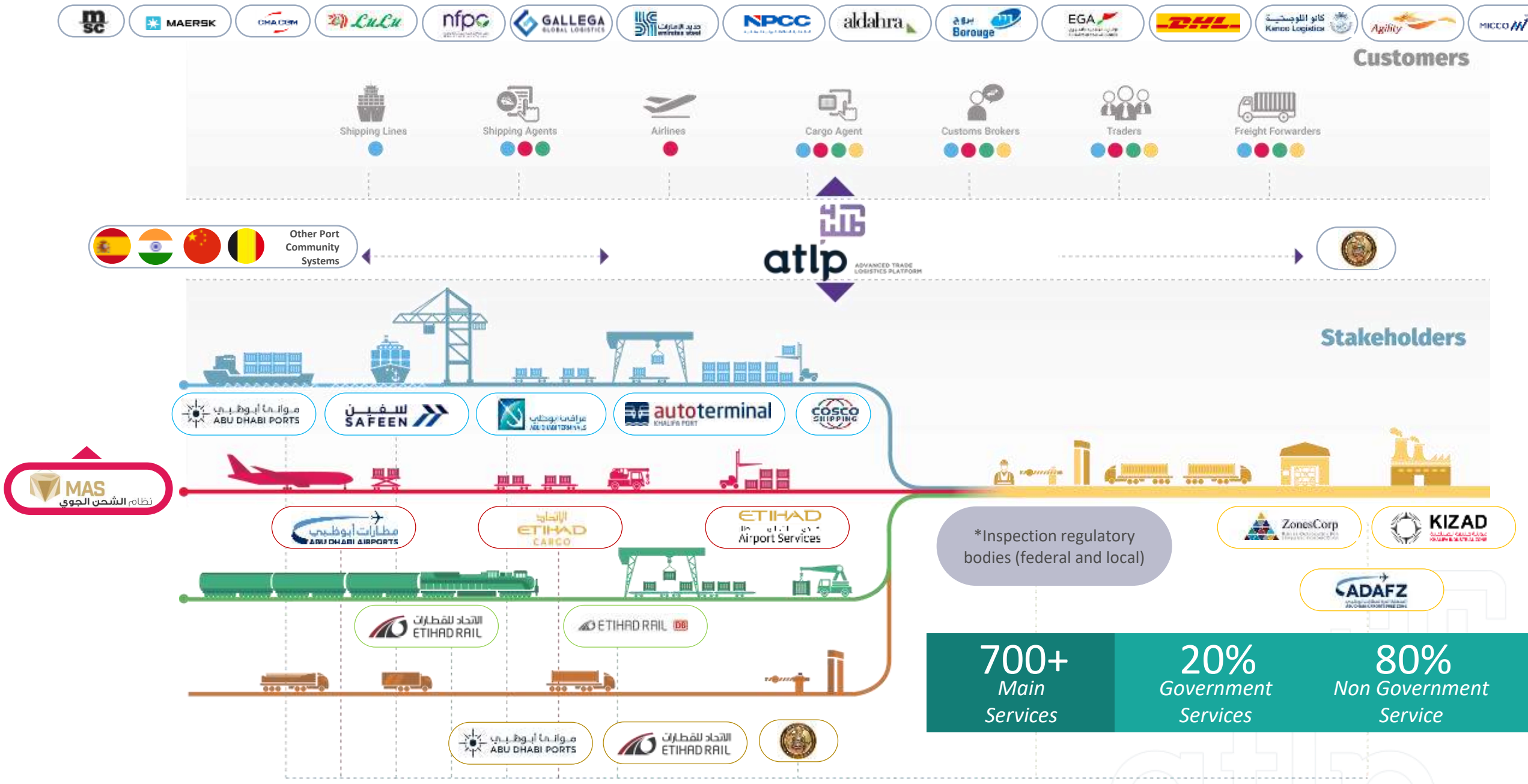
Waiting time

Multiple Communications

After MAS (ATLP Air)



ATLP Blueprint



Single Window Benefits

Traders

Easier Access to Information

Fewer Delays

Less Uncertainty

Lowering Trade Barriers

Government

Resource Optimization

Improve Service Level

Improved Information Quality

Improve Security

Improving rankings in international indices

Enables the global perception on the easiness of conducting business

Raising the level of transparency

Provide a comprehensive central database and instant statistics

Enabling Future Regional information-exchange system

Regional information-exchange system or cross-border paperless trade

Ecosystem of Innovation

Encourage new waves of SMEs and start up to implement new innovative solution based on the data and integration with single window.

Inception Framework

- ✓ Discover
- ✓ Analyze
- ✓ Strategize

PESTLE, SWOT, TWOS Analysis

Market Benchmarking & Strategic Roadmap

- ✓ Audiences
- ✓ Channel Plan
- ✓ Outreach

Customer Interviews, Customer Persona Summary, Key insights

Channel Plan and Brand Voice

- ✓ Campaigns
- ✓ Marketing Plan
- ✓ Measurement

Digital Campaigns, Marketing Plan and KPIs

Implementation Framework with Continuous Stakeholder Collaboration

Agile methodology

Highly collaborative

Rapid system adaption based on timely feedback

Process Improvement

Process mapping, assessment & enhancement (as is / to be)

Process Improvement

Joint efforts with relevant stakeholders

Rollout, training and adoption

Different methodologies identified

All new modules require adoption enablement

Marketing / Communications

PR / Comms.

Direct Marketing

Advertising

BTL (Below the Line)

Business Requirements

Project initiation, Business Requirements Gathering

Smart and User-friendly Interface

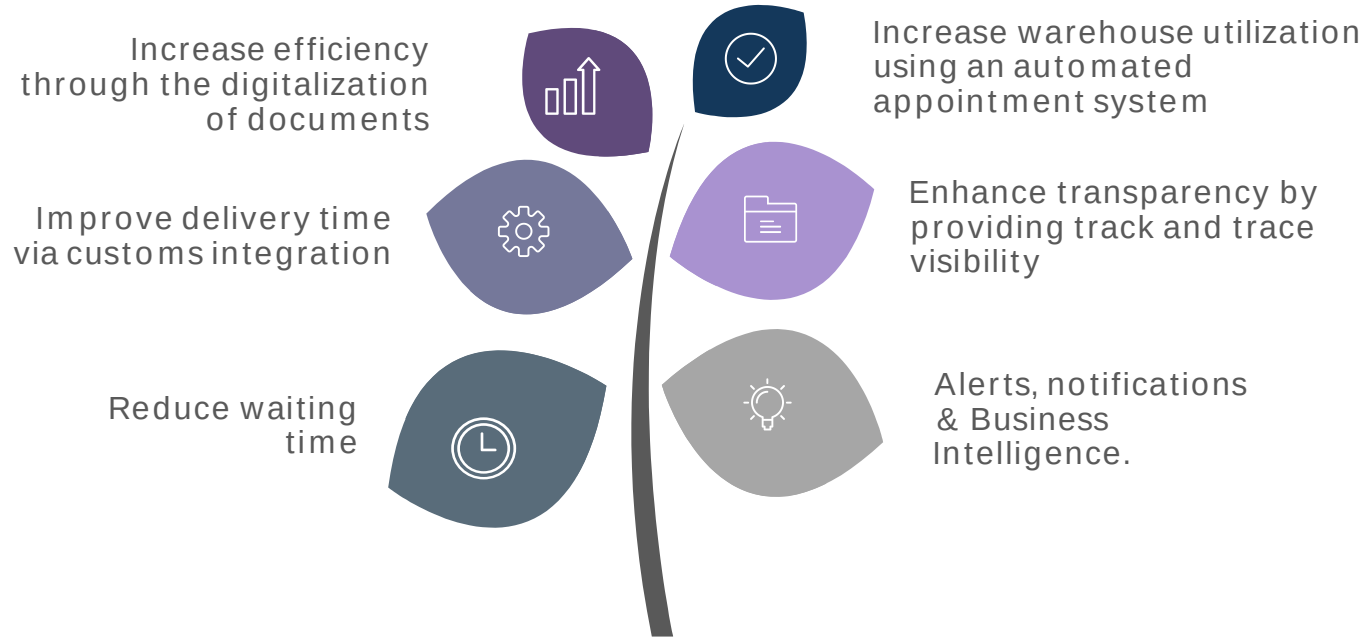
atlp ADVANCED TRADE LOGISTICS PLATFORM

MAS
نظام الشحن الجوي

Powered By بوابة المقطع MAQTA GATEWAY

Advanced Trade Logistics Platform

An Air Cargo Community System developed by Maqta Gateway, which aims to position Abu Dhabi Airport as one of the most advanced logistics hub in the region.



Solutions Overview

1. Flight Schedules
2. AWB Nominations & Re-nominations
3. Electronic Delivery Order & Pre-Delivery Orders
4. Integration With Customs
5. Import Appointments Cargo Pick-Up
6. Digital Payments
7. Track & Trace
8. Quote to Book
9. Rate Management
10. Booking Processing
11. AWB Stock Management
12. Value Added Services
13. Export Appointment Cargo Drop-Off

Implemented

In plan

Powered By بوابة المقطع MAQTA GATEWAY

Stakeholders Engagement

The project involves over 200 Stakeholders, including:

- Abu Dhabi Airports
- Etihad Cargo (EC)
- Etihad Airport Services Cargo (EASC)
- Airlines
- Freight Forwards
- Clearing Agents
- Customs

MAS was initiated when Etihad Cargo (EC), Etihad Airport Services Cargo (EASC) and Maqta Gateway (MG) agreed to execute jointly a process improvement exercise to offer enhanced services for Airfreight agents. These services would be linked to all transport modes through the Single Window The Advanced Trade and Logistics Platform (ATLP). The joint collaboration transformed all the manual time-consuming operational activities performed by Airfreight agents into the digitalized and optimized services in Maqta Airfreight Services (MAS) platform. All services are now accessible with a Single point of Contact, improving efficiency in handling the air cargo import & export and enhancing trade experience in in Abu Dhabi, UAE.

MAS required a high-level of Stakeholder Engagement of in each phase of the project.

Significant amount of field work and stakeholder engagement

Multiple Engagement Streams to Deliver a Creative and Innovative Solution

- **100+** Stakeholder Alignment
- **50+** Documents Reviewed
- **150+** Customer and Stakeholder Sessions Conducted
- **25+** Expert Interviews
- **100+** Site Visits
- **50+** Customer Focus Groups Conducted

MAS Roadmap

Project Kick-Off 08/2020

Initial Development & Pilot — Completed 01/2022

Phase 1 — Completed 06/2022 — Go-Live

Phase 2 — Completed 01/2023

Phase 3 — Expected Q3 2023 — Current Status

Phase 4 — Kick-Off Q4 2023

Development Activities:

- ✓ Business Analysis and Process Improvement (as-is & to-be)
- ✓ Solution Development and Testing
- ✓ Internal User Training and Train the Trainer
- ✓ External Customer Training and Hypercare
- ✓ Marketing Activities
- ✓ Pilot with Selected Customers

Services and Features:

- ✓ Pre-Delivery Order
- ✓ Delivery Order
- ✓ Import Appointments
- ✓ Re-nominations
- ✓ Export Appointments
- ✓ iCargo, Sita, Manafth Integration

Services and Features:

- ✓ Creating Atlp Delivery Order
- ✓ Online documents submission
- ✓ E-Wallet Payments
- ✓ EAS Admin Configurations
- ✓ Flight & RFS Schedules
- ✓ Track and Trace

Services and Features:

- ✓ Enhanced system integrations
- ✓ RFS Management
- ✓ Non-Cargo Vehicle Entry
- ✓ Dashboards & Reports
- ✓ Notifications & Alerts
- ✓ Value Added Services

Services and Features:

- ✓ E-Booking & Quote to book
- ✓ Rate Management
- ✓ AWB Stock Management
- ✓ Capacity & Route Information
- ✓ Value Added Services
- ✓ Paperless Cargo Delivery

These Activities are repeated for each phase as required

MAS in Numbers

Etihad Airport Services (EAS) and Maqta Gateway worked jointly on plan to increase adoption of the online services starting **July 2022**

78%

Adoption

26,000+ Transactions

21k+ Appointments

500+ Users

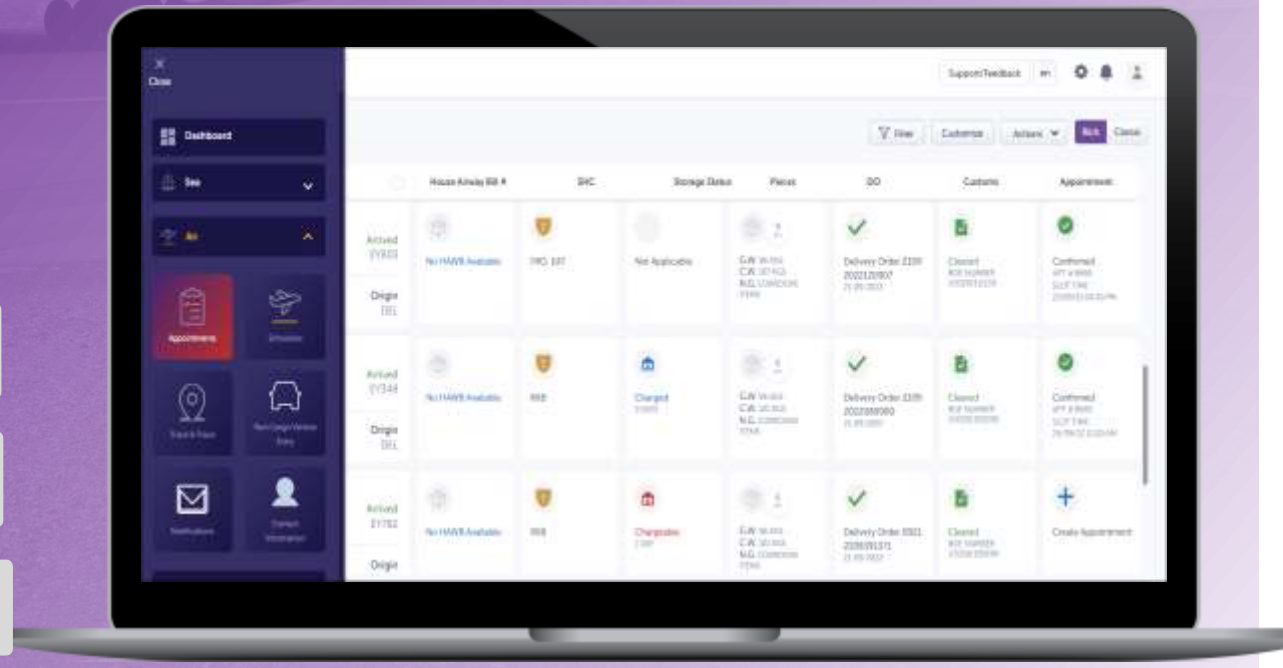
298 (80%) Companies Onboarded

36 (95%) Airlines Connectivity

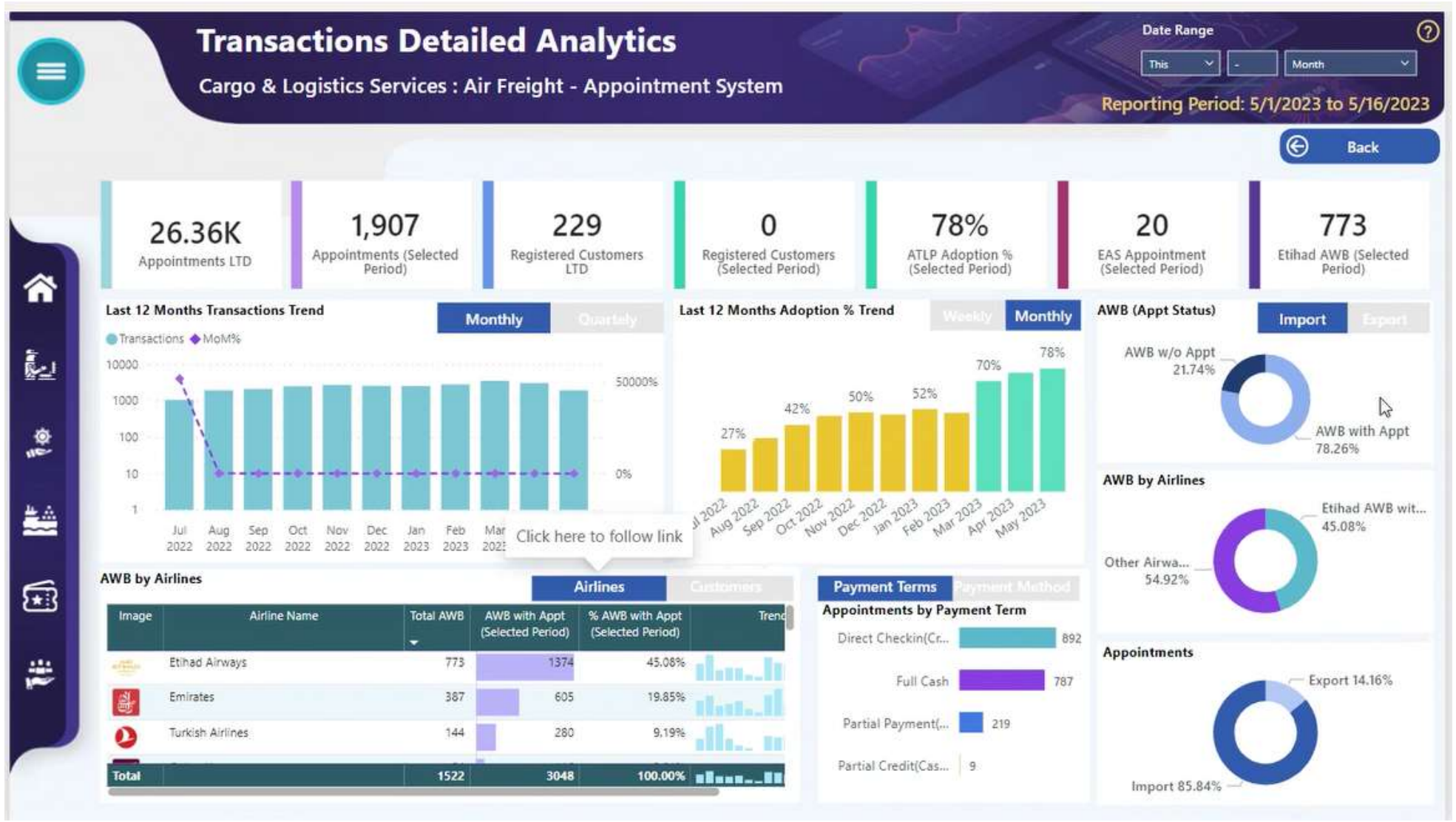
+30 Air Cargo Services

Key Services

- Import & Export Appointment
- EAS AWB nomination
- Appointment Modification
- Digital Delivery Order
- Enhancement Re-nominations
- AWB Charges
- Schedules
- Track & Trace



MAS Dashboard



Trade Facilitation | Cost Saving | Operational Efficiency

Expected Impact

- 90% — Reduction in paperwork
- 90% — Reduction to Unnecessary trips to airport
- 30% — Improvement in staff efficiency
- 90% — Reduced time to process documents
- 30% — Reduction in delivery time
- 40% — Truck waiting time reduction at the airport

Actual Impact

- 90% — Reduction in paperwork
- *90% — Reduction to Unnecessary trips to airport
- 50% — Improvement in staff efficiency
- 90% — Reduced time to process documents
- 30% — Reduction in delivery time
- 67% — Truck waiting time reduction at the airport

Note: The Expected & Actual Impact has been calculated with collaboration & support of EAS.

*70% expected by end of R1 and 90% is expected to be achieved by end of R2

Trade Facilitation | Cost Saving | Operational Efficiency

Before ATLP Impact

6

Original Documents Required

42 mins

Overall Truck Waiting time for cargo Pick-up

67 mins

Delivery Time for Import

80 mins

Delivery Time for Export

Actual Impact

1

Original Documents Required

12 mins

Overall Truck Waiting time for cargo Pick-up

50 mins

Delivery Time for Import

65 mins

Delivery Time for Export

Note: The Expected & Actual Impact has been calculated with collaboration & support of EAS.

ATLP Contribution to Abu Dhabi Economy

By the year 2030

With MAS being an integral part of ATLP

AED 142 bn
Increase in Imports

AED 111 bn
Increase in Exports

AED 127 bn
Impact on GDP

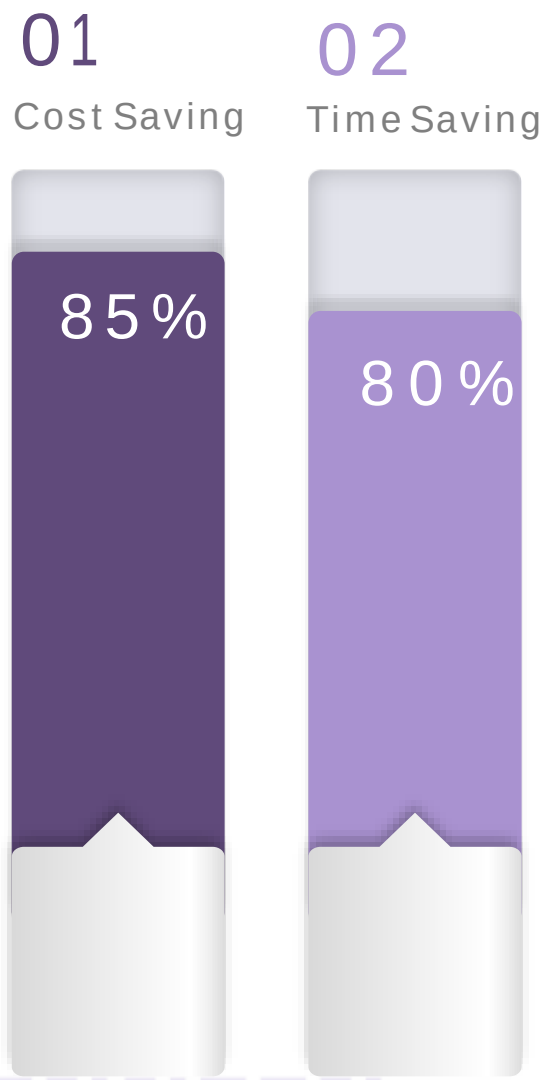
107,000
Jobs

Survey Results

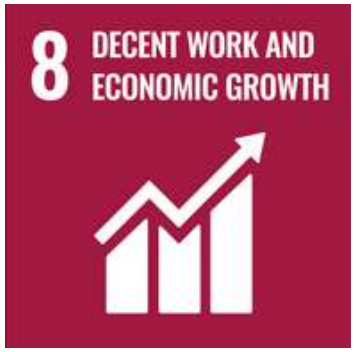
- Maqta Gateway has conducted a Survey for Air freight community asking serval questions on How fully functional MAS will benefits them in terms of Cost and Time saving.
- 62 companies believe MAS will have a positive impact on the trade.

Companies Participated

62



Our Commitment to UN SDGs



Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

The Digital Cluster of ADPG/ Maqta Gateway is committed to promoting optimized work environment , boosting productivity, and offering economic gains with the use of Technology that is accessible to all

Target 8.2 Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including a focus on high-value-added and labour-intensive sectors

MAS has streamlined many Air services by optimizing, automating, and integrating these offerings through one single point of contact which have reduced time and cost and achieved economic gains

Target 8.4 Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programmes on Sustainable Consumption and Production, with developed countries taking the lead

MAS has optimized the use of resources by eliminating the use of printed paper copies and reducing the unnecessary physical visit (using transport vehicles) to the airport.

Our Commitment to UN SDGs

Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

The Digital Cluster of ADPG/ Maqta Gateway is committed to building unified innovative digital infrastructure that is sustainable, resilient, and accessible to all

Target 9.1 Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human wellbeing, with a focus on affordable and equitable access for all

MAS offers a sustainable and resilient infrastructure for end-to-end air cargo management system. It provides accessibility to all services and visibility to all stakeholders through a single point of contact. It also offers connectivity both nationally and internationally.

Customers Feedback and Testimonials

ATLP – Air freight solution has been recently developed and we are glad to be among the first companies to start using the platform. It provides option to view AWB's, DO details and to book appointments in advance and It is helping us to improve our operations efficiency and saving time. This system also provides many value-added and innovative features to manage documents, obtain historical records, track the Appointment and shipment status. we like the system and will continue using this platform.

aramex

MICCO ميكو

We have been using ATLP system for a week now and we are very happy with the features.

Agility
A New Logistics Leader

ATLP – Air freight solution, which provides option to book Appointments for Import and Export shipments to clear the cargo from Etihad terminals is very easy to use and allow us to share the details with terminal in advance.
This system has made us realize many benefits such as Appointments and Shipments on line real-time updates, cut down on waiting time at counters and also helping to increase our operation's efficiency.

Import and Export Journey

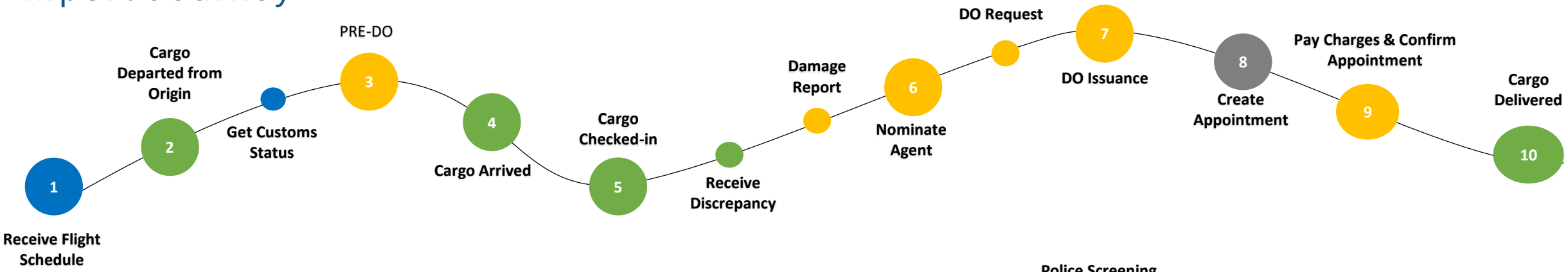
MAS has a direct integration with SITA to connect with all the airlines

SITA is a multinational information technology company specializing in providing Information Technology (IT) and telecommunications services to the aviation community

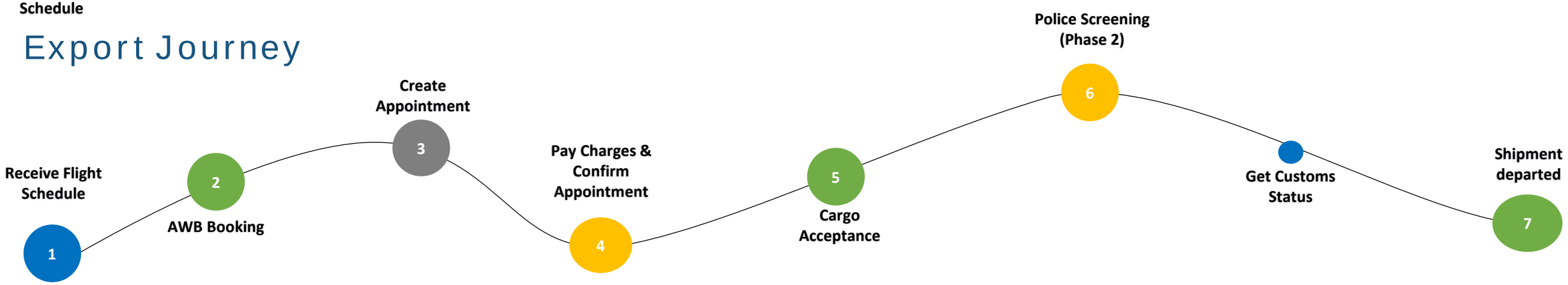
atlp ADVANCED TRADE & LOGISTICS PLATFORM

- Standard CIMP / SITA Messages
- Non – Standard Messages **
- Other Stakeholders
- No Integration Required

Import Journey



Export Journey



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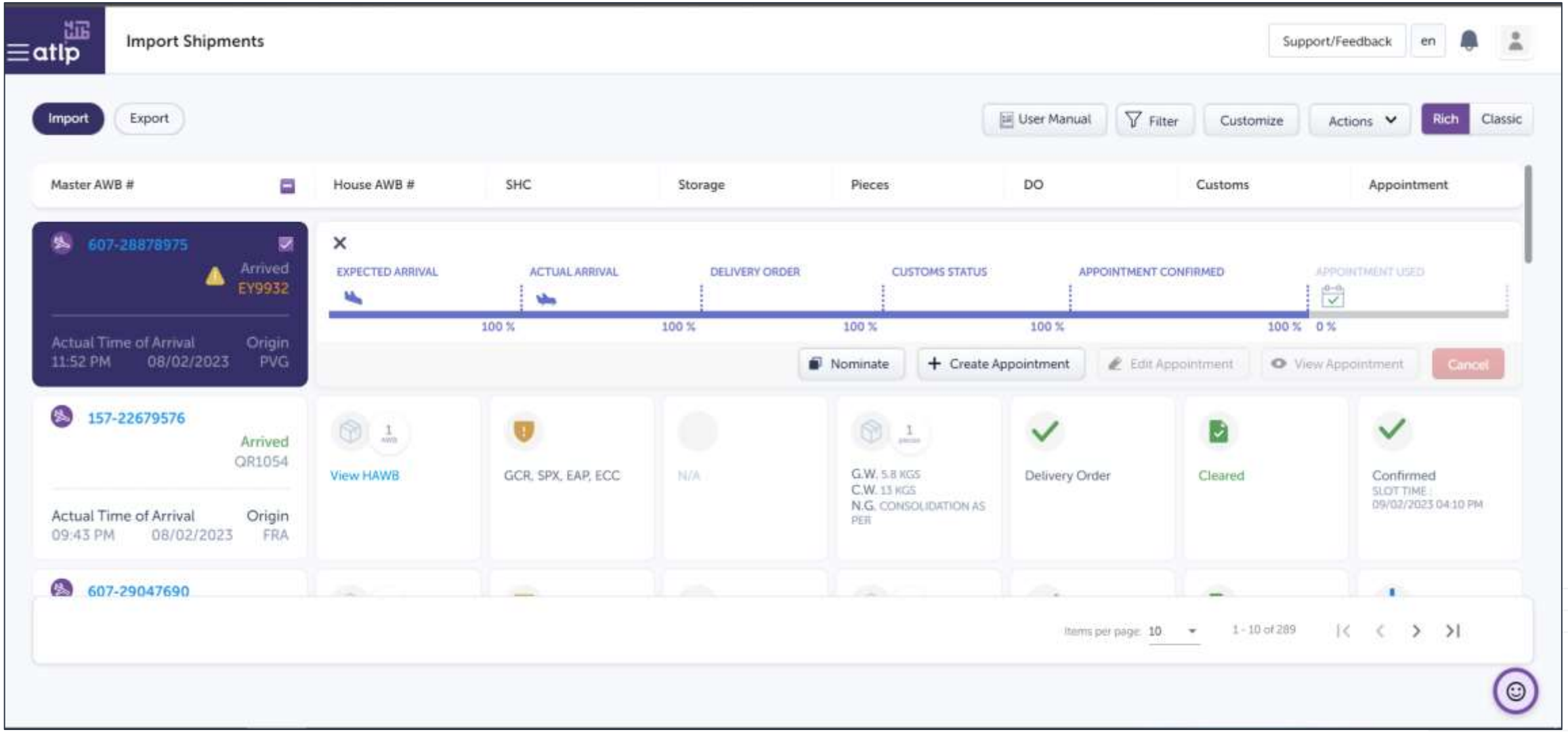
Service Benchmark

Emirate/ Country	System Name	Customs Declarations	AWB Processing	E-DO Processing	Air Appointment	Rates Management	Quote to Book	Integration with Market Place
Abu Dhabi – UAE	ATLP	✓	✓	✓	✓	✓	✓	✓
Dubai – UAE	Calogi	✓ (Dubai Trade)	✓	✓	✓	✓	✗	✗
Bahrain	E-Galaxy Bahrain Customs	✓	✗	✗	✗	✗	✗	✗
Saudi Arabia	Fasah	✓	✗	✗	✗	✗	✗	✗
Oman	Bayan	✓	✗	✗	✗	✗	✗	✗
Qatar	Al Nadeep	✓	✗	✗	✗	✗	✗	✗

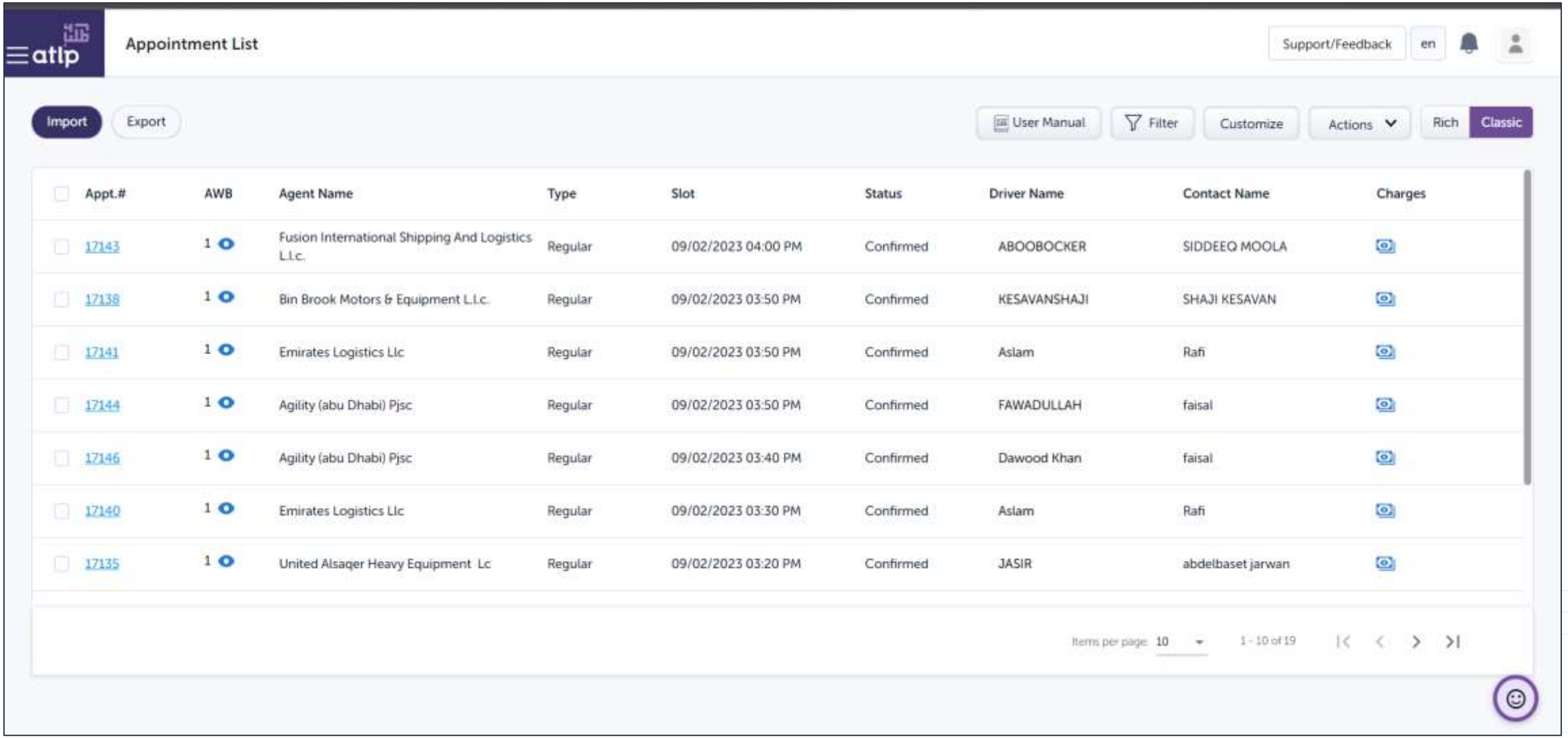
ATLP AIR Services Screenshots

Import Shipments



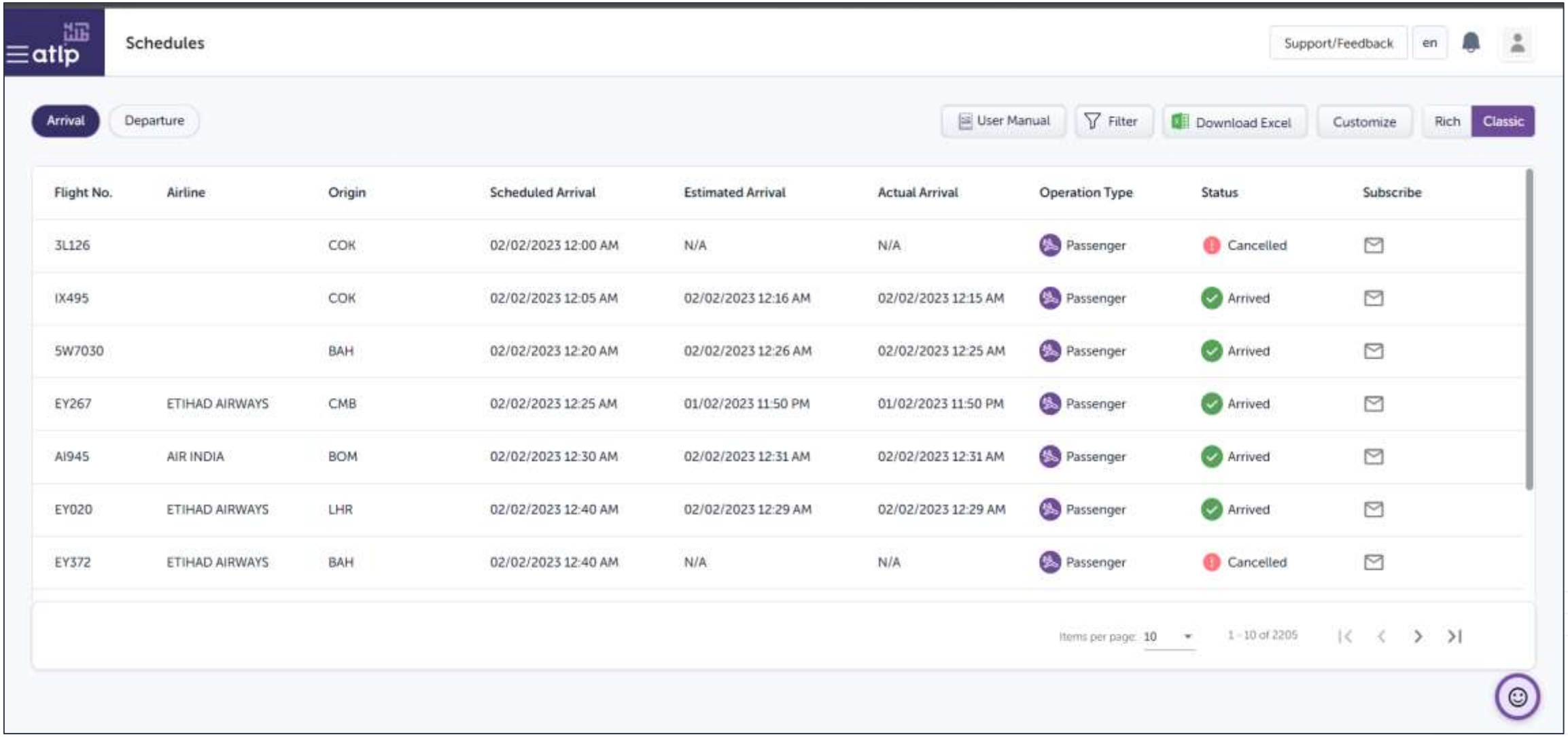
ATLP AIR Services Screenshots

Appointments List



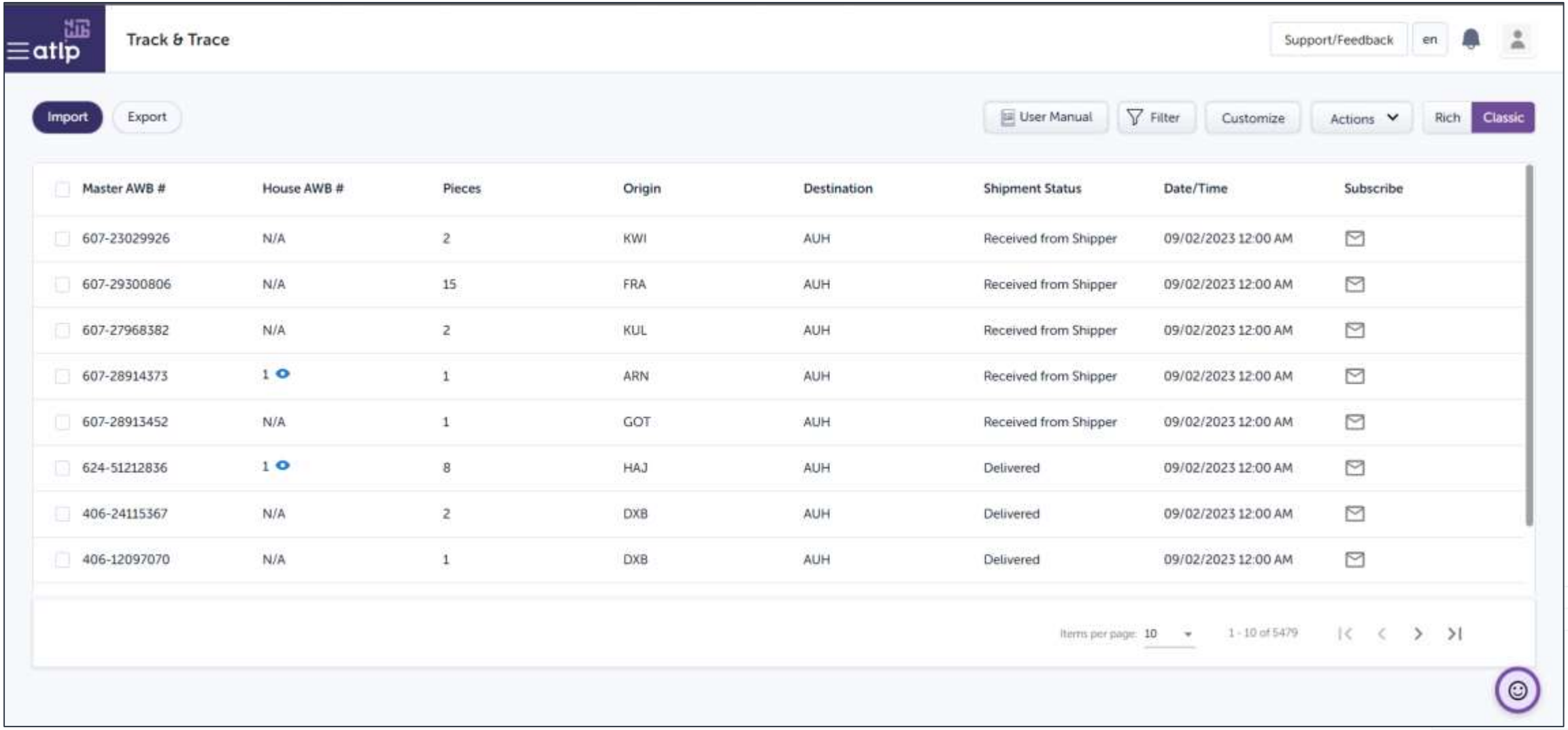
ATLP AIR Services Screenshots

Flight Schedules



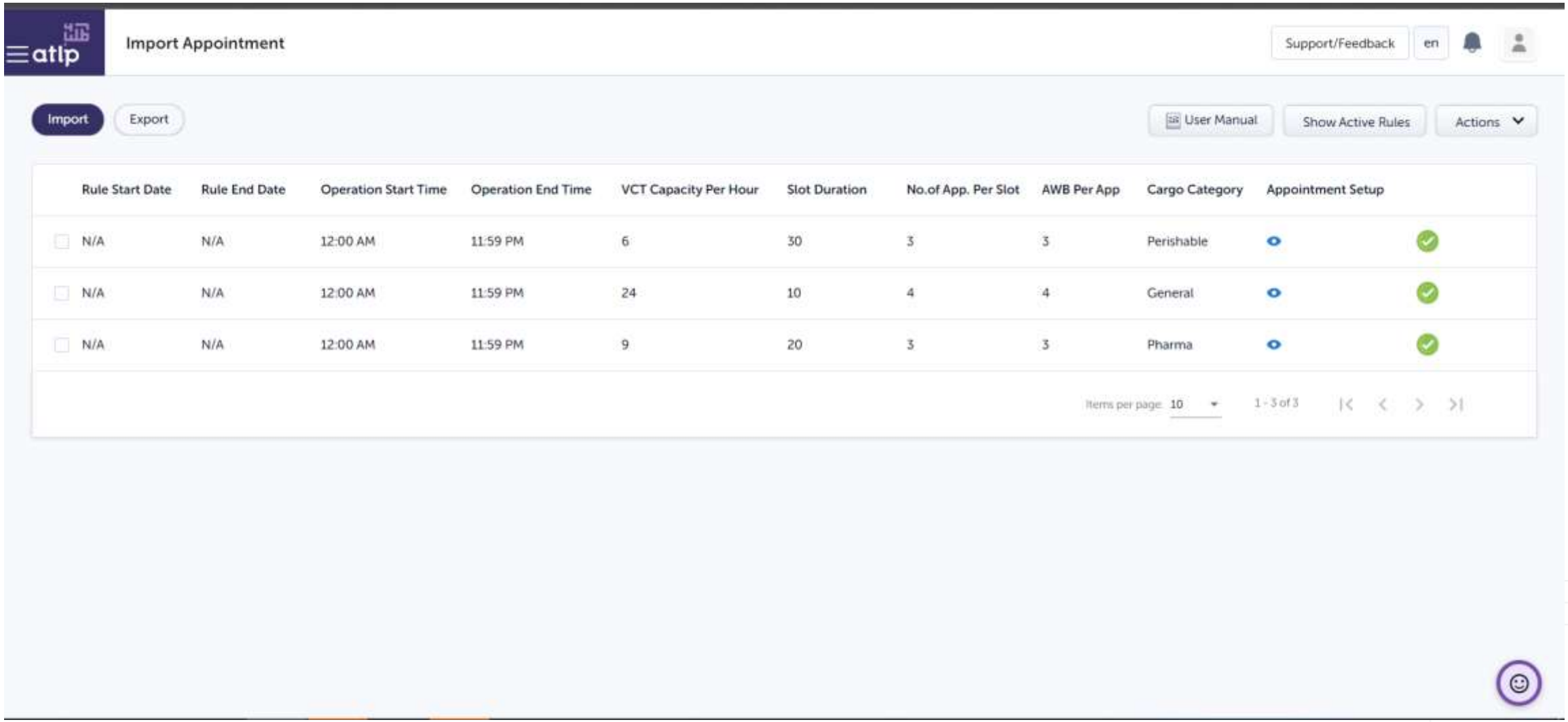
ATLP AIR Services Screenshots

Track and Trace



ATLP AIR Services Screenshots

EAS Admin Configurations



atlp ADVANCED TRADE LOGISTICS PLATFORM

بوابة المقطع
MAQTA GATEWAY

Together we Facilitate Abu Dhabi Trade