Maqta Airfreight Services (MAS)
IAPH Sustainability Awards 2023

Areas of Interest:
Digitalization
A Portfolio Of Integrated Businesses Enabling Global Trade
Innovation, Solutions and New Market Possibilities
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.
Before MAS (ATLP Air)

- Lack of visibility & Traceability
- Use of hard-copy documents
- Manual transactions at Etihad Counter
- Waiting time
- Multiple Communications

- General Sales Agent (GSA)
- Customs Authorities
- Other Airports
- Freight Forwarders
- Terminal Operator
- Industrial Zone
- Airports
- Cargo Brokers
- Air Lines
- Fort Authorities
- Air-Sea
After MAS (ATLP Air)

- Industrial Zone
- Airports
- Other Airports
- Traders
- General Sales Agent (GSA)
- Other Government Agencies
- Port Authorities
- Customs Authorities
- Customs Brokers
- Freight Forwarders
- Terminal Operator
- Air Lines
ATLP Blueprint

- Inspection regulatory bodies (federal and local)

700+ Main Services

20% Government Services

80% Non Government Service
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

- Audiences
- Channel Plan
- Outreach

- Campaigns
- Marketing Plan
- Measurement

PESTLE, SWOT, TWOS Analysis

Customer Interviews, Customer Persona Summary, Key insights

Channel Plan and Brand Voice

Digital Campaigns, Marketing Plan and KPIs

Market Benchmarking & Strategic Roadmap
Implementation Framework with Continuous Stakeholder Collaboration

**Agile methodology**
- Highly collaborative
- Rapid system adaptation based on timely feedback

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

**Business Requirements**
- Project initiation, Business Requirements Gathering

**Rollout, training and adoption**
- Different methodologies identified
- All new modules require adoption enablement

**Marketing/ Communications**
- PR/Comms.
- Direct Marketing
- Advertising
- BTL (Below the Line)
Smart and User-friendly Interface
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.

- Reduce waiting time
- Improve delivery time via customs integration
- Increase efficiency through the digitalization of documents
- Increase warehouse utilization using an automated appointment system
- Enhance transparency by providing track and trace visibility
- Alerts, notifications & Business Intelligence
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
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 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

<table>
<thead>
<tr>
<th>Count</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>100+</td>
<td>Stakeholder Alignment</td>
</tr>
<tr>
<td>50+</td>
<td>Documents Reviewed</td>
</tr>
<tr>
<td>150+</td>
<td>Customer and Stakeholder Sessions Conducted</td>
</tr>
<tr>
<td>25+</td>
<td>Expert Interviews</td>
</tr>
<tr>
<td>100+</td>
<td>Site Visits</td>
</tr>
<tr>
<td>50+</td>
<td>Customer Focus Groups Conducted</td>
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</table>
MAS Roadmap

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

These Activities are repeated for each phase as required.

Services and Features:

1. Phase 1 (Completed 06/2022)
   - Pre-Delivery Order
   - Delivery Order
   - Import Appointments
   - Re-nominations
   - Export Appointments
   - iCargo, Sita, Manafth Integration

2. Phase 2 (Completed 01/2023)
   - Creating Atip Delivery Order
   - Online documents submission
   - E-Wallet Payments
   - EAS Admin Configurations
   - Flight & RFS Schedules
   - Track and Trace

3. Phase 3 (Expected Q3 2023)
   - Enhanced system integrations
   - RFS Management
   - Non-Cargo Vehicle Entry
   - Dashboards & Reports
   - Notifications & Alerts
   - Value Added Services

4. Phase 4 (Kick-Off Q4 2023)
   - E-Booking & Quote to book
   - Rate Management
   - AWB Stock Management
   - Capacity & Route Information
   - Value Added Services
   - Paperless Cargo Delivery

Project Kick-Off
08/2020

Completed 01/2022
Completed 06/2022
Completed 01/2023
Current Status

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

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

26,000+ Transactions
- 21k+ Appointments
- 500+ Users
- 298 (80%) Companies Onboarded
- 36 (95%) Airlines Connectivity
- +30 Air Cargo Services

78% Adoption
MAS Dashboard

Transactions Detailed Analytics
Cargo & Logistics Services: Air Freight - Appointment System

Reporting Period: 5/1/2023 to 5/16/2023

Last 12 Months Transactions Trend
- Monthly: 26,363 appointments
- Quarterly: 1,907 appointments
- Weekly: 229 appointments
- Daily: 78% ATLP Adoption %

AWB by Airlines
- Total: 15,322
- Etihad Airways: 773
- Emirates: 387
- Turkish Airlines: 144
- Total: 100.00%

Payment Terms
- Direct Checkout: 892
- Full Cash: 787
- Partial Payment: 219
- Partial Credit: 9

Exports
- Import: 85.94%
- Export: 14.16%

AWB Status
- AWB W/ Appt: 21.74%
- AWB W/ Out Appt: 78.26%
- AWB by Airlines:
  - Etihad: 45.08%
  - Emirates: 54.92%
**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*
## Before ATLP Impact

<table>
<thead>
<tr>
<th>Original Documents Required</th>
<th>Overall Truck Waiting time for cargo Pick-up</th>
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<tbody>
<tr>
<td>6</td>
<td>42 mins</td>
</tr>
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</table>

## Actual Impact

<table>
<thead>
<tr>
<th>Original Documents Required</th>
<th>Overall Truck Waiting time for cargo Pick-up</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>12 mins</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Delivery Time for Import</th>
<th>Delivery Time for Export</th>
</tr>
</thead>
<tbody>
<tr>
<td>67 mins</td>
<td>80 mins</td>
</tr>
<tr>
<td>50 mins</td>
<td>65 mins</td>
</tr>
</tbody>
</table>

*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
Maqta Gateway has conducted a Survey for Air freight community asking several questions on How fully functional MAS will benefit them in terms of Cost and Time saving.

62 companies believe MAS will have a positive impact on the trade.
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.

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

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.

Import Journey

1. Receive Flight Schedule
2. Get Customs Status
3. Cargo Departed from Origin
4. Cargo Arrived
5. Cargo Checked-in
6. Receive Discrepancy
7. Damaged Report
8. Nominate Agent
9. Pay Charges & Confirm Appointment
10. Cargo Delivered

Export Journey

1. Receive Flight Schedule
2. AWB Booking
3. Create Appointment
4. Pay Charges & Confirm Appointment
5. Cargo Acceptance
6. DO Request
7. DO Issuance
8. Create Appointment
9. Pay Charges & Confirm Appointment
10. Shipment Departed
# Service Benchmark

<table>
<thead>
<tr>
<th>Emirate/ Country</th>
<th>System Name</th>
<th>Customs Declarations</th>
<th>AWB Processing</th>
<th>E-DO Processing</th>
<th>Air Appointment</th>
<th>Rates Management</th>
<th>Quote to Book</th>
<th>Integration with Market Place</th>
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<tbody>
<tr>
<td>Abu Dhabi – UAE</td>
<td>ATLP</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Dubai – UAE</td>
<td>Calogi</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>×</td>
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<tr>
<td>Bahrain</td>
<td>E-Galaxy Bahrain Customs</td>
<td>✓</td>
<td>×</td>
<td>×</td>
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<td>×</td>
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<td>Saudi Arabia</td>
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<tr>
<td>Oman</td>
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<td>×</td>
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<td>×</td>
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</tr>
<tr>
<td>Qatar</td>
<td>Al Nadeep</td>
<td>✓</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
</tr>
</tbody>
</table>
ATLP AIR Services Screenshots

Import Shipments

Import Shipments

- Master AWE #: 607-28387875
  - Arrived: EY932
  - Actual Time of Arrival: 11:52 PM, 08/02/2023, Origin: PVG

- House AWE #: 157-22679576
  - Arrived: OR1054
  - Actual Time of Arrival: 09:43 PM, 08/02/2023, Origin: FRA

- 607-29047690

Options:
- User Manual
- Filter
- Customize
- Actions
- Support/Feedback
### ATLP AIR Services Screenshots

#### Appointments List

<table>
<thead>
<tr>
<th>Appt.#</th>
<th>AWB</th>
<th>Agent Name</th>
<th>Type</th>
<th>Slot</th>
<th>Status</th>
<th>Driver Name</th>
<th>Contact Name</th>
<th>Charges</th>
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<tbody>
<tr>
<td>1</td>
<td>17143</td>
<td>Fusion International Shipping And Logistics Llc.</td>
<td>Regular</td>
<td>09/02/2023 04:00 PM</td>
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<td>ABOOBOCKER</td>
<td>SIDDEEO MOOLA</td>
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<tr>
<td>1</td>
<td>17130</td>
<td>Bin Brook Motors &amp; Equipment Llc.</td>
<td>Regular</td>
<td>09/02/2023 03:50 PM</td>
<td>Confirmed</td>
<td>KESAVANIAJ</td>
<td>SHAJI KESAVAN</td>
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<td>17131</td>
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<td>09/02/2023 03:50 PM</td>
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<td>Assam</td>
<td>Raj</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>17144</td>
<td>Agility (abu Dhabi) Pyjc</td>
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<td>faisal</td>
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<tr>
<td>1</td>
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<tr>
<td>1</td>
<td>17135</td>
<td>United Alsaper Heavy Equipment Llc</td>
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<td>JASR</td>
<td>abdelbaset jarwan</td>
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</table>
# ATLP AIR Services Screenshots

## Flight Schedules

<table>
<thead>
<tr>
<th>Flight No.</th>
<th>Airline</th>
<th>Origin</th>
<th>Scheduled Arrival</th>
<th>Estimated Arrival</th>
<th>Actual Arrival</th>
<th>Operation Type</th>
<th>Status</th>
<th>Subscribe</th>
</tr>
</thead>
<tbody>
<tr>
<td>JT126</td>
<td>COR</td>
<td>02/02/2023 12:00 AM</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
<td>Passenger</td>
<td>Cancelled</td>
<td></td>
</tr>
<tr>
<td>IX493</td>
<td>COK</td>
<td>02/02/2023 12:05 AM</td>
<td>02/02/2023 12:16 AM</td>
<td>02/02/2023 12:15 AM</td>
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<td>Arrived</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SW7030</td>
<td>BAI</td>
<td>02/02/2023 12:20 AM</td>
<td>02/02/2023 12:26 AM</td>
<td>02/02/2023 12:25 AM</td>
<td>Passenger</td>
<td>Arrived</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EY257</td>
<td>ETHAD AIRWAYS</td>
<td>CMB</td>
<td>02/02/2023 12:25 AM</td>
<td>01/02/2023 11:50 PM</td>
<td>01/02/2023 11:50 PM</td>
<td>Passenger</td>
<td>Arrived</td>
<td></td>
</tr>
<tr>
<td>AR945</td>
<td>AIR INDIA</td>
<td>BOM</td>
<td>02/02/2023 12:30 AM</td>
<td>02/02/2023 12:31 AM</td>
<td>02/02/2023 12:31 AM</td>
<td>Passenger</td>
<td>Arrived</td>
<td></td>
</tr>
<tr>
<td>EY202</td>
<td>ETHAD AIRWAYS</td>
<td>LHR</td>
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<td>02/02/2023 12:29 AM</td>
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<tr>
<td>EY572</td>
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<td>BAH</td>
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</table>
## Track and Trace

### ATLP AIR Services Screenshots

![ATLP AIR Services Screenshots](image)

<table>
<thead>
<tr>
<th>Master AWB #</th>
<th>House AWB #</th>
<th>Pieces</th>
<th>Origin</th>
<th>Destination</th>
<th>Shipment Status</th>
<th>Date/Time</th>
<th>Subscribe</th>
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<tbody>
<tr>
<td>607-23020926</td>
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<td>2</td>
<td>KWI</td>
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<tr>
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<tr>
<td>624-51212835</td>
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<td>8</td>
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<tr>
<td>405-24113567</td>
<td>N/A</td>
<td>2</td>
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<td>AUH</td>
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<td>09/02/2023 12:00 AM</td>
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</tr>
</tbody>
</table>
### ATLP AIR Services Screenshots

**EAS Admin Configurations**

#### Import Appointment

<table>
<thead>
<tr>
<th>Rule Start Date</th>
<th>Rule End Date</th>
<th>Operation Start Time</th>
<th>Operation End Time</th>
<th>VCT Capacity Per Hour</th>
<th>Slot Duration</th>
<th>No.of App. Per Slot</th>
<th>AWB Per App</th>
<th>Cargo Category</th>
<th>Appointment Setup</th>
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<tbody>
<tr>
<td>N/A</td>
<td>N/A</td>
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<td>30</td>
<td>3</td>
<td>3</td>
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<tr>
<td>N/A</td>
<td>N/A</td>
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<td>11:59 PM</td>
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<td>10</td>
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<tr>
<td>N/A</td>
<td>N/A</td>
<td>12:00 AM</td>
<td>11:59 PM</td>
<td>9</td>
<td>20</td>
<td>3</td>
<td>3</td>
<td>Pharma</td>
<td></td>
</tr>
</tbody>
</table>

**Import** | **Export**

**Support/Feedback**

**Actions**

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