

## IPC promotes FoMBA initiative at the World Cargo Symposium

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An IPC delegation participated in the World Cargo Symposium (WCS), the biggest forum in the airline industry, on 12-14 March in Singapore, in the context of a reinforced dialogue with International Air Transport Association (IATA) and in a strive to encourage new airlines, in particular from Asia, to participate in IPC's FoMBA initiative.

Jörgen Van Mook, IPC Head of Network Management and Innovation, chaired the e-commerce logistics track, with speakers from McKinsey, International Airport Service (IAS), WCO, SATS, Deutsche Post DHL Group and Cainiao. The session looked at the potential of e-commerce for the airline industry.

In the margins of the World Cargo Symposium, IPC, along with the International Air Transport Association (IATA) and its Air Mail Board (AMB) organised on 12 March an introductory section on the Future of Mail by Air (FoMBA) Initiative. Representatives from over 15 international airlines and several posts were introduced into the key aspects of IPC's FoMBA initiative. Participants included: Emirates, Air Canada, United Airlines, Swiss World Cargo, Qatar Airways, Lufthansa, Cathay Pacific, Singapore Airlines, Air France/KLM, GLS HKG, Malaysian Airlines, Qantas, Etihad, Thai Airways, Descartes, LOT, Delta Airlines as well as Japan Airlines. Participating posts included: Post Nord, New Zealand Post, Asendia Singapore, Swiss Post and La Poste France.

The morning session helped IPC set the background of the initiative as well as the new challenges that the industry is facing in the new e-commerce driven market environment. Participants were given an overview of the main findings from the latest [IPC Cross-Border E-Commerce Shopper Survey](#).

The afternoon session focused on the multiple tools IPC developed to support the optimisation of airmail operations. Reporting tools such as CAPE Vision or the BI Consignment Monitoring tools were presented. Other IPC solutions including the Mail Registration Device (MRD) and its related reports was presented in detail.

Several of the active participants in the FoMBA Initiative, including La Poste and Post Nord representatives, providing a user perspective on the tools and activities in FoMBA, shared with the group the value that gained over time from participating in the initiative.