

ACB Awards and launch of new strategy!



AirCargoBelgium

ASIAT
PARK



New ACB strategy

From start-up to scale-up



AirCargoBelgium

Start ACB: 2016



Tracing the path of our journey so far...

The goals we have achieved

Strong community engagement

- First cargo community in the world
- Summer BBQ
 - > Biggest BRUcargo networking event
- ACB Awards
- Cargo Talks
- NY Reception
- Relaunch Cargo Cup



Tracing the path of our journey so far...

The goals we have achieved



Increased operational efficiency and digital services

- First community to start with
 - > Digital Green Lane (DGL)
 - > Perishable/Inspection Management Application (PMA/IMA)
 - > Pharma + DGL Dashboard
 - > BlueSky



Tracing the path of our journey so far...

The goals we have achieved

Growth in cargo volumes

- BRUcure
- Pharma CEIV project
- Animal Care & Inspection Center



BRUcure Community Control Tower

Interested in joining BRUcure Taskforce?
Questions about how we make Brussels Airport
ready for the Covid-19 vaccine?

 BRUcure@aircargobelgium.be

Tracing the path of our journey so far...

The goals we have achieved



International recognition

- Awards (ACB or BRUcloud)
 - > BRUcargo Award 2016
 - > Cargo Diamond Award 2020
 - > Air Cargo News Award 2021
 - > ACW Information Technology Award 2021
 - > Logistics Innovation Award 2022

ACB has demonstrated its ability to **lead**. It set the trend as first and created followers. Our next step is **to progress** from **start-up** to **scale-up**.

Co-creating the strategy



What the community expects from the ACB team

Overall request to show **more ambition** on all fronts.

1. Enablement of **speed of delivery** and **full adoption** of digitization.

2. **Involvement of the community** in **decision-making** and **to act as one**.

3. **Upgrading of capabilities and expertise** to deliver upon **strategic projects**.



Our new mission | Why we exist

Our mission describes our commitments to stakeholders



As the **air cargo community representation**, ACB (Air Cargo Belgium) strives to make BRUcargo the most attractive, efficient, innovative and leading logistical platform.

Air Cargo Belgium **facilitates community collaboration, operational excellence, advancing sustainability and digital connectivity** to **enable the community** to **organize transparent, safe and customer-oriented supply chain flows.**

Changes:

- Description of our value to the community
 - Digital connectivity added
 - Sustaining BRUcargo to lead

Our ambitions | How to achieve success

Our ambitions steer our **efforts**
and **require a collective commitment of resources**

Creating a
**vibrant
community**



Establishing
**the leading
platform** for
seamless
operations



Building
**effective
partnerships**



Drawing
**'better'
business** to
Brussels



Achieving
**international
recognition** as
community



Clear ambitions set direction to the path ahead

Creating a
**vibrant
community**

+

Establishing
**the leading
platform** for
seamless
operations

+

Building
**effective
partnerships**

+

Drawing
**'better'
business** to
Brussels

- **Expand our connections** within the community to reach **7.000 people**

Attract new talent to the community

- Continuously improve **end-2-end digital connectivity** across the **entire value chain**
- **Rethink** supply chain

- Establish and improve relationships with **government agencies**
- Unleash the **full potential** of collaboration as **network of networks**

- Exploit **full potential of existing focus markets**
- Involve the community in exploring **new focus markets**

Sustainability and **innovation** as guiding principles in everything we do...

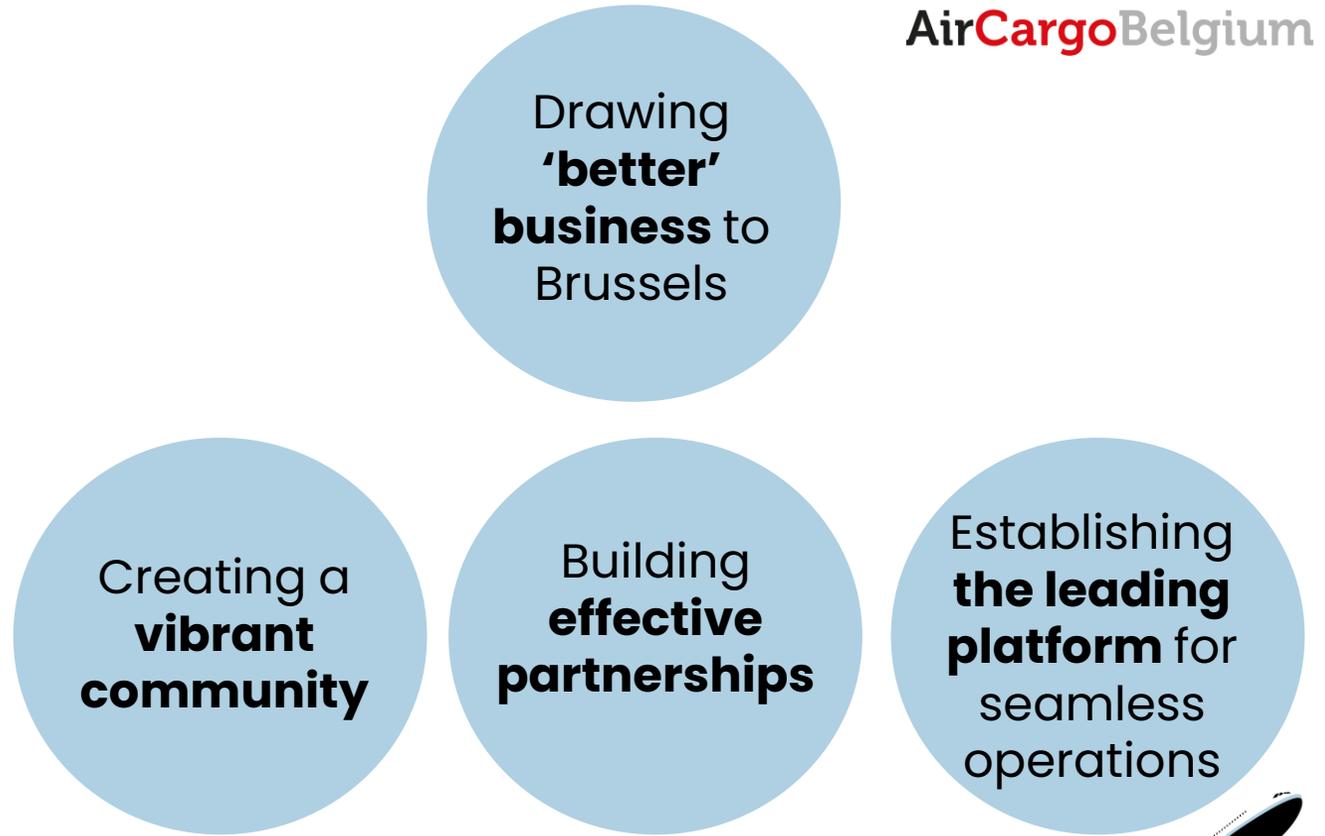
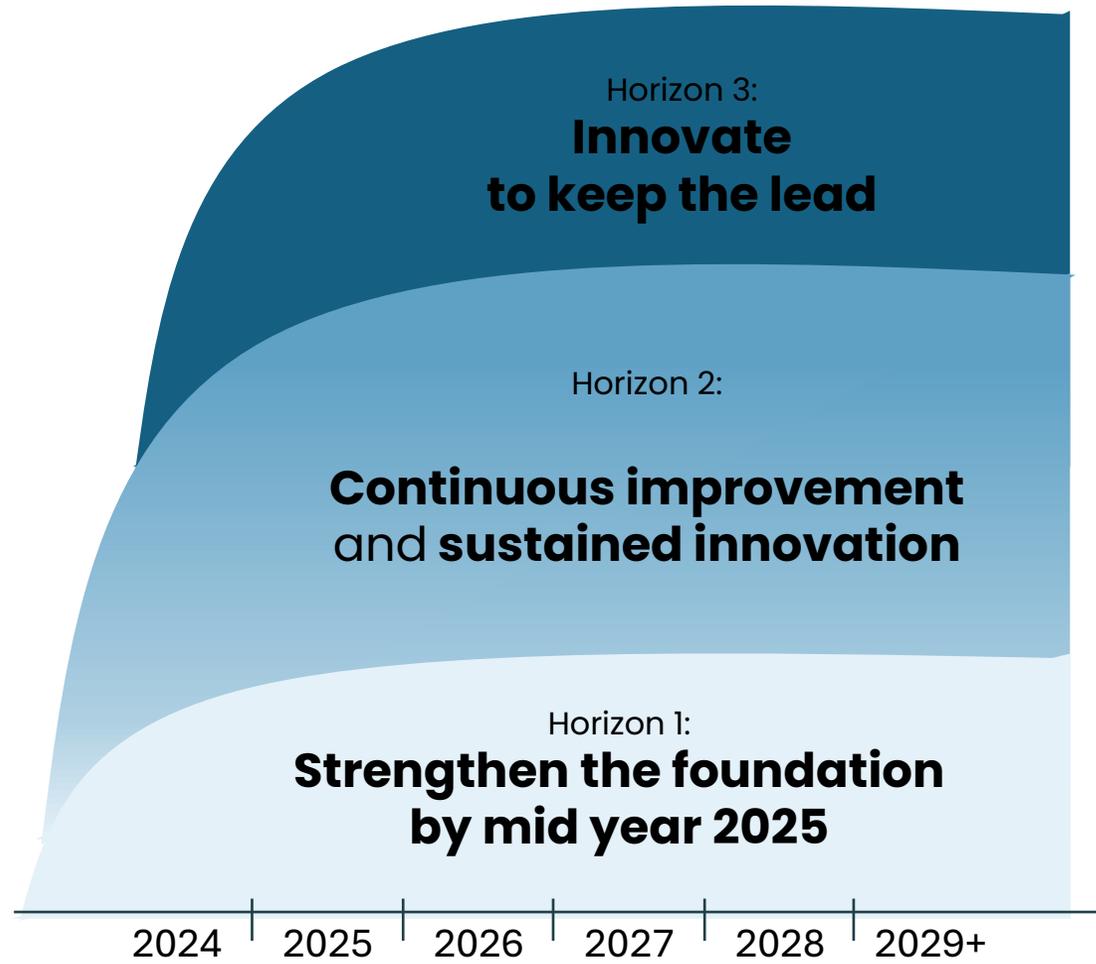
Clear ambitions set direction to the path ahead



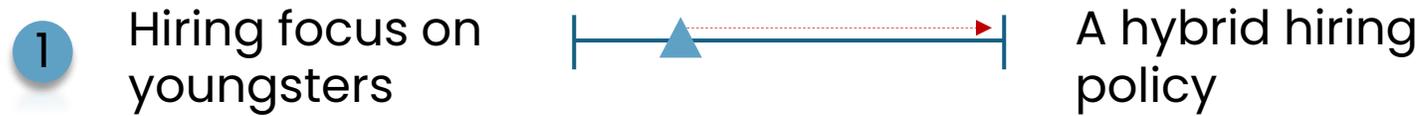
Achieving
**international
recognition** as
community

- Contribute to building our **reputation as vibrant air cargo platform**

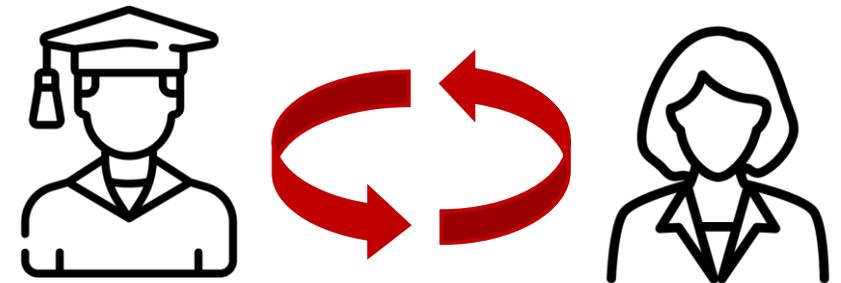
Our strategy | The 3 Horizons



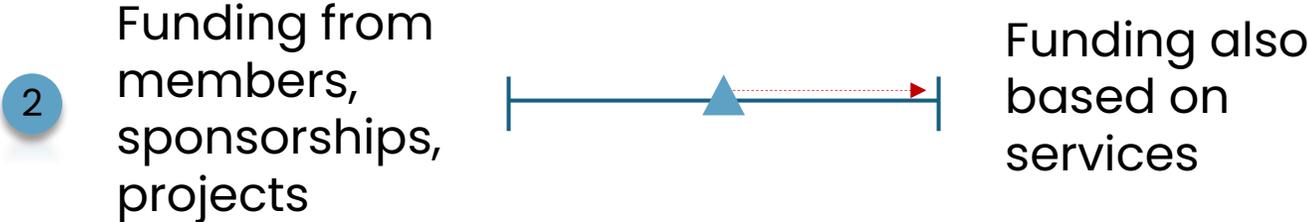
Transitions to achieve the new ACB ambitions



Junior and **senior talent** work together and learn from each other. Expertise is woven into multiple profiles. This avoids leakage of expertise in case of attrition.



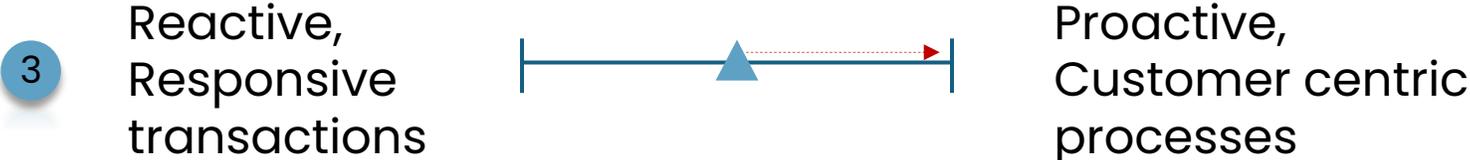
Transitions to achieve the new ACB ambitions



ACB's funding becomes more sustainable by **reducing reliance on project funding** and focusing more on service revenues.



Transitions to achieve the new ACB ambitions



ACB's operations become more **process-driven** and as such less reactive. ACB also **interacts with other networks** to accelerate the pace of learning.



Transitions to achieve the new ACB ambitions



4

A community of managers



A broad community of air cargo people

Community building expands to **all levels and all functions**, facilitating that we **act and operate as one**. It also contributes to **faster dissemination of proven innovations**.



▲ Our position today

Transitions to achieve the new ACB ambitions



Project leadership encompasses **change management** and **project risk management**, ensuring full adoption of digital tools and the continuity of operations.



▲ Our position today

ACB Awards and launch of new strategy!



AirCargoBelgium

ASIAT
PARK



Ambassadors of the year



AirCargoBelgium



**ASIAT
PARK**

Nominees



AirCargoBelgium





Robert Verbaenen



AirCargoBelgium





Gregory Moriau



AirCargoBelgium





Koen Vandeveldde



AirCargoBelgium



Airline of the year



AirCargoBelgium

**ASIAT
PARK**

Nominees



AirCargoBelgium





AirCargoBelgium



Forwarder of the year



AirCargoBelgium



**ASIAT
PARK**

Nominees



AirCargoBelgium





AirCargoBelgium



Ground handler of the year



AirCargoBelgium

**ASIAT
PARK**

Nominees



dnata



WFS
Worldwide Flight Services



AVIAPARTNER
CARGO SERVICES



AirCargoBelgium



dnata



AirCargoBelgium



Trucker of the year



AirCargoBelgium

**ASIAT
PARK**

Nominees



AirCargoBelgium





AirCargoBelgium



Ahead of the curve



AirCargoBelgium

**ASIAT
PARK**

Nominees



AirCargoBelgium





AirCargoBelgium





AirCargoBelgium



Highflyer of the year



AirCargoBelgium

**ASIAT
PARK**

Nominees



AirCargoBelgium





KUEHNE+NAGEL



AirCargoBelgium



Special award: End of the curve!



AirCargoBelgium



**ASIAT
PARK**

Paul Van Den Bulck

Life time ambassador

Thank you!



AirCargoBelgium



Congratulations!

- Ambassadors of the year:
Robert Verbaenen, Gregory Moriau and Koen Vandevelde
- Airline of the year: Emirates
- Forwarder of the year: EFL
- Ground handler of the year: dnata
- Trucker of the year: Wallenborn
- Ahead of the curve: Bos Logistics and DSV
- Highflyer: Kuehne + Nagel
- End of the curve: Paul Van Den Bulck