



Duncan Alexander,
Vice President,
Mercator

THE BEST The best thing to happen in 2008 was SkyChain. It will transform cargo operations and improve it for everybody. It's a fundamental change in the way we do business. It will be much more affective and profitable.

THE WORST The worst was the global economy and prices. Logistics are a barometre of world trade, so people in the industry could see the problems coming very early. That has been the worst thing for everybody. Margins are now wafer-thin. Normally, our region just lies through crises but this is a different wind of change that might be a real problem.



Des Vertannes,
Executive Vice President
Cargo, Etihad Airways

THE BEST The best thing to happen in the air cargo logistics industry was having to compete with an understanding that ocean freight has become more competitive in terms of timelines. It's not just about faster ships. It's the fact that they can accelerate their process on the ground while air cargo still has to fight with greater security requirements before it can get its freight in the air. Of course, the cost variation precipitated by fuel prices has meant that a lot of the air cargo commodities have been converted to sea. That's going to make people working in the air cargo supply chain think of ways to make up for the differences. I think this is a good thing, because if you're challenged you tend to stretch yourself that much further. As your competitors start to close the gap, you want to try and widen that gap. It causes you to be far more innovative.

THE WORST The credit crunch and the impact it has had on consumer confidence, the economies of the world. Consumers are feeling the pinch and putting their hands in their pockets and not spending. This means that less goods are going to be purchased, shipped and moved.



Viktor Fuchs,
Managing Director,
Pro Service GmbH

THE BEST In the first half it was a pretty good year. Our VIP cargo business for Arab tourists lasted until August/September, so there was not much I could complain about.

THE WORST The worst thing to happen in 2008 was the start of a global economic crisis. Nobody really knows where it is going to take us. Germany, as you know, depends on three main commodities for business: cars, machinery and chemistry. All three of them were badly affected by this situation, so fingers are crossed for a lucky development. Logistics companies are directly connected to such developments: Every order missing in the industry is a transport missing in our books. My hopes go to the new US President elect, a more steady political situation in the world's biggest economy might stabilise other economies as well, or at least help the situation.