

09.06.2020 | AirBridgeCargo Launches WebCargo's Online eBooking Platform Globally

AirBridgeCargo - part of Volga-Dnepr Group and strategic partners is the first freighter operator to offer eBooking capabilities to 2,000 logistics providers on WebCargo's platform, powering timely shipping of urgent supplies during the COVID-19 pandemic



Today AirBridgeCargo announced it has brought its real-time pricing and booking capabilities completely online through a partnership with WebCargo. Freight forwarders can now price and book cargo digitally, with real-time capacity visibility, for almost 40 routes between North America, Asia, and Europe.

This bold step is extremely timely, as logistics providers and importers continue to play a vital role in

keeping global supply chains running during the COVID-19 pandemic. This has led to rapid capacity and pricing fluctuations, requiring the combination of real-time information and cargo capacity. AirBridgeCargo is rising to this challenge joining other leading airlines to bring air cargo online

Access to digital, real-time air cargo has become critical as logistics providers work to keep global goods moving. However, rapid pricing changes continue to be a major barrier to ensuring full cargo capacity. With over 30% of the world's air cargo volumes being managed by WebCargo customers, the ability to book cargo in real-time is a game changer.

"The impact of COVID-19 across the globe is unprecedented, we need to be online for our customers now more than ever." said Andrey Andreev, AirBridgeCargo, VP Europe.

"Today's announcement underlines ABC's commitment to serve the digital channel and with WebCargo we will connect our inventory to the freight forwarder community at scale. We plan to quickly extend our online offering to new commodity types and together with internal developments in the area of dynamic pricing, this partnership is very well aligned for us. Search, compare and book."

"Air carriers have a unique and important role to play keeping global trade moving, especially during crises," said Manel Galindo, WebCargo CEO. "WebCargo is proud to partner with airlines like Air Bridge Cargo who are stepping up to the logistics challenges of COVID-19 and quickly implementing digital tools like our eBooking platform."

WebCargo has been chosen by major airline groups such as Lufthansa, AF KLM, IAG Cargo, Etihad Cargo, and more, for eBooking and online rate distribution. Logistics providers who are IATA members can access dynamic capacity, pricing, and eBooking by signing up at webcargo.co.

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