

# Sinoair Partners with WebCargo by Freightos to Become Asia's First Direct to Customer Air Cargo eBooking Platform

Sinoair, one of Asia's Largest Air Freight Forwarders, aims to accelerate eBooking with WebCargo by Freightos.

September 9, 2019 HONG KONG - Sinotrans Global E-commerce Logistics Co., Ltd. ("Sinoair"), announced today shippers will now be able to pull global contract rates, get dynamic pricing or request ad-hoc, receive instant booking confirmation from over 10 airlines integrated with Freightos. The partnership aims to grow Sinoair's online shipments to over millions annually.

With this move, Sinoair introduces the world's first direct to customer air eBooking platform. Unlike existing eBooking platforms which cater specifically to the freight forwarding community, Sinoair offers both agents and shippers all eBooking benefits.

"Sinoair is proud to be leading the air cargo industry online and continuously raising the bar. As Asia's top air freight forwarder, we take our responsibility to provide a best-in-class air cargo experience for all our customers seriously. Freightos is our trusted partner enabling us to offer eBooking to all, something the air cargo industry has never seen before," said Sinoair Deputy General Manager Mr. LIU Xin-Yang.

"eBooking is something passenger travel has experienced since the 1960's. Today Sinoair is introducing it to the air cargo masses looking for a 21st century air freight experience. It is an honor to work with such a forward thinking organization with the courage to shift an enormous part of the air cargo industry online," said Freightos CEO Zvi Schreiber.

## About Sinoair

Established on April 23, 2018, Sinotrans Global E-commerce Logistics Co., Ltd. (“Sinoair” for short) has its headquartered in Beijing Airport Economic Core Zone, with a registered capital of 500 million RMB. It operates as a professional air transport arm of the logistics business of China Merchants Group, and it is a wholly-owned subsidiary of Sinotrans Limited ([00598.HK](#), [601598.SH](#)).

Based on the arrangements for the merger of Sinotrans Limited and Sinotrans Air Transportation Development Co., Ltd. (formerly 600270.SH, “Sinoair” for short), Sinotrans G.E.L. officially takes over Sinoair in 2019, by assuming core and most of the assets, liabilities, business, contracts, qualifications, and personnel of Sinoair and its branches. Since then, in addition to over 2,000 specialized personnel, there are nearly 100 subsidiaries, branches and joint ventures (including entrusted companies) nationwide. Focusing on specialized air logistics, Sinotrans G.E.L. delivers air freight forwarding services, e-commerce logistics services and industry solutions to its customers in China and beyond. Sinotrans G.E.L. has a global presence with overseas outlets across Asia, Europe and North America, and an agent network covering dozens of countries and regions.

## About WebCargo by Freightos

[WebCargo by Freightos](#)<sup>®</sup> is the most advanced digitization platform for logistics service providers.

WebCargo Air is the leading platform for live air cargo rate distribution and bookings between hundreds of airlines and 1,400+ forwarders. Partners using fully digital eBooking on WebCargo include leading airlines, like Lufthansa, Air France KLM, IAG Cargo, and United, and forwarders such as Panalpina.

WebCargo AcceleRate is the leading platform for enterprise freight forwarders to manage rates and automate sales, spanning ocean, air and land. Customers include Hellmann, Nippon Express, CH Robinson, FedEx Logistics and dozens more.

WebCargo [joined Freightos in 2016](#), the world’s largest digital freight platform for the trillion-dollar international shipping industry. Founded by serial entrepreneur [Zvi Schreiber](#), Freightos is a logistics technology pioneer with a worldwide presence, and has raised \$94.4 million from leading venture funds, including GE Ventures and the Singapore Exchange.