



*The International Federation of Freight Forwarders Associations*

*Fédération Internationale des Associations de Transitaires et Assimilés*

*Internationale Föderation der Spediteurorganisationen*

# Logistics at the time of eCommerce

Marco L. Sorgetti, FIATA Director General

**UNCTAD eCommerce week**  
Geneva, 28<sup>th</sup> April 2017

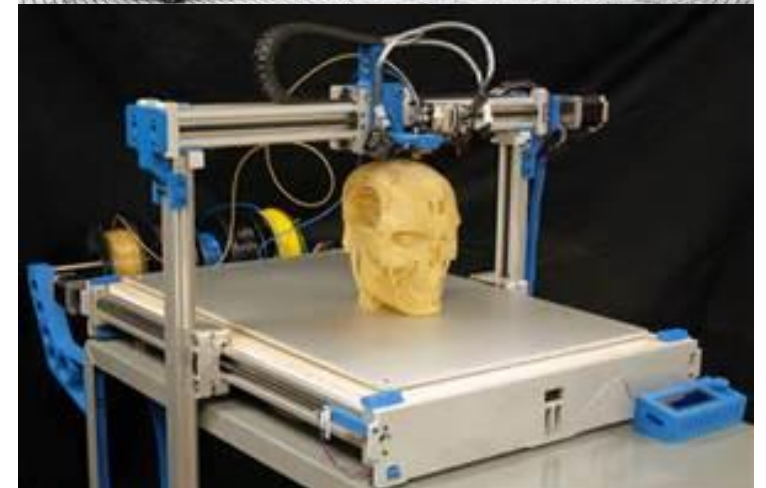
# 91 years with FIATA .....➔

FIATA was founded on **31<sup>st</sup> of May 1926** in Vienna.

FIATA is the largest non-governmental organisation in the field of transportation. Its influence is worldwide.

FIATA has consultative status with UN/ECOSOC, ESCWA, UNECA, UNECE, UNESCAP, UNCTAD, UNCITRAL, UNDP etc.

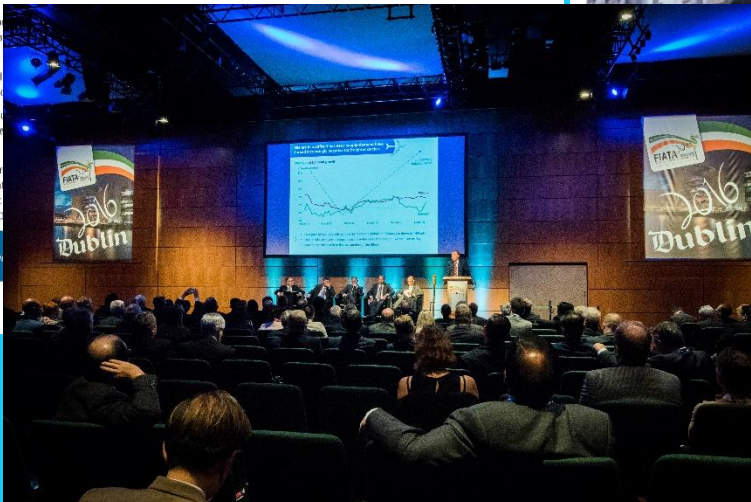
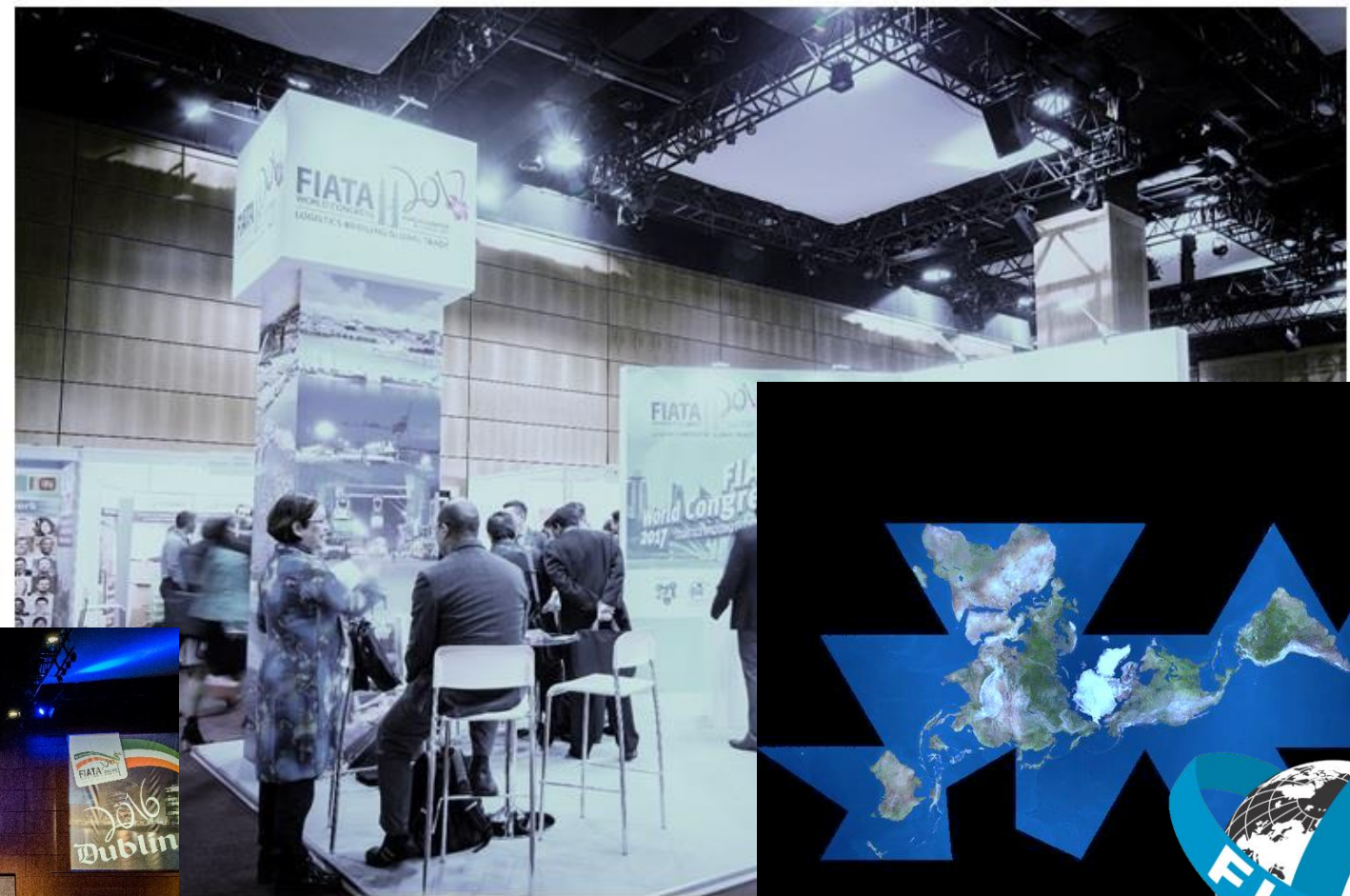
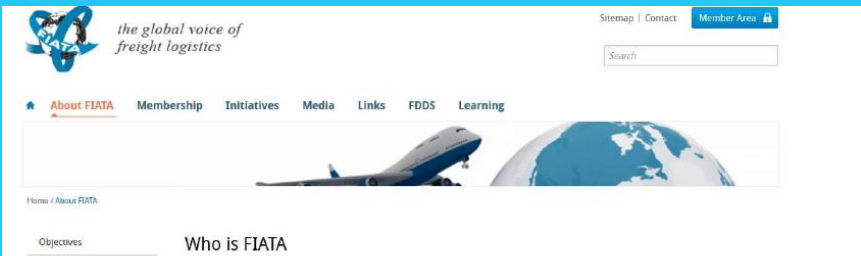
FIATA is the recognised representative body of the freight forwarding and logistics industry for intergovernmental organisations such as ICAO, ITF, OECD, WCO, WTO, World Bank, etc. & private sector: GSF, IATA, ICC, IRU, UIC, etc.



108 Association  
Members in 97  
countries

6325 direct Individual  
Members in 160  
countries

# FIATA's 40,000 voices





# Reading FIATA's public statement

- **The ESCALATION**
- **The Digital Principal**
- **“Know Your Customer”**
- **The Ultimate Intermediary**
- **eCommerce Community**
- **FIATA in the game**



# The ESCALATION of the Digital Principal

**53%** internet users made purchase on line in 2016 = **1 billion buyers**

**B2B** eCommerce sales to outgrow B2C sales = **6.7 trillion USD by 2020**

**China's** eCommerce growth to **outstrip the USA** growing to **2 trillion by 2019**

**85% of users** hesitate to buy because of **shipping charges**, **88% of** online shoppers want free shipping

**30% of online** sales are returned and customers expect this to happen without a blink (Forbes)

Logistics customers morph into a community of smaller, challenging “originator of trade”

# KYC – WHO's that?



## “Know Your Customer” (KYC) is key, FIATA emphasises

- Creating a fully transparent eCommerce community for advanced services
- Trade requires customer data to constantly change hands
- *Private Sector > State Agencies > Logistics Providers > Bankers > Consumers working together*
- Establishing **the process of identification of the operator**
- The involvement of consumers' organisation as crucial
- FIATA encourages states to implement Single Window to minimise the frequency of data submission & transfer in trade





# The Ultimate Intermediary

## *eCommerce platforms becoming the ultimate intermediaries*

*Connecting merchant to consumer, consumer to consumer, to payment processor, to logisticians and any other actor*

*Applying KYC principle across the board*

*Creating collaborative framework with clearer roles and responsibilities for all actors in trade*



# Digital Logistics r-Evolution

Sales move away from cash to digital money, can logistics move away from paper documents now?

- FIATA's ABIT discussing the perspectives of block-chain technology
- Improved and trusted solutions through enhanced visibility services
- Greater Penetration for **FIATA's e-FBL** and paperless systems
  - FIATA Logo providing additional "trust" to eDocuments

The Importance of **standardised documents, procedures, requirements and vocabulary**

- UN/CEFACT maintains and develops the majority of UN/EDIFACT messages
- eCMR protocol adopted by 11 countries, but most of Europe is considering ratification
- Adherence with existing Data Models, e.g. Multi-Modal Transport reference data Model, WCO data Model, maintaining alignment of standards
- Data pipelines and data mining processes.



**Thank you!**

***FIATA calling all traders: let us  
do it on the web!***

**[www.fiata.com](http://www.fiata.com)**

