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Freight & Trade Alliance partners with air freight specialist to lead reform

Freight & Trade Alliance (FTA) has today announced it is partnering with leading aviation and air freight consultants AVISTRA to facilitate necessary supply chain reform. The strategic partnership comes at a much-needed time as Australia emerges from the pandemic with international borders anticipated to open in the year ahead.

Paul Zalai, Director at FTA states that international shipping is in disarray, further necessitating the need for commercially viable and sustainable air cargo solutions. *"We face significant challenges with limited airfreight capacity for some time and the need to maintain the export of fresh produce and a surging demand on e-commerce consumable goods."*

While commending the federal government for extending the duration of the International Freight Assistance Mechanism, Zalai highlights the requirement for ongoing industry and government collaboration as a critical component of the evolution to a new operational environment. *"We will continue our focus on aviation security, border and biosecurity reforms, with an expanded focus on airport developments and integration strategies for freight forwarders, express service providers and airlines. This level of focussed engagement is essential to achieving successful outcomes for the sector."* said Zalai.

In working towards this outcome, FTA has expanded its partner program forming a strategic relationship with AVISTRA.

"In the brave new COVID-19 world, aviation strategy and business case development have changed. Strategies today must now be diverse, it must consider both air freight and passenger related aviation development," said Sara Hales, Director AVISTRA.

"We are proud to partner with FTA in guiding new business development with an informed understanding of the market. We look forward to supporting members and key stakeholders on opportunities and threats in a rapidly evolving international trade and logistics landscape."

The partnership reinforces both organisations' commitment to supporting the Australian trade and aviation industries.

ABOUT FTA

Freight & Trade Alliance (FTA) is Australia's leading representative body for the international supply chain sector bringing together importers, exporters, customs brokers, freight forwarders, logistics service providers and industry groups. FTA also manages the Secretariat for the Australian Peak Shippers' Association (APSA) being the peak body as designated by the Federal Minister of Infrastructure and Transport to protect the interests of Australia's cargo owners and shippers in respect to shipping and international logistics services.

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ABOUT AVISTRA

AVISTRA is a leading aviation consulting firm that is highly experienced and proudly independent. Expertise is provided in specialised aviation markets, developing competitive strategies, generating improved financial performance and improving cost competitiveness.

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