



The GSA

Guy Tordjman, president European
Cargo Services

The problem: "Up to the end of 2008, we saw no decline. But that doesn't mean we won't in the first quarter of 2009. There have been declines in some markets – auto parts have seen a slowdown, but that's a particular case. We have just finished the budget for 2009 – we didn't see any increases, but no big decreases either. The first four months will be tough, yes. The economy is bad, there is a lack of stock, but maybe that can be recovered in the second part of the year. There are cuts in capacity, that is already in the picture. There is a lot of capacity to Asia, but when it reduces, yields will go up."

The prediction: "Who knows what will happen? It's not the first time in the airline and cargo business that we've had a crisis. We've had lots. Everyone expects a slowdown in their business, so we will of course have a reaction to that. But I prefer to be optimistic. In my opinion, the Asia market will suffer on both the exports and import side. But some markets will remain normal. In Africa, we don't have any signs of a future slowdown in the coming year. Fuel prices are going down, and we can recover part of the business lost to high fuel costs."

"There could be an advantage for GSAs in some cases if cargo doesn't cover the costs for airlines. And a slowdown is OK for group GSAs – you might lose one part of the world if the market is suffering, but not necessarily elsewhere. We are going to be better off than the small ones."

"There will be a slowdown, yes, but not a catastrophe. The market won't be dead."

The strategy: "I think the best thing is to be innovative, create new markets. We are