

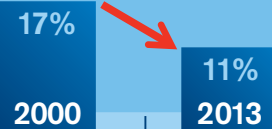
# Pharmaceutical Transportation

## How to Increase Air Cargo's Market Share

### THE PROBLEM

Global pharma industry is booming – the market for temperature management services is estimated at US\$8.36 billion in 2014 and is projected to rise to US\$10.28 billion by 2018.

However air cargo share of global pharma product transport has declined!



### WHY?

A lack of **compliance, standardization, accountability and transparency** across the air transport supply chain.

### THE CONSEQUENCE

Products are rendered worthless and harmful for patients due primarily to temperature deviations.

In fact, **over 50%** of all temperature excursions occur while products are in the hands of airlines and airports.

Annual product losses range between US\$2.5-12.5 billion. **Unacceptably high** in a US\$300 billion a year market!

### THE SOLUTION

A concerted effort to improve the level of competency as well as operational and technical preparedness.

The IATA Center of Excellence for Independent Validators (CEIV) advocates globally accepted standards and regulations, establishes validation checklist developed alongside the industry, develops training content, certifies operators and locations, and manages database of certified instructors and validators.

Source: Pharmaceutical Commerce



### WHERE TO START?

Contact us at [ceiv-pharma@iata.org](mailto:ceiv-pharma@iata.org) or visit [www.iata.org/ceiv-pharma](http://www.iata.org/ceiv-pharma)