

**PRESS INFO**

Kuehne + Nagel Group

**Kuehne + Nagel pioneers new application of logistics market intelligence as part of its digital evolution**

**Schindellegi / CH, August 29, 2016 – Kuehne + Nagel today announced its digitalisation approach and introduced the next innovative product “gKNI”, which is based on logistics data and predictive analytics.**

Driving constant service and performance improvements for the benefit of its customers and stakeholders, Kuehne + Nagel leverages its logistics competence and innovation power through a digitalisation approach focusing on: digital readiness, digital products and venture platform.

Kuehne + Nagel’s digital readiness consists of globally advanced data structures and processes as well as standard interfaces ensuring instant and seamless connectivity for improved customer service. In combination with its global standard operating systems, Kuehne + Nagel is able to quickly respond to market requirements and to shorten the time to market for digital products and solutions. Kuehne + Nagel already launched KN FreightNet, a digital product providing instant quotation, online booking as well as track & trace for air and sea shipments. In the scope of its venture platform Kuehne + Nagel engages with startups and explores and generates itself new business opportunities broadening its digital offering and customer base.

Dr. Detlef Trefzger, CEO Kuehne + Nagel Group: “Using our core competence and scaling-up our digital mind set, especially in the area of data management and analytics, we develop pioneering products that bring additional value to our customers. We consider digitalisation not as disruption, but as part of our ongoing business evolution. Thus it enables us to continuously deliver innovative solutions that matter for our customers.”

Corporate  
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Building on its digital readiness, product development capabilities and logistics market intelligence, Kuehne + Nagel created the “gKNi trade nowcasting”. “gKNi” stands for “global Kuehne + Nagel indicators” and provides estimates for key economic figures, such as trade balance and industrial production, based on Kuehne + Nagel’s insights into markets and data of global trade flows. This innovative product is an initiative of the company’s venture platform utilising in-house developed technology to combine big data with data-mining, automisation and predictive analytics. The “gKNi” delivers early insights into the very recent past, the present and the very near future of economic development up to 55 days earlier than other estimates on trade related indicators. It is available via subscription and targets Kuehne + Nagel’s logistics customers, corporations, governments, banks as well as investors facilitating their decision making.

Further information is featured in the webcast

[Kuehne + Nagel’s digital evolution and the “gKNi”](#).

**About Kuehne + Nagel**

With over 68,000 employees at more than 1,200 locations in over 100 countries, the Kuehne + Nagel Group is one of the world's leading logistics companies. Its strong market position lies in the seafreight, airfreight, contract logistics and overland businesses, with a clear focus on providing IT-based integrated logistics solutions. Further information can be found at [www.kuehne-nagel.com](http://www.kuehne-nagel.com).