

## 21st Century: an age of logistics.

REC AI™ is an important achievement for our customers and the development of logistics technology. We have taken the first step towards establishing an end-to-end faster, safer and uninterrupted, environmentally sensitive and entirely human-based infrastructure with the technology of the future, in 2023. It is planned that the brand new and unique version of the infrastructure that we matured in 2024 will meet our customers in 2025.

The 21st century is dizzying with the world's increasing population, the distribution of the balance of power, the rise of demands, the formation of new geopolitical areas, the experience of continuous and rapid changes, the intense effects of global warming and the strengthening of communication.

Moreover, in the face of intense demand, competition from new players at all levels is increasing significantly, and sustainability continues to be a difficult process.

REC AI™ focuses on "absolute customer satisfaction" as its basic principle. In order for this focus to be sustainable, we are working to further ease the burden of transportation operations and the preparation phase of our customers.

## Insights: winning today.

The wind that has radically affected our day is the Covid-19 global pandemic. As a result, the whole world started to live in a "new normal". Many habits have changed throughout. Behavioral triggers in consumption and socialization habits have become felt to an unexpected degree.

For example, air cargo transportation has gained tremendous momentum in the transportation sector, which has gained more importance and value all over the world after the pandemic.

Data and developments indicate that more challenging conditions await industry players and end consumers tomorrow, along with intense demand and workload.

## Parameters of change: world population.

The world is changing its shell and trying to stand in a new order within the framework of reasons such as technological developments, reshaping world order, regional problems, geopolitical maturations, communication power, consumption intensity, environmental pollution and global warming.

The days we live in are both beneficial and painful in every aspect, as they are still difficult, complex and multivariate in nature.

Beyond all these dynamics, it is the increasing world population that will need all kinds of human rights.

Humankind has never been this crowded since the beginning of its existence until today.

## **Innovative approach: artificial intelligence.**

Immediately with the pandemic, technology products that have reached the farthest corners of the world have become possible to remotely access and intervene in many electronic products in daily life.

Moreover, until recently there was even a chip crisis. Artificial intelligence will evolve incredibly in the near future.

Companies have to improve themselves in this field in order to remain competitive in their business.

## **Trends: what to expect, what to change?**

E-commerce and E-export will both gain momentum and move to points that respond to demand in completely different ways.

While cooperation between regions and companies in global transportation continues to enable faster transportation, the only thing that will affect future processes will be the risks or opportunities created by the policies developed.

While REC improves its business skills and service quality, it also pays attention to closely follow the trends in the world.

The most important trends of recent times can be collected under three headings:

1. Integrating into electrical systems for a sustainable future against global warming.
2. Supporting technological infrastructure and use of artificial intelligence.
3. Hybrid working order in companies.

Among these three important trends, REC has achieved 100% hybrid working order since 2021.

It has also achieved a level of over 60% in the use of technological infrastructure and artificial intelligence.

The company minimizes carbon emissions and focuses on using environmentally friendly systems and vehicles in the next 30 years.

# So what are the current trends?

**AI Ethics:** AI ethics is a multidisciplinary field that examines how to optimize the beneficial impact of AI while reducing risks and negative consequences.

**E-Commerce Evolution (e-commerce trend):** The trend that started 40 years ago was initially a tool used only for enthusiasts. After the pandemic, it turned into a storm. In 2023, sales exceeded 5.8 trillion USD. It is estimated that 20 to 24 million more e-stores will be opened worldwide by the end of 2024. And the market is predicted to grow by another 39% in the coming years.

**Green Urban Transformation:** This wind of change is being followed in many countries such as Türkiye, which is an important example among developing countries with its strong economy. EU member states have signed a "green agreement". Studies adapted in similar ways in every geography are about a sustainable food chain for 2050 and beyond, a sustainable economy and safe transfer to future generations.

**Workforce Focus:** One of the most exciting developments in labor economics over the past decade has been the reframing of standard theoretical and empirical models to accommodate the role of noncognitive skills in driving labor market outcomes. What started as a simple recognition that non-cognitive skills (e.g. personality traits, perseverance, locus of control, self-efficacy, self-esteem, social skills, etc.) often have predictive power in wage equations has evolved into a broad understanding of how non-cognitive skills influence worker and company decisions in general. It turned into a thoughtful analysis. The result is a deeper understanding of the way labor markets work and a more detailed view of what it takes to succeed.

**Audio AI:** This concept, which we have been using in technological communication products for the last few years, will touch more points of daily life in the near future.

# Conclusion: there is no end to change!

One of the principles of REC is:

“Times are changing. Habits are changing. “Commerce is changing.”

The most important thing to do in the incredibly fast 21st century to catch up with time is to be in harmony with your circumstances and capture the spirit of the time.

PREPARED & PRESENTED BY



REC CARGO™ BUSINESS  
DEVELOPMENT & STRATEGIC  
RESEARCH UNIT  
2024

3

