

Etihad Cargo launches real-time shipment tracking

- A Monitor Desk Report

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Dhaka: Etihad Cargo, the cargo and logistics arm of Etihad Airways, has launched SmartTrack, a first-of-its-kind service that allows customers to monitor their shipments in real time.

The service provides live updates on location and cargo conditions, marking a major step in Etihad Cargo's digital transformation strategy and setting a new standard for transparency in air freight.

SmartTrack uses cellular, GPS and Wi-Fi connectivity to deliver instant alerts on temperature, humidity, shock, tilt and light events.

A dedicated 24/7 SmartTrack Control Centre ensures live case tracking, prioritises alerts, and enables real-time intervention and resolution.

The service also includes a new customer dashboard, accessible on mobile and web platforms via secure single sign-on.

Customers can track shipments by air waybill, origin, destination or product type, monitor sensor data, receive milestone and SLA alerts, and view custody chain details before and after Etihad Cargo handling.

Developed in partnership with Tag-N-Trac, SmartTrack integrates booking data, sensor events and geofence alerts to provide a seamless experience.

Stanislas Brun, Chief Cargo Officer at Etihad Airways, said the service combines simplicity, intelligence and automation to give customers greater control and confidence in managing their shipments.

SmartTrack is part of Etihad Cargo's broader digital roadmap, which focuses on innovation, operational excellence and customer-centric logistics solutions, reinforcing its position as a leader in global air freight services.

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