IATA WORLD CARGO SYMPOSIUM

Hong Kong (SAR), China
12-14 March 2024

E-COMMERCE FORUM AGENDA

Host Airline

CATHAY CARGO

Host Airport

香港
國際機場 HONG KONG
INTERNATIONAL
AIRPORT

IATA

E-Commerce Forum
Thursday, 14 March

09:00 – 09:15

eCommerce facts and figures
What is the status of the eCommerce industry and its evolution
Andre Majeres, Head of eCommerce and Cargo Operations, IATA

09:15 – 09:25

What do e-Tailers need from Cargo Carriers
80% of cross-border eCommerce is shipped by air as speed is the number one requirement for eCommerce shipment transportation. Is that it? What other benefits does an e-Tailer want from its logistics providers?
Thomas Yu, Senior Director Global Hub Operations, Cainiao

09:25 – 09:35

What do Cargo Carriers need from e-Tailers
Airlines want to know that a shipment originating from an eCommerce transaction is passing through their network. What does an airline need in order to have this visibility, and what would it then trigger for the supply chain?
James Wyatt, General Manager, aeroconcept

09:35 – 09:45

How can supply chain partners provide transparency
Unless an Airline is directly dealing with an e-Tailer, it won't know if shipments must be handled as eCommerce or general cargo and mail. However, doesn't the one in the "middle" know? Is there a benefit in sharing this information?
Candy Chan, Head of Cargo Customer Experience, Cathay Cargo

09:45 – 10:55

Panel: Planning, efficiency and integration – key to success
- Speed requirements. Do we need to offer more?
- Visibility for safety, risk assessment and mitigation.
- Is the solution only a fully integrated offer?
- What is the role of digitalization in generating added value?
- Sustainability: Plastics, packages and returns. How to cope with this?

Moderator:
Craig Strickland, Chief Sales Officer, BoxC

Panelists:
Thomas Yu, Senior Director Global Hub Operations, Cainiao
James Wyatt, General Manager, aeroconcept
Candy Chan, Head of Cargo Customer Experience, Cathay Cargo

10:55 – 11:00

Wrap Up
Andre Majeres, Head of eCommerce and Cargo Operations, IATA

11:00 – 11:30

Networking Break - WCS Exhibition Hall

11:30 – 13:00

WCS Closing Plenary

#iatawcs