

IATA WORLD CARGO SYMPOSIUM

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

E-COMMERCE FORUM AGENDA

Forum sponsor



Host Airline



Host Airport



- 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?
Fanny Chan, Head of Cargo Global Operations, 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
Fanny Chan, Head of Cargo Global Operations, 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**