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**12th WORLD CARGO
SYMPOSIUM**

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DALLAS, TEXAS

**e-Commerce Logistics
Time has come to *(re)act***

Sponsored by:

Schiphol

Shaping Europe's smartest cargo hub at Amsterdam Airport



e-Commerce Track Summary:

Communicate to the air cargo supply chain stakeholders how the industry must (re)act to respond to the e-Commerce demands and provide visibility on IATA's initiatives to make it happen and solutions to ease future implementation of standards.

<p>14:00 – 14:05</p>	<p>Opening Remarks</p> <p><i>Chairwoman: Schiphol Cargo - Saskia Van Pelt – Director Business Development</i></p>
<p>14:05 - 14:15</p>	<p>Welcome address and introduction to IATA's White paper: "Air Cargo serving e-Commerce"</p> <p><i>Speaker: IATA – Andre Majeres – Manager Cargo & Mail Operations and Standards</i></p>
<p>14:15 - 14:45</p>	<p>Economic update – Growth and global projection</p> <p>Global internet retail sales have grown above 20% a year on average, much faster than traditional store-based sales, representing 10% only of total retail sales and forecast for 2019 is expected to reach USD 3.5 trillion.</p> <p><i>Come and get the latest figures on e-Commerce growth and forecasts of 2018.</i></p> <p><i>Speaker: IPC - Jörgen Van Mook – Head of Network Management & Innovation</i></p>
<p>14:45 – 14:55</p>	<p>History of e-Commerce</p> <p><i>Chairwoman: Schiphol Cargo - Saskia Van Pelt – Director Business Development</i></p>
<p>14:55 – 15:30</p>	<p>Air cargo solutions for the e-Commerce (retail) industry What are the current challenges perceived by the eCommerce industry and how are these addressed by the air cargo industry?</p> <p><i>Explore with us the strengths of air cargo and how it can serve e-Commerce: customs clearance, data quality, efficient handling, data-sharing</i></p> <p><i>Moderator:</i> <i>Schiphol Cargo - Jonas van Stekelenburg – Head of Cargo</i></p> <p><i>Panelists:</i> <i>Schiphol Cargo - Saskia Van Pelt – Director Business Development</i> <i>WCO - Ana Hinojosa - Director Compliance and Facilitation</i> <i>Cainiao/Alibaba – Roger Su – Head of Global Network planning and Operations</i></p>
<p>15:30 - 16:15</p>	<p>Networking Break</p>

<p>16:15 - 16:45</p>	<p>New Players New Rules!</p> <p>Today, consumers expect innovation from their suppliers. The logistics industry must evolve to anticipate their needs. In a customer centric business, the user experience, visibility and returns have an impact on the logistic chain.</p> <p><i>Learn from our experts how to adapt to consumers' demands.</i></p> <p><i>Speaker: Universal Postal Union (UPU) – Wendy Eitan – Product Strategy and Integration and Economics Coordinator</i></p>
<p>16:45 - 16:55</p>	<p>Top 10 e-Commerce fails</p> <p><i>Chairwoman: Schiphol Cargo - Saskia Van Pelt – Director Business Development</i></p>
<p>16:55 – 17:25</p>	<p>IATA's Pipeline of initiatives supporting e-Commerce</p> <p>So you want to do e-Commerce? IATA works very closely with the supply chain to guarantee a safe and secure transportation from e-Tailers to consumers, investigate new technologies to accelerate deliveries and be ahead of the curve in terms of innovation for sharing essential data.</p> <p><i>Listen to our panel of experts who will provide you with the keys to enable e-Commerce.</i></p> <p><i>Speakers:</i> <i>CNS – Mike White - President</i> <i>Swiss World cargo – Silvia Chacon Ramos – Manager Vertical Industry</i> <i>IATA – Brendan Sullivan – Head of Cargo Operations</i></p>
<p>17:25 – 17:30</p>	<p>Closing Remarks</p> <p><i>Chairwoman: Schiphol Cargo - Saskia Van Pelt – Director Business Development</i></p>

