IATA

11th WORLD CARGO
SYMPOSIUM **2017**
14-16 MARCH
ABU DHABI

Digital Transformation

Disrupting the Air Cargo Industry through Digital Transformation

Agenda

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Digital Transformation
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Track Agenda	
09:00 - 09:10	**Welcome address & opening remark** **Cormac Whelan,** Chief Executive Officer, Mercator
09:10 – 09:30	**How digital innovations transformed or disrupted other industries?** *We all know that digital is an important topic for the future of our companies and our industry. It has the power to disrupt our value chain creating a new set of winners and losers. Emma will offer a perspective on how this disruption is playing out in other industries and the bottom line impact of this disruption, before setting out challenges and opportunities for the air cargo industry.* **Emma Loxton,** Associate Partner, McKinsey & Company
09:30 – 09:50	**Digital platform: foundation for a successful digital transformation journey** *The airline cargo world has not yet been transformed through the ubiquitous use of digital technology. In relative terms it remains one of the lagging industries whilst many other verticals have seen unprecedented change and transformation. Mr. McKittrick will talk about the opportunity to leverage maturing digital technologies including IoT, wearable devices, blockchain and biometrics, to create a new experience for the both the users and the customers of airline cargo systems. He will further explain why the transformation value lies not in the use of such technologies but in the transformation of the user experience which these technologies enable.* **Brendan McKittrick,** Chief Technology Officer, Mercator
09:50 - 10:10	**Big data and Artificial Intelligence: Opportunities for smarter, faster and safer operations** *Almost all the air cargo supply chain stakeholders run and deliver successful digital projects but most of these projects range only to the border of their own part of the chain. However, we all know that collaboration is king: the true levers in efficiency is reached by joining forces within the entire (or more than one parts) of the chain. Martin will explain why the ULD managers have a very difficult standpoint and how big data and artificial intelligence could help them to better forecast the flows and significantly increase efficiency.* **Martin Kraemer,** Head of Marketing & PR, Jettainer

10:10 - 10:30	**Blockchain: what opportunities for the air cargo industry?** *An introduction to this exciting new technology, that may be as relevant as the invention of the world wide web; many refer to it as the internet 2.0. But what is it that makes this so revolutionary? The disruption is mainly in the financial industry, or is it not? Is there actually something in it for the air cargo industry? Let's look into the future with a practical example and give everyone enough food for thought to understand how blockchain could evolve in the cargo industry.* **Wassilios Lytras,** Co-Founder & Chief Operating Officer, Gatechain,
10:30 - 11:15	**Networking Break**
11:15 - 11:35	**Drones: game changers of the air cargo?** *Trade has 3 elements - communication, payment and transport. Technological advancements in communication and payment have far outpaced technological advancements in transportation, until now. Drones and autonomous vehicles present a new era not just for air cargo, but for the way physical goods are traded in the 21st century. For air cargo, drones present an opportunity to capture some of the 99% of world trade that until now was not shipped by air. From Amazon to Matternet to UPS to larger drones we'll look at current offerings and business models from the leaders of cargo drone innovation.* **Svilen Rangelov,** Co-Founder & Chief Executive Officer, Dronamics
11:35 - 12:25	**Uberization of the air cargo industry: myth or reality? Panel discussion** Panelists: **Laurent Petitmangin,** VP Marketing, Digital & Communication, Air France KLM Martinair Cargo **Celine Hourcade,** Head Cargo Transformation, IATA **Wojciech Soltysiak,** Chief Technology & Innovation Officer, Champ Cargosystems S.A. Moderator: **Remo Eigenmann,** Lecturer, Zurich University of Applied Sciences
12:25 - 12:30	**Closing remarks** **Cormac Whelan**, Chief Executive Officer, Mercator
12:30 - 14:00	**Networking Lunch**

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