



World Cargo Symposium 2012

Commercial Track
Towards 2020

Wednesday – 14 March 2012



PROVEN PRICING & REVENUE
MANAGEMENT RESULTS

08:30 – 10:00 **Chairman's opening remarks**
Jamison Graff, Solutions Director, Service Industries, JDA Software

Welcome address

Lise-Marie Turpin, Vice President, Air Canada Cargo

World Wide Capacity vs. Long Term Sustainability

Is the capacity in pace with the future growth? Will we see the same growth rate as the past 10 years? How will the industry cope with the challenges the coming 8 years?

Keynote speaker: Gert-Jan Jansen, Executive Director, Seabury Aviation & Aerospace

Economic Outlook

A look back at the results and trends for 2011 and analysis and forecast for 2012 and further

Keynote speaker: Brian Pearce, Chief Economist, IATA

Q&A – Brian Pearce & Gert-Jan Jansen

10:00 – 11:00 **Networking coffee break**

11:00 – 12:30 **Entering the Next Dimension of Cargo Revenue Management**

Facing a persistent, long-term excess of capacity, airlines are always under pressure to fill their planes with any freight that will fly. But is this the best strategy for a sector where margins are thin even during the best of times? Many industries rely on revenue management to limit

cannibalization and help them avoid a race to the bottom. Leading carriers have shown that these techniques work in air cargo as well — yet the adoption rate for this technology remains surprisingly low. This presentation will focus on the latest innovations in revenue management and will outline how air carriers can overcome technical as well as organizational obstacles to successfully deploy automated decision support for their cargo business.

Keynote speaker: Anand Medepalli, Vice President for Freight Transportation, JDA Software

New Model vs. Traditional Airline Model vs. Cargo Only

What are the learning, benefits and trade-off between the different business models of new startup airlines and cargo-only operators?

Moderator:

Stéphane Noll, Regional Cargo Manager, Europe & CIS, IATA

Panelists:

Mohd Yunus Idris, Acting Chief Executive Officer, MASkargo

Michael Steen, Executive Vice President and Chief Commercial Officer, Atlas Air

Sathis Manoharen, Regional Head of Cargo, AirAsia and AirAsia X

12:30 – 14:00 Networking lunch

14:00 – 15:30 How can we use Technology to Improve Revenues?

Like a product, business models have a life cycle. In recent years, we have witnessed new structural challenges to profitability in air cargo (commercial) operations and the technology supporting conventional models is sub-optimal or defunct. This presentation encourages the debate to fundamental shifts in how we view the business and how we can capitalize on evolutions in the wider air cargo supply chain aimed at sustainable and profitable growth.

Keynote speaker: Ricardo Pilon, Head of Commercial Operations – Americas, & Principal of Revenue Management Practice, CHAMP Cargosystems

People, Plan-it and Profit!

How humanized technology will change -and benefit- the way airlines manage their allocations.

Keynote speaker: Niall van de Wouw, Managing Director, CLIVE

What are the future skill sets and where do we find the next generation of commercial cargo managers & executives?

Talk to any CEO or Cargo Head and they will tell you the same thing, attracting and retaining talent is one of the top three business risks

they are facing.

What does this mean for the industry? What does the industry need to do....now...to make a difference?

Keynote speaker: Darryl Judd, Chief Operating Officer Global Operations, Logistics Executive

Q&A session on sources of revenue: People and Technology

Moderator:

Hans Nilsson, Head of Cargo Business Development, IATA

Panelists:

Ricardo Pilon, Head of Commercial Operations – Americas & Principal of Revenue Management Practice, CHAMP Cargosystems

Niall van de Wouw, Managing Director, CLIVE

Darryl Judd, Chief Operating Officer Global Operations, Logistics Executive

15:30 – 16:30 Networking coffee break

16:30 – 18:00 Own sales force vs. GSSA

When is it best to use a GSSA over having a direct sales and service Team? We examine when to outsource sales and service in different markets, the pitfalls to be avoided and the benefits to be gained.

Keynote speakers:

David Kerr, Vice President Cargo, Etihad Cargo

Marco Bloemen, Senior Vice President, Seabury Aviation & Aerospace

The Model for Success

Swiss International Airlines have developed a unique and successful business model for cargo that others have tried to emulate.

Keynote speaker: Oliver Evans, Chief Cargo Officer, Swiss World Cargo

The 2020 Vision for Airfreight Management

In the next eight years, the Cargo world will continue to change as competition, economic, government and business environments change. How will the Air Cargo industry adapt in this evolving landscape?

Keynote speaker: David Hoppin, D.F. Hoppin & Associates

Chairman's closing remarks

Jamison Graff, Solutions Director, Service Industries, JDA Software