



World Cargo Symposium 2012

e-Cargo Track Data exchanges and data quality in e- freight processes



Thursday – 15 March 2012

08:30 – 10:00 **Chairman's opening remarks & welcome address**
Oliver Neerfeld, Head of Commercial Operations Asia Pacific, CHAMP
Cargosystems

**Can data exchanges between Shippers and Forwarders improve data
quality and help increase e-freight penetration and benefits?**

- **Shipper's view of data exchange with Freight Forwarders**
Keynote speaker: Karl-Heinz Shalück, Sourcing Corporate Spend
Global Category Lead Warehouse & transport, Novartis Pharma AG
- **Benefits of data exchange between Shippers and Forwarders: a
Case Study**
Keynote speaker: Daniel Ng, Head, Aviation Industry, CAAS

Data quality: the devil is in the details!

- **Electronic message versus paper AWB: an analysis of potential
sources of data quality issues**
Keynote speaker: Jackson Chan, Cargo Services Manager - e-Freight,
Cargo Department, Cathay Pacific Airways Limited
- **Addressing data quality issues when implementing e-freight: a
practical approach**
Keynote speaker: Nicklas Schlingensiepen, Head of Airfreight
Operations & Compliance, Asia Pacific, DHL Global Forwarding
- **Data quality: a quick review of MIP results from the past 12 months**
Keynote speaker: Constantin Syridis, Cargo Business Intelligence
Manager, IATA

10:00 – 11:00 Networking coffee break

11:00 – 12:30 MIP Speed Dating

Meet face-to-face with your partners in the Message Improvement Program with whom you exchange EDI messages (FWBs, FHLs)

Organizer:

Constantin Syridis, Cargo Business Intelligence Manager, IATA

Chairman's closing remarks

Oliver Neerfeld, Head of Commercial Operations Asia Pacific, CHAMP Cargosystems

12:30 – 14:00 Networking lunch