



Air Cargo E-Commerce Webinar

Preliminary Agenda

Thursday 15 October 2020

2:00pm to 3:30pm (CEST)

14:00 – 14:05 [Welcome Address](#)

Brendan Sullivan, Head, E-Commerce & Cargo Operations, **IATA**

14:05 – 14:25 [E-commerce growth & COVID-19 impacts](#)

E-Commerce was on a tremendous growth path prior the pandemic which has amplified that growth. This session will describe the market situation and the impact of COVID-19 on e-commerce in air cargo.

Maciej Starzyk, Senior Manager PwC Strategy

14:25 – 14:45 [Supply chain shifts & air cargo gap analysis](#)

How is the e-commerce supply chain shifting and what are the gaps or pain points for air cargo with respect to e-commerce.

Sebastian Blümmert, Head of Operations and IT, heyworld

14:45 – 15:00 [3 winning strategies](#)

What are some of the top strategies air cargo could use to capitalize on e-commerce growth that are efficient and effective?

Dr. Ludwig Hausmann, Partner, McKinsey & Co.

15:00 – 15:25 Panel and Q&A with our experts

[Panel Moderator:](#)

Brendan Sullivan, Head, E-Commerce & Cargo Operations, **IATA**

[Panelists:](#)

Maciej Starzyk, Senior Manager PwC Strategy

Sebastian Blümmert, Head of Operations and IT, heyworld

Dr. Ludwig Hausmann, Partner, McKinsey & Co.

15:25-15:30 [Wrap-up](#)

Brendan Sullivan, Head, E-Commerce & Cargo Operations, **IATA**