9:00 – 9:15	**Welcome by IATA Cargo Operations & Technology Board (COTB) Chair** Jonathan Parkinson, Senior IT Advisor, Air Canada and Chair of IATA COTB
9:15 - 9:35	**Accelerating digitalization in cargo: Take your strategy further. faster** To meet your customers' unique needs, you need to move fast and launch innovative products and services, while streamlining your cargo operations and managing reliable and efficient delivery. We will dive into key transformational learnings that airlines observed on their journey to retailing independence, and how we can use those to scale and succeed at a digital cargo strategy. Matt Woolmer, Global Business Development, Accelya
9:35 - 9:55	**ONE Record standard for booking and distribution** The Modernizing Cargo Distribution working group has developed a common standard booking & distribution process and data model. Robert Kunen, VP Distribution & Customer Service, Air France KLM Martinair Cargo
9:55 - 10:15	**From Insight to Action: eBooking as a Data Multiplier in Air Cargo** Forwarders and airlines have been stockpiling data for decades; now the rapid adoption of eBookings is fueling a shift from analysis to action. Zvi Schreiber, CEO Freightos Group (Freightos & WebCargo)
10:15 – 11:15	**Networking Break – WCS Exhibition Hall**
11:15 – 11:35	**Open, Collaborative, Innovative:** Look at how Covid acted as a catalyst for accelerating digital improvements within our industry, and how through use of API's, adoption of SaaS solutions enables businesses to benefit from the latest developments and a brief look into the future. David M Linford, Director, Global Sales & Account Management, CHAMP
11:35 – 11:55	**Airports and e-Commerce, what have we learned?** Successful transformation to a major e-commerce hub Bert Selis, VP Commercial Cargo & Logistics, Liege Airport
11:55 – 12:15	**Automation in e-Commerce** How data can speed up (general) cargo handling to keep up with the e-Commerce? Lars Merthens, Project Manager / Research Associate, Fraunhofer IML
12:15 – 12:35	**Data as a federator for multimodal transport digitalization** Recent advances in semantic technologies provide a great opportunity to connect the disparate systems and standards accross all transport modes. IATA ONE Record is at the centre of these developments and we will share our experience. Henk Mulder, Head Digital Cargo, IATA
12:35 – 14:00	**Networking Lunch – WCS Exhibition Hall**