09:00 – 09:05 Opening Remarks
• Matt Woolmer, VP Business Development, Accelya Group

09:05 – 09:20 Kex note address
• Laura Pullins, CNS President and Head of Cargo, The Americas

09:20 – 09:35 The role and opportunity for IT platforms
The role of IT platforms supporting air cargo is rapidly evolving. How will carriers manage the increasing opportunity as well as complexity of using such a network of platforms?
• Ashok Rajan Sr Vice President - Global Head - Cargo & Logistics Solutions at IBS Software

09:35 – 09:50 Digital distribution and booking: finally a new reality
The success of distribution and booking platforms is impressive. How will this change and shape the industry?
• Robert Kunen, Vice President Distribution & Customer Service, Air France KLM Martinair Cargo

09:50 – 10:30 Panel discussion
How are solution providers adapting to the rapid changes in air cargo and what are the big question marks?
• Moderator: Christopher Shawdon, Head of Business Development, CHAMP, Cargosystems
• Panelist: Zvi Schreiber, CEO, Freightos
• Panelist: speaker from Cargo.One
• Panelist: Thang Jiaw Tee, Cargo Community Network

10:30 – 11:30 NETWORKING BREAK
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11:30 – 12:30 Spotlight: Pharma
• Barbara Col, Marketing & Communications Manager, ALHA Group
• Frank Van Gelder, Secretary General, Pharma.Aero
• Milton De la Paz, VP Airline Relations & Cargo Business Development, DFW Airport
• Trevor Caswell, Manager Demand & Product Development, Edmonton Airport
• Fabrice Panza, Manager Global Cool Chain solutions, Etihad
Personalized medicine: the future treatment through Cell and Gene therapies and their impact on the airfreight supply chain

12:30 – 14:00 NETWORKING LUNCH
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## Spotlight: ULD
**ULD Tracking – From Asset/Shipment Management to Operational Intelligence**

Traditionally, ULD tracking has been just an asset management function. This session will present that the benefits of ULD data go further than asset control and could significantly improve air cargo services as well as operational efficiency.

- **Moderator:** Ross Marino, Chief Executive Officer, Unilode Aviation Solutions
- **Simon Gutschlag, VP, Product Management Air Cargo IoT Solutions, Descartes**
  - Current state of wireless technologies for ULD – Latest developments, future trends, and reasons for optimism
- **Wes Tucker, Chief Operations Officer - W. Hemisphere, ACL Airshop**
  - Leveraging ULD Digitalization to Improve Air Cargo Efficiency
- **Joseph P Jensen, Chief Technology Officer, Unilode Aviation Solutions**
  - In-flight ULD Tracking – Closing the IoT Gap and Enabling End-to-End Transparency in Air Cargo Supply Chain

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## 15:00 – 16:00 NETWORKING BREAK

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## 16:00 – 16:20 Digital Cargo and ONE Record

The new digital cargo standards like ONE Record are expanding rapidly, creating new opportunities and use cases.

- **Phillipp Billion, Senior Manager Data Solutions, Lufthansa Cargo**
- **Lars Mehrtens, Aviation Logistics, Fraunhofer**

## 16:20 – 16:55 Hackathons and other adoption accelerators

Leading IATA members are convinced about the power of new industry standards. Adoption has always been the holy grail. What are the options for accelerating this?

- **Marie Seco-Köppen, Principal Consultant, Im3pact AG**
- **Thomas Moreau, Software Architect - Development Lead, GEODIs**

## 16:55 – 17:00 Closing Remarks

- **Matt Woolmer, VP Business Development, Accelya Group**

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