09:00 – 09:15  
**E-Commerce Facts & Figures**  
The COVID-19 crisis has accelerated the expansion of e-Commerce towards new companies, customers, and product types. The pandemic has added diversity in a sector that was already very dynamic, with many different players, big and small, and various business models. How can the airline industry capitalize on the growth of e-Commerce and cater to a very diversified market?  
- Andre Majeres, Head of eCommerce & Cargo Operations, IATA

09:15 – 09:55  
**Creating eCommerce visibility**  
**Background: relevance of e-commerce in air cargo**  
Air cargo trade statistics often do not capture the full extent of e-commerce volumes in air cargo due to reliance on customs data. Different estimates show that e-commerce is already ~20% of air cargo volumes and the share is growing.  

**Current challenges in e-commerce related air cargo**  
From enabling operational efficiency, managing customs complexity and compliance, to ensuring sustainability, one key challenge is the limited interoperability and lack of e-commerce related industry standards (e.g., postal systems, e-commerce giants with own standards, express integrators with fixed networks and products and hybrid operators).  

**Future opportunities in e-commerce and what it means for different stakeholders**  
Capturing the opportunities of e-commerce requires a greater productization and standardization between stakeholders. We need to ask ourselves, what the e-commerce opportunity means for us and what we can learn from other industries when developing new market standards.  
- Tobias Woelfel, Expert Lead Logistics, McKinsey & Co

09:55 – 10:30  
**E-Commerce Code of Conduct**  
Engaging with key e-Commerce stakeholders with the objective to create strong working relationships, encouraging all to engage with IATA initiatives, especially on safety, security and sustainability through a mutually agreed global Code of Conduct.  
- Jasraj Singh Chug, CEO, Cargoflash  
- Andre Majeres, Head of eCommerce & Cargo Operations, IATA

10:30 – 11:30  
**NETWORKING BREAK**  
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