IATA
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E-Commerce Think Tank
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

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
There are different challenges existing in e-commerce related air cargo operations today (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 partly driven by a fragmented player and shipper landscape (e.g., postal systems, e-commerce giants with own standards, express integrators with fixed networks and products and hybrid operators).

- Tobias Woelfel, Expert Lead Logistics, McKinsey & Co

Future opportunities in e-commerce and what it means for different stakeholders
Capturing the opportunity in 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.

E-Commerce Code of Conduct
Engaging with key stakeholders with the objective to create strong working relationships with e-Commerce players (and other stakeholders) and encourage them 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